

LAVENDER, OLD LACE CHANGES STATIONS

Popular Program to Be Aired on NBC Network Tonight; Cast of Veterans Is Kept Intact

Former CBS Feature to Bring Programs Planned to Suit Listeners' Desires as Indicated by Analysis of Fan Mail.

BY RALPH NORMAN

After two very successful years on CBS, Lavender and Old Lace are moving their popular program to a new network, NBC-WJZ, at 7:30 tonight. The presentation formerly was a CBS Tuesday night feature.

The cast is to be kept intact, with Gus Haenschen's orchestra providing music background for such radio veterans as Frank Munn, tenor, now in his thirteenth year of broadcasting; Fritzl Scheff, former musical comedy star, and Lucy Monroe, soprano.

The program sponsors know exactly, they believe, what their listeners want. They intend to make each Wednesday night's presentation conform, as nearly as possible, to listeners' desires. Fan mail, analyzed for the last 85 weeks, shows that 10 per cent of listeners want Irish ballads, 20 per cent prefer semi-classical songs, 10 per cent like operetta excerpts, 10 per cent want Western and hill-billy music, 20 per cent prefer currently popular music, and 20 per cent songs from Broadway and Hollywood shows. There will be much overlapping of the last two groups, of course, since much popular music is written for stage or screen production.

Lavender and Old Lace will try to please all its listeners with programs built upon the mail analysis. It should have no trouble succeeding, for two years it has pleased a vast audience without such a formula for program planning.

Warming up exercises for Announcer Bill Slater, who sells July 15 for Germany and the Olympics, are provided by a series of Wednesday night sports reviews by the NBC-WJZ commentator. Heard on his program at 6:15 will be Bob Kiphuth, Yale swimming coach; Ray Moore, Olympic games gymnastic committee chairman, and Lou Handley, swimming authority.

WHILE Violinist-Conductor Rubinoff vacations in Cuba, 39 of his recorded programs are to be presented on 375 stations, making a total of 14,625 separate broadcasts. Both local stations are on the maestro's list, WIRE broadcasting the programs at 9:30 on Tuesday, Thursday and Saturday nights, and WFBM airing the concerts at 9:45 on Monday, Wednesday and Friday nights.

Supporting Rubinoff are Jan Peerce, tenor, and Virginia Rea, soprano, each to be heard on 13 programs. Guest stars will be heard on the remaining 13 broadcasts. Graham McNamee announces the series.

Rubinoff's violin, a Stradivarius which he values at \$100,000, was made in 1731 and owned by the Russian Romanoffs until the revolution of 1917. For a time it was believed destroyed or lost, but later was found in Paris, where a Russian Prince had taken it when he fled from his native land. It is said to represent the best work of the master craftsman.

After six weeks of pioneering in the early morning field, the sponsors of Mutual's Morning Matinee, WIRE at 8 tomorrow morning, are more than pleased with the results. For the first time in radio history, housewives are able to hear, as they do their morning tasks, a program equal in quality to the best of the evening presentations. The local sponsor reports the response has been gratifying. We won't be surprised to see other networks enter this comparatively new field with top-notch programs this fall.

Tomorrow morning's musicians are to be Buddy Rogers and band,



Rubinoff

with Irene Bordoni, soloist, and Nancy White, fashion commentator, completing the bill.

A special broadcast at 10:30 tomorrow morning, on the three hundred and second anniversary of the birth of William Shakespeare, by NBC-WJZ will present Leslie Howard in a scene from "Hamlet." Eva Le Gallienne in the balcony scene of "Romeo and Juliet," and talks by two Shakespearean authorities. Harvard's George Lyman Kittredge will give his views on "The Wit and Humor of Shakespeare," and Dr. A. W. S. Rosenbach, president of the Shakespeare Association of America, will talk on "Shakespeare and the Movies."

Radio Roundup—James Melton, now en route to California via Cuba and Panama, wants no palatial home with swimming pool and many guests while he is in Hollywood; fishing will take most of his spare time. . . . King's Men Quartet hasn't always had it easy; at one time the members believed a quartet was "four men who receive the pay of one." . . . One of radio's smoothest speakers, Jean Paul King, once flunked oral English in school.

Expert RADIO Repairing Phone RI-6152 for quick, expert guaranteed service on any make or any model.

Capitol City Radio Co., 139 W. Maryland-st.—at Capitol-av.

If you feel tired, run-down, nervous and out of sorts

There is usually a definite reason for such complaints . . . so, now let's reason sensibly.

Don't try to get well in a day . . . this is asking too much of Nature. Remember, she has certain natural processes that just cannot be hurried.

But there is a certain scientific way you can assist by starting those digestive juices in the stomach to flowing more freely and at the same time supply a balanced mineral deficiency the body needs.

Therefore, if you are pale, tired, lack a keen appetite, have lost weight and feel rundown . . . a frequent sign that your blood-cells are weak, with a tendency towards anemia—then do try in the simple, easy way so many millions approve—by starting a course of S.S.S. Blood Tonic.

Much more could be said—a trial will thoroughly convince you that this way, in the absence of any organic trouble, will start you on the road to feeling like yourself again. © S.S.S. Co.

In the Spring take SSS. TONIC

LOCAL AND NETWORK DIALS

Abbreviations: N—National Broadcasting Co.; C—Columbia Broadcasting System; M—Mutual Broadcasting Co.; Or—Orchestra.

Member stations and kilocycles of the network are:

NBC—WAB—WBFO (760), WIRE (1400), WLW (700), WTAM (1070), WMAQ (670) and WSM (650).

NBC-WJZ—WBFO (600), WIRE (1400), WLW (700), WENR (870), WLS (870) and WSM (650).

CBS—WABC—WBFO (880), WFBM (1220), WOWO (1160), and WBBM (770).

When there is no listing for a station at quarter and half-hours, its preceding time is on the air.

The times is not responsible for inaccuracies caused by last-minute program changes by stations.

Music

BY JAMES THRASHER

FROM the fourth in its NBC Music Guild programs, the Pro Arte String Quartet of Brussels is to play the Quartet, Op. No. 3, by Hyde, and the Debussy Quartet in G Minor. NBC's Blue network, and WIRE will bring this famous ensemble's music at 1:30 tomorrow.

Otto Jahn has said: "The quartet was Haydn's natural mood of expressing his feelings." Obviously "Papa" Haydn was not reticent in this expression, for 84 quartets from his pen are known, covering a half-century period of his life. Tchaikovsky's offering, subtitled the "Bird" quartet, was written in the composer's fiftieth year.

Like Frank and Ravel, Debussy wrote only one string quartet, although he mentioned a second one to be written for the composer Ernest Chausson, who disliked his initial effort. The quartet was written in 1893 when Debussy was 31, and was played first in Paris with Eugene Saye as first violinist.

Debussy departed even more widely from the paths of Handel, Mozart and Beethoven than did Franck. In the classic mold he poured new ideas of color, rhythm and tonality. Although the quartet first brought him to the serious attention of musical Paris, it was so baffling that many critics failed to mention its first performance.

With this work, which dates from the same period as "L'Apres-midi d'un Faune," the composer deserted his neoclassicism. Not until 1915, when he began the first of six proposed sonatas, did he return to the older forms of instrumental composition.

BECAUSE Lily Pons is filling an opera engagement in St. Louis tonight, Richard Bonelli is to be heard on her regular program with Andre Kostelanetz and his orchestra at 8 through CBS (WFBM). Mr. Bonelli will sing the prologue to Leontarval's "Pagliacci"; "Out of the Night," by Harding; the familiar "Who Is Sylvia?" by Schubert, and Easthope Martin's "Come to the Fair."

With Irene Bordoni, soloist, and Nancy White, fashion commentator, completing the bill.

U. S. AGENTS TO QUIZ 2 ON COUNTERFEIT BILLS

Suspects Held Here After Alleged Attempt to Pass Bogus Money.

United States secret service agents today questioned two men suspected of having passed a large number of counterfeit \$5 bills here during the last few weeks.

Police arrested one of the men in a downtown hotel early today after he was alleged to have tried to pass a bogus bill at Berkley Tavern, 109 S. Illinois-st. The first suspect implicated a second man.

WOUNDS SELF IN HIP

Youth Recovering From Accident With Tarter Pistol.

Clifford Baker, 21, who "didn't know it was loaded" was recovering at his home, 1117 King-av., today from a hip wound. Baker said he had discharged nine shots from his target pistol, and did not know it contained a tenth cartridge when he fired the weapon last night. He was treated at City Hospital.

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Best Short Waves

WEDNESDAY

ROME—6 p. m.—News, Symphonic concert, 2R0, 31.1 m.

EDINBURGH—7 p. m.—Beethoven pre-concert, 25.1 m.

EDINBOURG—NEERLANDS—6 p. m.—Holland program, PCJ, 25.5 m.

BERLIN—6:30 p. m.—An hour with Schubert, 49.4 m.

SCHENECTADY—7 p. m.—Latin American program, WXXAP, 31.4 m.

MADRID—7:21 p. m.—Guillermo, piano, EAQ, 30.5 m.

Pratt and McNeill WLW, Eddie Duchin's Or., (N) WEF, WIRE, WFBM.

Bob Crofts' Or., (C) WFBM, Eddie Duchin's Or., (N) WEF, WIRE.

Schaeffer Reviews (N) WJZ, Gray's Inn, 25.1 m.

Al Crawford's Or., (N) WJZ, Al Kavell's Or., (M) WLW.

Indiana Room WLW, Eddie Olsen's Or., (C) WEF, WEAF, Shandor's Or., (N) WEF, WEAF.

Hal Kemp's Or., (M) WLW.

Sterling Young's Or., (C) WFBM, Light's Out, (N) WEF, WEAF, Lou Rosenthal's Or., (N) WEF, Moon River WLW.

Mid-Jo Sander's Or., (M) WLW.

Phil Harris' Or., WLW.

Pratt and McNeill WLW, Eddie Duchin's Or., (N) WEF, WIRE, WFBM.

Bob Crofts' Or., (C) WFBM, Eddie Duchin's Or., (N) WEF, WIRE.

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Phil Harris' Or., WLW.

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