

WAVE-LENGTH GUIDE

| 폋 층 릉 | $\begin{aligned} & \text { COLUMBIA } \\ & \text { BROADCASTIMA } \\ & \text { SYSTEM } \end{aligned}$ | MATIONAL BROADCASTME COMPANY |  |  | dial readile |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | WKRO | WGR-KSD | 550 | 545 |  |  |
| 2 | KIZ-WQAM | WFI-WIBO | 560 | 535 | $\leftarrow$ |  |
| 3 | WWNC-WKBN | - | 570 | 526 | $\leftarrow$ |  |
| 4 | WIBW-WNAX | WTAG | 580 | 517 |  |  |
| 5 | WMT | WOW-WEEI | 590 | 508 | $\leftarrow$ |  |
| 6 | WCAO-WREC |  | 600 | 500 |  |  |
| 7 | WFAN | WDAF | 610 | 492 |  |  |
| 8 | WLBZ | WTMJ-WFLA | 620 | 484 | $\leftarrow$ |  |
| 9 | WMAL |  | 630 | 476 | $\leftarrow$ |  |
| 10 | WAIU |  | 640 | 488 | $\leftarrow$ |  |
| 11 |  | WSM | 650 | 461 | $\leftarrow$ |  |
| 12 |  | WEAF | 660 | 454 | $\leftarrow$ |  |
| 13 | WMAQ |  | 670 | 447 | $\leftarrow$ |  |
| 14 |  | WPTF-CKGW | 680 | 441 | $\leftarrow$ |  |
| 16 |  | WLW | 700 | 428 | $\leftarrow$ |  |
| 17 |  |  | 710 | 422 | $\leftarrow$ |  |
| 18 | CKAO | WGN | 720 | 416 |  |  |
| 20 |  | WSB | 740 | 405 | $\leftarrow$ |  |
| 21 |  | WJR | 750 | 400 | $\leftarrow$ |  |
| 22 |  | WJZ | 760 | 394 | $\leftarrow$ |  |
| 23 | WBBM | KFAB | 770 | 389 | $\leftarrow$ |  |
| 24 | WTAR-WEAN | WMO | 780 | 384 |  |  |
| 25 |  | WGY | 790 | 879 | $\leftarrow$ |  |
| 28 |  | WFAA-WBAP | 800 | 375 |  |  |
| 27 | W000 |  | 810 | 370 |  |  |
| 28 |  | WRAS | 820 | 366 | $\leftarrow$ |  |
| 29 |  | EOA | 830 | 361 | $\leftarrow$ |  |
| 32 | WABO |  | 860 | 349 | $\leftarrow$ |  |
| 88 |  | WLS-WENR | 870 | 345 | $\leftarrow$ |  |
| 35 | WGST | WJAR | 890 | 337 | $\leftarrow$ |  |
| 38 |  | WKY-WJAX | 900 | 338 |  |  |
| 38 |  | WWJ-KPRC | 920 | 326 | $\leftarrow$ |  |
| 39 | WDBJ-WBRO |  | 980 | 322 |  |  |
| 40 | WDAY-WFIW | WCSE | 940 | 319 |  |  |
| 41 | KMBC-CFRB | WRO | 950 | 816 |  |  |
| 44 |  | KDKA-WOFL | 880 | 306 | $\leftarrow$ |  |
| 45 |  | WBZ-WBZA | 890 | 303 |  | - |
| 46 |  | WOO-WHO | 1000 | 800 |  |  |
| 48 |  | KYW-KFEX | 1020 | 294 |  |  |
| 50 | KRTLD | KTH8 | 1040 | 288 |  |  |
| 52 |  | WTIC-WBAL | 1060 | 283 |  |  |
| 58 |  | WTAM | 1070 | 280 |  |  |
| 54 | WBT |  | 1080 | 278 | $\leftarrow$ |  |
| 55 | KMOX-WJJD |  | 1090 | 275 | $\leftarrow$ |  |
| 57 | WPG-WDBO | WRVA | 1110 | 270 | $\leftarrow$ |  |
| 58 | WISN-KTRH |  | 1120 | 268 | $\leftarrow$ |  |
| 60 |  | WAPI-EVOO | 1140 | 263 | - |  |
| 61 |  | WHAM | 1150 | 261 | $\leftarrow$ |  |
| 62 | WOW0 |  | 1160 | 258 | - |  |
| 63 | WOAU |  | 1170 | 258 | $\leftarrow$ |  |
| 65 | WORO | WOAI | 1190 | 252 | $\leftarrow$ |  |
| 68 | WDAE | WOAE-WREN | 1220 | 246 | $\leftarrow$ |  |
| 69 | WNAO-WFBM |  | 1230 | 244 | $\leftarrow$ |  |
| 70 | WXYZ-WDSU |  | 1240 | 242 | - |  |
| 72 | WLBW-KOII |  | 1260 | 238 | $\leftarrow$ |  |
| 73 | WTOC | WJDX | 1270 | 236 | $\leftarrow$ |  |
| 74 | WDOD-WRR |  | 1280 | 234 | $\leftarrow$ |  |
| 75 | WJAS-KTSA | WEBO | 1290 | 232 | $\leftarrow$ |  |
| 76 | KFH-WGH | WIOD | 1300 | 231 | - |  |
| 78 | WADC | WSMB | 1320 | 227 | $\leftarrow$ |  |
| 79 | KSOJ | WSAI | 1830 | 225 | $\leftarrow$ |  |
| 80 | WSPD |  | 1340 | 224 | $\leftarrow$ |  |
| 81 | WFBL | KWK | 1350 | 222 | $\leftarrow$ |  |
| 85 | WHK-KLRA |  | 1390 | 216 | $\leftarrow$ |  |
| 87 | WBOM-WOAF |  | 1410 | 212 | $\leftarrow$ |  |
| 91 | WHSP-WHEC | WFJO | 1450 | 207 | $\leftarrow$ |  |
| 92 |  | K8TP | 1460 | 205 | $\leftarrow$ |  |
| 98 | WL.AC |  | 1470 | 204 | $\leftarrow$ |  |
| 94 | WKBW-KFJP |  | 1480 | 208 | $\leftarrow$ |  |
| 95 |  | WOKY | 1490 | 201 | $\leftarrow$ |  |

## WHAT'S ON THE AIR

(Registered in U. S. Patent Office)
Vol. I. MAgAZINE FOR the radio LISTENER No. 11
Published monthly at Ninth and Outter Sts., Oinotnnati, 0 ., by WHat's on the air Co. Printmd in U. S. A.

Editorial and otroulation oymiozs: Box 6, Station N, Oinotannati, 0 .

Advertising Offions: 11 W. Forty-second St., New Yobe Otix.
Prioe, 150. per copy; $\$ 1.50$ per year.
(COPYRIGHT, 1930, by What's on the Atr Oo.)
PATENTS APPLIID FOR OOVER BABIC TRATURES OF PROGRAM-FITIDING serviok offered in this magazine.
"ENTERED AS SECOND-OLASS MAATVER APR, 19, 1930, AT THR POBToffior at Cinotnnati, O., under the adt of maroh 3, 1879."

## HOW TO USE

# "WHAT'S ON THE AIR" 

To Double the Benefits from Your Radio Set

## HOW TO FIND THE PROGRAM YOU WANT WHEN YOU WANT IT

The program-finding service covers the hours of 6 to 12 p. M. for each day in the month, Eastern Standard Time, or from 5 to 11 p. M., Central Time. Simply turn to the page bearing date and hour when program is wanted. Select from index in panels at foot of page particular program or type of program you prefer, then locate on schedule chosen symbol at nearest point (by use of State index) from which it is bein broadcast. Or, if you prefer, check symbols of favorite stations against inder ${ }^{-7}$ of symbols in panels at foot of page until you locate type of program for which your particular mood calls.

Sunday programs appear on pages $8-13$; Monday, pages 14-19; Tuesday, pages $20-25$; Wednesday, pages $26-31$; Thursday, pages $32-37$; Friday, pages 38-43; Saturday, pages 44-49.

## HOW TO USE THE

 WAVE-LENGTH GUIDEDraw lines from the stems of arrows pointing to the wave lengths of stations with which you are familiar to the respective points on the scale to the right corresponding to the points on the detector dial of your set where these stations "come in." After you have drawn about a dozen of these lines you will have a guide to all of the stations in the country. For example, if Station WEAF, which is on channel No. 12-which means it operates on a frequency of 660 kilocycles and 454 meters-comes in on your set at 74 , and Station WLW, on channel No. 16, comes in on your set at 67 , stations on channels 13,14 and 15 necessarily must come in at points between these two locations on your dial.

## TO MAKE A LONGDISTANCE TEST (DX)

Ascertain which of your local stations are broadcasting chain features at the moment. Tune in one of these and find out what number is being rendered. Then start your detector dial at either end of its arc and turn slowly. As soon as you hear the same number, note your dial setting and check back to the column showing wave lengths, thus ascertaining the approximate wave length of the station you are receiving. To the left of this column you will find the call letters of stations on the wave length of that station and those having approximately that wave length. Reference to the schedule of programs applying to the time you are listening will show you which of these stations is broadcasting the program to which you are listening, and you can thus identify it without having to wait for call letters.

# What's ON THE AIR 

THE MAGAZINE FOR THE RADIO LISTENER
VOLUME I.
SEPTEMBER, 1930
No. 11

## New Sly les in

By Robert M. Starr

WITH the new models of receivers being paraded proudly this month at the first of the fall's important radio shows, many prospective signers on the dotted line probably are becoming curious about the new models of programs which are to be aired during 1930 and 1931. Certainly this curiosity is quite reasonable.

To the men and women who pay the "small monthly installments," it is just as important to know what they will be able to hear as what the impressive new gadgets are that make a $1930-31$ set so much more desirable than one of last year's vintage. Unfortunately, it is not so easy to find out what the well-dressed program will wear this winter as it is to discover how the smart receiver will be turned out. Styles in programs are "subject to change without notice." Besides, they often come so gradually that they elude attention. However, What's on the Atr's sleuth detail has been Philo Vancing among the studios, and has hit upon some more or less warm clues herewith offered for whatever they may be worth.

First, to paraphrase the problem that perplexed the ladies so sorely this time last year, radio programs, like the aforesaid ladies, will wear 'em short for the most part during 1930 and 1931 . Not only will the thirtyminute bill which has been such a big seller the past two years continue to be popular, but it looks as if the fifteen-minute act introduced by certain daring designers last year will be featured more than ever.

These lengths are, of course, for informal and business wear. However, for the more formal occasions, such as symphonic and operatic programs or serious drama, and the smarter parties, the full-hour length is still very much in. The prospects are, in fact, that more of these programs will appear in this more becoming length than last year, when the abbreviated style rather ran riot. The choice is pretty much as
between the high and the low, unlike the flitting waist-line.

This stabilization probably will hold for music as well as for things said into microphones. Talkie theme songs and Broadway revue hits have had the breaks on the air the last year or two. But those who prefer something with more substance have not been "taking it lying down," and now it looks as if they will make their demands felt, ranging from the lighter classics to symphonic works.

Also, the styling of these musical programs, both popular and serious, promises to turn up some interesting wrinkles. In the popular sort, the trend seems to be toward the presentation type of thing, with or without a master of ceremonies so labeled, but strung together with enough smart or humorous patter to make it something more than just music. Likewise, serious programs are heading in the direction of more interpretive comment, remarks like those of Damrosch and Stokowski, calculated to tell the earnest uninitiate what it's all about Anyway, it looks as if the "she will now sing" and "the orchestra will now play" type of musical program is passing into well-earned oblivion.

Continuity and dramatic features seem due for certain changes, too, perhaps the most important of which is the increasing drift toward the serial idea. Most of the successful humor on the air is of the serial type. In addition, such features as Arabesque and Mystery House have shown studio directors that listeners can be interested more keenly by at least the same set of characters, if not continued action. So, character serials look to be quite a promising bet.

More than that, it is likely that they will be daily instead of weekly. "Amos 'n' Andy" can take the credit for this departure almost single-handed, as for many another. It is not the least reason for their success, and be assured that directors are not overlooking the fact.

The prospects are that more fiction stories and stage plays will find their way to microphones in adapted form. National's effective use of Booth Tarkington's "Penrod" and Columbia's equally good results
 with published sea yarns in the Trawlers program have pointed the way in the former class, while the Radio Guild, the Miniature Theater and Eva La Gallienne have done the same thing as regards the latter.

In clothes, Paris and London have had considerable to say about what styles are and are not. In radio this has not been true. Up to now, American broadcasting has been rather emphatic about the fact that it can set the pace without so much as suggestions from Europe. But with the perfecting of trans-Atlantic short-wave links, international programs have become so much more frequent of late that 1930 and 1931 doubtless will see offerings from across "the pond" making up an increasing proportion of American schedules.

Probably the most important change to be anticipated in this department is that music will take its place alongside the talks which have made up most of the broadcasting that has come across the Atlantic. This should be quite welcome, particularly to the many here who have not had an opportunity to hear the famous orchestras and choruses of Europe in person.

Like their length, color, etc., the trimmings approved by 1930-31 program styles promise to be keenly interesting. These will consist of bigger and better "spot news" broadcasts.

Up to the last year or so such broadcasts have consisted for the most part of descriptions of sports contests, Presidential inaugurations, political conventions, receptions for notables and similar events of wide public interest. But recently the networks have become more and more alert in covering big news on the spot where it takes place, and it looks now as if the trend is all in this direction.

As a result, listeners will be able to hear first-hand reports of headline happenings instead of waiting to read about them; that is, if they keep their receivers going, for many of these news features "break" so suddenly that they can not be billed in advance. This means a considerable strengthening of daylight schedules, since not a few of them turn up in these hours.


HELLO, Folks! How are you all this evenin'? O. K.? Atta Boy! - Atta Baby! - Yes, Surry! - Yes, Mammy!! Here goes on another ittsy bittsy "S-A" - Boop-oop-a-doop, 'n' here 'tis - R-Tickle No. 4 - Say, I see where the great $\mathrm{R}-\mathrm{C}$-A plants have put on 7,000 more employees and are turnin' out 9,000 sets per day - the greatest production in radio history - Who says business is rotten? - Said "See you pretty soon" to old pal Art Kassel when partin' the other day, after meetin' him on the street at 12 noon - the all-night director of Chicago's hottest band answers sleepily "Good night." - The world is developin' into a race o' "Shouters." The night club "coon-shouters" - The Boiler Works, Subway, ' $n$ ' Airplane Conversationalists - the drivers of closed coupes who try to talk with their rumbleseat ridin' Mother-in-law - 'n' the Family that keep their radio a-goin' "in bigh" at all times!! Commercial radio announcements are still too daggone LONG!! As far as that goes, I think $60 \%$ of the advertisin' continuity is pitiful - very few seem to have an original idea any mo' - ' $n$ ' they're all follerin' one another 'round in circles like a flock o' sheep. Everythin' is all jes' alike! Yo' can take one continuity and by simply changin' the name of the advertised product - use it on 83 other hours! Now, couldn't yo'? Between yo' 'n' me, that's what they're DOIN'!! - Lately the Promotion Pirates have been puttin' over all kinds o' Endurance Tests -flag-pole sittin' - dance marathons - radio piano playin' - airplane ridin' - 'n' now Tree Sittin'. Why don't somebody think o' startin' a Sleep Endurance Test - first prize to the one who can sleep the longest - Boy! that'd be popular! I'll bet every married man in the country would wanta enter his wife!

SHOWMANSHIP is the major part of every successful broadcast. The greatest of stars - the greatest of continuity ' $n$ ' selections - will "flop" on radio if the presentation does not have the Spirit and Sparkle of Showmanship. Don' misconstrue my meanin' - I don' refer to the Pent-up zealousness or forced enthusiasm which seems to be so prevalent today. "Entertainment," accordin' to old man Webster, means "to treat hospitably" - it's recreation!

Red Headed Music Maker

## with

Wendell Hall


Radio Host "At the Sign of the Shell."

- Do you, as a listener, get enjoyment 'n' relaxation out o' radio when bustin' out o' yo' dynamic comes a pent-up gang $o$ ' sixty mad musicians a-goin' ' $n$ ' a-blowin' at top speed, until yo' find yo'self a-settin' away out on the edge of yo' chair, a-holdin' on and a-worryin' every minute that they're a-gonna blow the top clean, PLUMB off yo' radio set up thro' the front parlor ceilin' and out thro' the roof? Do yo'? Oh, ye-ah??

BUZZED 'round the old stampin'-groun' - Noo Yawk - not so long ago - Flew in 'n' flew out - hung 'round with that fast ' $n$ ' furious gang $o^{\prime}$ whoopsters jes' a few days - met a stack $o^{\prime}$ old pals - reveled in radio gossip - gotta lotta inside dope - got more news - got more inside stuff ' $n$ ' a cream-puff - I jes' Buzzed 'n' I don' estrallita! There was May Singhi Breen (the uke-lady), who married Peter De Rose, famous composer ('member last Fall when I introduced them to yo' on radio for the first time as man \& wife?) - Well, the happy pair jes' celebrated their 7 th air birthday party over NBC. Peter, the composer of "Muddy Water" 'n' "I Still Remember," wrote a new song, "Somewhere in Old Wyoming" (a song he now wishes he had put his own name on). - Rudy Vallee lately presented as his radio guest his famous teacher, the grand old great-granddaddy of the saxophone, Rudy Weidoeft - Pioneeress Vaughn De Leath was in Europe this summer - 'Sfunny mostly all radio Noo Yawkers come originally from Hoopeston, Ill.; Ypsilanti, Mich.; Wahoo, Neb., 'n' such - The Eveready Hour just celebrated its 345 th weekly performance - and City Service its 196th - Boy! what does that make me? The $9,675,857$ th performance and the winner of the World's First Radio Endurance Test, none other than! - Rockerfeller's gonna chip in two hun-


Broadcastin' Vogue of the future. Amos ' $n$ ' Andy, with their continued continuity idea, are the first to check ' $n$ ' double-check in on this new Vogue, ' $n$ ' a lot o' credit is due Pepsodent on their foresight - Phil Cook is hard at it both mornin' ' $n$ ' evenin' on Quaker Oats - Graybar's Mr. \& Mrs. Joe 'n' Vi are startin' every night jes' about right now - by the middle of this Fall there'll be any number of 'em doin' it nightly over the entire Chain. - "Gene and Glenn" - "May and Peter" - "The Smith Family," have already been considered for daily chain work. - Yes, 'n' "The Old Redheaded Music Maker," too, was approached on a daily variety idea, usin'
dred fifty million or so ' $n$ ' build a "Radio City" over in NYC. It'll be very exclusive 'n' very all by itself, doncha know. Yes, indee-dee! I'm havin' a Chicago gangster make me a skeleton key to fit the front gate! . Don' know how oil ever happened to get mixed up in radio anyhow - yo' never heard o' anybody oilin' a radio set, did yo'?

DIRECT contrast - change $o^{\prime}$ subject - the Half-bour seems to be the most popular with the Sponsor to-day. The Full-hour Broadcast will be no mo' before many mo' moons. The real oldtimers of Chain broadcastin' - Eveready 'n' Atwater Kent - have cut from the Full to the Half - they have learned from experience that a whole full hour at one sittin' to-day is TOO much - the listeners' habits have changed and the masses can not be beld that long any mo'! No, Sub! Short 'n' sweet, snappy and to the point - is the Vogue in every line to-day, except in the Encyclopedia Business. That's why I said not so long ago that 15 -minute radio programs every night (or every other night or so) will be the
my original two-voice "cullud" characters Sam 'n' Henry - doin' a bit o' extemporaneous intimate ukestyle "stuff ' $n$ ' nonsense" as of 10 radio years back 'n' also workin' in a bit o' my present-day style. - At any rate, in both New York and Chicago, the Sponsors are hot ' n ' bothered - warm ' n ' determined on gettin' into the 15 -minute racket - Watch 'em click!

THANKS for the many wonderful letters yo're a-writin' in lately - let's hear from some of yo' real oldtimers! - Jes' address me direct at Station N, Box 6 - Cincinnati - or \% Shell - I'll be "tickled pink" to hear from yo' all Nite Owl. again. - So until then see you pretty soon - pretty soooooooon pretty so-o-o-o-oooon.


## ${ }^{66}$ The Sunshine Girl'9 (See Front Cover)

JULIA SANDERSON, who, with her husband, Frank Crumit, appears weekly on the Blackstone program over the Columbia network, is the same gentle Julia of those unforgettable successes, "Fantana," "The Arcadians," "The Sunshine Girl" and "Tangerine." Recently Miss Sanderson recalled her golden musical-comedy days.
"The charming customs of the past," she said, "are fast fading away. The glamor that once belonged to musical stars is being obscured by the talkies and the radio. There are so many kinds of stars these days that the public has to divide its allegiance.
"I am fortunate because I actually experienced what most other radio performers can know of only
as tradition. How I wish that I could re-create my early stage impressions and recall them vividly to the radio public. There was a memorable night, for instance, when I made my first appearance in Washington. The play was "The Sunshine Girl," and President Taft was in the audience. In the midst of the applause at the end of one of my songs he rose from his seat and threw a bouquet to me across the footlights. Could any one forget such a tribute?"

All of Miss Sanderson's career, however, has had radiant recognition here and abroad. And she has repeated her success on the radio, duplicating the triumphs of the days when she sang "Bring Me a Rose" and other enduring favorites of a past decade.

# The Dancing Child Is the Happy Child 



LET your child dance. The dancing child is the happy child and also the healthy one.
When you go to a party, an afternoon tea or any small social gathering, you will always find a certain number of people who look unhappy and uncomfortable. They are always the ones who drop their forks and spill their water at dinner, and when they bring refreshments to their partners at a dance they manage to deposit the greater part of it in their laps. If you look back to this man's or woman's childhood, you will find, as a rule, that they have had no social life. Perhaps they didn't have the chancethat is often the case-but nevertheless they should have attended a dancing-school or studied dancing in some way. By doing this they would have developed a poise that would put them at ease in later life. Don't put your child at a disadvantage! Give him an equal chance with the others.

For those who wish to teach their children, What's on the AIR offers the most satisfactory instructions in ballroom dancing. Each month you will find easily understood lessons in dancing. These instructions, given primarily for adults, are also suitable for children.

Before learning any of the steps in dancing, grown-ups as well as children should master the five correct positions of the feet. If our feet, while going through the various movements in dancing, are in any one of the five recognized positions, we may be sure that they will look well. If your feet are placed correctly, there is less likelihood of getting them in the way of your partner.

The Five Positions of the Feet
Remember that knowing these positions is to know the secret of making your feet look attractive while dancing, walking or standing.

First Position: This is the position to use before starting to dance. The first position is commonly used when you bring your feet together. The weight is equally divided on both feet.

Second Position: The feet are apart and the weight rests on only one foot.

Third Position: The heel of one foot is at the instep of the other foot.

Fourth Position: One foot is directly in front of the other foot. The weight rests on only one foot. This is the position of your feet when walking. Remember that, when walking forward or backward, you must place one foot in front of the other and never spread your feet apart.

Fifth Position: This is an advanced position. The toes of one foot almost touch the heel of the other foot.

Place your feet as in the diagram. Go through each position a few times until you have memorized it. It is essential for dancing teachers and parents, who teach their children, to be thoroughly familiar with the five correct positions of the feet.

## The Three Slide Steps in the Fox Trot

The girl's part is exactly the same as the boy's.
[Continued on page 48]

THE FIVE CORRECT POSITIONS IN SOCIAL DANCING


FIRST POSITION
This is the position to use when starting to dance or when your feet are together.


SECOND POSITION
Feet apart, the weight rests only on one foot. Note that the toes are always turned outwardly.


THIRD POSITION
The heel of one foot at the instep of the other foot. Try each of the five poses until memorized.


FOURTH POSITION When walking forward or backward, place one foot directly in front of the other.


EIFTH POSITION
An advanced position. The toes of one foot at the heel of the other foot.

## SUNDAY <br> September

| TIME |
| :---: |
| EASTERN DAYLIGHT <br> Eastern <br> Central <br> Standard <br> Daylight <br> CENTRAL STANDARD <br> Can - 690 TORONTO CKGW <br> ada |

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\hline 1 \& 15 \& 30 \& 45 \& 2 \& 15 \& 30 \& 45 \& 3 \& 15 \& 30 \& 45 <br>
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Fla. ${ }^{\text {G20 Clearwater WFLX }}$ 900 Jacks' NVE WJAX 1300 Mimis. WIOD 560 MIAMI WQAM
Ga. 890 ATLANTA WGST 740 ATLANTA WSB il. $\frac{10 z 0 \text { chicago } \quad \text { KYW }}{770 \text { chicago }}{ }^{* W B B M}$ 870 CHI WENR-WLS 7zo chicaco WGN 560 CHICAG0 ${ }^{*}$ WIBO 670 chicago WMAQ Ind. 1160 FT. WYNE*WOWO 1230 IND'P'us *WFBM lowa 1260 C.NCCL BL'fs K0IL

${ }^{1000}$ Davenport WOC*WHO $\frac{600 \text { Waterloo WMT }}{\text { Kans. } 1220 \text { LIWRENCE*WREN }}$ | 580 TOPEKA | *WIBW |
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| 1300 WICHITA | *KFH |

Ky. 19900vington*WCKY 940 HOPKINSYEWFIW 820 Lousisille WHAS | La. | $\frac{1250 \text { N. orL'NS WDSU }}{1320 \text { N. ort'NS WSMB }}$ |
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Me. $\quad$ 620 Bancor WLBZ 940 portlund WCSH
Md. 1060 BaLtimore ${ }^{*}$ WBAL 600 Baltimore WCA0 Mass. 990 SPRINGField WBZ

## Our Baffle-board

## Not Yet, but Soon

LIGHT ahead, fellow-listeners! September 28 $d$ marks the end of Daylight Saving Time, vacations and overnight changes in radio programs.

In spite of the best intentions of program managers and the presentation of many unusual news features, radio, this summer, has been spotty.

Many commercial features went off the air unexpectedly; sustaining features were shifted constantly as principals were overcome with vacation fever or commercial accounts dropped out. The Daylight Saving Time resulted in a large portion of programs being over before the average listener thought of coming in to the easy-chair and the set.

## Treasures Ahead

YOUR program editor, just back from a week at 485 Madison and 711 Fifth Avenue, did not bring any great amount of satisfaction home to you for September, but bounteous promises for the opening of the regular radio season in October.

## Eastern Daylight Saving <br> 12 M. to 1 P. M. Our Time

## (1) American Pro-Art String Quartet

 nbc, New York.
## (3) Nomads

Balalaika Orchestra; direction, Alexander Kirilloff. NBC, New York.

## (1) West End Presbyterian Church

Religions service; mixed quartet; sermon by Dr. A. Edwin Keigwin. CBS, New York.

## (2) International Broadcast <br> (3) Jewish Art Program

Classical Jewish music; popular folk songs.
뽕
Eastern Daylight Saving
1 to 2 P. M. Our Time

## (2) The Pilgrims

Mixed sextet, NBC, New York.

## (3) Spanish Dreams

Julian Oliver, tenor; orehestra director, Frank Vagnoni. NBC, New York.

## (4) The Fusileers

Brass band: direction Hugo Mariani. NBC, New York.

## © Southland Sketches

Spirituals by negro octet. NBC. .

## A Neapolitan Nights

Vocalists and instrumentalists.

The index letters in schedules indicate type of program which will predominate during respective half-hour broadcast period.

| N News | S | Sports |
| :--- | :--- | :--- |
| O | Educational | T |
| Pramatic |  |  |
| P Children's feature | V | Variety |
| R Religious | W Comic |  |

$X$ On the air

MUSICAL PROGRAMS


Both chains have an unprecedented demand for time on the air beginning in the fall. Many new and unique programs are in the making-quite a few of them to be on the daily or tri-weekly basis. Both chains have agreed that, while the sale of new time necessitates some shifting of sustaining features, changes will not be made, except in emergency, until time has been given What's on THE AIr, and other agencies, to acquaint the public with the rearrangement.

While half the folks we wanted to see were "chasing the little pill over the hill," or otherwise engaged far, far from radio, those not so fortunate seemed to have forgotten all about the heat in an eager search for something new and novel in the way of fifteen-minute programs.

## "There's Gold in Them There Hills"

JUST let the rumor flicker into the chains that out at Station WHIZ there are a couple of boys who have the entire roundabout populace before the loud-speaker each night, and a dozen
(3) Jewish Art Program

Music, script, talk. CBS, New York.
(4) Columbia Ensemble

啙

## Eastern Daylight Saving Our Time

2 to 3 P. M.
© Three Little Sachs
Songs and chatter by Al Llewelyn and Brad Brown, with Harry Grey at piano.
© Ann Leaf at the Organ
CBS, New York.

## (7) Ballad Hour

Old and new ballads. Freddie Rich's orchestra; vocal soloists.
(5) Metropolitan Echoes

Mary McCoy, soprano: Robert Simmons, tenor; Arcadie Birkenholz, violinist and director; guest artists. NBC
${ }^{\ominus}$ NBC Artists Service
Vocal soloists; orchestra.
B Roxy Symphony Concert
Director, Joseph Littau.
经
Eastern Daylight Saving
3 to 4 P. M. Our Time
(7) Works of Great Composers

Vocal and instrumental soloists; orchestra. NBC, New York.
C The Friendly Hour
Dr. J. Stanley Durkee; male quartet; organ; director, George Shackley.
(3) Asbury Park Concert

Panl Tremaine and orchestra. OBS via WCAP.

## © Conclave of Nations

Address by foreign diplomat. Native music by symphony orchestra, under Channon Collinge. OBS.

| A | B | C | C | \| $\mathbf{A}$ | A B | B C | C D | D | A | B |  | C D | D | A | B | C | D |  | TIME |
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| 1240 DETROIT WXYZ | 1 | 1 | 1 | 1 | 1 | 2 |  | 2 | 3 | 3 | M4 |  |  | O | $\bigcirc$ | $\bigcirc$ | 0 | 6 |
| 750 Detrott WJR | (3) | 8 | 3 | $\bigcirc$ | F | M1 |  | X | X | X | B |  |  |  | C D | D |  | E |
| 920 detroit WWJ | 1 | 1 | 1 | (1) | (1) | 2 |  | 3 |  |  | 5 | $\bigcirc$ | 5 | - |  |  | 3 | 3 |
| Minn. 810 minnerp WCCO | (1) | 1 | 1 | 1 | (1) | 2 |  | 2 | 3 | 3 | M |  |  | - | - | - | 9 | © |
| 1466 ST. PRUL KSTP |  |  |  |  |  |  | A |  | A | A | 5 | O | $\bigcirc$ |  | D | - D | 17 | 0 |
| Miss. 1270 Jackson WJDX | (1) | 1 | 1 |  | (1) |  |  |  | A | A | 5 | S | 5 | $\bigcirc$ | D | D | (7) | 0 |
| Mo. 950 KaN . City KMBC | 1 | 1 | 1 | 1 | 1 | (2) | 2 | 2 | 3 | 3 |  |  | $\bigcirc$ | $\Theta$ |  |  | 7 | 8 |
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| Sso st. Louls *KSD |  |  |  |  |  | 2 | ${ }^{3}$ | 3 | (4) | (4) | $\bigcirc$ | $\bigcirc$ | 9 | $\bigcirc$ | $\bigcirc$ | $\stackrel{\square}{-}$ | 17 | 7 |
| Louls KW |  | 8 | 8) | © | F | A | A A |  | A |  |  |  |  |  |  |  |  | E |

scouts begin to listen in on the local feature and to buy all the newspapers from the WHIZ territory to watch for press notices. On very little encouragement, one, or sometimes three or four, chain scouts will visit WHIZ and watch as well as hear the boys do their work.
Recently two boys were found whom all the chain scouts pronounced good, but, when the boys would not even talk less than fifty-two weeks at $\$ 10,000$ per week, the chains decided they'd "linger a little longer, Lester."
Meanwhile Amos ' $n$ ' Andy click along steadily. What a buy NBC made! NBC not only makes a profit on their radio program, but its share of the royalties on records and "talkies" will likely be enough to pay for more than one or two sustaining features.

## An Advertising Miracle

AMONG the advertisers we heard much gosI sip about Forhan's remarkable results from its Evangeline Adams programs. No wonder the station list for this feature is being enlarged to

Eastern Daylight Saving Our Time

## (1) National Sunday Forum

Dr. Ralph W. Sockman; oratorio choristers : orchestra direction, George Dilworth.
(3) Sterling Singers

With Mme. Lolita Cabrera Gainsborg, pianist, and Herbert Borodkin, viola,
© Don Carlos and His Marimba Band
F Shur-on Program
Begins September 7.
(1) Cathedral Hour

All-musical presentation of a cathedral ser-vice-symphony orchestra and soloists.

鮮
Eastern Daylight Saving
5 to 6 P. M. Our Time

4 to 5 P. M.

Echoes of the Orient
Instrumental ensemble; direction, Sven von Hallberg. NBC, New York.
(3) Silver Masked Tenor

Joe White, with guitar. NBC.
(4) Teatime Tunes

Muriel Wilson, soprano; George Simons, tenor; Joe Kahn, pianist; string trio. NBC.

## A Sabbath Reveries

Dr, Charles L. Goodell; mixed sextet; direction, George Shackley. NBC.
(2) French Trio

Classical music; harp, cello and violin. CBS New York.
(3) The Crockett Mountaineers

Mountain songs played and sung by the Crockett family. CBS, New York.

The index letters in schedules indicate type of program which will predominate during respective half-hour broadcast period.

| N News | S Sports |
| :--- | :--- |
| $\mathbf{O}$ Educational | T Dramatic |
| $\mathbf{P}$ Children's feature | V Variety |
| $\mathbf{R}$ Religious | W Comic |

X. On the air

## MUSICAL PROGRAMS

M 1. Band,
M 3. Dance.
M 4. Religions $\quad$ M 8. Organ.

include almost all the Columbia affiliates. Right through the torrid summer months an average of fifteen thousand listeners a week have bought a tube of Forhan's, just to get Evangeline to do their horoscope. Here's hoping all the commercial accounts don't go in for fortune-tellers.

## School Opens in October

OCTOBER will witness the reopening of both the Damrosch Musical University of the Air (NBC) and of the Columbia-Majestic American School of the Air. Informing stories on each of these educational features will appear in our October issue.

## Radio World's Fair

HEARD considerable advance gossip about the 1930 Radio World's Fair which will take over the Garden the last week in September. We hope to meet a good many of our readers there.

Haven't space for half the interesting things we wanted to tell you, or half the stirring news of

Eastern Daylight Saving<br>6 to 7 P. M. Our Time<br>\section*{(5) Catholic Hour}

Sermon by a noted Catholic clergyman; large chorus. NBC, New York.

## B Lew White Organ Recital

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Genia Fonariova, soprano.
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C Harbor Lights
Dramatic tales of an old sea captain.
(4) Fox Fur Trappers

Orchestra with Earle Nelson, crooning fur-
trapper: Helen Barr. soprsno, and three trapper: Helen Barr, soprsno, and three
harmonizers. CBS, New York. harmonizers. CBB, New York.
(5) The Globe Trotter

Act-a wealthy New York clubman works his way around the world. CBS, New York.

些

Eastern Daylight Saving
7 to 8 P. M.
Our Time
© Mystery House
Melodrama with musical background. NBC.
(7) Major Bowes' Family

From Capitol Theatre, New York City; vocal and instrumental soloists; orchestra director,
Yasha Bunchuk. NBC. Yasha Bunchuk. NBC.

D El Tango Romantico
NBC, New York.
E Williams Oilomatics.
Fred Waldner, tenor; orchestra director, Josef Koestner. NBG, Chicago.
© Columbia String Symphony
CBS, New York. Classical Music.

## (7) The Round Towners

(3) The World's Business

Address from Washington, by Dr. Julius Klein. CBS, New York.

September $7,14,21,28$

| A | B |  | C ${ }^{\text {D }}$ | D ${ }^{\text {A }}$ | A B | C |  | ${ }^{\mathbf{A}}$ | A B | 3 C | CD | - | B | B C | C D | ( | TIME |
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| ${ }^{1090}$ st.LouIS KMOX | (1) | (1) | 2 | 3 (3) | 3 (4) | (4) 6 | (4) |  | (4) | 5 | © | ( X | $\mathrm{X} \times$ |  |  |  |  |
| 5sest.touls *KSD | (1) | (1) | 2 | 23 | 2 3 | 316 | 4 |  | 5 | $\bigcirc$ |  |  |  |  |  |  |  |
| KW |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

radioland we'd like to give you, but, folks, perhaps in October (surely by November) WHAT's on the Air will, as a result of the patient support and loyalty of its readers, shake itself out of its babyhood, so to speak, and don larger clothes.

Programs are going to be greatly improved in quality and variety this winter, and so is What's on the Air.

## Feeling Our Oats

WE are out to be as indispensable to the radio listener as the dial on his receiving set. Of course a few listeners don't need dials; they just turn on the power and take whatever they get; but most listeners are becoming more and more discriminating. And for the discriminating lis-tener-everybody in the radio field is prescribing What's on the Air. Increasingly it will tell you who is who, what is what, and how to get what you want when you want it in radio programs.

## Glad to Hear from You

JUST room to add: Send in your program queries. We answer hundreds every week; we'il gladly try to answer yours. For our readers, we shall be happy to be headquarters for program information.

Eastern Daylight Saving Our Time

## (1) Major Bowes' Family

From Capitol Theatre, New York City.
(2) Chase and Sanborn Choral Orchestra Vocalists; piano duo; muted singers; orchestra. NBC, New York.

## A Enna Jettick Melodies

Vocal soloists; mixed quartet; instrumental ensemble; director, Geo. Dilworth. NBC, New York.

B Collier's Hour
Orchestra; dramatized stories; famous speakers.
(1) Jesse Crawford

Poet of the Organ. CBS. New York.
(2) Kaltenborn Edits the News

A news column of the air. CBS, New York.
(3) Quiet Harmony

CBS, New York
The index letters in schedules indicate type of pro-
gram which will predominate during respective
half-hour broadcast period.

| N News | S Sports |
| :--- | :--- |
| O Educational | T Dramatic |
| P Children's feature | V Variety |
| R Religious | W Comic |

$\mathbf{X}$ On the air
MUSICAL PROGRAMS
M 1. Band. M 6. Popular, Modern, M 2. Classical, Operatic. $\frac{\mathrm{M}}{\mathrm{M}}$ 7. Symphonic,
M 3. Dance.
M 4. Religious. M 9. Semi-cla

Eastern Daylight Saving 9 to 10 P. M. Our Time

## (3) "Our Government"

David Lawrence from Washington, D. C.
(c) Atwater Kent Hour

Concert and grand opera artists; orchestra director, Josef Pasternack. NBC, New York
(5) In the Time of Roses

Women's octet; tenor soloist; orchestra direction, George Dilworth, NBC, New York.
B Collier's Hour
Orchestra; dramatized stories; famous speak-
C To Be Announced
H Floyd Gibbons
Libby, Owen, Ford Glass Company Program. NBC, New York
(4) Majestic Theatre of the Air

National High-school Orchestra of 150 players, with guest conductors.

## $\star$ Red Lacquer and Jade

Oriental philosophy with musical background.

造

Eastern Daylight Saving
10 to 11 P. M. Our Time

## (3) In the Time of Roses

© Studebaker Champions
Eighteen-piece orchentra; direction, Jean Goldkette. NBC, New York.

D To Be Announced
(7) Sunday at Seth Parker's

Rural sketch depicting "Down East" meeting of semi-religious nature. NBC, New York.
E South Sea Islanders
(5) Mayhew Lake and His Band
(7) Around the Samovar

Folk songs of the Slavic countries; Peter Biljo's Balalaika orchestra; soloists. OBS.

瓦

Eastern Daylight Saving 11 to 12 P. M. Our Time
(7) Sunday at Seth Parker's

NBC, New York.
(3) Sam Herman, Xylophonist

© Russian Cathedral Choir
Vocal soloists; male quartet. NBC, New
York.
E South Sea Islanders Joseph Rodgers, tenor and director: Native String Orchestra.

F Nocturne
Devora Nadworney, contralto; instrumental trio. NBG.

G Reminiscences Godfrey Ludlow, violinist: male quartet Alwyn E. W, Bach, narrator.
(3) New York Herald Tribune Observer © Back Home Hour from Buffalo

Religious service with symphony orchestra, quartet and soloists. Sermon, Rev. Clinton
H. Churehill.
$\underset{7,14,21,28}{\text { September }} \quad$ SUNNDA

|  | B | C | D | A | A B | 3 C | C D |  |  | B | C | D | A | B |  | C |  | TIME |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
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| 7 | 15 | 30 | 45 | 5 | 815 | 530 | 3045 | 5 | 9 | 15 | 30 | 45 | 10 | 15 |  | 30 | 45 |  |
| 6 | 15 | 530 | O 45 | 57 | 715 | 530 | O) 45 | 58 | 8 | 15 | 30 | 45 | 9 | 15 | 5 | 30 | 45 | Central standa |
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| 1 | 1 | 2 | 3 | 34 | (4) | 4 | (4) | © | 5 | © |  | $\theta$ | (3) | 9 |  | - | © | WABC New York 860 |
| 1 | 1 | 2 | 2 | 3 | 3 -1 | (9) | 19 | $\bigcirc$ | 5 | $\bigcirc$ | $\bigcirc$ | 10 | $\bigcirc$ | © | 3 | $\bigcirc$ | $\bigcirc$ | WEAF NEW York 660 |
| A | B | 3 B | $B$ B | B B | B | H | H | H D | D | D | D | E | E |  | F | G | G | WJZ Nev York 760 |
| A | A B | B | 3 B | B B | B | H | H H | H D | D | D | D | E | E |  |  |  |  | WHAM rocht |
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| 1 | 1 | M2 | 3 | 3 R | R R | R R | R R | R © | 5 | 5 | $\theta$ | $\theta$ | $\bigcirc$ | O | 9 | - | $\bigcirc$ | WBT Charlotteoso |
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| 1 | 11 | 2 | 3 | 34 | 4 4 | (4) | (4) | G |  | © | 1 | 0 |  |  | 9 | $\bigcirc$ | $\bigcirc$ | WSPD toledo 130 |
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|  | MR | R 2 | 2 | 2 8 | 36 | (4) | $3{ }^{5}$ | © |  |  | $\bigcirc$ |  |  |  |  |  |  | *WLIT-WFI PriL. 560 |
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MIONDAY ${ }_{1,}^{\substack{\text { s. } \\ \text { soptembor } \\ 15, ~ 22, ~}}$

| TIME | A | B | C | D |
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| EASTERN DAYLIGHT | 6 | 30 | 7 | 30 |
| Eanterr Standard | 5 | 30 | 6 | 30 |
| Central standard | 4 | 30 | 5 | 30 |
| Can - 990 товолто CKGW | (3) | P | G | G |
| ada 730 montreal CKAC |  |  |  | C |
| Ala. 1140 BIRM 'CHM ${ }^{\text {a }}$ WAPI | M | M | 18 | 8 |
| 930 вRMMCHM WBRC | (1) | A | (2) | CE |
| Ark. 1000 Hot SPGS ${ }^{*} \mathrm{KTHS}$ |  |  |  | K |
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| Colo. 830 denver KOA | 3 | X | CD | D |
| 560 denver KLZ | 1 | A | (2) | M2 |
| Comn.1660 Hartrord *WTIC |  |  |  |  |
| D.C. 630 WSSHGTN WMAL | (1) | AB | X | X |
| 950 Washtre WRC | (1) | AB | G | L |
|  |  | M6 |  | G |
| 900 Jacks NVE WJAX | X | N | G | K |
| ${ }^{3} \mathbf{3} 0$ MLIMIE. WIOD |  |  | G | G K |
| 560 MLMMI WQAM |  |  |  |  |
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| Ind. 1160 Fr. WYNe*WOWO |  |  |  | C |
| 1220 INDPUS * WFBM |  |  | 2 |  |
| Towa 1260 C.NCLI Bl'ss KOIIL |  |  | HM | C |
|  |  | M6 | CD | S |
| 600 Waterloo WMT | (1) | AB | (2) |  |
| Kans. $122 \mathrm{Lawrence}{ }^{\text {W WREN }}$ | X | X | M8 | 8 K |
| 580 TOPERA *WIBW | M6 |  |  | P |
| 1330 wichita *KFH | (1) | AB |  | M6 |
| Ky. 1990 conncton ${ }^{\text {WhCKY }}$ |  | M3 |  | 1 |
| 940 HopkinsveWFIW | (1) | AB | (2) | E |
| s20 Lousvilue WHAS | 3 | M6 |  | P |
| La. 1250 N. ort'ss WDSU | M | M5 | 0 | C |
| 1320 N. orins WSMB |  |  |  | K |
| Me. $\quad 20$ bancor WLBz | M7 | M | (2) | E |
| 90 portland WCSH | 0 | AB | D | 2 |
| Md. 1060 BaLTMORE*WBAL | 3 | F | G | G K |
| 600 Batmore WCA0 | (1) | AB | 2 | CE |
| Mass. 990 SPRINGFELD WB2 | 0 | M | G | c |
| 590 Boston WEEI | M9 |  | M8 | 812 |
| ${ }^{1230}$ goston WNAC | M | M | N | V C |
| 1200 Worcestr WORC | M | M | 2 | E |
| 5so worcestrwTAG | M2 | AB | M9 | 2 |
| Mich.niobstratr WBCM | (1) | AB | (2) | E |
| 1220 Detroit WXYZ | (1) | AB | (2) | CE |
| 750 Detroir WJR | P | N |  | 6 |
| 920 detroit WWJ | (1) | A | CD |  |
| Minn. 810 minneap WCCO | S | S | S | S C |
| 1660 ST.PAUL KSTP | (3) |  |  | K |
| Miss. 1270 Jackson WJDX |  |  |  | K |
| Mo. 950 Kan. city KMBC | (1) | $A B$ |  | CE |
| 610 kaN. caty WDAF |  |  |  |  |
| ${ }^{1000}$ St.Louis KMOX | X | X |  | 3 |
| 550St. Louls *KSD | (1) |  | CD | D 2 |
| 1350 ST. Louls KWK | S | S |  |  |

HANDY INDEX TO
Major Evening Programs
OF NBC AND CBS
The times given in this index are all Eastern Daylight. Subtract one hour for Eastern Standard and Central Daylight; two hours for Central Standard and Mountain Daylight.


Phil., Spitalny's Music, NBC, Sat. 7:30.
"Pon" Concerts, NBC, Sat.
Paramount Pubilix Hour, CBS, Tues. $10: 15$.
Ponce Sleters, NBC, Sat Ponce sisters, NBC, Sat NBC, Wed $7: 30$.

Quaker Oats, NBC, daily except Sat,
Quiet Harmony, CBS, Sun, \%,
Roxy Symphony Orchestra, NBC, Sun. 2. Round Towners, CBS, Suin
Russ
Cathedral Choir, NBC, sum. 11. Remintscence, NBC, Sun 11:
Ramblers Trio, NBC, Mon. 6:30

Robert Burns Panatela, CBS, Mon, 10.
Romany Patteran, CBS, Thur, and Fri, 10.
Romany Patteram $\mathrm{CBS}, \mathrm{C}=0$ Hour, NBC, Tives, $10: 30$.

## $\begin{array}{r}\mathrm{R} \\ \mathrm{R} \\ \mathrm{R} \\ \hline\end{array}$

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## 

 Rosalicequer and Jade. NBC, Fri, Sum. 9. Rosatie Wolfe, NBC, Mon. ${ }^{\text {R }}$. Thes 6 . Ross Gorman's Trickiters, NBC, Tues, $7: 30$.Spanigh Dreams, NBC, Sun. 1.
Suothland Sketches, NBC, Sum Sterllog singers, NBC, sun. 4.
Silver Masked Tenor, NBC, 8 mm . Studebaker Champlons, NBC, Sun. 10 . Sunday at Seth Parker's, NBC. Sun. 10. Sunday at Seth Parkers, NBC, Stromberg-Carlsoti, NBC, Mon. Sign of the Sheit, NBC, Mon, $10-30$. Saraminth Lineri Orchestri. NBC, Tues. © SyIrania Foresters. NBC, Wed, $8: 30$. Symphonic Interlude, CBS, Thur. 8. Silver Flute, NBC, Sat. 9 , 11.
Slumber Musie, NBC, dally Slumber Music, NBC, daily 11, Sabs on Broadway, CBS, Mon. $7: 30$.
Shur-nin Program, NBC, Sin. $4: 45$.

Three Little Sachs, CBS, Sun, 2 ,
Tastyeaat Jesters, NBC, Mon." Thur, and
Two Troupers, NBC, Tues, 7 .
Troika Bells, NBC, Tues. 8
Tek Music, NBC, Tues. 9
Tuscha Seldel and Orchestra, CBS. Mon.
True Story Hour, CBS, Fri. 9, SBS. Sat. 6 ,
Ted Husing's sport Siants, CBS. Sat. 6.
Tom, Dick and Iarry. CBS, Sat, 6 .
Tom, Dick and Harry, CBS, Sat,
Tea Time Tunes, NBC, Sun. 5.
I. 8. Service Band, CB8, Mon. 8:30, Wel.

Inder the Jolly Hoger, NBC, FIL. $10: \$ 0$.
Yincent Lopez, NBC, Tues, wnd Wed. 11.
Volce of Columbia, CBS, Wed (8th and


West End Preibyterian Church, CBS, Sun. Works of Great Composers, NBC, Sum, 3 .
Word's Business, CBS, suin, 7,
WXYZ Captivatoss, CBS, Mon. $6: 30$.
WXYZ Captlvators, CBS, Mon $8: 30$
World To-day, NBC, Mon. 7, Westlmghouse Salute, NBC, Tues, 10 .
Wadaworth Watchcase Program, NBC, Wed.
Wardi Tip Top Club, CBS, Thur, 7:30.
Whyte's Orchestra, NBC, Sat, ${ }^{7}$.
Wolcome Lewis, NBC, Eri
W.
Weleome Lewis, NBC, Fri $\begin{aligned} & \text { N:30. } \\ & \text { Will Osborme, fBS; Fit. } 11: 30 \text { and Sat. } 11 .\end{aligned}$
Wonder Dog, NBC, Sut, 8 ,
Wrigley Prognam, CBS. Fri,
Wise

Yeast Foamers, NBC, Wed. 8 ,

A Eastern Daylight Saving 6 to 6:30 P.M.
Our Time
OHATN PROGRAMS THIS HALP-HOUR
(1) Black and Gold Room Orchestra
(3) Mormon Tabernacle Choir and Organ
:BC, Salt Lake City

## (1) Orchestra

Esnally dance music. CBS.

| N | News | S | Sports |
| :---: | :---: | :---: | :---: |
| 0 | Educational | T | Dramatic |
| P | Children's feature | V | Variety |
| R | Religious | W | Comic |

1 Eastern Daylight Saving 6:30 to 7 P.M. Our Time
CHATN PROGRAMS THIS HALF-HOUR

## A Black and Gold Room Orchestra

## Concert. NBC. New York. (First 15 min .)

## B Uncle Abe and David

Rural sketch with Phillips Lord and Arthur Allen. (Last 15 min . of period B .)

## E Ramblers Trio

(First 15 min .)
F Literary Digest
News flashes. (Last 15 min . of period B.)

## A Orchestra

Usually dance music. CBS. (First 15 min.
B The Whoops Sisters
CBS, New York. (last 15 min , of period B.)

## P rogram Announcements

## NBC-

Floyd Gibbons (Libby, Owen, Ford Glass Co.) over WJZ and chain, Sundays, 9:30 to 10 p. M., beginning August 24.

Shur-on Program over WJZ and chain, Sundays, 4:45 to 5 p. M., beginning September 7 .

Empire Builders over WJZ and chain, Mondays, 10:30 to 11 P. M., beginning September 29.

Wahl Company Program over WEaF and chain, Fridays, 9:30 to 10 P. M., beginning September 26.

## CBS-

An Evening in Paris, Mondays, 9:30 to 10 p . M., beginning September 15.
Minneapolis Honeywell Regulator, Mondays, 9 to 9:30 p. M., beginning September 8 .

Don Amaizo, Mondays at 10:30 p. m., beginning September 15 .
F. H. Leggett Company, Tuesdays, $8: 45$ to $9 \mathrm{P} . \mathrm{M}$., beginning September 9.

Van Heusen Program, Thursdays, 9 to 9:30 p. M., beginning September 18.

Hamilton Watch, Thursdays, $8: 45$ to 9 p. M., beginning September 25 .

Wrigley Program, Fridays, $10: 30$ to $10: 45$ P. M., beginning September 5 .

Gold Medal Fast Freight changes from Friday to 9 P. M. Wednesday.

The advent of the new CBS programs will compel a shifting of sustaining features the middle of September. As we go to press, the mid-September times for Arabesque, Mardi Gras, Toscha Seidel and Romany Patteran are still undetermined.

## 逄

Frederic William Wile's "The Political Situation in Washington To-night," now in its seventh uninterrupted year and now a CBS coast-to-coast feature, was missed during August, and perhaps will not be resumed until the middle of September. After his strenuous
session with the London Naval Conference, Mr. Wile is entitled to his vacation.

Domenico Savino's Tone Picture programs over CBS have been discontinued until October. The famous composer-maestro has gone to Taranto, Italy, for his parents' golden-wedding anniversary.
Present plans of the chains mean that listeners will be offered at least three opportunities to hear trans-Atlantic broadcasts a week this fall and winter. Included are programs by some of the leading European musical organizations.

Montreal comes back into the picture with a chain broadcast via CBS each Saturday at 7:15 p. m. The feature chosen is Jack Denny and his Mount Royal Orchestra-a favorite over the Canadian National Railway System's trans-Canadian chain.

Miss Bayne, Pansy of Peter Arno's "The Whoops Sisters," new CBS early-evening comic strip, is an English actress of renown both in London and on Broadway. Miss Thorp, the other "Whoop," has also played leading roles on London and New York stage.
"Rainbow Revels," a revue written by Raoul Marlo exclusively for radio, and utilizing an entire cast of Columbia stars and an ensemble of light-opera voices, will be a once-a-month special offering over CBS this fall. Dates and times are yet to be set.

The Henry-George program (CBS, Tuesday evenings) has been recast and slightly revamped. In place of the long-familiar bellhops, we meet two young transcontinental travelers-Herbert Polesie, veteran radio artist, as Henry, and Teddy Bergman, dialect specialist, as George.

Don Becker's "Irrational Broadcasting Company" broadcasts over WLW, Cincinnati, alternate Sunday evenings at 11:10 o'clock, E. S. T., are burlesques extraordinary. They caricature the foibles of radio broadcasting in a keenly humorous, but good-natured, way.

C Eastern Daylight Saving 7 to 7:30 P.M. Our Time
CHAIN PROGRAMS THIS HALF-HOUR
C Rosalie Wolfe
Soprano, with instrumental quartet. (First 15 min , of period (.)
D The World To-day
Talk by James MeDonald, (Last 15 min . of period (a)
G Pepsodent Program
Amos ' n ' Andy. (First 15 min , of period. C.)
H Tasty Yeast Jestors
Maie trio: Swedish dialect songs and stories. (Last 15 min . of period C.)
(2) Current Events
H. V. Kaltenhorn in a-resume of week's major events.

## (1) Eastern Daylight Saving 7:30 to 8 P.M. Our Time

chain programs this halfehour

## (2) Colonial Beacon Lights

Robt. I. Ripley, "Believe It or Not" cartoonist entertainer; male quartet.
K Quaker Oats Program Phil Cook. (First 15 min . of period D.)
L Roxy and His Gang
NBC from Roxy Theatre Studios, New York. (Last 15 min . of period D .)

## C Evangeline Adams

Astrologer. CBS, New York. (First 15 min .
D Saks on Broadway

## E Bernard Levitow's Orchestra

Dance music. CBS, from Hotel Commodore, New York. (Lsst is min. of period D.)


## MONDAY ${ }_{1,}^{\substack{\text { septembor } \\ 8,15,22,}}$

| TME | $\begin{array}{\|l\|l\|} \hline \mathbf{A} \mid \mathbf{D} \end{array}$ |  |  |  |
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| ouls |  |  |  |  |



AEastern Daylight Saving 8 to 8:30 P.M. Our Time CHAIN PROGRAMS THIS HALF-HOUR
(1) Half Hour in the Nation's Capital Service, Washington studios.

## © Roxy and His Gang

NBC, from Roxy studios, New York,

## (1) Burbig's Syncopated History

Heury Burbig and Freddie Rich's orchestra,
$N$ News
N News
O Educational
P Children's feature R Religious KEY
-

S Sports T Dramatic V Variety

X On the air

B Eastern Daylight Saving 8:30 to 9 P.M. Our Time chatn programs this half.hour
(2) A. \& P. Gypsies

Orrhestra: director, Harry Horlick; vocal soloints. NBC.

## (5) Crime Prevention Program

Dramatized detective stories ${ }^{*}$ NBC.
2 U. S. Service Band
CBS, from Washington.
MUSICAL PROGRAMS
M 1. Band. al onent M 2. Olassical, Operatic. M 3. Dance.
M 4. Religious.
M 6. Popular, Modern.
$\begin{array}{ll}\text { M 3. Dance. } \\ \text { M 4. Religious. } & \text { M. Organ. } \\ \text { M } & \text { M. Semi-n }\end{array}$
M 5. Novelty Music.

M 7. Symphonic
M
8. Organ M Variety.

## "ARADESQUE"



Driftung sands and a caravan, the desert's endless space, Lustrous eyes, Neath Eastem skies and a womar's veiled face

ARABESQUE," the modern "Thousand and One Nights," is famous for three things: (1) David Ross, (2) Yolande Langworthy and (3) "Drifting Sands."
Based upon the adventures of an English stock company which has been captured by Arabian bandits, "Arabesque," its theme poem "Drifting Sands," and all of its supplementary dramatic offerings, heard over WABC and the Columbia Broadcasting System, come entirely from the fertile brain and talented pen of Yolande Langworthy.
"Drifting Sands" and David Ross, its interlocutor, of course, are synonymous. Both have won public acclaim from a modest beginning in February, 1929.
"Arabesque's" cast has changed but slightly since its inception. Achmed, arch-villain of Arabia, is now played by Reynolds Evans. The only other change was the recent addition of a second villain in the person of Hassan, played by Jack MacBryde. Dr. Gilbert has always been played by Frank Knight, as has Myra Loring been played by Georgia Backus.

Yolande Langworthy played Zuweida. After the latter's death in Arabia, Miss Langworthy assumed the role of Miriam Montgomery, which she now plays.
Miss Langworthy wrote the following exclusive statement for What's on the Air:
"Where the story of 'Arabesque' came from I do not know. I love the East. Men and women who have lived in the East tell me they doubt me when I say I have not lived there. But it is the truth; the East lives
with me, rather than my having lived in its atmosphere.
"Achmed, a son of the desert, supposedly, is known all over the East for his cruelty, cunning and warlike attacks on travelers. He is a strange character, seemingly an Arab, yet having a cultured English accent, which he attributes to his years at Oxford. He has a magnificent palace in the heart of the desert, not far from a well-known oasis.
"A caravan of English players, traveling on the desert to obtain local color for a play, are captured by Achmed. The actress, Myra Loring, beautiful and courageous, attracts the wily Achmed. He immediately makes plans to throw the company on the mercy of any passing caravan and take the beautiful English woman to his palace. Myra in true spirit asks for a chance to save her company and herself, if Achmed will allow them to put on a play every evening for any allotted space, and then, if satisfied, allow them to go free.
"Achmed, seeing very plainly that he has her in his power, accepts.
"Myra likes Achmed, realizing that his brutality and suave manner arise from some hurt in life. She feels he is not an Arab, and yet he seems unlike an Englishman. She is at a loss to understand him, but endeavors, through her plays, to get at the real character of the man and help him to be fine and noble.
"Achmed has a dancing girl called Zuweida, whom he thinks he loves. Following many heart-rending scenes and adventures, Zuweida

C Eastern Daylight Saving 9 to 9:30 P.M. Our Time
CHAIN PROGRAMS THIS HALP-HOUR

## (2) A. \&. P. Gypsies

Orchestra direetor. Harry Horlick; vocal soloists, NBC, New york.

## © Maytag Orchestra

Vocal soloists: male trio: Retting and Platt, piano duo. NBC, Chicago.
(3) Arabesque (Supt. 1, time to be announced.) A modern "Thomsaud and One Nights," OBS.
Minneapolis Honeywell Program Beginning September 8.

East. Daylight Saving 9:30 to 10 P.M. Our Time
CHATN PROGRAMS THIS HALF-HOUR

## ©General Motors Family Party

Orchestra; direction, Ion Voorhees; soloists. NBG, New York

## (7) Chesebrough Real Folks

Sketch of small-town life, George Frame Brown; novelty band.
(4) Toscha Seidel
(September 1 and 8.)
Violinist, CBS, New York.
An Evening in Paris
(September 15 and following.)

| A | B | C | D | TIME |
| :---: | :---: | :---: | :---: | :---: |
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| TIME | A | B | C | D |
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| central standard | 8 | 30 | 9 |  |
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| ada 730 montreal CKAC |  |  |  |  |
| Ala. 1400 IIRM'Grm ${ }^{\text {a }}$ WAPI |  |  | D | WN |
| 930 BIRMCHM WBRC | M 6 | M6 | BC | 3 |
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| ${ }_{1350}$ ST.Louls KW |  |  |  |  |

dies on the desert in the arms of the man who really loved her, Achmed's personal physician, Dr. Gilbert, who has had to leave England and is also under Achmed's power.
"The play goes on each evening. Hassan enters in the picture. Hassan is an out-andout scoundrel, but he, too, has an education, and it appears he is illegally connected with the selling of hashish to tribes of the desert.
"Whether Achmed is connected with this, Myra does not know, but she knows something of a sinister nature goes on between the Bedouin and Achmed.
'Then to the desert comes Miriam Montgomery, who had married Achmed's twin brother before the war. It is believed that she is in the British Secret Service. Achmed, prey
to strange emotions, seemingly falls in love with Miriam.
"Miriam and Myra are friends, although they seemingly love the same man. Dr. Gilbert, who loved Zuweida, discovers that Miriam is a half-sister of the gypsy dancing girl. Then, of course, there arises a comradeship between the handsome doctor and the sister of the dead Zuweida.
"Complications are ever present. Achmed will not show his hand. Myra is bravely putting on her plays. Miriam is trying to find out things; why, no one knows but Achmed.
"And still the plays go on, with heartaches behind the scenes, and women's tears, men's desire to get all the gold they can, and the desert relentless in between them and civilization."


Dr. Gilbert (Frank Knight)
Miriam (Yolande Langworthy)

Achmed (Reynolds Evans) Myra (Georgia Backus)

A
East. Daylight Saving 10 to $10: 30$ P.M. Our Time
chatn programs this half-hour
(1) Moonshine and Honeysuckle

Serial drama with Louis Mason. NBC, N. Y

## (4) Stromberg Carlson Program

## (1) Robert Burns Panatela Program

Guy Lombardo's Orchestra; soloists. CBS, New York.

| $\mathbf{N}$ News |  |  |
| :--- | :--- | :--- |
|  | KEY |  |
| O Educational | Sports |  |
| $\mathbf{P}$ Children's feature | T Dramatic |  |
| $\mathbf{R}$ Religious | V Variety |  |
|  |  | W Comic |

x On the air

## B <br> East. Daylight Saving $10: 30$ to 11 P.M. Our Time

 chati programs this hanf hour
## (2) Sign of the Shell

Soloists; Wendell Hall: archestra director, Adolf Dumont. NBC, Chicago.

## (5) In the Spotlight

Soloists: orcliestra director, Bill Daly.
Empire Builders
(Return to this period September 29.)

## (2) Jesse Crawford

Poet of the organ. CBS, New York.

## MUSICAI PROGRAMS

M 1. Band. M 6. Popular, Modern,
M 2. Olassical, Operatic. $\frac{\mathrm{M}}{\mathrm{M}}$ 7. Symphonic. $\begin{array}{lll}\text { M } \\ \text { M 3. Dassical, Operatic. } & \text { M } & \text { M. Sympho. } \\ \text { M } & \text { 4. Religions. } & \text { M } \\ \text { M. San. } \\ \text { M. Semi-cla }\end{array}$ M
M
5. . Novelty Music.

Daxiil Ras
$\frac{\text { M }}{\mathrm{M}}$ 9. Semi-classical.
national authority on crime prevention, and the series was inaugurated with Edward Mulrooney, New York City police commissioner, as the guest speaker.

William Shelley, a widely known radio actor, plays the part of Thurlow Wade in the series. The part of Police Lieutenant McDonald, who shares in Wade's adventures, is taken by T. Daniel Frawley,

In the series, Reeve exposes some of the cleverest tricks of gangsters, bogus-check operators and other inhabitants of the underworld. That this expose of the methods of racketeers and criminals is curtailing their activities already is indicated in letters received from persons who have heard the first episodes in the series.
In the addresses by police officials and noted criminologists, the work done by metropolitan, State and national police organizations is discussed.

While the entire program has been planned as a public-service measure, the dramatic episodes involving Thurlow Wade now rank among the most interesting programs on the air.

Each drama in the series re-enacts some criminal case actually drawn from the police records. Reeve and Farr have the active assistance of the New York Detective Bureau, not only in combing its files for unusual material, but in checking technic.

## C <br> East. Daylight Saving 11 to 11:30 P.M. Our Time <br> CHADN PROGRAMS THIS HALE-HOUR

## (7) Dance Music

NBC, New York
D Uncle Abe and David
Rural sketch with Phillips Ioral and Arthur Allen. NBC. (Last 15 min . of period C.)
© Slumber Music
String ensemble; direction, Tadwig lanier, NBC.
A New York Herald Tribune Observer News tlashes.

## B Dance Music

CBS, New York, (First 15 min . of period C.)
C Heywood Broun's Radio Column (BB, New York. (Last 15 min , of period C.)

D
East. Daylight Saving 11:30 to 12 P.M. Our Time
Chatn programs this halfe-hour

## (3) Dance Music

 NBC, New York.© Slumber Music
String ensemble: director, Ludwig Laurier.

## A Pepsodent Program

 Amos ' n ' Andy. (First 15 min . of period D.)B Literary Digest Topics in Brief (Last 15 min . of period D.)
(3) Dance Music CBS, New York.
$\underset{1 .}{\substack{\text { September } \\ 8,15,22,29 \\ \text { 2 }}} \mathbf{M O N D A Y}$


| TIME |
| :---: |
| EASTERN DAYLIGH |
| Eastern Standard Central Daylight |
| CENTRAL STANDARD |
| Can-690 toronto CkGW |
| ada tzomontreal CKAC |

Ala. $\frac{1140 \text { BIRMGHM }}{930 \text { BRMM'GHM WBRC }}$ Ark. 1040 Hot SP'GS *KTHS 1390 LtLLe r'ck *KLRA 1

A|BC \begin{tabular}{|l|l|l|l|}
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5 \& 30 \& 6 \& 30 <br>
\hline \& 30 \& 5 \& 30

 

\hline 4 \& 30 \& 5 \& 30 <br>
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\end{tabular} (1) $A B C D$

(1) $\overline{A B}$ (1) $\mathrm{A}|\mathrm{D}| \mathrm{KL}$ (1) $\mathrm{AB} \mid \mathrm{CD}(2$ (1) $A{ }^{2}$ (1) $\mathrm{AB} \mid \mathrm{HD} \quad \mathrm{L}$ \begin{tabular}{l|l|l|l}
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$\mathbf{X}$ \& $\mathbf{N}$ \& D \& K <br>
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\hline \& \& $\mathbf{H}$ <br>
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\end{tabular}

(1) AB M6

N $\mathbf{P}$ M $\frac{\mathrm{MV}}{\mathrm{MV}}$ (1) $\mathbf{P}$ D 2 M9 ${ }^{\text {P0 }}$ M8 X O S W PMCD S Ind. 1160 Ft. WYNE*WOWO 1230 IND'P'LS *WFBM lowa 1260 C.NCIL BL'Fs KOIL 1000 Davenport WOC*WHO
Des Moines 600 Waterloo WMT Kans.1220 LIWRENCE*WREN 580 TOPEKA *WIBW 1300 wichIIA ${ }^{*} \mathrm{KFH}$ Ky. 1490covington ${ }^{*}$ WCKY 940 HOPKINSYEWFIW 820 Louisvilue WHAS
La. 1250 N. orL'NS WDSU 1320 N. ORL'NS WSMB

 940 portland WCSH O B $\overline{\text { Md. } 1060 \text { BALTMMORE }{ }^{*} \text { WBAL }}$ 600 baltmore WCAO $X \quad X \mid C D 2$ $\overline{\text { Mass. } 990 \text { Sprincfield WBZ }}$ | 590 boston WEEI | P | B | M8 | 2 |
| :--- | :--- | :--- | :--- | :--- | :--- | 1230 BOSTON WNAC $\mathbf{M}$ M $\mathbf{N}$ O 1200 WORCESTR WORC $\mathbf{M}$ M $\mathbf{C D}$ (2) 580 WorcesterWTAG $\operatorname{M2}$ A $\mid$ D Mich. 1410 BAY city WBCM (1) $A B C D \quad 2$

| 1240 DETROIT | WXYZ | (1) | $A B$ | NM | 2 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 750 Detroit | WJR | P | N | X | N |
| 920 Detroit | WWJ |  |  |  |  |
| Minn. 810 MINNEAP | WCCO | S | S | CD | M8 |
| H600St. Paill | KSTP | (1) |  | D | K |
| Miss. 1270 Jackson | WJDX |  |  |  | K |
| Mo. 950 KAN. CTTY | KMBC |  | AB |  |  |
| $610 \mathrm{KAN} . \mathrm{CITY}$ | WDAF |  |  |  |  |
| 1090 ST. LOUIS | KMOX | $\mathbf{X}$ | X | C | M6 |
| 550 ST. LOUIS | *KSD | (1) | A | CD |  |
| 1350 ST. LOUIS | KWK | S | S | S | K |



MISS LEE BARTLETT, famed as the beautiful Miss Aflantic City, "lends a hand" in a broadcast.

WPG, a reccnt acquisition of the CBS, boasts of tbe only broaitcasting station lying a balf-mile out in the Atlantic Occan. The charming young lady above is demonstrating the precaution which is taken to include the dashing of the waves in broadcasts from this station. Onc million five bundred thousand, pass tbe portboles of this, Columbia's Ocran Studio, on the "balf-mile out" end of the Steel Pier each summer. It is a mecca for visitors who cnioy a glimpse into the studio when it is sending melody and merriment out ourr tbe wide, wide world.

AEastern Daylight Saving 6 to 6:30 P.M. Our Time
chain programs this halif-hour

## (1) Black and Gold Room Orchestra

Concert music: director, Ludwis Laurier
E Richard Maxwell
Tenor with string trio. (First 15 min .)
F Savannah Liners' Orchestra
Harold Sanford, director. (lanst is min.)
(1) CBS, from New York

MUSICAL PROGRAMS


Eastern Daylight Saving 6:30 to 7 P.M. Our Time

> OHAIN PROGRAMS THIS HALF-HOUR

A Hindermyer and Tuckerman
Comedy team. NBC. (First 15 min . of period B.)
B Uncle Abe and David
Rural sketch with Phillips Lord and Arthur Allen. (Last 15 min . of perind B.)
0 Savannah Liners' Orchestra Harold Sanford, director. (Firnt 15 min . of period B.)
G Literary Digest Topics in Brief

## News flashes. (Last 15 min . of period B.)

## A To Be Announced

CBS N. Y. (First 15 min . of period B.)
B The Whoops Sisters CBS. X. Y. (Last 15 min , of period B.)

# "Hoppin 

NBC . . . Tuesdays at 8:45 p. m., E. D. T.

THE program might be called "Be-
hind Scenes in a Big Hotel," and HE program might be called "Be-
hind Scenes in a Big Hotel," and again it might be called "How to Be a Bellboy in Ten Lessons." As it happens, the program is known as "Hoppin' Bells," and it's an interesting combination of comedy and flashes of what actually happens in a big hostelry.

Listeners have become well acquainted with the three principal characters in the series, though their names are not announced on the air. Pete, the veteran bellhop, is played by Joe Latham, and Eric Linben takes the part of Jimmy, who is just learning the psychology of "sizing up" the size of a tip before you get it. Anna, the checkroom girl who is the love interest of the series, is played by Alice Beam.

The script is written by Cecil Baumgarten, a newcomer among the radio writers, who knows his bellhops and hotels.

So cleverly has Baumgarten written his sketches that letters requesting copies of the manuscript have been received by youngsters who are planning to start up the ladder by the bellboy route. Pete knows all the various ways in which clever bellboys can increase their gratuities.

For example, he is coaching Jimmy in the technique of "rooming" a guest. He has told Jimmy that an experienced bellhop can estimate accurately the size of the tip he will receive while riding up in the elevator with the guests. Jimmy says:
"It seems to me that riding to the tenth floor in an elevator is a mighty short time in which to size up a man."
 a

TUESDAY
September
2, 9, 16, 23, 30

| TI | A | B | C | D |
| :---: | :---: | :---: | :---: | :---: |
| EASTERN DAYL | 8 | 30 | 9 |  |
| Eastern Standard Central Daylight | 7 | 30 | 8 |  |
| CENTRAL STANDARD | 6 | 30 | 7 | 30 |
| Can - 690 toronto CKGW | (1) | 2 | © | M3 |
| ada 730 montreal. CKAC |  |  |  |  |
| Ala. 1140 BIRM 'GH'm *WAPI | 5 |  |  |  |
| 930 birm'ghm WBRC | M3 | B | M6 | 3 |
| Ark. 1040 Hot SPGS | X | X | X | X |
| 1390 UTLE R'CK *KLRA | PN | V | M | 3 |
| Colo. 830 denver K0A | (1) | X | 3 | 4 |
| 560 denver KLZ | M9 | W | M | 3 |
| Conn. 1060 HartFord *WTIC | M2 |  |  |  |
| D.C. 630 WASH' GTN WMAL | (1) | $A B$ | 2 | 3 |
| 950 WASHGTN WR | 1 | 2 | 3 |  |
| ${ }^{620}$ Cloarwator WFLU | M | NP | M9 | V |
| 900 JaCKS' NH | (5) | X | M6 | X |
| 1300 mımir. WIO | M8 | M3 | P | X |
| 560 MIMMI WQA |  |  |  |  |
| Ga. 890 atlanta WGST |  |  | M | 3 |
| 740 atlanta WSB | 5 | AB | 3 |  |
| II. bezo chicago KYW | (5) | M | $\bigcirc$ | V |
| 770 chicago *WBB | W | B | (2) | 3 |
| 870 CHI WENR-WLS | M9 |  | MW | OV |
| chicaco WGN | M | M | (3) | S |
| chicago *WIB0 | R | R | X | (4) |
| 670 chicago WMAQ | M2 | A | 2 |  |
| ind. 1160 FT. WTNe ${ }^{\text {+WOW0 }}$ |  | AB | 2 | 0 |
| 1230 INDPPus *WFBM |  |  |  |  |
| lowa 1260 C.NcIL BL'Fs KOIL | (1) | A | 2 | 3 |
| ${ }^{1000}$ Davenport WOC ${ }^{*}$ WHO | M6 | 2 | 3 | (1) |
| 600 Wлterloo WMT | (1) | B |  | 3 |
| S. 1220 LLWRENCE*WREN | 5 | AB | G | 7 |
| 580 TOPEKA *WIBW | M6 | N | M | 3 |
| 1300 WICHITA | X | B | (2) | 3 |
| Ky. ${ }^{1490}{ }^{\text {covingTon*WCKY }}$ |  |  | © | M3 |
| 940 HOPKIN |  | B |  |  |
| 820 LoussviL | 5 | X | 3 | c |
| La. $1250 \mathrm{N}$. | M6 | M5 | M2 | M2 |
| 1320 N. ORL'NS WSMB |  | AB | (3) | 4 |
| Me. gzo bangor WL | M | B | M | 3 |
| 94o portland WCSH | (1) | 2 | (3) | (4) |
| Md. 1060 baltimore ${ }^{*}$ WBAL | (5) | M6 | © | B |
| 600 baltmore WCAO | (1) | X | (2) | 3 |
| s. 990 Springaleld WBZ | M2 | M2 | © | M7 |
| 590 Boston WEEI | 1 | VW | (3) | (4) |
| 1230 Boston WNAC | (1) | AB | (2) | 3 |
| 1200 WORCESTR WORC | M | B | X | (3) |
| 580 worcesterWTAG | M2 | 2 | X | 1 |
| Mich. 1410 BAY CTIY WBCM | X | B | X | 3 |
| 1240 Detroit WXYZ | (1) | M3 | 2 | 3 |
| 750 Detroit WJR | (1) | M | M9 | M9 |
| 920 detroit WWJ | (1) | (2) | (3) | 4 |
| Minn. 810 minneap WCCO | (1) | $A B$ | (2) | 3 |
| 1460 St.paul KSTP | 5 |  |  | 4 |
| Miss. 1270 jackson WJD | (5) | ${ }^{A B}$ | 3 | 4 |
| Mo. 950 KAN, cTIY KMBC | (1) | $A B$ | 2 | 3 |
| $610 \mathrm{KAN} . \mathrm{CITY}$ WDAF | (1) | (2) | (3) | 4 |
| 1090 St. Louls KMOX | M6 | A | (2) | 3 |
| ${ }_{550}$ St.louls *KSD | (1) | (2) | 3 | (4) |
| ${ }^{1350} 5$ ST.LOUIS KWK | (5) | AB | (6) | M |

## STUDIO CHATTER

(Special to What's on the Atr)

Remarkably enough, La Palina's "Senator" Brad Browne and "Major" Al Llewelyn are comedy parts born out of the sheer necessity of combating room-ing-house boredom. It was in such an American institution and with such tactics that Mr. Browne and Mr. L.tewelyn entertained themselves and the other boarders, who rewarded this noble work by inducing the potential showmen to enter radio. We thank them.

When on a recent tour of South America, Don Clark, Columbia staff writer, bethought him to ask a shopkeeper in Cartagena, Colombia, to play some of the latest song hits. He says it was almost a knockout blow when the familiar strains of the "Maine Stein Song" blared forth.

## 蓟

That heaving bricks may start a fellow on a long climb up the ladder of success is proven by Fred Vettel, bass soloist on the Columbia System. He was born on


New York's eastside; drove a brick truck at seventeen; became amateur light heavyweight champion, and now -just listen to him!

Renouncing a name that so strongly hints of pugilistic tendencies, Scrappy Lambert, popular Columbia orchestra leader, is going to try "Rodney." Glad to meet you, Mr. Rodney Lambert!
"Mike" poise was deftly demonstrated at the Columbia Broadcasting System studios one night recently when "Arabesque," the Arabian desert thriller, was to go on the air. The day had been a busy one for David Ross, Frank Knight and Reynolds Evans, who take principal roles in the drama, as well as being staff announcers at WABC.

It so happened that, because of assignments, none of the three could either see the scripts or attend the rehearsal.

They entered the studio

"Farmer" Henry Neeley, otherwise Philco's "Old Stager," has corrected the varied impressions which were made about the Columbia studios by his evident has:e to quit them after the "grind." He has proudly admitted ownership of one of the most complete little farms in South Jersey.

Henry Burbig, Columbia comedian, was clowning on a recent Monday night broadcast.
"Will the little girl out in Ohio please stop biting her nails?" he said.

One of the hostesses at WHK, Cleyeland, who was actually biting her nails at the time, hasn't bitten one since.

A veritable enigma of versatility is Channon Collinge, director of the Cathedral Hour, who for six years was

a comic-strip artist before filling his present important post with the CBS.

Like the pirates of old has James Whipple started out in his good ship Querida, a forty-foot sloop, accompanied by five old salts. But the booty he seeks is far more precious to him than gold and jewels, for what he wants is none other than tales of the sea to use in his Forty Fathom program.

Being tantalizingly pretty and of the titian blonde variety, Bernadine Hayes can "get away" with temperament at WBBM, Chicago's station of the CBS.
"I don't like that song," Bernadine says, in answer to a suggestion of the program staff that she sing some outstanding hit of the day. "I don't like it and I will make a mess of it if I try to sing it. Not wishing to make a mess of it, I will not sing it. And that is that!"

Ten times out of ten that is that.

AEastern Daylight Saving 8 to 8:30 P.M. Our Time
ohain programs this hale-hour

## (1) Troika Bells

Genia Fornariova, soprano, Russian folk songs; Balalalka orchestra. NRC. (5) Pure Oil Orchestra Wayme King conduting- NBC, Chicago. (1) Blackstone Program

Musical program featuring Julia Sanderson and Frank Crumit.


B Eastern Daylight Saving 8:30 to 9 P.M. Our Time CHATN PROGRAMS THIS HALF-HOUR
2. Frontier Days

Dramatic sketch with John White, tenor. NBE.

## A Eddie Younger and His Mountaineers

Hill-billy songr, vocal and instrumental.
(Firat 15 inin, of period B.) NBO.

## B Hoppin' Bells

Comedy skits portraying life of two hotel bell hops. (Last 15 minutes of period B.)

## A Kaltenborn Edits the News

UBS, N. Y. (First 15 min , of period B.)
B F. H. Leggett Program
OBS, N. Y. (Last 15 min . of period B.)


FRED WALDNER, tenor of the Chicago studios, appears on Williams Oilomatics, Mayfag and otbers. WILFRED GLENN, popular basso, is often beard over the air-at present with Palmolive. BRENDA BOND contes from Broadway to radio as "hostess" in the Fuller Brusb program. ANN PICKARD, five-year-old member of the Pickard family, is heard often on Fridays at eight p. m.
© Eastern Daylight Saving 9 to 9:30 P.M. Our Time
CHATN PROGRAMS THIS HALF-HOUR
(3) Eveready Program

Orchestra dircetor, Nathaniel Shilkret; Guardsmen quartet; guest artists.

## © Tek Music

Orchestra direction, Murray Kellner; soloists, vocal and instrumental.

## 2. Henry and George

Episodes in the lives of two transcontinental travelers; orchestra. OBS.

Featured on
NBC programs out of Cbicago.

September
$9,16,23,30$ TUESDAY

| A | 8 | C | D | TIME |
| :---: | :---: | :---: | :---: | :---: |
| 8 | 30 | 9 | 30 | EASTERN DAYLIGHT |
| 7 | 30 | 8 | 30 | $\left\{\begin{array}{l}\text { Eastern Standard } \\ \text { Central }\end{array}\right.$ |
| 6 | 30 | 7 | 30 | CENTRAL STANDARD |
| (5) | V |  |  | KFAB LiNCOLN 770 Neb . |
|  | 2 | (3) | (4) | *WOW омaha 590 |

M M5 M9 M9 WPG atltic city 1100 N. J.
$\mathrm{TM}|\mathbf{M}| \mathbf{M} \mid \mathbf{M}$
(1) 2) 3 4 WGR NEWark 710
(1) $A B 2$ WKBW buffalo 1480
(1) $\mathrm{AB}(3)$ *WMAK buffalo 900
(1) 2 (3)
(5) AB -7
(5) $A B$
(1)
(1) A 2
$\mathbf{M} \mathrm{O} \quad \mathrm{O}$
(5)
$\mathbf{X}$ B O M7
M7 B V OW
(1) $A B 2$
(3) 4

M6 AB 2
(5) M3 M9 M1
(1) 2) 3
(1) A 2

| (1) | B | M9 | 3 |
| :---: | :---: | :---: | :---: |
| (1) | M2 | 2 | 3 |

$\mathbf{X} \quad \mathbf{B} \quad \mathbf{X}$
M $\mathbf{B}$ M2 3
$\mathbf{M}|\mathbf{M}| \mathbf{M T}$

| W0 | X | X | 4 |
| :---: | :---: | :---: | :---: |
| 1 | B | 2 | 3 |

(1) AB 2
(1) AB 2 M3

M M2 M3 3
(1) 2 (3)
(5) AB 6
(1) 234
(1) A 2
(1) AB (2)

M3 X 3 (4)
M3 $\mathbf{P}$ M3 M3 WD0D chatta. 1280 Tenn.
(5) 3 (4) WMC MEMPHIS 780

M V M6 3 WREC MEMPHIS 600
R MS M6 3 WLAC nashyle 1470
(5) M3 (3) M6

NS B M6 3 WSM NASHY'LE 650

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$\mathbf{X}|\mathbf{X}| \mathbf{X} \left\lvert\, \begin{aligned} & \text { KPRC houston } 920\end{aligned}\right.$
X M3 KTSA S. ANTONIO 1290

| $\mathbf{M}$ | $\mathbf{M}$ | $\mathbf{V}$ | $\mathbf{M}$ | WOAI s.antonio 1190 |
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B 3 *WTAR NORFOLK 780 Va.
(5) OM MO © WRVA RICHM'D 1110

M B M5 3 WDBJ roanoke 930
(5) $\mathbf{M}$ S

M 6. Popular, Modern
M 7. Symphonic.
M 8. Organ.


D
East. Daylight Saving 9:30 to 10 P.M. Our Time

> CHATN PROGRAMS THIS HATF-HOUR

## (4) Happy Wonder Bakers

Orchestra director, Frank Black; vocal trio; singing violins.

## (7) Marie Cahill in Cahillogues

Orchestra director, Hogo Mariani.

## (3) The Columbians

CBS, New York.
MUSICAL PROGRAMS


| TIME | A | B | C | D |
| :---: | :---: | :---: | :---: | :---: |
| EASTERN DAYLIGHT | 10 | 30 | 11 | 30 |
| Eastern Standard Central Daylight | 9 | 30 | 10 | 30 |
| CENTRAL STANDARD | 8 | 30 | 9 | 0 |
| Can - 690 toronto CKGW | M6 | M6 | 5 | M3 |
| ada 730 montreal CKAC |  |  |  |  |
| Ala. 1140 BiRM'Gr'M *WAPI |  |  | C | W |
| 930 BiRm'chm WBRC | AB | (1) | E | 2 |
| Ark. 1040 H0T SPGS *KTHS | X | (1) | M |  |
| 1390 LTLLE R'Ck *KLRA | AB | (1) | DE | 2 |
| Colo. 830 Denver KOA | 3 | (1) |  |  |
| 560 denver KLZ | AB | (1) | E | 2 |
| Conn.1060 Hartford *WTIC |  |  |  |  |
| D.C. 630 WASH'GTN WMAL | AB | (1) | E | 2 |
| 950 WASH'GTN WRC | A | (1) |  | 3 |
| ${ }^{620}$ Clearwater WFLK | 3 | 1 | M9 | M9 |
| 990 JaCKS' NYE WJAX | (3) | 1 | M | M |
| 13300 mismir WIOD | 3 | (1) | M3 | 3 |
| 560 mlami WQAM |  |  |  |  |
| Ga. 890 atLINTA WGST | A | (1) | M6 | 2 |
| 740 ATLANTA WSB | 3 | (1) | C | D |
| III. zozo chicago KYW | (3) | M | SN | D |
| 770 chicaco *WBBM | A | M | D |  |
| 870 chI WENR-WLS | M9 | M7 | C | E |
| 730 chicago WGN | M | M3 | M3 | M |
| 560 chicago *WIBO | A | 1 | M9 | M3 |
| 670 chicago WMAQ | T | X | T | D |
| 1160 FT. WYNE*WOW0 | AB | (1) |  |  |
| 1230 INDP'LS ${ }^{\text {* WFBM }}$ | AB | (1) | DE | 2 |
| Towa 1260 C.NCLI BLfe K0IL | A | M9 | DE | 2 |
| ${ }^{1000}$ Davenport DO ${ }^{\text {Des Moines }}$ W0 ${ }^{*}$ WHO | A | (1) | C | $\bigcirc$ |
| 600 Waterloo WMT | B | (1) | DE | 2 |
| S. 1220 LIWRENCE*WREN | 3 | (4) | 5 |  |
| 580 TOPEKA *WIBW | B | (1) | E | 2 |
| 1300 wichita ${ }^{\text {* }} \mathrm{KFH}$ | AB | (1) |  | (2) |
| . 1490 covington*WCKY | 3 | M3 |  |  |
| 940 Hopkinswe WFIW | B | (1) | E | 2 |
| 820 Louisvilue WHAS | (3) | (1) | C | D |
| La. 1250 N. ORL'NS WDSU | AB | (1) | E | 2 |
| 1320 N. ORL'NS WSMB | 3 | (1) | C | D |
| 620 Bangor WLBZ | B | (1) | E | 2 |
| 940 Portland WCSH | A | (1) | N |  |
| Md. 1060 baLtimore ${ }^{4}$ WBAL | (3) | M8 | M9 | D |
| 600 baltimore WCAO | X | X | E | 2 |
| ass. 990 Springfild WBZ | (3) | (4) | 0S | 19 |
| 590 BOSTON WEEI | A | (1) | N0 |  |
| 1230 Boston WNAC | AB | (1) | E | 2 |
| 1200 WORCESTR WORC | B | (1) | E | (2) |
| 580 WorcesterWTAG | A | (1) | N |  |
| Mich. 1410 BAY ciry WBCM | M | M | E | 2) |
| 1240 DEtroit WXYZ | AB | (1) | DE | 2 |
| 750 Detroir WJR | M6 | M2 | X | , |
| 920 Detroit WWJ |  |  | C |  |
| Minn. 810 minneap WCCO | AB | (1) | D | 2 |
| 1460 St. PAUL KSTP | (3) | (1) |  | D |
| Miss. 1270 ackson WJDX |  | (1) | C | D |
| Mo. $950 \mathrm{KAN} . \mathrm{CITY}$ KMBC | AB | (1) | DE | (2) |
| $610 \mathrm{kAN} . \mathrm{city}$ WDAF | A | (1) | C | D |
| 1090 St. Louls KMOX | A | (1) | D | M7 |
| ${ }_{550}$ St. Louis *KSD | A. | (1) | C |  |
| ${ }_{1350}$ ST.L0uIS KWK | (3) | (4) | M3 | DE |


"I love-a you and love-a you true, And if you-a love-a me, One live as two-
Two live as oneUnder the bamboo-tree."

MARIE CAHILL singing - singing to millions of listeners. Things have changed since she first sang that song when "Sally in Our Alley" was the big show hit on Broadway. Instead of a laughing, appreciative audience, she faces a cold and unemotional microphone. Yet the song hasn't changed, and she seems to close her eyes and visualize the audiences she once sang to in the Broadway theaters. Perhaps that is why Marie Cahill doesn't seem to have changed either, and perhaps that is the reason why "Cahillogues," her own program presented every Tuesday night by the National Broadcasting Company, brings hundreds of appreciative letters.
"I'll never forget Marie Cahill singing 'Un-
der the Bamboo-tree,'" the letter writers say. "I can close my eyes and see her as the star of 'Sally in Our Alley." "
"Sally in Our Alley" had its Broadway premier in 1902.
But "Cahillogues" isn't just a program based on the bamboo-tree song. It offers much of Miss Cahill. Listeners hear her in the monologues that have convulsed thousands of theater-goers for the past thirty years. Then there is comedy, too, that has never been heard before, and has been prepared especially for the radio audience. Bridie Mae, a negro characterization created and introduced to the radio audience by Miss Cahill, has become another one of the favorites of broadcasting.

During the "Bridie Mae" sketches, Miss Cahill, who does clever things with a banjo as well as sings, introduces many of the old-time "coon" songs.

Though her program is for the radio audience, Miss Cahill usually has a small, but very appreciative, audience in the NBC studio and control-room. While she uses the conventional script that is seldom out of the hands of radio entertainers, at times she scarcely glances at it, and her eyes roll at the microphone just as they used to at an audience.

Some of her typical lines from "Cahillogues" are:
"Money may talk, but it won't budge when you try to budget."
"A woman who isn't married has a much better chance with a man who is."
"She isn't really a gold-digger, but she does manage beautifully."

I East. Daylight Saving 10 to $\mathbf{1 0 : 3 0}$ P.M. Our Time
CHATN PROGRAMS THIS HALF-HOUR

## A Enna Jettick Songbird

Salon orchestra; direction, Geo. Dilworth: soprano soloist. (First 15 min . of period A.)

## ${ }^{B}$ Cuddles and Monty

Humorous skit. (Last 15 min . of period A.)

## (3) Westinghouse Salute

Little symphony orchestra: male quartet: Frederick G. Rodgers, narrator.

## A Graybar-Mr. and Mrs.

Dramatization of "Joe and Vi," Briggs' comic CBS, New York. (First 15 min . of period A

## B Grand Opera Miniature

CBS, New York. (First 15 min . of period A and entire period B.)

B East. Daylight Saving 10:30 to 11 P.M. Our Time
CHATN PROGRAMS THIS HALF-HOUR
(1) Radio-Keith-Orpheum Program

RKO Theatre of the Air. Stars of stage and screen. NBC.

## Cuckoo

Burlesque skit; direction, Raymond Knight. NBC.

## (1) Grand Opera Miniature

CBS, New York.

| N News | KEY | S |
| :--- | :--- | :--- |
| Sports |  |  |
| O Educational | T Dramatic |  |
| $\mathbf{P}$ Children's feature | V Variety |  |
| R Religious | W Comic |  |

 stay away from vaudeville technique, and the B. L. is rare in the home of the listeners. But radio has acquired a series of sketches that are broad in humor and crammed with "gag lines," and the listeners are greatly amused thereby.
The series is "Cuddles and Monty," launched by the National Broadcasting Company recently and heard every Tuesday night.

Cuddles O'Connor works in a candy store. Montague Fallon, heir to millions, meets her and flops. They marry and the fun and trouble begin. Cuddles buys a lingerie shop to help chorus girls out of work. Cuddles is something of a kleptomaniac, which is, to say the least, embarrassing. Cuddles and her inlaws don't mix agreeably. Life for Cuddles and Monty is just one embarrassing situation after another.
Doris Hardy, who learned her theater in vaudeville houses, musical comedies and on the so-called "legitimate" stage, writes the sketches and plays the part of "Cuddles." Jerome Callamore, a veteran actor, takes the part of Monty.

Miss Hardy was born of a theatrical family
and has been an entertainer since before she can remember. In addition to her experience on the stage, she has written a musical comedy, several motion-picture scenarios and a number of vaudeville sketches.

In radio she has sung, played instruments, acted as an announcer and mistress of ceremonies, and has played dozens of roles in radio sketches. She did a column of dramatic criticism when she was fifteen years old, and was the youngest "Juliet" ever to appear in a professional production of that famous Shakespearean tragedy.

踶
Perhaps Nicholas Vasilifff, who directs the Russian Cathedral Choir in programs heard each Sunday over an NBC-WEAF network, could not have been anything but a professional tenor singer, even if he had wanted to. In the Vasilieff family there are many tenors. His father, his grandfather, seven uncles and three brothers earn their livelihood with their tenor voices. By the way, the Cathedral Choir has just completed a successful run at Roxy's.

C East. Daylight Saving 11 to 11:30 P.M. Our Time
OHATN PROGRAMS THIS HALPRHOUR
(2) Vincent Lopez and Orchestra

C Uncle Abe and David
Rural sketch with Phillips Lord and Arthur Allen. NBC, (Last 15 min . of period C .) (5) Slumber Music

C New York Herald Tribune Observer News flashes, (First 15 min , of period C .)
D Anheuser-Busch Program
Tony Cabootch. CBS. (First 15 min . of period 0. .)

## E Paramount Publix Hour

Stars of the screen as guest artists. OBS, New York.

East. Daylight Saving 11:30 to 12 P.M. Our Time
chatn programs this hale-hour
© Dance Music
nBe, New York.
(5) Slumber Music

String ensemble; direction, Ludwig Laurier.

## D Pepsodent Program

Amos ' n ' Andy. (First 15 min . of period D.)
E Literary Digest Topics in Brief News flashes. (Last 15 min . of period D.)

## (2) Paramount Publix Hour

Stars of the screen as guest artists. CBS, New York.

September 9,16 , 23 TUESDAY


| TIME | A | B | C | D |
| :---: | :---: | :---: | :---: | :---: |
| EASTERN DAYLIGHT | 6 | 30 | 7 |  |
|  | 5 | 30 | 6 | 30 |
| CEntral standard | 4 | 30 | 5 |  |
| Can - 690 тoronto CKGW | (1) | P | H | K |
| ada 730 montreal CKAC |  |  |  | G |
| Ala. 1140 Birm Chm *WAPI | S | S | S | K |
| 930 BiRMCHM WBRC | AB | C | EF | G |
| Ark. 1040 HoT SPGS *KTHS |  |  |  | K |
| 1390 utlerck *KLRA | AB | CD |  |  |
| Colo. 830 DENVER KOA | 2 | F | C | K |
| 560 Denver KIZ | AB | CD | EF | H |
| Conn.106 HaRtford *WTIC |  |  | C | D |
| D.C. 630 Wash Gin WMAL | AB | CD | EF | GH |
| 950 washtre WRC |  | AB | C |  |
|  | M | M | H | K |
| 900 Iacks mve WJAX | X | N | H | K |
| 1330 MLIMIR WIOD |  |  | H | K |
| 560 MLMMI WQAM |  |  |  |  |
| Ga. s50 atunta WGST | AB | CD | E |  |
| 740 TLLANTA WSB |  |  |  | K |
| III. \%zz chicico KYW | N | P | M |  |
| тосниасо *WBBM | A | P | NM | G |
| 870 CHI WENR-WLS | M8 | P0 | M8 | K |
| zochlaco WGN | M | 0 | S | W |
| 560 chicaco *WIBO |  |  |  | E |
| б70 chicaso WMAQ | P | M3 | M2 | M |
| Ind. 1160 Ft WTNE*WOW0 |  |  |  | G |
| ${ }^{1230}$ INDPYus *WFBM |  |  |  | G |
|  |  |  | VM | 18 |
| ${ }^{1000}$ Daseenport W0C*WH0 | (1) | A | P | E |
| 600 Waterioo WMT | AB | CD | EF |  |
| Kans.120 Lurence*WREN | 2 | F | M9 | KL |
| S80 TOPEA ${ }^{\text {a }}$ +WIBW | M6 |  |  | P |
| ${ }_{1300}$ wichita ${ }^{*} \mathrm{KFH}$ | AB | CD | EF | M6 |
|  |  | M3 | H |  |
| 940 HopxinsveWFIW | AB | CD | EF | H |
| 820 Lousvile WHAS | 2 | M6 | X | P |
| La. 1250 N .0 ori Ns . WDSU | M | M5 | M | G |
| 1320 N. ortins WSMB |  |  |  | K |
| Me. 62 Bangor WLBZ | M7 | M | EF | H |
| 90 Portund WCSH | (1) | B | C | E |
| Md. 1066 вaltmore ${ }^{\text {WhBAL }}$ | (2) | G | HJ | KL |
| 600 Battimore WCA0 | X | X | X | G |
| Mass. 990 SPRINGFIELD WBZ | OS | M5 | H | KL |
| 590 BOSTON WEEI | P | B | M9 | 19 |
| 1230 Boston WNAC | M | M | N | H |
| 1200 worcestr WORC | M | M | EF | H |
| 550 worcesterWTAG | M2 | AB | M3 |  |
| Mich.1410 BaY Cit WBCM | AB | CD | EF | H |
| 1220 Detroit WXYZ | AB | CD | NM | G |
| 750 Detront WJR | P | N | M | L |
| 920 detroit WWJ |  | A |  |  |
| Minn. 810 minnear WCCO | AB | CD | EF | G |
| 14.86 St. PAUL KSTP | (2) |  |  | K |
| Miss.1270 3ckson WJDX |  |  |  | K |
| MO. 950 KAN. atr KMBC | B | CD |  | GH |
| $610 \mathrm{kNN} . \mathrm{ctr}$ WDAF |  |  |  | E |
| ${ }_{\text {1090 St. Louis }} \mathrm{KMOX}$ | X | X | E | G |
| 5505St.lous *KSD | (1) | A | C | DE |
| ${ }_{135095}$ Louls KV | S | S | S | KL |



KOIL's Hilltop Studios are locafed in the "wide open" spaces at Council Bluffs. These studios broadcast local programs on alternate cyenings with the station's Fontenelle Studios in Omaba. Twelve bours of Station KOIL's sivtecn-bour day are levoted to Colnmbia Broadcasting System programs. HAROLD FORSCUTT is one of KOIL's five announcers. GEORGE ROESLER divides bis time between commercial activities for the station, announcing sports events and character roles in the productions of KOIL's Hilltop Players. HAL SHUBERT bas spent all of this summer as guest announcer for KOIL and arranging and producing dramatic programs featuring tbe Hilltop Players. Not the least of Shubert's duties bas been to evade the offers of theatrical producers, as this young man is none otber than the original "Abic" of "Abie's Irish Rose," playing the part for cight montbs on the Pacific Coast and during the famows play's five-year run on Broadway.

AEastern Daylight Saving 6 to 6:30 P.M. Our Time
CHATN PROGRAMS THIS HALF-HOUR
(1) Black and Gold Room Orchestra

Concert music; director, Ludwig Laurier. NBC, New York

## (2) Dance Music NBC, New York.

A Bill Schudt's "Going to Press"
A prominent newspaper man speaks. OBS. (First 15 min , of period A .)

## B Dance Music

OBS, New York, (Last 15 min . of period A.)
N News

O Educational
P Children's feature
R Religious

S Sports
T Dramatic V Variety W Comic

X On the air

B Eastern Daylight Saving 6:30 to 7 P.M. Our Time
CHADN PROGRAMS THIS HALF-HOUR
A Arcadie Birkenholz
Violinist. (First 15 min , of period B.)
B Uncle Abe and David
Rural sketch with Phillips Lord and Arthur Allen. (Last 15 min . of period B.)

## F Dance Music

 NBC, N. Y. (First 15 min . of period B.)G Literary Digest Topics in Brief News flashes. (Last 15 min , of period.)

## C Dance Music

CBS, N. Y. (First 15 min . of period B.)

## D The Whoops Sisters

CBS, N. Y. (Last 15 min . of period B.)

Neighbor－You look tired and sleepy，Janie．
Lithle Janc－It＇s that new baby at our house－ he broadeasts almost all night long．

Any old cat can be the cat＇s whiskers，but only a tomeat can be the cat＇s paw．

Grace－Have you ever read＂To a Mouse＂？ Ruth－How do you get them to listen？

The next war will be fought in the air，say experts． Judging from our neighborhood radios，it＇s already started．－fudge．


One hen to the other as the farmer walked past： ＂There is the guy I＇m laying for．＂

She was one of those suicide blondes－dyed by her own hand．

Garage Attendant（as auto drives up）－Juice？
Motorist－Vell，vat if ve are－don＇t ve get no gas？

Squire－Did you send for me，my lord？
Lancelot－Yes，make haste；bring the can－opener． Pve got a flea in my knight clothes．

## 樂

＂And that which I have just told you，son，is the story of my experience in the World War．＂

His Son－But，papa，what did they need the rest of the army for？

Judge－Who was driving when you hit that car？
Drunk（triumphantly）－None of us；we was all on th＂back seat．

笭
Jor－Why does an Indian wear feathers on his head？ Josepbine－Why，I guess to keep his wigwam．
last night and one of the younger men got intoxicated and stepped on my hand．＇

Liza－Ah wants to git a paih $o^{\prime}$ shoes fo＇mah little $^{\prime}$ gal．

Shoe Salesman－Black kid？
Liza－Yo＇jist min＇yo ${ }^{\prime}$ own business an＇git de shoes．

Customer－To what do you owe your extraordinary success as a house－to－house salesman？
Salesman－To the first five words 1 utter when a woman opens the door：＂Miss，is your mother in？＂
＂That＇s the cat＇s pajamas，＂remarked Mr．Henpeck， as he picked up his wife＇s sleeping－togs．
＂T came near selling my shoes to－day．＂
＂How＇s that？＂
＂I had them half－soled．＂
秏
Wouldn＇t this new radio device that automatically
The radio isn＇t perfect yet．What it needs now is a knob you can twist to slow it down while Floyd Gib－ bons is talking．－Life．

The colonel came down to breakfast with a band－ aged hand．＂Why，Colonel， what＇s the matter？＂said the friend．
＂Well，sir，＂said the col－ onel，＂we had a little party
＂Woman，dat ain＇t white mule in dat bottle－dat am pluto water．Yo＇ain＇gwina drink dat，am yo＇？＂＇

lot more unemployment？－
Arkansas Gazette．
㗽：
＂Dad，what does it mean here by＂diplomatic phrase－ ology＇？＂
＂My son，if you tell a girl that time stands still while you gaze into her eyes，that＇s diplomacy．But if you tell her that her face would stop，a clock， you＇re in for it．＂

cEastern Daylight Saving 7 to 7：30 P．M． Our Time
OHAIN PROGRAMS THIS HALFHOUR
C Lehigh Coal and Navigation Program
NBO，New York，（Last 15 min ．of period C ， and first 15 min ．of period D．Program be－ gins September 10．）
H Pepsodent Program
Amon＇ n ＇Andy．NBC．（First 15 min ．）
J Lonesome Cowboy
Dramatic sketch：John White，tenor．NBC， （Last 15 min ．of period C．）

## E The Crockett Mountaineers

（First 15 min ．of period C．）OBS，N．Y．
F Ann Leaf at the Organ
CBS，N．Y．（Last 15 min ．of period C．）

1 Eastern Daylight Saving 7：30 to 8 P．M． Our Time OHAIN PROGRAMS THIS HALE－HOUR
D Lehigh Coal and Navigation Company＇s Program NBC，N，Y．（First 15 min ，of period D．）

## E Back of the News in Washington Wm．Hard．NBC，Washington．

K Phil Cook，the Quaker Man
NBC，N．Y．（First 15 min ．of period D．）
L Patent Cereals Program
G Evanc，N．Y．（Last 15 min ．of period D．）

## G Evangeline Adams

Astrologer．OBS．（First 15 min ．of period
H To Be Announced
（Last 15 min ．of period D．）
${ }_{3,}^{\text {sepeember }}, 17,24$ WEDNESDAY

| A | B | C | D | time |
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| 5 | 30 | 6 | 30 | Central |
| 4 | 30 | 5 | 30 | Central |
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|  |  |  | G | WPG atlitic city 100 |
| C | D | M6 | 6 D | WOR |
|  | X | C | C E | WCR．Bufflo 550 |
| AB | CD | EF | F GH | WKBW buffal |
| B | C |  | F GH | －WMAK BuFFLO 900 |
| AB | CD | EF | F GH | WABC new york |
| （1） | AB | C | C DE | WEAF NEW Yo |
| （2） | FG | HJ | J KL | WJZ NEW |
|  | G | HJ | J KL | WHAM k |

B C DE WGY schendy 790
AB CD E GH＊WFBL stracuse 1330
B CD V M WBT сharLotteoso N．C．
AB CD H G GH WPWN Rale
S S EF N WDAY farco 960 N．D．
M M EF G WADC AkRon 1230 Otio
P NS X X E ${ }^{*}$ WFJC akron 1450
M6 M6 E GH WKRC cincinnatisso
M5 0M M6 KL WLW ancannat 700
E WSAI cincinnati 1330
W W NM G WHK cleverd 1390 WTAM cleve＇d 1070

| AB CD MV |
| :--- |
| M |
| M WAIU COLUMBS 40 |


| AB | C | E | X | －WKBN rowcstwsio |
| :--- | :--- | :--- | :--- | :--- |

AB CD EF GH KFJF oxu．CTr 1480 Okla．
K WKY oxu．cir 900

AB CD EF H ${ }^{*}$ WHP harRisect 1330 Pa．
M6 CD EF GH WLBW oll criv 1260
MS M9 EF GH WCAU Phllad．nizo


$\mathbf{X} \mathbf{X}$ H L KDKA pITSEGH 980
（1）B M2 E WCAE pITsech 1220
AB CD EF GH WJAS pitisech 1290
M M NM G WEAN PRovidece 780 R．L．

| VM | B | C | D WJAR PROVID＇NCE 890 |
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AB CD EF GH WDOD Chatta．1280 Tenn．

| AB |  |  |  | VMC MEMPHIS 780 |
| :---: | :---: | :---: | :---: | :---: |
|  | CD | EF | G | WREC MEMPHIS 600 |
| 2 |  |  | G | WLAC nashrle 1470 |
|  | X | M | K | WSM nishyle 650 |
| AB | CD | MN | G | KRLD |
| （1） | M | M6 | M2 | WEAAP Pallworth |
|  |  |  | K | KPRC houston 220 |
| X | WM | M3 | G | KTSAs．antomio 1290 |
|  |  |  | K | WOAI s．nnton |
|  |  |  | G | WTAR norfol |
|  |  | H | K | WRVA richm＇d 110 |
| M | M | EF | G | WDBJ roanore |
|  | NM | M | K | －WEBC sup erior 129 |
| A |  | EF | H | －WISN milwxekizo |
|  |  |  |  | WTMJ miwwee 620 |

WEDNESDAY ${ }_{3}{ }_{3}$ septombur 17,24

| тIM | A |  |  |
| :---: | :---: | :---: | :---: |
| Eastern daylic | 8 | 30 | 9 |
| Eantern Standard | 7 | 30 | 8 |
| CEntral standard | 6 | 30 | 7 |
| Can－motoroorto CKGW | M3 | प3 |  |

Ala． 1140 BIRM＇GHM

Ga． 890 ATLANTA WGST $\quad 3 \mathbf{M}^{2}$

ill．$\quad 1020$ chicago KYW 770 chicago＊WBBM \begin{tabular}{l|l|l|l}
5 \& 6 \& 3 <br>
\hline

 870 CH WENR－WLS MW M5 

AB <br>
\hline
\end{tabular} 7zo chicaco WGN M7｜2 M7（4） 560 Chicaco＊WIB0 M3 M7 X M5 670 chicago WMAQ nd． 1160 FT．WYNE ${ }^{*}$ WOWO 1323

3
3 $4_{4}^{4}$ 1230 INDP＇US＊WFBM lowa 1260 C．NCIL BL＇Fs KOIL 1000 Davenport
Des Moines $W 0 C^{*}$ WHO 600 waterloo WMT Kans． 1220 La Wrence ${ }^{*}$ WREN 580 TOPEKA＊WIBW 1300 wichita $\quad{ }^{\circ} \mathrm{KFH}$ Ky．1490COVINGTON＊WCKY 940 HOPKINSVEWFIW A．M3


 940 PORTLAND WCSH

$\overline{\text { Md．} 1060 \text { BALTIMORE＊}{ }^{*} \text { WBAL }}$ 600 baltimore WCAO $\overline{\text { Mass．} 990 \text { Springrield WBZ }}$ | 590 Springheld WBZ | © | © | AB | （2） |
| :--- | :--- | :--- | :--- | :--- |
| 590 BOSTON | WEEI | WM | （2） | （3） | 1230 BOSTON WNAC（1） 23 （4） 1200 WORCESTR WORC 1200 WORCESTR WORC

580 WORCETERWTAG $\begin{array}{llll}1 & \mathrm{~T} & 3 & \mathrm{M} 9 \\ \mathrm{~V} & 0 & 3 & 9\end{array}$


| 1240 Detroit | WXYZ | M7 | （2） | 3 | （4） |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 750 DETROIT | WJR | （5） | X | A | 7 |
| 920 DETROIT | WWJ | （1） | （2） | 3 | （4） |
| Minn． 810 minneap | WCCO | （1） | 0 | M3 | （4） |
| 1460 ST．PAUL | KSTP |  |  | （3） | （4） |
| Miss． 1270 Jackson | WJDX | （1） |  |  |  |
| Mo． 950 KAN．CTTY | KMBC |  |  |  | （4） |
| $610 \mathrm{KAN} . \mathrm{CTTY}$ | WDAF | （1） | （2） |  |  |
| 1090 ST．LOUIS K | KMOX | （1） | （2） | T | （4） |
| 550 St．LOUIS | ＊KSD | （1） | 2） | （3） | （4） |
| 1350 ST．Louls | KW | （5） | （6） | AB | 7 |

The modern home is a place where nothing can be accomplished if the electric current goes off．－Nashville Bamner．

SCent－A stranger eating at a table with genuine Arkansas natives．
Stranger－Please pass the gravy．（No reply and no gravy．）
Stranger－Please－
Small Arkansas Lad－Dad，the dumfool wants the sap！

Professor－In which of his battles was Alexander the Great killed？
Frosb－I think it was his last．

Mary－I prayed for you last night．
Jerry－Next time telephone．

## 苋

＂Who made the first cotton－gin？＂
＂Heavens！are they making it from that now too？＂
茂
Telephone－Hello！Id like to know where I could get hold of Miss Jones．
Operator－ 1 don＇t know；she＇s awfully ticklish．

Magistrate－Are you sure this man was intoxicated？ Policeman－No，sir，not positive；his wife said he brought home a manhole cover and tried to play it on the gramophone！

In an Ohio town is a colored man whose last name is Washington．Washington is blessed with three sons． When the first son arrived，the father named him

George $W_{\text {ashington．A second son naturally was called }}$ Booker Washington．The third son，if he lives，will go through life as Spokane Washington．

Nurse－Who are they operating on to－day？
Orderly－A fellow who had a golf－ball knocked down his throat at the links．

Nursc－And who is the man waiting so nervously in the hall？One of his relatives？
Orderly－No，that＇s the golfer，a Scotch gentleman， and he＇s waiting for the ball．

Jimmic－Does the baby take after his daddy？
Lida－I should say so．Every time I take his bottle away he starts crawling for the ceflar－door．

## 先

If an＂$s$＂and an＂ f ＂and an＂ o ＂and $a$＂ u ＂ With an＂$x$＂at the end spells＂Sioux，＂ And an＂e＂and a＂$y$＂and an＂$e$＂spells＂eye，＂ What ean a perplexed speller do？
If also an＂$s$＂and an＂ i ＂and a＂ g ＂ With an＂h－e－d＂spells＂sighed，＂
The speller，sore vexed as to what to say next， May possibly try＂Siouxeyesighed．＂

Singer－And for Bonnie Annic Lauric，I＇d lay me down and die．

Listener－Is Miss Laurie in the audience？

[^0]
＂JOE AND VI＂（Jack Smart and Jane Houston），Graybar＇s＂Mr．and Mrs．，＂on the farm．Jane is starting still anotber＂And so，far，far into the nigbt．＂


Eastern Daylight Saving 8 to 8：30 P．M． Our Time
OHAIN PROGRAMS THIS HALF－HOUR

## （1）East of Cairo

Dramatic sketch；Oriental music，Sven von Dramatic sketch；Oriental m
Hallherg．NBC，New York．
（5）The Yeast Foamers
Orchestra；director，Harry Kogen；vocal solo－ ists．NBC，New York

## （1）Manhattan Moods



B Eastern Daylight Saving 8：30 to 9 P．M． Our Time CHATN PROGRAMS this halle－HoUr

## Mobiloil Concert

Guest soloints：Henry M．Neely，master of ceremonits．

## （6）Sylvania Foresters

Male quartet；orchestra director；Bernard Altschuler．NBC，New York．

## （2）Forty Fathom Trawlers

Drama of the sea；quartet；ship＇s band．
Drama of the
OBS，New York．


CBS . . . Wednesdays at 11:30 p. M.

CYALIFORNIA MELODIES comes from the studios of KHJ, Los Angeles, bringing to its listeners the personalities and latest music from Hollywood's famous motion-picture studios, and has proven a means by which the growing importance of Los Angeles as a musical haven has been brought to the attention of the North, East, South and West.

Each of the major motion-picture producers contribute weekly to these broadcasts, provid-
ing guest stars, prehearings of tunes from forthcoming films, and special arrangements of current song successes. There is plenty of variety about this program.

The KHJ staff orchestra and vocal ensemble under direction of Raymond Paige; Ted White, former musical-comedy singer; Dr. Carol Omeron, the "dental" tenor; Robert Wildhack, famous for his illustrated sneezes and snores; Lindsay MacHarrie, announcer, and Joe Trent's negro jubilee chorus, are regular participants in these broadcasts.

## C East. Daylight Savin Our Time <br> Chatn programs this half-hour

## (3) Halsey Stuart Program

Orehestra: direction, George. Dasch; fimancin Orelestra: direction, George. Daschis financinl
advice by "Old Counsellor." NBO, Chicako.
A Wadsworth Program
Musical drama. (First 15 min , of period C.)
B 0'Cedar Time
$\underset{\text { perlod }}{\mathrm{NB}} \underset{\mathrm{C}}{\mathrm{O} \text {.) }}$ f Chicago. (Last 15 min . of
(3) Gold Medal Fast Freight

Wheatees quartet and Gold Medal Orchestra. CBS.

D East. Daylight Saving $9: 30$ to 10 P.M. Our Time
CHAIN PROGRAMS THIS HALF-HOUR

## (4) Palmolive Hour

Olive Palmer, soprano; Flizabeth Lennox. contralto: Paal Oliver, tonor: the Revelers umic quartet; orchentra. NBC.

## (7) Camel Pleasure Hour

Orehestra director, Charles Previn.

## (4) La Palina Smoker

Entertainment at a smoker ; soloists; Freddie Rich's orchestra.
$\underset{\substack{\text { september } \\ 3,10,17,24}}{ }$ WEDNESDAY

|  | B | C | D | time |
| :---: | :---: | :---: | :---: | :---: |
| 8 | 30 | 9 | 30 | EASTERN DAYLIG |
| 7 | 30 | 8 | 30 | Eastern Standard |
| 6 | 30 | 7 | 30 | Central standard |
| © | $\bigcirc$ |  |  | $\overline{\text { KFAB }}$ Lncoln 70 Neb . |
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| TM | (3) | NM | M | WOR newrrk to |
| (1) | (2) | (3) | (1) | WGR. buffalo $550 \mathrm{~N} . \mathrm{Y}$. |
| (1) | (2) | M3 | 4 | WKBW buffalo 180 |
|  |  | 3 | (4) | WMAK buffalo 900 |
| (1) | 2 | 3 | (4) | WABC NEW York 860 |
| $(1)$ | 2) | 3 | ¢ | WEAF NEW Yort |
| 5 | © | AB | 3 | WJZ NEW York 760 |
|  | © | AB | 0 | WHAM rochter liso |
| (1) | (2) |  |  | *WHEC rochter 1440 |
|  | (2) | (3) | (4) | WGY schend y 790 |
| 1 | 2 | 3 | 4 | WFFBL stracuse 1350 |
| (1) | M | 3 | M9 | WBT Charlotmeoso N.C |
|  |  |  | 7 | WPTF rateleh 680 |
| 1 | X | 0 | NS | WWNC ashevile 570 |
| (1) | 0V | 3 | T | WDAY farco 940 N.D |
| 1 | 2 | 3 | (4) | WADC akron 1320 Ohio |
| T | (2) | M |  | -WFJC akron 1450 |
| M6 | (2) | 3 | (4) | WKRC cincinnatisso |
| © | $\bigcirc$ | 0M | 18 | WLW anannatit 700 |
| X | 2 | 3 | (4) | WSAI cincin wati 1330 |
| M | 2 | M6 | (4) | WHK cleveld 1330 |
|  | (2) |  |  | WTAM Cleveld 1070 |
| (1) | MV | 3 | M9 | WAIU columbs |
| (1) | (2) | 3 | (4) | WSPD toledo 1310 |
|  |  |  |  | -WKBN rowcstw 570 |
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|  | M7 | 3 |  | WTMJ mLW'KEE 620 |

WEDNESDAY ${ }_{3}{ }^{\text {sepptomber }} 10,17,24$

| TI | A | B | C |  |
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| EASTERN DAYL | 10 | 30 | 11 |  |
|  | 9 | 30 | 10 |  |
| CENTRAL STANDARD | 8 | 30 | 9 |  |
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| ada 730 montreal CKAC |  |  |  |  |
| Ala. 1140 BIRM 'GHM *WAPI |  |  | B |  |
| 930 BIRM'GH'M WBRC | M3 | M3 | M | (2) |
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| 950 WASHGTM WRC | 1 | 2 | 7 | 3 |
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| 900 Jacks NYE WJAX | (1) | (2) | M 6 | 6 |
| 1300 mıMı в. WIOD | M7 | 2 | M3 | X |
| 560 MIAMI WQAM |  |  |  |  |
| Ga. 890 atlanta WGST | M6 | M | BC |  |
| 710 atlanta WSB | 1 | 2 | B |  |
| nozo chicago KYI | (4) | 2 | N | C |
| 770 chicago *WBBM | M6 | M |  |  |
| CHI | M | M | B |  |
| ago WGN | (1) | M3 | M | M |
| chicaco *WIBO | M | M3 | M9 | M3 |
| 670 chicago WMAQ | (1) | (1) | M3 |  |
| 1160 FT. WYNE*WOW0 | (1) | (1) | M5 |  |
| 1230 IndP'us *WFBM |  |  |  |  |
| Jowa $1260 \mathrm{C} . \mathrm{NCL}$ | 1 | (1) | BC |  |
| ${ }^{1000}$ Davenport WOC ${ }^{*}$ WHO | (1) | (2) | $A B$ | 3 |
| 600 Waterloo WMT | $(1)$ | (1) | BC |  |
| S.1220 LuWRENCE*WREN | (4) | (5) | © |  |
| 580 TOPEKA *WIB | (1) | (1) | C | 2 |
| 1300 wICHITA *KFH | (1) | (1) |  |  |
| 1490COVINGTON*WCKY | M3 |  |  |  |
| 940 HOPKINSV | (1) | (1) | C | 2 |
| 820 louisvilue WHAS | (1) | (2) | X |  |
| 1250 N. ORL'NS WDS | N | M2 | M6 | 6 |
| 1320 N. ORL'NS WSMB | (1) | 2 | B |  |
| 6zobancor WLBZ | (1) | 1 | BC | 2 |
| 940 Portland WCSH | 1 | 2 | N |  |
| 1060 BaLTIMORE* |  |  |  |  |
| 600 baltmore WCAO | (1) | 1 | BC | 2 |
| S. 990 Springheld WBZ | (4) | M9 | 0 S |  |
| 590 BOSTON | (1) | 2 | NM |  |
| 1230 BOSTON WN | (1) | (1) | C | M5 |
| 1200 WORCESTR W | (1) | (1) | BC | 2 |
| 580 worcesterWTAG | (1) | 2 | N |  |
| ch.1410 BAY CITY WBCM | M | M | BC | 2 |
| 1240 detroit WXYZ | (1) | 1 | 3 | 2 |
| Detrort WJ | (4) | 5 | X | ID |
| 920 Detroit WW | (1) | 2 | AB |  |
| in. 810 minneap WCCO | (1) | (1) | BC | 2 |
| 1460 ST. PAll KSTP | $(1)$ | 2 | $A B$ | C |
| Miss, 1270 Jackson WJD |  | 2 |  | C |
| Mo. $950 \mathrm{KAN} . \mathrm{CITY}$ KMBC | (1) | (1) | BC |  |
| $610 \mathrm{KAN} . \mathrm{city}$ WDAF |  | 2 | B | C |
| 1090 St.Louts KMOX | 1 | 1 | BC | M5 |
| ${ }_{550}$ ST.LOUIS *KSD | (1) | 2 | AB |  |
| ${ }^{1350}$ St.Louls KWK | (1) | M5 | M3 | D |

# Twentieth Century Home-Making 

By Eve M. Conradt-Eberlin

TO the modern woman the cultural side of home-making is at least as important as the technical side. That is why the "Magazine of the Air," broadcast daily over the Columbia network by the Radio Home-Makers' Club, brings to listeners information on the theater, books, art and politics, as well as cooking, interior decorating and all the other mechanics of housekeeping.

Every Monday morning, at 11:15 o'clock, Senator Arthur Capper, of Kansas, addresses the vast audience of homemakers on events in political Washington. Following the Senator at 11:45 A. M., Nancy Clark, literary editor of the air magazine, chats about outstanding personalities of the day. On Wednesdays at 11:30 A. M., the "Editorial Page" of this unique periodical presents leaders in fields which, though outside the home, are closely related to the cultural life of its occupants.

The remainder of the twenty-seven weekly programs, dealing directly with housekeeping, are broadcast by Ida Bailey Allen and a staff of experts in the realm of domestic science. The Home-Makers are on the air every week-day morning, except Saturday, from ten o'clock to noon.

Through energy, imagination and perseverance, Mrs. Allen, who is founder and president of the club, has raised the standard of morning programs to equal all others. An individ-


Reception Hall at the Radio Home-Makers' Clıb.
ualist, independent of tradition, creating her own programs which are broadcast from her own studios to a nation-wide audience she has personally built up, Mrs. Allen is a true example of the modern American woman.

This fall the Radio Home-Makers are going to widen their scope still more. They plan to interest their audience in such national movements as deserve the recognition and assistance of every publicspirited woman. They are arranging to present Mr . and Mrs. Coburn in a new series of sound dramas which will bring the finest traditions of the stage to districts never reached by the theater. The church, the arts, sociology and domestic science will go side by side over the ether to the home-makers of the country to help broaden the lives and improve the standards of the women at the helm of the oldest and most important job of them all-the making of the homes we live in.

For some reason unknown, most people think the Coburns are English. They are native Americans and wish to correct the mistaken notion that they are not.
"It would be presumptuous for two English actors to try to standardize correct speech in America, which is the object of our Sound Drama Series," Mr. Coburn said. "Both Mrs. Coburn and I were born in this country; Mrs. Coburn in Missouri, and I in Macon, Ga."

A
East. Daylight Saving 10 to $\mathbf{1 0}: \mathbf{3 0}$ P.M. Our Time
OHAIN PROGRAMS THIS HALF-HOUR
(1) Palmolive Hour

NBC, New York.
(4) Camel Pleasure Hour
(1) Philco Hour

September 1, 15 and 29.
Voice of Columbia
September 8 and 22. OBS, New York. -

| N | News | S Sports |
| :---: | :---: | :---: |
| 0 | Educational | T Dramatic |
| P | Children's feature | V Variety |
| R | Religious | W Comic |

8 East. Daylight Saving $10: 30$ to 11 P.M. Our Time CHAIN PROGRAMS THIS HALF-HOUR
(2) Coca Cola Program

Sports interviews by Grantland Rice. Male chorus; orchestra: direction, Len Joy. NBC.
(5) On the Sunset Trail
(1) Philco Hour

September 1, 15, 29.
Voice of Columbia
September 8 and 22.
MUSICAL PROGRAMS

[^1]
## Ghe Thadio Guild

NBC
WEDNESDAYS at 4 p. M., E. D. T.

THE biggest Wednesday matinee in the world isn't on Broadway. The performance is enacted on Fifth Avenue in New York City, and the audience, which numbers hundreds of thousands, is scattered about the United States.

The biggest Wednesday matinee is the weekly offering of the Radio Guild, the National Broadcasting Company's dramatic repertory group. Broadcast through an extensive network of stations and directed by Vernon Radcliffe, a veteran of the theater, the Radio Guild has presented almost a hundred of the world's greatest plays in the past two years.

Plays of Ibsen, Tolstoy and Pinero, as well as many Shakespearean dramas, have been presented during the past year, and other offerings include plays by Oscar Wilde, Rostand, John Drinkwater, St. John Ervine and other contemporary playwrights.

The Radio Guild productions are presented in the afternoon in order that an entire hour may be available for the production. The majority of plays selected, it has been found, can be adapted to the hour limit without sacrificing strength or important scenes.

The list of players who are heard in Radio Guild productions includes many widely known on Broadway and throughout the American theater. Among them is Florence Malone, former leading woman to Guy Bates Post. A thespian of marked ability, Miss Malone was a Broadway favorite for several

years, being drawn into radio with the first influx of really fine dramatists.

Aside from her well-earned prominence in the Guild productions, Miss Malone has won countless devoted admirers as leading lady in the "Westinghouse Salute." She is with the Wilbur Coon players, and aided mightily in the success of National's "Hour with Shakespeare."

Charles Webster, Harry Neville, Alfred Shirley, William Rainey, William Shelley, Leo Stark, William Courtleigh, Adele Ronson, Katherine Proctor, Marjorie Gateson and Effie Shannon assuredly make the cast complete.

The Radio Guild was developed from a dramatic group organized by NBC to present the old melodramas. Listeners requested that plays outside the realm of melodrama be also presented, and the ultimate development was the Guild group.

C East. Daylight Saving 11 to 11:30 P.M. Our Time
ohain programs this half-hour
7 Vincent Lopez
Dance music. NBC.
A Vincent Lopez (First 15 min . of period.)
B Uncle Abe and David
Rural rketelt with Phillips Lord and Arthur Aleon. NBC. (Last 15 min , of period.)
© Slumber Music
String ensemble; direction, Ludwig Laurier.
A New York Herald Tribune Observer News flashes. CBS, New York. (First 15
min. of period C.) min. of period C.)

## B Dance Music

OBS, N. Y. (First 15 min . of period O.)
C Heywood Broun's Radio Column
CBS, N. Y. (Last 15 min , of period C.)
(J East. Daylight Saving 11:30 to 12 P.M. Our Time CHATN PROGRAMS THIS HALF-HOUR
(3) Dance Music from New York Vis NBC.

## © Slumber Music

String ensember; direction, Ludwig Laurier.
NBC, New York.

## C Pepsodent Program

Amos ' n ' Andy. (First 15 min . of period.)

## D Literary Digest Topics in Brief

 News by Floyd Gibbons. (Last 15 min . of period.)(2) California Melodies

Orchestra and movie celebrities. OBS, from California.
$\underset{3,10,17,24}{\text { September }} \mathbf{W} \mathbf{W} \mathbf{D E S E}$

| A | B | C | D | TI |
| :---: | :---: | :---: | :---: | :---: |
| 10 | 30 | 11 | 30 | EASTERN DAY |
| 9 | 30 | 10 | 30 |  |
| 8 | 30 | 9 | 30 | CENTRAL Standa |
|  |  | V | CD | KFAB LINCOLN 770 |
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| IM | ME | M | M | WOR newark 710 |
| (1) | (2) | M3 | M3 | WGR. BuFfato 550 |
| (1) | (1) | NT | M3 | WKBW BuFfato 1480 |
| (1) | (1) | BC |  | *WMAK buffato 900 |
| (1) | (1) | AC | (2) | WABC NEW York 860 |
| (1) | (2) | (7) | 3 | WEAF NEW YORK 660 |
| (4) | 5 | © | © | WJZ NEW York 760 |
| (4) | 5 |  |  | WHAM rochter 1150 |
| (1) | (1) | BC | 2 | *WHEC Rochter 1440 |
| (1) | 2 |  |  | WGY SCHEN'D Y 790 |
| (1) | (1) | BC | 2 | *WFBL syracuse 1360 |
| M3 | M9 | BC | (2) | WBT charlotteioso |
| (4) | 2) |  |  | WPTF raleich 680 |
| (1) | (1) | BC | 2 | WWNC ashevilue 570 |
| (1) | (1) | BC | (2) | WDAY farco 940 |
| (1) | (1) | M6 | 2 | WADC akron 1320 |
|  |  | B | M6 | -WFJC akron 1450 |
| (1) | (1) | C | M8 | WKRC CInCInnatis5o |
| (4) | M6 | M6 | CD | WLW cincinnati 700 |
| (1) | (2) | AB |  | WSAI cincin mati 1330 |
| (1) | (1) | M | M9 | WHK Cleveld 1390 |
|  | 2) | B |  | WTAM cleveld 1070 |
| 9 | X | BC |  | WAIU columbs 640 |
| (1) | (1) | BC | (2) | WSPD tole |
|  |  |  |  | -WKBN Yo'ncst ${ }^{\text {S } 570}$ |
| R | M5 | BC | 2 | KFJF oxLa.city 148 |
| M 6 | 2 | 7 | C | WKY oxLa.city 900 |
| 1 | 2 |  |  | ${ }^{*}$ KV00 TULSA 1140 |
|  |  |  |  | *WHP harriseg 1430 |
| (1) | (1) | BC | (2) | WLBW oil city |
| 1 | (1) | BC | 2 | WCAU Phllad. |
| M6 | M6 | M8 | M8 | -WFAN-WIP Phil.610 |
|  | 2) | M3 |  | *WLIT-WFI PHILL 560 |
| (4) | (5) | © | M6 | KDKA PITTSE'GH 980 |
| (1) | (2) | A |  | WCAE PITTSEGH 1220 |
| $(1)$ | (1) |  |  | WJAS PITTSB'GH 1290 |
| (1) | (1) | C |  | WEAN PROVID'NCE 780 |
| 11 | (2) | NS |  | WJAR provid'nce 890 |
| M6 | M6 | BC | 2 | WDOD chatta. 1280 |
|  | 2 | B | C | WMC MEMPHIS 780 |
| M | M | BC | M2 | -WREC memphis 600 |
| (1) | (1) | BC | (2) | *WLAC NashV'Le 1470 |
|  | (2) | B | C | WSM Nashyle 650 |
|  | (1) |  |  | *KRLD DALLS 1040 |
| (1) | M | V | C |  |
| 1 | (2) | X | C | KPRC Houston 920 |
| M1 | X | X | M3 | ${ }^{\text {K/SSA }}$ S. antonio 1290 |
| 1 | (2) | V | C | WOAI S.ANTONIO 1190 |
| 1 | (1) | BC | 2 | -WTAR norfolk 780 Va. |
| (4) | (2) | M | M | WRVA RIChm'd 110 |
| (1) | 11 | BC | 2 | WDBJ roanoke 930 |
| M9 | (2) | B | C | *WEBC SUP ERIor 1290 W |
| 1 | (1) |  | (2) | *WISN MILW'KEE120 |
|  | 2 | B | C | WTMJ MLWKEE 620 |

THURSDAY


Ala. 1140 BRM' ${ }^{\prime} \mathrm{H}^{\prime} \mathrm{M}^{*}$ WAP 930 BIRMGHM WBRC Ark. 1040 HOTSP'GS *KTHS 1390 LTLEER'CK *KLRA

| Colo. | 830 Denver |
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|  | K0A |
| 560 DENVER | KLZ |


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| $\mathbf{5}$ | 30 | 6 | 30 |
| 4 | 30 | 5 | 30 |
| 1 | P | C | M 6 |

Conn. 1060 Hartford *WTIC D.C. 630 WASHGTN WMAI

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| 560 MiAMI | WQAM |

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|  | 740 ATLANTA | WSB |

III. $\frac{10 z 0 \text { chicago } \quad \text { KYW }}{770 \text { chicaco }}$

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| P |

Me. $\quad$ g2o bangor $\quad$ WLBZ M7 M9 2 $\quad$ M
$\frac{940 \text { portland WCSH }}{\text { Md. } 1060 \text { baltimore }{ }^{*} \text { WBAL }}$

| 600 baltimore WCA0 | $\mathbf{X}$ | $\mathbf{X}$ | $\mathbf{X}$ | 3 |
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| Mass, | 30 |  |  |  |


| Mass. 990 Springheld WBZ | OS | M | C | E |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 590 boston | WEEI | P | B | M8 | M3 |


| 1230 BOSTON | WNAC | M | M | (2) | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1200 WORCESTR W | W0RC | M | M | (2) | M9 |
| 580 Worcester | WTAG | M2 | B | X | M3 |
| Mich. 1410 BAY CTIY W | WBCM | (1) | AB | X | X |
| 1240 DEtrort | WXYZ | (1) | AB | N | 3 |
| 750 Detroit | WJR | 0 | N | M | N |
| 920 Detroit | WWJ |  |  | (2) |  |
| Minn. 810 minneap | WCCO | S | S | M8 | M8 |
| 1460 ST. PAOL. | KSTP |  | A |  | E |
| Miss. 1270 Jackson | WJDX |  |  |  | E |
| Mo. 950 KAN . CITY K | KMBC | (1) | AB |  |  |
| 610 KAN . City V | WDAF |  |  |  |  |
| 1090 St. Louls K | KMOX | X | X | M6 | 3 |
| 550 St. LOUIS | *KSD | (1) | A | (2) |  |
| ${ }_{1350}$ ST. Louls | KWK | S | S | S | E |

## STUDIO GOSSIP

NBC
(Special to What's on the Arr)


Ford Bond, NBC announcer, says that his idea of a real feast would be steaks and fried potatoes topped off with strawberry ice-cream.

## 猃

In less than five weeks after publication, "Seth Parker's Hymnal" sold in excess of fifteen thousand copies. The hymnal was edited by Phillips Lord, who is heard over an NBC network as Seth Parker, and includes many of the old religious songs heard in his radio program entitled "Sunday Night at Seth Parker's."

A collection of old Maine stories and colloquial sayings, popularized by Phillips Lord in the NBC program entitled "Sunday Night at Seth Parker's," will soon be published by the Century Publishing Company. The book will be illustrated.

Little Dolores made her first public appearance dancing to hurdy-gurdy music on the sidewalks of New York. We know her now as the ravishing beauty, Dolores Cassinelli, featured soprano of NBC's "Neapolitan Nights." Though her voice is her great asset, it is by no means her only one; she is an expert fencer and plays the guitar and the piano.

Many NBC page-boys aspire to become wircless telegraph operators aboard great liners, and they pass much of their spare time around the studios practicing the Morse Code on regulation telegraph dot-and-dash senders. Some of them attend technical schools. They admit that they are largely influenced by a desire to "see the world" without joining the Marine Corps.

Nathaniel Shilkret, noted conductor and composer, who directs the RCA Hour and other programs in the NBC studios, enjoyed a week's vacation in New Hampshire, where he turned to composing, riding and golf for recreation. Shilkret, who is an authority on Edward MacDowell, American composer, also visited Mrs. MacDowell at the MacDowell Foundation, Peterboro, while he was in New Hampshire.

## 蛙

Vincent Lopez, director of the St. Regis Orchestra, and John S. Young, who usually announces that dance band over NBC networks, are quite disturbed by a sudden deluge of mail from fans who request Young to sing louder during the St. Regis broadcasts. The listeners seem to believe that Young sings the vocal choruses with the orchestra, which, of course, isn't true, as

Young is no vocalist. "If I should try to sing," declares the announcer, "I would sound worse than Demosthenes when he practiced talking with stones in his mouth."

Phil Cook, versatile one-man show, who broadcasts daily for the NBC, is so frequently confused with Joe Cook, musical-comedy star and dispenser of things nonsensical, that it has become a nuisance, he says. He isn't even Joe's brother, but he is the brother of Burr Cook, author of the thrilling "Harbor Lights" radio dramas, the "Eternal Questions" plays and many short stories.

Hugo Mariani, orchestra director for NBC, is a native of Montevideo. When ten years old he toured South America and was billed in coneert halls as "The Wonder Child."

Richard Maxwell, NBC tenor, though a young man quite, has behind him a busy career. Several years on the stage; three college degrees earned; a war record as an aviator, and three years of business, have already been his lot.

Baby Rose Marie, five-year-old prodigy and daughter of Frank Curley, former actor of prominence, hasn't time for school, but she is learning to read the electric signs on Broadway, one of which bears her own name.

Peter Dixon, National's "cub reporter," in collaboration with Tom Neeley, has brought out a song hit entitled "Cornfed Cal" (no relation to our ex-President). Peter "did" the words and Tom the melody, whilst Pete can't carry a tune and his co-laborer doesn't play the piano.

All business is shut down and no one can be found on the streets of Skowhegan and Rumford, Me., from 5:45 to 6 p. M.. Eastern Standard Time, daily, while the NBC program "Uncle Abe and David" is on the air, according to information received from visitors to the

two Maine towns. The two fictional characters in the daily sketch are presented as natives of the two towns and are played by Phillips Lord and Arthur Allen, respectively.

Phil Cook, the "one-man comic strip," heard from W IZ and affiliated stations, writes his own script, is his own director and acts every character demanded by the script, and, for diversity, sings and plays the uke.

Eastern Daylight Saving 6 to 6:30 P.M. Our Time
CHAIN PROGRAMS THIS HALF-HOUR
(1) Black and Gold Room Orchestra

Concert musio: director, Ludwig Laurier. NBC, New York.

## Dance Music

NBC, New York.
(1) Dance Music

CBS, New York.

| N | News | S | Sports |
| :---: | :---: | :---: | :---: |
| 0 | Educational | T | Dramatic |
| P | Children's feature | V | Variety |
| R | Religious | W | Comic |

## B Eastern Daylight Saving 6:30 to 7 P.M. Our Time

CHALS PROGRAMS THIS HALF HOUR
A Dandies of Yesterday
Male quartet. (First 15 min . of period B.)
B Uncle Abe and David
Rural sketch with Phillips Ford and Arthur Allen. (Last is min. of period B.)
F Dance Music NBC, N. Y. (First 15 min . of period 1.)
G Literary Digest Topics in Brief News by Floyd Gibbons. NBC. (Last 15 min . of period B.)

## A Dance Music

CBS, New York. (First 15 min .)
B The Whoops Sisters (Last 15 min . of period B.)


CRASH and fanfare! "The band's the thing" is Mayhew Lake's slogan; and he goes through life boosting the brasses.
"Give me trumpets and a drum," he asserts, "and I can make the whole world fall in love, go to war, grow religious or burst forth in song. For no red-blooded human being can resist the urge of a real band-the enthusiasm, the volume, the beauty. Even a circus band thrills me, or an old-fashioned minstrel band, or a measly little, old-fashioned German band speiling on the street corner.

And Mayhew Lake, being able to play almost every instrument in existence, knows what he's talking about. Listen:
"Some of the highbrows try to pretend that bands can't interpret important music. The band can do almost anything an orchestra can do, and what one relinquishes, the other substitutes.
"The soft brasses of a good band can duplicate the sweetness of the purest organ. Similarly, the reeds can duplicate the loveliness of the violin. Sometimes when we are broadcasting our regular programs over the Columbia Broadcasting System, the listeners-in declare that the reeds simulate the violins perfectly. And I am proud to say that the great violin virtuoso, Toscha Seidel, has made the same happy comment."
Others praise Mayhew Lake also. John Philip Sousa said recently that no man has done more to raise the standard of band music.

CBS
SUNDAYS at $10 \mathrm{P} . \mathrm{M}$.


And Mayhew is busy, has always been-violently so. Born in Southville, Mass., Oct. 25 , 1879, he started his musical career at the age of eight. The violin was the first instrument selected, and he made such rapid progress with it that he "made" his professional career at the age of sixteen, at the New England Conservatory of Music.
Since that time his progress as a musician, director, composer and arranger has been ex-traordinary-particularly in this last capacity. Every form of musical creation has piqued his curiosity, demanded his attention - musical comedy, the compositions of Debussy, Stravinsky and Irving Berlin. As a concrete result, a recent catalog of music lists more than two thousand original compositions and arrangements, all bearing the name "Mayhew Lake."
And just to prove his championship of the band, he will soon present over the air numbers like Ravel's "Bolero."

## G Eastern Daylight Saving 7 to 7:30 P.M. Our Time <br> OHAIN PROGRAMS THIS HALP-HOUR

(2) Mid-week Federation Hymn Sing

By a mixed quartet. Arthur Billings Hunt,
director. NBC, from New York.
C Pepsodent Program
D Tastyeast Jesters
Dwight Latham. Wamp Carleson, Gay Bonham; songs with mandolute accompaniment : stories in Swedish dialect. (Last 15 min , of

## ${ }^{\text {program. }}$ <br> C The Crockett Mountaineers

Mountain songs. (First 15 min . of period.) Dance Music
OBS from New York, (Second 15 min .) (2) Fro-Joy Novelty Dance Program

## D Eastern Daylight Saving 7:30 to 8 P.M. Our Time chatn programs this half-hour

## (3) Niagara Hudson Program

Dramatic sketel with ineidental musie. NBC.

## E Phil Cook, the Quaker Man

NBO, N. Y. (First 15 min . of period D.) (3) Ward's Tip Top Club

Variety program. CBS, from New York.
MUSICAL PROGRAMS


September 4, 11, 18, 25

THURSDAY

| A | B | 3 C | D |  | TIME |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 6 | 30 | 0 | 30 |  | EAStERN DAYLIGHT |
| 5 | 30 | 0 | 30 |  | Eastern Standard Central Daylight |
| 4 | 30 | 0 | 30 |  | Central stand |
| $\begin{aligned} & 9 \\ & \mathrm{~N} \end{aligned}$ |  | A M9 |  | E | KFAB Lncoln 770 Neb . |
|  |  | NM |  |  | *WOW омана 590 |
| C |  |  |  |  | WPG atlitic city 1100 N.J. |
|  | SM | M ${ }^{\text {M }}$ | D |  | WOR NEWARK 710 |
| N | A | (2) | 3 |  | WGR. BuFFRIO 550 N.Y. |
| (1) | AB | B 2 | M2 |  | WKBW BuFfato 1880 |
|  |  |  |  |  | *WMAK BuFFALO 900 |
| (1) | AB | CD | (3) |  | WABC New York 860 |
| (1) | $A B$ | (2) | 3 |  | WEAF NEW YoRK660 |
| (4) | FG | CD | D E | E W | WJZ NEW York 760 |
|  |  |  | C |  | WhaM rochter hiso |
| (1) | A | 2 | V |  | *WHEC rochter 140 |
|  | AB |  | 3 |  | WGY SChend y 790 |
| $(1)$ | AB | B 2 | 3 |  | *WFBL sreacuse 1360 |
| $(1)$ | AB | B V | M9 |  | WBT Charlotilioso N.C. |
|  |  |  | 3 |  | WPTF ralegh 680 |
| (1) | AB | B 0 | M6 |  | WWNC ashevile s7o |
|  | S | S V | N |  | WDAY farco 980 N.D. |
| M | M |  | X MS |  | WADC akron 1320 Ohio |
|  |  |  |  |  | *WFJC akron 1450 |
| M9 | M6 |  | 6 M6 |  | WKRC cincinnatisso |
|  | M | M $\mathbf{M}$ | M E | E W | WLW cincinnat 700 |
|  |  |  |  |  | WSAI cincin nati 1330 |
| W | W | WV | 3 |  | WHK cleveid 1390 |
|  |  |  |  |  | WTAM clevelid 1070 |
| (1) |  | A MV | V X |  | WAIU columbs 640 |
| M6 | M6 | 6 MV | V | W | WSPD toledo 130 |
| (1) | AB | B X | 13 |  | *WKBN Yo'NGSTN ${ }^{\text {s }}$ \% |
| (1) | $A B$ | M6 | 61 M |  | KFJF oxL. city $1880^{0}$ |
|  |  |  |  |  | WKY oxLa.ctiy 900 |
| X | P | P M6 |  |  | *KV00 tulsa 1140 |
|  | AB | B M | W WS |  | *WHP har RIEsG 1430 |
| M 6 | AB |  | 5. M9 |  | WLBW oll city ${ }^{1260}$ |
|  | M3 | 3 SM |  |  | WCAU Philad. 1770 |
| $(1)$ | VS |  | P3 |  | *WFAN-WIP PHIL.610 |
|  | B |  | X MS |  | *WLIT-WFI Phil. 560 |
| M | M | 1. | E |  | KDKA PITTSP'GA 980 |
|  | AB | M2 | 2 V |  | WCAE PITTS'GH 1220 |
| ${ }_{\mathrm{M}}^{1}$ | AB |  | 3 |  | WJAS Pittsech 1290 |
|  | M | (2) | 3 |  | WEAN PRovidwce 780 R.I. |
| M3 | B | 3 |  |  | WJAR Provid'NCE 890 |
|  | AB | B M3 |  |  | WDOD chatta. 1280 Tenn. |
|  |  |  |  |  | WMC memplis 780 |
| 1 | AB | B M9 | 9 M |  | *WREC MEMPHIS 600 |
|  |  |  |  |  | *WLAC nashyie 1470 |
| (1) | A | ON | (3) |  | WSM Nashrie 650 |
|  | M9 | 9 PN |  |  | *KRLD dallas 1090 Tex. |
| (1) | M | M M6 |  |  | WFAA Dalles. |
|  |  |  | 3 |  | KPRC Houston ${ }^{\text {g20 }}$ |
|  | WM | M M3 |  |  | *KTSAs antonio 1230 |
|  |  |  | 3 |  | WOAI s.antonio 1190 |
|  |  |  |  |  | *WTAR norfolk 780 Va . |
|  |  | C | 3 |  | WRVA RICHM'D 110 |
| M |  |  | T SN |  | WDBJ roanoke 930 |
|  | M | M | E |  | *WEBC Sup erior 1290 W |
|  |  |  |  |  | *WISN mL w'keEluo |
| S | S | S $P$ |  |  | WTMJ miwkee 620 |

THURSDAY
September
$4,11,18,25$

| TIME | A | B | C | D |
| :---: | :---: | :---: | :---: | :---: |
| EASTERN DAYLIGHT | 8 | 30 | 9 | 30 |
| Eastorn Standard | 7 | 30 | 8 | 30 |
| CENTRAL STANDARD | 6 | 30 | 7 | 30 |
| Can - 690 toronto CKGW | (1) | (1) | (2) | © |
| ada 730 montreal CKAC |  |  |  |  |
| Ala. 1140 віRм'GH'M *WAPI | (1) | (1) | (2) | $\bigcirc$ |
| 930 BIRM'GHM WBRC | A | D | (1) | 2 |
| . 1040 Hot SP'GS *KTHS | (1) | (1) | X | X |
| 1390 UTLER'CK *KLRA | PS | M | X | X |
| Colo. 830 denver K0A | (1) | (1) | (2) | ® |
| 560 denver KLZ | AB | D | (1) | (2) |
| Conn. 1060 Hartford *WTIC |  |  |  |  |
| D.C. 630 Wash gre WMAL | B | CD | (1) | (2) |
| 950 Washate WRC | 1 | (1) | 2) | 3 |
| Fla. ${ }^{620}$ Clearwater WFEK | M6 | 0 | X | X |
| 900 Jacks'NYE WJAX | (1) | (1) | 2) | © |
| 1300 MIAMIR. WIOD | (1) | 1 | 2 | $\bigcirc$ |
| 560 MLAMI WQAM |  |  |  |  |




 | $\mathbf{M}$ | $\mathbf{C}$ | $\mathbf{M}$ | $\mathbf{M}$ |
| :--- | :--- | :--- | :--- |



Ky. 1490covington*WCKY 940 HorkinsvewFIW
820 Loulsvile WHAS
La. 1250 N. ORL'NS WDSU 1320 N. ORL'NS WSMB
Me. $\quad$ g2o Bangor WLBZ 960 Fortland WCSH Md. 1060 затIMORE*WBAL 600 baltimore WCAO Mass. 990 springateld WBZ 590 BOSTON WEEI 1230 Boston WNAC $\frac{1200 \text { WORCEETR WORC }}{580 \text { WORCESTERWTAG }}$ Mich. 1410 BAY CTIY WBCM


## RADIO BRIEFS

## GENERAL

The largest single radio organization in America, if not the world, is the U. S. Navy, with nearly four hundred radio stations at home and afloat. In recent tests for distance, messages were sent from the battleship Arkansas, en route from Keil, Germany, to Oslo, Norway, to the gunboat Luzon on the lower Yangtze River in China, and were relayed by the Lazon directly to Washington-an airline mileage of 12,441 miles. At the Naval Research Laboratory at Bellevue, D. C., visual radio and television as well as sound operations are subjects of constant experiment.

The California Department of Agriculture has developed a State-wide broadcasting, farm-market service unparalleled elsewhere. Using five short-wave channels and eight short-wave radio telegraphic stations, the State Department brings each day to farmer and shipper subscribers detailed news of market conditions and crop movements the country over. This short-wave radio system is co-ordinated with the Federal Department of Agriculture at Washington by leased wire, and is also co-ordinated with six voice broadcasting stations in California.

With more than two thousand stations over the world now under construction for operation upon the very limited number of high frequencies available, the problem of world radio interference is becoming increasingly serious. Already the U. S. Navy Department has suffered serious inconvenience on its frequencies by operation of stations with "wobbling" signals due to defective equipment. In the case of domestic stations, correction, of course, is easy to enforce. When the offending station belongs to a foreign power, the problem is referred to the Department of State for diplomatic action.

The Department of Commerce is getting down to brass tacks, so far as radio is concerned, according to William D. Terrell, chief of the Federal Radio Division.
As broadcasting stations are licensed according to service rendered, the plan of the department, now under way, to canyass the 618 existing stations to determine relative merit of their programs, is a timely consideration.

The actual work of this survey, which will embrace four seasons and will be complete not less than a year from now, falls on the nine existing regional federal radio supervisors, who will draw opinions from various civic organizations, as well as listen in on stations themselves.

Their report will be subject to review of other responsible persons.

When the Court of Appeals of the District of Columbia reconvenes next month, after the summer recess, its docket will be found to contain a varied assortment of claims yet to be adjudicated.

Some two dozen cases, affecting broadcasting stations and radio generally, are pending.
Wide variety marks the nature of these cases, there being the questions of property rights, copyright, distribution of continental short-wave channels, revoked permits to broadeast, arbitrary orders of the Federal

Radio Commission, and the right of a State to levy a license tax on receiving sets.

Will radio wonders never cease? The many new and stupendous radio projects answer to the contrary.
We refer in particular to our country's lighthouse service, rapidly being augmented by radio.

Looking toward our Hawaiian coastal service, we find an additional radio beacon now under way for Kilauea Point. The original radio beacon, situated at Makapun Point, was a boon to mariners, with its superior range and independence of fog, but it did not indicate to vessels the distance of the station. This omission, however, will be rectified by the additional radio beacon, which will also increase the light to 540,000 candlepower.

At more than twenty carefully selected vantage points in the United States construction has been pushed forward, during the early summer, on an equal number of radio-range beacon marks, in preparing for use the Department of Commerce's blind-flying airways.

Following the action of the Seventy-first Congress extending the life of the Radio Commission, the offices of the commission were moved into the National Press Building. This is the third mov of the commission which three years ago started its career in the crowded Department of Commerce Building, and from there moved to the Department of Interior Building, only to find inadequate space for its rapidly expanding activities.

Westinghouse Electric and Manufacturing Company wants to be king of the air, at least between the hours of 1 and 6 A. M., according to application which is on file with the Federal Radio Commission. This application calls for construction premit for a 400,000 -watt transmitter, to be used experimentally on the wavelength now allotted to KDKA-980 kilo-ycles-on the early morning hours exclusively.

If a bill recently passed by the Louisiana Legislature is enforced, political speeches from that State, hitherto high spots for the radio listener who enjoys verbal dynamite, will henceforth lose their attraction. By a vote of 71 to 3, the Legislature declared a fine and prison term for the broadcaster who impeaches "the honesty, integrity, virtue or reputation, or publishes the natural defects," of a fellow-citizen over the air.

This fall will witness the inauguration of China's new and highly developed radio service between Shanghai and San Francisco, Shanghai and Berlin, and Shanghai and Paris.
This great stride toward the facilitation of communications between China and foreign countries was instigated as far back as Nov. 3, 1928, when negotiations first began between American radio engineers and the Chinese Government.

The powerful equipment required for such a service has been supplied largely by American concerns.

1 Eastern Daylight Saving 8 to 8:30 P.M. Our Time
OHAIN PROGRAMS THIS HALF-HOUR

## (1) Fleischmann Hour

Rudy Vallee and his orchestra. NBC.

## (4) B. A. Rolfe and His Lucky Strike Dance Orchestra

## A Symphonic Interlude

CBS, N. Y. (First 15 min . of period A.)

B Columbia Educational Features

The political situation in Washington to-night,
Frederic William Wile, CBS (Last 15 min .)

## B Eastern Daylight Saving 8:30 to 9 P.M. Our Time <br> CHATN PROGRAMS THIS HALE-HOUR

(1) Fleischmann Hour

Rudy Vallee and his orchestra. NBO, from
New York. New York.
(4) B. A. Rolfe and His Lucky Strike Dance Orchestra
nbe.

## C Kaltenborn Edits the News

CBS, N. Y. (First 15 min , of period B.)

## D Mardi Gras

September 4, 11.
CBS, N. Y. (Last 15 min . of period B.)
Hamilton Watch Co. Program
After September 18.


First piamo lesson of the two-months-old son of IAMES HAUPT, program director for NBC. MISS ELINOR SMITH, famous aviatrix and announcer for NBC, exbibits ber badge. JEFF SPARKS, altbough a late addition to NBC's announcing staff, is a veteran announcer. Tbe internationally known MORGAN TRIO are sisters. Tbey are (left to right) MARGUERITE, FRANCES and

VIRGINIA.

C East. Daylight Saving 9 to 9:30 P.M. Our Time
CHALN PROGRAMS THIS HALF-HOUR
(2) Arco Birthday Party

Malc ruartet and string ensemblc. NBC, New York.
(5) Knox-Dunlap Program

Orchestra. NBC, New York,
(1) Mardi Gras Decterseptember 4, 11 .

Van Heusen Program begins September 18.
N News
o Educational
P Children's feature
R Religious

S Sports
T Dramatic v Variety W Comic
(1) East, Daylight Saving 9:30 to 10 P.M. chain programs this half-hour
(3) Jack Frost's Melody Moments Orchestra; Yocal and instramental soloists.
NBC, from New York NBC, from New York.

## © Maxwell House Ensemble

Orchestra direction, Willard Robison; male quartet; piano duo. NBO, New York.

## (2) Detective Story Magazine

CBS, New York.
MUSICAL PROGRAMS


Soptember $1,11,18,25$ THURSDAY

|  | B | C D | D | TIME |
| :---: | :---: | :---: | :---: | :---: |
| 8 | 30 | 30 | 30 | EASTERN DAYLI |
| 7 | 30 | 30 | 30 | Eastern Standard |
| 6 | 30 | 30 | 30 | Central standard |
|  | M9 |  |  | KFAB Lucoln 70 Neb. |
| 1 | (1) | (2) $X$ | X | *WOW охиння 590 |
| AB | M8 | (1) M3 | M3 | WPG atiticaty 100 N. J. |
| T | M | M X | X | WOR newark 710 |
| (1) | (1) | (2) 3 | 3 | WGR. Buffalo 550 N |
| AB | CD | (1) 2 | 2 | WKBW buffato 1480 |
|  |  |  |  | *WMAK BuFfalo 900 |
| A | CD | (1) 2 | (2) | WABC NEW York 860 |
| 1 | (1) | 2) 8 | 3 | WEAF NEW York 660 |
| (4) | (4) | © ${ }^{6}$ | $\bigcirc$ | WJZ NEW YoRK 760 |
| (4) | (4) | © $\square^{6}$ | $\bigcirc$ | WHAM rochter hiso |
| M3 | 3 D | (1) 2 | 2 | *WHEC Rochter 140 |
| 1 | (1) | (2) | $3{ }^{3}$ | WGY SChend Y 790 |
| B | C |  | 2 | *WFBL stracuse 1360 |
| AB | B D | (1) X | X | WBT Charlotteoso N . |
| 1 | 1 | (2) 6 | © | WPTF Ralegh |
| AB | D | (1) 2 | 2 | WWNC Ashevile 570 |
| B | B D | (1) 2 | 2 | WDAY farco 940 N.D. |
| AB | CD | (1) 2 | 2 | WADC akron 1320 |
|  | (1) | (2) R | R | *WFJC axkon uso |
| B | CD | (1) 2 | 2 | WKRC camcinnatisso |
|  | M MS | M3 | © | WLW cmannat |
|  | (1) | (2) 8 | 3) | WSAI cincinsat 1330 |
|  | RM | (1) 2 | (2) | WHK cleve'd 1390 |
|  | 1 |  | $3{ }^{3}$ | WTAM cleveld 1070 |
|  | M2 | X 2 | 2 | WAIU Columes 60 |
| AB | B CD | $1)^{2}$ | (2) W | WSPD Toledo 130 |
| A | X | 2 | (2) | -WKBN yongest ${ }^{\text {s70 }}$ |
| AB | D | (1) 2 | (2) | KFJF oxLL.ctry 4880 Okla |
| 1 | (1) | (2) ${ }^{\text {¢ }}$ | © ${ }^{\text {W }}$ | WKY oxi.city 900 |
|  |  |  |  | *KV00 TULSA 1140 |
| AB | D | (1) 2 | 2 | *WHP harisisc 1430 Pa |
| AB | CD | (1) 2 | (2) | WLBW ont city ${ }^{1260}$ |
| M3 | CD ${ }^{\text {M }}$ | M9 2 | (2) | WCAU phllad. h7\% |
|  | M5 ${ }^{\text {M }}$ | M3 2 | (2) | *WFAN-WIP PHIL.60 |
| 1 | (1) | (2) 8 | (3) | *WLIT-WFI Phil. 560 |
| 4 | (4) | © $\square^{\circ}$ | © K | KDKA PITTSPGA 980 |
| 1 | (1) | (2) 8 | 3 ${ }^{\text {W }}$ | WCAE PITTSECH 1220 |
| AB | CD | (1) 2 | (2) W | WJAS Pfitse'ch 129 |
| B | CD | (1) 2 | (2) | WEAN Providwce ze R.I. |
| 1 | 1 | (2) 3 | (3) | WJAR prouidence se |
| B | D | (1) M3 | M3 | WDOD с chatia. 1230 Tenm |
| 1 | 1 | (2) 6 | © ${ }^{\text {w }}$ | WMC memphis 780 |
| M | M V | (1) 2 | 2) | -WREC MEMPHIS 600 |
|  | MS | (1) 2 | 2 | -WLAC nishlie 170 |
| (1) | 1 | (2) 6 | $\bigcirc$ | WSM nashrie ${ }^{550}$ |
|  |  | NS M9 | M9 ${ }^{-1}$ | -KRLD Dalus 1040 Tex. |
|  | (1) | (2) 6 | ${ }^{\text {® }}$ | WEFA Dallart ${ }^{\text {Wen }}$ |
| 1 | 1 | (2) $\square^{-}$ | $\bigcirc$ | KPRC Houston 920 |
|  |  | X M ${ }^{\text {a }}$ | M3 | *KTSAs. antonio 1290 |
| (1) | (1) | (2) 6 | © | WOAI S.antonio 1190 |
| B | D | (1) 2 | (2) | *WTAR norfolx 780 Va |
| (1) | 1 | 2) ${ }^{1}$ | © W | WRVA RICHM'D 110 |
| AB | D | (1) 2 | (2) | WDBJ roanoke 930 |
| (1) | (1) | (2) ${ }^{1}$ | © | *WEEC Sup erior 1290 Wisc |
| AB | D | (1) 2 | (2) | *WISN mLW WKEE120 |
|  |  |  |  | TMJ |


| TIME | A | B | C | D |
| :---: | :---: | :---: | :---: | :---: |
| Eastern daylight | 10 | 30 | 11 | 30 |
| Enstorn Standard Central Daylight | 9 | 30 | 10 | 30 |
| central standard | 8 | 30 | 9 | 30 |
| Can - 690 тoronto CKGW | M | M | (2) | 2 |
| ada 730 montreal CKAC |  |  |  |  |
| Al2. 1140 в1RM'GHM *WAPI | (1) | (1) |  |  |
| 930 вiRM'GHm WBRC | M3 | M3 | BC | 3 |
| Ark. 1090 Hot SPGs *KTHS | (1) | (1) | M | D |
| 1390 LTLERCc *KLRA | M9 | 2 | BC | 3 |
| Colo. 830 denver KOA | (1) | 1 |  | D |
| 560 denver KLZ | M5 | (2) | BC | 3 |
| Conn.1060 harteord *WTIC |  |  |  |  |
| D.C. 630 W Whf Gre WMAL | (1) | (2) | BC | 3 |
| 950 washgre WRC | (1) | (1) | 2) | 2 |
|  | (1) | (1) | (9) |  |
| 900 נcks nve WJAX | (1) | (1) | X | M9 |
| 13800 mimme. WIOD | (1) | (1) | M3 | M8 |
| 560 mlamI WQAM |  |  |  |  |

Ga. 890 atL NTA $\quad$ WGST (1) M6|BC C
740 atunta WSB

 | 870 CHI WENR-WIS |
| :--- |
| M4 | O C zzo chacico WGN O-M|NW/M

 670 chacico WMAQ | M | T | T | D |
| :--- | :--- | :--- | :--- | Ind. n160 FT. wYxe*WOW0 O O 1230 INop'ps *WFBM lowa 1260 C.NCLI Bt'Fs KOIL 11 X BC (3 1000 Davenport WOC WH0 M7 M7 (2) (2) 600 waterion WMT (1) (2) BC 3 Kans.12zo LWRRNCE*WREN (3) (3) M3 DE 550 Topena *WIBW (1) (2) BC (3 1300 wlchita *KFH $\mathrm{X}|2| \begin{array}{llll} & \mathrm{BC} & 3\end{array}$ Ky. 1990 covington ${ }^{*}$ WCKY 940 HoprinsveWFIW (1) (2) $\mid$ BC 3 szo LousviLe WHAS (1) (1) $\mathrm{X} \mid \mathrm{D}$

La. 1250 N. ortins WDSU 132 N. ORL'NS WSMB

 940 Portund WCSH Md. 1066 BaLTMore ${ }^{\text {WWBAL }}$ 6оo Batimore WCAO Mass, 990 Sprincheled WBZ | 590 Boston WEEI |
| :--- |
| 1230 Boston WNAC |
| 1200 WORCESTR WORC |
| 18 | 580 worcesterWTAG Mich.1410 вау city WBCM

| 0 D | WX | (1) | 2 | BC |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 750 Detroit | WJR | X | X | M6 |  |
| 920 Det | WW | 1 | 1 |  |  |
| 7. 810 MINNEAP | WCCO | (1) | T | BC |  |
| 1460 ST | KSTP | (1) | 1 |  |  |
| Miss. 1270 Jackson | WJDX | (1) | 1 |  |  |
| Mo. 950 | KMBC | (1) |  | BC |  |
| $610 \mathrm{KNN} . \mathrm{ctr}$ | WDAF |  | (1) |  |  |
| 1090 St. Loulis K | KMOX | 11 |  |  |  |
| ${ }_{550}$ St. Louls |  |  |  |  |  |



The lovely lady is none otber than MISS IRMA GLEN, staff organist for WENR, Cbicago, and also "Betty Smitb" in WENR's "Smith Family." H. DEAN FOLJER is managing director of Kansas City's Station WDAF. WILLIAM FAY manages WHAM. Rocbester, and is the announcer on the Stromberg-Carlson Program. A Virginian is young JACK BRINKLEY, announcer for Station WTIC, Harlford. WALTER A. LOGAN is musical director of WTAM, Cleveland, 0.

AEast. Daylight Saving 10 to $10: 30$ P.M. Our Time
ohain programs this half-hour
(1) RCA Hour

Guest artists: concert orelinstra direction. linsario lBourdon. NBC, New York.

## (3) Classical Series

Narrator: orchestra direction, Cesare Sodero. XBC, New York.
(1) Romany Patteran

Gypsy music. CBS, New York.

## MUSICAL PROGRAMS

[^2]
## B

East. Daylight Saving 10:30 to 11 P.M. Our Time
CHATN PROGRAMS THIS HALF-HOUR

## (1) RCA Hour

siee description for perioul $\Lambda$.

## (3) Classical Series

see description for period A.
(2) Columbia Educational Features

National Radio Forum from Washington, D. $C$ CBS.

| N | News | S Sports |
| :---: | :---: | :---: |
| 0 | Educational | T Dramatic |
| P | Children's feature | v Variety |
| R | Religious | W Comic |



HIGHLIGHTS IN SEPTEMBER
-U. S. Amateur Golf Championship, Merion Country Club in Pennsylvania, September 15 to 20.
-The Cballenge Cup Race: Sir Thomas Lipton's Shamrock V. versus the American Cup Defender.
-The pennant dash in the several baseball leagues.
-The opening games of the football season. -Final events of the National Air Races, Curtiss Airport, Chicago, on Labor Day.

WITH September, sports on the air that can be scheduled begin, although the big football and World Series line-ups do not occur until July.

## First the Amateur Golf ChamPIONSHIP

For CBS, Ted Husing and his portable will be on the job. For NBC, "Skeets" Miller will provide a full corps of announcers. The championship will be covered more carefully than any previous tourney. Golf clubs all over America are arranging to receive the broadcasts at their clubhouses, and hundreds of thousands of individual golfers will desert the greens, joining the general public around the loud-speakers, all pulling for Bobby Jones to complete the miracle of winning all four of the world's major golf titles in a single year.

TED HUSING calling the plays for CBS.

## The Yacht Race

When Sir Thomas Lipton, the gallant old tea baron, sallies across the Atlantic again this month in an attempt to regain the America's Cup for Great Britain with his Shamrock $V$., the yacht races will be broadcast by both chains. The Columbia story will be handled on a short-wave, rebroadcast circuit by Herbert Glover, director of remote control for that system, who will follow the Shamrock V. and the American cup defender around the course on a power yacht.

Herb Glover was a member of the crew which, under the command of Charles Francis Adams, now Secretary of the Navy, sailed the American defender to victory in the last cup race.

## Football on the Air

Football starts in September. Although it is mostly a matter of feeding the little college Christians to the big university lions, and chain broadcasts will, as a rule, pass over the massacres and upsets of the early season and wait until the important sectional and intersectional combats in October, CBS will broadcast Army versus Boston University at West Point the afternoon of September 27.


C East. Daylight Saving 11 to 11:30 P.M. Our Time
chain programs this hale hour
(2) Don Bigelow and Orchestra

C Uncle Abe and David
Rural sketeh with Phillips Lord and Arthur Allen.
(4) Slumber Music

String ensemble; direction, Ludwig Laurier,
A New York Herald Tribune Observer News flashes. CBS. (First 15 min . of period C.)

## B Dream Boat

Emery Deutsch and his orchestra. CBS.
(First 15 min. of period C.)
C Heywood Broun's Radio Column
CBS, N. Y. (Last 15 min . of period C.)

D
East. Daylight Saving 11:30 to 12 P.M. Our Time
OHATN PROGRAMS THIS HALF-HOUR

## (2) Don Bigelow and His Hotel Park

 Central OrchestraDance music. NBC.

## (4)Slumber Music

String ensemble: direction, Ludwig Laurier.

## D Pepsodent Program

Amos ' n ' Andy. (First 15 min . of period D.)

## E Literary Digest

 Topies in brief. (Last 15 min . of period D.)(3) Dance Music
('BS, from New York.
$\underset{\substack{\text { September } \\ 4,11,18,25}}{\substack{\text { 2 } \\ \text { THUSD }}}$


FRIDAY
September
5, 12, 19, 26

| TIME |
| :---: |
| EASTERN DAYLIGHT |
| Eastern Standard Central Daylight |
| CENTRAL STANDARD |
| Can - 690 toronto CKGW |
| ada t3omontreal CKAC |
| Ala. 1140 BIRM'GH'M *WAPI |
| 930 BIRMGHM WBRC |

Ark. 1040 HOT SP'GS *KTHS
1390 LTtLer'Ck *KLRA Colo. 830 denver $\quad$ K0A Conn. 1060 hartford *WTIC D.C. 630 washrgin WMAL 950 WASHGTTN WRC Fla. ${ }^{620 \text { Clearwater WFLE }}$ S..Peterab: WSUN $\xrightarrow[1300 \text { MLAMIR. WIOD }]{900 \text { JCNS WYE WJAX }}$

|  | 560 MLAML | W0AM |
| :---: | :---: | :---: |
| Ga. | 390 At | WG |

 770 CHICAGO *WBBM 870 CHI WENR-WLS 720 CHICAGO WGN 560 Chicago *WIBO 670 chicico WMAQ
Ind. 1160 FT. WYNE"WOWO $\frac{1230 \text { INDP'US *WFBM }}{\text { Lowa } 1260 \text { C.NCLI BL'fs KOIL }}$

 $\frac{600 \text { Waterloo WMT }}{\text { Kans. } 1220 \text { LaWrence }}$ | 580 TOPEKA | *WIBW |
| :---: | :---: |
|  |  |
| 1300 WICHITA | *KFH | Ky. 1490covington*WCKY 940 HOPKINSVEWFIW 820 Louisvilue WHAS La. 1250 N. orL'NS WDSU 1320 N. ORL'NS WSMB


$\frac{940 \text { portland WCSH }}{\text { Md. } 1060 \text { baltimore*WBAL }}$ 600 baltmore WCA0 Mass. 990 SPRINGFeld WBZ 590 BOSTON WEEI 1230 Boston WNAC $\frac{1200 \text { WORCESTR WORC }}{580 \text { WORCESTERWTAG }}$

## Mic

| Mich.1410 BAY city |
| :---: |
| 1240 DETROIT |
| WXXYZ |


| 240 | YZ | 1 | AB | NM |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 750 DETROIT | WJR | M | N | M | X |
| 920 Detroit | WWJ | (2) | C | E | 1 |
| Minn. 810 MINNEAP | WCCO | S | S | CD | E |
| 1460 ST. PAUL | KSTP | (2) | C | F | N |
| Miss. 1270 Iackson | WJDX |  |  |  | N |
| Mo. $950 \mathrm{KAN} . \mathrm{CITY}$ | KMBC |  | AB |  | EG |
| $610 \mathrm{KAN} . \mathrm{CITY}$ | WDAF |  |  |  |  |
| 1090 ST. Louls | KM0X | X | X | P | E |
| 550 St. Louls | *KSD | (2) | C | E | (1) |
| ${ }^{1350} 5$ ST. LOUIS | KWK | S | S | S | N |

## NBC's Advance Dope

## (Special to "What's on the Air")

Crisp, cold air will blow around the wandering microphones of the National Broadcasting Company this fall. Broadcast accounts of the outstanding intercollegiate football games will go on the air every Saturday and on the holidays of the fall season.

While the schedule of games to be broadcast had not been completed by NBC at the time of writing, it was stated that listeners would hear descriptions of virtually all the big teams in action. The Yale-Harvard game, the ArmyHarvard game, the University of Pennsylvania's annual tilt with Cornell, and the valiant battles of the Midwestern elevens, will be on the schedule. Notre Dame, Michigan, Chicago, Georgia Tech, Dartmouth, Navy, Princeton and other important teams will be covered by the microphone sports corps.

Graham McNamee, who has been describing football games for years and years, and William Munday, the Georgia drawl, will be the chief announcers for NBC during the football broadcasts. Plans are to have two games on the air every Saturday, with Munday describing one and McNamee assigned to the other.

In addition to the voices of McNamee and Munday, listeners will hear addresses and remarks on football and individual players by noted coaches, players and sports commentators.

Scores of important games not described play by play will be included in the Saturday afternoon broadcasts from NBC stations, according to advance plans.

## Columbia's Advance Schedule

(Special to "Wbat's on the Air")
Every football fan has his or her favorite team, and with the majority of them nothing else counts. And so, with an eye to satisfying the most people the most times, Herb Glover, Columbia's director of public events, has arranged for the broadcasting of as many intersectional games and as many established gridiron classics as could be squeezed into one brief autumn schedule.

Almost before the beaches are deserted and the leaves begin to fall, Ted Husing will test

Eastern Daylight Saving 6 to 6:30 P.M. Our Time
ohatn programs this half-hour
(2) Black and Gold Room Orchestra

Concert musir NBC director, Ladwig Laurier. NBC, New York.
G Dance Music
NBC, N. Y. (First 15 min , of period A.)

## H Cloverdale Limelights

Vocal soloists: instrumental ensemble; piano duo. (Last is min, of period A.)
J Dance Music
NBC, New York.
(1) Dance Music

CBS, from New York.
out his lungs on the Army-Boston University game at West Point on September 27. The following Saturday, October 4, will find Ted in the new stadium at South Bend, Ind., for the first important intersectional grid engage-ment-Notre Dame versus Southern Methodist. The wandering Irish may not roam the country as of yore, now that they have their new athletic plant, but their popularity will be just as great, and two more of their most important games will be described before the season draws to a close. The Rockne wreck-ing-crew will be heard, if not seen, during its engagements with Pitt at Pittsburgh on October 25, and with the Army at Chicago on November 29, the last game of the official season.

There will probably be a break in the schedule following the October 4 game at South Bend for a broadcast of the World Series baseball games. Then the season will begin in earnest, with the Army - Harvard game at Cambridge on October 18. The remainder of the schedule finds traditional rivalries being renewed with the Yale-Princeton game at Princeton, the Penn-Cornell Thanksgiving classic at Philadelphia, and several more important intersectional struggles.

PHIL CARLIN cbecking up us GRAHAM Mc NAMEE calls them over NBC.

# PEE W WANDr 

NBC . . Fridays at 8:30 p. M., E. D. T

THERE'S a salty atmosphere in the National Broadcasting Company studios on Friday night. That is when Peewee and Windy go on the air.
Peewee and Windy, two adventurous sailormen, represent the Hickok program to thousands of listeners. In the less than a dozen episodes in which they have appeared, they have firmly established themselves among the favorites of the sometimes fickle radio audience.
The program series tells of what happens to a very short and pugnacious sailor and a very tall and garrulous sailor who go ashore in New York when the fleet is in. Of course there are girls and misunderstandings, and there are fights and encounters with the law in all its majesty. And, according to advance notices, there will be future adventures afloat, as well as ashore, when Peewee and Windy start around the world with the fleet.

The program is funny, but also is authentic. The name of the author is a guarantee of that. He is Everett H. Clark, whose name is seen frequently on magazine stories. Clark was in the navy for twelve years and knew intimately many Peewees and Windys. When the Marines went to Nicaragua, Clark went with them as press representative. He left Nicaragua and the Marines to try his hand at short stories in New York.
John McBride plays Peewee, and Walter Kinsella is Windy in the series. Kinsella himself is an ex-Marine and also played in the Broadway production of "What Price Glory."

The girls in the sketch are the familiar Two Troupers, Marcella Shields and Helene Handin.

Experts in radio dialog declare that Clark's sketches are unusual. Navy slang is used liberally, but the writer is so careful in its use that it is at all times intelligible to the listener.

In one scene Peewee has lost a letter and the address of his girl's home. He is frantic:

Windy-Look again. Did you go through all your pockets?

Peewee-All my pockets? What do you think I am, a pool-table? How many pockets do you think they put in these liberty blues?

Windy-Well, if you've lost the address, we're adrift, that's all. We might as well try to find a bottle of ink in a coal-bunker.

Peewee--No, we can find the house again. Here's one right here that looks just like it.

Windy-Sure it looks like it. Half the houses in the whole town look alike. A brown-stone front is like a Ford. The only way you can tell 'em is by the number.

Once again the lads are "at sea."

C Eastern Daylight Saving 7 to 7:30 P.M. Our Time
chatn programs this halfr-hour
E Maurice Tyler
Tenor; string trio. (First 15 min . of period.)

## F To Be Announced

L The Pepsodent Program
Amos ' n ' Andy. (First 15 min . of period 0.)

## C The Crockett Mountaineers

Mountain songs played and sung by the Crockett family. CBS. (First 15 min . of period C.)
D Dance Music
(Last 15 min , of period.)

September
$5,12,19,26$

|  | B | C | D | TIME |
| :---: | :---: | :---: | :---: | :---: |
| 6 | 30 | 7 | 30 | EAStERN DAYLIGHT |
| 5 | 30 | 6 | 30 | Eastern Standard |
| 4 | 30 | 5 | 30 | central standar |
| GJ | N | V | NO | KFAB uncolv 770 Neb. |
| N |  | N | M | *WOW омлнА 590 |
|  |  |  | E | WPG atitic city 1100 N. J. |
| C | D | D | M6 | WOR NEWARK 70 |
| 2 | C |  | M9 | WGR. BuFFLO 550 N.Y. |
| (1) | AB | CD E | EG | WKBW buffalo 1480 |
| (1) | AB | CD | E | *WMAK buffalo 900 |
| (1) | AB | CD | EF | WABC New York 860 |
| (2) | CD | E | (1) | WEAF NEW YoRK 660 |
| GHI | PK |  | N0 | WJZ NEW YoRT 760 |
|  | K | L | NO | WHAM rochter liso |
| (1) | AB | CD | E | *WHEC rochter 140 |
| 2 | CD |  | 1 | WGY schend r 790 |
| (1) | AB | C | EG | *WFBL stracuse 1360 |
| (1) | AB | C | V | WBT сhariotteloso N.C. |
|  |  | L |  | WPTF Ralegh 680 |
| (1) | AB | D | EG | WWNC ashevilie s7o |
| S | S | CD | N | WDAY farco 940 N.D. |
| M | M | CD | E | WADC akron 1320 Ohio |
| P | N |  |  | *WFJC akron taso |
| M6 | M6 | C | E | WKRC cincinnatiso |
| MS | 0 | M | N | WLW cincinnati 700 |
|  |  |  |  | WSAI cincin nati 1330 |
| W | W | NM | E | WHK clevel'd 1390 |
|  |  |  |  | WTAM cleveld 1070 |
| (1) | AB | MV | EG | WAIU Columbs 610 |
| (1) |  | MN | E | WSPD toledo 1340 |
| (1) | AB | C | G | *WKBN Yơngst S70 |
| (1) | A | CD | EG |  |
|  |  |  | N | WKY oxLactiry 900 |
| X | P | M6 ${ }^{\text {M }}$ | MS | *KV00 tulsa 1140 |
| (1) | AB | CD | G | *WHP harrisgg a 3 30 Pa |
| M6 | AB | CD | EG | WLBW onl criv ${ }^{1260}$ |
| MS | W | M9 | E | WCAU Philad. 1780 |
| (1) | A | P | T | *WFAN-WIP PriL.610 |
| 2 | CD | E | M6 | *WLIT-WFI Pril. 560 |
| X | V | L | M | KDKA Pritsp'ch 980 |
| (2) | CD | E | (1) | WCAE PITtssch 1220 |
| (1) | AB | CD | EG | WJAS Pititsb ${ }^{\text {ch }} 1290$ |
| M | M | X | EG | WEAN Providwce 780 R |
| NM | CD |  |  | WJAR Provid'nce 890 |
| (1) | AB | CD | EG | WDOD Chatta. 1280 ${ }^{\text {Te }}$ |
|  |  |  |  | WMC MEMPHIS 780 |
| (1) | AB | CD | E | -WREC MEMPHIS 600 |
|  |  |  | E | *WLAC noshlıe 1470 |
| $2$ | C | E | N | WSM nashrie 650 |
|  | AB | MN | E | KRLD dallis 1040 Tex. |
|  | C | M6/ | M9 |  |
|  |  |  | N | KPRC Houston ${ }^{\text {220 }}$ |
| X | WM | M3 | E | *KTSAs. nntonio 1290 |
|  |  |  | N | WOAI S.ANTONIO 1190 |
|  | B |  | E | *WTAR norfolk 780 |
| H | PK | L | N | WRVA richm'd 110 |
| M | M | CD | EG | WDBJ ronooke 930 |
|  | NM | M | N | *WEBC sup erior 1290 Wisc. |
|  |  | CD | G | *WISN mlwreelizo |
|  |  | P |  | WTMJ mlw'ee 620 |

FRIDAY

| TIMEE |  |  |  | A | B |
| :--- | :---: | :---: | :---: | :---: | :---: |

Ky. 1490COVINGTON*WCKY 940 HOPKINSVEWFIW 820 LOUISVILE WHAS
La. $\quad 1250$ N. ortens WDSU

| Me. |  | 620 Bancor | WLBZ | (1) | M | N |  | X |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 940 PORTLAND | WCSH | (1) | 1 | (2) | 8 |  |

Md. 1060 Baltimore ${ }^{*}$ WBAL

| 600 baltimore WCAO | X | X | (3) | 3 |
| :---: | :---: | :---: | :---: | :---: |
| Mass. 990 Springfield WBZ | M9 | $A B$ | 9 | $\bigcirc$ |
| 590 Boston WEEI | (1) | 1 | (2) | 3 |
| 1230 boston WNAC | (1) | 2) | 3 | 3 |
| 1200 worcestr WORC | (1) | (2) | M2 | M6 |
| 580 worcesterWTAG | (1) | (1) | 2 | V |
| Mich.1410 BAY CITY WBCM | (1) | M | X | M |
| 1240 DETROIT WXYZ | M7 | (2) | 3 | 3 |
| 750 detroit WJR | M5 | A | 5 | © |
| 920 Detroit WWJ | (1) | (1) | 2 |  |
| Minn. sio minneap WCCO | (1) | M3 | M9 | M9 |
| 1460 ST. PaUL KSTP | (1) | (1) | (5) | © |
| Miss. 1270 asckson WJDX | (4) |  |  |  |
| Mo. 950 KAN . CITY KMBC |  | (2) | 3 | 3 |
| $610 \mathrm{KAN} . \mathrm{CITY}$ WDAF | (1) | 1 | 2 | 3 |
| 1090 St.Louis KMOX | (1) | M6 | 3 | 3 |
| ${ }_{550 \text { St. Lous }}{ }^{\text {* }} \mathrm{KSD}$ | 1 | (1) | 2) |  |
| 1350 ST. Louls KWK | (4) | AB | 5 | $\bigcirc$ |

## STUDIO CHATTER

(Special to What's on the Atr)
"Brad" Reynolds, possessor of a fine lyric tenor voice -witness: he is one of Columbia's "Rountowners" quartet-admits of a versatile "career." This young man knew he could sing; in fact, so sound was his confidence in his ability that he abandoned a medical course; left Sc. Joseph, Mo., for the big town; was soon

bereaved of his last penny, and ate by washing dishes in a Bowery restaurant.

He finally gor his first "break" singing in a Jersey church-and has lived happily ever after.

Columbia's sound engineer, Al Sinton, is a scholar, but doesn't get his "Parnin'" from books. When in need of inspiration, he strolls over to the docks or to the Times Square subway station.

A unique saxophone school is conducted by Merle Johnson, Ceco Hour entertainer broadcasting over the CBS. Just now there is an enrollment of ninety-four, and among these students are five girls who are already accomplished saxophonists and the pride of the "schoolmaster," who says, "The saxophone has been generally regarded as too difficult for girls."

When Lucille Black, the Nit Wit's Madame Mocha de Polka, was away vacationing at her Schroon Lake camp, she could tune in on the Nit Wir Hour and hear herself say: "Hello, Mr. Browne! [Cackle.] It's a nice day, ain't it, Mr. Browne?" Brad Browne, Columbia's chiefest Nit Wit, had this inimitable line recorded before he dispensed with the fair lady and her giggle for a vacation period. So Lucille was "canned," but only temporarily.

When wedding-bells rang out oyer the Columbia Broadcasting network last July, they were heard all the way around the world on long and short wave transmission. The cause for this cosmic jingling was a comely maiden hitherto unknown to fame-Josephine Phillips, from Pineville, Ky.-who came to New York to marry Albert Crockett, hillbilly troubadour of Sharpsburg, Ky., in response to his plea.

Artists, musicians and announcers, sensing their responsibility, joined in the arrangements. Yolande Langworthy, of "Arabesque," rushed home in a taxi and brought back her own wedding-gown for the bride to wear. Georgia Backus hurried in with bags of rice, Toscha Seidel appeared at the last moment with a huge bouquet of roses, and simultaneousty Jo and $\mathrm{Vi}-\mathrm{Mr}$. and Mrs." of the echer-trudged up with flowers plucked from Vi's (Jane Huston's) garden.

A few minutes later the ceremony was being heard in thousands of homes, with a real minister, a flower
girl, wedding guests and the bride in a wondrous white, satin dress and train, lined up in front of the microphone. Congratulations, good wishes and the patter of rice brought to a happy conclusion the first real international radio "hook-up."

## 埌

Al Llewelyn, the "Major" of the La Palina program over Columbia, once was a salesman for cemetery plots, and, though he made a comfortable living at this grave vocation, he lose the profits speculating in real estate. "Bright, sunny days usually were the best for business," said AI, "but it was a tough job to interest people on gloomy, rainy days. However, there was always a market for a nice grave."

Harriet Lee, Columbia staff contralto, was hired and fired by her own father in twenty-four hours. Harriet was employed as a switchboard operator in Papa Lee's automobile salesroom in Chicago. The night before she started work she attended a movie in which Rudolph Valentino was the star. She was one of Valentino's ardent admirers, and the next day at the switchboard she thought it would be a splendid idea to call him at his Hollywood home and tell him how wonderful he was. After speaking with a valet and a secretary, she learned her idol was on location. Undaunted, she decided to try again the next day, but when father heard about it there was no next day-Harriet was fired that night.

It would be hard to find three boys more different in character than are Bunny Coughlin, Dave Grant and Gordon Graham, who are the Fox Funnyboners, male trio on the Fox Fur Trappers program. Dave was one of Boston's most successful youm: bond salesmen before he began devoting his time to the trio. Bunny used to be a saxophone player, and Gordon shifted his six feet four inches of porential harmony and humor directly from the campus of Dartmouth College to a CBS microphone.

The old saw, "You can't please every one," was reenacted in a particular admixture of drama and real life, happening at Station WABC

Georgia Backus, Columbia System dramatic director, believes more realism is gained for a radio production by the participants actually embracing and kissing when these "fine arts" are called for in the script. As the

story goes, a fair visitor was looking in on one such production, and, turning to the control man, asked: "Do they always do that?" "Why, that's nothing, lady; you haven't seen anything yet," he obligingly vouchsafed. "Oh," wailed the visitor, "I'm that man's wife!"

A Eastern Daylight Saving 8 to $8: 30$ P.M.
Our Time

## OHAIN PROGRAMS THIS HALF-HOUE

## 12 Cities Service Orchestra

Soloists; orchestra director, Rosario Bourdon.
(4) The Pickard Family

Southern folk-songs; novelty orchestra.
NBC, from New York. NBC, from New York.

## (1) Nit-Wit Hour

Fun for all and all for fun. OBS, from Now York.

| N News | KEY | S Sports |
| :--- | :--- | :--- |
| O Educational | T Dramatic |  |
| $\mathbf{P}$ Children's feature | V Variety |  |
| R Religious | W Comic |  |

D Eastern Daylight Saving $8: 30$ to 9 P.M. Our Time
CHATN PROGRAMS THIS HALEHOUR

## (1) Cities Service Orchestra <br> As described in Group A.

A Hickok Program
Sketch. HFirst 15 min . of period B.)
Natural Bridge Program
Famous Loves-romantic sketch. Musical background. (Last 15 min . of period B.)
U. S. Army Band

CBS, from Washington, D. C.

## MUSICAL PROGRAMS

M 1. Band.
4 2. Olassical, Operatic. 3. Dance. 4. Retizious.
5. Novelty Music.

M 6. Popular, Modern.
M 7. Symphonic.
M 8. Organ.
M 8. Organ,
M
9. Semiclansieal.
Varicty.

##  $3 \times 3$ <br> Tbese ane not brilesmaids，just some＂dependables＂over at Cincinnatif＇s WLW station． Left to right：Tom Richley， Engene Perraseo，Don Becker， Louis Chaliff，Ralph Haburion und Ray Moore．

Station KDKA＇s announcing and production staff in summer attire．Reading left to right： 1．WV．Williams，Walter G． Myers，Allen Thrasber，W．A． Farren，Lonis Kaufman，Frel－ crick G．Rodgers，Claude Mor－ ris，Glenn Riggs，Mark Cbis－ bolm and R．P．Griffith．

## 人××× 人 人 <br> 



CEastern Daylight Saving 9 to 9：30 P．M． Our Time
dHAIN PBOGRAMS THIS HALF－HOUR
（2）Clicquot Club Eskimos
Orchestra director，Harry Reser．NBG，from New York．
（5）Interwoven Program
Billy Jones and Ernie Hare in comedy pat－ ter and songs．Orchestra director，Will C．
Perry．NBO，from New York． Perry．NBC，from New York．

## （3）True Story Hour

Adventures of Mary and Bob．OBS，from
New York． New York．

East．Daylight Saving 9：30 to 10 P．M． Our Time
GHAIN PROGRAMS THIS HALE－HOUR

## （3）Big Guns

Dramutic sketch with instrumental music． （Waht Co．Program takes this time lieginning sentember 26．）

## © Armour Program

Soloists：mixed chorus of thinty voices；
wrishextri
direction，Josef Koestrer． urchestri direction，Josef Koestner．

## （3）True Story Hour

Adventures of Mary and Bob．


|  | A B | C | D | TIME |
| :---: | :---: | :---: | :---: | :---: |
| 8 | 30 | 9 | 30 | EASTERN DAYLIGHT |
| 7 | 30 | 8 | 30 |  |
| 6 | 30 | 7 | 30 | central standar |
| （9） | AB |  |  | KFAB uncols 770 Neb． |
| 1 | （1） | （2） | M | ＊WOW омана 590 |
| 1 | M6 | M2 | M3 | WPG atlic city 100 N．J． |
| M | M | M | M | WOR newrrk 70 |
| 1 | （1） | 2 | M9 | WGR．BuFfato 550 N．Y． |
| （1） | （2） | （3） | 3 | WKBW вuFfLo u80 |
| （1） | 2 | （3） | 3 | ＊WMAK buffio 900 |
| 1 | 2 | 3 | 3 | WABC NEW YoRk 880 |
| 1 | （1） | （2） | （3） | WEAF NEW York 6eo |
| （4） | AB | © | © | WJZ new rork 760 |
|  | AB | （3） | © | WHAM rochter iiso |
| （1） | （2） |  |  | ＊WHEC rochter 1 мо |
|  |  | （2） | 3 | WGY schewd Y 790 |
|  | X | （3） | 3 | ＊WFBL stracluse 1360 |
| （1） | 2 | M2 | M3 | WBT chariotrioes N．C． |
|  | B |  | © | WPTF RLleach eso |
| （1） | （2） | M0 | M | WWNC ashevile 570 |
| （1） | 2 | T0 | X | WDAY farco 9re N．D |
| （1） | M6 | （3） | 3 | WADC akron 1320 |
|  |  | M6 |  | ＊WFJC akron 1450 |
|  | M1 | （3） | 3 | WKRC cincansamiso |
| W0 | $0 \mathrm{~B} \mid$ | M9 | © | WLW anamatit 700 |
| 1. | 13 | （2） | X | WSAI cimana |
|  |  | （3） | 3 | WHK cleveld 1390 |
|  | （1） |  |  | WTAM cleveld 1070 |
| （1） | 2 | X | X | WAIU columbs 640 |
| （1） | 2 | （3） | 3 | WSPD toledo 1330 |
|  |  |  |  | WKBN Yowestw 570 |
| 1 | 2 | M 5 | M6 | KFJF oxu．．try 1480 Okla． |
| 1 | （1） 1 | （s） | $\bigcirc$ | WKY oxL．atr 900 |
|  |  |  |  | ＊VV00 tulsa ${ }^{140}$ |
|  | （2） | M |  | ＊WHP harRIEEGCi430 Pa． |
| （1） | 2 | （3） | 3 | WLBW oil criv 1260 |
| M9 | 2 | （3） | 3 | WCAU Philad．n7\％ |
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FRIDAY


## RADIO PERSONALITIES


(Special to What's on THE AIR)
"Ombre Russe," an opera by Cesare Sodero, maestro of National Broadcasting Company operatic productions, was received with tumultuous acclaim when it had its premier stage presentation at the historic La Fenice Theater in Venice, Italy.

According to radiograms received by the National Broadcasting Company, Sodero's opera was hailed by the public and the press of Italy as the long-awaited great new opera. Members of the Italian nobility and notables of the music world who packed the theater rose to their feet at the end of the second act and cheered wildly, demanding the author.
There were thirty curtain calls, and, when the frenzied applause had died away, Paul Longone, the impressario, explained to the audience that Sodero was in America and that very night his orchestra's music was being broadcast to the American radio public.
Sodero's opera "Ombre Russe," or "Russian Shadows," had its world premier last year over the networks of the National Broadeasting Company.

The Slumber Music of three months ago, with Ludwig Laurier directing the eight-piece string ensemble, has returned to the air in response to popular demand. Return of the Laurier group as Slumber Musicians also marked the return of Milton J. Cross to the program.

Mme. Lolita Cabrera Gainsborg, whose piano solos have been heard by millions over the networks of the National Broadeasting Company, is one of the pioneers of radio.
Born in White Plains New York, of Bolivian parentage, Mme. Gainsborg is the ninth and youngest child of an intensely musical family. Both her parents were amateur musicians in theit native town, Cochambama, Bolivia. One of her sisters, Margarita Maria Paz Gainsborg, is a concert singer. Another sister is the wife of Godfrey Ludlow, violinist heard in NBC programs.
Mme. Gainsborg was a musical prodigy almost from the time she was able to walk. At the age of two she would sit for hours at the keyboard of a small piano, playing simple scales and exercises. When she was four she played in the chamber-room of Carnegic Hall.

As a child, Mme. Gainsborg lived and breathed in the atmosphere of musical conversation and musical study. Her instruction, consisting mostly in the study of the piano and the arrangement, composing and appreciation of music, was received at home under private tutelage. When she reached the age of nine she was teaching the piano to a class of adults.

Mme. Gainsborg played in concert throughout the country until ten years ago, when she married and gave up her concert tours to lecture in the public schools of New York on music and the theory and technique of the piano.



When Madge Tucker, NBC Cbildren's Program director and writer of "The Lady Next Door" series, returned from her vacation recently, ber group of cbild actors and actresses staged a surprise party for ber in ber office of the NBC Building. Above, left to right, Howard Merrill, Jimmy M'Callion, Florence Baker, Eddic Wragge, Elizabeth Wragge, Miss Tucker, Winifred Toomey, Vivian Block and Laddie Seaman. All the children pbotographed above bave parts in NBC juvenile programs.

A East. Daylight Saving 10 to $10: 30$ P.M. Our Time ohain programs this half-hour

## (1) To Be Announced

(3) Armstrong Quakers

Loik Bennott, soprano; Mary Hopple, contrato: male quartet; orchestra director, Viotor Arden.

## (1) Romany Patteran

cbs Service, New York.

| N News |  |
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| OEY Bducational | S Sports |
| $\mathbf{P}$ Children's feature | T Dramatic |
| R Religious X On the air | W Comic |

B
East. Daylight Saving 10:30 to 11 P.M. Our Time
GHAIN PROGRAMS THIS HALF-HOUR

## (4) To Be Announced

(5) Under the Jolly Roger

Dramatic kketch; musical background. NBC.

## (2) Wrigley Program

(First 15 min .) CBS, Chicago.

| MUSICAL | PROGRAMS |
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## ANㅡN

CBS . . . SUNDAYS at 5 p. M., E. D. T.

OF course there are three of them-three attractive women. But you forget that they are listed as a unit when you meet them after one of their rehearsals in the Columbia Broadcasting studios. You can think of them only as a triple paradox, yet merging musically without losing their identities.
"Please," you ask a little timidly, "will you tell me your separate names? I want to remember you as personalities apart."
"My name," says the one, "is Elfreda Bos. I play the violin."
"My name," replies the second, "is Lydia Savitskaya. It's a difficult series of syllables to pronounce. Don't try to remember it, please. Just remember that I play the harp, and-what is most important of all-that I am the organizer."

By this time the third member of the French trio has stepped up.
"My name," she states, "is Sallie Possell. I play the flute, supply the decorative features of our programs-what some critics call 'the embroidery.' I studied under Emilio Puyans; then under George Barrere. Every one adores him, as you know. He's always getting ovations when he appears at the Philharmonic concerts."

With this gracious compliment to her teacher, she stepped aside; and then we all began to chatter about the history of the trio-its programs, growth and honors. Much of the
talk was rather highbrow-the word "classical" occurred frequently-classic French and Italian repertoire. Also there were erudite reference to Mouquint, Gobard and chamber music. Then, happily, came the word "American," and Mme. Savitskaya confided that the American composer Elliott Schenck had written a special composition for the trio, "Suite Petite," and that it is very lovely. Mme. Savitskaya had much difficulty in pronouncing the name, as she has one of those luscious French accents which somehow will not permit itself to utter accurately English syllables. She is full of charm and highly intelligent. No one would ever guess her energy, her puissance in bringing to the radio one of its rarest features-this fascinating trio, with its rare music, patrician as a Greek vase, recalling the salons, sustaining the legend of the grand manner!

However, if you wish to arouse much enthusiasm in these aristocrats of music, try a comment on the beautiful voices of guest soloists that lend so much to their weekly broadcasts. Each of them will name their favorite, whether it be Adele Vasa, Kenyon Congdon or William Hain, and you can not doubt their enthusiasm.

September 5, 12, 19, 26

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M AY SINGHI BREEN is a privileged person in the NBC studios. When an anniversary of her debut on the air comes around, she is permitted to celebrate it with a special program. Her seventh anniversary program this summer was one of the events of the season and introduced such talent as Billie Jones and Ernie Hare, Andy Sannella, Welcome Lewis, Robert Simmons, Phillips Carlin and other celebrities.
Miss Breen is one-half of one of the bestknown teams on the air. The other half is Peter De Rose, pianist, song writer, singer, and last, but not least, Miss Breen's husband.
Both May and Peter are native New Yorkers of Italian ancestry.
Late every afternoon of the week, except Saturday and Sunday, Miss Breen takes her ukulele in her arms and perches herself on a high stool in front of a microphone, while Peter sits at a piano. And for fifteen minutes they sing or play one song after another. The continuity of the program is unusual, too, for it is all in rhyme. It is written by Miss Breen.
The pair have been playing and singing together for more than six years. They became acquainted in the radio studios and an ac-
quaintance ripened into romance. A year ago they were married, and the minister who married them was a friend who had first met them through listening to their programs and writing letters of appreciation.
Miss Breen is known nationally as "The Ukulele Lady," and is credited with doing more to popularize the Hawaiian instrument than any other individual. "Ukulele arrangements by May Singhi Breen" is a familiar phrase on sheet music.
A native Hawaiian taught Miss Breen her art in handling the ukulele. She is no mean pianist, having commenced her study of that instrument when only a child, and finishing under Paolo Gallico.
De Rose is the composer of "Muddy Water," "Georgianna," "Sunset Trail," "Wyoming," "Without You, Emmaline," and a score of other popular hits.
The "Singhi" part of Miss Breen's name is neither Hawaiian nor East Indian, she is frequently called upon to explain. It is an Italian family name, and she comes of a family of musicians. Her hobby is collecting china animals, of which she has one of the best collections in New York City.


Eastern Daylight Saving 6 to 6:30 P.M. Our Time
chati programs this half-hour

## A The Jameses

Sketch of American family life. (First 15 min. of period A.)
B Black and Gold Room Orchestra
Concert; director, Ludwig Laurier, NBC, New York. (Last 15 min . of period A.)

## (3) To Be Announced

A Tom, Dick and Harry
Male trio, CBS, New York. (First 15 min . of period A.)

## B Ted Husing's Sportslants

Sport column of the air. OBS. (Last 15
min. of period A.) min. of period A.)

B Eastern Daylight Saving 6:30 to 7 P.M. Our Time
OHATN PROGRAMS THIS HALF-HOUR
C Black and Gold Room Orchestra Concert; director, Ludwig Laurier. (First 15 min. of period B.)
D Uncle Abe and David
(Last 15 min.)
E To Be Announced
F Literary Digest Topics in Brief News by Floyd Gibbons. (Last 15 min , of period B.)
C Ted Husing's Sportslants
Sport column of the air. CBS. (First 15 min . of period B.)
D The Whoops Sisters
OBS. (Last 15 min , of period B.)

## Goldman <br> DAND

CONCRRI

nBC . . , Saturday at 8:30 p. m.

THE theme song of Central Park is being heard again on the air.
In case you didn't know that Central Park had a theme song, you are referred to the musical catalog which lists the tune as "On the Mall," by Edwin Franko Goldman. The stirring march, so popular with the thousands of New Yorkers who attend the Goldman Band concerts in Central Park every summer, is equally well known to radio listeners, for Goldman's concerts have become a part of the regular summer bill of fare of the National Broadcasting Company.

This summer Goldman and his band are heard twice each week through an NBC network. Every Sunday night at $8: 30$, Goldman and his musicians are at attention in the bandstand on the mall in Central Park. An announcer drops his hand, Goldman waves his baton and another concert goes on the air for forty-five minutes.

Saturday nights Goldman takes his band to the campus of New York University for a radio concert lasting from 8:30 until 9:30 o'clock.

Announcers enjoy the assignments that send them to the Goldman concerts. They are out in the open and it is cool. Perhaps that is why the music is refreshing, for it is from one of the few regular alfresco studios of the NBC.

But the theme song of Central Park, otherwise "On the Mall," merits more than passing tion.

A
mention. The story of the march is one of Gôldman's favorite yarns.

He wrote the march four years ago when the Naumberg bandstand in Central Park was dedicated.
"We rehearsed the march in Carnegie Hall and I decided it was a terrible job," Goldman said. "I considered it the worst piece of music I had ever written. The result was that the dedication music wasn't played at the dedica-
"A music publisher had printed a lot of copies of the new march, so a few weeks later I decided to try it out, though I wasn't optimistic. I brought it in as an encore and didn't announce its name.
"Then I almost fell off the stand when the applause came in a roar at the end of the selection. So I played it again, announcing the name of the selection.
"Since that time I've played 'On the Mall' at every concert I've given. I still have my doubts about its musical merit."

C Eastern Daylight Saving 7 to 7:30 P.M. Our Time
CHATN PROGRAMS THIS HALF-HOUR

## (1) Whyte's Orchestra

Direetion, Peter Steeden, NBC, New York. G Pepsodent Program
H Amos 'n' Andy. (First 15 min . of period C.) H Tastyeast Jestors (Last 15 min .)
E The Crockett Mountaineers (First 15 min .) F Dance Music from Montreal
(Last 15 min .)

## MUSICAL PROGRAMS



1 Eastern Daylight Saving 7:30 to 8 P.M.
Our Time
CHAIN PROGRAMS THIS HALF-HOUR

## (2)Phil Spitalny's Music

NBC, New York.

## ©The Fuller Man

Earle Spicer, baritone: male quartet; orchestra director, Don Voorhees.

## (1) Dance Music from Montreal

| N News | EEYY | S Sports |
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| O Educational | T Dramatic |  |
| P Children's feature | V Variety |  |
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September
$6,13,20,27$
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nBC . . . Five Mornings a Week at 9:15.

PEOPLE of the National Broadcasting Company have a simile that is all their own. It is "As reliable as the Parnassus Trio"," and it is uttered in no spirit of jest.

No matter what goes wrong with the program schedule, the Parnassus Trio is ready to step in and supply good music until further notice.

The trio is led by Olga Serlis, a pretty, slender brunette with a wistful look and a tremendous amount of energy. Once a day the trio is heard under its own name. Every morning, accompanied by the famous singing canaries, the trio is heard in a forty-five-minute program. Again about noon they present another program under the name of the "Three Little Maids."

If music is needed to balance a program of talks or sketches, the Parnassus Trio is drafted. If a scheduled speaker is hurt in an accident and fails to show up, the Parnassus Trio takes care of the emergency.

The trio, in addition to Miss Serlis, who is an excellent pianist, includes Christine Phillip-
son, violinist, and Genevieve Hughel, 'cellist. Miss Phillipson came from Atlanta, Ga., and is a Juilliard Scholarship winner.
Miss Serlis, a native of Chicago, was awarded the Beethoven gold medal of the American Conservatory of Music in Chicago. Miss Serlis not only directs the trio, but collects and rearranges every bit of music played by her orchestra, makes personal appearances and conducts rehearsals at every spare moment.

Her hobby is collecting Slavonic and Hungarian music, and she has introduced many forgotten melodies to radio listeners. Gypsy airs, too, are popular with the trio.

The Parnassus Trio is one of the veteran groups on the air and was organized more than five years ago.

## *

The Jones Family, of Onyx, Pa., the imaginary group known to radio listeners in the dramatic series entitled "The Family Goes Abroad," has gone on a real trip. Katherine Seymour, of the NBC continuity department and author of the series, is passing her vacation by taking a motor trip through Canada.

A
Eastern Daylight Saving 8 to 8:30 P.M. Our Time

## chain programs this halif-hour

(1) "Pop" Concerts

Salon Singers; concert orchestra; direction,
A Dixies Circus
Incidents in the lives of a circus family; clown and circus band. (First 15 min . of B Wonder Dog Dramatization; incidental music. (Last 15 A Columbia Educational Features
(First "Exploring the Jungle for Science."
B Columbia Educational Features
Industrial America, from Washington, D. C, (Last 15 min . of period A.)

8 Eastern Daylight Saving 8:30 to 9 P.M. Our Time
OHALN PROGRAMS THIS HALF-HOUR
(1) "Pop" Concerts

Salon Singers; concert orchestra; direction, Cesare Sodero.

## (5) Goldman Band

Playing in New York Oity.

## (1) Dixie Echoes

Spiritual singers with Taylor Gordon, tenor: Rosamond Johnson, director.

| N News | KEY | S Sports |
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 E. D. T.

CIIRCUS bands are raucous at times. The calliope has no place in a symphony orchestra. Yet the blaring brass of a circus band and the shrill tones of the calliope combine to send thrills down the back of the average person. Why? The answer must be left to persons who analyze American emotions. Few people have grown up in America without wonderful memories of the annual arrival of the circus in the home town-and those memories forever are associated with the blaring band and the steaming calliope.

Perhaps that is the reason why Dixies Circus, a Saturday night offering of the National Broadcasting Company, has such a large and enthusiastic audience. It has the blaring band and the calliope. True, it is not a steam calliope, but one constructed especially for use in the studios, yet the music is circus music.

Dixies Circus doesn't stop with attaining a musical picture of the circus lot. It takes lis-

C East. Daylight Saving 9 to 9:30 P.M. Our Time ohatn programs this half-hour<br>(2) Silver Flute<br>Tates of a wandering gypsy.<br>© Goldman Band<br>Playing in New York City.<br>(2) Hank Simmons' Showboat<br>Old,time melodrama. CBS, New York.



September
SATURDAY


AB P M3 M3 WD0D chatri. 1280 Tenn.

|  |  |  |  | 3 WM | WMC MEMPHIS 780 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| M | V | (2) |  | (2) ${ }^{\text {W }}$ | *WREC MEMPHIS 600 |
|  | MS | (2) |  | (2) ${ }^{\text {W }}$ | -WLAC nashrie 1770 |
| NR | S | M6 |  | 33 WS | WSM mashyle 650 |
| B |  |  |  | O * ${ }^{\text {K }}$ | KRLD dalls 1040 Tex. |
| A | (5) | © |  | $3{ }^{\text {WE }}$ | WEAA Dallit ${ }^{\text {WeAP Ft. Worth }}$ 800 |
| A | X | X |  | 3 KP | KPRC Houston 9 zo |
|  |  | X |  | 43 | KTSAs. nstonio 1290 |
| A | M | M |  | 3 W0 | WOAI S.ANTONI 1190 |
| AB | (1) | 2 |  | (2) W | WTAR norfolk 780 Va |
| X | M9 | M3 |  | 3 WR | WRVA Richm'd 110 |
| AB | (1) | 2 |  | 2 WD | WDBJ roanoke 930 |
| M | 9 | F |  | (3) ${ }^{\text {W }}$ | WEEBC Sup erior 1290 Wisc. |
| AB | (1) | 2 | 2 | (2) ${ }^{W}$ | *WISN mıwxekizo |
| (1) | 1 | 5 |  | 3 WT | WTMJ mıwxez 620 |

SATURDAY
September

|  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| ERN D | 10 |  |  |  |
|  |  |  | 10 |  |
| Entr |  |  |  |  |
| Can - g90 toronto CKG |  |  |  |  |
| ada 730 montreal CKAC |  |  |  |  |
| Ala. 140 BiRM ${ }^{\text {chrm }}$ *WAPI | (1) |  |  |  |
| 930 EIR | 1 |  | 2 |  |
| 1040 H |  |  |  |  |
| 1390 UTLERT | (1) |  | (2) |  |
| Colo. 830 DeNVER | (1) |  |  |  |
| 560 Denver | 1 | $(1)$ | 2 |  |
| m.106 HARTford *W |  |  |  |  |
| 630 W | 1 |  |  |  |
| 950 Wasficte |  | 1 |  |  |
|  | 1 | (1) |  |  |
| 900 JcKss NVE WJA | 1 |  |  |  |
| мо мимıI. | 1 | 1 |  |  |
| 560 mam W WQA |  |  |  |  |
| 890 atunta WG: | 1 | (1) |  |  |
| 740 ATLATA |  |  |  |  |
| 1820 chicaco | VM |  |  |  |
|  |  | (1) |  |  |
| 870 cil WENR-WLS | M | M |  |  |
| z20 chicico WG | (1) | 1 | N |  |
| *W | M3 | M | M9 |  |
| 670 chlico |  |  |  |  |
| 1166 FF . | 1 | 1 |  |  |
| 1230110 |  | 1 |  |  |
| 1260 C. | (1) |  |  |  |
| Davapin |  | 1 |  |  |
| 500 | 1 | (1) | (2) |  |
| 1220 |  |  |  |  |
| S80 Topena *WIB | (1) | (1) | 2 |  |
| 1350 V | (1) | (1) | 2 |  |
| Ky. 1990counction*WC | M3 |  |  |  |
| 940 Hо | (1) | 1 |  |  |
| 820 L |  | 1 |  |  |
| 1250 N. ORL'NS | 1 | $(1)$ |  |  |
| 1320 N. oriss W |  |  |  |  |
| Me. $\quad 62 \mathrm{Bancos}$ | (1) |  | (2) |  |
| 90 Portund WCS |  | 1 |  |  |
| 1068 B | (1) | (1) |  |  |
| 60081 | 1 | (1) | 2 |  |
| 990 Sprancheld WB2 | © |  |  |  |
| 590 Boston WEE | (1) | (1) |  |  |
| WN | (1) | ( |  |  |
| 1200 worcestr WORC | M3 |  | (2) |  |
| 580 WorcestrewT | 1 | (1) |  |  |
| 110 BAYCty WB | (3) | 11 | (2) |  |
| 1240 detroir WXY2 | 1 | 11 | 2 |  |
| 750 Detroit WJ |  |  |  |  |
| 920 Detroit WW | (1) | (1) |  |  |
| . 810 MINNEAP WCCO | 11 | (1) | 2 |  |
| 1460 ST. PAUL | (1) | (1) |  |  |
| Miss. 1270 jackson WJD | 1 | (1) |  |  |
| Mo. $950 \mathrm{KNN} . \mathrm{ctiry}$ KME | (1) | (1) |  |  |
| kan. ctr WDAF | 1 |  |  |  |
| 109ost.Louls KMOX | (1) | (1) | (2) |  |
| S50st.Louls | 1 | (1) |  |  |
| 135 ST. Lous |  |  |  |  |


"WHEN GOOD FELLOWS GET TOGETHER
Here they are, the four popular announcers of KMOX. From left to right: Woody Klose, who bas the distinction of being the youngest announcer on the air (he is twenty); Delmar King, lately of Kansas City; France Laux, sports announcer, and Capt. Cbarles Lewis, of London and Australia.

## THE DANCING CHILD IS THE HAPPY CHILD

(Continued from page 7)
A slide step is simply a sidewise step. It is the same movement as is used in the two-step. You will remember that a two-step is simply two slides to the side, either to left or right.

In the following combination of steps we shall take three slide steps. We shall count only the steps taken with the foot which leads. For instance, if you are sliding sidewise to the left, the left foot leads. Therefore we count only the steps taken with the left foot. The steps taken with the right foot will be counted as "and."

## Three Slide Steps to Left

1. Begin with left foot and slide it sidewise to the left, "and" draw the right up to the left foot.
2. Slide right foot to right, "and" draw left foot up to right.
3. Slide right foot to right.

After learning the three slides to the left and then the three slides to the right, practice both for about ten minutes. First take three slides to the left, then slide back three times to the right. The above is a foundation step and acts as a basis for many other simple foxtrot steps suitable for children.

After mastering the slide steps, put them into practice by combining walking steps with slide steps.

Two Walk and Three Slide Steps
First Part: The boy begins with his left foot. Walk forward two long, slow steps, LF 1, RF 2.

Then take steps sidewise to left with left foot.

Second Part: Begin with right foot and take two walking steps forward, RF 1, LF 2.

Take three slide steps sidewise to right with right foot.

The girl's part is just opposite to that of the boy's part. She begins with her right foot and walks backward.

## AGENTS WANTED!

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CIRCULATION MANAGER,
"What's on the Air,"
Ninth and Cutter Sts., Cincinnati, o.

A East. Daylight Saving 10 to 10:30 P.M.
Our Time
Chain programs this hatr-hour

## (1) Rolfe and Lucky Strike Orchestra

 (5) Cub ReporterComedy skit with Aline Berry and Peter Dixon. (First 15 min . of period A.)
Broadway Lights (Last 15 min.) Muriel Pollock and Vee Lawnhurst.

## (1) Jesse Crawford

At the Paramoant organ.

## MUSICAL PROGRAMS

M 6. Popular, Modern.
M
M
2. Band,
2. Classical, Operatic.
M 2. Classic
M 4. Relizious
M 5. Novelty Music.
M 7. Sympho
M 8. Organ.
M
M
9. Semi-classieal.
Variety.

East. Daylight Saving 10:30 to 11 P.M. Our Time
chain programs this halp-hour
(1) B. A. Rolfe and His Lucky Strike Orchestra

Dance masic. NBC, New York.
(2) The Miniature Theatre
nBO, New York.
(1) Chicago Variety Program

Waring's Pennsylvanians-Al and Pete, Tom Gernn, Oharlie Straight.

| N | News | Sports |
| :---: | :---: | :---: |
| 0 | Educational | T Dramatic |
| P | Children's feature | v Variety |
| R | Religious | W Comic |

$\substack{\text { September } \\ 8,13,20,27}$ SATURDAY

| A | B | C | D | TIME |
| :---: | :---: | :---: | :---: | :---: |
| 10 | 30 | 11 | 30 | EAStERN DAYL |
| 9 | 30 | 10 | 30 |  |
| 8 | 30 | 9 | 30 | Central standard |
|  |  | (3) | FG | KFAB uncoln 770 Neb . |
| (1) | 1 |  | M3 | *WOW омлна 590 |
| (1) | 1 | M3/M | M3 | WPGG Atltic city 1100 N.J. |
| D | M | D ${ }^{\text {M }}$ | M9 | WOR newark tio |
| (1) | (1) | B | (4) | WGR. BuFfalo 550 N.Y. |
| (1) | (1) | NM | M3 | WKBW BuFfato 1480 |
|  |  |  |  | *WMAK buffalo 900 |
| (1) | (1) | A | (4) | WABC New York 860 |
| 1 | 1 | AB | (4) | WEAF NEW YoRk 660 |
| $\bigcirc$ | 2 | (3) | (3) | WJZ New York 760 |
|  | (2) |  |  | WHAM Rochter 1150 |
| 1 | 1 | 2 | (4) | *WHEC rochter 1440 |
|  | 1 | - | (4) | WGY schewd y 790 |
| (1) | (1) | (2) | (4) | *WFBL srracuse 1360 |
| M | M | 2 | (4) | WBT Charlotteioso N |
| (1) | (1) |  |  | WPTF ralegh 680 |
| (1) | (1) | 2) | (4) | WWNC ashevile 570 |
| 1 | 1 | 2 | (4) | WDAY farco ${ }^{940}$ N.D. |
| (1) | (1) | 2 | (4) | WADC akron 1320 Olio |
|  | 1 | C. | M6 | *WFJC arron 1450 |
| (1) | 1 | 2 | (4) | WKRC CIncinnatisso |
| M | M3 | M9 | FG | WLW cincinnatit 700 |
| 1 | (1) | C |  | WSAI cincin matt 1330 |
| (1) | (1) | MW/M | \|M3 | WHK cleveid 1390 |
|  |  | C |  | WTAM clevel'd 1070 |
| M | X | X |  | WAIU columbs 640 |
| (1) | 1 | 2 | (4) | WSPD Toledo ${ }^{1340}$ |
| (1) | 1 | 2 | (4) | -WKBN Yo'ncstes 570 |
| 11 | (1) | (2) | (4) | KFJF oxL. .ctr 1480 Okla |
| 1 | (1) | M6 | F | WKY oxL.CITY 900 |
|  |  | X | X | *KV00 TULSA 1140 |
| 11 | (1) | (2) | (4) | *WHP harriseg 1430 |
| (1) | 1 | 2 | (4) | WLBW oll crit ${ }^{1260}$ |
| 1 | (1) | M8 | (4) | WCAU Philid. 1770 |
| M | M9 | (2) |  | -WFAN-WIP P4LL610 |
| (1) | 1 | ${ }^{\text {AB }} \mid$ | (4) | *WLIT-WFI Phil. 560 |
| 5 | 2 | S | X | KDKA PITTSB'GH 980 |
| (1) | (1) | AB | (4) | WCAE PrITSECH ${ }^{1220}$ |
| 1 | (1) |  |  | WJAS PITTSE'CH 1290 |
| 11 | (1) | X | (4) | WEAN PRovid'NCE 780 R.L. |
| (1) | (1) | NS |  | WJAR Provid'sce 890 |
| (1) | (1) | 2 | (4) | WD0D chatta. 1280 Tenn. |
| (1) | 1 | C | F | WMC MEMPHIS 780 |
| (1) | (1) | (2) | (4) | WREC MEMPHIS 600 |
| (1) | (1) | (2) | (4) | WLAC nashyle 1470 |
| M5 | M5 ${ }^{\text {M }}$ | M5 | F | WSM Nashlie 650 |
| (1) | (1) |  |  | -KRLD dallas 1040 Tex. |
| (1) | (1) | M5 | F | WFAA Dallas ${ }_{\text {WeAP }}$ |
| (1) | (1) | X | F | KPRC Houston ${ }^{220}$ |
| (1) | 1 | X M | M3 | -KTSAs. antono 1290 |
| (1) | 1 | M | F | WOAI S.Anto ${ }^{\text {Na }}$ O 1190 |
| (1) | (1) | (2) | (4) | *WTAR norfolk 780 Va. |
| (1) | 1 | M9 M | M9 | WRVA RICHM'D 110 |
| (1) | (1) | (2) | (4) | WDBJ roanoke 930 |
| (1) | 11 | C | $F$ | *WEBC Sup rrior 1390 Wisc. |
| (1) | (1) | (2) | (4) | *WISN miL WreElizo |
|  |  |  |  | TMJ m |

## DIRECTORY OF BROADCASTING STATIONS

All Stations East of Rockies Using 100 Watts or More and All West of Rockies Using
More than 100 Watts . . . . . Revised to August 1, 1930

## I. STATIONS CLASSIFIED BY STATE AND TOWN


ARKANSAS
 Litue Rock, KGIE,
Little Rock, KLRA,
Kio.
Lipo.
CALIFORNIA
Bererly Hills, KMPC, 710 ,
Bubank, KELW, 780
Culver City KE:
 Hollywood, KMTR, 570
Inglewood. KMIC, 1120 Los Angeles, KGiEF, 1300 ,
Long Beach, KFOX,
Lis.
R Long Beach, KGEA, 1360 , Los Angeles, KFS6, 1120 .
Los Ankeles, KGEF,
KG60.
 Oakland, KROW, 930.
Oakland, KGO . 790 .


 Stoekton, KGDMI, 1100,
Westalnister, KPWF, 1490 ,
COLORADO

 Trindaid, KGiw, 1420.
CONNECTICUT Bridgepart, WICC, 1190.
Hartford WTIC, 1060.
Nea Haven. WDRO, 1330. Storrs. WCAC, 600 .
DELAWARE Wiminigton, WDEL, ${ }^{1120}$.
Wilmington, WHM, 1420 .
DISTRICT OF COLUMBIA
Washington, WJSy, 1460 . Washingtion, WMAL, 630.
Wasting ion. WVOL, 1310 .
Washington, WRC, 950 .
Clearwater, WFLA. 620.
 Mami Beath WIOD, 1800 .
OrIando, WDBO, 1120.
 Tampa, WMAER, 1370.

illinNois
Chicago, KFKX, 1020,
-Chlcago, KYW, 1020 . Chcago, WAAF, 990. Chicago, WCFL,
Chicago, WCHI:
CHERE,



Yonkers, WCOH, 1210 .
NORTH CAROLINA.
Asheville, WWNC ${ }^{5770}$. Gastonta, WRBU
Greenstoro, WNRC
1210.
1440 . Rulelgh, WPTF, 680,1870
Wímington. WRBT, Winiton-Salem, W8jS, 1310 .

## NORTH DAKOTA



Mundan, KGCU, 1200.
Minot, KI.PM, 1420.
OHIO
Akran, WADC, 1320.
Akron, WFJC, 1450. Akron, WFJC, 1450
Cincinnati, WFRE, 1200.
Cinclnnati, WKRC, 550 . Cinelnnati, WKRC, 550 . Clncinnati, WSAI, 1330.
Cleveland, WHK, 1390 . Cleveland, WJAY, 610. Columbus, WAIU, 640
Columbus, WCAH, 1430 . Columbus, WEAB, 570. Dayton, WsMK, 1380.
Hamilion, WRK, 131 g. Maniffeld, WJW, 1210,
Mount Orab, WHBD. 137 Springfeld. WCSO 1450 .
Toledo, WSPD. 1840 Yoledo,
Yomgstown, WKRRN, 570,
Zanesville, WALR, 1210 ,

OKI.AHOMA Alva, KGFF 1420,
Chickasha, KOCW,
Find KCRC Enld, KCRC, 1370,
Norman. WNAD, 1010.
 O)
Okahoma Clty, KGFG, 1370 .
Oklahoma CIty, WKY, 900 . Oklahomg Clity, WKY, 900
Pleher, KGGF, 1010, Ponca City, WBBZ, 1200.
Tulsis, KVoo, 1140 ,

OREGON

 Portand, KGW, 629,
Portland, KOIN, 940.
Portland, KTBR, 1300.
Portind, KWJJ,
Portland, KWJS, 1060.
PENNSYLVANIA
Allentown, WCBA, 1440. Alentors; WSAN, 1440 .
Altoons, WFRG, 1310 . Altoona, WFBG, 1310,
Grove City, WSAJ, 1310.
Harrishur, WBAK, Harrishurg, WCOD, $1200^{\circ}$. Harrisburg, WHP, 1430 . Johnstown, WJAC, 1310.
Lancaster, WGAL, 1310. Lancaster, WKJC, 1200.
Lewliburg, WJBU, 1210 On Cly, WLBW, 1260 .
Philadelphia, WCAU, 1170 .
Philadelphia, WEIK, 1370 . Phtladelphia, WELK, $13 \% 0$
Phtadelpha, WFAN, 610. Philadepha, WFI 560.
Phiadelpha, WFKD, 1310,
Philadelpha, WHAT, 1310 , Phladelpha, WIP, 610 . Philadouphia, WIIT, 569.
Philadelpha, WPEN, 1500.
Philadelphia, WRAX 1090. Phladelpha, WRAX, $1020^{\circ}$
Pittsburgh. KDKA, 980 . Pittsburgh, KDKA, 980.
Pitsburgh.
PQV,
Pititurgh Pittsburgh, WCAE, 1220.
Pittiburgh, WJAS, 1290. Reading, WRAW, 13100 ,
Scranton, WGBI, 880. Scranton, WQAN, 880 State College, WPSC, 1230. Wilkes-Barre, WBAX, 1210,
Wilkes-Barre, WBRE, 1310. Wilkinsburgh, WMBj, 1500.
Williamsport, WRAK, 1370.

RHODE ISLAND Craniton, WDWF, 1210.
Newport, WABA, 1500. Pawtucket, WPAW, 1210.

Providence, WEAN, 780,
Providence, WJAR, 890 , Providence, WLSI, 1210

## SOUTH CAROLINA

Charleston, WCSE, 1360. Columbia, WIS, 1010.
Spartansburg. WSPA, 1420.

SOUTH DAKOTA
Brookings, KFDY, 550.
Mitchell,
KDGA,
1370. Mitchell, KDGA, 1370.
PGFX, 580. Rapid City, WCAT, 1200 .
Sioux Falls, KSOO, 1110 , Sioux Falls, KSOO, 1110,
Vermililon. KUSD, 890. Vermillion, KUSD, 890.
Watertown, KGCR, 1210.
Yankton, WNAX, 570.

TENNESSEE Chattanooga. WDOD, 1280.
Knoxville. WNOX, 560. Lawrenceburg, WOAN, 600.
Memphis, WGBC, 1430. Memphis, WGBC, 1430 .
Memphis, WHBQ, 1370. Memphis, WMC, 780 . Memphis, WNBR, 1430.
Memphis, WREC, 600. Memphis, WREC, 600 .
Nashville, WIAC, 1470. Nashville, WSM, 650.
Nashville, WTNT 1470. Nashingfield, WSIX, 1210.
Union Clty, WORT, 1310.

TEXAS Abllene, KFYO, 1420 ,
Amarillo, KGRs 1410 Amarilio, WDAG. 1410 .
Austin, KUT, 1500 . Beaumont, KFDM, 560.
Brownsylile, KWWG, 1260 . Brownwood, KGKB, 1500,
College Station, WTAW, 1120.
Corpus Christi, KGFI, is00. corpus Christ, KGFI,
Dallas, KRLD, 1040 ,
Dallas, WRAS Dallas, WFAA, 800 . Dubjin, KFPL, 1310
Et Paso, WDAH, 1310 .
E1 Paso, KTSM, El Paso, KTSM, 13100,
Fort Worth, KFSZ, 1370 ,
Fort Worth KTAT, 1240, Fort Worth, KFAT, 1240.
Fort Worth, KTAT,
Fort WBAP, 806. Galvestot, KFIX, 1370.
Galveston, KFHi,
1290. Harlingen, KRGV, 1260.
Houston, KPRC Houston, KPRC, 920,
Houston, KTLC, 1310,
Houston, KTRH, Houston. KTRH, 1120. San Angelo, KGKI. 1370.
San Antonlo, KGCI, 1370. San Antonio, KONO, 1370,
Sin Antonlo, KTAP, 1420. San Antonio, KTSA, 1290.
San Antonio, WOAI, 1190. Waco, WACO, 1240,
Wichita Falls, KGKO, 570. UTAH Ogden, KLO, 1400,
Salt Lake City, KDYL, 1290 ,
Salt Lake City, KSL, 1130 , VERMONT Burlington, WCAX, ${ }^{1200,}$,
Springtield, WNBX, 1200. virginia Bristol, WOPI, 1500
Danvilie. WBTM. 1370. Danville, WBTM, 1370.
Emory, WEHC, 1200
Ingnchburg, WLVA, 1370 .
Newport Nens, WGH, 1310.
 Richmond, WRBL, 1210 ,
Richmond, WMBG, 1210 ,
Richmond WRVA, 1110 . Richmond, WRBV, 1210 . 1110 .
Roanoke. WDRJ, 930

## WASHINGTON

## Pullman. KWSC, 1220

 Seattie, KJR, 970 .SeatIe, KOI, 1270 .
SeattIe, KOMO. Seattle, KOMO, 920.
Seattle, KTW . 1270. Seattle, KXA, 570.
Spokane. KFPY, 1340. spokane, KGPX, 1470.
Spokane KGA,
Spokane, KHQ. 590 . Tacoma, KMO, 8660 .
Tacoma, KVI, 760 . WEST VIRGINIA Bluefteld, WHIS, 1420 .
Charleston, WOBU, 580. Fairmont, WMMN, 890 . Huntington, WSAZ, 580 .
Wheelling, WWVA, 1160 . WISCONSIN
Beloft, WISJ, 560 .
Eau Claire, WTAQ, 1330 ,
Fond du Lac, KFIZ, 1420. Fond du Lac, KFIZ, 1420 .
Janesvlle, WCLO, 1200 , Lat Crosse, WKBH, 1380.
Madison, WHA, 940, Madison, WHA, ${ }^{240}$
Madison, WIBA, 1280, Manitowoe, WOMT, 1210.
Milwaukee, WHAD, 1120. Milwaukee, WHAD, 1120
Milwaukee, WISN, 1120. Milwaukee, WISN, 1120,
Milwaukee, WTMJ, 620 ,
Poynette, WIBU, 1310 . Roynetre, WRJN, 1870,
Racine.
Sheboygan, WHBL, Sheboygan. WHBL, 1410,
Stevens Point, WLBL, 900 . West De Pere, WHBY, 1200.

## II．STATIONS LISTED ALPHABETICALLY

| Dial Call | Kilo－ crcle | Ory | Dial Call | Rilio－ cycle | 0 | Dial Call | Kilo－ cycle | Otrs | Diel Call | Kilo－ cycle | City |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Kcre | 1370 | Enid，Okl | K0 | 1380 | Pltsburgh，Pa， | WEBR | 13 | Buffalo，N．Y． | WLWL | 1100 | New Yort， |
| KDSA | ${ }^{1310}$ | Jerome，Ari | kigu | 1260 | San Jose，Calir． | WEEI | 1210 | Chicago，Mm | WMAF | 1410 | mmouth，Mass． |
| KDLA | 1210 | Devill Laite N．D． | ERRLD | 1040 | Dallas，Tex． | WEHC | 1200 | Emory，Vas | WMAF | 900 | Butaita， |
| KDCM | 1290 1430 | Salt Lalke City Utab | KROW | 530 | Richmond，Calit | Whatit | ${ }_{1378}^{1398}$ | ${ }_{\text {Eransion，}}^{\text {Phlladelphil．}}$ | WMAL | 630 670 | ${ }_{\text {Whilington }}$ D． |
| KELW | 180 | Burbunk，Calif． | $\mathrm{Ksch}^{\text {che }}$ | 1330 | Sioux Clity， 13. | WELI | 1420 | Batcle Creek， | WMAY | 1200 | Lovis，Ma． |
| KEX ${ }^{\text {Kin }}$ | 1180 | Portiand， | KSD | 5 | St．Louis，Mo． | WEMC | ${ }^{330}$ | Berrien Springs，Mlch |  | 890 | N |
| KFBB | 1280 | Great Fallis．Mont． | KSEI | 1130 | Pocatelio， Salt Lake City，vtuh | WEVD | 1300 |  | WMBEA | 15120 | Newport， |
| KEDM | 560 | Beaumont，Tex． | K80 | 1380 | Clarinda，In． | WEW | 150 | St．Louris． | WMBD | 1440 | Pearia Helghts， Il ． |
| KFDY | 550 | ${ }^{\text {Brooltings，}}$ | K800 | 11880 | Stoux Falis，S．D． | WFAA | 800 | ${ }^{\text {DaHas，}}$ Phe | WMBG | 1210 | ${ }_{\text {Luchenm }}$ |
| KFEO | 680 | 8t，Joseph，Mo． | ETAB | 560 | Oatiand．Calif | WFBE | 1200 | Cinctinath，$\delta$ ． | WMBI | 1080 | Chitago IL． |
| KPGO | 1310 | Boorie，1a． | KTAP | 1420 | San Antonit． | WEBG | 1310 | ${ }^{\text {Almona，}} \mathrm{Pa}$ | WMBJ | 1500 | Whlitinburg， |
| KFH | 1300 | Wichita，Kan． | ETAR | 120 | Pheonir，Aris | WFBJ | 1370 | Collegeville，Minn． | Wmbo | 1310 | Auburn，${ }^{\text {a }}$ |
| KFHA | 1200 | Gunnison，Col． | KTAT | 1240 | Fort Worth， | WFBL | 1360 | Syracuse，N．Y． | wMibg | 1500 | Broallin， |
| KFI | 640 | Los Ansoles，Calts． | KTEP | 1300 | Los Angeles，Calt． | WPBM | 1230 | Indianapolis | WMRR | 1370 | Tampa， |
| KPr］ | 1430 | Fond tu Lace，What | KTEBE | 1300 1450 | Portland，Ore． | WFPR ${ }_{\text {WFPr }}^{\text {WFPr }}$ | ${ }_{13}^{12} 7^{\circ}$ | Baltimore | WMC | 180 | Memphis |
| KPアP | 1280 |  | KTHS | 1048 | Hot springs，Art． | WFDw | 1430 | Talladega． | WMIL | 1518 | Long Beach |
| KTJM | 1370 | Graud Forks，is．D． | KT10 | 1310 | Hoution，Tox， | WEI | 550 | Philudethia | WMMN | 890 | Fuirmont， |
| KJJ | 1300 | Portiand，Ore． | ETM | 180 | Los Angelex，Callf． | WFIW | 940 | Hoplinsplle， | WMPC | 1515 | Lapeer． |
| kedy | 1310 | Furt Dodse，Is． | KTNT | 1170 | Museatine 15． | WEJC | 1450 | Akron， 0. | WMRJ | 1310 | Jomatea． |
| KPJZ | 1370 | Fort Worth，Tex． | KTMH | 1120 | Houston，Tex | WFKD | 1310 | Palladelphin， $\mathrm{Pa}_{1}$ | WMSG | 1350 | New York， |
| KFKB | 880 1050 | Mreeley，col． | KT8A | 1318 |  | WGGAA | ${ }^{698}$ | Clearwater， | WM | ${ }^{600}$ | Waterloo |
| keku | 1220 | Lawrenco，Kinn． | KTSM | 1310 | E1 Paso，Tex． | WGBB | 1210 | Freeport， N | WNAD | 1230 | Norman， |
| Erikx | 1020 | Chicaso IL | KTUS | 1420 | Houston，Tex． | wGBC | 1430 | Memphis，Tenn | wnax | 570 | Yamkion， 8 |
| KELV | 1410 |  | KTW | 1270 1390 | Seatlie，Warh， | WGBF | 630 880 | ${ }_{\text {Evansrille，}}$ Ind． | WNBE | 1500 | Binghamton， |
| KbMa | 1250 | Nortintele，M1m． | KUSD | 890 | Vermilion，S．D | WGBS | 600 | New York，N．Y． | WNBO | 1200 | Wailingtorn，Pa． |
| KFNF | 890 | Shenamdoah，is． | KUT | 1500 | Austin，Tex， | WGCM | 1210 | Guffort，Mlis． | WNBR | 1430 | Mempifis． |
| Kror | 1210 | Lincoln， N | KVI | 760 | Tacoma，Warb． | WGCP | 1250 | Newark，N．J． | WnBx | 1200 | Sprinzteid |
| KFOX | 1250 | Lotig Beach Call． | Evos | 1250 | ${ }^{\text {Tuesson，}}$ Ariz | WGEs | 1360 | Chicago．III． | WNBZ | 1290 | Stame Lake，N．Y． |
| KYPY | 1310 | Dubin，Tor． Spokani，Wath． | KYOCR | 1140 |  | WGH | 1310 1310 | Nowport News，${ }_{\text {Wa }}$ | WNJ | 1450 |  |
| KFOD | 1230 | Anctiotise，Alata． | KWEA | 1210 | Shreveport，la． | WGN | 715 | Chicazo，ii | WNRE | 1440 | Greemitioro，N． C |
| KFgz | 850 | Hollywuod，callf． | kwn | 1050 | Pertiand，Ore． | WGR | 555 | Butralo，N． | WNYC | 578 | New York， |
| Krio | 610 | San Franeisoc，Callt． | KWE | 1350 | S．Loulis．Mo． | WGST | 390 |  | woal | 1180 | $\mathrm{Bran}_{\text {Anton }}$ |
| KFPRD | 630 600 | Columblu，Mo． | KWKC | 1370 850 |  | WGY | 790 810 | ${ }_{\text {Sehenectady，}}^{\text {Madisond w，}}$ N． | W0ax | 1280 | Trentan， |
| KFSO | 1120 | ${ }^{\text {San }}$ Los Angoles，Calif | KWKCC | 1270 | Decorah，In． | WHAD | 1120 | Muwiuliee，Wis |  |  |  |
| Kevi | 1290 | Galveston，Tex． | KWSC | 1220 | Pullman，Wash． | WHAM | 1150 | Rocheater， N ．${ }^{\text {P }}$ ． | woc | 580 |  |
| krum | 1270 | Coturado Springs，Col． | kwwg | 1260 | Brownsrille，Tox． | WHAP | 1300 | New York， | Woct | 1210 | Jumestown， |
| kruo | 550 | $\mathrm{St}_{\text {St }}$ Louls，Mo， | KXA | 570 | Seatlie．Wath． | WHAS | 820 | Leulsvilie， i | WODA | 1250 | Piterion， N ． |
| KFVVP | 1810 | ${ }^{\text {Denver．}}$ Culver cly | EYA | 1230 1020 | San Francisco，Call． | WHEAT | 1310 1300 |  | WODX | 1410 |  |
| KFVS | 1210 | Capo Girardeau Mo． | WAAT | 920 | Chicaro， 11. | WHi | 860 | Kansas City，Mo． | WOKO |  | Poukhikeeps |
| KFWB | 950 | Hollywood，Calit． | WAMM | 1250 | Newart，N． | WHBD | 1370 | Mt ．Orab， 0 ． | wot | 1310 | Watilington． |
| K－WF | 1200 | St．Louls， | WAAT | 940 | Jersey city，N．J． | WHBF | 1210 | Rock Island IIL | woart | 1210 | Manilow |
| KEXE | 930 | Sun Francireo，calif． | Wanw | 868 | Omew Yort，N． | WHBL | 1410 | shetoygan，Wis | Woop | 12 | Grand Pa |
| Exa | 1310 | Oflatiomi city，Okie． | WABI | 1200 | Bangot，Me． | Whru | 1210 | Atiderson，Ind． | W00 | 1300 | Kanta |
| KEXY | 1430 | Flagtalf，Ariz． | WABz | 1210 | New Otieans，La． | WHBY | 200 | Green Bay，Whe | wor | 110 | Neiratk， |
| KFYO | 1420 | Abliene，Tex． | WACO | 1240 | Weco，Tex． | Whip | 1370 | Calumet，Mich． | worc |  | Worcenter， |
| KGA | 1470 | ${ }_{\text {Bisumarek，}}^{\text {Spolane，}}$ Wash． | Wabo | 1320 | Alsron，${ }_{\text {columbus，}} \mathbf{0}$ ， | WHDDT | ${ }^{838}$ | Gloucester，Mast． | WORD | 1490 | Cuifagor ${ }^{\text {d }}$ |
| KGAR | 1370 | ${ }^{\text {The }}$ ， | WALCR | 1210 | Zanesville， 0 ． | WHEC | 1480 | Rocheaster， N ，Y， | wov | 630 1130 | Newr York． |
| KGB | 1330 | San Diego，Callf． | WAPI | 1140 | Birmingham． | WHFC | 1420 | Cicero，Ill | wow |  | Omaha，N |
| KgBu | 990 | Ketebilain Alaika | WASH | 1270 | Grand Raplidi，Mich． | WHIS | 1120 | Bluefild，w，Fa． | wowo | 1160 | Fort Wayne． |
| KGBX | 1310 930 | ${ }_{\text {Sorch }} \mathrm{St}$ ，Joseph，Mo． | WBAA | 1400 | Lafayette，Ind， | WHK | 1390 | Cleveland， | WPAP | 1010 | New York， |
| ${ }^{\mathrm{K}} \mathrm{GCI}$ | 1370 | Sant Antonio，Tex． | WBAL | 1068 | Haltimore，Md． | WH0 | 1010 | New York，N．Y． | WPAW | 1210 | Pamucket， |
| Kıer | 1210 | Watertown S．D． | WBAP | 800 | Fort Worth，Tex | WНом | 450 | Jerney Clity，N．J． | WPCH |  | New Yort |
| Kgce | 1200 | Mawhin iv．${ }^{\text {d }}$ ． | WBAX | 1210 | Wikes－Batre ${ }^{\text {Pa }}$ | WHP | 1130 | Harriaburg，Pa | WPEN | 1500 | Phliadelphis |
| KGDA | 1310 | Woir Point，${ }^{\text {M }}$ | WBREC | 1210 |  | WIAS | 1880 | Oumma，${ }_{\text {Madson．}}$ | WPO | 1190 | ${ }^{\text {Planitic City }}$ N． N ． |
| Kadi | 1200 | Eergua bails．Minn． | Wham | 170 | Chicago． II | WIMM | 1370 | Jackson．Mich． | WPse |  |  |
| KCDM | 1180 | 3 3tockton，Cailf． | WBRR | 1300 | Brookign， N ． | wiso | 560 | Chleago，IIL | WPTF | 0 | Balelph， |
| KGEF | 1300 | lin Aligoles，Callf． | WBBZ | 1200 |  | wisu | 1310 | Poynete，Whe | WQAM |  | Miam， |
| KGer | 1360 | Long Beach，Caill． | WRCM | 1450 | Bay city．Mich． | WIBW | 580 | Topeita，Kıan． | woan | 880 | Scranton， |
| KGEZ | 1310 | Kallspelt ．Mont． | WBNY | 1350 | New Yoric， N ．${ }^{\text {P }}$ ． | WIBX | 1200 | Brica，Neport，Conn． | W980 | 1010 | Vew York，N． N ． |
| KGFP | 1420 | Alva，Okin． | WBow | 1310 | Terre Elaute，Ind． | WIL | 1200 | St．Leurs，Mo． | WYat | 13 | ${ }_{\text {La }} \mathrm{L}$ Papurs． |
| KGEG | 1370 | oitahoma city．okla | warc | 930 | Birmingham，Alh． | WIIL | 890 | Urbana．ill． | WRAK | 1370 | Wimlamaport． Pa ． |
| KGFI | 1500 | Corpus Clisiti；Tox | WBRE | 1310 | Wilkes－Barre， Pa ． | WHMM | 1420 | Wlimington，Del． | WRAW | 1310 | Reading，Pra， |
| KGFw | 1310 | Raventia，Neb． | WBRL | 1430 | THion， $\mathrm{N}, \mathrm{H}$ ， | WIOD | 1300 | Mlami Beach，Fla． | Wrax | 1030 | Phlladejolui，Pa． |
| KGEr | 1015 |  | WBSO | 1020 |  | W19 | ${ }^{610} 0$ | ${ }^{\text {Phiudalphia }}$ | WRBI | 1310 | Tithon， Ga |
| kGGM | 1230 | Albuquerque， $\mathrm{N} . \mathrm{M}$ ． | WBTM | 1370 | Danville， $\mathrm{V}_{\text {a }}$ ． | WISJ | 586 | Beloit．W1 | WRBJ | 1370 | ${ }_{\text {Hatuesbura，}}^{\text {Columbur }}$ |
| KGHF | 1320 | prablo， Col ． | Wiz | 890 | Springrield，Masa． | WISN | 1120 | Milwauke，Wis． | WrBa | 1210 | Greanlilo， |
| KG日I， | ${ }^{1200}$ | Littie Rock，Ark． | WCAC | 600 | ${ }_{\text {Storrs }}$ Conn | WJAC | 1310 | Johmetown． | WR8T | 1370 | Whatington，N，C． |
| Kıig | 1320 | Twin Ealls，Ide． | WCAE | 1220 | Pittsbirgh， Pa ． | WJAR | 1890 | Providence， B ， 1 | WrBu | 1210 | Wationia， |
| KGIL | 1360 | Butte，Mont． | WCAH | 1430 | Columbus， 0 ． | WJAS | 1290 | Pittuburgh， $\mathrm{Pa}{ }^{\text {a }}$ | WRDW |  | Aururta，${ }^{\text {a }}$ |
| Kglv | 1420 | Trinidad， Col | WCAJ | 590 | Lincoin，Neb | WJAX | 900 | Jackronvilie，Fla | Wrise | 600 | Memphis，${ }^{\text {T }}$ |
| KG1x | 1420 | Las Vegas，Ner． | WCAL | 1250 | Northfield Minn． | WJAY | 610 | Cleveland， 0. | WREN | 1220 | Lawrence， K |
| KGKB | 1598 | Brownutod，Tez． | WCAM | 1280 | Camden， N ． | ${ }_{\text {Whac }}$ | 1490 | Chicazo，III． | WRHM | 1250 | Mimieupalis，Minn |
| Kgki | 1370 | Sam Angelo Tox | WCAP | 1280 | ${ }^{\text {Asbury Park，}}$ N．J． | WJBI | 1210 | Red Bank，N．J． | Wrek | 1310 | Hamilion， |
| KGK0 | 570 | Wichith Vais Tex | WCAT | 1200 | Rapid Clity， 8 ． D ． | WJBL | 1200 | Decatur，IIL． | WRNY | 1010 | Now Yoric， |
| ${ }_{\text {KGKX }}$ | 1420 | Sand Point，Ida． | WCAD | 1170 | Philadelphan，${ }^{\text {P }}$ | W WBO | 1420 | Now Orleans，Lia． | WRR | 1280 | Dallas，Tax． |
| Kgas | 1410 | Amarillo，Tex． | WGBA | 1440 | ${ }_{\text {Allentown，}} \mathrm{Pa}$ ． | WIDX | 1270 | ${ }_{\text {Jackson．}}{ }^{\text {Lewisurg }}$ Mis | WRYA | 830 1110 | ${ }_{\text {Eichinuond，}}^{\text {Gainosvor }}$ |
| KGU | 940 | Honolulu，Hawall | WCBD | 1080 | Zion，III． | WJJD | 1090 | Mooseheart，III． | WSAI | 1330 | Cincimiati， |
|  | 620 900 | Purtiand，Ore， Los Aligetes，Calle | WCBM | ${ }_{1210}^{1370}$ |  | WJTR | 1360 750 | Gary．${ }^{\text {Lind }}$ Detroit | WSAI | 1310 | Grove city， $\mathrm{Pa}_{1}$ |
| KH9 | 590 | Spukane Wash． | wcco | 810 | Minneapolis，Minn | wjsv | 1460 | Alexandria， $\mathrm{V}_{2}$ | WSAE | 1450 | Fint Rifer， |
| Kıcis | 1420 1320 | Red Onik， Ia | WCDA | 13150 | Ner York， N ． X ． | WJW | 1210 | Manstield， 0 | WSAZ | 588 | Huntington，W．Vis |
| KiDo | 1250 |  | WCEGU | 1970 |  | WJKAg | 760 890 | New York，${ }^{\text {Nan }}$ Juan，Porto ${ }^{\text {Y }}$ ，Rleo． | WSBR | ${ }_{1210}^{740}$ |  |
| KJR | 970 | Seattio，Warh． | WCHI | 1490 | Deerineld．III． | WKAR | 1040 | East Lansling，Mich． | WSBT | 1230 | South Bend， |
| ${ }_{\text {KLPM }}^{\text {KLPM }}$ | 1400 | Orden，Utah | WCKY | 1890 | Covington．Ky | WKAV | 1310 | Latonla， N ． | WEPA | 1410 | Montromery， |
| 袚LTMA | 1390 | Litule Rock，Ark． | WCLO | 1300 |  | WKBB | $1310^{\circ}$ | Blimingham，Ala | WSig | 18180 | Brookisn Spriaitael |
| KLS | 1440 | Oakhand，Calle | wets | 1310 | Joliet，M1． | WKBF | 1400 | Indiamapolls，Ind． | Wsys | 1310 | Whinton－Salem， N ． |
| KLZ | 580 |  | wCMA | 1400 | cuiver，Ind． | WKBH | 1380 | $\mathrm{la}_{\text {che }}$ Crosse．Wis． | WSM | 650 | Naulivile． |
| KMABC | 930 | Slienminoah． | ${ }_{\text {WCoc }}$ | 880 |  | WKRBN | 1420 | Chicago，III， | WSMMB | 1320 1380 | New Orlean |
| ${ }_{\text {KMBC }}^{\text {KMIC }}$ | 950 | Kumas City，Mo． | WCOD | 1200 | Harrisburg．Pa， | WKBO | 1450 | Jersey city． $\mathrm{N}, \mathrm{J}$ ． | WSPA | 1420 | Spartanaburg，s． |
| KMMJ | 1740 |  | WCRER | ${ }_{1210}^{1210}$ |  | Wk8B | 3310 | New Yors． Na ， | WSPD | 1340 | ${ }^{\text {Toledo，}}$ |
| кмо | 860 | Tacoma，Wish． | wesc | 1360 | Charleston，\＆，C． | WKBV | 1500 | Connernvilio， | WSUI | $88{ }^{\circ}$ | ${ }_{\text {lowa }}$ |
| KMOX | 1090 578 | St，Louts，Mo． | WCSH | 940 | Portiand．Me． | WK8W | 1480 | Buiralo．N． | WSUN | 620 | St．Peterib |
| KNX | 1050 | Hoiswood Angeles，Calit． | WDAS | 1220 | Soringneid ${ }^{\text {Tampa，Fis．}}$ | WKJC | 1208 | Burmio， $\mathrm{Lancaster}$. | WTAM | － 1470 | Syracuse， |
| ${ }_{\text {KOA }}^{\text {KOAc }}$ | 830 550 | Detwer CoL ， | WDAF | 610 | Kannas City，Mo． | WKRC | 550 | Cincinnati， | WTAG | 580 | Worceiter，Mas． |
| K08 | 1180 | Currams Ore College，N．M． | WDAH | 1310 | Amarilio．Tex | WKIC | 1770 | Otahoma City，Okis | WTAM | 1070 1330 | ${ }_{\text {Cleveland }}$ Sau Clatre，${ }^{\text {O }}$ ． |
| K00w | 1409 1370 |  | WDAY | 980 | Fargo．${ }^{\text {N }}$ ，D ${ }^{\text {d }}$ | WLB ${ }_{\text {WLP }}$ | 1250 | Minneadoils，Minn． | WTAR | 780 | Norfolk，${ }^{\text {a }}$ ， |
| EOHL | 1370 1260 |  | WDBo | $1{ }^{939}$ | Roanoke，${ }_{\text {dil }}$ | WLBF | 12420 |  | WTAW | 1120 1420 | College station，Tex Cumberland，Md． |
| $\frac{\mathrm{KOIN}}{\mathrm{KOL}}$ | 940 | Portiana，Ore | WDEL | 120 | Wilmington，Del． | WLBL | 900 | Stevens Point，wis． | WTEI | 1450 | Toccor，Ga， |
| KOMO | 1270 920 | Scathe，Wash | wDGY | ${ }^{1180}$ | Minneapalis， Chattanoza， Minn． Tenn． | WLBX | 1360 1800 |  | WTMC | 1060 620 | Hartford，Conn， |
| KoNO | 1370 | San Antonlo，Tex． | WDic | 1330 | New Haven，Comi． | WLBZ | 620 | Bangor Mee | WTVT | 1470 | Nasbrillio．Tern． |
| Kore | $1 \begin{aligned} & 1420 \\ & 1290\end{aligned}$ | Eugene，Ore Plumit， Ariz， | WDSu | 1230 1210 | New Orleanis，${ }^{\text {Ls，}}$ | WLEX | 1310 1370 | Lexington，Mass， | WToc | 1260 | Savanah，Gi |
| K00s | 1370 | Marahbeld，Oro． | WDZ | 1070 | Tuscola，In | WLIT | 1376 |  | WWAE | 1200 930 | ${ }_{\text {Hammond }}$ Hetrolt， |
| $\frac{\mathrm{KPrM}}{\mathrm{KPO}}$ | 1500 680 | ${ }^{\text {Prescole，Ariz }}$ San Frinelisen call | WEAF | ${ }^{680}$ | New York， $\mathrm{N}, \mathrm{Y}$ | WLOE | 1500 | Bostun，Mast， | WWL | 850 | Now Oriesms La， |
| KPOF | 680 880 | San pranciteo，Calif． | WEAN | 12780 |  | WLSI | 1310 | ${ }_{\text {Chicago，}}$ Providence， R | WWNC | 1590 | Atherille， N ． |
| KPRE | 930 | Houston Tex | WEAO | 310 | Columbus． 0. | WLTH | 1400 | Brioklyn，／ N ． $\mathbf{Y}$ ． | WWva | 1160 | wh |
| KPWF | 1350 1490 | Pasadem，Call Westminater，Calit | WEEBC | 1210 | Duailith－Superior | WLW | $\begin{array}{r} 1876 \\ 700 \end{array}$ | Innchburg，Va． Cfacimati， 0 ． | WXYZ | 1240 | Detrolt，Mich |


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[^0]:    ＂My wife sent in two dollars in answer to an adver－ tisement of a sure method of getting rid of superfluous fat．＂
    ＂And did she get the information she wanted？＂
    ＂Sure；she got a reply telling her to sell it to the soap man．＂

[^1]:    M 1. Band. al, Operatic
    M 2. Olassi
    M 6. Popular, Modern.
    M 3. Dance.
    M 7. Symphonic.
    M
    M
    5 . Religious.
    M 5. Novelty Music. $\quad \underset{M}{\text { M }}$. Sami-cla

    M 8. Organ.
    M Variety

[^2]:    M 1. Band M 6. Popular, Modern. $\frac{\mathrm{M}}{\mathrm{M}} \frac{2}{3}$ Clasxical, Operatic. M 7. Symphonic
    M 3. panee
    M 5. Novelty Music.

