

The Magazine for the Radio Listener 15 cents

What's on the Air



Vol. 1. No.2

December 1929

WAVE-LENGTH GUIDE

CHANNEL	COLUMBIA BROADCASTING SYSTEM	NATIONAL BROADCASTING COMPANY	KVCL	METERS	DIAL READING
1	WKRC-WEAN	WGR-KSD	550	545	←
2	KLZ	WFI-WIOD	560	535	←
3	WWNC	WIBO	570	526	←
4		WTAG	580	517	←
5		WOW	590	508	←
6	WCAO-WREC		600	500	←
7	WFAN	WDAF	610	492	←
8		WTMJ	620	484	←
9	WMAL		630	476	←
10	WAIU		640	468	←
11		WSM	650	461	←
12		WEAF	660	454	←
13	WMAQ		670	447	←
14		WPTF	680	441	←
16		WLW	700	428	←
17	WOR		710	422	←
18		WGN	720	416	←
20		WSB	740	405	←
21		WJR	750	400	←
22		WJZ	760	394	←
23	WBBM	KFAB	770	389	←
24	WTAR	WMC	780	384	←
25		WGY	790	379	←
26		WFAA-WBAP	800	375	←
27	WCCO		810	370	←
28		WHAS	820	366	←
29		KOA	830	361	←
32	WABC		860	349	←
33		WLS-WENR	870	345	←
35		WJAR	890	337	←
36	WMAK-WFBL	WKY-WEEI	900	333	←
38		WWJ-KPRC	920	326	←
39	WDBJ-WBRC		930	322	←
40		WCSH	940	319	←
41	KMBC	WRC	950	316	←
43		WCFL	970	309	←
44		KDKA	980	306	←
45		WBZ-WBZA	990	303	←
46		WOC-WHO	1000	300	←
48		KYW-KFKX	1020	294	←
50	KRLD	KTHS	1040	288	←
52	WFBM	WTIC-WBAL	1060	283	←
53		WTAM	1070	280	←
54		WBT	1080	278	←
55	KMOX		1090	275	←
57		WRVA	1110	270	←
58	WISN		1120	268	←
60		WAPI-KVOO	1140	263	←
61		WHAM	1150	261	←
62	WOWO		1160	258	←
63	WCAU		1170	256	←
65		WOAI	1190	252	←
68		WCAE-WREN	1220	246	←
69	WNAC		1230	244	←
70	WGHP		1240	242	←
72	WLBW-KOIL	WJAX	1260	238	←
73	WDSU		1270	236	←
74	WDOD	WEBC	1280	234	←
75	WJAS-KTSA		1290	232	←
76	WIBW-KFH		1300	231	←
78	WADC	WSMB	1320	227	←
80	WSPD	WSAI	1340	224	←
81		KWK	1350	222	←
85	WHK-KLEA		1390	216	←
90	WHEC		1440	208	←
91		WFJO	1450	207	←
92		KSTP	1460	205	←
93	WKBW-KFJF		1470	204	←
94		WCKY	1480	203	←
95	WLAC		1490	201	←

WHAT'S ON THE AIR

(Registered in U. S. Patent Office)

Vol. I. MAGAZINE FOR THE RADIO LISTENER No. 2

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PATENTS APPLIED FOR COVER BASIS FEATURES OF PROGRAM-FINDING
SERVICE OFFERED IN THIS MAGAZINE.

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 being broadcast. Or, if you prefer, check symbols of favorite stations against index 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 GUIDE

Draw 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. The numbers preceding stations on program pages are the channel numbers shown on the “Wave-length Guide.”

TO MAKE A LONG-DISTANCE 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.

An Ear View of America

Robert M. Starr

THE orchestra concluded on a long, blue chord. A four-toned chime tinkled. "Station WEA, New York," a pleasant voice remarked. The number on the dial scale changed from 660 to 640 as I turned the knob. Another orchestra was concluding another selection. Followed a moment of silence, underlaid by a whisper of static, then "KFI, Los Angeles," another pleasant voice announced.

In a split second I had been transported from coast to coast, three thousand miles, without so much as leaving my favorite chair. Rather hard on Capt. Frank Hawkes' eighteen-hour non-stop airplane record for the same distance, isn't it? Yet it is a feat which listeners duplicate when distance reception is good.

True, the transporting was in the dimension of only one sense—hearing. But there is considerable to be said for that sort of fireside traveling—literally with all the comforts of home—which radio makes possible; even more because nightly familiarity tends to rub the glamor off this genuine marvel, broadcasting.

Gathering impressions of people and places is among the most fundamental and lasting of our inherent urges. Some go so far as to say that, when an individual ceases to be curious about people and places, he is dead in quite a practical sense, and there is much truth in that contention.

Age-old curiosity about people and places is what causes the college boy to spend his summer on a cattle-boat, churning its way across the Atlantic or down to the Argentine. Five or ten years later it is what causes him to bundle his family into a car and fare forth on a vacation

trip. And between times it is what causes him to watch the news reel unfold its story of far places and strange people on the movie screen, or turn the pages of Roy Chapman Andrews' latest book of exploration.

The eagerness to acquire impressions of other people and places is instinctive, universal; and radio, by bringing the voices of an entire continent into the home at the turn of a knob, is the newest and in many ways the most remarkable means of satisfying it.

"You say you're from Bingville? Why, I know that town! I hear your broadcasting station every night or so." Many a "beautiful friendship" has begun in a Pullman smoker or hotel lobby with just such a preamble.

It is another and concrete way of saying that radio gives millions of listeners impressions of sections and cities quite as definite as they receive through the other means of contact just mentioned. This is not surprising, either. Radio brings these impressions again and again, with the cumulative effect the advertising men are fond of dwelling on, and into the home itself, under conditions which make the listener receptive to them.

Oddly enough, however, the first and perhaps most unexpected result of doing your traveling with a radio dial is the realization that the people in one section of these United States are pretty much like those in every other. I say "perhaps most unexpected" because the great majority of us tend naturally to think of the people in those sections beyond our "neck of the woods" as different in various ways.

The dyed-in-the-wool New Yorker leans to the notion that culture stops at the Alleghenies. The Alabaman thinks of Minnesota as a transplanted bit of Scandinavia. And the man from Maine thinks of

Montana as a State where horse-stealing is dealt with by "Judge Lynch."

This is putting the matter a bit strong, no doubt. Personal contact, newspapers and the ubiquitous movies have done much to break down false ideas of



sectional differences. But remnants of them do linger, or did until the advent of broadcasting. It has been the means of banishing them in many and sometimes amusing ways.

"I had California the other night," an Ohio friend reported, when broadcasting was still comparatively young. "And, do you know, they were playing the same new songs out there that we are here!" He was actually astonished that the new tunes had reached the west coast as promptly as they had his locality. (This, of course, was before the days of the theme songs written on the Hollywood lots.)

By turning tuning-dials, listeners in the East have discovered that San Francisco and Minneapolis have symphony orchestras as splendid as their own. Those who labored under the assumption that each section had its peculiar dialect have found that Americanized English is surprisingly the same the continent over, and metropolitan dwellers have learned that their congested centers have no monopoly on the traffic problem.

Radio travel has driven home the fact, even more forcefully than actual visits, that we are one nation, enjoying much the same things, doing much the same things, seeking to attain much the same goals.

Nevertheless, we Americans are not standardized like so many quantity-produced cars or cans of tomatoes, turned out to uniform specifications. There are, as every one knows, sectional and local differences in the people and their background, just enough to add the zest of variety; and radio has brought this home to the dial traveler, even while showing him that we possess a firm national solidarity.

For instance, those who have heard WSM's "grand old opery" programs Saturday nights get a colorful picture of what makes Tennessee distinctive. In fact, the Pickard Family, Uncle Dave Macon and Bert Hutchinson have sold mountain music to the whole country.

WBAP's rodeo broadcasts have reminded many listeners that riding and roping are far from *passé* accomplishments in a cattle country; and WLW's description of the race between the *Tom Greene* and the *Betsy Ann* last summer also reminded them that steamboats still ply our navigable rivers to even more purpose than in the old, romantic days.

However, because people respond most readily to people, it is the announcer rather than the content of programs who stamps a single station or the stations of a section with personality in the minds of those at the loud-speakers. Often, to be sure, this association is half-conscious. Nevertheless, it is so universal and normal that most listeners come to think of the men



Through our radio eyes
we are getting a big-
ger view of our Uncle
..Samuel.....

behind the voices which issue from their loud-speakers as representatives of their stations and sections, more directly than the programs to which they are assigned.

Perhaps most typical among those spokesmen of various sections is Lamdin Kay, of WSB, whose "Atlantah, Gaw-gah," has made him an inimitable exponent of the South. And, of course, one can not overlook his picturesque colleague, Bill Mundy, now famous for his "crap-shootin' formation."

Passing to the East, there is Milton J. Cross, whose sincere culture won him the announcer's diction medal, and Marley Sherris, with the suave sophistication. Many listeners have come to think of them as personifications of the at-

tributes of New York.

By the same token Chicago has come to be associated with the refreshing Scotch burr and virile personality of Bill Hay, the vivid alertness of Quinn Ryan, and the friendly good cheer of Everett Mitchell. Then, down in Pittsburgh there is Louis Kaufman to inject breezy geniality into the concept of the "Smoky City."

One of the most interesting and valuable results of all these radio contacts is that they so frequently correct inaccurate, popular notions of a section, State or city gained from other sources. Kentucky is a typical example that comes to mind.

According to John Fox, Jr.'s, novels and much of what is seen on the movie screen, the "dark and bloody ground" is inhabited half by ignorant mountaineers who divide their attention between carrying on bitter feuds and the manufacture of "corn liquor," and half by portly "colonels" devoted to horse-racing and mint juleps. But those tuning to WHAS have made the pleasant—if disillusioning—discovery that Kentucky is as alert and progressive as any State in the Union.

Sometimes, however, broadcasting bears out certain popular notions of a community, even while it upsets others. Among the cities, Chicago, for instance, is perhaps most accurately—if bewilderingly—represented by radio. On the one side there is the Civic Opera Company and its splendid performances, WENR's delightful symphonic programs, and WLS's unique presentations—all illustrating in striking fashion the gratifying cultural attainments of the lake metropolis. Then, on the other, there is the blaring output of its many dance-halls, "Big Bill" Thompson's propaganda, formerly the nightly offering of WHT, and the grim reality of WGN's police orders. An oddly blurred and contradictory picture! But that is Chicago.

(Continued on page 50.)

New Dance Each Month—Keep Your Dancing Up to Broadway

The Modern Waltz

With Suggestions on How to Gain Confidence in Dancing

by ARTHUR MURRAY

“America’s Foremost Dancing Instructor”



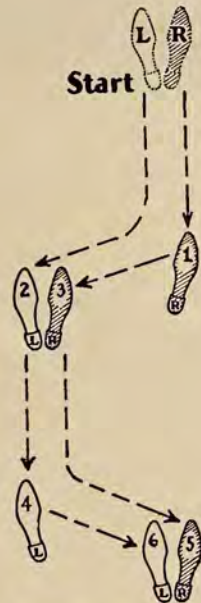
Mr. Murray

BEFORE taking up this month’s lesson, I want to offer a few suggestions on how to gain confidence in dancing. Since beginning my series in *WHAT’S ON THE AIR*, I have received scores of letters from people who seem a bit uncertain when they start to fight it out on the ballroom floor. These pointers are intended to give you courage.

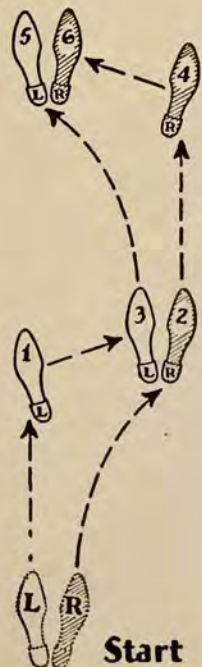
Lack of confidence is caused by insufficient knowledge of the subject. When you really know how to dance, you will not be lacking in confidence. To gain confidence in dancing, or in anything else, you must know your subject. As you learn to dance, unconsciously you will acquire ease and confidence. If you are lacking in confidence, it is because you are not sure of your steps. If you really know how to drive an automobile, you have confidence in your ability to drive, even in the most congested traffic. But would you have confidence to drive a car if you had never driven before? Confidence comes with knowledge. When you know how to dance, and know exactly how to do each step, you automatically gain ease and confidence.

Learning to dance alone at first will help in giving you confidence. The common belief that it is impossible to learn to dance without a partner is absurd. Self-balance can not be acquired if one leans continually upon another. Until the learner can dance properly alone, it would be discourteous to ask any one to dance with him. Learn the steps by yourself and then you will be able to dance with another dancer in a confident manner.

By showing your partner that you really know what you are doing you gain her confidence. She will follow you readily if she has faith in your ability. And when you become a good leader you will soon find it out, and this knowledge will give you confidence in dancing and impart the same confidence to your partner.



Backward Waltz Movement



Forward Waltz Movement

HOW TO DANCE THE MODERN WALTZ

IF you are still lacking in assurance, go back to the beginning of this article and read it over again. The confident ones may proceed with the modern waltz.

The waltz is universally recognized as the most beautiful ballroom dance ever conceived. It came into popular favor internationally in 1812, and since then it has endeared itself to millions of people.

The waltz music has a most delightful rhythm. Its accent is very plainly marked, which makes it very “danceable.”

The actual waltz step has become so popular that it is now also the basis for most of the steps in the fox-trot and one-step.

It is a recognized fact that people who learn to waltz correctly are the most graceful dancers and can learn other dances more readily than people who have not had that advantage. For people who have danced the waltz before, it is essential that they learn the waltz as here given, as these same steps are used in various ways in the fox-trot and other dances.

It is safe to say that more than half the people dance the two-step in the belief that they are dancing the waltz. This is due to the fact that a great many of the teachers of a few years ago did not really know the waltz. Also, a great many people who learned by themselves—those who “picked up” dancing—really picked up the two-step, thinking they were learning the waltz.

The real waltz is a smooth, round movement. The two-step is a straight movement, and the turns are made in an angular manner.

After you have learned both steps, they will be very plain to you, and you will have no difficulty in telling one from the other. Proceed very carefully at first. That is always the time to avoid confusion.

The waltz is recognized as the foundation of all ballroom dancing. It is therefore essential to go very slowly and practice faithfully while learning this most important dance. Build a good foundation and you will always be a good dancer. The one who lays a good foundation in dancing never forgets.

Do not be content with simply learning how to do the steps; practice each movement until you can do it rapidly and almost mechanically. When you waltz with a partner you will not have time to think of the step; it must have become automatic.

THE FORWARD WALTZ MOVEMENT.

Here is the count for the complete forward waltz step:

1. Step forward on left foot.
2. Step forward to right.
3. Draw left up to right, weight on left.
4. Step forward with right.
5. Step forward with left.
6. Draw right foot up to left, weight on right.

Practice this step around the room, going in the line of direction. Study the diagram carefully.

(Continued on page 50.)

Reviewing the Radio Year

By HERBERT B. GLOVER, Columbia



BROADWAY ASSOCIATION BROADCASTS ITS TRIBUTE TO EDISON

Left to right are: Jesse Strauss, president of R. H. Macy Company; Major-General Hanson E. Ely, commander Second Corps Area, Governors' Island; Dr. John Harriss, president Broadway Association; Dr. Julius Klein, Assistant Secretary of Commerce; Will Oakland, who sang to the nation "Silver Threads among the Gold," the number which he first recorded for Edison twenty-five years ago, and H. E. Fisk.

AS we approach the new year with its attendant promises of great achievements in the field of radio broadcast entertainment, it is only fitting that we cast a glance backward to view the past twelve months in retrospect, and, with this impression clearly outlined in our minds, be better equipped to base our expectations of the period to come.

What has radio broadcasting accomplished in 1929? Has it continued to hold the interest of its huge audience, and, if so, why? What of its acknowledged bad features have been eradicated, and what new attractions have been added to create a greater listener appeal? Any pitfalls into which radio broadcasting might have fallen in years past have been glossed over with the weak explanation: "Oh, it's an infant industry; give it a chance!" One can no longer refer to broadcasting as an infant industry. Solely on its own merits and its own initiative, and in the short space of ten years, broadcasting has jumped from a position of obscurity to a point where it is considered, generally, on a par with any other form of entertainment.

The year of 1929 may well be put down as an era of development and refinement rather than pioneering in the broadcast field. Prior to this year, scarcely a week elapsed without something being done on the broadcast wavelengths which never had been accomplished before. Hundreds of stories issuing from the publicity offices of stations began with the startling words: "For the first time in radio history, etc." The current year found the "first times" exhausted, and radio impresarios turned their efforts from attempts at

doing novel stunts to the more satisfying task of doing them better. Probably radio drama benefited most by this turn. At least we can say that the radio dramas of the past twelve months have far exceeded any previous efforts along that line, and more hours were devoted to this form of entertainment than ever before. Instead of following the modern trend in drama, the radio impresarios seemed to have more success when they turned back the pages of history a quarter or half century and placed before the public the ten, twenty, thirty "meller-dramas" of the gas-lit age. An outstanding success in this field has been scored by the "Hank Simmons Showboat" series, which have been sponsored by the Columbia Broadcasting System. So popular has this feature become that its producers have been hard pressed to find a suitable time for broadcasting it. Placing it in the middle of the evening for Eastern audiences brought

complaints from the Pacific Coast that it came on too early, while a later hour, suited to West Coast listeners, brought another deluge of complaints from Eastern listeners that "Showboat" came on after their bedtime. It seems that this feature will have to follow the example set by the True Story Hour, featuring the adventures of Mary and Bob, another of the Columbia System's most popular broadcasts which follow the dramatic formula. During the current year the True Story Hour has devised the ideal solution for pleasing both audiences by presenting this broadcast twice, at nine o'clock on Friday nights for Eastern and middle Western audiences, and again at midnight of the same eve-

(Continued on page 50.)



ISHBEL MacDONALD, daughter of Great Britain's Prime Minister, delivering her message to American women over the coast-to-coast network of the Columbia Broadcasting System.

Outstanding Broadcasts of 1929

By GENE MULHOLLAND, NBC.

WHEN the husky, all-conquering juvenile—that is, 1930—plants his feet firmly on the neck of the old year and surveys the situation, he will find that Old Man 1929, from a radio standpoint, has left him something to shoot at.

Linking hands on many occasions with that other young comer, aviation, radio during the past year has performed feats heretofore considered impossible. Oceans have been spanned in the space of a split second; distant countries have joined in an audible union of music; a man suspended between heaven and earth has told the world toward which he drifted of his sensations, and the voice of a newly made President of the United States has talked to the universe during the administration of his oath of office.

All these and many other achievements of note have been available to radio listeners through stations associated with the National Broadcasting Company during the past year. And those who build the radio programs promise even greater wonders in the year that is to come.

The first outstanding broadcast of 1929 came on February 1, when the last movement of Rachmaninoff's "Symphony in E Minor," performed in Queens Hall, London, was picked up on a short-wave receiver and rebroadcast through a coast-to-coast network by the National Broadcasting Company. Although this was the first attempt ever made to rebroadcast an English program through a network of stations, music lovers had no difficulty in identifying the composition, while the British announcer's "This is London calling" was distinguishable in thousands of homes.

A few weeks later, on February 22, an attempt to broadcast from an airplane was successful. The broadcast, part of a program called "Over and Under New York in an Hour," came in mid-afternoon. Leslie Joy, at that time production supervisor and a veteran announcer, talked into a microphone while riding in an airplane three thousand feet above



PRESIDENT HERBERT HOOVER appears frequently before the microphone.

New York. His description of his sensations was broadcast through a network of fifteen stations.

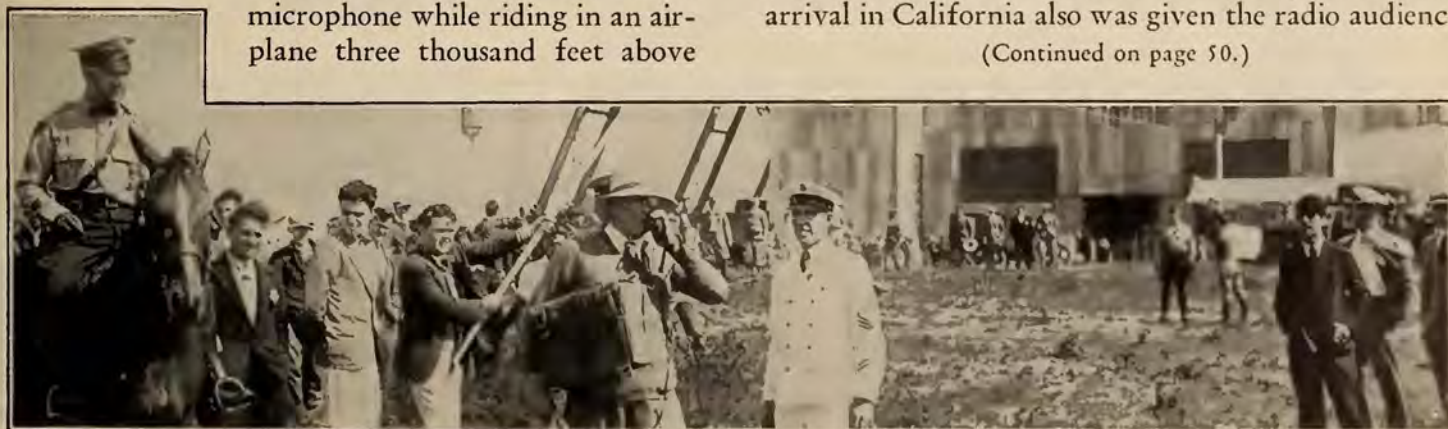
On March 4 the inauguration of President Hoover was broadcast to the entire world through a huge network of NBC outlets, including short-wave stations, broadcasting for the benefit of foreign nations.

Seven announcers took part in this program, describing the activities from as many points of vantage. At the start of the radio proceedings William S. Lynch, now assistant Eastern program director, from an airplane flying over the nation's capital, called the roll of announcers stationed below. As each man's name was called, he would reply and engage in a brief conversation with Lynch before the latter proceeded to the next man.

In August came the arrival of the *Graf Zeppelin*, huge German dirigible, and the first use of a portable transmitter. Floyd Gibbons, war correspondent and author, with the transmitter strapped to his body, moved from point to point telling radio listeners of happenings as the huge bag was moored at Lakehurst, N. J., prior to its start around the world.

The finish of this around-the-world flight also was described through the NBC System when the silvered ship came back to Lakehurst twenty days later. Her arrival in California also was given the radio audience.

(Continued on page 50.)



FLOYD GIBBONS using NBC's now famous portable transmitter to describe the arrival of the "Graf Zeppelin" at Lakehurst, N. J.

SUNDAY December 1, 8, 15, 22, 29

EASTERN TIME	12 12 12 12				1 1 1 1				2 2 2 2				3 3 3 3			
	15	30	45		15	30	45		15	30	45		15	30	45	
ALA. 60 BIRM'HAM WAPI									A	A	A	A	B	B	B	B
39 BIRM'HAM WBRC					3	3			6	6	6	6	7	7	7	7
ARK. 50 HOT SPCS. KTHS																
85 L'TLE ROCK*KLRA																
COLO. 29 DENVER KOA																
2 DENVER KLZ					3	3			6	6	6	6	7	7	7	7
CONN. 52 HARTFORD WTIC																
D. C. 9 WASH'TON WMAL													7	7	7	7
41 WASH'TON WRC	7	7			8	8	9	9	A	A	A	A	6	6	6	6
FLA. 72 JACK'VLE WJAX													B	B	B	B
2 MIAMI B. *WIOD																
GA. 20 ATLANTA WSB													B	B	B	B
ILL. 48 CHICAGO *KYW									A	A	A	A				
23 CHICAGO *WBBM																
43 CHICAGO WCFL																
33 CHICAGO *WENR																
18 CHICAGO WGN																
33 CHICAGO WLS											5	5				
13 CHICAGO WMAQ													7	7	7	7
IND. 62 FT. WAYNE WOWO					3	3			6	6	6	6	7	7	7	7
51 IND'P'LS WFBM					3	3			6	6	6	6	7	7	7	7
IOWA 72 C. BLUFFS KOIL					3	3							7	7	7	7
46 DAVENPT *WOC									4	4	5	5	6	6	6	6
46 DESMOINES*WHO					2	2	3	3								
KANS. 68 LAWREN'E WREN													B	B	B	B
76 TOPEKA WIBW					3	3			6	6	6	6				
76 WICHITA KFH													7	7	7	7
KY. 94 COV'TON WCKY																
28 LOUISVILLE WHAS																
LA. 73 N. ORLEANS WDSU																
78 N. ORLEANS WSMB																
ME. 40 PORTLAND WCSH													6	6	6	6
MD. 52 BALTIMORE WBAL	7	7			8	8	9	9	A	A	A	A	B	B	B	B
6 BALTIMORE WCAO					3	3			6	6	6	6	7	7	7	7
MASS. 45 SPRINGFIELD WBZ									A	A	A	A				
45 BOSTON WBZA									A	A	A	A				
37 BOSTON WEEI																
69 BOSTON *WNAC																
4 WORCTER WTAG																
MICH. 70 DETROIT WGHP													7	7	7	7
21 DETROIT *WJR					8	8	9	9	A	A	A	A				
38 DETROIT WWJ					2	2	3	3	4	4	5	5	6	6	6	6
MINN. 27 MINNEAP. WCCO					3	3			6	6	6	6	7	7	7	7
91 ST. PAUL KSTP					3	3			A	A	A	A				
MO. 41 KAN. CITY *KMBC													7	7	7	7
7 KAN. CITY *WDAF																
55 ST. LOUIS *KMOX													7	7	7	7
1 ST. LOUIS *KSD					3	3			4	4	5	5				
81 ST. LOUIS *KWK	7	7							A	A	A	A	B	B	B	B
NEBR. 5 OMAHA WOW					3	3					5	5				
N. J. 17 NEWARK WOR																
CENTRAL TIME	11 11 11 11				12 12 12 12				1 1 1 1				2 2 2 2			
	15	30	45		15	30	45		15	30	45		15	30	45	

1 Sylvestre Cozy Period
Organ recital; William Meeker, organist; George Beuchler, baritone. Announcer, John S. Young.

2 National Broadcasting and Concert Bureau Program
Elsie Baker, contralto; ballad singers; direction, George Dilworth.

3 Godfrey Ludlow, Violinist, and Mme. Lolita Cabrera Gainsborg, Pianist
Announcer, Howard Butler.

4 Troika Bells
Genia Fonariova, soprano; balalaika orchestra; direction, Alexander Kirilloff. Announcer, John S. Young.

5 Milady's Musicians
Beatrice Belkin, soprano; Old World trio; Maximilian Rose, violinist; Joseph Emonts, 'cellist; Anton Rovinsky, pianist and director. Announcer, Eugene Marshall.

6 The Jewish Hour
A dramatic sketch; vocal solos by Jewish artists; string quartet; direction, Rabbi Samuel N. Cohen. Announcer, Howard Butler.

7 Metropolitan Echoes
Erva Giles, soprano; Devora Nadworney, contralto; Robert Simmons, tenor; string trio; Arcadie Birkenholz, violinist and director. Announcer, Milton J. Cross.

8 The Nomads
Vocal and instrumental soloists; direction, Alexander Kirilloff. Announcer, Neel Enslin.

9 The Pilgrims
Mixed sextet; direction, Dana S. Merriman. Announcer, Ralph Freese.

A Roxy Symphony Concert
Direction, Erno Rapee. Announcer, Milton J. Cross.

B National Youth Conference
Address by Daniel Poling; mixed quartet and orchestra; direction, George Shackley. Announcer, Marley R. Sherris.

1 Jewish Day Program
Music by Jewish artists.

2 Littmann's Entertainers

3 Musical Album

4 Three Little Sachs
Songs and patter.

5 Herbert's Diamond Entertainers

6 Ballad Hour

7 Symphonic Hour

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

- B Band music
- C Children's features
- D Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental (Other than dance)
- N News
- O Organ
- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

◆ Dance music from New York

AS WE GO TO PRESS

December 1, 8, 15, 22, 29 **SUNDAY**

As we were all ready for press, word reached us of the change of the Pepsodent program from 11 P. M. to 7 P. M. We have patched the plates to indicate the change, but can not give proper listing until next issue.



While our December schedules were put into type November 6, we included all changes and corrections wired us by program directors up to November 11. By January we can promise our readers 90 per cent. accuracy in our program schedules. The difficulty of securing data for a magazine that did not exist in tangible form is now past.



The December issue suffered a severe blow just before presstime when a mail plane bearing much of the copy and most of the artwork intended for this issue crashed and burned at Mt. Vernon, O. We are grateful to the contributors and artists who worked overtime to make up for this loss.



The December cover was painted especially for WHAT'S ON THE AIR by J. H. Shonkwiler, our art editor.



If you want to build a radio set, buy the usual radio magazines; but if you have a set and want to get the most enjoyment out of radio programs, subscribe for WHAT'S ON THE AIR.



Radio with discrimination. Take WHAT'S ON THE AIR—a complete guide to the best on the air east of the Rockies.



For the first time in the history of radio broadcasting the operas of Giacomo Puccini, famed Italian composer, will be given to radio fans over a network of forty-seven stations of the National Broadcasting Company.

Heretofore only two instances featured the broadcast of this composer's operas, and they were excerpts of "La Boheme" and "Madame Butterfly." But this series, sponsored by the American Radiator Corporation, will be abridged reproductions of Puccini's complete works, one of them being presented monthly. The series was inaugurated Saturday, November 16.

Planned for release at a time when the opera season is in full swing, this series will display the talent of some of the most brilliant operatic stars in the world. Gennaro Papi, for twelve years director of Italian opera of the Metropolitan Opera Company, will conduct the specially chosen operatic orchestra for these broadcasts.

Such leading vocalists as Madame Frances Alda, Pasquale Amato, Merle Alcock, Mario Chamlee

12 12 12 12 15 30 45				1 1 1 1 15 30 45				2 2 2 2 15 30 45				3 3 3 3 15 30 45				EASTERN TIME					
												6	6	6	6	WGR	BUFFALO 1 N. Y.				
						3	3			6	6	6	6	7	7	7	7	WKBW	BUFFALO 93		
																		WMAK	BUFFALO 36		
																		WABC	NEW YORK 32		
				1	1	1	1	2	2	3	3	4	4	5	5	7	7	7	7	WEAF	NEW YORK 12
				1	1	2	2	3	3	4	4	5	5	6	6	6	6	6	6	WJZ	NEW YORK 22
				7	7	8	8	9	9	A	A	A	A	B	B	B	B	B	B	WHAM	ROCHTER 61
																				WHEC	ROCHTER 90
												5	5							WGY	SCHEN'DY 25
																				WFBL	SYRACUSE 36
																				WBT	CHARLOT 54 N. C.
																B	B	B	B	WPTF	RALEIGH 14
						3	3	6	6	6	6	7	7	7	7	7	7	7	7	WWNC	ASHEV'LE 3
																				WADC	AKRON 78 OHIO
																				WFJC	AKRON 91
												6	6	6	6	7	7	7	7	WKRC	CINCINNATI 1
												A	A	A	A	B	B	B	B	WLW	CINCINNATI 16
																6	6	6	6	WSAI	CINCINNATI 79
																7	7	7	7	WHK	CLEVEL'D 85
																				WTAM	CLEVEL'D 53
																				WAIU	COLUMB'S 10
												6	6	6	6	7	7	7	7	WSPD	TOLEDO 80
																				KFJF	OKLA.CITY 93 OKLA.
																				WKY	OKLA.CITY 36
																B	B	B	B	KVOO	TULSA 60
												6	6	6	6					WLBW	OIL CITY 72 PA.
				1	1	1	1	3	3			7	7	7	7					WCAU	PHILAD. 63
																				WFAN	PHILAD. 7
																				WFI	PHILAD. 2
																				WLIT	PHILAD. 2
																A	A	A	A	KDKA	PITTSB'GH 44
																				WCAE	PITTSB'GH 68
																6	6	6	6	WJAS	PITTSB'GH 75
																				WEAN	PROVID'NCE 1 R. I.
																				WJAR	PROVID'NCE 35
																				WDOD	CHATTA. 74 TENN.
																				WMC	MEMPHIS 24
																				WREC	MEMPHIS 6
																				WLAC	NASHV'LE 95
																				WSM	NASHV'LE 11
																				KRLD	DALLAS 50 TEX.
																A	A	A	A	WFAA	DALLAS 26
																				WBAP	FT.WORTH 26
																				KPRC	HOUSTON 38
																				KTSA	SANTONIO 75
																				WOAI	SANTONIO 65
																				WTAR	NORFOLK 24 VA.
																				WRVA	RICHM'D 57
																				WDBJ	ROANOKE 39
																				WEBC	SUPER'R 74 WISC.
																				WISN	MILWAU. 58
																				WTMJ	MILWAU. 8
11 11 11 11 15 30 45				12 12 12 12 15 30 45				1 1 1 1 15 30 45				2 2 2 2 15 30 45				CENTRAL TIME					

SUNDAY December 1, 8, 15, 22, 29

EASTERN TIME		4 4 4 4 15 30 45				5 5 5 5 15 30 45				6 6 6 6 15 30 45				7 7 7 7 15 30 45			
ALA.	60 BIRM'HAM WAPI	1	1	1	1	1	1	A	A	A	A						
	39 BIRM'HAM WBRC	1	1	1	1	2	2			X	R	X	8	9			
ARK.	50 HOT SPGS. KTHS										X	C	C	7	7		
	85 L'TLE ROCK*KLRA					2	2										
COLO.	29 DENVER KOA							2	2		B	B	6	6	D	D	
	2 DENVER KLZ	1	1	1	1	2	2					7	7	8	9		
CONN.	52 HARTFORD W TIC																
D. C.	9 WASH'TON WMAL	1	1	1	1	2	2	3	3		5	5			8	9	
	41 WASH'TON WRC	8	8	8	8			2	2	X	X	5	5	6	6	7	7
FLA.	72 JACK'VLE WJAX	1	1	1	1	1	1					6	6				
	2 MIAMI B. *WIOD											6	6	7	7		
GA.	20 ATLANTA WSB	1	1	1	1	1	1					6	6	D	D		
ILL.	48 CHICAGO *KYW					9	9	2	2		B	B	X		D	D	
	23 CHICAGO *WBBM									R	R	R	R				
	43 CHICAGO WCFL										R	B					
	33 CHICAGO *WENR									T							
	18 CHICAGO WGN									M	C	C	O				
	33 CHICAGO WLS											6	6				
	13 CHICAGO WMAQ	1	1	1	1	2	2	3	3	M	5	5	M	M			
IND.	62 FT.WAYNE WOWO	1	1	1	1	2	2	3	3		5	5	7	7	8	9	
	51 IND'PLS WFBM	1	1	1	1			3	3	D	D	D	D	7	7	8	9
IOWA	72 C. BLUFFS KOIL	1	1	1	1	2	2	3	3	V	5	5	7	7	8	9	
	46 DAVEN'PT *WOC											6	6				
	46 DESMOINES*WHO	1	1	1	1	1	1	2	2		M			7	7		
KANS.	68 LAWREN'E WREN					9	9	A	A	A	A	B	B	X		D	D
	76 TOPEKA WIBW	1	1	1	1							7	7				
	76 WICHITA KFH					2	2										
KY.	94 COV'TON WCKY																
	28 LOUISVILLE WHAS	1	1	1	1	1	1					6	6	D	D		
LA.	73 N. ORLEANS WDSU					2	2										
	78 N. ORLEANS WSMB										X	6	6	D	D		
ME.	40 PORTLAND WCSH	1	1	1	1	1	1	2	2		5	5	6	6			
MD.	52 BALTIMORE WBAL	8	8	8	8	9	9	A	A	A	A	B	B			D	D
	6 BALTIMORE WCAO	1	1	1	1			3	3	R	R	7	7				
MASS.	45 SPRINGFIELD WBZ					9	9	A	A	A	A	B	B	P		D	D
	45 BOSTON WBZA					9	9	A	A	A	A	B	B	P		D	D
	37 BOSTON WEEI	1	1	1	1	1	1	2	2		5	5					
	69 BOSTON *WNAC	1	1	1	1	2	2	3	3	4	4	5	5	N		D	9
	4 WORC'CTER WTAG	1	1	1	1	1	1	2	2		5	5	6	6			
MICH.	70 DETROIT WGHP	1	1	1	1	2	2			M	5	5					
	21 DETROIT *WJR									M	B	B			D	D	
	38 DETROIT WWJ							2	2			6	6	7	7		
MINN.	27 MINNEAP. WCCO	1	1	1	1	2	2			R	R	R	R	9			
	91 ST. PAUL KSTP	8	8	8	8			2	2		B	B			D	D	
MO.	41 KAN. CITY *KMBC	1	1	1	1	2	2	3	3	R	5	5			X	9	
	7 KAN. CITY *WDAF	1	1	1	1	1	1	2	2			6	6	7	7		
	55 ST. LOUIS *KMOX	1	1	1	1	2	2			P	5	5					
	1 ST. LOUIS *KSD							2	2			6	6	7	7		
	81 ST. LOUIS *KWK					9	9	A	A	A	A	B	B	C	C	D	D
NEBR.	5 OMAHA WOW	1	1	1	1	1	1	2	2					7	7		
N. J.	17 NEWARK WOR									R		D					
CENTRAL TIME		3 3 3 3 15 30 45				4 4 4 4 15 30 45				5 5 5 5 15 30 45				6 6 6 6 15 30 45			

and Alfred O'Shea will take the leading roles in these presentations. Beginning with "Madame Butterfly," the operas will include "La Tosca," "The Girl of the Golden West," "Manon Lescaut," "The Tryptich" and "La Boheme."

Puccini, considered by many one of the best and most popular of composers, died only recently. His operas have been withheld from the air until the present series.



Electrical transcription enabled radio listeners to hear a two-hour program presented by the most famous of European musical organizations on Thanksgiving Day. Represented in the program were the Garde Republicaine Band of France, the Scots' Guards Band, the Irish Guards Band, the Royal Air Force Band, Budapesth Gypsy Orchestra, and the Lascala Opera Orchestra.

Deems Taylor, who announced the program, commented on it as follows:

"The people who will play and sing for you are now scattered over the map of Europe, most of them in bed and asleep at the time. It would be impossible to get them together for any broadcast. What has taken two months of fast travel and constant work to collect in Europe will be heard in two hours by Americans gathered at the family fireside for Thanksgiving. It has never been done before. As a musician, I hope it will be done frequently, for it extends our radio musical horizon around the world."

The feature was sponsored by the General Baking Company.



In the Friday night Brown Bilt Footlites, the Columbia System has introduced a welcome novelty in broadcasting entertainment. The Footlites' programs are focused on variety entertainments, beautiful music and delightful novelties being enjoyed at the most prominent theaters, the most beautiful homes and the most interesting corners of this and other countries. There will be an occasional look from the present into the past, with now and then a peek into the future.

- 1 Cathedral Hour**
Dr. S. Parkes Cadman; oratorio choristers; orchestra direction, George Dilworth. Announcer, Milton J. Cross.
- 2 Gilberts Sports Review**
Speakers prominent in the sports world; songs by erector buddies. Announcer, John S. Young.
- 3 Echoes of the Orient**
String ensemble; Sven von Hallberg, guitar soloist. Announcer, Alwyn E. W. Bach.
- 4 Countess Olga Megolago Albani**
Mezzo soprano. Announcer, Eugene Marshall.
- 5 Old Company Songlogue**
Vernon Archibald, baritone; male quartet; string quartet; band director, Harold Sanford. Announcer, Milton J. Cross.

December 1, 8, 15, 22, 29 **SUNDAY**

6 Heroes of the World
Dramatic sketch with musical background; direction, Dana S. Merriman. Announcer, Alwyn E. W. Bach.

7 Major Bowes Family
From the Capitol Theater, New York City. Announcer, John S. Young.

8 National Light Opera
Direction, Harold Sanford. Announcer, Ralph Freese.

9 The Duo Disc Duo
Announcer, Neel Enslin.

A National Religious Service
Dr. Harry Emerson Fosdick; male quartet; George Vause, organist; direction, George Shackley. Announcer, Marley R. Sherriss.

B Whittall Anglo-Persians
Direction, Louis Katzman. Announcer, Curt Peterson.

C In the Spotlight
Rosalie Wolfe, soprano; Philip Steele, baritone; instrumental trio. Announcer, Ralph Freese.

D At the Baldwin
Famous pianist, assisted by vocal soloist and instrumentalists; male quartet. Announcer, Neel Enslin.

1 Cathedral Hour
Sacred musical service.

2 McKesson News Reel of the Air

3 Sermon by the Rev. Donald Grey Barnhouse, of Philadelphia

4 Fox Fur Trappers
Orchestra, with Earle Nelson, crooning fur-trapper.

5 The I. T. Scalers

6 Littmann's Entertainers

7 Our Romantic Ancestors

8 French Trio

9 The World's Business
Dr. Julius Klein, Assistant Secretary of Commerce.

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

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- C** Children's features
- D** Dance music
- E** Educational
- G** Grand opera
- L** Light opera
- M** Instrumental (Other than dance)
- N** News
- O** Organ
- P** Popular music (With vocal solos)
- R** Religious
- T** Theatrical
- V** Vocal ensembles
- W** Wit, comedy
- X** Station on air, but program variable

◆ Dance music from New York

4 4 4 4 15 30 45				5 5 5 5 15 30 45				6 6 6 6 15 30 45				7 7 7 7 15 30 45				EASTERN TIME	
1	1	1	1	1	1	2	2			5	5	6	6	R		WGR	BUFFALO 1 N. Y.
1	1	1	1	2	2	3	3			5	5					WKBW	BUFFALO 93
																WMAK	BUFFALO 36
1	1	1	1	2	2	3	3	4	4	5	5	6	6	8	9	WABC	NEW YORK 32
1	1	1	1	1	1	2	2	3	4	5	5	6	6	7	7	WEAF	NEW YORK 12
8	8	8	8	9	9	A	A	A	A	B	B	C	C	D	D	WJZ	NEW YORK 22
						A	A	A	A	B	B	R		D	D	WHAM	ROCH'TER 61
				2	2											WHEC	ROCH'TER 90
1	1	1	1	1	1	2	2			5	5	6	6	7	7	WGY	SCHEN'DY 25
				2	2	3	3	M		5	5					WFBL	SYRACUSE 36
												6	6			WBT	CHARLOT 54 N. C.
1	1	1	1	1	1					R		6	6			WPTF	RALEIGH 14
1	1	1	1	2	2			R	R			7	7	8	9	WWNC	ASHEV'LE 3
1	1	1	1	2	2	3	3	R		5	5	R				WADC	AKRON 78 OHIO
						2	2			M		6	6	7	7	WFJC	AKRON 91
1	1	1	1	2	2	3	3	R		5	5	M		9		WKRC	CINCINNATI 1
				9	9	A	A	A	A	B	B	D		D	D	WLW	CINCINNATI 16
1	1	1	1	1	1	2	2					6	6	7	7	WSAI	CINCINNATI 79
1	1	1	1	2	2			4	4	5	5	R		R		WHK	CLEVEL'D 85
										X		M		7	7	WTAM	CLEVEL'D 53
								T	T			M		M		WAIU	COLUMB'S 10
1	1	1	1	2	2			R		5	5	M		8		WSPD	TOLEDO 80
				2	2											KFJF	OKLA.CITY 93 OKLA.
1	1	1	1	1	1							6	6	7	7	WKY	OKLA.CITY 36
1	1	1	1	1	1					M		6	6	X		KVOO	TULSA 60
1	1	1	1	2	2	3	3	R		5	5	7	7	8	9	WLBW	OIL CITY 72 PA.
1	1	1	1	2	2	3	3	4	4	5	5	D		M		WCAU	PHILAD. 63
								M		M		7	7	8	9	*WFAN	PHILAD. 7
						2	2			P		6	6	R		*WFI	PHILAD. 2
										5	5					*WLIT	PHILAD. 2
										B	B	R		R		KDKA	PITTSB'GH 44
1	1	1	1	1	1	2	2					6	6	7	7	WCAE	PITTSB'GH 68
1	1	1	1	2	2	3	3	X	X	5	5	7	7	8	9	WJAS	PITTSB'GH 75
1	1	1	1	2	2	3	3	O		5	5	E		D	9	WEAN	PROVID'NCE 1 R. I.
1	1	1	1	1	1	2	2			5	5	6	6	7	7	WJAR	PROVID'NCE 35
1	1	1	1	2	2					R		7	7	8	9	WDOD	CHATTA. 74 TENN
1	1	1	1	1	1							6	6	D	D	WMC	MEMPHIS 24
1	1	1	1	2	2			R		M		7	7	8	9	*WREC	MEMPHIS 6
1	1	1	1	2	2							R		R		WLAC	NASHV'LE 95
1	1	1	1	1	1					R		6	6	D	D	WSM	NASHV'LE 11
				2	2			R		M						KRLD	DALLAS 50 TEX.
												6	6	R	R	WFAA	DALLAS 26
1	1	1	1	1	1							6	6			WBAP	FT.WORTH 26
1	1	1	1	2	2											KPRC	HOUSTON 38
1	1	1	1	2	2							6	6			KTSA	SANTONIO 75
1	1	1	1	1	1							6	6	7	7	WOAI	SANTONIO 65
1	1	1	1	2	2											WTAR	NORFOLK 24 VA.
1	1	1	1	1	1							6	6			WRVA	RICHM'D 57
1	1	1	1	2	2			R		X		7	7	8	9	WDBJ	ROANOKE 39
1	1	1	1	2	2					B	B	6	6	D	D	WEBC	SUPER'R 74 WISC.
1	1	1	1	2	2							7	7	8	9	WISN	MILWAU. 58
8	8	8	8			2	2			B	B	6	6	D	D	WTMJ	MILWAU. 8
3 3 3 3 15 30 45				4 4 4 4 15 30 45				5 5 5 5 15 30 45				6 6 6 6 15 30 45				CENTRAL TIME	

SUNDAY December 1, 8, 15, 22, 29

SELECTIVITY IN TASTE

EASTERN TIME	8				9				10				11			
	15	30	45		15	30	45		15	30	45		15	30	45	
ALA. 60 BIRM'HAM WAPI					R						X					
39 BIRM'HAM WBRC	D		D		3	3	3	3	D		D		D		D	
ARK. 50 HOT SPGS. KTHS	9	1	2	2					D		D		P		O	
85 L'TLE ROCK*KLRA					3	3	3	3								
COLO. 29 DENVER KOA	9	A	A	A	A	4	4	4	4	5	5	D				8
2 DENVER KLZ		2	2		3	3	3	3	4	4	5	5	6	6	6	6
CONN. 52 HARTFORD WTIC		2	2		3					5	5					
D. C. 9 WASH'TON WMAL	1	1	2	2	3	3	3	3	4	4	5	5	6	6	6	6
41 WASH'TON WRC	1	1	2	2	3	4	4	4	4	5	5	D		F	F	G
FLA. 72 JACK'VLE WJAX													6	6	7	7
2 MIAMI B. *WIOD	9	1	2	2									6	6		
GA. 20 ATLANTA WSB	9	1	2	2	3	4	4	4	4							
ILL. 48 CHICAGO *KYW	9	A	A	A	A	B	B	C	C							
23 CHICAGO *WBMM	R		2	2	3	3	3	3	D		R		R		R	
43 CHICAGO WCFL																
33 CHICAGO *WENR					E	E			MV	MV			MV		P	
18 CHICAGO WGN	T		M			4	4	4	4	5	5		N		D	
33 CHICAGO WLS		2	2													
13 CHICAGO WMAQ	R		R		R	R			R		5	5			M	
IND. 62 FT. WAYNE WOWO	1	1			3	3	3	3			5	5				
51 IND'P'LS WFBM	1	1	2	2	3	3	3	3	4	4	X	X	6	6	6	6
IOWA 72 C. BLUFFS KOIL	1	1	2	2	3	3	3	3			5	5	6	6	6	6
46 DAVENPT *WOC		2	2		4	4	4	4	4							8
46 DESMOINES*WHO	1	1			3					5	5	6	6		M	
KANS. 68 LAWREN'E WREN	9	A	A	A	A	B	B	C	C							G
76 TOPEKA WIBW									4	4						
76 WICHITA KFH	P		D										6	6	6	6
KY. 94 COV'TON WCKY	R		M			B	B	C	C		X					
28 LOUISVILLE WHAS	9	1	2	2	3	4	4	4	4				6	6		
LA. 73 N. ORLEANS WDSU					3	3	3	3								
78 N. ORLEANS WSMB	9		2	2		4	4	4	4							
ME. 40 PORTLAND WCSH	X		2	2	3					5	5					
MD. 52 BALTIMORE WBAL																
6 BALTIMORE WCAO	1	1	2	2	3	3	3	3	4	4	5	5				
MASS. 45 SPRINGFIELD WBZ	9	A	A	A	A	B	B	C	C							
45 BOSTON WBZA	9	A	A	A	A	B	B	C	C							
37 BOSTON WEEL						4	4	4	4							
69 BOSTON *WNAC	1	1	2	2	3	3	3	3	4	4	5	5	6	6	6	6
4 WORC'TER WTAG	M		2	2	3					5	5		N			
MICH. 70 DETROIT WGHP	1	1	2	2	3	3	3	3	4	4	5	5	6	6	6	6
21 DETROIT *WJR	9	A	A	A	A	B	B	C	C						O	
38 DETROIT WWJ	1	1	2	2	3	4	4	4	4	5	5	6	6	7	7	8
MINN. 27 MINNEAP. WCCO	1	1			3	3	3	3					6	6	6	6
91 ST. PAUL KSTP	9					4	4	4	4	5	5				D	
MO. 41 KAN. CITY *KMBC	1	1	2	2	3	3	3	3	4	4	5	5				
7 KAN. CITY *WDAF	1	1	2	2												
55 ST. LOUIS *KMOX	1	1	2	2	3	3	3	3	4	4	5	5	6	6	6	6
1 ST. LOUIS *KSD	1	1	2	2	3	4	4	4	4							
81 ST. LOUIS *KWK	9	A	A	A	A	B	B	C	C	D	D	D		F	F	G
NEBR. 5 OMAHA WOW	1	1	2	2	3	4	4	4	4	5	5	6	6	7	7	8
N. J. 17 NEWARK WOR	V				T				M							
CENTRAL TIME	7				8				9				10			
	15	30	45		15	30	45		15	30	45		15	30	45	

The average radio listener, who has an average set and whose interest is primarily to hear programs that will fit his mood, has been too long neglected.

Almost every evening he sits down by his receiver and brings in the program of the first station to respond—too often a filler program—when, just a few dial spaces away, a feature program that would bring him real pleasure and profit is available, did he only know of it.

There is a time in childhood when "just candy" satisfies; but, when one becomes acquainted with the infinite variety of sweets which confectionery affords, one becomes more selective in taste.

So in radio. Whereas, a few years ago it was sufficiently thrilling to hear any program, no matter how amateurish, the average listener to-day is sated with the commonplace and longs for the best and for variety.

WHAT'S ON THE AIR is the answer to this longing of the average listener, be he in city or village or countryside. This monthly magazine, issued at nominal cost, supplies the listening public with a simple, systematic, accurate, comprehensive guide to what is on the air.



The tiny stars appearing before station call letters on the schedule pages indicate that the stations so marked are required to share time on the air with some other station assigned to the same channel. We hope in our next issue to be able to announce that the absence of a symbol from any time period is proof that the station in line is off the air.

1 Major Bowes Family

From the Capitol Theater, New York City; orchestra direction, Yasha Bunchuk. Announcer, John S. Young.

2 Chase and Sanborn Choral Orchestra

Phil Ohman and Victor Arden, two-piano duo; Welcome Lewis, contralto crooner; Mary McCoy, soprano; male quartet; orchestra direction, Frank Black. Announcer, Neel Enslin.

3 Our Government

David Lawrence; discourse from Washington on affairs of Government.

4 Atwater Kent Concert

Famous artists; concert orchestra; direction, Josef Pasternack. Announcer, Graham McNamee.

5 Studebaker Champions

Vocal soloists; piano duo; thirty-piece novelty orchestra; direction, Jean Goldkette.

6 Sunday at Seth Parker's

Rural sketch depicting down-East meeting of semi-religious nature. Announcer, Neel Enslin.

December 1, 8, 15, 22, 29 **SUNDAY**

7 Russian Cathedral Choir

Russian artists. Announcer, Marthin Provensen.

8 Sam Herman

Xylophonist, assisted by Jack Shilkret at the piano. Announcer, Marthin Provensen.

9 Enna Jettick Melodies

Mixed quartet; string quartet; direction, George Dilworth. Announcer, Alwyn E. W. Bach.

A Collier's Radio Hour

Dramatization with musical interludes; guest speakers. Announcer, Curt Peterson.

B D'Orsay's Parisienne Romance

Dramatic episode with musical background. Announcer, Alwyn E. W. Bach.

C The Fuller Man

Earl Spicer, baritone; direction, Louis Katzman. Announcer, Norman Sweetser.

D Master Musicians

Vocal soloists; eighteen-piece concert orchestra; direction, Harold Sanford. Announcer, Alwyn E. W. Bach.

F South Sea Islanders

Joseph Rodgers, tenor and director of native string orchestra. Announcer, Ralph Freese.

G Arm Chair Quartet

Keith McLeod, vibraphone; male quartet; Milton J. Cross and Maurice Tyler, tenors; Walter Preston, baritone; Marley R. Sherris, bass. Announcer, Milton J. Cross.

1 La Palina Rhapsodizers

2 Sonatron Program

Wayne King and his Sonatrons, from Chicago.

3 Majestic Theatre of the Air

Wendall Hall; Arnold Johnson and his orchestra; stars of the screen and stage.

4 Arabesque

Thousand and one nights; drama and music.

5 Jesse Crawford

Poet of the organ.

6 The Back Home Hour

From Buffalo.

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

- B** Band music
- C** Children's features
- D** Dance music
- E** Educational
- G** Grand opera
- L** Light opera
- M** Instrumental (Other than dance)
- N** News
- O** Organ
- P** Popular music (With vocal solos)
- R** Religious
- T** Theatrical
- V** Vocal ensembles
- W** Wit, comedy
- X** Station on air, but program variable

◆ Dance music from New York

8 8 8 8 15 30 45				9 9 9 9 15 30 45				10 10 10 10 15 30 45				11 11 11 11 15 30 45				EASTERN TIME
R		2	2	3	4	4	4	4	5	5						WGR BUFFALO 1 N. Y.
								4	4	5	5	6	6	6	6	WKBW BUFFALO 93
1	1	2	2	3	3	3	3									WMAK BUFFALO 36
1	1	2	2	3	3	3	3	4	4	5	5	6	6	6	6	WABC NEW YORK 32
1	1	2	2	3	4	4	4	4	5	5	6	6	7	7	8	WEAF NEW YORK 12
9	A	A	A	A	B	B	C	C	D	D	D					WJZ NEW YORK 22
9	A	A	A	A	B	B	C	C	D	D	D					WHAM ROCH'TER 61
1	1	2	2	3	4	4	4	4	5	5						WHEC ROCH'TER 90
1	1	2	2	3	3	3	3			5	5					WGY SCHEN'OT 25
9				3	4	4	4	4								WFBL SYRACUSE 36
R																WBT CHARLOT 54 N. C.
V	V			3	3	3	3	4	4			6	6	6	6	WPTF RALEIGH 14
1	1	2	2	3	3	3	3	4	4	5	5					WWNC ASHEV'LE 3
1	1	2	2	3				X			6	6		D		WADC AKRON 78 OHIO
1	1	2	2	3	3	3	3	4	4	5	5					WFJC AKRON 91
9	A	A	A	A		M		M		T				P		WKRC CINCINNATI 1
1	1	2	2	3	4	4	4	4		D						WLW CINCINNATI 16
1	1	2	2	3	3	3	3	4	4	5	5	D		D		WSAI CINCINNATI 79
1	1	E			4	4	4	4	5	5		D		D		WHK CLEVEL'0 85
R	R			O												WTAM CLEVEL'D 53
1	1	2	2	3	3	3	3	4	4	5	5	6	6	6	6	WAIU COLUMB'S 10
		O		3	3	3	3	R								WSPD TOLEDO 80
9	1	2	2	3	4	4	4	4			6	6				KFJF OKLA CITY 93 OKLA.
9		2	2													WKY OKLA CITY 36
1	1	2	2	3	3	3	3	4	4	5	5	6	6	6	6	KVOO TULSA 60
1	1	2	2	3	3	3	3			5	5	6	6	6	6	WLBW OIL CITY 72 PA.
1	1	2	2	3	3	3	3			5	5	6	6	6	6	WCAU PHILAD. 63
V	D															*WFAN PHILA. 7
R	R			4	4	4	4	4	5	5						*WFI PHILAD. 2
		2	2													*WLIT PHILAD. 2
9	A	A	A	A	B	B	C	C		M				F	F	KDKA PITTSB'GH 44
1	1	2	2	3	4	4	4	4	5	5	6	6				WCAE PITTSB'GH 68
1	1	2	2	3	3	3	3	4	4	5	5	N				WJAS PITTSB'GH 75
1	1	2	2	3	3	3	3	4	4	5	5	6	6	6	6	WEAN PROVID'NCE 1 R. I.
1	1	2	2	3				5	5			N				WJAR PROVID'NCE 35
M	M			3	3	3	3	4	4			6	6	6	6	WDOD CHATTA. 74 TENN.
9	1	2	2	3	4	4	4	4	X	M	M	D	D	D	D	WMC MEMPHIS 24
M	O			3	3	3	3	4	4	O		6	6	6	6	*WREC MEMPHIS 6
P	D			3	3	3	3	4	4	T						WLAC NASHV'LE 95
9	X			3	4	4	4	4				D		D		WSM NASHV'LE 11
X	X			3	3	3	3					G		G		KRLD DALLAS 50 TEX.
9	MV	MV	MV	3	4	4	4	4								WFAA DALLAS 26
		2	2		4	4	4	4								WBAP FT.WORTH 26
				3	3	3	3									KPRC HOUSTON 38
9	1	2	2	3	4	4	4	4								KTSA S. ANTONIO 75
				3	3	3	3									WOAI S. ANTONIO 65
R	R															WTAR NORFOLK 24 VA.
O	O			3	3	3	3	4	4	X		6	6	6	6	WRVA RICHM'D 57
9		2	2							5	5					WDBJ ROANOKE 39
1	1	V		3	3	3	3	4	4			6	6	6	6	WEBC SUPER'R 74 WISC.
9		M		X		X		5	5					D		WISN MILWAU. 58
																WTMJ MILWAU. 8
7 7 7 7 15 30 45				8 8 8 8 15 30 45				9 9 9 9 15 30 45				10 10 10 10 15 30 45				CENTRAL TIME

MONDAY December 2, 9, 16, 23, 30

EASTERN TIME		6	6	7	7
		30		30	30
ALA. 60 BIRM'HAM	WAPI	6			9
39 BIRM'HAM	WBRC	1	X	3	3
ARK. 50 HOT SPGS.	KTHS			X	P
85 L'TLE ROCK*	KLRA				
COLO. 29 DENVER	KOA	6			5
2 DENVER	KLZ	1	2	3	3
CONN. 52 HARTFORD	WTIC				
D. C. 9 WASH' TON	WMAL	N	2	X	X
41 WASH' TON	WRC	6	1	2	X
FLA. 72 JACK'YLE	WJAX				
2 MIAMI B.	*WIOD				
GA. 20 ATLANTA	WSB				
ILL. 48 CHICAGO	*KYW				
23 CHICAGO	*WBMM	1	P		
43 CHICAGO	WCFL	E	B	N	9
33 CHICAGO	*WENR	C			
18 CHICAGO	WGN	E	C	C	
33 CHICAGO	WLS	1	1		
13 CHICAGO	WMAQ	C	C	M	M
IND. 62 FT. WAYNE	WOWO	1	2	3	3
51 IND'LS	WFBM	1	2	3	3
IOWA 72 C. BLUFFS	KOIL		2	3	3
46 DAVENP'T	*WOC				5
46 DESMOINES*	WHO				
KANS. 68 LAWREN'E	WREN				9
76 TOPEKA	WIBW				
76 WICHITA	KFH				
KY. 94 COV'TON	WCKY				
28 LOUISVILLE	WHAS	D	D	X	D
LA. 73 N. ORLEANS	WDSU				
78 N. ORLEANS	WSMB	N	A	X	
ME. 40 PORTLAND	WCSH	X	M	M	5
MD. 52 BALTIMORE	WBAL	6			
6 BALTIMORE	WCAO	1	2	M	
MASS. 45 SPRINGFIELD	WBZ	E	P	M	9
45 BOSTON	WBZA	E	P	M	9
37 BOSTON	WEEL				
69 BOSTON	*WNAC	M	M	M	M
4 WORCTER	WTAG	1	1	M	M
MICH. 70 DETROIT	WGHP	D	X	D	M
21 DETROIT	*WJR	M	D	M	M
38 DETROIT	WWJ	1	1	X	M
MINN. 27 MINNEAP.	WCCO		N	P	P
91 ST. PAUL	KSTP	6	X		M
MO. 41 KAN. CITY	*KMBC	1	X	3	3
7 KAN. CITY	*WDAF				5
55 ST. LOUIS	*KMOX	X	C	T	X
1 ST. LOUIS	*KSD				4
81 ST. LOUIS	*KWK	6	X	3	9
NEBR. 5 OMAHA	WOW	E	C	D	E
N. J. 17 NEWARK	WOR			M	D
CENTRAL TIME		5	5	6	6
		30		30	30

OUTSTANDING EVENTS

In DECEMBER for Lovers of Great Music

- DECEMBER 8—Philadelphia Symphony Orchestra, under direction of Leopold Stokowski, at 5:30 P. M., E. S. T., over entire red network of NBC.
- DECEMBER 7, 14, 21, 28—Chicago Civic Opera Company in grand opera, direct from the new \$20,000,000 Civic Theater Saturday night at 9 o'clock, Central Time (10 Eastern), over WJZ and allied stations.
- DECEMBER 6, 13, 20, 27—Walter Damrosch "Musical University of the Air" at 11 A. M., Eastern (noon Central) Standard Time, over entire NBC System.
- DECEMBER 7, 14, 21, 28—Henry Hadley and Symphony Orchestra at 9:30 P. M., E. S. T., over entire Columbia network.
- DECEMBER 1, 8, 15, 22, 29—Soloists, both vocal and instrumental, of world renown. As guest artists on Atwater Kent Hour, 9:15, E. S. T. As guest artists on Baldwin Hour, 7:30, E. S. T.
- DECEMBER 7, 14, 21, 28—Walter Damrosch and Symphony Orchestra at 9 P. M., E. S. T., over WEAJ and associated stations.
- TORONTO SYMPHONY ORCHESTRA—Luigi Von Kunits, conductor—at 5 P. M., E. S. T., over entire network of Canadian National Railways.*

DECEMBER 1

- Overture, "Egmont" *Beethoven*
 Dreams *Wagner*
 Scenes Napolitaines *Massenet*
 Soloist—Marguerita Nuttall, soprano.

DECEMBER 8

- Overture, "Carnaval Romain" *Berlioz*
 Fourth Symphony *Brahms*
 Soloist—Alfred Heather, tenor.

DECEMBER 15

- Overture, "Stradella" *Flotow*
 Andante from Fifth Symphony *Beethoven*
 Second Hungarian Rhapsody *Liszt*
 Soloist—Brownie Peebles, mezzo-soprano.

DECEMBER 22

- Soloist—Jeanne Hesson, dramatic soprano.

* CNRA (Moneton, N. B.), 630K; CNRM (Montreal), 730K; CNRO (Ottawa), 690K; CNRT (Toronto), 840K; CNRX (Toronto); CNRL (London, Ont.), 910K; CFCO (Chatham, Ont.), 1,210K; CRRW (Winnipeg), 780K; CKX (Brandon, Man.), 540K; CJGK (Yorkton, Sask.), 630K; CNRR (Regina, Sask.), 960K; CNRS (Saskatoon, Sask.), 910K; CNRE (Edmonton, Alta.), 580K; CNRD (Red Deer, Alta.); CNRC (Calgary), 690K; CNRV (Vancouver), 1,030K.

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

- | | |
|--|---|
| B Band music | O Organ |
| C Children's features | P Popular music (with vocal solos) |
| D Dance music | R Religious |
| E Educational | T Theatrical |
| G Grand opera | V Vocal ensembles |
| L Light opera | W Wit, comedy |
| M Instrumental (other than dance) | X Station on air, but program variable |
| N News | |

◆ Dance music from New York

- 1 Black and Gold Room Orchestra**
Dinner music from New York. Announcer, Howard Butler.
- 2 Buck and Wing**
Black-face comedy by Phil Cook and Vic Fleming.
- 3 Piano Twins** (First 15 min.)
Lester Place and Robert Pascocello; Howard Phillips, tenor. Announcer, Howard Butler.
Back of the News in Washington (Second 15 min.)
William Hard, famous newspaper correspondent, reveals the human forces back of the news in Washington.
- 4 Piano Twins** (First 15 min.)
- 5 Back of the News in Washington** (Last 15 min.)

MONDAY 2, 9, 16, 23, 30 December

EASTERN TIME		8 8 9 9 30 30			
ALA.	60 BIRM' HAM WAPI	4			
	39 BIRM' HAM WBRC	X	X	D	D
ARK.	50 HOT SPGS. KTHS	1	5	X	X
	85 L'TLE ROCK *KLRA				
COLO.	29 DENVER KOA	N	5	6	3
	2 DENVER KLZ				
CONN.	52 HARTFORD WTIC	1	2	2	3
D. C.	9 WASH'TON WMAL	X	1	2	3
	41 WASH'TON WRC	1	2	2	3
FLA.	72 JACK'V'LE WJAX	1	5		3
	2 MIAMI B. *WIOD	1	5		
GA.	20 ATLANTA WSB	1	5		3
ILL.	48 CHICAGO *KYW	1	5	6	7
	23 CHICAGO *WBBM			M	V
	43 CHICAGO WCFL	4			
	33 CHICAGO *WENR	E			
	18 CHICAGO WGN	D	2	2	3
	33 CHICAGO WLS				
	13 CHICAGO WMAQ	X	1	2	3
IND.	62 FT. WAYNE WOWO				3
	51 IND'PLS WFBM	M	1	X	X
IOWA	72 C. BLUFFS KOIL		1	2	3
	46 DAVENPT *WOC	1	2	2	3
	46 DESMOINES *WHO				
KANS.	68 LAWREN'E WREN	4	5	6	7
	76 TOPEKA WIBW				
	76 WICHITA KFH		P	V	
KY.	94 COV'TON WCKY	X	V	6	X
	28 LOUISVILLE WHAS	1			3
LA.	73 N. ORLEANS WDSU				
	78 N. ORLEANS WSMB	1	5	T	T
ME.	40 PORTLAND WCSH	1	2	2	3
MD.	52 BALTIMORE WBAL				
	6 BALTIMORE WCAO	W	1	2	3
MASS.	45 SPRINGFIELD WBZ	4	5	6	7
	45 BOSTON WBZA	4	5	6	7
	37 BOSTON WEEL	1	2	2	3
	69 BOSTON *WNAC	B	1	2	3
	4 WORC'TER WTAG	1	2	2	3
MICH.	70 DETROIT WGHP		1	2	3
	21 DETROIT *WJR	D	5	6	7
	38 DETROIT WWJ	1	2	2	3
MINN.	27 MINNEAP. WCCO	P	1	L	L
	91 ST. PAUL KSTP	1		6	3
MO.	41 KAN. CITY *KMBC	X	1	2	3
	7 KAN. CITY *WDAF	1	2	2	3
	55 ST. LOUIS *KMOX	1	1	2	3
	1 ST. LOUIS *KSD	1	2	2	3
	81 ST. LOUIS *KWK	4	5	6	7
NEBR.	5 OMAHA WOW	1	W	M	3
N. J.	17 NEWARK WOR	L		E	
CENTRAL TIME		7 7 8 8 30 30			



Introducing Real Folks

SO many of you listeners-in have written that you feel as if you actually knew all the members of the "Real Folks" cast, and wondered what they really looked like, that we want to present them to you at least in picture, if not in the flesh. At the microphone is George Frame Brown, moving spirit of "Real Folks," who plays Uncle Matt Thompkins. You also see him in the next picture below, in character, with Aunt Marthy, who is nearly as popular as he is. The others in the cast are Virginia Farmer,



UNCLE MATT and AUNT MARTHY THOMPCKINS when they were bride and groom. They have enjoyed twenty-five years of wedded bliss since this picture was taken.



MRS. TEMPLETON JONES, endowed by her "late husband" with a comfortable fortune, and by nature with a kindness which endears her to every one.



TONY'S popularity is equaled only by that of Gus, his Swedish townsman and sworn enemy. These two have so many amusing battles that we didn't dare put their pictures on the same page.

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

B	Band music	O	Organ
C	Children's features	P	Popular music (With vocal solos)
D	Dance music	R	Religious
E	Educational	T	Theatrical
G	Grand opera	V	Vocal ensembles
L	Light opera	W	Wit, comedy
M	Instrumental (Other than dance)	X	Station on air, but program variable
N	News		

◆ Dance music from New York

- Voice of Firestone**
Vaughn de Leath, contralto; concert orchestra direction, Hugo Mariani. Announcer, Edward Thorgersen.
- A. & P. Gypsies**
String sextet; orchestra direction, Harry Horlick. Announcer, Milton J. Cross.
- General Motors Family Party**
Orchestra direction, John Phillips Sousa. Announcer, Edward Thorgersen.
- Roxy and His Gang**
(See page 15.)

MONDAY December 2, 9, 16, 23, 30

EASTERN TIME		10 ³⁰	10 ³⁰	11 ³⁰	11 ³⁰
ALA.	60 BIRM'HAM WAPI	B	M	X	M
	39 BIRM'HAM WBRC	D	②	◆	◆
ARK.	50 HOT SPCS. KTSH				
	85 L'TLE ROCK*KLRA				
COLO.	29 DENVER KOA	①	④	⑥	P
	2 DENVER KLZ			◆	◆
CONN.	52 HARTFORD WTIC	①	②		
D. C.	9 WASH'TON WMAL	①	②	◆	◆
	41 WASH'TON WRC	①	②	⑧	⑧
FLA.	72 JACK'V'LE WJAX	①			
	2 MIAMI B. *WIOD				
GA.	20 ATLANTA WSB	①			
ILL.	48 CHICAGO *KYW	③	④	⑥	
	23 CHICAGO *WBBM	M	P		
	43 CHICAGO WCFL				
	33 CHICAGO *WENR				
	18 CHICAGO WGN	①	②	N	D
	33 CHICAGO WLS				
	13 CHICAGO WMAQ	①	②	⑥	X
IND.	62 FT. WAYNE WOWO	①	②	◆	◆
	51 IND'P'LS WFBM	①	②	◆	◆
IOWA	72 C. BLUFFS KOIL	①	②	◆	◆
	46 DAVENP'T *WOC	①	②	M	M
	46 DESMOINES*WHO				
KANS.	68 LAWREN'E WREN	③	④	⑧	⑧
	76 TOPEKA WIBW				
	76 WICHITA KFH				
KY.	94 COV'TON WCKY	X	X		
	28 LOUISVILLE WHAS	①	②	D	D
LA.	73 N. ORLEANS WDSU				
	78 N. ORLEANS WSMB	T			
ME.	40 PORTLAND WCSH	①	N	X	
MD.	52 BALTIMORE WBAL				
	6 BALTIMORE WCAO	①	②	◆	◆
MASS.	45 SPRINGFIELD WBZ	③	④	⑥	D
	45 BOSTON WBZA	③	④	⑥	D
	37 BOSTON WEEI	①			
	69 BOSTON *WNAC	①	②	◆	
	4 WORC'TER WTAG	①	②		
MICH.	70 DETROIT WGHP	①	②	◆	◆
	21 DETROIT *WJR	③	④	⑥	D
	38 DETROIT WWJ	①	②	X	X
MINN.	27 MINNEAP. WCCO	P	M	◆	◆
	91 ST. PAUL KSTP	①	④	⑥	D
MO.	41 KAN. CITY *KMBC	①			
	7 KAN. CITY *WDAF	①		⑥	
	55 ST. LOUIS *KMOX	①	D		
	1 ST. LOUIS *KSD	①			
	81 ST. LOUIS *KWK	③	④	⑥	X
NEBR.	5 OMAHA WOW	①	W	W	D
N. J.	17 NEWARK WOR			D	X

CENTRAL TIME 9³⁰ 10³⁰



Monday, 10:30 p. m., at WJZ, EMPIRE BUILDERS are on the air with their program of re-enactments of the early days in the far West. Roy Knight, director, is back of the music-rack, while Harvey Hays, who has the part of "The Old Pioneer," is speaking into the "mike." Bob MacGimsey, noted whistler, is frequently a soloist on this hour of drama and music.

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

- B Band music
- C Children's features
- D Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental (Other than dance)
- N News
- O Organ
- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

◆ Dance music from New York

- ① **General Motors Family Party**
(See page 16.)
- ② **Floyd Gibbons**
Headline Hunter, famous newspaper correspondent. Announcer, John S. Young.
- ③ **Kenrad Cabin Nights**
Dramatic sketch, with musical background; cotton-pickers' quartet; Retting and Platt piano duo; orchestra direction, J. J. Herbubeaux; William Burns, vocal soloist.
- ④ **Empire Builders**
Western romances and railroad stories, with Harvey Hayes as the old pioneer. Musical program direction, Andy Sannella. Announcer, John S. Young.

TUESDAY 3, 10, 17, 24, 31
December

EASTERN TIME		6 6 7 7 30 30			
ALA.	60 BIRM'HAM WAPI				
	39 BIRM'HAM WBRC	①	③	D	D
ARK.	50 HOT SPCS. KTHS			②	
	85 L'TLE ROCK*KLRA				
COLO.	29 DENVER KOA	MV	MV	②	N
	2 DENVER KLZ	①	③		
CONN.	52 HARTFORD WTIC	①	①		
D. C.	9 WASH'TON WMAL	N	P	X	X
	41 WASH'TON WRC	①	①	②	⑦
FLA.	72 JACK'YLE WJAX			②	
	2 MIAMI B. *WIOD			②	⑦
GA.	20 ATLANTA WSB			②	
ILL.	48 CHICAGO *KYW				
	23 CHICAGO *WBBM	①	P		
	43 CHICAGO WCFL	B	L	N	
	33 CHICAGO *WENR	C			
	18 CHICAGO WGN	E	C	C	D
	33 CHICAGO WLS			②	
	13 CHICAGO WMAQ	①	X	④	④
IND.	62 FT.WAYNE WOWO	①	③		
	51 IND'PLS WFBM	①			
IOWA	72 C. BLUFFS KOIL	D	③	X	
	46 DAVENPT *WOC				
	46 DESMOINES*WHO	M	E	D	T
KANS.	68 LAWREN'E WREN	M			⑦
	76 TOPEKA WIBW				
	76 WICHITA KFH	M			
KY.	94 COV'TON WCKY			②	
	28 LOUISVILLE WHAS	E	D	②	
LA.	73 N. ORLEANS WDSU				
	78 N ORLEANS WSMB	N	X	②	X
ME.	40 PORTLAND WCSH	N	M	②	③
MD.	52 BALTIMORE WBAL				⑦
	6 BALTIMORE WCAO	W	③	X	
MASS.	45 SPRINGFIELD WBZ	E	⑤	⑥	P
	45 BOSTON WBZA	E	⑤	⑥	D
	37 BOSTON WEEI				③
	69 BOSTON *WNAC	M	M	M	M
	4 WORCTER WTAG	①	①	②	③
MICH.	70 DETROIT WGHP	X	D	④	④
	21 DETROIT *WJR	M	M	M	M
	38 DETROIT WWJ	①	①	D	M
MINN.	27 MINNEAP. WCCO		N	X	P
	91 ST. PAUL KSTP	M	M		M
MO.	41 KAN. CITY *KMBC	W	P	X	X
	7 KAN. CITY *WDAF			②	
	55 ST. LOUIS *KMOX	X	C		M
	1 ST. LOUIS *KSD				
	81 ST. LOUIS *KWK	④	X	E	X
NEBR.	5 OMAHA WOW	E	C	②	M
N. J.	17 NEWARK WOR			D	MV
CENTRAL TIME		5 5 6 6 30 30			

EVER since the moment Olive Shea was notified that she had been selected as the "most beautiful radio artist in America," while she was singing "This Is My Lucky Day" over WABC, key station of the Columbia Broadcasting System, she has been a very busy young lady. Her time was no longer her own. She rushed here and there, to luncheons, dinners, theaters, receptions, and the like, and at each affair she spoke a few words and perhaps sang a song or two. It was expected of her. No matter how tired "Miss Radio" was, she had continually to appear all smiles and happy with her surroundings. The old axiom, "Uneasy lies the head that wears the crown," held true for Miss Shea, of the queenly beauty.

Photographs were taken of her in a multitude of poses. She was "shot" with such well-known figures as Mayor Walker, Sir Thomas Lipton, Count Von Luckner, Babe Ruth, Clarence Chamberlain. Newsreels and "stills" pictured her before the microphone with prize-winning dahlias, in airplanes, at home with her family and preparing the evening meal.

The week after her selection, the "most beautiful radio artist in America" presided at the Radio World's Fair at the Madison Square Garden. During that time she broadcast on eighteen programs and had her likeness and voice transmitted by television a similar number of times.

Numerous offers and commercial propositions have poured in. Motion pictures, theatrical and other people are desirous of counting the girl in their respective concerns, for they realize that here is a beauty who can sing, act and even dance, as Olive has been taking lessons in the terpsichorean art for several years now. She has just made several "talkie" tests and is awaiting the outcome, but in the meantime she is continuing with her radio work over the Columbia System, appearing in "Showfolks," "Night Club Romances," "Littman Entertainers," "Our Playhouse" and other programs.

She has had an unusually attractive offer to go to Hollywood, but down deep in her heart is harbored a desire to be a star on the dramatic stage, so she will stay East for awhile at least. Drama appeals to her more than anything else, and she believes radio a valuable training. Perhaps some day in the very near future the public will see behind the footlights the talented beauty they had once heard behind the microphone. And when television enters the home—but that is another story.

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

- B Band music
- C Children's features
- D Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental (Other than dance)
- N News
- O Organ
- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

◆ Dance music from New York

① Black and Gold Room Orchestra

Dinner music from New York.

② Universal Safety Series

Talks by well-known speakers on safety. Announcer, Edward Thorgersen.

③ Soconyland Sketches

Radio dramas based on episodes in New York and New England history and literature.

④ Old Man Sunshine

Bob Pierce in stories and songs. Announcer, Milton J. Cross.

TUESDAY December 3, 10, 17, 24, 31

EASTERN TIME		8 8 9 9 30 30			
ALA.	60 BIRM'HAM WAPI				
	39 BIRM'HAM WBRC	D	X	3	3
ARK.	50 HOT SPCS. KTHS	B	B		
	85 L'TLE ROCK*KLRA			3	3
COLO.	29 DENVER KOA	E		3	3
	2 DENVER KLZ			3	3
CONN.	52 HARTFORD WTIC				
D. C.	9 WASH'TON WMAL	1	2	3	3
	41 WASH'TON WRC	1	2	3	3
FLA.	72 JACK'VLE WJAX	4			
	2 MIAMI B. *WIOD	4			
GA.	20 ATLANTA WSB	4	5	3	3
ILL.	48 CHICAGO *KYW	4	5	6	7
	23 CHICAGO *WBBM			3	3
	43 CHICAGO WCFL				
	33 CHICAGO *WENR	E			
	18 CHICAGO WGN	D	D	3	3
	33 CHICAGO WLS	D	2		
	13 CHICAGO WMAQ	E	M	M	M
IND.	62 FT.WAYNE WOWO		2	3	3
	51 IND'P'LS WFBI	1	2	3	3
IOWA	72 C. BLUFFS KOIL	1	2	3	3
	46 DAVENP'T *WOC				
	46 DESMOINES*WHO		2	3	3
KANS.	68 LAWREN'E WREN	4	5	6	7
	76 TOPEKA WIBW				
	76 WICHITA KFH	M	V	3	3
KY.	94 COV'TON WCKY	4	D	V	7
	28 LOUISVILLE WHAS	4	5	3	3
LA.	73 N. ORLEANS WDSU			3	3
	78 N. ORLEANS WSMB		5		X
ME.	40 PORTLAND WCSH	X	2	B	B
MD.	52 BALTIMORE WBAL	4	5	6	7
	6 BALTIMORE WCAO	1	2	3	3
MASS.	45 SPRINGFIELD WBZ	W	5	6	7
	45 BOSTON WBZA	W	5	6	7
	37 BOSTON WEEI		2	3	3
	69 BOSTON *WNAC	1	2	3	3
	4 WORC'TER WTAG	1	2	M	V
MICH.	70 DETROIT WGHP	1	2	3	3
	21 DETROIT *WJR		5		7
	38 DETROIT WWJ	1	2	3	3
MINN.	27 MINNEAP. WCCO	1	P	3	3
	91 ST. PAUL KSTP	4		3	3
MO.	41 KAN. CITY *KMBC	1	2	3	3
	7 KAN. CITY *WDAF		2	3	3
	55 ST. LOUIS *KMOX	V	2	3	3
	1 ST. LOUIS *KSD	1	2	3	3
	81 ST. LOUIS *KWK	4	5	6	7
NEBR.	5 OMAHA WOW	M	2		
N. J.	17 NEWARK WOR	T		V	M
CENTRAL TIME		7 7 8 8 30 30			



Gitta Erstinn



Beatrice Belkin



Mary McCoy



Irma DeBaum

Charming GITLA ERSTINN has been leading lady in some of NBC's most popular Sunday afternoon light opera performances. BEATRICE BELKIN, another NBC favorite, is featured in "Milady's Musicians" on Sunday afternoons. MARY MCCOY is one of the reasons for the popularity of Chase and Sanborn's Orchestra, Sunday nights. IRMA DeBAUM, fourth of these soprano soloists, home after a season of opera in Italy, is again heard as "Peaches" in the "Evening in Paris" program broadcast over Columbia each Monday at 9:30 p. m. All of these young ladies are sopranos.

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

- B Band music
- C Children's features
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- E Educational
- G Grand opera
- L Light opera
- M Instrumental (Other than dance)
- N News
- O Organ
- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

◆ Dance music from New York

1 Songs of the Season

Women's octet; orchestra directed by William Perry. Announcer, Neel Enslin.

2 Prophylactic Program

Male trio; orchestra direction, Victor Arden. Announcer, Edward Thorgersen.

3 The Eveready Hour

Dance orchestra; drama; talks by prominent people; instrumental and vocal soloists. Announcer, Kelvin K. Keeth.

4 The Pure Oil Band

Edwin Franko Goldman, director. Announcer, Curt Peterson.

December 3, 10, 17, 24, 31 **TUESDAY**



Lois
Dennett

TUESDAY EVENING STARS

LOIS BENNETT'S soprano voice is often heard on the Fada Hour, Columbia Chain, at 10 p. m., E. S. T.

DON CLARK wrote, produced and acted in "Story in a Song," a former Columbia feature.

HOWARD BARLOW is the conductor of the United Symphony Orchestra over CBS at 7:30 p. m., E. S. T.



Don
Clark



Howard
Barlow

4 Williams Oilomatics

Fred Waldner, tenor; twenty-five-piece novelty orchestra; direction, Josef Koestner. Announcer, Sen Kaney (from Chicago).

5 Freed Orchestradians

Orchestra direction, Phil Spitalny; assisted by Paul Sisters and Eddie Gale, vocalists. Announcer, Alwyn E. W. Bach.

6 Slumber Music

String ensemble; direction, Ludwig Laurier. Announcer, Neel Enslin.

1 Fada Orchestra

Direction, David Mendoza; vocal soloists.

2 Night Club Romance

Romance after dark in New York.

3 Around the Samovar

Russian music.

4 Hotel Paramount Orchestra

Dance music.

10 11				EASTERN TIME			
30		30					
1	2	2	3	WGR	BUFFALO	1	N. Y.
1	2	3	4	WKBW	BUFFALO	93	
				WMAK	BUFFALO	36	
1	2	3	4	WABC	NEW YORK	32	
1	2	2	3	WEAF	NEW YORK	12	
4	5	6	6	WJZ	NEW YORK	22	
4	5			WHAM	ROCH'TER	61	
				WHEC	ROCH'TER	90	
1	2	2	O	WGY	SCHEN'DY	25	
1				WFBL	SYRACUSE	36	
1	2	2		WBT	CHARLOT	54	N. C.
				WPTF	RALEIGH	14	
P	2	3	4	WWNC	ASHEVLE	3	
1	2		X	WADC	AKRON	78	OHIO
X	2	2	3	WFJC	AKRON	91	
1	2	3	4	WKRC	CINCINNATI	1	
P	P	6	6	WLW	CINCINNATI	16	
1	2	2		WSAI	CINCINNATI	79	
1	2	D	D	WHK	CLEVEL'D	85	
E		D		WTAM	CLEVEL'D	53	
				WAIU	COLUMB'S	10	
1	2	3	4	WSPD	TOLEDO	80	
1		M	O	KFJF	OKLA.CITY	93	OKLA.
1	2	2		WKY	OKLA.CITY	36	
				KVOO	TULSA	60	
1	2	3	4	WLBW	OIL CITY	72	PA.
1	2	3	D	WCAU	PHILAD.	63	
D	D	D	4	*WFAN	PHILAD.	7	
1	2	2	3	*WFI	PHILAD.	2	
				*WLIT	PHILAD.	2	
4	5	6	6	KDKA	PITTSB'GH	44	
1	2	2	3	WCAE	PITTSB'GH	68	
1	2	3	N	WJAS	PITTSB'GH	75	
1	2	3	D	WEAN	PROVID'NCE	1	R. I.
1	2	2		WJAR	PROVID'NCE	35	
P	2	3	4	WDOD	CHATTA.	74	TENN.
1	2	2	D	WMC	MEMPHIS	24	
X	2	3	4	*WREC	MEMPHIS	6	
X	2			WLAC	NASHV'LE	95	
1	2	2	V	WSM	NASHV'LE	11	
1		D	D	KRLD	DALLAS	50	TEX.
1	2	2	X	WFAA	DALLAS	26	
				WBAP	FT.WORTH	26	
1	2	2	X	KPRC	HOUSTON	38	
1				KTSA	SANTONIO	75	
1	2	2		WOAI	SANTONIO	65	
				WTAR	NORFOLK	24	VA.
1	2	2	3	WRVA	RICHM'D	57	
D	2	3	4	WDBJ	ROANOKE	39	
1	2	2	D	WEBC	SUPER'R	74	WISC.
1				WISN	MILWAU.	58	
1	2	2	D	WTMJ	MILWAU.	8	

9 10 10
30 30 30 **CENTRAL TIME**

WEDNESDAY December 4, 11, 18, 25

EASTERN TIME			8 8 9 9 30 30			
ALA.	60 BIRM'HAM WAPI					
	39 BIRM'HAM WBRC	P	P	D	D	
ARK.	50 HOT SPGS. KTHS	O	P			
	85 LITTLE ROCK*KLRA					
COLO.	29 DENVER KOA	1	E	3	4	
	2 DENVER KLZ	1				
CONN.	52 HARTFORD WTIC	1	2		4	
D. C.	9 WASH'TON WMAL	1	4	2	3	
	41 WASH'TON WRC	1	2	3	4	
FLA.	72 JACK'V'LE WJAX				4	
	2 MIAMI B. *WIOD					
GA.	20 ATLANTA WSB			3	4	
ILL.	48 CHICAGO *KYW	5	6			
	23 CHICAGO *WBBM		4	T	P	
	43 CHICAGO WCFL					
	33 CHICAGO *WENR	E				
	18 CHICAGO WGN	D	D	T	4	
	33 CHICAGO WLS		2			
	13 CHICAGO WMAQ	1	4	2	3	
IND.	62 FT. WAYNE WOWO		4		3	
	51 IND'P'IS WFBM	1				
IOWA	72 C. BLUFFS KOIL	1	4	2	3	
	46 DAVENP'T *WOC	1	2	3	4	
	46 DESMOINES*WHO					
KANS.	68 LAWREN'E WREN	5	6	7		
	76 TOPEKA WIBW					
	76 WICHITA KFH	C	M	V		
KY.	94 COV'TON WCKY	X	D	7	X	
	28 LOUISVILLE WHAS			3	4	
LA.	73 N. ORLEANS WDSU					
	78 N. ORLEANS WSMB	X	X	3	4	
ME.	40 PORTLAND WCSH	1	2	3	4	
MD.	52 BALTIMORE WBAL					
	6 BALTIMORE WCAO	1	4	2	3	
MASS.	45 SPRINGFIELD WBZ	5	6	7		
	45 BOSTON WBZA	5	6	7		
	37 BOSTON WEEI	1	2	3	4	
	69 BOSTON *WNAC		4	2	3	
	4 WORC'TER WTAG	1	2	3	4	
MICH.	70 DETROIT WGHP		4	2	3	
	21 DETROIT *WJR	5	6	M		
	38 DETROIT WWJ	X	2	3	4	
MINN.	27 MINNEAP. WCCO	1		M	3	
	91 ST. PAUL KSTP	5	2	3	4	
MO.	41 KAN. CITY *KMBC		4	2	3	
	7 KAN. CITY *WDAF	1			4	
	55 ST. LOUIS *KMOX		4	2	3	
	1 ST. LOUIS *KSD	1	2	3	4	
	81 ST. LOUIS *KWK	5	6	7		
NEBR.	5 OMAHA WOW	1	2	3	4	
N. J.	17 NEWARK WOR	M	MV	E	MV	
CENTRAL TIME			7 7 8 8 30 30			

ters full of enthusiastic approval and appreciation—the Institute staff can't help being happy in the thought that they are giving their unseen audience something of vital interest.

So they stand before the microphone, every member of the staff doing his best to please the vast, invisible audience; working hard to put the programs across, to make them alive and interesting and informative, so that every one of the women who are listening in will get some actual help out of every one of the programs.

And never did anybody get *more fun* out of their work than the Radio Household Institute family does—as everybody knows who listened in on the Institute birthday party which was held Oct. 5, 1929. On this day the Radio Household Institute entered upon its third year on the air, and the party was given to celebrate the past two years, and give the third a rousing send-off!

The party was a big success. It started off with a song to the jolly tune of "Here We Are," sung somewhat out of key, but enjoyed by all. There were joking and commotion and a general good time; and, as the final surprise, the huge Radio Household Institute birthday cake was carried in, lighted by two yellow candles. Everybody wished on the candles and blew them out. And then Miss Carter cut the cake and passed around the ice-cream.

Every one of the listeners-in was invited to send for a real piece of the birthday cake, and the Institute was almost overwhelmed with the enthusiastic response! Every letter that came in was full of appreciative, enthusiastic and delighted approval of the service which the Radio Household Institute has been carrying on for the past two years; every letter came from a *real friend*.

"We had such a good time at your party," they said. "We did enjoy the song and the rhymes." "Please send us the recipe for your birthday cake; our sample piece was so delicious!"

It is such friendly letters as these—and they come in by the thousand—that make the Institute feel it is attaining its goal of *service* to the women who are building up the homes of the country. And that small word "service" includes an awful lot! It means actual

help on every possible home-making problem; definite answers to questions that range all the way from planning three interesting and healthful meals a day to the problem of how best to launder a shirt!

The Radio Household Institute is anxious to be of personal help to every listener-in, and a special department of writers is maintained, who prepare bulletins on home-making questions. And the staff members answer, personally, all letters asking for particular advice. Everybody is urged to take advantage of this service, and write to the Institute about home-making problems. Readers of WHAT'S ON THE AIR are also invited to write in, and letters should be addressed to the Radio Household Institute, care of WHAT'S ON THE AIR, 11 W. Forty-second St., New York City. The Institute is always anxious for comments and suggestions, because the members of the staff firmly believe that only by co-operation with listeners-in, and the exchange of ideas and comments, can the Radio Household Institute render the fullest service to its friends.

And the Institute likes to know what type of program the listeners prefer. Sometimes they listen to an amusing domestic sketch between a very human young married couple, facing the every-day problems of all of us. Or perhaps the little drama is laid in a thrilling night club, with music and dancing. The next day a famous French chef from one of New York's smartest restaurants gives wonderful culinary secrets to the Institute audience; or a well-known woman's writer talks about entertaining and decorations, or tells mothers how to raise a happy, healthy family!

But whatever the program, and whatever the type of presentation, it covers some aspect of that problem so vitally important to every woman—her family and her home. For that's why the Institute family is on the air; that's why we find them lined up before the microphone every morning. There they are as regularly as 11:15 Eastern Standard Time rolls around—Miss Carter and Mrs. Milton and Miss Byrnes and Billy Brenton and Mr. Thomas at the piano—all ready to start the program at the other end of the air waves, while *you* tune in on the Radio Household Institute.

The index letters in schedules indicate type of program which will predominate during respective half-hour broadcast period.	
B Band music	O Organ
C Children's features	P Popular music (With vocal solos)
D Dance music	R Religious
E Educational	T Theatrical
G Grand opera	V Vocal ensembles
L Light opera	W Wit, comedy
M Instrumental (Other than dance)	X Station on air, but program variable
N News	
◆ Dance music from New York	
1 Erno Rapee's Mobiloil Concert	Symphony orchestra under baton of Erno Rapee; assisted by guest soloists.
2 Happy Wonder Bakers	Jack Parker, tenor; male trio; Frank Black, pianist and director. Announcer, Edward Thorgersen.
3 Halsey Stuart Program	The old counsellor gives some financial advice. Orchestra direction, Andy Sannella. Announcer, Patrick Kelly.
4 Palmolive Hour	Olive Palmer, soprano; Paul Oliver, tenor; Elizabeth Lennox, contralto; the Revellers; Louis James and James Melton, tenors; Elliott Shaw, baritone; Wilfred Glen, bass; orchestra direction, Gustav Haenschen. Announcer, Phillips Carlin.

WEDNESDAY December 4, 11, 18, 25

EASTERN TIME			10	10	11	11
			30	30	30	30
ALA.	60 BIRM'HAM	WAPI	X	6	D	D
	39 BIRM'HAM	WBRC	X	2	6	6
ARK.	50 HOT SPCS.	KTHS	P	6		
	85 L'TLE ROCK*	KLRA				
COLO.	29 DENVER	KOA	1	6	8	
	2 DENVER	KLZ	1	2	6	6
CONN.	52 HARTFORD	WTIC	1			
D. C.	9 WASH'TON	WMAL	1	2	6	6
	41 WASH'TON	WRC	1	2	7	7
FLA.	72 JACK'V'LE	WJAX	1	6		
	2 MIAMI B.	*WIOD		6		
GA.	20 ATLANTA	WSB	1	6		
ILL.	48 CHICAGO	*KYW		6	8	
	23 CHICAGO	*WBBM	M	D		
	43 CHICAGO	WCFL				
	33 CHICAGO	*WENR	P	P	T	T
	18 CHICAGO	WGN	1	D	N	D
	33 CHICAGO	WLS				
	13 CHICAGO	WMAQ	1	2	6	M
IND.	62 FT. WAYNE	WOWO	1		6	6
	51 IND'PLS	WFBM		2		
IOWA	72 C. BLUFFS	KOIL	1	2	6	6
	46 DAVEN'PT	*WOC	1	M	M	
	46 DESMOINES*	WHO				
KANS.	68 LAWREN'E	WREN	5	6	7	7
	76 TOPEKA	WIBW				
	76 WICHITA	KFH				
KY.	94 COV'TON	WCKY	5	6		
	28 LOUISVILLE	WHAS	1	6	D	D
LA.	73 N. ORLEANS	WDSU	1	6		
	78 N. ORLEANS	WSMB	1	6		
ME.	40 PORTLAND	WCSH	1	N	X	
MD.	52 BALTIMORE	WBAL				
	6 BALTIMORE	WCAO	1	2	6	6
MASS.	45 SPRINGFIELD	WBZ	M	6	8	D
	45 BOSTON	WBZA	M	6	8	D
	37 BOSTON	WEEI	1			
	69 BOSTON	*WNAC	1	2	6	6
	4 WORCTER	WTAG	1	O	N	
MICH.	70 DETROIT	WGHP	1	2	6	6
	21 DETROIT	*WJR	D	6	8	D
	38 DETROIT	WWJ	1	2	X	X
MINN.	27 MINNEAP.	WCCO	1	2	6	6
	91 ST. PAUL	KSTP	1	6	8	O
MO.	41 KAN. CITY	*KMBC	1			
	7 KAN. CITY	*WDAF	1		8	
	55 ST. LOUIS	*KMOX	1		N	D
	1 ST. LOUIS	*KSD	1	2		
	81 ST. LOUIS	*KWK	X	6	8	D
NEBR.	5 OMAHA	WOW	1			X
N. J.	17 NEWARK	WOR	T		D	MV
CENTRAL TIME			9	9	10	10
			30	30	30	30

RADIO GOSSIP

The new broadcasting station at Lahti, Finland, is one of the most powerful in Europe. It operates at thirty-five thousand watts on a wave length of 1,525 kilocycles, or just below the American broadcasting band.



New equipment installed by one of the large commercial radio stations enables the operating company to offer remarkably speedy service on the transmission of photographs, maps, etc. A 4 x 6 inch picture may be sent through the air between London and New York, to be developed, dried and ready for delivery in thirty minutes! It is now easily possible for New York papers to print in the afternoon editions pictures of events happening that evening in London, thanks to the speed of the new transmission service and the fact that London's time is five hours faster than New York's.



The United States still leads the world in number of broadcasting stations, although by a very slight margin. The completion of Columbia's first station brings the number of countries now having broadcasting facilities up to sixty-nine, and the total of foreign stations to 609. In comparison, the United States has 612.



The old melodrama of the moonshiner and the "revenuer," or the modern one of the bootlegger and the prohibition-enforcement officer, has a counterpart in radio circles in Australia. Ever since the Government took over all radio broadcasting and established a license fee of \$5.84 for operation of a receiving set, the problem of enforcement has been a growing one. Radio-revenue sleuths are busy all over the land, and have succeeded in bringing much business into the courts. More, they have succeeded in convicting over seven-hundred individuals of the crime of listening in without paying the license fee, and collected nearly \$30,000 in fines and costs.



Six thousand miles in a sixth of a second is the speed record for distance covered, made by the Columbia Broadcasting System, when the program was almost instantly transferred from a dressing-room in the Paramount Theater in Paris, France, to a studio in Hollywood, Calif. The occasion was the Paramount-Publix Hour. For twelve minutes the program came from

the New York studios, then Louis Witten announced Maurice Chevalier, and immediately the popular French actor was heard extending his greetings to America. Less than a sixth of a second after Mr. Chevalier concluded his remarks the announcer at Hollywood took up the direction of the program.



While many stations have program periods devoted to Boy Scout interests, KGDP, of Pueblo, Col., is unique in that it is owned and operated by the Boy Scouts of that city.



The Wilkins-Hearst Antarctic Expedition will afford a new source of interest to amateur radio telegraphers and short-wave fans. From the base on Deception Island the expedition hopes to maintain a two-way service with the world. The planes, by means of which the actual work of exploration is to be done, carry a specially built portable transmitter with hand-driven generator, which in tests have given strong signals at midday over a distance of four hundred miles.



Don Ball, lately announcer artist at a prominent Midwestern radio station, is now a member of WABC's announcer staff. At Brown University, where he was class orator, Ball was given the title of All-American Ukulele Virtuoso.



Elisabeth Wood, contralto, has joined the musical staff of the National Radio Homemakers Club. Well known throughout the country as a concert and recital artist, and locally as soloist in one of Brooklyn's largest churches, Miss Wood will now be heard regularly during the broadcasts by Ida Bailey Allen from her studios high up in a New York skyscraper, during which information for housewives is given with musical interludes by a number of artists.



Excerpt from a letter received by the National Broadcasting Company:

"I claim to be the only man who can neigh like a horse, so near natural if you were near where there were horses you would not think of a human voice being able to perform such a feat. Possibly this feat would work in the Farm and Home Hour."

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- L Light opera
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- N News
- O Organ
- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

◆ Dance music from New York

1 Palmolive Hour

Same as No. 4 (8-10 Wed.).

2 Salon Singers

Chorus of sixteen mixed voices; direction, George Dilworth. Announcer, Milton J. Cross.

3 Lew White Organ Recital

(First 15 min.)

Phil Spitalny's Dance Music

(Last 15 min.)

4 Phil Spitalny's Dance Music

Dance music.

Popular Radio Orchestra Leaders



Phil Spitalny



Joe Rines



Freddie Rich



Ben Selvin



Benny Kreugers

December 4, 11, 18, 25 **WEDNESDAY**

10	10 30	11	11 30	EASTERN TIME	
1	2			WGR	BUFFALO 1 N. Y.
				WKBW	BUFFALO 93
1	2	3	3	WMAK	BUFFALO 36
1	2	3	3	WABC	NEW YORK 32
1	2	3	4	WEAF	NEW YORK 12
5	6	7	7	WJZ	NEW YORK 22
5	6	8		WHAM	ROCH'TER 61
				WHEC	ROCH'TER 90
1		D	D	WGY	SCHEN'DY 25
1				WFBL	SYRACUSE 36
1	6			WBT	CHARLOT 54 N. C.
				WPTF	RALEIGH 14
P	2	3	3	WWNC	ASHEV'LE 3
1	2	3	3	WADC	AKRON 78 OHIO
				WFJC	AKRON 91
1	2	3	3	WKRC	CINCINNATI 1
P	P	3	L	WLW	CINCINNATI 16
1				WSAI	CINCINNATI 79
1	2	3	3	WHK	CLEVEL'D 85
1	2			WTAM	CLEVEL'D 53
				WAIU	COLUMB'S 10
1	2	3	3	WSPD	TOLEDO 80
M				KFJF	OKLA.CITY 93 OKLA.
	6			WKY	OKLA.CITY 36
1				KVOO	TULSA 60
1	2	3	3	WLBW	OIL CITY 72 PA.
1	2	3	3	WCAU	PHILAD. 63
				*WFAN	PHILAD. 7
				*WFI	PHILAD. 2
1				*WLIT	PHILAD. 2
5	6	7	7	KDKA	PITTS'B'GH 44
1				WCAE	PITTS'B'GH 68
1	2	3	3	WJAS	PITTS'B'GH 75
1	2	3	3	WEAN	PROVID'NCE 1 R. I.
1		M	N	WJAR	PROVID'NCE 35
M	2	3	3	WDOD	CHATTA. 74 TENN.
1	6	D	D	WMC	MEMPHIS 24
O	2	3	3	*WREC	MEMPHIS 6
G	2			WLAC	NASHV'LE 95
1	6	X	D	WSM	NASHV'LE 11
P	D	X	X	KRLD	DALLAS 50 TEX.
				WFAA	DALLAS 26
	6	M	D	WBAP	FT.WORTH 26
1	6	X	X	KPRC	HOUSTON 33
				KTSA	S. ANTONIO 75
1	6	D	D	WOAI	S. ANTONIO 65
				WTAR	NORFOLK 24 VA.
R	6	D	D	WRVA	RICHM'D 57
X	2	3	3	WDBJ	ROANOKE 39
D	6	8	D	WEBC	SUPER'R 74 WISC.
M				WISN	MILWAU. 58
1	6	8	D	WTMJ	MILWAU. 8

5 Neopolitan Nights

Berta Marchetti, contralto; Alba Novella, soprano; Nino Fucile, baritone; Giuseppe di Benedetto, tenor; Joe Biviano, accordion; Paladino mandolin quartet. Announcer, Ralph Freese.

6 Stromberg Carlson Program

Forty-eight-piece orchestra; direction, Guy Fraser Harrison. Announcer, William Fay.

7 Slumber Music

8 To be Announced

1 Kolster Radio Hour

Orchestra with soloists.

2 In a Russian Village

Vocal soloists and quartet, and Peter Biljo's Balalaika Orchestra.

3 Hank Simmons Showboat

Old-time melodrama.

9 10 10 10
30 30 30 30
CENTRAL TIME

THURSDAY December 5, 12, 19, 26

N.B.C. Artists



Arcadia Birkenholz



Betsy Ayres



Welcome Lewis



Jolly Bill and Jane

ARCADIA BIRKENHOLZ is foremost violinist of NBC staff.

BETSY AYRES, "the Texas nightingale," is a soprano soloist heard on many programs.

WELCOME LEWIS croons on Fleischmann and several other programs.

JOLLY BILL and JANE are heard six mornings a week at 8 o'clock—"Cream of Wheat" program.

EASTERN TIME		6 6 7 7 30 30			
ALA.	60 BIRM' HAM WAPI	N	X	M	M
	39 BIRM' HAM WBRC	X	2	4	M
ARK.	50 HOT SPGS. KTHS				
	85 L'TLE ROCK*KLRA				
COLO.	29 DENVER KOA	1	1	2	N
	2 DENVER KLZ	1	2	4	
CONN.	52 HARTFORD WTIC				
D. C.	9 WASH' TON WMAL	N	X	M	X
	41 WASH' TON WRC	1	1	2	
FLA.	72 JACK' V'LE WJAX				
	2 MIAMI B. *WIOD				
GA.	20 ATLANTA WSB				
ILL.	48 CHICAGO *KYW				
	23 CHICAGO *WBBM	M	P		
	43 CHICAGO WCFL	M	B	N	
	33 CHICAGO *WENR	C			
	18 CHICAGO WGN	E	C	C	D
	33 CHICAGO WLS	1	1		
	13 CHICAGO WMAQ	C	C	M	M
IND.	62 FT. WAYNE WOWO			4	
	51 IND' P'LS WFBM		2	4	
IOWA	72 C. BLUFFS KOIL	D	2		
	46 DAVENP'T *WOC				
	46 DESMOINES*WHO	N	M	M	V
KANS.	68 LAWREN'E WREN	V			
	76 TOPEKA. WIBW				
	76 WICHITA KFH	M			
KY.	94 COV'TON WCKY				
	28 LOUISVILLE WHAS	D	D	2	
LA.	73 N. ORLEANS WDSU				
	78 N. ORLEANS WSMB	N	X	X	X
ME.	40 PORTLAND WCSH	X	M	2	3
MD.	52 BALTIMORE WBAL				
	6 BALTIMORE WCAO	W	2	4	M
MASS.	45 SPRINGFIELD WBZ	E	M	P	
	45 BOSTON WBZA	E	M	P	
	37 BOSTON WEEL				3
	69 BOSTON *WNAC	M	M	M	5
	4 WORC' TER WTAG	1	1	D	3
MICH.	70 DETROIT WGHP	D	M	D	5
	21 DETROIT *WJR	M	5	M	
	38 DETROIT WWJ	1	1	X	X
MINN.	27 MINNEAP. WCCO		N	M	M
	91 ST. PAUL KSTP	E	P	P	M
MO.	41 KAN. CITY *KMBC	W		4	P
	7 KAN. CITY *WDAF				
	55 ST. LOUIS *KMOX	X	C	T	X
	1 ST. LOUIS *KSD				
	81 ST. LOUIS *KWK		E	5	
NEBR.	5 OMAHA WOW	E	C	T	E
N. J.	17 NEWARK WOR				D
CENTRAL TIME		5 5 6 6 30 30			

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- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

◆ Dance music from New York

1 Black and Gold Room Orchestra

2 Mid-week Hymn Sing

Mixed quartet—Arthur Billings Hunt, baritone and director; Clyde Dengler, tenor; Helen Jenke, contralto; Muriel Wilson, soprano; George Vause, accompanist. Announcer, Marley R. Sherris.

3 Coward Comfort Music

Orchestra direction, Fritz Forsch. Announcer, Marthin Provensen.

4 Old Man Sunshine

Bob Pierce in stories and songs. Alwyn E. W. Bach, announcer.

THURSDAY

December 5, 12, 19, 26

RADIO GOSSIP

WABC, key station of the Columbia Chain, hopes to be on the air through its new fifty-thousand-watt station by January 1.

Nearly a score of leaders in the field of agriculture have joined the Faculty of WENR's "radio college of co-operative marketing." The "school" is on the air every Tuesday evening at 7:15, Central Time.

A mythical trip on their own "radio airship" is the Saturday morning program of Jolly Bill and Jane (children's feature) heard each day through the NBC System. The entertainers "visit" various places of interest in the United States. Bill acts as guide, describing the sights and telling historical stories.

Radio, leveler of distances, bridged the gap of a number of years for Ivy Scott, soprano heard in NBC programs recently. Miss Scott, who has her own program each Saturday afternoon at 5:45 o'clock, was a music-hall entertainer in Australia as a child. A few days ago she received a letter from a couple who knew her in those days, asking her to repeat "Mrs. 'Enery 'Awkins," which they had heard her sing then. The request was complied with.

When the NBC purchasing department received a requisition from Miss Madge Tucker, of the production department, for "one rubber bathing-cap," questions naturally followed.

"We are planning a Hallowe'en party in the 'Lady Next Door' program," Miss Tucker explained. "And of course that means there will be bobbing for apples. We want the bathing-cap to put on the microphone to keep it from getting splashed."

Not long ago Dale Wimbrow, of WABC, found himself so busy carving walking-sticks for friends that he had little time for the sordid business of making money through radio entertaining. Recently he casually mentioned "payment" in return for these much-sought novelties. He now has plenty of time on his hands.

"Sure," Dale said, "the world will make a path to your door—if you give the 'mouse-traps' away."

Radio is linking childhood friends not alone by air, but is bringing them together in the flesh. Examples of each happened in the studios of KOA, Denver, Col., recently. Everett Foster, baritone, gave an air recital, and by airmail came a letter from an old schoolboy chum in California of whom he had lost track. Henry Hadley, world-famous composer and conductor, came to KOA for a night of light opera. His soloist on that occasion was Mme. Blanche Da Costa, soprano, whom he had directed with the American Singers in New York years ago.

According to a prominent radio publicity man, with a few notable exceptions artists are still willing to broadcast for modest remuneration, and find themselves well rewarded by the attendant publicity and increased demand for their services in concert and entertainment fields. The big money in radio broadcasting, he reports, is going to conductors of popular orchestras—quite a number of whom have boosted their annual incomes into the six-figure class since the advent of radio. That occasionally, at least, large sums are demanded and received is illustrated by the appearance of Sir Harry Lauder a few weeks ago. His contribution of three songs to a certain Sunday evening program is said to have cost the sponsor \$15,000.

G. Underhill Macy, who has the title role in the broadcasts of "Hank Simmons' Showboat," heard over the Columbia Broadcasting System, is as well known in the field of vaudeville, musical comedy and light opera as in radio. He was born in a small Wisconsin town, and doubtless owes much of his ability to his parents, both of them singers. His mother, Sophie A. Macy, was a contralto well known to concert and oratorio audiences of a past generation; his father, J. Williams Macy, was a bass who sang in every part of the country. Both his parents determined the boy should take up some career away from the stage, but the call of the footlights was not to be denied, and, as soon as the future Hank Simmons was old enough to speak for himself, he headed for the theater. Joining a minstrel show which visited his home town, Macy, with no more experience than his work as a church soloist had given him, he began a career which carried him through many States and abroad, and at length came to radio and the Columbia Broadcasting System. On the air he has been heard in the Ceco Couriers, Light Opera Gems and other programs, but in the "Showboat" he has found most of his radio reputation.

EASTERN TIME		8	8	9	9
		30		30	
ALA.	60 BIRM'HAM WAPI	1	1	X	E
	39 BIRM'HAM WBRC	3	6	P	M
ARK.	50 HOT SPGS. KTHS	1	1		
	85 L'TLE ROCK*KLRA				
COLO.	29 DENVER KOA	1	1	2	7
	2 DENVER KLZ	3	6		
CONN.	52 HARTFORD WTIC				
D. C.	9 WASH'TON WMAL	1	6	4	5
	41 WASH'TON WRC	1	1	2	3
FLA.	72 JACK'YLE WJAX	1	1	2	7
	2 MIAMI B. *WIOD	1	1		
GA.	20 ATLANTA WSB	1	1	2	7
ILL.	48 CHICAGO *KYW	4		2	7
	23 CHICAGO *WBBM			4	5
	43 CHICAGO WCFL				
	33 CHICAGO *WENR	E			
	18 CHICAGO WGN	D	D	P	P
	33 CHICAGO WLS		5		3
	13 CHICAGO WMAQ	E	M	M	
IND.	62 FT.WAYNE WOWO	1		4	5
	51 IND'PLS WFBM	3		4	
IOWA	72 C. BLUFFS KOIL	1	6	4	5
	46 DAVENPT *WOC				
	46 DESMOINES*WHO	1	1	2	7
KANS.	68 LAWREN'E WREN	4	5		
	76 TOPEKA WIBW				
	76 WICHITA KFH				M
KY.	94 COYTON WCKY	X	X	V	D
	28 LOUISVILLE WHAS	1	1	2	7
LA.	73 N. ORLEANS WDSU				
	78 N. ORLEANS WSMB	1	1	X	X
ME.	40 PORTLAND WCSH	1	1	2	3
MD.	52 BALTIMORE WBAL	4	5		7
	6 BALTIMORE WCAO	1	6	4	5
MASS.	45 SPRINGFIELD WBZ	4	5	M	7
	45 BOSTON WBZA	4	5	M	7
	37 BOSTON WEEI	1	1		
	69 BOSTON *WNAC	1	6	4	5
	4 WORC'ER WTAG	1	1	2	3
MICH.	70 DETROIT WGHP	2	3	4	5
	21 DETROIT *WJR	M	5	M	7
	38 DETROIT WWJ	1	1	2	3
MINN.	27 MINNEAP. WCCO	1	M	4	M
	91 ST. PAUL KSTP			2	7
MO.	41 KAN. CITY *KMBC			4	5
	7 KAN. CITY *WDAF	1	1	2	7
	55 ST. LOUIS *KMOX	1	6	4	5
	1 ST. LOUIS *KSD	1	1	2	7
	81 ST. LOUIS *KWK	4	5		T
NEBR.	5 OMAHA WOW	1	1	2	7
N. J.	17 NEWARK WOR	P		T	E
CENTRAL TIME		7	7	8	8
		30		30	

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- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

◆ Dance music from New York

1 Fleishmann Sunshine Hour

Rudy Valle and his orchestra; Marcella Shields. Announcer, Graham McNamee.

2 Seiberling Singers

James Melton, tenor; Wilfred Glenn, bass; male quartet; singing violins; orchestra direction, Frank Black. Announcer, Paul Dumont.

3 Jack Frost Melody Moments

Oliver Smith, tenor; Eugene Ormandy, violinist and director of orchestra. Announcer, Edward Thorgersen.

4 Lehn and Fink Serenade

Male trio; Phil Ohman and Victor Arden, a two-piano duet; orchestra direction, Jack Shilkret. Announcer, Alwyn E. W. Bach.

THURSDAY

December 5, 12, 19, 26

RADIO GOSSIP

Olive Shea, of WABC, "the most beautiful radio artist in America," has received several hundred letters from the opposite sex, and forty-five of them contain marriage offers.

Welcome Lewis, contralto crooner heard in many NBC programs, started on the vaudeville stage when she was in her early teens. And has been singing since.

T. D. "Tim" Sullivan, of the National Broadcasting and Concert Bureau, has returned from Hollywood, where he negotiated several "talkie" contracts for radio stars.

Herbert W. Butterworth, who won a reputation in Philadelphia as a singer and entertainer, is a new announcer on the staff of the National Broadcasting Company.

Although she has been broadcasting since 1921, Sallie Menkes, of the staff at WENR, suffered a slight attack of microphone fright recently. The regular announcer was unavoidably delayed by traffic and she was compelled to take his place in starting the first program over a new relay broadcast transmitter.

Helen Nugent, former Cincinnati, has been visited by Lady Luck. While in Cleveland several months ago she purchased a raffle ticket at a church charity affair. She recently was informed that she held the winning ticket and that an automobile will be delivered to her in New York. She is appearing in Columbia Broadcasting System programs, and co-stars with Ben Alley in various broadcasts.

Paul Greene, chief engineer of the Columbia Broadcasting System, is working on plans for a powerful short-wave rebroadcasting station, which, when completed, will make Columbia programs available to all parts of the world.

Dr. Henry Hadley, conductor of the Gulbransen Hour over associated stations of the Columbia Broadcasting System each Saturday night, is a distinguished member of the American Academy of Arts and Letters. He occupies chair No. 14, formerly the seat of Theodore Roosevelt.

In addition to his regular work of writing sports for the Atlanta Journal, William C. "Bill" Munday, Jr., finds time to broadcast football games through the National Broadcasting System. Bill visits in New York, or returns to his home in Atlanta, between games. He contributes a story each day he is away from home.

Before these lines are read, it is quite probable that the presentation by the NBA over its network of selected programs of the German Broadcasting Company will be a familiar story to the American listener. Definite arrangements between NBC and the German Broadcasting Company for interchange of programs were concluded on November 2. Since that date the German company has been sending out three experimental programs each day through a short-wave station directed to NBC. Whenever their quality and importance justify, the plan contemplates that NBC will rebroadcast them. Meanwhile the German stations are experimenting with programs sent to them from America.

Floyd Gibbons, noted war correspondent and writer, who is featured in "Adventures in Science" on the General Electric program each Saturday night, has opened a new field for reportorial activity. He is actually visiting the laboratories, experimental stations and testing-grounds where the battles of applied science are occurring, and is receiving a first-hand glimpse of the problems scientists are tackling and overcoming. In preparation for his story of the radio altimeter, he flew in an airplane in a dense fog and headed directly into a mountain. How the altimeter found the mountain and prevented a crash were thus told by him from actual experience.

DECEMBER SCHEDULE

NATIONAL GRAND OPERA COMPANY

Under direction of Cesare Sodero

THURSDAYS AT 11 P. M., E. S. T.

December 5....."The Secret of Suzanne"
 December 12....."Martha"
 December 19....."Aida"
 December 26....."Hansel and Gretel"

EASTERN TIME		10	10	11	11
		30	30	30	30
ALA.	60 BIRM'HAM WAPI				
	39 BIRM'HAM WBRC	V	P	3	4
ARK.	50 HOT SPGS. KTHS	D	D		
	85 L'TLE ROCK*KLRA				
COLO.	29 DENVER KOA	1	1	5	
	2 DENVER KLZ		2	3	4
CONN.	52 HARTFORD WTIC				
D. C.	9 WASH'TON WMAL	1	2	3	4
	41 WASH'TON WRC	1	1	4	2
FLA.	72 JACK'YLE WJAX	1	1		
	2 MIAMI B. *WIOD	1			
GA.	20 ATLANTA WSB	1	1		
ILL.	48 CHICAGO *KYW	1	1	5	
	23 CHICAGO *WBBM	1	D	W	4
	43 CHICAGO WCFL				
	33 CHICAGO *WENR				
	18 CHICAGO WGN	3	3	N	D
	33 CHICAGO WLS				
	13 CHICAGO WMAQ				
IND.	62 FT.WAYNE WOWO	1		3	4
	51 IND'PLS WFBM				4
IOWA	72 C. BLUFFS KOIL	1	2	3	4
	46 DAVENP'T *WOC				
	46 DESMOINES*WHO	1	1	D	P
KANS.	68 LAWREN'E WREN	3	3	4	4
	76 TOPEKA WIBW				
	76 WICHITA KFH				
KY.	94 COV'TON WCKY	3	3		
	28 LOUISVILLE WHAS	1	1	2	2
LA.	73 N. ORLEANS WDSU				
	78 N. ORLEANS WSMB	1	1		
ME.	40 PORTLAND WCSH	1	1	N	
MD.	52 BALTIMORE WBAL	3	3		
	6 BALTIMORE WCAO		2	3	4
MASS.	45 SPRINGFIELD WBZ	3	3	5	
	45 BOSTON WBZA	3	3	5	
	37 BOSTON WEEI	1	1		
	69 BOSTON *WNAC	1	2	3	D
	4 WORC'TER WTAG	1	1	N	
MICH.	70 DETROIT WGHP	1		3	4
	21 DETROIT *WJR	3	3	5	
	38 DETROIT WWJ	1	1	2	2
MINN.	27 MINNEAP. WCCO	1	T	T	
	91 ST. PAUL KSTP	1	1	5	D
MO.	41 KAN. CITY *KMBC	1		D	D
	7 KAN. CITY *WDAF	1	1	5	
	55 ST. LOUIS *KMOX	1	2	N	4
	1 ST. LOUIS *KSD	1	1	2	2
	81 ST. LOUIS *KWK	3	3	5	
NEBR.	5 OMAHA WOW	1	1	W	D
N. J.	17 NEWARK WOR	E	V	D	MV

CENTRAL TIME

9 9 10 10
30 30 30 30

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- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

◆ Dance music from New York

1 Victor Program

Famous recording artists. Announcer, John S. Young.

2 National Grand Opera Company

Concert orchestra; direction, Cesare Sodero. Grand opera. (See above for name of opera to be sung this evening.)

3 Atwater Kent Mid-week Program

Dance orchestra. Announcer, Curt Peterson.

N.B.C.

Grand Opera Stars



Genia Zielinska



Devora Nadworney



Astride Fjelde



Paula Hemminghaus



Julian Oliver

December 5, 12, 19, 26

THURSDAY

10 10 11 11				EASTERN TIME	
30 30 30 30					
1	1	2	2	WGR	BUFFALO 1 N. Y.
1	2	3	4	WKBW	BUFFALO 93
				WMAK	BUFFALO 36
1	2	3	4	WABC	NEW YORK 32
1	1	2	2	WEAF	NEW YORK 12
3	3	4	4	WJZ	NEW YORK 22
3	3	5		WHAM	ROCH'TER 61
				WHEC	ROCH'TER 90
1	1	2	2	WGY	SCHEN'DY 25
1				WFBL	SYRACUSE 36
1	1			WBT	CHARLOT 54 N. C.
				WPTF	RALEIGH 14
V	2	3	4	WWNC	ASHEV'LE 3
1	2	X	X	WADC	AKRON 78 OHIO
1	1		X	WFJC	AKRON 91
1	2	3	4	WKRC	CINCINNATI 1
P	P		M	WLW	CINCINNATI 16
1	1			WSAI	CINCINNATI 79
1	2	D	D	WHK	CLEVEL'D 85
E	D	2	2	WTAM	CLEVEL'D 53
				WAIU	COLUMB'S 10
1	2	3	4	WSPD	TOLEDO 80
O	V	P	X	KFJF	OKLA.CITY 93 OKLA.
1	1			WKY	OKLA.CITY 36
1	1	D	O	KVOO	TULSA 60
1	2	3	4	WLBW	OIL CITY 72 PA.
1	2		4	WCAU	PHILAD. 63
D		W	W	*WFAN	PHILAD. 7
1	1	2	2	*WFI	PHILAD. 2
				*WLIT	PHILAD. 2
3	3	4	4	KDKA	PITTSB'GH 44
1	1			WCAE	PITTSB'GH 68
1	2	3	N	WJAS	PITTSB'GH 75
1	2	3	4	WEAN	PROVID'NCE 1 R. I.
1	1	N		WJAR	PROVID'NCE 35
L	2	3	4	WDOD	CHATTA. 74 TENN.
1	1	2	2	WMC	MEMPHIS 24
M	2	3	4	*WREC	MEMPHIS 6
V	2			WLAC	NASHV'LE 95
1	1	M	P	WSM	NASHV'LE 11
L	V	D	D	KRLD	DALLAS 50 TEX.
MV		X	X	WFAA	DALLAS 26
1	1			WBAP	FT.WORTH 26
1	1	X	X	KPRC	HOUSTON 38
				KTSA	SANTONIO 75
1	1			WOAI	SANTONIO 65
				WTAR	NORFOLK 24 VA.
1	1	2	2	WRVA	RICHM'D 57
O	2	3	4	WDBJ	ROANCKE 39
1	1	5		WEBC	SUPER'R 74 WISC.
D				WISN	MILWAU. 58
1	1	5	D	WTMJ	MILWAU. 8

- 4 Slumber Music
- 5 To be Announced

- 1 Temple Hour
Musical program.
- 2 National Forum from Washington, D. C.
A discussion of topics of general interest by men and women prominent in the news of the day.
- 3 Dream Boat
- 4 Dance Music from New York

9 9 10 10
30 30 30 30

CENTRAL TIME

FRIDAY

December 6, 13, 20, 27

EASTERN TIME		6 6 7 7 30 30			
ALA.	60 BIRM' HAM WAPI	X	X	M	N
	39 BIRM' HAM WBRC	P	G	V	P
ARK.	50 HOT SPGS. KTHS				
	85 L'TLE ROCK*KLRA				
COLO.	29 DENVER KOA		MV	MV	N
	2 DENVER KLZ	①	③		
CONN.	52 HARTFORD WTIC				
D. C.	9 WASH' TON WMAL	③	P	M	X
	41 WASH' TON WRC	①	②	③	⑤
FLA.	72 JACK' VLE WJAX				
	2 MIAMI B. *WIOD				
GA.	20 ATLANTA WSB				⑨
ILL.	48 CHICAGO *KYW				⑨
	23 CHICAGO *WBMM	③	③		
	43 CHICAGO WCFL	B	M	N	
	33 CHICAGO *WENR	C			
	18 CHICAGO WGN	E	C	C	D
	33 CHICAGO WLS	③			
	13 CHICAGO WMAQ	③	C	⑦	M
IND.	62 FT. WAYNE WOWO				
	51 IND' P'LS WFBM				⑦
IOWA	72 C. BLUFFS KOIL		P		⑦
	46 DAVEN' P'T *WOC	D	D		
	46 DESMOINES*WHO				
KANS.	68 LAWREN'E WREN	③	P	③	
	76 TOPEKA WIBW				
	76 WICHITA KFH	③			
KY.	94 COV'TON WCKY				
	28 LOUISVILLE WHAS	C		D	⑨
LA.	73 N. ORLEANS WDSU				
	78 N. ORLEANS WSMB	N	X		
ME.	40 PORTLAND WCSH	M	②	N	④
MD.	52 BALTIMORE WBAL				
	6 BALTIMORE WCAO	③	③	M	V
MASS.	45 SPRINGFIELD WBZ	E	E	D	⑨
	45 BOSTON WBZA	E	E	D	⑨
	37 BOSTON WEEL				
	69 BOSTON *WNAC	M	M	M	M
	4 WORC'TER WTAG	②	E	X	
MICH.	70 DETROIT WGHP	D	M	D	O
	21 DETROIT *WJR	M	M	M	M
	38 DETROIT WWJ	①	②	X	④
MINN.	27 MINNEAP. WCCO		N	⑦	V
	91 ST. PAUL KSTP	M	M		
MO.	41 KAN. CITY *KMBC	③		⑦	
	7 KAN. CITY *WDAF				
	55 ST. LOUIS *KMOX	③	C	⑦	
	1 ST. LOUIS *KSD				
	81 ST. LOUIS *KWK	X	E	③	D
NEBR.	5 OMAHA WOW	E	C	M	X
N. J.	17 NEWARK WOR			D	D
CENTRAL TIME		5 5 6 6 30 30			



HENRY and GEORGE and their little playmates ready to try to "ring the bell" in the half-hour of semi-dramatic frolic which constitutes the Henry George program over Columbia each Friday at 7 p. m. Even an "old chestnut" has a new laugh in it when these fellows get through fooling with it, and they always manage to find a new joke or two in their repertoire. They are the first on the air with "minute" comedies.

① Black and Gold Room Orchestra	⑤ Broadway Lights (First 15 min.)
② Raybestos Twins Al Bernard and Billy Beard; Lannie Ross, tenor; orchestra direction, Dave Grupp. Announcer, John S. Young.	⑥ Whyte's Orchestra Direction, Smith Ballew. Announcer, Martin Provensen.
③ The Eternal Question Humor and drama in romance. Announcer, Eugene Marshall.	⑦ Books in the Limelight (First 15 min.) Thomas Mason. Pauline Haggard (Last 15 min.) Contralto soloist and pianist. Announcer, Milton J. Cross.
④ Broadway Lights (First 15 min.) Muriel Pollack, pianist; Welcome Lewis, contralto crooner. Announcer, John S. Young.	— Pepsodent Program (Amos 'n' Andy) 7 P. M., blue network.
The World in Music (Pierre Key.) Announcer, John S. Young. (Last 15 min.)	

FRIDAY

December 6, 13, 20, 27

EASTERN TIME		8 8 9 9 30 9 30			
ALA.	60 BIRM'HAM WAPI	E	E	X	E
	39 BIRM'HAM WBRC	1	D		
ARK.	50 HOT SPGS. KTHS	D	V		
	85 L'TLE ROCK*KLRA			2	2
COLO.	29 DENVER KOA	1	1	7	8
	2 DENVER KLZ	1		2	2
CONN.	52 HARTFORD WTIC	1	1		
D. C.	9 WASH'TON WMAL	1	3	2	2
	41 WASH'TON WRC	1	1		3
FLA.	72 JACK'VLE WJAX		6	7	
	2 MIAMI B. *WIOD		6	7	
GA.	20 ATLANTA WSB			7	8
ILL.	48 CHICAGO *KYW	1	1	7	8
	23 CHICAGO *WBBM			V	P
	43 CHICAGO WCFL				
	33 CHICAGO *WENR	E			
	18 CHICAGO WGN	D	D	P	P
	33 CHICAGO WLS				
	13 CHICAGO WMAQ		3	2	2
IND.	62 FT.WAYNE WOWO		3	2	2
	51 IND'P'LS WFBM	1			
IOWA	72 C. BLUFFS KOIL		3	2	2
	46 DAVENP'T *WOC	1	1		3
	46 DESMOINES*WHO				
KANS.	68 LAWREN'E WREN	4	6	7	8
	76 TOPEKA WIBW				
	76 WICHITA KFH	1	M	2	2
KY.	94 COV'TON WCKY	X	X	D	8
	28 LOUISVILLE WHAS			7	8
LA.	73 N. ORLEANS WDSU			2	2
	78 N. ORLEANS WSMB	X	X	7	8
ME.	40 PORTLAND WCSH	1	1	X	3
MD.	52 BALTIMORE WBAL				
	6 BALTIMORE WCAO		3	2	2
MASS.	45 SPRINGFIELD WBZ	4	6	7	8
	45 BOSTON WBZA	4	6	7	8
	37 BOSTON WEEL	1	1		
	69 BOSTON *WNAC	1	3	2	2
	4 WORCTER WTAG	M	M		3
MICH.	70 DETROIT WGHP		3	2	2
	21 DETROIT *WJR	4	M	M	8
	38 DETROIT WWJ	1	1	X	3
MINN.	27 MINNEAP. WCCO	1	3	2	2
	91 ST. PAUL KSTP	1	1		8
MO.	41 KAN. CITY *KMBC	1	3	2	2
	7 KAN. CITY *WDAF	1	1		
	55 ST. LOUIS *KMOX	1	3	2	2
	1 ST. LOUIS *KSD	1	1		3
	81 ST. LOUIS *KWK	4	6	7	8
NEBR.	5 OMAHA WOW	1	1		3
N. J.	17 NEWARK WOR	X	M	V	D
CENTRAL TIME		7 7 8 8 30 8 30			

The "Rakoczy March," by Berlioz, which opens the program, was a national patriotic air and bears the name of a famous Hungarian family. The complete program includes:

- Rakoczy March _____ Berlioz
- Funeral March from "Eroica" Symphony (excerpt) _____ Beethoven
- March from "Tannhauser" _____ Wagner

In the opening December 6 program of Series C, for pupils in the seventh, eighth and ninth grades, Mr. Damrosch will appear as piano soloist, as well as conductor. He will play Cesar Franck's "Sonata for Piano and Violin," together with the concertmaster of the orchestra, Michel Gusikoff. The program is on the subject of rounds and canons, and brings out the difference between these two styles of composition. Mr. Damrosch will explain the origin and nature of the musical forms and illustrate them with the following program:

- Three Old Rounds:
 - "Three Blind Mice" (English).
 - "Are You Sleeping?" ("Frere Jacques"—French.)
 - "How I Love to Sit at Evening" ("O Wie Wohl Ist Mir Am Abend"—German).
- Andante from Symphony No. 1 _____ Beethoven
- Finale from Sonata for Piano and Violin _____ Franck (Messrs. Damrosch and Michel Gusikoff.)

The December 20 program of Series C deals with music inspired by Greek myths, and shows how composers utilized Greek mythology as a basis for musical works. The program follows:

- Dance of the Furies, from "Orpheus" _____ Gluck
- Iphigenia's Farewell from Incidental Music to "Iphigenia in Aulis" _____ Walter Damrosch
- Symphonic Poem, "Phaeton" _____ Saint-Saens

Series D, for high schools, colleges and music clubs, will have its first concert of the month on December 6, when Mr. Damrosch will explain and illustrate the modern suite. He will show the difference between the modern and classic suites, playing as his sole number on the program:

- Symphonic Fragment from "Daphnis and Chloe" _____ Ravel

The second December program of Series D will be held on December 20. It will consider the subject of "The Theme and Its Variations," the theme being a form of music utilized by composers. In this program also there is but a single number:

- Theme and Variations from Suite No. 3 _____ Tschaiowsky

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

- B Band music
- C Children's features
- D Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental (Other than dance)
- N News
- O Organ
- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

◆ Dance music from New York

1 Cities Service Concert Orchestra and the Cavaliers

Frank Banta, pianist; featured artists; John Seagle, baritone; male quartet; orchestra direction, Rosario Bourdon. Announcer, Edward Thorgersen.

2 Stars of Melody

Judson House, tenor; Erva Giles, soprano; director, Harry Horley. Announcer, John S. Young.

3 Schradertown Band

Arthur Allen and Louis Mason, as Gus and Louie; brass band; director, Arthur Pryor. Announcer, John S. Young.

4 Triadors

Comedy sketch; director, Raymond Knight; Chester Gaylord, vocalist; orchestra director, Joe Rines. Announcer, Phillips Carlin.

SATURDAY December 7, 14, 21, 28

Sports on the Air in December



By JOSEPH ATOR

EASTERN TIME		8	8	9	9
		30	30	30	30
ALA.	60 BIRM'HAM WAPI	1	2	3	3
	39 BIRM'HAM WBRC	2		5	P
ARK.	50 HOT SPCS. KTHS	1	2	D	X
	85 L'TLE ROCK*KLRA			5	
COLO.	29 DENVER KOA	1	2		
	2 DENVER KLZ		4	5	
CONN.	52 HARTFORD WTIC				
D. C.	9 WASH'TON WMAL	1	4	5	6
	41 WASH'TON WRC	1	2	3	3
FLA.	72 JACK'V'LE WJAX	1	2	3	3
	2 MIAMI B. *WIOD	1	2		
GA.	20 ATLANTA WSB	1	2	3	3
ILL.	48 CHICAGO *KYW	1			
	23 CHICAGO *WBBM	5		MV	P
	43 CHICAGO WCFL				
	33 CHICAGO *WENR	D	D	T	T
	18 CHICAGO WGN				
	33 CHICAGO WLS		2	3	3
	13 CHICAGO WMAQ	C	E	5	6
IND.	62 FT. WAYNE WOWO	1	4	5	6
	51 IND'P'LS WFBM		4	5	
IOWA	72 C. BLUFFS KOIL	1	4	5	6
	46 DAVENP'T *WOC				
	46 DESMOINES*WHO	1	2	3	3
KANS.	68 LAWREN'E WREN			6	7
	76 TOPEKA WIBW				
	76 WICHITA KFH	D	4	5	
KY.	94 COV'TON WCKY	M	X	X	X
	28 LOUISVILLE WHAS	1	2	3	3
LA.	73 N. ORLEANS WDSU			5	
	78 N. ORLEANS WSMB	1	2	3	3
ME.	40 PORTLAND WCSH	1	2	3	3
MD.	52 BALTIMORE WBAL				7
	6 BALTIMORE WCAO	1	4	5	6
MASS.	45 SPRINGFIELD WBZ	T		M	7
	45 BOSTON WBZA	T		M	7
	37 BOSTON WEEL	1	2	3	3
	69 BOSTON *WNAC	3	4	5	6
	4 WORCTER WTAG	1	2	3	3
MICH.	70 DETROIT WGHP	3		5	6
	21 DETROIT *WJR	4		M	7
	38 DETROIT WWJ	1	2	3	3
MINN.	27 MINNEAP. WCCO	3	4	5	M
	91 ST. PAUL KSTP	1	2	3	3
MO.	41 KAN. CITY *KMBC	3	4	5	6
	7 KAN. CITY *WDAF	1	2	3	3
	55 ST. LOUIS *KMOX	1	4	5	6
	1 ST. LOUIS *KSD	1	2	3	3
	81 ST. LOUIS *KWK	D		6	7
NEBR.	5 OMAHA WOW	1	2	3	3
N. J.	17 NEWARK WOR	E	MV	T	D
CENTRAL TIME		7	7	8	8
		30	30	30	30

POETS, I notice, when they set out to eulogize the winter season, touch strongly on the cozy hearth and the bubbly kettle, the virtues of the hot toddy and other little devices of sweet domesticity, neglecting entirely to mention that the wind outside would tear your ears off.

Even the rhyming fellows are susceptible to modern influences, so it is fair to assume that in time they will abandon the kettle—personally, I've never seen a cozy hearth that would send its smoke up the chimney, let alone one that would bubble a kettle—and substitute therefor the crooning radio. And that is the way I prefer to take my sports during the chilly months.

Football is still with us during December, although Thanksgiving Day marks the end of the great profusion of broadcasts from grid-iron regions. This month the sport is confined necessarily to the warmer climes, although the hardy pros will continue to plough through the drifts for a week or so.

Down in Georgia they have two civil wars. There is the one which still makes it suicide for outlanders to whistle within the bounds of the State the little ditty dedicated in '65 to General Sherman's "bummers," and then there is the annual football game between Georgia Tech and the University of Georgia. That combat threatened for a time to become almost as serious an affair as the earlier march through Georgia, so serious, in fact, that it was discontinued for some seven years by Faculty request. But relations were resumed by the two schools several years ago, and they meet this year on December 7.

The fact that the Golden Tornado has subsided to a gentle zephyr on occasions this season, while Georgia, long the under dog in the affair, has a strong team, won't detract a bit from the interest in their meeting. Both the big chains will broadcast the game, as well as

several individual stations. Personally, I shall tune in on Bill Munday, of the NBC staff, on this occasion. Not only does William broadcast his football with the eloquence and fervor of a Southern Senator in a crap game, but he is a home-town boy there in Atlanta, and his sidelights and local color should give a picture of Southern football at its best.

Three weeks later, on December 28, the Army makes its longest football trip on record, to tie into Stanford at Palo Alto, Calif. Here again are a couple of the best elevens in the country, and you will be guaranteed sixty minutes of action, despite the defeats which were chalked up against both early in the season.

New Year's Day sees the annual Rose Bowl combat at Pasadena, Calif. Participants in this scrap will not be picked until long after the printers are wrestling with this copy, but it looks at this time like the great team which Howard Jones has put on the field for Southern California will get the assignment of defending the coast's honor. Their opponents, of course, will be selected from among the outstanding teams of the East and middle West at the close of the regular season.

Both the Army-Stanford and the Rose Bowl games will be carried by the chains, and there is a strong possibility that one or two other intersectional games will be arranged for the Pacific Coast when blizzards are shrieking through the stadia in these parts.

Now as to the rest of the sports. Basketball's red-hot action makes the game ideal for broadcasting programs, but it is at a disadvantage in that the contests take place in the evening, when most stations are loath to give up two hours of advertising program time for a single sports event. However, a lot of the colleges have their own stations these days,

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

<p>B Band music</p> <p>C Children's features</p> <p>D Dance music</p> <p>E Educational</p> <p>G Grand opera</p> <p>L Light opera</p> <p>M Instrumental (Other than dance)</p> <p>N News</p>	<p>O Organ</p> <p>P Popular music (With vocal solos)</p> <p>R Religious</p> <p>T Theatrical</p> <p>V Vocal ensembles</p> <p>W Wit, comedy</p> <p>X Station on air, but program variable</p>
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◆ Dance music from New York

1 Lyric Challengers
Incidents in the lives of great men. Announcer, John S. Young.

2 Launderland Lyrics
Bernice Taylor, soprano; Fred Waldner, tenor; twenty-two-piece orchestra; direction, Josef Koestner. Announcer, Ted Pearson.

3 General Electric Hour
Adventures in science, Floyd Gibbons; Symphony Orchestra; direction, Walter Damrosch. Announcer, John S. Young.

4 Chicago Celebrities
Vocal and instrumental music. Announcer, Ted Pearson.

SATURDAY December 7, 14, 21, 28

Daytime Chain Programs of Particular Appeal to Women

ALL TIMES ON THIS PAGE ARE EASTERN STANDARD: DEDUCT ONE HOUR FOR CENTRAL TIME AREA

EASTERN TIME		10	10	11	11
		30	11	30	30
ALA.	60 BIRM'HAM WAPI	4	4		
	39 BIRM'HAM WBRC	1	1	2	3
ARK.	50 HOT SPCS. KTHS				
	85 L'TLE ROCK*KLRA	1	1		
COLO.	29 DENVER KOA	4	4	6	
	2 DENVER KLZ	1	1	2	3
CONN.	52 HARTFORD WTIC				
D. C.	9 WASH'TON WMAL	1	1	2	3
	41 WASH'TON WRC	4	4	5	5
FLA.	72 JACK'LE WJAX	4	4		
	2 MIAMI B. *WIOD	4	4		3
GA.	20 ATLANTA WSB	4	4		
ILL.	48 CHICAGO *KYW			6	
	23 CHICAGO *WBBM	1	1		
	43 CHICAGO WCFL				
	33 CHICAGO *WENR				
	18 CHICAGO WGN	4	4	N	D
	33 CHICAGO WLS				
	13 CHICAGO WMAQ	M			
IND.	62 FT. WAYNE WOWO	1	1	2	3
	51 IND'PLS WFBM	1	1		
IOWA	72 C. BLUFFS KOIL	1	1	2	3
	46 DAVENPT *WOC				
	46 DESMOINES*WHO	4	4	L	3
KANS.	68 LAWREN'E WREN	1	1	5	5
	76 TOPEKA WIBW	1	1		
	76 WICHITA KFH	1	1	2	3
KY.	94 COY'TON WCKY	1	1	W	
	28 LOUISVILLE WHAS	4	4	D	D
LA.	73 N. ORLEANS WDSU	1	1		
	78 N. ORLEANS WSMB	4	4		
ME.	40 PORTLAND WCSH	4	4	N	
MD.	52 BALTIMORE WBAL	1	1		
	6 BALTIMORE WCAO	1	1	2	3
MASS.	45 SPRINGFIELD WBZ	1	1	6	
	45 BOSTON WBZA	1	1	6	
	37 BOSTON WEEL	4	4		
	69 BOSTON *WNAC	1	1	2	3
	4 WORC'TER WTAG	4	4	N	
MICH.	70 DETROIT WGHP	1	1	2	3
	21 DETROIT *WJR	1	1	6	O
	38 DETROIT WWJ	4	4	D	3
MINN.	27 MINNEAP. WCCO	4	4	D	D
	91 ST. PAUL KSTP	4	4	6	D
MO.	41 KAN. CITY *KMBC	4	4	D	D
	7 KAN. CITY *WDAF	4	4	6	
	55 ST. LOUIS *KMOX	1	1	N	3
	1 ST. LOUIS *KSD	4	4		3
	81 ST. LOUIS *KWK	1	1	N	D
NEBR.	5 OMAHA WOW	4	4	O	
N. J.	17 NEWARK WOR	V	D	D	MV

MONDAY

10:00 A. M.—National Radio Home-makers Club. (Ida Bailey Allen.) WABC, W2XE, WGHP, WMAL, KMBC, WCCO, WFBL, WEAN, WNAC, WBBM, WMAK, WCAU, WCAO, WJAS, WADC, WKRC, KMOX, KOIL, WSPD, WHK, WLBW, WISN, WOWO.

11:15 A. M.—Radio Household Institute. WEA, WEEL, WJAR, WTAG, WCSH, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, KSD, KFKX, WTMJ, KSTP, WHO, WOV, WDAF.

1:00 P. M.—National Farm and Home Hour. From Chicago and Washington to WJZ, WBZ, WBZA, WHAM, WJR, WLW, KYW, KWK, WREN, WRC, KSTP, WEBC, WDAF, KDKA, WRVA, WBT, WPTF, WIOD, WSM, WMC, WOW, WHAS, KPRC, WKY, KOA, WJAX, KVOO, WOAI, WBAL, KTHS, WHO.

TUESDAY

10:00 A. M.—National Radio Home-makers Club. WABC, W2XE, WCAU, WNAC, WEAN, WFBL, WCAO, WJAS, WADC, WGHP, WBBM, WOWO, KMBC, KOIL, WSPD, WHK, WLBW, WMAL, KMOX, WKBW, WKRC.

10:30 A. M.—National Radio Home-makers Club. (Beauty.) WABC, W2XE, WJAS, WKRC, WGHP, WBBM, WHK.

11:00 A. M.—Forecast School of Cookery. WJZ, WBZ, WBZA, WHAM, KDKA, WLW, KWK, WREN, WJR, WGN.

11:00 A. M.—Duco Decorators. WEA, WTIC, WJAR, WTAG, WCSH, WLIT, WRC, WGY, WGR, WCAE, WTMJ, WTAM, WWJ, WSAI, KSD, WOC, KSTP, WDAF, KFKX, WOV, WBT, WHAS, WSM, WMC, WSB, WAPI, WSMB, KVOO, WKY, KPRC, WOAI, KTHS, WSAI, KFKX.

11:15 A. M.—Radio Household Institute. WEA, WEEL, WTIC, WJAR, WTAG, WCSH, WLIT, WRC, WGY, WGR, WCAE, WTMJ, WTAM, WWJ, WSAI, KSD, WOC, KSTP, WDAF, KFKX, WOV, WBT, WHAS, WSM, WMC, WSB, KVOO, WOAI, WKY, KPRC.

1:00 P. M.—National Farm and Home Hour. From Chicago and Washington to WJZ, WBZ, WBZA, WHAM, WJR, WLW, KYW, KWK, WREN, WRC, WOC, KSTP, WEBC, WRVA, WDAF, WJAX, WSM, WMC, WOW, WHAS, KOA, WOAI, KPRC, WKY, WPTF, WIOD, KVOO, KDKA, KTHS, WEBC.

WEDNESDAY

10:00 A. M.—National Radio Home-makers Club. (Ida Bailey Allen.) WABC, W2XE, WCAU, WNAC, WEAN, WFBL, WMAK, WCAO, WJAS, WADC, WGHP, WBBM, WOWO, KMBC, KOIL, WSPD, WHK, WLBW, WMAL, WRHM, WKRC.

10:30 A. M.—National Radio Home-makers Club. (Interior decorating.) WABC, W2XE, WCAU, WNAC, WEAN, WMAK, WCAO, WJAS, WADC, WGHP, WVOO, KMOX, KOIL, WSPD, WHK, WLBW, WMAL, WFBM, WBBM, WISN, WFBL, WKRC.

10:45 A. M.—Mary Hale Martin's Household Period. From Libby's Model Kitchen. Chicago to WJZ, WBZ, WBZA, WMC, WSB, WAPI, WJR, WHAM, KDKA, WLW, KYW, KWK, WREN, WHAS, KFKX, WBAL, WSM, WSMB.

11:00 A. M.—Forecast School of Cookery. WJZ, WBZ, WBZA, WHAM, KDKA, WLW, KWK, WREN, WJR, WGN, WBAL.

11:15 A. M.—Radio Household Institute. WEA, WEEL, WTAG, WJAR, WCSH, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, KSD, WHO, WDAF, KSTP, WTMJ, WHAS, WSM, WSB, WBT, KVOO, WOAI, WKY, WOW, WMC, KERC, WBAP, KFKX, WEBC.

1:00 P. M.—National Farm and Home Hour. From Chicago and Washington to WJZ, WBZ, WBZA, WHAM, KDKA, WJR, WLW, KWK, WREN, WRC, WHO, KSTP, WEBC, WDAF, WRVA, WJAX, WOW, WMC, WHAS, WPTF, WIOD, WSM, KVOO, WKY, KOA, WBAL, WOAI, KPRC, KTHS, KFKX.

THURSDAY

10:00 A. M.—National Radio Home-makers Club. (Ida Bailey Allen.) WABC, W2XE, WCAU, WNAC, WEAN, WFBL, WCAO, WJAS, WADC, WGHP, WBBM, WOWO, WSPD, WHK, WMAL, WLBW, WKBW, WKRC.

11:00 A. M.—Forecast School of Cookery. WJZ, WBZ, WBZA, WHAM, KDKA, WREN, WLW, KWK, WGN.

11:15 A. M.—Radio Household Institute. WEA, WEEL, WTIC, WJAR, WTAG, WCSH, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, KSD, WDAF, WHAS, WSB, WBT, KVOO, WBAP, WOAI, WKY, KPRC, WOC, WOW, KFKX, WTM, WMC, WRVA, WJAX, KSTP, WSM.

1:00 P. M.—National Farm and Home Hour. From Chicago and Washington to WJZ, WBZ, WBZA, WHAM, WJR, WLW, WREN, WRC, WOC, KSTP, WEBC, WDAF, KDKA, WRVA, WBT, WPTF, WIOD, WSM, WMC, WOW, WHAS, KPRC, WKY, KOA, WJAX, KVOO, WOAI, WBAL, KFKX.

FRIDAY

10:00 A. M.—National Radio Home-makers Club. (Ida Bailey Allen.) WABC, W2XE, WCAU, WNAC, WEAN, WFBL, WMAK, WCAO, WJAS, WADC, WGHP, WBBM, WOWO, KMBC, KOIL, WSPD, WHK, WLBW, WMAL, KMOX, WKRC.

11:00 A. M.—Music Appreciation Hour. Direction of Walter Damrosch. N. B. C. service over entire red and blue network.

1:00 P. M.—National Farm and Home Hour. From Chicago and Washington to WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WJR, WLW, WREN, WDAF, WRVA, WFAA, WRC, WHO, KSTP, WEBC, WOW, WHAS, WMC, WPTF, WJAX, WIOD, WSM, KPRC, WKY, KOA, WOAI, KVOO, KTHS.

SATURDAY

11:15 A. M.—Radio Household Institute. WEA, WEEL, WTIC, WJAR, WTAG, WCSH, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, KSD, WOC, WOW, WDAF, KFKX, WTMJ, KSTP, WBT, WHAS, WSM, WMC, WSB, WKY, KVOO, WBAP, KPRC, WOAI.

1:00 P. M.—National Farm and Home Hour. From Chicago and Washington to WJZ, WBZ, WBZA, WHAM, KDKA, WJR, WLW, WREN, WRC, WOC, WOW, KSTP, WEBC, WDAF, WBT, WPTF, WJAX, WIOD, WHAS, WSM, WMC, KVOO, KPRC, WKY, WOAI, KOA, WBAL, KFKX, WRVA, KTHS.

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

- B Band music
- C Children's features
- D Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental (Other than dance)
- N News
- O Organ
- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

◆ Dance music from New York

- 1 Chicago Civic Opera
Direction, Charles Moore.
- 2 To Be Announced
- 3 Park Central Hotel Orchestra
Directed by Charles Strickland. Announcer, Howard Butler.
- 4 B. A. Rolfe and His Lucky Strike Orchestra
Announcer, Edward Thorgersen.

CENTRAL TIME 9 9 10 10
30 30 30 30

AN EAR-VIEW OF AMERICA

(Continued from page 4.)

The point of how truly its broadcasting represents a city or State inevitably suggests Iowa. Listeners have been prone to assume that the residents of the "tall corn" State are interested chiefly in bargains in prunes, overalls, underwear and harness—and not without reason. Plentiful evidence pointing to this conclusion has been thrust into the ether by the direct-selling stations which seem to be the outstanding feature of Iowa's radio landscape.

It must not be forgotten, however, that Iowa has two excellent stations in WOC and WHO. Their programs compare favorably with any which can be heard around the dial. As further evidence rebutting the notion that Iowa's tastes should be measured by the output of the prune stations, WOC and WHO share a cleared channel because it was shown before the Federal Radio Commission that programs such as they broadcast are preferred by the listeners of the "tall corn" State. Confirming this, Dr. Walter Damrosch reported that the mail response to the first year of his symphonic concerts was greater from Iowa than from any other State. So, one should sometimes be cautious in judging a State by what one hears of its broadcasting.

That might apply also and appropriately to Shreveport, La. KWKH may be the representative air voice of this thriving city, and again it may not.

With all the modern developments that make for distance reception, gathering impressions of places and people by means of radio is, of course, not limited to the United States itself. Northern listeners also get quite as definite an impression of their Canadian cousins across the unfortified border. In much the same manner Southern listeners have an opportunity to make intimate contact with their Cuban and Mexican neighbors through the loud-speakers. And, with the long-promised rebroadcasts of European programs already beginning to materialize, dial-twisters in every section are able to visit Europe without leaving their favorite chairs.

When this interchange of programs between the two continents is perfected, the stay-at-homes may have a more intimate knowledge of the Old World than their friends who see Europe in six hectic weeks.



REVIEWING THE RADIO YEAR

(Continued from page 6.)

ning to reach Pacific Coast listeners at nine o'clock their time.

Sustaining programs of a musical nature have also benefited greatly during the past year through the refining process. Today they are woven into a complete period of entertainment, with a thread of an idea or a continuity to bind the various musical selections together, thus forming a finished production rather than a disconnected series of vocal and instrumental efforts. The improvement and refinement in the broadcasting of orchestral concerts is manifest mainly in the technical pick-up. Engineers have spent a great amount of time in experimenting on picking up large orchestral organizations, and the past year has shown the fruit of their efforts. In many instances radio engineers have succeeded in giving a better-balanced orchestral program to their listeners than has been enjoyed by some of those who actually attended the concert, but who were unfortunate in the assignment of seats.

And finally we come to perhaps the most important group of air programs, the commercial or sponsored class. No one disputes that this type of broadcast has really found itself during the current year, although many will contend that further improvement is still possible. One important fact in connection with this type of broadcast is that commercial sponsors have realized that the insertion of an overabundance of advertising copy

in their broadcast announcements defeats the purpose. Many advertisers have eliminated all material of a "selling" nature from their announcements, while others have cut this type of announcement to a minimum. If this were the only accomplishment in the refinement and development of radio programs attained during the current year, the time would have been well spent; but, combined with the advances in all other departments, the radio broadcasting industry and the radio audience may well regard 1929 as a banner year.



OUTSTANDING BROADCASTS OF 1929

(Continued from page 7.)

While the Zeppelin was still cruising around the globe, H. G. "Buddy" Bushmeyer, a parachute jumper at Roosevelt Field, gave listeners an insight into his dangerous occupation. Equipped with the same portable transmitter used at Lakehurst, the bird-man dropped from a speeding airplane at an altitude of ten thousand feet and attempted a description of his sensations through a network of NBC stations.

Although an antenna wire broke and halted the broadcast "in mid-air," listeners were able to hear his words for almost three minutes as he floated earthward.

During the Schneider Cup races at Calshot, England, a British Broadcasting Corporation program was again picked up, and American listeners were enabled to compare English announcers with our own. Every word describing the flying planes was heard distinctly, while the roar of the ships' motors sounded as though the planes were passing outside the listener's window.

On October 21, President Hoover, Henry Ford and other notables united in tribute to Thomas A. Edison during the Golden Jubilee celebration of the latter's invention of the electric light. The inventor himself talked during the program, which originated in Dearborn, Mich.

Holland entered the international radio picture with an impressiveness that was startling on October 26. For forty-five minutes, beginning at noon on that date, thirty NBC stations received a program of typical Dutch music from Huizen, Holland.



THE MODERN WALTZ

(Continued from page 5.)

Have a friend play a waltz slowly. Listen to the music until you become thoroughly familiar with the one-two-three "waltz time," always recognizable by its characteristic beat—one, two, three.

Dance the forward waltz step beginning with the left foot forward. As you go through the steps sing or hum, counting one, two, three. Remember that the first of every three beats is counted louder. Count: One, two, three—four, five, six.

THE BACKWARD WALTZ MOVEMENT.

The backward waltz movement is just the opposite of the forward movement. When the man does the forward steps, the lady does the backward movement.

1. Step backward with right foot.
2. Step back, slightly to left, with left foot.
3. Draw right foot up to left, weight on right.
4. Step directly backward with left foot.
5. Step back, slightly to right, with right.
6. Draw left foot up to right, weight on left.

That's all.

Practice this movement around the room. Start with the right backward. At first go very slowly and try to do the six steps without a mistake. Gradually do the movement faster and faster.

DIRECTORY OF BROADCASTING STATIONS

Including All Stations East of the Rockies Using 100 Watts or Over
and All Stations West of the Rockies Using More than 100 Watts

Dial	Call	Kilo-cycle	City	Dial	Call	Kilo-cycle	City	Dial	Call	Kilo-cycle	City	Dial	Call	Kilo-cycle	City
KCRC	1370		Enid, Okla.	KSD	550		St. Louis, Mo.	WEEI	590		Boston, Mass.	WLTH	1400		Brocklyn, N. Y.
KDKA	980		Pittsburgh, Pa.	KSEI	900		Pocatello, Ida.	WEHS	1310		Evansville, Ind.	WLW	700		Cincinnati, O.
KDLR	1210		Devis Lake, N. D.	KSL	1130		Salt Lake City, Utah	WELK	1370		Philadelphia, Pa.	WLWL	1100		New York, N. Y.
KDYL	1290		Salt Lake City, Utah	KSO	1380		Clarinda, Ia.	WEMC	590		Berrien Springs, Mich.	WMAK	570		Casnovia, N. Y.
KEJK	1170		Beverly Hills, Calif.	KSOO	1110		Sioux Falls, S. D.	WENR	870		Chicago, Ill.	WMAF	1360		S. Dartmouth, Mass.
KELW	780		Burbank, Calif.	KSTP	1460		St. Paul, Minn.	WEPB	1200		Gloucester, Mass.	WMAK	960		Buffalo, N. Y.
KEX	1180		Portland, Ore.	KTAB	580		Oakland, Calif.	WVPR	1300		New York, N. Y.	WMAJ	620		Washington, D. C.
KFAB	770		Lincoln, Neb.	KTAP	1420		San Antonio, Tex.	WVW	750		St. Louis, Mo.	WMAJ	170		Chicago, Ill.
KFAD	620		Phoenix, Ariz.	KTAT	1240		Fort Worth, Tex.	WFAA	800		Dallas, Tex.	WMAJ	1200		St. Louis, Mo.
KFBF	1360		Great Falls, Mont.	KTBI	1300		Los Angeles, Calif.	WFAA	610		Philadelphia, Pa.	WMAJ	890		Macon, Ga.
KFDM	560		Beaumont, Tex.	KTBR	1300		Portland, Ore.	WPBG	1310		Altoona, Pa.	WMAJ	1500		Newport, R. I.
KFDY	550		Brookings, S. D.	KTBS	1450		Shreveport, La.	WFBJ	1370		Collegeville, Minn.	WMBR	1420		Detroit, Mich.
KEEL	940		Denver, Col.	KTHS	1045		Hot Springs, Ark.	WFBP	900		Syracuse, N. Y.	WMBD	1440		Peoria Heights, Ill.
KFEQ	560		St. Joseph, Mo.	KTMS	780		Los Angeles, Calif.	WFRB	1230		Indianapolis, Ind.	WMBG	1210		Richmond, Va.
KFGQ	1310		Boone, Ia.	KTNT	1170		Muscataine, Ia.	WFRB	1270		Baltimore, Md.	WMBH	1420		Joplin, Mo.
KFH	1800		Wichita, Kan.	KTSA	1290		San Antonio, Tex.	WFDL	1310		Flint, Mich.	WMBI	1980		Chicago, Ill.
KFI	640		Los Angeles, Calif.	KTSL	1310		Shreveport, La.	WFI	560		Philadelphia, Pa.	WMBJ	1500		Wilkesburg, Pa.
KFJB	1420		Fond du Lac, Wis.	KTUE	1420		Houston, Tex.	WFLW	940		Hopkinsville, Ky.	WMBL	1310		Lakeland, Fla.
KFJZ	1200		Marshalltown, Ia.	KTVW	1270		Seattle, Wash.	WFLW	1450		Akron, O.	WMBR	1370		Auburn, N. Y.
KKLF	1470		Oklahoma City, Okla.	KUOA	1390		Fayetteville, Ark.	WFKD	1310		Philadelphia, Pa.	WMBR	1500		Brooklyn, N. Y.
KKFM	1370		Grand Forks, N. D.	KUOM	570		Missoula, Mont.	WFLA	900		Clearwater, Fla.	WMBR	1210		Tampa, Fla.
KKJY	1300		Portland, Ore.	KUSD	890		Vermillion, S. D.	WGBB	1210		Freeport, N. Y.	WMC	780		Memphis, Tenn.
KKJZ	1370		Fort Dodge, Ia.	KUT	1120		Austin, Tex.	WGC	1430		Memphis, Tenn.	WMC	570		New York, N. Y.
KKKA	880		Greeley, Col.	KVI	760		Tacoma, Wash.	WGBF	630		Evansville, Ind.	WMMN	890		Fairmount, W. Va.
KKFB	1250		Marshalltown, Ia.	KVOA	1260		Tucson, Ariz.	WGBI	880		Syracuse, N. Y.	WMP	1500		Lapeer, Mich.
KKFD	1220		Lawrence, Kan.	KVOO	810		Tulsa, Okla.	WGBS	1480		New York, N. Y.	WMSG	1350		Brooklyn, N. Y.
KKFL	1410		Rockford, Ill.	KWCR	1310		Cedar Rapids, Ia.	WGM	1210		Gulport, Miss.	WMT	1250		Waterloo, N. Y.
KFLX	1370		Galveston, Tex.	KWGA	1210		Shreveport, La.	WGCP	1250		Newark, N. J.	WNA	1250		Boston, Mass.
KFMX	1250		Northfield, Minn.	KWJJ	1060		Portland, Ore.	WGES	1360		Chicago, Ill.	WNA	1010		Norman, Okla.
KFNF	890		Shenandoah, Ia.	KWK	1350		St. Louis, Mo.	WGH	1310		Newport News, Va.	WNA	1310		Philadelphia, Pa.
KFOR	1210		Lincoln, Neb.	KWKC	1370		Kansas City, Mo.	WGH	1240		Detroit, Mich.	WNA	570		Yanilton, S. D.
KFOY	1250		Long Beach, Calif.	KWKB	850		Shreveport, La.	WGL	1370		St. Wayne, Ind.	WNBH	1310		Washington, Pa.
KFPY	1390		Spokane, Wash.	KWLC	1270		Decorah, Ia.	WGN	720		Chicago, Ill.	WNBH	1430		Memphis, Tenn.
KFQZ	860		Hollywood, Calif.	KWSC	1390		Brownsville, Tex.	WGR	550		Hoffalo, N. Y.	WNBH	1200		Springfield, Va.
KERC	610		San Francisco, Calif.	KWWG	1260		Brownsville, Tex.	WGT	890		Atlanta, Ga.	WNBZ	1290		Sarasota Lake, N. Y.
KFUD	630		Columbia, Mo.	KXA	570		Seattle, Wash.	WGY	790		Schenectady, N. Y.	WNY	1450		Newark, N. J.
KFSB	600		San Diego, Calif.	KXL	1250		Portland, Ore.	WHA	940		Madison, Wis.	WNOX	560		Knoxville, Tenn.
KFSG	1120		Los Angeles, Calif.	KYA	1230		San Francisco, Calif.	WHAD	1120		Milwaukee, Wis.	WNOX	1440		Greensboro, N. C.
KFUL	1290		Galveston, Tex.	KYW	1050		Chicago, Ill.	WHAM	1150		Rochester, N. Y.	WNYC	570		New York, N. Y.
KFUM	1270		Colorado Springs, Col.	KFXA	1020		Chicago, Ill.	WHAP	1300		New York, N. Y.	WNYC	1190		San Antonio, Tex.
KFUD	550		St. Louis, Mo.	KFXA	1020		Chicago, Ill.	WHAS	820		Louisville, Ky.	WOAN	800		Lawrenceburg, Tenn.
KFUP	1310		Denver, Col.	WAAF	920		Chicago, Ill.	WHAZ	1300		Troy, N. Y.	WOAN	1280		Trenton, N. J.
KFV	710		Culver City, Calif.	WAAM	1250		Newark, N. J.	WHB	950		Kansas City, Mo.	WOAN	1310		Elion City, Tenn.
KFVS	1210		Cape Girardeau, Mo.	WAAT	1070		Cary City, N. J.	WHBD	1370		Bellefontaine, O.	WOBU	580		Charleston, W. Va.
KFWB	560		Hollywood, Calif.	WAB	650		Omaha, Neb.	WHBF	1210		Rock Hill, S. C.	WOBU	1000		Davenport, Ia.
KFWF	1260		St. Louis, Mo.	WABC	860		New York, N. Y.	WHBL	1410		Sheboygan, Wis.	WOBU	1210		Jamestown, N. Y.
KFWI	930		San Francisco, Calif.	WABI	1200		Bangor, Me.	WHBU	1370		Memphis, Tenn.	WOD	1250		Pateron, N. J.
KFXF	940		Denver, Col.	WABZ	1200		New Orleans, La.	WHBY	1200		West De Per, Wis.	WOL	560		Ames, Ia.
KFXR	1310		Oklahoma City, Okla.	WADC	1320		Akron, O.	WHDF	1370		Calumet, Mich.	WOL	1310		Washington, D. C.
KFY	1420		Flagstaff, Ariz.	WADF	1500		Detroit, Mich.	WHDF	830		Gloucester, Mass.	WOMT	1210		Manitowoc, Wis.
KFYR	550		Bismarck, N. D.	WALU	640		Columbus, O.	WHDH	1450		Rochester, N. Y.	WOMD	1270		Grand Rapids, Mich.
KGA	1470		Spokane, Wash.	WAPI	1140		Birmingham, Ala.	WHDC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGAR	1370		Tucson, Ariz.	WASH	1270		Grand Rapids, Mich.	WHDC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGB	1360		San Diego, Calif.	WBAK	1430		Harrisburg, Pa.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGBL	800		Ketchikan, Alaska	WBAL	1060		Baltimore, Md.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGBX	1370		St. Joseph, Mo.	WBAP	800		Fort Worth, Tex.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGBZ	930		York, Neb.	WBAX	1210		Brooklyn, N. Y.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGC	1370		San Antonio, Tex.	WBFB	1370		Richmond, Va.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGCR	1210		Watertown, S. D.	WBGM	770		Chicago, Ill.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGCU	1200		Mandan, N. D.	WBIR	1300		Rossville, N. Y.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGDR	1350		San Antonio, Tex.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGDF	1300		Los Angeles, Calif.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGEW	1200		Fort Morgan, Colo.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGEZ	1420		Kalispell, Mont.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGF	1310		Alva, Okla.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGPF	1370		Oklahoma City, Okla.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGPI	1500		Corpus Christi, Tex.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGFX	580		Marine, S. D.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGFB	1010		Picher, Okla.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGGM	1230		Albuquerque, N. M.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGHF	1320		Pueblo, Col.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGHI	1500		Little Rock, Ark.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGHL	950		Billings, Mont.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGIB	1320		Pwin Falls, Ida.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGIC	1360		Butte, Mont.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGIW	1420		Triudad, Col.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGLX	1420		Las Vegas, Nev.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGFJ	890		Little Rock, Ark.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGRB	1500		Brownwood, Tex.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KRGL	1370		San Angelo, Tex.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KRKO	570		Wichita Falls, Tex.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KRQ	790		Oakland, Calif.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KRGC	1370		San Antonio, Tex.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KGRS	1410		Anarillo, Tex.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KHJ	620		Portland, Ore.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KHW	900		Los Angeles, Calif.	WBZ	1200		Ponca City, Okla.	WHFC	1440		Rochester, N. Y.	WOP	500		Bristol, Tenn.
KHQ	590		Spokane, Wash												

A CHRISTMAS GIFT
that will be treasured
thru all the new year

WHAT'S ON THE AIR

a national radio program directory and listeners' magazine, will bring joy to your friends, who have radios, through all the new year.

IN no other way can \$1.50 bring so much pleasure to a radio listener.

SEND your order accompanied by \$1.50 for each gift subscription to the

WHAT'S ON THE AIR COMPANY

Ninth and Cutter Streets

Cincinnati, Ohio

and the leatherette cover containing the January issue, in an envelope marked "Do not open until Christmas," and a handsome Christmas card inscribed with your name, will reach those you wish so to remember in ample time for Christmas receptions.



Just to wish for you the joy and the
Good old cheer,
Of a happy, happy Christmas and a
Glad New Year.

WE ARE HAPPY TO TELL YOU THAT FOR THE NEXT
TWELVE MONTHS

WHAT'S ON THE AIR

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