The Magazine for the Radio Listener 15 cents Mhat's on the flir

Vol. 1. No. 2

December 1929

# WAVE-LENGTH GUIDE

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CHANNEL	COLUMBIA BROADCASTING SYSTEM	NATIONAL BROADCASTING COMPANY	KYCLS	METERS	DIAL READING	EN
1	WKRC-WEAN	WGR-KSD	550	545	<del>-</del>	
2	KLZ	WFI-WIOD	560	535	<b>←</b>	
3	WWNC	WIBO	570	526	<del>-</del>	
4		WTAG	580	517	<del>-</del>	-
5		wow	590	508	-	
6	WCAO-WREC		600	500	<b>←</b>	
7	WFAN	WDAF	610	492	<b>←</b>	90
8	13.5.0	WTMJ	620	484		-
9	WMAL		630	476	<b>~</b>	
10	WAIU		640	468		
11		WSM	650	461		
12		WEAF	660	454	100	
13	WMAQ		670	447	<del>-</del>	- GO
14		WPTF	680	441	<b>←</b>	80
16		WLW	700	428	<b>←</b>	
17	WOR		710	422	<b>←</b>	
18		WGN	720	416		- 1
20		WSB	740	405	<b>←</b>	
21		WJR	750	400	<b>←</b>	-
22	1	WJZ	760	394	<del>-</del>	70
23	WBBM	KFAB	770	389	<b>←</b>	10
24	WTAR	WMC	780	384		
25		WGY	790	379	<b>←</b>	
26		WFAA-WBAP	800	375	<b>←</b>	
27	WCCO		810	370	<b>←</b>	
28		WHAS	820	366	+	-
29		KOA	830	361	<del>-</del>	60
32	WABC		860	349	<b>←</b>	100
33		WLS-WENR	870	345	<b>←</b>	FU
35		WJAR	890	337	<b>←</b>	-
36	WMAK-WFBL	WKY-WEEI	900	333	<del>-</del>	
38		WWJ-KPRC	920	326	<b>←</b>	_
39	WDBJ-WBRC		930	322	<del>-</del>	=_
40		WCSH	940	319		-50
41	KMBC	WRC	950	316	<del>-</del>	1
43		WCFL	970	309	+	
44		KDKA	980	306	<del></del>	-
45		WBZ-WBZA	990	303	<del>-</del>	
46		WOC-WHO	1000	300	<b>←</b>	-
48		KYW-KFKX	1020	294	<del>-</del>	E
50	KRLD	KTHS	1040	288	<del>-</del>	-40
52	WFBM	WTIC-WBAL	1060	283	<del>-</del>	
53		WTAM	1070	280	<del>-</del>	
54		WBT	1080	278	<del>-</del>	
55	KMOX		1090	275	<del>-</del>	_
57		WRVA	1110	270		
58	WISN		1120	268	<b>←</b>	
60		WAPI-KV00	1140	263	+	- 30
61		WHAM	1150	261	<b>←</b>	-
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		- 20
72	WLBW-KOIL	WJAX	1260	238		-LIII
73	WDSU		1270	236		
74	WDOD	WEBC	1280	234		
75	WJAS-KTSA		1290	232		
76	WIBW-KFH		1300	231		-
78	WADC	WSMB	1320	227		<b>— 10</b>
80	WSPD	WSAI	1340	224		10
81		KWK	1350	222		
85	WHK-KLRA		1390	216		
90	WHEC		1440	208		
91		WFJC	1450	207		
92		KSTP	1460	205		-
93	WKBW-KFJF		1470	204		
94		WCKY	1480	203		
95	WLAC		1490	201	<b>←</b>	
			-			

# 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 BASIC 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.

# DEC 11 19 WHAT'S ON THE AIR

THE MAGAZINE FOR THE RADIO LISTENER

VOLUME I.

DECEMBER, 1929

NO. 2

# n Far View of America

Robert M. Starr

THE orchestra concluded on a long, blue chord. A fourtoned chime tinkled. "Station WEAF, 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 fa-

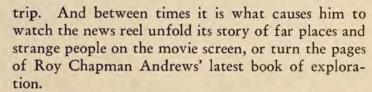
vorite chair. Rather hard on Capt. Frank Hawkes' eighteen-hour non-stop airplane record for the same distance, isn't it? Yet it is a feat which listeners duplicate when distance reception is good.

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



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 Fran-

cisco 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 passe 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 bigger 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, Gawgah," 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"



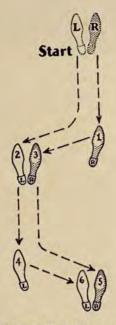
Mr. Murray

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.

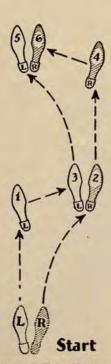
Lack of confidence is caused by insufficient knowledge of the subject. When you really know how to dance, you will not be lacking in confidence. To gain confidence in dancing, or in anything else, you must know your subject. As you learn to dance, unconsciously you will acquire ease and confidence. If 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 any 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 twostep 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.

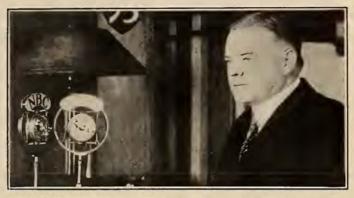
Linking hands on many occasions with that other young comer, aviation, radio during the past year has performed feats heretofore considered impossible. Oceans have been spanned in the space of a split second; distant countries have joined in an audible union of music; a man suspended between heaven and 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 Rachmanin-off'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.



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

# SUNDAY 1, 8, 15, 22, 29

		10									_	_					
EA	STERN TIME	12	12	12 30	12	1	1 15	30	1 45	2	15	30	2 45	3	3 15	30	3 45
ALA.	60 BIRM'HAM WAPI									A	A	A	A	В	В	В	В
	39 BIRM'HAM WBRC	T.						0	0	0	0	0	0	0	0	0	0
ARK.	50 HOT SPGS. KTHS																
001.0	85 L'TLE ROCK*KLRA																
COLO	.29 DENVER KOA																
COMA	2 DENVER KLZ							0	0	0	Θ	0	0	0	0	0	0
	9 WASH' TON WMAL	_				-	_							0	6	0	0
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FLA.	72 JACK'V'LE WJAX			•	•	0	0	9	9	**		4.	-	В	В	В	B
	2 MIAMI B. *WIOD																
GA.	20 ATLANTA WSB													В	В	В	В
ILL	48 CHICAGO *KYW									A	A	A	A				
	23 CHICAGO *WBBM		-														
	43 CHICAGO WCFL																
	33 CHICAGO *WENR	_															
	18 CHICAGO WGN					_				_							
	7117440					_						8	6	_			_
IND	13 CHICAGO WMAQ 62 FT.WAYNE WOWO	-			_		-	0	0	6	0	0	6	0		0	0
mib.	51 IND'P'LS WFBM								8			0		0	0	0	0
IOWA	72 C. BLUFFS KOIL							8						O	0	0	O
	46 DAVENPT *WOC									0	0	6	6	3	0		
	46 DESMOINES*WHO					0	0	0	0					Ĭ			
KANS	S.68 LAWREN'E WREN	7												В	В	В	B
	76 TOPEKA WIBW							0	0	0	0	0	0				
	76 WICHITA KFH													0	0	0	0
KY.	94 COV'TON WCKY																
TA	28 LOUISVILLE WHAS																
LA.	73 N. ORLEANSWDSU 78 N. ORLEANSWSMB		_	-		_											
ME.	40 PORTLAND WCSH						_		-	-				0	0	0	0
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# Sylvestre Cozy Period

Organ recital; William Meeker, organist; George Beuchler, baritone. Announcer, John S. Young.

# National Broadcasting and Concert Bureau Program

Elsie Baker, contralto; ballad singers; direction, George Dilworth.

# Godfrey Ludlow, Violinist, and Mme. Lolita Cabrera Gainsborg, Pianist

Announcer, Howard Butler.

# @ Troika Bells

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

# Milady's Musicians

Beatrice Belkin, soprano; Old World trio; Maximillian 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.

# Metropolitan Echoes

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

# (3) The Nomads

Vocal and instrumental soloists; direction, Alexander Kirilloff. Announcer, Neel Enslen.

# 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
- Musical Album
- Three Little Sachs

Songs and patter.

# G Herbert's Diamond Entertainers

- 3 Ballad Hour
- **O** Symphonic Hour

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

- B Band music
- Children's features
- D Dance music
- Educational
- G Grand opera
- L Light opera

- M Instrumental (Other than dance)
- News
- O Organ
- P Popular music (With vocal solos)
- R Religious
- Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable
- ◆ Dance music from New York

# AS WE GO TO PRESS

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

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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.

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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.

994

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.

#### **©** Echoes of the Orient

String ensemble; Sven von Hallberg, guitar soloist. Announcer, Alwyn E. W. Bach.

# O Countess Olga Megolago Albani

Mezzo soprano. Announcer, Eugene Marshall.

#### 6 Old Company Songalogue

Vernon Archibald, baritone; male quartet; string quartet; band director, Harold Sanford. Announcer, Milton J. Cross.

# ( Heroes of the World

Dramatic sketch with musical background; direction, Dana S. Merriman. Announcer, Alwyn E. W. Bach.

# Major Bowes Family

From the Capitol Theater, New York City. Announcer, John S. Young.

# 3 National Light Opera

Direction, Harold Sanford. Announcer, Ralph Freese.

# The Duo Disc Duo

Announcer, Neel Enslen.

# 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.

# At the Baldwin

Famous pianist, assisted by vocal soloist and instrumentalists; male quartet. Announcer, Neel Enslen.

# Cathedral Hour

Sacred musical service.

# McKesson News Reel of the Air

Sermon by the Rev. Donald Grey Barnhouse, of Philadelphia

# O Fox Fur Trappers

Orchestra, with Earle Nelson, crooning fur-

# The I. T. Scalers

- 3 Littmann's Entertainers
- Our Romantic Ancestors
- @ French Trio

# The World's Business

Dr. Julius Klein, Assistant Secretary of Com-

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

Band music

C Children's features

Dance music

E Educational

G Grand opera

Light opera

M Instrumental (Other than dance)

News

O Organ

P Popular music (With vocal solos)

R Religious

Theatrical

V Vocal ensembles

W Wit, comedy X Station on air, but program variable

◆ Dance music from New York

# December of SUNDAY

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# SUNDAY 1, 8, 15, 22, 29

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MASS	45 SPRINGFIELD WBZ		A	A	A	A	B	B	C	C							
	45 BOSTON WBZA		A	A	A	A	B	B									
	37 BOSTON WEEL	_					0	0		0							
	69 BOSTON *WNAC		0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
	4 WORCTER WTAG	M		0	0	0					6	0		N			
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	91 ST. PAUL KSTP	0					0	0	0	0	6	0				D	
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# SELECTIVITY IN TASTE

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.

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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.

# Major Bowes Family

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

# O 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 Enslen.

# Our Government

David Lawrence; discourse from Washington on affairs of Government.

# Atwater Kent Concert

Famous artists; concert orchestra; direction, Josef Pasternack. Announcer, Graham Mc-Namee.

# Studebaker Champions

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

# Sunday at Seth Parker's

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

# Russian Cathedral Choir

Russian artists. Announcer, Marthin Pro-

# 3 Sam Herman

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

# 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.

# Majestic Theatre of the Air

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

#### Arabesque

Thousand and one nights; drama and music.

# 3 Jesse Crawford

Poet of the organ.

# (3) The Back Home Hour

From Buffalo.

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

R	Band music	
C	Children's fea	tures

D Dance music

Educational

G Grand opera L Light opera

Instrumental (Other than dance)

O Organ

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, 8, 15, 22, 29 SUNDAY

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# MONDAY 2, 9, 16, 23, 30

MONDAY 2	, 9,	16,	23,	30
EASTERN TIME	6	<b>6</b> 30	7	<b>7</b> 30
ALA. 60 BIRM'HAM WAPI	0			0
39 BIRM'HAM WBRC	0	X	0	0
ARK. 50 HOT SPGS. KTHS			X	P
85 L'TLE ROCK*KLRA				
COLO. 29 DENVER KOA	0			0
2 DENVER KLZ	0	9	€	0
CONN. 52 HARTFORD WTIC	N.T.		3/	W
D. C. 9 WASH' TON WMAL	N	0	X	X
FLA. 72 JACK'V'LE WJAX	0	0	0	X
2 MIAMI B. *WIOD				
GA. 20 ATLANTA WSB				
ILL. 48 CHICAGO *KYW				
23 CHICAGO *WBBM	0	P		
43 CHICAGO WCFL	E	В	N	0
33 CHICAGO *WENR	C			
18 CHICAGO WGN	E	C	C	
33 CHICAGO WLS	0	0		
13 CHICAGO WMAQ	C	C	M	M
IND. 62 FT.WAYNE WOWO	0	0	8	0
51 IND'P'LS WFBM	0	0	-	8
IOWA 72 C. BLUFFS KOIL		9	0	0
46 DAVENP'T *WOC				0
46 DESMOINES*WHO				
KANS.68 LAWREN'E WREN				0
76 TOPEKA WIBW				
76 WICHITA KFH			-	
KY. 94 COVTON WCKY 28 LOUISVILLE WHAS	D	D	X	D
LA. 73 N. ORLEANSWDSU	ט	D	A	
78 N. ORLEANS WSMB	N	A	X	
ME. 40 PORTLAND WCSH	X	M	M	6
MD. 52 BALTIMORE WBAL	0			
6 BALTIMORE WCAO	0	0	M	
MASS.45 SPRINGFIELD WBZ	E	P	M	0
45 BOSTON WBZA	E	P	M	0
37 BOSTON WEEL				
69 BOSTON *WNAC	M	M	M	M
4 WORC'TER WTAG	0	0	M	M
MICH. 70 DETROIT WGHP	D	X	D	M
21 DETROIT *WJR	M	D	M	M
38 DETROIT WWJ	0	0	X	M
MINN.27 MINNEAP. WCCO	-	N	P	P
91 ST. PAUL KSTP MO. 41 KAN. CITY *KMBC	0	X	6	M
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N. J. 17 NEWARK WOR			M	D
	E	5	C	6
CENTRAL TIME	J	5 30	U	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 WEAF 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"

Dreams

Wagner

Scenes Napolitaines

Soloist—Marguerita Nuttall, soprano.

DECEMBER 8

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 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. Announcer, Howard Butler.

Buck and Wing

Black-face comedy by Phil Cook and Vic Fleming.

Piano Twins (First 15 min.)

Lester Place and Robert Pascocello; Howard

Phillips tonor Apparent Howard Public

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.

O Piano Twins (First 15 min.)
S Back of the News in Washington

(Last 15 min.)



MR. AND MRS. JESSE CRAWFORD, who play the great pipe-organ at the Paramount Theater in New York City, are now featured Sunday evenings at 10:30 over CBS.

# @ Mormon Tabernacle Choir

Choir of three hundred voices; direction, Anthony C. Lund.

# Whyte's Orchestra

Direction, Smith Ballew. Announcer, Ralph

# (3) Moment Musicale

Carolyne Andrews, soprano; Richard Maxwell, tenor; string orchestra directed by Arcadie Birkenholz. Announcer, Alwyn E. W. Bach.

# O Roxy and His Gang

Symphony orchestra and soloists in the Roxy Theater, New York City, under personal direction of S. L. Rothafel (Roxy).

# 1 Yoeng's Orchestra

# @ Current Events

A resume of the happenings of the day, by H. V. Kaltenborn.

# Sernhard Levitow and His Commodore Ensemble

Dinner music from Hotel Commodore, New York City.

# @ Mountainville

True life sketches.

# - Pepsodent Program (Amos 'n' Andy)

7 P. M., blue network.

# 2, 9, 16, 23, 30 MONDAY

6	6 30	7	<b>7</b> 30	EASTERN TIME
X	X	X	6	WGR BUFFALO 1 N.Y.
				WKBW BUFFALO 93
		0	0	WMAK BUFFALO 36
0	0	0	0	WABC NEW YORK 32
0	0	0	0	WEAF NEW YORK 12
(3)	0	0	0	WJZ NEW YORK 22
N	D	M	0	WHAM ROCHTER 61
M	X	D	D	WHEC ROCHTER 90
N	D	E	D	WGY SCHEN'DY 25
E	P	X	X	WFBL SYRACUSE 36
				WBT CHARLOT 54 N. C.
	0	W	0	WPTF RALEIGH 14
P	0	8	8	WWNC ASHEV'LE 3
0	D	M	X	WADC AKRON 78 OHIO
X	D	D	X	WFJC AKRON 91
0	2	0	D	WKRCcincinnati 1
0	D	D	W	WLW CINCINNATI 16
-	D	E	6	WSAI CINCINNATI 79
D	E	M	D	WHK CLEVEL'D 85
V	D	M	D	WTAM CLEVEL'D 53
N	P	E	X	WAIU COLUMB'S 10
0	M	T	T	WSPD TOLEDO 80
	441	-	P	KFJF OKLACITY 93 OKLA.
			G	WKY OKLA.CITY36
X	X	X	6	VVOO
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0	D	0	0	KDKA PITTSB'GH 44
0	B	0	Θ	WCAE PITTSB'GH 44
M	0	0	0	WJAS PITTSB'GH 68
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N	M		0	WJAR PROVID'NCE35 WDOD CHATTA. 74 TENN
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0	D.T.	R	0	WORK
(a)	N	P	-	VOLD TEV
N	N	-	D.A.	WEAL
	P	C	M	IUDAD
P.F	P.#	W	B.A.	
M	M	X	M	KPRC HOUSTON 38
	-	-	2.5	KTSA SANTONIO 75
	D	D	M	WOAL SANTONIO 65
-		-	-	WTAR NORFOLK 24 VA.
M	M	P	P	WRYA RICHM'D 57
M	0 N	0	0	WDBJ ROANOKE 39
M	N		0	WEBC SUPER'R 74 WISC
C	3.0		M	WISN MILWAU. 58
M	M		В	WTMJ MILWAU. 8
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	-			
5	5	6	6	CENTRAL TIME
U	30	U	30	The same same

# MONDAY 2, 9, 16, 23, 30

	EA	STERN TIME	8	8 30	9	9 30
ı	ALA.	60 BIRM'HAM WAPI				
ı		39 BIRM'HAM WBRC	X	X	D	D
ı	ARK.	50 HOT SPGS. KTHS	0	0	X	X
Ì		85 L'TLE ROCK*KLRA				
ł	COLO	.29 DENVER KOA	N	6	0	0
ľ		2 DENVER KLZ				
١	CONN	.52 HARTFORD WTIC	0	0	0	0
ı	D. C.	9 WASH' TON WMAL	X	0	0	0
l		41 WASH'TON WRC	0	0	0	3
ı	FLA.	72 JACK'V'LE WJAX	3	0		0
ı		2 MIAMI B. *WIOD	6	0		
	GA.	20 ATLANTA WSB	0	0		0
I	ILL.	48 CHICAGO *KYW	0	0	0	0
ı		23 CHICAGO *WBBM			M	V
ı		43 CHICAGO WCFL	0			
ľ		33 CHICAGO *WENR	E			
ı		18 CHICAGO WGN	D	0	0	0
ľ		33 CHICAGO WLS				
ı		13 CHICAGO WMAQ	X	0	0	0
I	IND.	62 FT.WAYNE WOWO				0
ļ		51 IND'P'LS WFBM	M	0	X	X
ì	IOWA	72 C. BLUFFS KOIL		0	0	0
ı		46 DAVENP'T *WOC	0	0	0	0
i		46 DESMOINES*WHO				
ı	KANS	.68 LAWREN'E WREN	0	6	0	0
I		76 TOPEKA WIBW				
ľ		76 WICHITA KFH		P	V	
ł	KY.	94 COV'TON WCKY	X	V	0	X
ı		28 LOUISVILLE WHAS	0			0
I	LA.	73 N. ORLEANSWDSU				
١		78 N ORLEANSWSMB	0	0	T	T
١	ME.	40 PORTLAND WCSH	0	0	0	0
ľ	MD.	52 BALTIMORE WBAL				
۱		6 BALTIMORE WCAO	W	0	0	0
ı	MASS	45 SPRINGFIELD WBZ	0	0	3	0
ı		45 BOSTON WBZA	0	0	0	0
ı		37 BOSTON WEEL	0	0	0	0
١		69 BOSTON *WNAC	В	0	0	0
I		4 WORC'TER WTAG	0	0	0	0
١	MICH	.70 DETROIT WGHP		0	0	0
١		21 DETROIT *WJR	D	0	0	0
Į		38 DETROIT WWJ	0	0	0	0
١	MINN	.27 MINNEAP. WCCO	P	0	L	L
Į		91 ST. PAUL KSTP	0		0	0
I	MO.	41 KAN. CITY *KMBC	X	0	0	0
Į		7 KAN. CITY *WDAF	0	0	0	8
Į		55 ST. LOUIS *KMOX		0	0	0
		1 ST. LOUIS *KSD	0	0	0	0
		81 ST. LOUIS *KWK	0	0	0	0
	NEBR	The second secon	0	W	M	0
	N. J.	17 NEWARK WOR	L		E	
		-			-	
						-
		-	_			
	CE	NTD AT TIME	7	7	Q	8
	CE	NTRAL TIME	1	<b>7</b> 30	0	30



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,

CO many of you listeners-in have written O that you feel as if you actually knew

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

MRS. TEMPLETON IONES, endowed by her "late busband" with a comfortable fortune, and by nature with a kindliness 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.

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- Band music
- Children's features
- D Dance music
- E Educational
- G Grand opera
- Light opera
- M Instrumental (Other than dance)
- News
- O Organ
- Popular music (With vocal solos)
- Religious
- Theatrical
- Vocal ensembles
- Wit, comedy
- X Station on air, but program variable
- ◆ Dance music from New York

# O Voice of Firestone

Vaughn de Leath, contralto; concert orches-tra 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.)

Phoebe Mackay, Elsie May Gordon, Edwin Whitney, little Tommy Brown, Underhill Macy. The announcer for this program is as popular as the cast—Alwyn Bach.

And of course we mustn't forget the famous Thompkins Corners Firemen's Band, which secures such convulsing musical effects by playing slightly off key, and the Ladies' Augmented Orchestra, which also offers more or less harmonious entertainment.

"Real Folks" and the doings at Thompkins Corners are broadcast every Monday night over the NBC network through the good offices of the Chesebrough Manufacturing Company, makers of "Vaseline" preparations. Hundreds of thousands of people already know and love these homely characters and enjoy their genuine humor. Each broadcast presents a complete event at Thompkins Corners, given to you with such naturalness and spontaneity that you'll be sure to enjoy every minute of it, and, like the thousands of fans who have written to the Chesebrough Company, clamor for more and longer programs.

EVERY MONDAY: "Real Folks" broadcast by the Chesebrough Manufacturing Company at 9:30 p. M., Eastern Standard Time, over WJZ, New York; WBZA, Boston; WBZ, Springfield; WHAM, Rochester; KDKA, Pittsburgh; WJR, Detroit; WLW, Cincinnati. 8:30 p. M., Central Standard Time: KYW, Chicago; KWK, St. Louis; WREN, Kansas City.



MRS. WATTS, the proprietress of the town's one boarding-house, came to Thompkins Corners from—guess where!—London. Her mellifluous, cockney accent is an unfailing cause of merriment.



COMMUNITY, the baby adopted by Uncle Matt and Aunt Marthy, is too young to have a very prominent part.

JUDGE WHIPPLE, famed for the profundity of his bass voice and his knowledge of the technique of fishing.

6 Ipana Troubadours or The Ingram Shavers

Male trio; orchestra direction, Sam Lanin.

6 The Edison Program

Orchestra direction, Frank Black; assisted by soloists. Announcer, Phillips Carlin.

Cheseborough Real Folks

Sketch of small-town life; George Frame Brown, Virginia Farmer, Tommy Brown, Edwin Whitney, Elsie May Gordon, Phœbe Mackay; a novelty band. Announcer, Alwyn E. W. Bach. O Ce Co Couriers

est - to - goodness

fourteen - year - old boy.

Popular music program, featuring a specialty by Henry Burbig, humorist.

Physical Culture Magazine Hour Dramatized stories.

An Evening in Paris

Dramatic sketches of Parisian night life.

2, 9, 16, 23, 30 MONDAY

8	<b>8</b> 30	9	9 30	EASTERN TIME
0	0	0	0	WGR BUFFALO 1 N.Y.
				WKBW BUFFALO 93
	0	0		WMAK BUFFALO 36
	0	0		WABC NEW YORK 32
0	0	0	8	WEAF NEW YORK 12 WJZ NEW YORK 22
9	0	0	0	WHAM ROCHTER 61
9	9	0	U	WHEC ROCHTER 90
0	0	0	0	WGY SCHEN'DY 25
	0	0	0	WFBL SYRACUSE 36
0			0	WBT CHARLOT 54 N.C.
0				WPTF RALEIGH 14
X	E	T	V	WWNC ASHEV'LE 3
	0	0	0	WADC AKRON 78 OHIO
0				WFJC AKRON 91
X	0	0		WKRCcincinnati 1
P	0	M	0	WLW CINCINNATI 16
M	0	0	8	WSAI CINCINNATI79
M	0	0	8	WHK CLEVEL'D 85 WTAM CLEVEL'D 53
X	0	W	0	WAIU COLUMB'S 10
T	•	0	0	WSPD TOLEDO 80
N	V	M	M	KFJF OKLA.CITY 93 OKLA
0	0		0	WKY OKLA.CITY36
0	P			KVOO TULSA 60
X	0	0	0	WLBW OIL CITY 72 PA.
	0	0	0	WCAU PHILAD. 63
				*WFAN PHILAD. 7
				*WFI PHILAD. 2
0	0	0	0	*WLIT PHILAD. 2
0	9	0	0	WCAE PITTSB'GH 44
•	0	0	6	WJAS PITTSB'GH 75
	0	0	0	WEANPROVIDENCE 1 R. I.
0	0	0	8	WJAR PROVID'NCE35
P	P	P	P	WDOD CHATTAL 74 TENN
0	0	P	0	WMC MEMPHIS 24
X	0			*WREC MEMPHIS 6
	D	X		WLAC NASHV'LE 95
0	0	P	0	WSM NASHV'LE 11
		E	X	KRLD DALLAS SO TEX.
0	MV	MV	0	WFAA DALLAS 26
-	0		-	WBAP FT. WORTH 26 KPRC HOUSTON 38
0	9		0	WTC I
0	A	M	0	WOAI SANTONIO 75
-	-		-	WTAR NORFOLK 24 VA.
0		E	P	WRVA RICHM'D S7
X	M	M	M	The state of the s
0	0	0	D	WEBC SUPER'R 74 WISC
		D	0	WISN MILWAU. 58
0			0	WTMJ MILWAU. 8
			-	
7	7 30	8	<b>8</b> 30	CENTRAL TIME

MONDAY December

-	MO	ONDA	Y 2	, 9,	16,	23,	30
1	EAS	TERN T	ME	10	10 30	11	11
I	ALA.	60 BIRM'HAM	WAPI	В	M	X	M
Ì		39 BIRM'HAM	WBRC	D	0	+	*
Ī		50 HOT SPGS.	KTHS				
1		85 L'TLE ROCK 29 DENVER	*KLKA KOA	0	0	<b>3</b>	P
ı			KLZ	9	9	•	•
Ĭ	-	2 DENVER 52 HARTFORD		0	0		
į	D 0	9 WASH'TON	WMAL	0	0	•	+
		41 WASH'TON	WRC	O	Ö	0	0
	FLA.	72 JACK'V'LE	WJAX	0			
1		2 MIAMI B.	*WIOD				
		20 ATLANTA	WSB	0			
ľ		48 CHICAGO	*KYW WBBM	<b>©</b>	P	0	
١	-	-	WCFL	M	P		
ı		43 CHICAGO  33 CHICAGO	WENR				
		18 CHICAGO	WGN	0	0	N	D
ı	4	33 CHICAGO	WLS				
ľ		13 CHICAGO	WMAQ	0	0	0	X
	IND.	62 FT. WAYNE		0	0	•	*
١		51 IND'P'LS	WFBM	0	0	•	•
ľ		72 C. BLUFFS	KOIL	0	0	*	+
ı		46 DAVENP'T	*WOC	0	0	M	M
ı		46 DESMOINES 68 LAWREN'E	WREN	0	0	0	0
		76 TOPEKA	WIBW	0	9	0	0
-		76 WICHITA	KFH				
ı	7/1/	94 COV'TON	WCKY	X	X		
		28 LOUISVILLE		0	0	D	D
1		73 N. ORLEANS					
ı		78 N ORLEANS		T			
ľ		40 PORTLAND		0	N	X	
ı		52 BALTIMORE	OF STREET	_	_		
		6 BALTIMORE 45 SPRINGFIEL		0	0	<b>(3)</b>	♦ D
ı		45 BOSTON	WBZA	0	0	0	D
ł		37 BOSTON	WEEI	ŏ	_	Č	
ı		69 BOSTON	*WNAC	0	0	+	
۱		4 WORC'TER	WTAG	0	0		
1	MICH.	70 DETROIT	WGHP	0	0	+	•
ı		21 DETROIT	*WJR	0	0	0	D
ı		38 DETROIT	WWJ	0	0	X	X
1		27 MINNEAP.	WCCO KSTP	P	M	<b>(</b> )	D
Y	240	91 ST. PAUL 41 KAN. CITY <sup>3</sup>	*KMBC	0	9	0	ע
	1		*WDAF	ŏ		<b>3</b>	-
			KMOX	0	D		
		1 ST. LOUIS	*KSD	O			
		81 ST. LOUIS	*KWK	0	0	0	X
	NEBR.		WOW	0	W	W	D
	N. J.	17 NEWARK	WOR			D	X
		-					
		-					
		-					
				-	0	10	10
	CEN	TRAL T	IME	9	30	10	30



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.

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- B Band music
- Children's features
- Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental (Other than dance)
- News

- O Organ
- P Popular music (With vocal solos)
- R Religious
- 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.) Floyd Gibbons

Headline Hunter, famous newspaper correspondent. Announcer, John S. Young.

#### **E** Kenrad Cabin Nights

Dramatic sketch, with musical background; cotton-pickers' quartet; Retting and Platt piano duo; orchestra direction, J. J. Her-buveaux; William Burns, vocal soloist.

# Empire Builders

Western romances and railroad stories, with Harvey Hayes as the old pioneer. Musical program direction, Andy Sannella. An-nouncer, John S. Young.

# 2, 9, 16, 23, 30 MONDAY



- Announcer, Neel Enslen.
- 3 Slumber Music

A string ensemble; direction, Ludwig Laurier.

O C. B. S. Feature from New York

2,	9, 1	16, 2	23, 3	MONDA I
10	10	11	11	EASTERN TIME
			T	WGR BUFFALO 1 N.Y.
		+	+	WKBW BUFFALO 93
0	1			WMAK BUFFALO 36
0	0	•	+	WABC NEW YORK 32
0	0	0	0	WEAF NEW YORK 12
0	0	0	0	WJZ NEW YORK 22
6	0	3	-	WHAM ROCHTER 61 WHEC ROCHTER 90
	0		-	WGY SCHEN'DY 25
0	0		-	WFBL SYRACUSE 36
0	0		-	WBT CHARLOT 54 N. C.
-			-	WPTF RALEIGH 14
M	0	•		WWNC ASHEV'LE 3
0			X	WADC AKRON 78 OHIO
0	X			WFJC AKRON 91
0	0	•	+	WKRCcincinnati 1
P	-		M	WLW CINCINNATI 16
0	D			WSAI CINCINNATI 79
0	-	D	D	
0	W	D	D	WTAM CLEVEL'D 53
-	_		-	WAIU COLUMB'S 10
	0	*	•	WSPD TOLEDO 80
M			-	WKY OKLACITY 93 OKLA.
	0	-	-	VVVOO
0	0		X	WLBW OIL CITY 72 PA.
0	0	•	•	WCAU PHILAD. 63
10	0			*WFAN PHILAD. 7
-				*WFI PHILAD. 2
0	0			*WLIT PHILAD. 2
0	0	8	0	KDKA PITTSB'GH 44
0	0			WCAE PITTSB'GH 68
0	0	•		WJAS PITTSB'GH 75
0	0	4	D	WEANPROVID'NCE 1 R. I.
0	0			WJAR PROVID'NCE35
P	0	*	+	WDOD CHATTA. 74 TENN.
0	0	D	D	WMC MEMPHIS 24
O	0	+	•	*WREC MEMPHIS 6 WLAC NASHV'LE 95
M	O D	X	M	WLAC NASHV'LE 95 WSM NASHV'LE 11
V	V	P	R	KRLD DALLAS 50 TEX.
0	0	-	-	WFAA DALLAS 26
-	2	M	D	WBAP FT.WORTH26
0	0	D	D	KPRC HOUSTON 38
				KTSA SANTONIO 75
0	0	T	T	WOAI SANTONIO 65
				WTAR NORFOLK 24 VA.
0	X	D	D	WRYA RICHM'D 57
D	X	•	+	WDBJ ROANOKE 39
0	0	0	X	WEBC SUPER'R 74 WISC.
M			-	WISN MILWAU. 58
1	0	0	D	WTMJ MILWAU. 8
	1			
-			-	
-			_	
9	9	10	10	CENTRAL TIME
0	30	LU	30	

# TUESDAY 3, 10, 17, 24, 31

	STERN TIME	6	<b>6</b> 30	7	<b>7</b> 30
ALA.	60 BIRM'HAM WAPI				
	39 BIRM'HAM WBRC	0	0	D	D
ARK.	50 HOT SPGS. KTHS			0	
	85 L'TLE ROCK*KLRA				
COLO.	29 DENVER KOA	MV	MV	a	N
	2 DENVER KLZ	0	0		
CONN	.52 HARTFORD WTIC	9	0		
D. C.	9 WASH' TON WMAL	N	P	X	X
D. 0.	41 WASH'TON WRC	0	0	0	0
FLA.	72 JACK'V'LE WJAX	9	O	6	U
I Lin.	2 MIAMI B. *WIOD	-	-	9	0
GA.	11100	-		0	U
ILL.	TO SECUL			0	-
ILL	The second secon		-		
	23 CHICAGO *WBBM	0	P		
	43 CHICAGO WCFL	В	L	N	
	33 CHICAGO *WENR	C			
	18 CHICAGO WGN	E	C	C	D
	33 CHICAGO WLS			0	
	13 CHICAGO WMAQ	0	X	0	0
IND.	62 FT.WAYNE WOWO	0	0		
	51 IND'P'LS WFBM	0			
IOWA	72 C. BLUFFS KOIL	D	0	X	
	46 DAVENPT *WOC		Ŭ		
	46 DESMOINES*WHO	M	E	D	T
KANS	68 LAWREN'E WREN	M	-	-	0
MAINE	76 TOPEKA WIBW	IVA			U
	*****	M	-		-
KY.	WOW.	IVI		_	H
VI.		17	D	9	-
LA.	28 LOUISVILLE WHAS	E	D	0	_
LA.	73 N. ORLEANS WDSU	-	77	_	-
	78 N ORLEANS WSMB	N	X	0	X
ME.	40 PORTLAND WCSH	N	M	0	0
MD.	52 BALTIMORE WBAL				0
	6 BALTIMORE WCAO		0	X	
MASS	45 SPRINGFIELD WBZ	E	0	0	P
	45 BOSTON WBZA	E	6	0	D
	37 BOSTON WEEL				0
	69 BOSTON *WNAC	M	M	M	M
	4 WORCTER WTAG	0	0	0	0
MICH	.70 DETROIT WGHP	X	D	0	0
	21 DETROIT *WJR	M	M	M	M
	38 DETROIT WWJ	0	0	D	M
MINN	27 MINNEAP. WCCO	-	N	X	P
MININ	T/OMP	M	M	A	M
MO.		W	P	v	
MU.		W	P	X	X
	7 KAN. CITY *WDAF		_	0	
	55 ST. LOUIS *KMOX	X	C		M
	1 ST. LOUIS *KSD			_	
	81 ST. LOUIS *KWK	0	X	E	X
NEBR		E	C	0	M
N. J.	17 NEWARK WOR			D	MV
		_			
CE	NTRAL TIME	15	5	6	6
		0	30	U	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

0 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

# O Black and Gold Room Orchestra

Dinner music from New York.

# O Universal Safety Series

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

## **Soconyland Sketches**

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

#### Old Man Sunshine

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

OLIVE SHEA, crowned "Miss Radio, most beautiful radio artist in America," for 1929, is heard in "Showfolks" (Tuesdays at 6 p. m.) and "Night Club Romances" (Tuesdays at 10:30 p. m.).

# Savannah Liners

Ship's orchestra, with marine sounds as background; direction, Harry Sanford.

# 3 Jeddo Highlanders

Milton J. Cross, tenor; orchestra direction, Paul Van Loan. Announcer, Milton J. Cross.

# 1 Lew White Organ Recital

Announcer, Marthin Provensen.

— Pepsodent Program (Amos 'n' Andy)

# O Show Folks

Experiences of old-time troupers.

# The Alice Foote MacDougal Hour

Candlelight Dance Orchestra; direction of Bela Loblo.

# O Dinner Symphony

Columbia Symphony Orchestra.

# O Carborundum Hour from Niagara Falls, New York

Fifty-five-piece band; dramatized stories.

3, 10, 17, 24, 31 TUESDAY

6	<b>6</b> 30	7	<b>7</b> 30	EASTERN TIME
X	X	X	0	WGR BUFFALO 1 N.Y.
	0	0	0	WKBW BUFFALO 93
				WMAK BUFFALO 36
0	0	0	0	WABC NEW YORK 32
0	0	0	0	WEAF NEW YORK 12
0	0	0	0	WJZ NEW YORK 22
N	D	0	M	WHAM ROCHTER 61
D	D	M		WHEC ROCHTER 90
N	D	M	0	WGY SCHEN'DY 25
E				WFBL SYRACUSE 36
		0		WBT CHARLOT 54 N.C.
M		0	0	WPTF RALEIGH 14
E		0	E	WWNC ASHEV'LE 3
0	D	P	D	WADC AKRON 78 OHIO
X	X			WFJC AKRON 91
0	0	X	X	WKRCcincinnati 1
D	D	P	M	WLW CINCINNATI 16
-	D.I	0	D	WSA1 CINCINNATI 79
D	N	D	D	WHK CLEVEL'D 85
M	M	M	D	WTAM CLEVEL'D 53
N	P	X	X	WAIU COLUMB'S 10
0	M	P	D	WSPD TOLEDO 80 KFJF OKLACITY 93 OKLA
			P	WHILL
X	P	0		WKY OKLA.CITY36 KVOO TULSA 60
		D	M	WLBW OIL CITY 72 PA.
O D	<b>⊙</b> M	0	_	WCAII
N	141	0	O M	*WFAN PHILAD. 7
0	0	0	141	*WFI PHILAD. 2
0	0	-		*WLIT PHILAD. 2
E	X	X	X	KDKA PITTSB'GH 44
0	n	0		WCAE PITTSB'GH 68
M	N	P	В	WJAS PITTSB'GH 75
N	V	M	P	WEANPROVID'NCE 1 R. I.
		0	0	WJAR PROVID'NCE35
0	0	C	M	WDOD CHATTA 74 TENN
		0	X	
0	X	M	M	*WREC MEMPHIS 6
		R	E	WLAC NASHV'LE 95
		0		WSM NASHV'LE 11
	N			KRLD DALLAS 50 TEX.
				WFAA DALLAS 26
		V	M	WBAP FT.WORTH26
M	M	X	X	KPRC HOUSTON 38
				KTSA SANTONIO 75
		0		WOAL SANTONIO 65
-		-	F	WTAR NORFOLK 24 VA.
P	-	0	E	WRVA RICHM'D 57
OM	<b>⊙</b>	X	X	WDBJ ROANOKE 39 WEBC SUPER'R 74 WISO
M	E	2	M	WICH
C	M		M	WITTE I
IVI	IVI	-	IVI	WIMJ MILWAU. 8
-	5	C	6	
				CENTRAL TIME

# TUESDAY 3, 10, 17, 24, 31

TOLODAT	, 10,	11,	24,	01
EASTERN TIME	8	8 30	9	9 30
ALA. 60 BIRM'HAM WAPI				
39 BIRM'HAM WBRC	D	X	0	8
ARK. 50 HOT SPGS. KTHS	В	В		
85 L'TLE ROCK*KLRA	_		0	0
COLO. 29 DENVER KOA	E	-	8	0
2 DENVER KLZ	_		6	6
CONN. 52 HARTFORD WTIC			0	8
D. C. 9 WASH'TON WMAL	•	0	0	6
TUDO	0	0	8	0
DI A WIAV	0	0	0	0
+WOD	96		-	_
C1 Won	0	A	0	0
77.7	S	6	0	=
	0	9	0	0
23 CHICAGO *WBBM			0	0
43 CHICAGO WCFL	_			_
33 CHICAGO *WENR	E			
18 CHICAGO WGN	D	D	0	0
33 CHICAGO WLS		0		
13 CHICAGO WMAQ	E	M		M
IND. 62 FT.WAYNE WOWO		0	8	0
51 IND'P'LS WFBM	0	0	0	0
IOWA 72 C. BLUFFS KOIL	0	0	0	0
46 DAVENP'T *WOC				
46 DESMOINES*WHO		0	0	0
KANS.68 LAWREN'E WREN	0	0	0	0
76 TOPEKA WIBW				
76 WICHITA KFH	M	V	0	0
KY. 94 COVTON WCKY	0	D	V	0
28 LOUISVILLE WHAS	0	0	0	8
LA. 73 N. ORLEANS WDSU			0	0
78 N. ORLEANS WSMB		0		X
ME. 40 PORTLAND WCSH	X	0	B	B
MD. 52 BALTIMORE WBAL	0	0	0	0
6 BALTIMORE WCAO	0	0	0	0
MASS.45 SPRINGFIELD WBZ	W	0	0	0
45 BOSTON WBZA	W	0	0	0
37 BOSTON WEEI		0	0	0
69 BOSTON *WNAC	0	0	0	0
4 WORCTER WTAG	0	0	M	V
MICH. 70 DETROIT WGHP	0	0	0	0
21 DETROIT *WJR		0		0
38 DETROIT WWJ	0	0	0	0
MINN.27 MINNEAP. WCCO	0	P	0	0
91 ST. PAUL KSTP	0		0	0
MO. 41 KAN. CITY *KMBC	0	0	0	0
7 KAN. CITY *WDAF		0	0	0
55 ST. LOUIS *KMOX	V	0	0	0
1 ST. LOUIS *KSD	0	0	0	0
81 ST. LOUIS *KWK	0	0	0	0
NEBR.5 OMAHA WOW	M	0		
N. J. 17 NEWARK WOR	T		V	M
	_	_	-	-
CENTRAL TIME	7	7	8	8
		30		30



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
- D Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental (Other than dance)
- News

- 0 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

# O Songs of the Season

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

# @ Prophylactic Program

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

# 1 The Eveready Hour

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

# 1 The Pure Oil Band

Edwin Franko Goldman, director. Announcer, Curt Peterson.

# Shall We Depend on Advertisers of Tor Public Instruction . "NO"

WITH reference to their attitude toward radio in the schools, educational workers may be roughly divided into three groups: conservatives, who believe that radio has no place at all; visionary enthusiasts, who see for it a much larger place than it can possibly fill, and sane thinkers, who realize that it is a desirable tool to"NO" REPLIES THE EDITOR OF THE NATIONAL EDUCATION ASSOCIATION

# JOY ELMER MORGAN

FOR OPENING OF THIS DISCUSSION SEE PAGE 9 OF THE NOVEMBER ISSUE

be adapted to school use as fast as suitable arrangements can be wisely worked out.

Two obstacles have probably delayed the coming of radio into the schools. First, the problem of equipment. It is well known that certain selfish interests have been attacking the schools for unwise expenditures. For such an attack to come while schools are under pressure for increased service in many directions has made boards of education extra cautious towards new things like radio equipment. Second, some educational workers have felt that radio programs are sometimes keyed on too low a plane and that this fault might carry over into their school relationships.

In the effort to sustain themselves, the broadcasting stations have given their best energy to advertisers, and have sometimes presented types of advertising which break down the finer things which both schools and homes are seeking to develop in children

The situation will be greatly improved if both the radio industry and the schools can fix in mind a few basic principles which all will observe in working out radio relationships.

First, material intended for schoolroom use must be kept entirely free from advertising of any sort. The schools belong to all the people. The children are required to attend them, and there is no place in them for partisan or commercial activities.

Second, in developing broadcasts for schoolroom use, radio program-makers must produce programs which harmonize with the purposes and needs of the schools as conceived by the school people themselves. During the period since the war, the schools have been under constant pressure from many special interests, often good in themselves, but making demands on schooltime, which would interfere with the integrity of the school course itself. The regular constituted educational authorities must determine what the school shall do in

# S Around the World with Libby

Songs of many lands; vocal soloists; orchestra direction, Josef Pasternack. Announcer, Alwyn E. W. Bach.

#### Johnson and Johnson Program

Musical melodrama; orchestra direction, Gene Rodemich.

# Dutch Master Minstrels

Male quartet—Billy Carlino, guitar soloist; Al Bernard and Paul Dumont, end men; Carson Robison, novelty vocalist; orchestra direction, Harold Sanford. Announcer, Curt Peterson.

# 1 Blackstone Plantation

Tobacco plantation background; orchestra and soloists.

## True Romances

Dramatized storics.

# Old Gold Paul Whiteman Hour

Dance orchestra under direction of Paul Whiteman.

3, 10, 17, 24, 31 TUESDAY

Y. C.
<u>c.</u>
<u>c.</u>
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X.
SC.

# TUESDAY 3, 10, 17, 24, 31

	- CLODITI S	, 10,	11,	,	
	EASTERN TIME	10	10	11	11 30
	ALA. 60 BIRM'HAM WAPI	В	0	0	M
	39 BIRM'HAM WBRC	X	0	0	0
	ARK. 50 HOT SPGS. KTHS		Ø	0	D
ı	85 L'TLE ROCK*KLRA	0		1	
ı	COLO. 29 DENVER KOA	Ö			MV
ı	2 DENVER KLZ		0	0	0
ı	CONN. 52 HARTFORD WTIC				
ı	D. C. 9 WASH' TON WMAL	0	0	0	0
ı	41 WASH'TON WRC	0	0	0	0
ı	FLA. 72 JACK'V'LE WJAX	0	0	0	
I	2 MIAMI B. *WIOD		0	0	
	GA. 20 ATLANTA WSB	0	0	0	
ı	ILL 48 CHICAGO *KYW	0	0		
	23 CHICAGO *WBBM	0	D	€	M
	43 CHICAGO WCFL				
	33 CHICAGO *WENR		MV	-	D
	18 CHICAGO WGN	0	0	N	D
	33 CHICAGO WLS	2.5	-	7.5	2.5
ı	13 CHICAGO WMAQ IND. 62 FT.WAYNE WOWO	M	P	M	M
ı	WEDM	0	0	Ø N	0
ľ	IOWA 72 C. BLUFFS KOIL	0	0	8	0
ı	46 DAVENP'T *WOC	-	9	0	0
	46 DESMOINES*WHO	0	0	0	M
	KANS.68 LAWREN'E WREN	0	0	Ö	0
	76 TOPEKA WIBW	0			
1	76 WICHITA KFH			0	0
8	KY. 94 COV'TON WCKY	X	X		X
ı	28 LOUISVILLE WHAS	0	0	0	D
	LA. 73 N. ORLEANS WDSU				
1	78 N. ORLEANS WSMB	X	9	9	-
	ME. 40 PORTLAND WCSH	0	9	0	N
	MD. 52 BALTIMORE WBAL	0	9	6	0
ì	6 BALTIMORE WCAO MASS.45 SPRINGFIELD WBZ	O	6	6	D
9	45 BOSTON WBZA	0	6		D
ı	37 BOSTON WEEL	ö	8	0	_
	69 BOSTON *WNAC	0	0	0	
	4 WORCTER WTAG	0	0	0	N
	MICH. 70 DETROIT WGHP	0	0	0	0
	21 DETROIT *WJR	0	0	M	D
1	38 DETROIT WWJ	0	0	9	0
1	MINN.27 MINNEAP. WCCO	0	D	0	0
	91 ST. PAUL KSTP	0	9	9	D
	MO. 41 KAN. CITY *KMBC	0	9	0	0
	7 KAN. CITY *WDAF	0	0	NI	_
	55 ST. LOUIS *KMOX 1 ST. LOUIS *KSD	0	9	N	0
	1 ST. LOUIS *KSD 81 ST. LOUIS *KWK	0	6	M	W
	NEBR.5 OMAHA WOW	ŏ	0	0	P
	N. J. 17 NEWARK WOR	E		D	MV
Y					
1					
		_			
	CENTRAL TIME	9	9	10	10 30

the light of pupil and community needs, and radio opportunity lies in a full understanding of what the schools are trying to do and the closest co-operation between the school authorities and program-makers. So far as the schools are concerned, radio can have no other aim than to help the school people carry out the public responsibility with which they are regularly charged.

Third, radio programs intended for school use must rise to a degree of excellence and accuracy which will place them above question by the best people in the community. There is no place in the schools for second-rate material. The best is not good enough for the children. We all need to keep in mind that standards in America are rising rapidly, and that things which seem good to-day will seem relatively poor to-morrow. The best radio programs that can be developed to-day will seem amateurish indeed in the light of better materials which will be developed within the next five years. The possibilities are large indeed when the best minds in education co-operate with the best minds in radio broadcasting to produce school programs of the highest usefulness and excellence.

Music will have a large part in broadcasting for schools. America is on the eve of a great musical revival. There are now literally hundreds of school bands of much excellence. Music appreciation and group instruction in music production are spreading rapidly. There is a growing emphasis on the importance of education for leisure.

School radio can also do much to supply background and inspiration. It can bring the voices of our statesmen and civic leaders into the classroom with first-hand explanations of the ideals and workings of our civic life. This will supply a motive for the study of social problems. It will send pupils to their text-books and into the school libraries with increased zeal, and will reinforce the work of expert classroom teachers.

It should be emphasized here that radio can never take the place of the classroom teacher. It can not take the place of creative activity in the classroom and laboratories. It can not replace meditation and organization of thought material within the mind. These come to the pupil through direct contact with the trained and inspired teacher. Nor can radio take the place of the affection of the teacher for the pupil, or of the pupil for the teacher—there are lessons which mean much to the pupil in later life, when he must meet difficult social situations.

The National Education Association will give its advice and help in the development of radio service to education just as it has done to the press and other agencies of public character.

This statement by Joy Elmer Morgan, in behalf of the educators, will be followed in the near future by a presentation of the points of view of directors of educational activities of some of the leading broadcasting stations.—The Editors.

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

B Band music

Children's features

D Dance music

E Educational

C Canad annu

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

# O Clicquot Club Eskimos

Dance music; orchestra direction, Harry Reser. Announcer, John S. Young.

# R\*K\*O Hour

Screen and stage celebrities. Announcer, Graham McNamee.

# Harbor Lights

Dramatic tales of an old sea captain, with Edwin M. Whitney. Announcer, John S. Young.





# 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.

# Howard Darlow

# Williams Oilomatics

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

# 6 Freed Orchestradians

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

# 3 Slumber Music

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

# O Fada Orchestra

Direction, David Mendoza; vocal soloists.

# 2 Night Club Romance

Romance after dark in New York.

# Around the Samovar

Russian music.

# 4 Hotel Paramount Orchestra

Dance music.

3, 10, 17, 24, 31 TUESDAY

10 10 11 11 EASTERN TIME						
10	30	П	30	EASTERN TIME		
0	0	0	0	WGR BUFFALO 1 N.Y.		
0	0	0	0	WKBW BUFFALO 93		
				WMAK BUFFALO 36		
0	0	0	0	WABC NEW YORK 32		
0	0	0	0	WEAF NEW YORK 12		
0	9	0	0	WJZ NEW YORK 22		
0	6		_	WHAM ROCHTER 61 WHEC ROCHTER 90		
_	0	0	0	WOW		
0	9	0	U	WGY SCHEN'DY 25 WFBL SYRACUSE 36		
0	0	0	_	WBT CHARLOT 54 N.C.		
-	9	0		WPTF RALEIGH 14		
P	0	0	0	WWNC ASHEVLE 3		
0	0	9	X	WADC AKRON 78 OHIO		
X	0	0	0	WFJC AKRON 91		
0		0	0	WKRCcincinnati 1		
P		3	0	WLW CINCINNATI 16		
0	0	0		WSAI CINCINNATI 79		
0	0	D	D	WHK CLEVEL'D 85		
E		D		WTAM CLEVEL'D 53		
				WAIU COLUMB'S 10		
0	0	0	0	WSPD TOLEDO 80		
0		M	0	KFJF OKLACITY 93 OKLA.		
0	0	0		WKY OKLA.CITY36		
				KVOO TULSA 60		
0	0	0	0	WLBW OIL CITY 72 PA.		
0	0	0	D	WCAU PHILAD. 63		
D	D	D	0	*WFAN PHILAD. 7		
0	0	0	0	*WFI PHILAD. 2		
				*WLIT PHILAD. 2		
0	[5]	6	0	KDKA PITTSB'GH 44 WCAE PITTSB'GH 68		
9	0	0	N	WCAE PITTSB'CH 68 WJAS PITTSB'CH 75		
0	0	0	D	WEANPROVID'NCE 1 R. I.		
0	9	0	-	WJAR PROVID'NCE35		
P	0	0	0	WDOD CHATTA. 74 TENN.		
-	6	9	D	WMC MEMPHIS 24		
X	0	0	0	*WREC MEMPHIS 6		
X	0	_		WLAC NASHV'LE 95		
0	0	0	V	WSM NASHV'LE 11		
0		D	D	KRLD DALLAS SO TEX.		
0	0	0	X	WFAA DALLAS 26		
				WBAP FT.WORTH 26		
0	0	0	X	KPRC HOUSTON 38		
0				KTSA SANTONIO 75		
0	0	0		WOAI SANTONIO 65		
				WTAR NORFOLK 24 VA.		
0	0	0	0	WRVA RICHM'D 57		
D	0	0	0	WDBJ ROANOKE 39		
0	0	0	D	WEBC SUPER'R 74 WISC.		
0			n	WISN MILWAU. 58 WTMJ MILWAU. 8		
0	0	0	D	WIMJ MILWAU. 8		
-						
-						
	1	1				
9	9	10	10	CENTRAL TIME		
0	30	10	30	Tanada Tanada		
_						

# WEDNESDAY 4, 11, 18, 25

			-, -	-, -	, .
E	ASTERN TIME	6	<b>6</b> 30	7	7 30
ALA.					
107	39 BIRM'HAM WBRC	X	0	8	
ARK		_			
COL	85 L'TLE ROCK*KLRA  0. 29 DENVER KOA	_		N	
COL	V17	10	_	-	0
CON	N. 52 HARTFORD WTIC	0	0	0	_
D. C.		0	P	X	R
D. C.	41 WASH TON WRC	0	0	0	-
FLA.		_	_	0	6
	2 MIAMI B. *WIOD				6
GA.	20 ATLANTA WSB				6
ILL.	48 CHICAGO *KYW				0
	23 СНІСАGO *WBBM	M	0		
	43 CHICAGO WCFL	M	В	N	
	33 CHICAGO *WENR	C			
	18 CHICAGO WGN	E	C	C	D
	33 CHICAGO WLS	0	0	0	
1	13 CHICAGO WMAQ	0			
IND				0	
1011	51 IND'P'LS WFBM		0	0	
low	A 72 C. BLUFFS KOIL	-	D	8	
	46 DAVENP'T *WOC	D			
VAN	46 DESMOINES*WHO IS.68 LAWREN'E WREN	D	D		
MAN	WIDIU	ע	ע		0
	76 TOPEKA WIBW	M	0		
KY.	94 COV'TON WCKY	141	9		X
N.	28 LOUISVILLE WHAS	D		0	3
LA.	73 N. ORLEANS WDSU	-		-	0
-	78 N ORLEANSWSMB	N	X		0
ME.	40 PORTLAND WCSH	X	M	M	0
MD.					
1000	6 BALTIMORE WCAO	0	0	8	D
MAS	SS.45 SPRINGFIELD WBZ	E	P	9	0
	45 BOSTON WBZA	E	P	0	0
	37 BOSTON WEEL				
	69 BOSTON *WNAC	M	M	M	M
-	4 WORC'TER WTAG	0	0	P	0
MIC	CH. 70 DETROIT WGHP		MV	D	X
	21 DETROIT *WJR	M	E	0	
MIN	38 DETROIT WWJ	0	N	P	<b>3</b>
MIIIV	91 ST. PAUL KSTP	_	14		M
MO.		M	E	<b>⑤</b>	F
1	7 KAN. CITY *WDAF		_	0	-
	55 ST. LOUIS *KMOX	0	C	X	W
	1 ST. LOUIS *KSD	3			
1	81 ST. LOUIS *KWK	X	X	0	
	BR.5 OMAHA WOW	E	C	0	X
N. J	. 17 NEWARK WOR			D	T
1					
-					
1	ENTRAL TIME	E	5	C	6
C	ENTRAL TIME	J	<b>5</b>	U	30
1					



A SCENE from the inaugural program of the Westinghouse Salute—a Wednesday night NBC feature. The players (left to right): Virginia Gardiner, Charles Warburton, Florence Malone, Richard Gordon, Gladys Shaw Erskine. (Scated:) Jane Brent, Ivan Firth and Janice Borland.

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- E Educational
- G Grand opera
- Light opera
- M Instrumental (Other than dance)
- News

- O Organ
- Popular music (With vocal solos)
- Religious
- Theatrical
- 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.

# The Family Goes Abroad

Dramatic sketch of an American family en tour; orchestra direction, Frank Bagnoni. Announcer, Howard Butler.

# 6 Golden Gems

Theodore Webb, baritone; Elsie Baker, contralto; string quartet. Announcer, Edward Thorgersen.

- Pepsodent Program (Amos 'n' Andy)

7 P. M., blue network.

# At the Sending End of the Air Waves

WHEN THE
RADIO HOUSEHOLD INSTITUTE
BEGINS ITS BROADCAST

The Radio Household Institute is on the air every week-day morning except Friday, beginning at 11:15, Eastern Time, or 10:15, Central Time, over WEAF and associated stations of NBC.



ELIZABETH CARTER, of the Radio Household Institute Staff.

IN Minnesota and in Maine, in New Jersey and Missouri—as far as the giant arm of the National Broadcasting Company can reach—in thousands of different homes, thousands of different women tune in every morning on the Radio Household Institute. That's the picture at one end of the radio—the receiving end.

Now, wouldn't you like to see what's happening at the other end—in front of the microphone? We think you would! We think you'd like to peep behind the scenes and catch the various members of the Institute staff at work!

We'll steal quietly into the studio, then, and see what's going on. There's the Institute staff all lined up, ready for the signal to go on the air—and they're a keen, alive group of people! Let's look them over! Miss Elizabeth Carter is a tall brunette. She's standing in front of the microphone, now, ready to mix up a bowl of satiny mayonnaise, or perhaps to bake a luscious chocolate cake.

Miss Byrnes is a golden-haired little blonde, and, besides being so attractive, she is a talented actress and sings beautifully.

Lanky Mr. Thomas directs the putting on of the programs. He is very brisk and businesslike, and makes the rest of the staff hop! But he also has a master touch at the piano, and, when he sits down to play, the enchanted

members of the staff forgive him for ordering them around!

Mrs. Milton is alert and vivacious, and looks far too young to have a son and daughter of her own—but, just the same, she has! So she knows what she's talking about when she gives advice on how to make children drink milk and like it; or tells how to give a children's party that will be a riotous success and won't cause any tummyaches!

And then, of course, there's "our Mr. Brenton" — everybody knows Billy! He's long been an adept at playing the typical young husband in the Institute playlets, and, when he's taken part in a few more cooking lessons with Miss Carter and Mrs. Milton, he'll be a master chef! Unfortunately, Billy does eat up a lot of the experiments, but somehow he's always forgiven.

So there they are, the Radio Household Institute family, just as they line up before the microphone every morning, ready to open the program. The listeners at the other end don't know what it's going to be, but they're always prepared for something good. They've found that the Institute programs offer a wide variety of interest and amusement and information; they're all set to get some real help for their various home-making problems. And when thousands upon thousands of letters are received in answer to a single program—let-

# 4, 11, 18, 25 WEDNESDAY

4, 11	l, 1B	, 25	N	EDNESDAY
6	<b>6</b> 30	7	<b>7</b> 30	EASTERN TIME
X	X	X	X	WGR BUFFALO 1 N. Y.
0				WKBW BUFFALO 93
_	0	_	_	WMAK BUFFALO 36
0	0	0	0	WABC NEW YORK 32 WEAF NEW YORK 12
0	0	0	0	WLAF NEW YORK 12 WJZ NEW YORK 22
N	D	D	0	WHAM ROCHTER 61
M	X	M	D	WHEC ROCHTER 90
N	D	D	T	WGY SCHEN'DY 25
M	D			WFBL SYRACUSE 36
			0	WBT CHARLOT 54 N.C.
_		D	0	WPTF RALEIGH 14
E	0	0	E	WWNC ASHEV'LE 3 WADC AKRON 78 OHIO
EX	D	D	X	WELLO.
X	2	X	D	WKRCcincinnati 1
D	D	E	T	WLW CINCINNATI 16
-		-		WSAI CINCINNATI 79
D	D	D	D	WHK CLEVEL'D 85
M	M	M	D	WTAM CLEVEL'D 53
N	E	P	E	WAIU COLUMB'S 10
0	M	L	P	WSPD TOLEDO 80
			P	KFJF OKLACITY 93 OKLA.
v	v	v	0	WKY OKLACITY36 KVOO TULSA 60
T	X	X ②	P	WLBW OIL CITY 72 PA.
N	<b>9</b> M	D	M	WCAU PHILAD. 63
N	141		141	*WFAN PHILAD. 7
N		X		*WF1 PHILAD. 2
				*WLIT PHILAD. 2
E	X	0	3	KDKA PITTSB'CH 44
0	0			WCAE PITTSB'CH 68
E	P	P	P	WJAS PITTSB'GH 75
N		M	M	WEANPROVID'NCE 1 R. 1. WJAR PROVID'NCE35
N	M O	€	M	WDOD CHATTA. 74 TENN.
	9	0	(3)	WMC MEMPHIS 24
0	X	M	N	*WREC MEMPHIS 6
_		0	E	WLAC NASHV'LE 95
	N	0	0	WSM NASHVLE 11
M	N			KRLD DALLAS 50 TEX.
P	C	M	X	WFAA DALLAS 26
3/				WBAP FT.WORTH26
X				KPRC HOUSTON 38
-			3	KTSA SANTONIO 75 WOAI SANTONIO 65
			9	WTAR NORFOLK 24 VA.
M	M	D	3	WRVA RICHM'D 57
0	0	0	X	WDBJ ROANOKE 39
M	M	0	7.7	WEBC SUPER'R 74 WISC.
C	2.0		M	WISN MILWAU. 58
X	M	0	X	WTMJ MILWAU 8
			-	
-				
	100	1		-
5	5 30	6	<b>6</b> 30	CENTRAL TIME

# O The New Yorker Orchestra

With Welcome Lewis, contralto crooner. Announcer, Neel Enslen.

# 6 Twilight Melodies

Los Angeles trio, Tom, Dick and Harry; twenty-two-piece orchestra; direction, Adolphe Dumont. Announcer, Ted Pearson.

#### @ Westinghouse Salute -

Dramatic sketch; chorus of forty voices; fifty-piece orchestra; direction, Cesare Sodero; Pedro de Cordova. Announcer, Marthin Provensen.

- O Closing Market Prices (First 15 min.)

  Bill Schudt's "Going to Press." (Last 15 min.)
- O Guy Lombardo and His Royal Canadians

Dance music.

 Bernhard Levitow and Commodore Ensemble

> Dinner music from Hotel Commodore, New York City.

@ Sachs Furniture Program

Popular music.

# WEDNESDAY 4, 11, 18, 25

- 00	9 30
ALA. 60 BIRM'HAM WAPI	
39 BIRM'HAM WBRC P P D	D
ARK. 50 HOT SPGS. KTHS O P	
85 L'TLE ROCK*KLRA	
	0
2 DENVER KLZ	
CONN. 52 HARTFORD WTIC	0
Woo a la la la	<u>0</u>
FLA. 72 JACK'V'LE WJAX	9
FLA. 72 JACK'V'LE WJAX	0
GA. 20 ATLANTA WSB	0
ILL 48 CHICAGO *KYW (3)	_
23 CHICAGO *WBBM @ T	P
43 CHICAGO WCFL	
33 CHICAGO *WENR E	
	0
33 CHICAGO WLS	
13 CHICAGO WMAQ O O O	0
IND. 62 FT.WAYNE WOWO	0
51 INDT'LS WFBM 1	_
IOWA 72 C. BLUFFS KOIL 0 0 0	<b>©</b>
46 DAVENP'T *WOC 1 2 3	9
KANS.68 LAWREN'E WREN 6 6	
76 TOPEKA WIBW	
76 WICHITA KFH C M V	
KY. 94 COV'TON WCKY X D	X
28 LOUISVILLE WHAS	0
LA. 73 N. ORLEANSWDSU	
78 N. ORLEANSWSMB X X 8	0
ME. 40 PORTLAND WCSH 10 2 8	0
MD. 52 BALTIMORE WBAL	
6 BALTIMORE WCAO 0 0	0
MASS.45 SPRINGFIELD WBZ	
45 BOSTON WBZA 5 6 7	0
37 BOSTON WEEL O O O	<b>©</b>
4 WORC'TER WTAG (1) (2) (3)	0
MICH. 70 DETROIT WGHP	0
21 DETROIT *WJR 🖯 🗿 M	
38 DETROIT WWJ X 2 8	0
MINN.27 MINNEAP. WCCO 1 M	0
91 ST. PAUL KSTP (5) (2)	9
MO. 41 KAN. CITY *KMBC	0
7 KAN. CITY *WDAF	0
55 ST. LOUIS *KMOX	0
1 ST. LOUIS *KSD 0 0 0	0
Webb Wow	0
N. J. 17 NEWARK WOR M MV E	MV
100 100 100 100 100 100 100 100 100 100	
770	0
CENTRAL TIME 7 7 8	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 in-

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.

Band music

Children's features

Dance music

E Educational

Grand opera Light opera

M Instrumental (Other than dance)

News

O Organ Popular music (With vocal solos)

R Religious Theatrical

V Vocal ensembles W Wit, comedy

X Station on air, but program variable

Dance music from New York

Erno Rapee's Mobiloil Concert

Symphony orchestra under baton of Erno Rapee; assisted by guest soloists.

Happy Wonder Bakers

Jack Parker, tenor; male trio; Frank Black, pianist and director. Announcer, Edward Thorgersen.

Halsey Stuart Program

The old counsellor gives some financial advice. Orchestra direction, Andy Sannella. Announcer, Patrick Kelly.

Palmolive Hour

Olive Palmer, soprano; Paul Oliver, tenor; Elizabeth Lennox, contralto; the Revellers; Louis James and James Melton, tenors; El-liott Shaw, baritone; Wilfred Glen, bass; orchestra direction, Gustav Haenschen. Anpouncer, Phillips Carlin.





SYLVANIA FORESTERS bring sentimental favorites, both instrumental and vocal, to an appreciative audience, Wednesdays at 8:30 p. m., E. S. T.

# Yeast Foamers

Chauncey R. Parsons, tenor; Harold and Freddie Owen, comcdy duo; orchestra direction, Harry Kogen. Announcer, Thomas Breen, Jr.

# 3 Sylvania Foresters

Male quartet; direction, Roy Close; orchestra direction, Bernard Altschuler. Announcer, Milton J. Cross.

# Smith Brothers

Scrappy Lambert and Billy Hillpot, vocalists; orchestra direction, Andy Sanella. An-nouncer, Ralph Freese.

1 To Be Announced

# O Voice of Columbia

Classical and semi-classical music from New York studio of Columbia Broadcasting Company.

# McFadden Red Seal Hour

Dramatized storics.

#### C La Palina Smoker

Informal entertainment and music given at a smoker; La Palina and guest artists. An address by prominent speaker.

# O Forty Fathom Trawlers

Deep-sea dramalog with musical background.

# WEDNESDAY 4. 11. 18. 25

		-, -		, -
EASTERN TIME	10	10	11	11
ALA. 60 BIRM'HAM WAP	X	0	D	D
39 BIRM'HAM WBRO	-	100	0	0
ARK. 50 HOT SPGS. KTHS		0	0	0
85 L'TLE ROCK*KLRA		_		-
COLO. 29 DENVER KOA	Sec.	0	8	
WI.		-		-
		0	0	8
CONN. 52 HARTFORD WTI				
D. C. 9 WASH' TON WMA	-	0	0	-
41 WASHTON WRO	_	9	0	U
FLA. 72 JACK'V'LE WJA		0		
2 MIAMI B. *WIOI		0		
GA. 20 ATLANTA WSI		0		
ILL. 48 CHICAGO *KYV		0	0	
23 CHICAGO *WBBN	M	D		
43 CHICAGO WCF				
33 CHICAGO *WENI	P	P	T	T
18 CHICAGO WGN	0	D	N	D
33 CHICAGO WLS	S			
13 CHICAGO WMA(	-	0	0	M
IND. 62 FT.WAYNE WOWO		0		0
51 IND'P'LS WFBN		0	0	0
IOWA 72 C. BLUFFS KOII		0	0	0
THO		M	M	0
46 DAVENP'T *WUC	10000	IVI	141	-
KANS.68 LAWREN'E WREN		0	0	6
		0	U	U
76 TOPEKA WIBY				
76 WICHITA KFI		0		
KY. 94 COV'TON WCK		0		
28 LOUISVILLE WHA		0	D	D
LA. 73 N. ORLEANSWDSI				
78 N. ORLEANSWSMI		0		
ME. 40 PORTLAND WCSI		N	X	
MD. 52 BALTIMORE WBAI				
6 BALTIMORE WCA	-		0	0
MASS.45 SPRINGFIELD WB	M	0	0	D
45 BOSTON WBZ	M	0	0	D
37 BOSTON WEE	0			
69 BOSTON *WNA	0	0	0	0
4 WORCTER WTAC		0	N	
MICH. 70 DETROIT WGHI		0	0	0
21 DETROIT *WJI		0	0	D
38 DETROIT WW		0	X	X
MINN.27 MINNEAP. WCCO		0	0	0
91 ST. PAUL KST		0	0	0
MO. 41 KAN. CITY *KMBO	-	-	-	
- WDA		-	0	-
-1/3403		-	N	D
Wor		0	14	U
- Willi			0	D
		9	0	D
111	-	-	D	-
N. J. 17 NEWARK WUI	1	-	D	MV
-	-	-	-	-
_	-			-
	_		-	
-	-	1		
	0	9	10	10
CENTRAL TIME	13	30	10	30
	1			

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, 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 Colombia'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 seventeen 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 ama-teur 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 announcerial staff. At Brown University, where he was class orator, was given the title of All-American Ukulele Virtuoso.

000

Elisabeth Wood, contralto, has joined the musical staff of the National Radio Home-makers 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 Na-

tional 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."

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

Band music Children's features Dance music Educational Grand opera

Light opera M Instrumental N News

O Organ Popular music (With vocal solos) Religious

Theatrical Vocal ensembles Wit, comedy

Station on air, but program variable

◆ Dance music from New York

Palmolive Hour

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

Salon Singers

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

Lew White Organ Recital (First 15 min.)

Phil Spitalny's Dance Music (Last 15 min.)

Phil Spitalny's Dance Music Dance music.



# 6 Neopolitan Nights

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

3 Stromberg Carlson Program

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

- Slumber Music
- 10 To be Announced

# O Kolster Radio Hour

Orchestra with soloists.

# 2 In a Russian Village

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

# Hank Simmons Showboat

Old-time melodrama.

# 4, 11, 18, 25 WEDNESDAY

10 10 11 11 EASTERN TIME						
0	0			WGR BUFFALO 1 N.Y.		
				WKBW BUFFALO 93		
0	0	0	0	WMAK BUFFALO 36		
0	0	0	0	WABC NEW YORK 32		
0	0	0	0	WEAF NEW YORK 12		
0	0	0	0	WJZ NEW YORK 22		
6	0	0		WHAM ROCHTER 61		
0		D	D	WHEC ROCHTER 90 WGY SCHEN'DY 25		
0		U	D	WFBL SYRACUSE 36		
6	3			WBT CHARLOT 54 N.C.		
				WPTF RALEIGH 14		
P	0	0	0	WWNC ASHEV'LE 3		
0	0	0	0	WADC AKRON 78 OHIO		
				WFJC AKRON 91		
0	0	0	0	WKRCcincinnati 1		
P	P	0	L	WLW CINCINNATI 16		
0	0	-	-	WSAI CINCINNATI 79 WHK CLEVEL'D 85		
0	0	0	0	WHK CLEVEL'D 85		
	0			WAIU CLEVEL'D 53		
0	0	0	0	WSPD TOLEDO 80		
M	0	0	0	KFJF OKLACITY 93 OKLA.		
	0			WKY OKLACITY36		
0				KVOO TULSA 60		
0	0	0	0	WLBW OIL CITY 72 PA.		
0	0	0	0	WCAU PHILAD. 63		
				*WFAN PHILAD. 7		
_				*WFI PHILAD. 2		
0	<b>(</b> )	0	0	*WLIT PHILAD. 2 KDKA PITTSB'GH 44		
0	0	U	U	WCAE PITTSB'GH 68		
0	0	0	0	WJAS PITTSB'GH 75		
0	0	0		WEANPROVID'NCE 1 R. I.		
0	Ĭ	M	N	WJAR PROVID'NCE35		
M	0	€	0	WDOD CHATTAL 74 TENN.		
0	0	D	D	WMC MEMPHIS 24		
0	0	0	0	*WREC MEMPHIS 6		
G	0	7.	-	WLAC NASHVIE 95		
P	O D	X	D	WSM NASHVIE 11 KRLD DALLAS 50 TEX.		
-	U	Λ	A	WEAL		
-	0	M	D	WBAP FT.WORTH26		
0	0	X	X	KPRC HOUSTON 38		
				KTSA SANTONIO 75		
0	0	D	D	WOAI SANTONIO 65		
				WTAR NORFOLK 24 VA.		
R	0	D	D	WRVA RICHM'D 57		
X	0	0	0	WDBJ ROANOKE 39		
D	0	0	D	WEBC SUPER'R 74 WISC		
M	(3)	0	D	WISN MILWAU. 58 WTMJ MILWAU. 8		
9	0	0	D	WIMJ MILWAU. 8		
9	9 9 10 10 CENTRAL TIME					

#### December 5, 12, 19, 26 THURSDAY 6 6 7 7 **EASTERN TIME** ALA. 60 BIRM'HAM WAPI NXMM 39 BIRM'HAM WBRC X O O M ARK. 50 HOT SPGS. KTHS 85 L'TLE ROCK\*KLRA KOA 000 COLO. 29 DENVER 2 DENVER KLZ 000 CONN. 52 HARTFORD WTIC D. C. 9 WASH' TON WMAI NXM WRC 41 WASH'TON WJAX 72 JACK'Y'LE \*WIOD 2 MIAMI B. 20 ATLANTA WSB \*KYW 48 CHICAGO 23 CHICAGO \*WBBM MIP WCFL M B N 43 CHICAGO \*WENR 33 CHICAGO C WGN E C C D 18 CHICAGO WLS 0 33 CHICAGO 13 CHICAGO WMAQ C CMM IND. 62 FT. WAYNE WOWO 0 WFBM 51 IND'P'LS 0 0 IOWA 72 C. BLUFFS KOIL DO 46 DAVENP'T \*WOC 46 DESMOINES\*WHO NMM KANS.68 LAWREN'E WREN WIBW 76 TOPEKA-KFH 76 WICHITA M KY. WCKY 94 COYTON DD 28 LOUISVILLE WHAS 73 N. ORLEANSWDSU 78 N. ORLEANS WSMB N X 40 PORTLAND WCSH XMI MD. 52 BALTIMORE WBAL 6 BALTIMORE WCAO WOOM MASS.45 SPRINGFIELD WBZ EM P 45 BOSTON WBZA EM P WEE 37 BOSTON \*WNAC MM 69 BOSTON M 8 4 WORCTER WTAG 0 a D 0 MICH. 70 DETROIT WGHP DM D 0 \*WJR M 21 DETROIT M WWJ X 38 DETROIT MINN.27 MINNEAP. WCCO N M M P P KSTP E M 91 ST. PAUL MO. 41 KAN. CITY \*KMBC W 0 P 7 KAN. CITY \*WDAI XC 55 ST. LOUIS \*KMOX \*KSD 1 ST. LOUIS \*KWK 81 ST. LOUIS E 0 WOW EC NEBR.S OMAHA T E WOR E D N. J. 17 NEWARK CENTRAL TIME



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
- Instrumental (Other than dance)
- 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

# O Black and Gold Room Orchestra

# 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.

#### Coward Comfort Music

Orchestra direction, Fritz Forsch. Announcer, Marthin Provensen.

# Old Man Sunshine

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



6 Park Central Hotel Orchestra

Announcer, Neel Enslen.

To Be Announced (First 15 min.)
Three Kings and a Queen (Last 15 min.)
May Singhi Breen, ukulele; Peter de Rose,

May Singhi Brecn, ukulele; Peter de Rose, pianist; William Daniels, tenor; Andy Sanella, saxophone and guitar soloist. Announcer, Alwyn E. W. Bach.

- The Mediterraneans
  - Dance band; direction, Hugo Mariani. Announcer, Curt Peterson.
- Pepsodent Program (Amos 'n' Andy)
  7 P. M., blue network.

- O Columbia Symphony Orchestra
- O Civic Repertory Plays

  Eva Le Gallienne; drama.
- Rundbach's Orchestra
- @ Paul Specht's Orchestra
- G C. B. S. Feature

5, December THURSDAY

6	30	7		EASTERN TIME
X	X	M	X	WGR BUFFALO 1 N.Y.
	0		0	WKBW BUFFALO 93
				WMAK BUFFALO 36
0	0	0	6	WABC NEW YORK 32
0	0	0	0	WEAF NEW YORK 12
0	0	0	0	WJZ NEW YORK 22
N		D	X	WHAM ROCHTER 61
D	D	M	0	WHEC ROCHTER 90
N	D	W	E	WGY SCHEN'DY 25
M	E		0	WFBL SYRACUSE 36
				WBT CHARLOT 54 N.C.
	0	D	P	
E	0	X	E	WWNC ASHEV'LE 3
P	D	V	M	WADC AKRON 78 OHIO
X				WFJC AKRON 91
0	0	X	D	WKRCcincinnati 1
D	D	E	P	WLW CINCINNATI 16
_		V	V	WSAI CINCINNATI 79
C	M	R	R	WHK CLEVEL'D 85
M	M	D	D	WTAM CLEVEL'D 53
N	P	E	E	WAIU COLUMB'S 10
0	M	D	D	WSPD TOLEDO 80
			P	KFJF OKLACITY 93 OKLA.
				WKY OKLA.CITY36
				KVOO TULSA 60
0	0	0	M	WLBW OIL CITY 72 PA.
N	D	D	0	WCAU PHILAD. 63
N			M	*WFAN PHILAD. 7
N	D	E		*WFI PHILAD. 2
				*WLIT PHILAD. 2
E	W	P		KDKA PITTSB'GH 44
0	0			WCAE PITTSB'GH 68
M	P	0	P	WJAS PITTSB'GH 75
N	V	D	0	WEANPROVID'NCE 1 R.I.
N	M	0	8	WJAR PROVIDINCESS
0	9	0	M	WDOD CHATTAL 74 TENN.
_	37	0	M	WMC MEMPHIS 24
0	X	M	N	*WREC MEMPHIS 6
_	-	R	C	WLAC NASHV'LE 95
-	N	M	X	WSM NASHVLE 11
E	N			KRLD DALLAS SO TEX.
_	P		B.F.	WFAA DALLAS 26
V			M	WBAP FT.WORTH26
X				KPRC HOUSTON 38
_	-			KTSA SANTONIO 75
				WOAI SANTONIO 65
P	D	Г		WTAR NORFOLK 24 VA.
-	B	E	D/I	WRVA RICHM'D 57 WDBJ ROANOKE 39
M	O M	OX	M	WEDG WICC
C	IVI	Λ	-	Mach
M	M	X	O X	11/70 4 2
IVI	IVI	^	A	WIMJ MILWAU 8
-				
-				-
-				-
5	5	6	6	CENTRAL TIME
J	30	U	30	CENTRAL TIME
	_	-		

# THURSDAY

December 5, 12, 19, 26

THURSDAT		5, 1	2, 1	9, 2
EASTERN TIME	8	8 30	9	9 30
ALA. 60 BIRM'HAM WAPI	0	0	X	E
39 BIRM'HAM WBRC	0	0	P	M
ARK. 50 HOT SPGS. KTHS	0	0		
85 L'TLE ROCK*KLRA COLO. 29 DENVER KOA	_			
1/12	0	0	0	7
CONN. 52 HARTFORD WTIC	0	0		
D. C. 9 WASH' TON WMAL	0	ര	0	G
41 WASH'TON WRC	0	0		0
FLA. 72 JACK'V'LE WJAX	0	0	0	0
2 MIAMI B. *WIOD	0	0		
GA. 20 ATLANTA WSB	0	0	0	0
ILL 48 CHICAGO *KYW	0		0	0
23 CHICAGO *WBBM 43 CHICAGO WCFL	_		0	B
43 CHICAGO WCFL 33 CHICAGO *WENR	E			
18 CHICAGO WGN	D	D	P	P
33 CHICAGO WLS	_	G		0
13 CHICAGO WMAQ	E	M	M	0
IND. 62 FT. WAYNE WOWO	0		0	8
51 IND'P'LS WFBM	0		0	
IOWA 72 C. BLUFFS KOIL	0	0	0	0
46 DAVENP'T *WOC				
46 DESMOINES*WHO	0		0	0
KANS.68 LAWREN'E WREN 76 TOPEKA WIBW	0	0	-	
76 TOPEKA WIBW			M	-
KY. 94 COVTON WCKY	X	X	V	D
28 LOUISVILLE WHAS	0	0	0	0
LA. 73 N. ORLEANS WDSU			-	
78 N. ORLEANS WSMB	0	0	X	X
ME. 40 PORTLAND WCSH	0	0	0	0
MD. 52 BALTIMORE WBAL	0	0		0
6 BALTIMORE WCAO	0	0	0	Θ
MASS.45 SPRINGFIELD WBZ 45 BOSTON WBZA	0	6	M	0
45 BOSTON WEEL	0	0	IVI	0
69 BOSTON *WNAC	0	0	0	Θ
4 WORCTER WTAG	0	0	0	6
MICH. 70 DETROIT WGHP	0	0	0	Ø
21 DETROIT *WJR	M	0	M	0
38 DETROIT WWJ	0	0	0	0
MINN.27 MINNEAP. WCCO	0	M	0	M
91 ST. PAUL KSTP			0	0
THE AP	-	_	0	0
7 KAN. CITY *WDAF 55 ST. LOUIS *KMOX	0	<b>0</b>	0	6
1 ST. LOUIS *KSD	0	0	0	6
81 ST. LOUIS *KWK	0	0		T
NEBR.s OMAHA WOW	0	0	0	0
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CENTRAL TIME	7	7 30	8	8
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# RADIO GOSSIP

WABC, key station of the Columbia Chain, hopes to be on the air through its new fiftythousand-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 en-tertainers "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

"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 bathingcap 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

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

Radio is linking childhood friends not alone by air, but is bringing them together in the 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' Show-boat," 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 coun-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.

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

Band music

Organ

C Children's features Popular music (With vocal solos)

D Dance music E Educational

Religious Theatrical

G Grand opera Light opera

Vocal ensembles

M Instrumental (Other than dance) N News

- W Wit, comedy X Station on air, but program variable
- Dance music from New York

6 Fleishmann Sunshine Hour

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

Seiberling Singers

James Melton, tenor; Wilfred Glenn, bass; male quartet; singing violins; orchestra di-rection, Frank Black. Announcer, Paul Du-

S Jack Frost Melody Moments

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

Co Lehn and Fink Serenade

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



RUDY VALLE, the young collegian who changed jazz from something wild and blatant to a form mild and appealing. He became nationally popular through his mastery of the saxophone and his peculiar, plaintive voice. He is a feature of the Fleischmann program, Thursdays at 8 p. m., over the NBC red network.

# 6 Champion Sparklers

Sports drama, Phillips Carlin; Irving Kauffmann, baritone; orchestra direction, Gustav Haenschen. Announcer, Marthin Provensen.

# © El Tango Romantico

Dolores Cassinelli, soprano; orchestra direction, Frank Vagnoni. Announcer, Marthin Provensen.

# Maxwell House Melodies

Dixie trio—Victor Hall, Leonard Stokes and Tubby Wayant; direction, David Mendoza. Announcer, Alwyn E. W. Bach. Towerizers

(First 15 min.)

The Political Situation in Washington To-night (Second 15 min.) Frederick William Wile, from Washington.

**O** Towerizers

(First 15 min.)

The Political Situation in Washington To-night (Last 15 min.)

- True Detective Mysteries

  Dramatized stories.
- 3 C. B. S. Feature from New York
- 3 C. B. S. Feature from New York

December 5, 12, 19, 26

# THURSDAY

8	8 30	9	9 30	EASTERN TIME
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	0		-	WHK CLEVEL'D 85
V	D		M	WTAM CLEVEL'D 53
E	0	L		WAIU COLUMB'S 10
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0	0	0	0	WCAE PITTSB'GH 68
0	0	0	0	WJAS PITTSB'CH 75
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0	0	M		WDBJ ROANOKE 39
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9		0	-	WISN MILWAU. 58
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1	30	8	30	CENTRAL TIME

# THIDEDAY

December

	THURSDAY	7	5, 1	2, 1	ber 9, 2
	EASTERN TIME	10	10 30	11	11 30
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ı	COLO. 29 DENVER KOA	0	0	0	
ļ	2 DENVER KLZ		0	0	0
ì	CONN. 52 HARTFORD WTIC				
ı	D. C. 9 WASH' TON WMAL	0	0		0
i	FLA. 72 JACK'V'LE WJAX	0	0	0	9
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Ì	GA. 20 ATLANTA WSB	0	0		
I	ILL 48 CHICAGO *KYW	0	0	6	
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ı	33 CHICAGO *WENK 18 CHICAGO WGN	6	<b>©</b>	N	D
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ı	13 CHICAGO WMAQ				
١	IND. 62 FT. WAYNE WOWO	0		0	0
ı	51 IND'P'LS WFBM				0
١	10WA 72 C. BLUFFS KOIL 46 DAVENP'T *WOC	0	0	0	0
ı	46 DAVENP'T *WUC	0	0	D	P
ı	KANS.68 LAWREN'E WREN	0	0	4	0
ı	76 TOPEKA WIBW				
ł	76 WICHITA KFH				
١	KY. 94 COV'TON WCKY	0	0		
	LA. 73 N. ORLEANS WDSU	0	•	0	0
ì	LA. 73 N. ORLEANSWDSU 78 N. ORLEANSWSMB	0	0		
١	ME. 40 PORTLAND WCSH		0	N	
	MD. 52 BALTIMORE WBAL		0		
1	6 BALTIMORE WCAO		0	0	0
	MASS.45 SPRINGFIELD WBZ	0	0	0	
	45 BOSTON WBZA 37 BOSTON WEEI	0	0	6	
	37 BOSTON WEEL 69 BOSTON *WNAC	0	0	0	D
	4 WORCTER WTAG	0	0	N	_
	MICH. 70 DETROIT WGHP	0		0	0
	21 DETROIT *WJR	0	0	0	L
	38 DETROIT WWJ MINN.27 MINNEAP. WCCO	-	0	9	0
	91 ST. PAUL KSTP	0	T	T	D
	MO. 41 KAN. CITY *KMBC	0		D	D
	7 KAN. CITY *WDAF	0	0	6	
	55 ST. LOUIS *KMOX	_	0	N	0
	1 ST. LOUIS *KSD		0	0	0
	81 ST. LOUIS *KWK NEBR.5 OMAHA WOW		0	W	D
	N. J. 17 NEWARK WOR		V	D	MV
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	CENTRAL TIME	9	9 30	10	10

# 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 repu-cation 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 Cincinnatian, 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.

100

DECEMBER SCHEDULE

NATIONAL GRAND OPERA COMPANY

Under direction of Cesare Sodero

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

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

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

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 testinggrounds 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.

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

Band music

Children's features

D Dance music

E Educational

G Grand opera

Light opera M Instrumental (Other than dance)

News

O Organ

P Popular music (With vocal solos)

Religious

Theatrical

Vocal ensembles

W Wit, comedy

X Station on air, but program variable

Dance music from New York

# O Victor Program

Famous recording artists. Announcer, John S. Young.

# National Grand Opera Company

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

# O Atwater Kent Mid-week Program

Dance orchestra. Announcer, Curt Peterson.



O Slumber Music

6 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.

- O Dream Boat
- @ Dance Music from New York

5, 12, 19, 26 THURSDAY

			-	
10	10 30	11	11	EASTERN TIME
0	0	0	0	WGR BUFFALO 1 N.Y.
0	0	0	0	WKBW BUFFALO 93
				WMAK BUFFALO 36
0	0	0	0	WABC NEW YORK 32
6	0	0	0	WEAF NEW YORK 12
8	=			WJZ NEW YORK 22
0	0	0	0	WHAM ROCHTER 61
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				WHEC ROCHTER 90
0	0	0	0	WGY SCHEN'DY 25
0				WFBL SYRACUSE 36
0	0			WBT CHARLOT 54 N.C.
				WPTF RALEIGH 14
V	0	8	0	WWNC ASHEV'LE 3
0	0	X	X	WADC AKRON 78 OHIO
0	0		X	WFJC AKRON 91
0	0	0	0	WKRCcincinnati 1
P	P		M	WLW CINCINNATI 16
0	0			WSAI CINCINNATI 79
õ	0	D	D	WHK CLEVEL'D 85
E	D	0	0	WTAM CLEVEL'D 53
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0	V	P	X	KFJF OKLACITY 93 OKLA.
0	0			WKY OKLACITY36
0	0	D	0	KVOO TULSA 60
0	0	0	0	WLBW OIL CITY 72 PA.
0	0		0	WCAU PHILAD. 63
D		W	W	*WFAN PHILAD. 7
0	0	0	0	*WFI PHILAD. 2
				*WLIT PHILAD. 2
8	B	0	4	KDKA PITTSB'GH 44
0	0			WCAE PITTSB'GH 68
0	0	0	N	WJAS PITTSB'CH 75
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MV		X	X	WFAA DALLAS 26
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0	0	X	X	KPRC HOUSTON 38
				KTSA SANTONIO 75
0	0			WOAI SANTONIO 65
2	-			WTAR NORFOLK 24 VA.
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19	30	10	10	CENTRAL TIME
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### **FRIDAY**

December 6, 13, 20, 27

		0, 1	0, 20	,
EASTERN TIME	6	<b>6</b> 30	7	<b>7</b> 30
ALA. 60 BIRM'HAM WAPI	X	X	M	N
39 BIRM'HAM WBRC	P	0	V	P
ARK. 50 HOT SPGS. KTHS				
85 L'TLE ROCK*KLRA				
COLO.29 DENVER KOA		MV	MV	N
2 DENVER KLZ	0	0		
CONN. 52 HARTFORD WTIC				
D. C. 9 WASH'TON WMAL	0	P	M	X
41 WASH'TON WRC	0	0	0	0
FLA. 72 JACKWLE WJAX				
2 MIAMI B. *WIOD				
GA. 20 ATLANTA WSB				0
ILL. 48 CHICAGO *KYW				0
23 CHICAGO *WBBM	0	0		
43 CHICAGO WCFL	В	M	N	
33 CHICAGO *WENR	C			
18 CHICAGO WGN	E	C	C	D
33 CHICAGO WLS	0			
13 CHICAGO WMAQ	0	C	0	M
IND. 62 FT. WAYNE WOWO				
51 IND'P'LS WFBM			0	
IOWA 72 C BLUFFS KOIL			0	
46 DAVENP'T *WOC	D	D		
46 DESMOINES*WHO				
KANS.68 LAWREN'E WREN	3	P	0	
76 TOPEKA WIBW				
76 WICHITA KFH	0			
KY. 94 COV'TON WCKY	_		_	
28 LOUISVILLE WHAS			D	0
LA. 73 N. ORLEANSWDSU		37		
78 N. ORLEANSWSMB		-	BI	
ME. 40 PORTLAND WCSH		0	IN	0
MD. 52 BALTIMORE WBAL			D.A.	V
6 BALTIMORE WCAO				
TUDELA		E	D	
TURRE		E	U	Θ
37 BOSTON WEEL		M	M	M
4 WORC'TER WTAG	7	141	E	X
MICH. 70 DETROIT WGHP		M	-	0
21 DETROIT *WJR		M	M	M
38 DETROIT WWJ		0	X	0
MINN.27 MINNEAP. WCCO	_	N		V
91 ST. PAUL KSTP			-	
MO. 41 KAN. CITY *KMBC			0	
7 KAN. CITY *WDAF	_		1	
55 ST. LOUIS *KMOX	0	C	0	
1 ST. LOUIS *KSD				
81 ST. LOUIS *KWK		E	0	D
NEBR.s OMAHA WOW		C	M	X
N. J. 17 NEWARK WOR			D	D
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	_			-
_	-	-	-	-
-	-	_		
CENTRAL TIME	5	5	6	6 30
CENTRAL TIME	J	30	U	30



HENRY and GEORGE and their little playmates ready to try to "ring the bell" in the half-bour 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

### Raybestos Twins

Al Bernard and Billy Beard; Lannie Ross, tenor; orchestra direction, Dave Grupp. Announcer, John S. Young.

### 1 The Eternal Question

Humor and drama in romance. Announcer, Eugene Marshall.

Muriel Pollack, pianist; Welcome Lewis, contralto crooner. Announcer, John S. Young.

The World in Music (Pierre Key.)

Announcer, John S. Young. (Last 15 min.)

### 6 Broadway Lights

(First 15 min.)

### (3) Whyte's Orchestra

Direction, Smith Ballew. Announcer, Marthin Provensen.

### Books in the Limelight (First 15 min.)

Thomas Mason.

Pauline Haggard (Last 15 min.)
Contralto soloist and pianist. Announcer,
Milton J. Cross.

### — Pepsodent Program (Amos 'n' Andy) 7 P. M., blue network.

### FIVE Million Hear

"Musical University of the Air"
Announces Its December Courses

In more than seventy thousand classrooms the schoolchildren of North America are hearing the musical appreciation concerts broadcast under the direction of Walter Damrosch and presented by the National Broadcasting Company. In addition to the seventy thousand teachers who have enrolled and secured instructors' manuals, undoubtedly thousands of others are following these programs. The newspaper estimate that an audience of five millions hears the Damrosch musical programs each Friday is in all probability accurate.

Dr. Damrosch has undertaken a magnificent work of public service in dedicating his splendid abilities to cultivating love of the best in music among the youth of the land. In engaging Dr. Damrosch for a three-year continuation of the "Musical University of the Air," NBC has made a contribution of first importance to American education.

### OUTLINE OF DECEMBER CONCERTS

(Given each Friday, at 11 A. M., Eastern Standard Time.)

In Series A, for children in the third and fourth grades, on December 13, at eleven o'clock (noon, Central Time area), Walter Damrosch will take up the study of the percussion instruments. He will illustrate nine different kinds of percussion instruments—kettle drum, military drum, bass drum, cymbals, triangle, tambourine, castanets, xylophone, celesta and bells—showing for what purposes they are used. The program he has chosen follows:

Swedish Wedding March Suderman
Solo for Xylophone from "The Fortune-teller" Herbert
Whisperings of the Flowers Von Blon
Spanish Rhapsody "Espana" Chabrier

December 13 program for Series B, which is for grades five and six, takes up the march and shows the various purposes for which marches can be used.

### Campus Carollers

A male octet; fifteen-piece orchestra; direction, George Dilworth. Announcer, Neel Enslen.

### Dixie Circus

Bob Sherwood, circus stories and novelty band. Announcer, Ralph Freese.

- Ambassador Tea Dance (First 15 min.)
  Closing Market Prices (Last 15 min.)
- Occurrence (Closing Market Prices (Last 15 min.)
- Ambassador Tea Dance (First 15 min.)

- O Closing Market Prices
- G Littman Entertainment
- @ Paul Specht's Orchestra
- Henry-George

Hotel skit with musical background.

(Last 15 min.)

### ( Howard Fashion Plates

Featuring "Beau Brummel."

December 6, 13, 20, 27

### FRIDAY

6	6	7	7	EASTERN TIME
X	X	D	X	WGR BUFFALO 1 N.Y.
0		0		WMAK BUFFALO 36
0	6	0	0	WABC NEW YORK 32
0	0	0	0	WEAF NEW YORK 12
0	0	0	0	WJZ NEW YORK 22
N	X	D	W	WHAM ROCHTER 61
M	X	P	P	WHEC ROCHTER 90
N	0	E	V	WGY SCHEN'DY 25
E	0	0	0	WFBL SYRACUSE 36
С		D	(D)	WBT CHARLOT 54 N.C. WPTF RALEIGH 14
P	3	M	E	WWNC ASHEV'LE 3
P	M	0	M	WADC AKRON 78 OHIO
X		0		WFJC AKRON 91
0	V	0	D	WKRCcincinnati 1
D	D	E	0	WLW CINCINNATI 16
		0	L	WSAI CINCINNATI 79
D	E	0	D	WHK CLEVEL'D 85
M	0	D		WTAM CLEVEL'D 53
N	P	P	X	WAIU COLUMB'S 10
0	M	P	P	WSPD TOLEDO 80
		-	P	WKY OKLACITY 93 OKLA.
				VIVOO
0	3	M	v	WLBW OIL CITY 72 PA.
N	M	V	0	WCAU PHILAD. 63
N				*WFAN PHILAD. 7
N				*WFI PHILAD. 2
			0	*WLIT PHILAD. 2
P	X	P	0	KDKA PITTSB'CH 44
0	0			WCAE PITTSB'GH 68
M		0	0	WJAS PITTSB'CH 75
N		_	0 V	WEANPROVIDINCE 1 R. I.
N	0	€ C	M	WJAR PROVID'NCE35 WDOD CHATTA. 74 TENN.
9	3	E	(3)	WMC MEMPHIS 24
0	X	M		*WREC MEMPHIS 6
3		R	E	WLAC NASHVLE 95
FI	N	M	0	WSM NASHV'LE 11
M	N			KRLD DALLAS SO TEX.
	P	C		WFAA DALLAS 26
				WBAP FT.WORTH26
X	X	X	X	KPRC HOUSTON 38
			1	KTSA SANTONIO 75
-	1		-1	WOAL SANTONIO 65 WTAR NORFOLK 24 VA.
M	M	P	В	WRVA RICHM'D 57
€	200	X		WDBJ ROANOKE 39
M		X	_	WEBC SUPER'R 74 WISC
C		0	M	WISN MILWAU. 58
M	M	X	X	WTMJ MILWAU. 8
5	5	6	6	CENTRAL TIME
J	30	U	30	CENTRAL TIME

### FRIDAY

December 6, 13, 20, 27

TRIDAT		0, 1	3, 2	0, 2
EASTERN TIME	8	8 30	9	9 30
ALA. 60 BIRM'HAM WAPI	E	E	X	E
39 BIRM'HAM WBRC	0	D		
ARK. 50 HOT SPGS. KTHS	D	V		
85 L'TLE ROCK*KLRA	_		0	0
COLO. 29 DENVER KOA	0	0	0	8
2 DENVER KLZ CONN. 52 HARTFORD WTIC	0	0	0	9
D. C. WHEAT	-	0	0	9
D. C. 9 WASH'TON WMAL 41 WASH'TON WRC	0	0	0	
FLA. 72 JACK'V'LE WJAX	•	0	0	8
2 MIAMI B. *WIOD		0	0	
GA. 20 ATLANTA WSB			0	0
ILL. 48 CHICAGO *KYW	0	0	0	0
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			0	0
IND. 62 FT.WAYNE WOWO		8	0	0
51 IND'P'LS WFBM	0			
IOWA 72 C. BLUFFS KOIL 46 DAVENP'T *WOC	_		0	0
46 DAVENP'T *WOU 46 DESMOINES*WHO	0	0		8
KANS.68 LAWREN'E WREN	0	(3)	0	0
76 TOPEKA WIBW	0	0	•	0
76 WICHITA KFH	0	M	9	0
KY. 94 COVTON WCKY	X	X	D	0
28 LOUISVILLE WHAS			0	0
LA. 73 N. ORLEANS WDSU			0	0
78 N. ORLEANS WSMB	X	X	0	0
ME. 40 PORTLAND WCSH	0	0	X	0
MD. 52 BALTIMORE WBAL				
6 BALTIMORE WCAO	_	0		0
MASS.45 SPRINGFIELD WBZ 45 BOSTON WBZA	0	0	0	0
45 BOSTON WBZA 37 BOSTON WEEI	0	0	U	0
69 BOSTON *WNAC	0	0	0	0
4 WORCTER WTAG	M	M	0	<b>6</b>
MICH. 70 DETROIT WGHP		€	0	0
21 DETROIT *WJR	0	M	M	0
38 DETROIT WWJ	0	0	X	0
MINN.27 MINNEAP. WCCO	0	8	9	0
91 ST. PAUL KSTP	0	0		0
MO. 41 KAN. CITY *KMBC	0	0	9	0
7 KAN. CITY *WDAF	0	0	_	_
55 ST. LOUIS *KMOX 1 ST. LOUIS *KSD	0	8	0	0
1 ST. LOUIS *KSD 81 ST. LOUIS *KWK	0	0	0	0
NEBR.5 OMAHA WOW	0	0	U	0
N. J. 17 NEWARK WOR	X	M	V	D
CENTRAL TIME	7	7	Q	8
CENTRAL TIME	1	<b>7</b> 30	0	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	Berlio
Funeral March from "Eroica" Symphony	(excerpt)Beethover
March from "Tannhauser"	Wagnet

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"
	W	alter 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:

Sympho	nic Frag	ment from	"Daphnis	and C	Chloe"	Rave
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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\_\_\_\_

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

- Band music
- O Organ
- Children's features
- P Popular music (With vocal solos)

- 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) News
- X Station on air, but program variable
- · Dance music from New York

### Cities Service Concert Orchestra and the Cavalliers

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

### Stars of Melody

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

#### Schradertown Band

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

### @ Triadors

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



MARY HOPPLE, contralto, is the "Quaker Maiden" featured Fridays at 10 p. m., on the program of the Armstrong Quakers.

Personalities at 711 (First 15 min.)

Vocal and instrumental music from New
York studio of National Broadcasting Company, 711 Fifth Avenue; director, Neel
Enslen.

Famous Loves (Second 15 min.)
Romantic sketch with Old World musical background. Announcer, Alwyn E. W. Bach.

- G Famous Loves (Second 15 min.)
- Interwoven Pair

Ernie Hare, baritone; Billy Jones, tenor; comedy dialog; orchestra direction, Will C. Perry. Announcer, Curt Peterson.

### 1 Philco Theatre Memories

Jessica Dragonette, soprano; Colin O'More, tenor; orchestra direction, Harold Sanford. Announcer, Milton J. Cross.

- Daguerreotypes Music of the days gone by.
- True Story Hour
  Dramatized stories.
- S Eversharp Penmen

December 6, 13, 20, 27

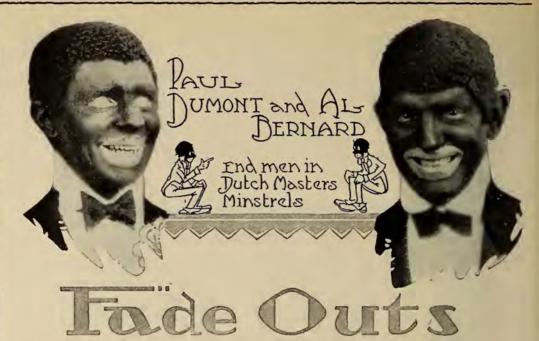
### FRIDAY

8	8 30	9	9 30	EASTERN TIME
0	0		0	WGR BUFFALO 1 N.Y.
				WKBW BUFFALO 93
0	0	0	0	WMAK BUFFALO 36
0	€	0	0	WABC NEW YORK 32
0	0	0	0	WEAF NEW YORK 12
0	0	0	0	WJZ NEW YORK 22
0	0	0	0	WHAM ROCHTER 61
R		0	0	WHEC ROCH TER 90
MV	MV		0	WGY SCHEN'DY 25
		0	0	WFBL SYRACUSE 36
	0	0		WBT CHARLOT 54 N.C.
0	37	0	0	WPTF RALEIGH 14 WWNC ASHEV'LE 3
0	-	-	0	WILD O OTHO
0	0	8	0	WEIG
0	0	0	0	WKRCcincinnati 1
0	0	0	B	WLW CINCINNATI 16
õ	0		8	WSAI CINCINNATI 79
0	0	0	0	WHK CLEVEL'D 85
0	0	D	M	WTAM CLEVEL'D 53
0	0	M		WAIU COLUMB'S 10
V	0	0	0	WSPD TOLEDO 80
N	V	0	0	KFJF OKLACITY 93 OKLA.
0	0	0	0	WKY OKLA.CITY36
		X	X	KVOO TULSA 60
0	0	0	0	WLBW OIL CITY 72 PA.
	0	0	0	WCAU PHILAD. 63
				*WFAN PHILAD. 7
				*WFI PHILAD. 2
0	0		0	*WLIT PHILAD. 2
0	0	0	0	KDKA PITTSB'GH 44
0	0		0	WCAE PITTSB'CH 68
0		0	0	WJAS PITTSB'CH 75
0	0	9	0	WEANPROVID'NCE 1 R. I.
0	M		6	WJAR PROVID'NCE35 WDOD CHATTA. 74 TENN.
V	M P	0	0	WMC MEMPHIS 24
X	15-100-1	0		*WREC MEMPHIS 6
0	D		9	WLAC NASHV'LE 95
X	D	0	0	WSM NASHV'LE 11
X	X	0	0	KRLD DALLAS 50 TEX.
0	0	0	MV	WFAA DALLAS 26
				WBAP FT.WORTH26
0	0	0	3	KPRC HOUSTON 38
		9	0	KTSA SANTONIO 75
0	0	0	0	WOAI SANTONIO 65
		0	0	WTAR NORFOLK 24 VA.
В	0	0	0	WRVA RICHM'D 57
0	_	0	9	WDBJ ROANOKE 39
0	0	X	3	WEBC SUPER'R 74 WISC.
P		T		WISN MILWAU. 58
0	0	X,	0	WTMJ MILWAU. 8
_				
_				
7	7 30	8	8	CENTRAL TIME
	30	0	30	CENTIONE TIME

FRIDAY

December

	RIDAY		6, 1	3, 2	0, 27
E	ASTERN TIME	10	10	11	11
ALA.					
	39 BIRM'HAM WBRC	E		0	0
ARK		P	0		
COL	85 L'TLE ROCK*KLRA	_	0		-
COL	O. 29 DENVER KOA	0	Θ	0	P
CON	2 DENVER KLZ N. 52 HARTFORD WTIC	0		0	Θ
D. C.		0	0	0	D
10.0	41 WASH TON WRC	Ö	0	0	
FLA.	72 JACK'V'LE WJAX		0		
	2 MIAMI B. *WIOD				
GA.	20 ATLANTA WSB	0	0		
ILL.	48 CHICAGO *KYW	0	Θ	0	
	23 CHICAGO *WBBM	M	0		
	43 CHICAGO WCFL	_			
	33 CHICAGO *WENR	D	D	NI	D
	WIT C	P	P	N	U
1	33 CHICAGO WLS		0		P
IND.		-	0	0	_
	51 IND'P'LS WFBM	0	0		
IOW	A 72 C. BLUFFS KOIL	0	0	0	6
1	46 DAVENP'T *WOC	0	0	0	0
1_	46 DESMOINES*WHO				
KAN	S.68 LAWREN'E WREN	0	0	0	
	76 TOPEKA WIBW				
KY.	76 WICHITA KFH	X	X	0	9
MI.	94 COV'TON WCKY 28 LOUISVILLE WHAS	A	A	D	D
LA.	73 N. ORLEANS WDSU	~			
	78 N ORLEANS WSMB	0	0		
ME.	40 PORTLAND WCSH	0	N	X	
MD.	52 BALTIMORE WBAL				
	6 BALTIMORE WCAO			P	
MAS	S.45 SPRINGFIELD WBZ	0	0	0	
1	45 BOSTON WBZA 37 BOSTON WEEI	0	Θ	0	
	Water	^	0	-	0
	69 BOSTON *WNAC	ö	0	ON	Θ
MIC	H. 70 DETROIT WGHP	0	0	0	Θ
10000	21 DETROIT *WJR	0	0	0	O
	38 DETROIT WWJ	0	0	0	0
MIN	N.27 MINNEAP. WCCO	0	M	D	D
750	91 ST. PAUL KSTP	0	0	0	D
MO.	41 KAN. CITY *KMBC	0	0	0	
	7 KAN. CITY *WDAF 55 ST. LOUIS *KMOX	0	0	N	6
	55 ST. LOUIS *KMUX  1 ST. LOUIS *KSD	0	3	14	9
	81 ST. LOUIS *KWK	0	Θ	0	D
NEB	R.5 OMAHA WOW	0	В	W	D
N. J.	17 NEWARK WOR	V	D	D	MV
	-				
1	-	-	-		
-					
C	ENTRAL TIME	9	9	10	10
			30		30



"Dear Lord," prayed the co-ed, "I don't ask anything for myself, but please give mother a son-in-law.'

Doctor-I'm afraid I have bad news for you. You will never be able to work again.

College Student-Whadda you mean, bad news?

The ladies of this church have cast off clothing of all kinds. They may be seen in the basement of the church any afternoon.

Tillie-What would you call a man who hid behind a woman's skirt?

Willie-A magician.

He-You see, we've gone into truck farming. Visitor-You can't fool me; you don't raise trucks; they come from a factory.

Nancy—Wot didja do last summer? Clancy—I woiked in Des Moines. Nancy-Coal or iron?

"Hey, Abie, your shirt-tail is out!"
"Out! Vere is it out?"

"Out vere the vest begins."

Professor (in an engineering class)-What is a dry dock?

Student-A physician who won't give out prescriptions.

Hortense-Yes, and they say she dresses like a millionaire's daughter.

Marjorie-Oh, much better than that-more like a stenographer or a high-school girl, my dear.

Attorney-Where was the defendant milking the cow?

Witness-It's hard to describe, Judge, but if you'll bring in a cow, I'll show you the exact place.

They had just met at Atlantic City and were sitting on the beach.

She-What a wonderfully developed arm you have. He-Yes, I got that playing basket-ball. By the way, were you ever on a track team?

"For goodness' sake," scolded the irate wife, after having asked her husband for the fifth Sunday to accompany her to church, "the neighbors will soon be talking about us as they did about poor Mr. and Mrs. Jones. The only time they went out together was when the gas-stove exploded."

A little boy from Canada, who had never seen a negro, was riding with his uncle in New York when he

saw a colored lady.
"Why does the woman black her face?" he asked his

"That's her natural color," said the uncle.

"Is she black like that all over?"

"Yes," replied the uncle.

"Gee, uncle," said the lad, admiringly, "you know everything, don't you?"

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

B Band music

O Organ

Children's features Dance music

P Popular music (With vocal solos)

Religious

Educational

Theatrical

G Grand opera

Vocal ensembles

Light opera

W Wit, comedy

M Instrumental (Other than dance) News

X Station on air, but program variable

Dance music from New York

### Planters Pickers

Hallelujah singers; negro quartet; Billy Artz and his orchestra. Announcer, Edward Thorgersen.

### Mystery House

Melodrama with musical entre-actes. Announcer, Neel Enslen.

### Hotel St. Regis Orchestra

Announcer, Marthin Provensen; dance music.

### Armstrong Quakers

Lois Bennett, soprano; Mary Hopple, contralto; male quartet; orchestra direction, Victor Arden.

Teacher-Conjugate the verb "to swim." Pubil-Swim, swam, swum. Teacher-Now conjugate the word "dim." Pupil-Say, are you trying to kid me?

Sam-When are you going to pay that \$8 for pasturing your heifer? I've had her now for about ten weeks.

Hiram-Why, Sam, the critter ain't worth more than \$10.

Sam-Well, supposin' I keep her for what you owe

Hiram-Not by a jugful. Tell you what I'll do; you keep her another two weeks more an' you can have

Set Owner (more in sorrow than in anger)-What I can't understand about this radio business, anyway, is how Static always knows what nights I ask company in to listen to the programs .- Pittsburgh Post.

A tourist stopped his Cadillac at a gasoline-filling station in Kansas. "How far is it to St. Louis?" he inquired.

'About 140 miles, sir," replied the gas man.

"All right; give me twenty gallons of gas and a quart of oil," the Cadillac man replied.

Soon a Buick drove up and the driver asked how far was to St. Louis. "About 140 miles," came the it was to St. Louis. answer.

Well, give me ten gallons of gas and two quarts of oil," the Buick man said.

Then came a rusty old Ford chugging up. The driver got out and asked the same question. "One hundred and forty miles," replied the man with the

"Give me a bucket of water, a can of Three-in-one oil and hold this darn thing till I get in," said the Ford man.

Here is one on Floyd Williams re the Graf Zep: The Hearst newspapers controlled both the air and newspaper rights to Count Eckener's story, and the

Count has been instructed not to make any announcement to the American radio audience without the con-sent of the Hearst people. When the American coast appeared on the horizon, Floyd Williams, who was run-ning around with a portable microphone, hurried up to the Count and asked him to greet the American people. The Count remembered his instructions and called back in German that he was not permitted to do so. Floyd Williams at once announced: "Ladies and gentlemen, you have just heard Count Eckener's first words to the American public."

At the World's Series game at Philadelphia, when President Hoover entered his box, for some unaccountable reason Ted Husing, announcing for Columbia, in-formed the world that "President Coolidge is now entering the Presidential box," and at precisely the same time Graham McNamee was making the announcement that "President Wilson is now entering the Presidential box." At the same game Ted Husing, in describing the motions of Guy Bush, the Cub pitcher, referred to them as "guy-rations." After about the fifteenth break of this kind some one kindly informed him that that was not the correct way to pronounce "gyrations." Nonplused though he was, his wits did not desert him, and he again described Bush's motions as "guy-rations, and then added that he hoped the public would realize that he knew the correct pronunciation of the word, but that he was using the expression "guy-rations" because he was talking about his friend Guy Bush.

A photograph was being made in the NBC's Cathedral Studio. Kelvin Keech, announcer, came in to make a station announcement from the studio.

"S-hhhh," said Keech.
"S-hhhh," echoed a radio engineer, a photographer and a press representative.

The door at the end of the big studio opened slowly.

Some one was coming in.

"S-HHHH," said Keech, the engineer, the photographer and the press representative, and all made mo-tions that plainly said: "Aw! get outa here, anyway, and keep quiet!" And suddenly all was quiet.

Thus was M. H. Aylesworth, president of the NBC,

"shhhd" in his own studio.



Dinner gets cold while father listens to a radio speech by the mayor of the old home town.

### 6 Armour Program

Male trio; mixed chorus of eighteen voices; thirty-piece orchestra; direction, Josef Koestner; Fred Waldner, tenor. Announcer, Thomas Green, Jr.

- 3 Slumber Music
- To be Announced

Bremer Tully Time

Radio's Court of Appeal.

Curtis Institute of Music (December 13 and 27.)

- Herbert's Diamond Entertainers
- @ Jan Garber's Orchestra

Dance music.

Abe Lyman and His Dance Orchestra

December 6, 13, 20, 27

FRIDAY

			_	
10	10	11	11	EACTEDN TIME
IU	30	11	30	EASTERN TIME
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1	0	_	_	WMAK BUFFALO 36
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0	9	0	0	WEAF NEW YORK 12
0	0	0		WJZ NEW YORK 22
	0	0		WHAM ROCHTER 61
M				WHEC ROCHTER 90
0	E	0	0	WGY SCHEN'DY 25
0	9			WFBL SYRACUSE 36
0	0			WBT CHARLOT 54 N.C.
				WPTF RALEIGH 14
P	X	0	0	WWNC ASHEV'LE 3
0	0	X	X	WADC AKRON 78 OHIO
0	X	0	0	WFJC AKRON 91
0	0	0	0	WKRCcincinnati 1
0	0	0	M	WLW CINCINNATI 16
0		0	8	WSAI CINCINNATI 79
0	0	D	D	WHK CLEVEL'D 85
M	T	D	D	WTAM CLEVEL'D 53
				WAIU COLUMB'S 10
0	0	0	0	WSPD TOLEOO 80
M	M	0	X	KFJF OKLACITY 93 OKLA.
0	G		-	WKY OKLACITY36
0	6	D	X	KVOO TULSA 60
0	0	0	R	WLBW OIL CITY 72 PA.
0	0	0	D	WCAU PHILAO. 63
	0	0		*WFAN PHILAD. 7
-	9			*WFI PHILAO. 2
0				*WLIT PHILAO. 2
0	G	0	D	
9	0	U	D	WCAE PITTSB'GH 68
0	0	0	N	0.0010.00000000000000000000000000000000
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0	9	N	0	
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0	6	-	D	WMC MEMPHIS 24
M	0	0	0	*WREC MEMPHIS 6
V				WLAC NASHVIE 95
0	0		-	WSM NASHV'LE 11
E	P	-	D	
_	0	the state of the s	-	WFAA OALLAS 26
0		M	1	COLUMN TO THE PROPERTY OF THE PARTY OF THE P
0	0	X	X	The state of the s
_				KTSA SANTONIO 75
0	8			WOAL SANTONIO 65
1				WTAR NORFOLK 24 VA.
X	6		1	WRVA RICHM'D 57
D	1	-		
0	6	0	X	
0				WISN MILWAU. 58
0	6	0	D	WTMJ MILWAU. 8
	1			
			1	
	1	1	1	
-	-	40		
9	9	11	10 30	CENTRAL TIME
0	30	10	30	

### SATURDAY

December 7, 14, 21, 28

ARK. 50 HOT SPCS. KTHS  85 L'TLE ROCK*KLRA  COLO. 29 DENVER KOA  2 DENVER KLZ  CONN. 52 HARTFORD WTIC  D. C. 9 WASH'TON WMAL  41 WASH'TON WRC  FLA. 72 JACK'VLE WJAX  2 MIAMI E. *WIOD  GA. 20 ATLANTA WSB  ILL. 48 CHICAGO *KYW  23 CHICAGO *WENR  C 18 CHICAGO WCFL  33 CHICAGO WGN  51 IND'PLS WFBM  IOWA 72 C. BLUFFS KOIL  46 DAVENP'T *WOC  46 DESMOINES*WHO  KANS.68 LAWREN'E WREN  76 TOPEKA WIBW  76 WICHITA KFH  KY. 94 COV'TON WCKY  28 LOUISVILLE WHAS  LA. 73 N. ORLEANSWDSU  78 N ORLEANSWDSU  A5 BOSTON WECH  69 BOSTON *WNAC  MMC. 40 PORTLAND WCSH  MD. 52 BALTIMORE WCAO  MASS.45 SPRINGFIELD WBZ  45 BOSTON WBZA  37 BOSTON WEEL  69 BOSTON *WNAC  MICH. 70 DETROIT WGHP  21 DETROIT *WJJR  38 DETROIT WWJJ  MINN.27 MINNEAP. WCCO  91 ST. LOUIS *KMOX  1 ST. LOUIS *KMOX  N C C C C  1 C C C C  1 C C C C  1 C C C C	EA	STERN TIME	6	6 30	7	7 30
39 BIRM'HAM WBRC  ARK. 50 HOT SPCS. KTHS 85 L'TLE ROCK*KLRA  COLO.29 DENVER KOA 2 DENVER KLZ  CONN.52 HARTFORD WTIC  D. C. 9 WASH'TON WMAL 41 WASH'TON WRC  FLA. 72 JACK'YLE WJAX 2 MIAMI B. *WIOD  GA. 20 ATLANTA WSB  IILL. 48 CHICAGO *KYW 23 CHICAGO *WENR 13 CHICAGO WGFL 13 CHICAGO WGFL 13 CHICAGO WGN 33 CHICAGO WGN 33 CHICAGO WGN 31 CHICAGO WGN 51 INDP'LS WFBM 10WA 72 C. BLUFFS KOIL 46 DAVENP'T *WOC 46 DESMOINES*WHO  KANS.68 LAWREN'E WREN 76 TOPEKA WIBW 76 WICHITA KFH  KY. 94 COV'TON WCKY 28 LOUISVILLE WHAS  D. D. G  BALTIMORE WBAL G BALTIMORE	47.1	Wini	_			
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# Kitchen Laboratory National Radio L Home-makers Club

By IDA BAILEY ALLEN



IDA BAILEY ALLEN broadcasting a description of a meringue cake which GRACE WHITE, the club dietitian, has made while the National Radio Home-makers' Club meeting is in progress.

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
- Educational
- G Grand opera
- L Light opera M Instrumental (Other than dance)
- N News
- O Organ
- P Popular music (With vocal solos)
- R Religious
- Theatrical V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable
- Dance music from New York

### 2 Black and Gold Room Orchestra

### 1 The New Business World

Radio service for business men, conducted by Merle Thorp. Announcer, George F. Hicks. From NBC Washington studios.

### 4 Phil Spitalny's Music

Dancing in the Hotel Pennsylvania grill, New York City.

THE idea behind the food broadcasts of the National Radio Home-makers Club has from the first been to give such a practical cooking demonstration on the air that any listener-in can go into her own kitchen and duplicate the dishes made. At the club headquarters, 1819 Broadway, New York City, we feel that this method is the only way to follow in telling women how to make their kitchens as attractive as the rest of the house; how to prepare a good dinner in thirty minutes, a good breakfast in fifteen minutes; or how to solve any other home-making problems that constantly arise.

Visitors say that when they step into the kitchen - laboratory of the National Radio Home-makers Club, they feel as if they have walked into somebody's real home. The walls are cream-colored, with soft blue and orange stripes outlining the panels. The gate-legged table and the windsor kitchen chairs are the same creamy color as the walls, with a soft blue and orange stencilling for the trim. Even the kitchen cabinet, with its blue and orange stencilling, looks more like a creamcolored highboy than a kitchen cabinet. There is an upright piano in the room, too, for the National Radio Home-makers' programs are always made gay with music-and this piano is the exact cream-colored shade of the rest of the kitchen furniture.

The blue and orange pottery cups hanging from the cupboard-hooks, the cream-colored marquisette curtains, the bright flowers in a blue bowl on top of the piano, and the smell of freshly made coffee—all combine to make visitors feel they are making a pleasant morning call. They show no surprise when Miss White, the club dietitian, invites them to "eat up the broadcast" after we are off the air, and their delight is manifested by the length of time they linger.

There is no immobile stillness about one of our broadcasts—we are all too busy and interested. Miss White actually makes up many of the dishes that are described in the broadcasts, and her work is "Exhibit A" in proving that our speed-cooking methods are really possible—and also that speed cooking can be carried on without fuss or trouble—no broadcast could stand the clatter of fussy cooking nor the disturbance of having things go wrong.

Of course our broadcasts are not free from kitchen accidents; the kettle will boil over while Miss White is busy with something else, and then she has to call on some one else in the kitchen-laboratory to help. One morning a pot was about to boil over, and Miss White nodded a request to Mr. Richard Hale, our baritone, to take it off the stove. Mr. Hale was in such a hurry to help he grabbed the pot with his bare hand, and then, because the handle was very hot, he dropped it quickly back, spilling most of the contents. The pot contained a sugar mixture, and, when spilled over the hot stove, it filled the room with a thick, black smoke. Everybody began to cough and choke, but Ralph Christman, our musical director, came to the rescue; he quickly indicated to me a break in the broadcast and filled in for several minutes with a piano solo which drowned out the coughing. But such incidents only make the broadcasts more interesting and the kitchen-laboratory more like a real home kitchen-where accidents happen without any warning.

There is no set type or form for any of the Radio Home-makers Club broadcasts; nobody likes to feel that on Monday they will be sure to hear a certain kind of program, any more than they like to feel that every Monday they will be served roast-beef hash for dinner. Sometimes it is a cooking lesson that they hear; sometimes it is a dietetic discussion; sometimes one person gives the broadcast, and sometimes two or three. Sometimes there is vocal music, sometimes instrumental.

It has been said of the broadcasts given from the kitchen-laboratory that they are broadcasts of realism. This is a good explanation of the method used. I believe that it is because we actually do just what we say that we are doing, that the listening home-makers realize the truth back of the words, and are inspired to introduce the new methods and foods into their homes.

Ida Bailey Allen and her associates broadcast weekday mornings from the studios of the National Radio Home-makers Club over the stations of the Columbia Broadcasting System. On Mondays, Tuesdays, Wednesdays, Thursdays and Fridays at 10 A. M. (Eastern Standard Time), on Foods and Cooking; on Tuesdays at 10:30 A. M., on Beauty, and on Wednesdays at 10:30 A. M., on Interior Decorating.

### Mme. Lolita Cabrera Gainsborg NBC staff pianist.

### G Gold Spot Orchestra

Direction, Hans Barth. Announcer, Ralph Freese.

### O St. Regis Hotel Orchestra

Announcer, Marthin Provensen.

— Pepsodent Program (Amos 'n' Andy)

- Musical Vespers
- 2 Nit-Wit Hour

Fun for all, and all for fun.

- Wim Ambassadors
- O Bernhard Levitow and His Hotel Commodore Ensemble

7, 14, 21, 28 SATURDAY

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By JOSEPH ATOR

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 gridiron 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,

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- O Organ
- P Popular music (With vocal solos)
- R Religious
- Theatrical Vocal ensembles
- Wit, comedy
- X Station on air, but program variable
- ◆ Dance music from New York

### Lyric Challengers

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

### Launderland Lyrics

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

### 6 General Electric Hour

Adventures in science, Floyd Gibbons; Symphony Orchestra; direction, Walter Dam-rosch. Announcer, John S. Young.

### Chicago Celebrities

Vocal and instrumental music. Announcer, Ted Pearson.

and you basket-ball fans should be able to find entertainment several nights a week if you will do a little DX tuning.

Hockey faces the same time handicap, but there will be one station carrying the local games of the National Hockey League in most of the cities of that circuit. Boxing is still worse, with Paddy Harmon, in Chicago, and the Madison Square Garden folks, in New York, wailing that broadcasts hurt their gate receipts. Jack Dempsey's shows at the Chicago Coliseum will go on the air, as will smaller affairs in other towns.

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Who put the first football game on the air? Gene Kessler, now a Chicago newspaper man, is one claimant of that title. In 1921 he was sports editor of the South Bend (Ind.) Tribune. That was before the days of remote control, but Gene dictated his description of several Notre Dame games over a telephone at Cartier Field to a station announcer, who repeated his words from WSBT, the Tribune's station.

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How many college songs do you know today, and how many did you know a few years ago, aside from those of your alma mater? Wait until the vocalizing starts at a party these days, and notice how many present know the tune and at least part of the words of as many as a dozen such songs. That is one thing for which you can thank, or curse, the radio-sports review with its intermissions of college music.

And just a sidelight—if you want to see real action, get a Southern person and some Notre Dame man arguing over whether or not the Irish copped the tune of the swell Washington and Lee Swing-out March for their own Victory March.

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In Chicago a lot of the baseball fans raised a terrific howl during the World's Series, asserting that Ted Husing, of the Columbia Chain, and Graham McNamee, of NBC, were prejudiced in favor of the Eastern entry in their broadcasts. One answer to that, of course, is that any smart fellow would have been pulling for the Athletics during those

lamentable proceedings, but it still leaves an interesting question open to discussion. Should the local announcer do an occasional bit of rooting for the home team?

Hal Totten, who broadcasts Chicago base-ball over WMAQ, says it's all right. His argument is that 99 per cent. of the listeners in a local baseball broadcast are home-town fans, and they get a more satisfactory picture of the proceedings if the announcer is pulling with them. It should be remembered, however, that Hal is scrupulously fair as regards the facts of the game. It's on the color angles that he puts in his licks for the Cubs and White Sox.

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Speaking of radio-sports reviews, WBBM, at Chicago, introduced a new idea when it gave over one night a week during the season just passed to prep football, in which the captains and coaches of the leading high-school teams in the city discussed their prospects. E. C. Delaporte, director of athletics in the public schools of Chicago, made use of the programs to further a campaign for more playing-fields for the prep athletes, who are sadly cramped in parts of the city now.

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Bob Burdette, sports announcer for WLW, at Cincinnati, is a wrestling fan of the first water—even believes that the bouts are on the level—but WLW isn't to be bothered by the antics of the beeg, strong fellows. So Bob regularly steps over to a smaller station in the city and puts on wrestling broadcasts. And they do say that he makes his description of the fellows' grunts and squirms and agony so moving and interesting that occasionally a particularly impressionable fireside fan puts a hammerlock on his rocker and tears an arm right off it.

Anyway, Bob's stuff should go over big in any number of darkened sorority-house parlors.



- Silver Flute
- 6 Bonnie Laddies (First 15 min.)
  Vocal trio—Charles Kenny, Lew Noll and
  Jimmie Whalen. Announcer, Milton J. Cross.
  - The Cub Reporter (Last 15 min.)
    A comic skit with Peter Dixon and Aline
    Berry. Announcer, Milton J. Cross.
- Gillette Program
  - Male quartet; orchestra direction, Don Voorhees. Announcer, Curt Peterson.
- Guy Lombardo and His Royal
  Canadians (First 15 min.)
  Roger Babson (Last 15 min.)
- Babson's finance period.

  Guy Lombardo
- (First 15 min.)

- Roger Babson
- (Last 15 min.)
- O Dixie Echoes
  - Songs of the Southland.
- G Graybar's Mr. and Mrs.
  - The famous cartoon characters, Joe and Vi, by Clare Briggs.
- The Gulbranson Hour

Symphony Orchestra conducted by the well-known American composer - director, Dr. Henry Hadley.

7, 14, 21, 28 SATURDAY

Q	8	9	9	EASTERN TIME
		_	30	
		0	0	WGR BUFFALO 1 N.Y.
0	0	Θ	0	WKBW BUFFALO 93
			-	WMAK BUFFALO 36
0	0	0	0	WABC NEW YORK 32
0	0	0	0	WEAF NEW YORK 12
0	0	0	0	WJZ NEW YORK 22
M		X	0	WHAM ROCHTER 61
R	R	X	X	WHEC ROCHTER 90
0	0	0	0	WGY SCHEN OY 25
0		0	0	WFBL SYRACUSE 36
0	0	0	0	WBT CHARLOT 54 N.C.
				WPTF RALEIGH 14
0	0	0	P	WWNC ASHEV'LE 3
0	X	0	0	WADC AKRON 78 OHIO
0				WFJC AKRON 91
0	0	0	3	WKRCcincinnati 1
P		P	0	WLW CINCINNATI 16
0	0	0	0	WSAI CINCINNATI 79
0	MV	0	3	WHK CLEVEL'O 85
E	E	0	0	WTAM CLEVEL'O 53
				WAIU COLUMB'S 10
0	0	Θ	3	WSPD TOLEDO 80
N		0	0	KFJF OKLACITY 93 OKLA.
0	0	0	0	WKY OKLACITY36
				KVOO TULSA 60
0	0	0	0	WLBW OIL CITY 72 PA.
0	M	0	0	WCAU PHILAO. 63
X	0	M	X	*WFAN PHILAD. 7
0	R	0	0	*WF1 PHILAD. 2
				*WLIT PHILAD. 2
0	0	0	0	KDKA PITTSB'GH 44
0	0	0	0	WCAE PITTSB'GH 68
0	0	0	0	WJAS PITTSB'GH 75
0	0	0	3	WEANPROVIO'NCE 1 R. I.
0	0	0	0	WJAR PROVIO'NCE35
0	0	0		WDOD CHATTA. 74 TENN.
0	0	0	0	WMC MEMPHIS 24
X	0	0	V	*WREC MEMPHIS 6
0	0	0	M	WLAC NASHV'LE 95
0	0			WSM NASHV'LE 11
		0	X	KRLD OALLAS 50 TEX.
				WFAA OALLAS 26
0	0	0	0	WBAP FT.WORTH26
0	0	0	0	KPRC HOUSTON 38
		0		KTSA SANTONIO 75
0	0	-	0	WOAI SANTONIO 65
		0		WTAR NORFOLK 24 VA.
0	0	0	0	WRVA RICHM'O 57
0	0	0	E	WDBJ ROANOKE 39
0	0	0	0	WEBC SUPER'R 74 WISC.
	M	0	0	WISN MILWAU. 58
0	0	0	0	WTMJ MILWAUL 8
7	<b>7</b> 30	8	8 30	CENTRAL TIME

### SATIRDAY December

	SATURDAY	7	7, 1	4, 2	1, 2
	EASTERN TIME	10	10	11	11 30
1	ALA. 60 BIRM'HAM WAPI	0	0		
Į	39 BIRM'HAM WBRC	0	0	0	0
i	ARK. 50 HOT SPGS. KTHS				
ı	85 L'TLE ROCK*KLRA COLO. 29 DENVER KOA	0	0	_	
ľ	2 DENVER KLZ	0	0	9	€
ı	CONN. 52 HARTFORD WTIC	•	•	9	0
1	D. C. 9 WASH' TON WMAL	0	0	0	0
į	41 WASH'TON WRC	0	0	6	0
ı	FLA. 72 JACK'V'LE WJAX	4	0		
ı	2 MIAMI B. *WIOD	4	4		3
ı	GA. 20 ATLANTA WSB	0	0		
ı	·Wppre	0	0	0	
ı	23 CHICAGO *WBBMI 43 CHICAGO WCFL	•	0		
1	33 CHICAGO *WENR				
ı	18 CHICAGO WGN	0	0	N	D
	33 CHICAGO WLS				
ı	13 CHICAGO WMAQ	M			
١	IND. 62 FT.WAYNE WOWO	0		9	0
	51 IND'P'LS WFBM	0	0	_	_
ı	IOWA 72 C. BLUFFS KOIL  46 DAVENP'T *WOC	0	0	0	0
ı	46 DESMOINES*WHO	0	0	L	0
Ņ	KANS.68 LAWREN'E WREN	0	0	6	6
X	76 TOPEKA WIBW	0	0		
	76 WICHITA KFH	0	0	0	0
ì	KY. 94 COVTON WCKY	0	0	W	
4	28 LOUISVILLE WHAS	0	0	D	D
	LA. 73 N. ORLEANSWDSU 78 N. ORLEANSWSMB	0	0		
	ME. 40 PORTLAND WCSH	0	0	N	
	MD. 52 BALTIMORE WBAL	0	0		
	6 BALTIMORE WCAO	o	0	0	0
	MASS.45 SPRINGFIELD WBZ	0	0	6	
	45 BOSTON WBZA	Ð	0	(3)	
	37 BOSTON WEEL	0	0		
	69 BOSTON *WNAC	0	0	0	0
	4 WORC'TER WTAG MICH. 70 DETROIT WGHP	9	0	N Q	0
	21 DETROIT *WJR	0	0	6	0
	38 DETROIT WWJ	0	0	D	0
	MINN.27 MINNEAP. WCCO	0	0	D	D
	91 ST. PAUL KSTP		0	0	D
	MO. 41 KAN. CITY *KMBC		0	D	D
	7 KAN. CITY *WDAF	~	0	0	_
	55 ST. LOUIS *KMOX 1 ST. LOUIS *KSD	0	0	N	8
	81 ST. LOUIS *KWK	100	0	N	D
	NEBR.s OMAHA WOW		0	0	
	N. J. 17 NEWARK WOR	V	D	D	MV
	-	-	-	-	-
		-	-	-	-
	-	-	1	-	_
	CENTRAL TIME	9	9	10	10

## Daytime Chain Programs of Particular Appeal to Women

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

#### MONDAY

WB

10:00 A. M.—National Radio Home-makers Club. (Ida WJH

Bailey Allen.) WABC, W2XE, WGHP, WMAL, 11:15

KMBC, WCCO, WFBL, WEAN, WNAC, WBBM, WEAN, WCAU, WCAO, WJAS, WADC, WKRC, KMOX, KOIL, WSPD, WHK, WLBW, WISN, WD wowo.

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

WTMJ, KSTP, WHO, WOW, 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, KDK4, WRVA, WBT, WPTF, WIOD, WSM, WMC, WOW, WHAS, KPRC, WKY, KOA, WJAX, KVOO, WOAI, WBAL, KTHS, WHO.

#### TUESDAY

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.

30 A. M.—National Radio Home-makers Club. (Beauty.) WABC, W2XE, WJAS, WKRC, WGHP, WYBM, WHE

(Beauty.) WA WBBM, WHK.

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

WBZA, WHAM, KDEA, WJR, WJR, WGN.

11:00 A. M.—Duco Decorators. WEAF, WTIC, WJAR, WTAG, WCAE, WCSH, WLIT, WRC, WGY, WGR, WTAM, KYW, KSD, WOC, WDAF, KSTP, WEBC, WRVA, WPTF, WBT, WJAX, WIOD, WHAS, WSM, WMC, WSB, WAPI, WSMB, KVOO, WKY, KPRC, WOAI, KTHS, WSAI, KFKX.

11:15 A. M.—Radio Household Institute. WEAF,

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

KPRC.
1:00 P. M.—National Farm and Home Hour. From Ohicago and Washington to WJZ, 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

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, WOWO, 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 W.72, 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, WEAF, WEEI, 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, KFRC, WBAP, KFKX, WEBC.

KFKX, WEBC.

1:00 P. M.—National Farm and Home Hour, From Chicago and Washington to WJZ, WBŽ, 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, KEBL KFKX.

THURSDAY

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

WGN

WGN.

11:15 A. M.—Radio Household Institute. WEAF,
WEEI, WTIC, WJAR, WTAG, WCSH, WLIT,
WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI,
KSD, WDAF, WHAS, WSB, WBT, KVOO, WBAP,
WOAL, 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,
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

SATURDAY

15 A. M.—Radio Household Institute. WEAF, WEEI, 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.

KPRC, WOAI.

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

KTHS.

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

Band music

O Organ

Children's features

P Popular music (With vocal solos) D Dance music

R Religious E Educational

G Grand opera

Theatrical

L Light opera

N News

V Vocal ensembles W Wit, comedy

M Instrumental (Other than dance)

X Station on air, but program variable

. Dance music from New York

Chicago Civic Opera

Direction, Charles Moore.

To Be Announced

Park Central Hotel Orchestra

Directed by Charles Strickland. Announcer, Howard Butler.

B. A. Rolfe and His Lucky Strike Orchestra

Announcer, Edward Thorgersen.



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

BAPTIST. 9:30 A. M.—WJR, Detroit, Mich. 10—WSAZ, Huntington, W. Va., and WSSH, Boston, Mass. 10:15—KVOO, Tulsa, Okla., and WIBX, Utica, N. Y. 11—WFBR, Baltimore, Md.; WGBF, Evansville, Ind.; WPTF, Raleigh, N. C.; WRBT, Wilmington, N. C. 11:30—WJKS, Gary, Ind., and WMAZ, Macon, Ga. 11:45—WEBQ, Harrisburg, Ill.; WNBJ, Knoxville, Tenn. 12—KFPL, Dublin, Tex.; KGKB, Brownwood, Tex.; WJBY, Gadsden, Ala. 6:30 P. M.—WSSH, Boston, Mass. 7:30—WFBG, Altoona, Pa.; WOBU, Charleston, W. Va.; WWVA, Wheeling, W. Va. 8—WEBQ, Harrisburg, Ill.; WGH, Newport News, Va.; WNBJ, Knoxville, Tenn. 8:30—WDOD, Chattanooga, Tenn.; WGBF, Evansville, Ind. 8:45—KWKH, Kennonwood, La. 9—KFPL, Dublin, Tex.; KGKB, Brownwood, Tex.; WJBY, Gadsden, Ala. 10—WJR, Detroit, Mich.

CATHOLIC. 11 A. M.—WHBY, West De Pere, Wis.; WJKS, Gary, Ind. 12—WEW, St. Louis, Mo. 12:45—WGES, Chicago, Ill. 8 P. M.—WLWL, New York City.

CHRISTIAN. 10 A. M.—WSPD, Toledo, O. 10:30
—WFBM, Indianapolis, Ind. 11:30—WLBC, Muncie, Ind. 8:15—WSM, Nashville, Tenn.

CONGREGATIONAL. 10 A. M.—WKBN, Youngstown, O. 10:30—WNAC, Boston, Mass.; WNBX, Springfield, Vt. 11—WCSH, Portland, Me.; WDRC, New Haven, Conn. 11:30—WKBZ, Ludington, Mich. 11:45—WOC, Davenport, Ia. 12—KFAB, Lincoln, Neb.; WKY, Oklahoma City, Okla.; WPCC, Chicago, Ill. 8:45—WPCC, Chicago, Ill.

CHRISTIAN SCIENCE. 10:15 A. M.—WGHP, Detroit, Mich. 11—WJAY, Cleveland, O.; WKRC, Cincinnati, O. 12—KMOX, St. Louis, Mo.; WREN, Lawrence, Kan. 7:30 P. M.—WMBC, Detroit, Mich.

EPISCOPAL. 9:30 A. M.—WKBW, Buffalo, N. Y. 10—WLEX, Lexington, Mass. 10:45—WIP, Philadelphia, Pa. 11—WIBG, Elkins Park, Pa.; WLEY, Lexington, Mass.; WMAK, Buffalo, N. Y.; WNAC, Boston, Mass. 11:30—WFDF, Flint, Mich. 7:45 P. M.—WRVA, Richmond, Va.

LUTHERAN. 9:30 A. M.—WKJC, Lancaster, Pa. 10:45—WCCO, Minneapolis, Minn.; WLCI, Ithaca, N. Y. 11—KGDE, Rergus Falls, Minn.; WEDH, Erie, Pa.; WOBU, Charleston, W. Va.; WRAW, Reading, Pa. 11:30—WHK, Cleveland, O. 11:45—KFJM, Grand Fork, N. D.; WOWO, Ft. Wayne, Ind. 12—WBCM, Bay City, Mich. 6 P. M.—WJR, Detroit, Mich. 9—KGDE, Fergus Falls, Minn. 9:30—WTMJ, Milwaukee, Wis.

METHODIST. 10:45 A. M.—WFI, Philadelphia, Pa. 10:30—WHBD, Bellefontaine, O.; WJW, Mansfield, O.; WRAK, Erie, Pa. 10:45—KTSA, San Antonio, Tex.; WFBG, Altoona, Pa.; WKEN, Buffalo, N. Y.; WNBZ, Saranac Lake, N. Y. 11—KGDA, Dell Rapids, S. D.; WQAM, Miami, Fla. 11:45—WCBS, Springfield, Ill.; WIAS, Ottumwa, Ia.; WJBL,

Decatur, Ill. 12—KGRS, Amarillo, Tex.; WCAJ, Lincoln, Neb.; WHB, Kansas City, Mo.; WRHM, Friedley, Minn. 1 P. M.—KPJM, Prescott, Ariz.; KVOA, Tucson, Ariz. 7:30—WHBD, Bellefontaine, O.; WKBZ, Ludington, Mich.; WPTF, Raleigh, N. C. 8—WFBR, Baltimore, Md.; WQAM, Miami, Fla.; WWAE, Hammond, Ind. 8:30—WHBU, Anderson, Ind. 9—WFDF, Flint, Mich.

METHODIST PROTESTANT. 10:30 A. M.—WEBE, Cambridge, O. 11—WMMN, Fairmont, W. Va.; WMPC, Lapeer, Mich. 7:30 P. M.—WEBE, Cambridge, O. 8:30—WMPC, Lapeer, Mich.

PRESBYTERIAN. 10:30 A. M.—WIBR, Steubenville, O.; WMBC, Detroit, Mich.; WWVA, Wheeling, W. Va. 10:45—WFIW, Hopkinsville, Ky.; WSPD, Toledo, O. 11—WAAM, Newark, N. J.; WABC, New York City; WGH, Newport News, Va.; WRVA, Richmond, Va. 11:15—WNRC, Greensboro, N. C. 11:30—KFJR, Portland, Ore.; WFBC, Knoxville, Tenn. 11:45—WGBF, Evansville, Ind. 12—WBRC, Birmingham, Ala.; WDOD, Chattanooga, Tenn.; WIBU, Poynette, Wis.; WIL, St. Louis, Mo.; WOAI, San Antonio, Tex.; WSB, Atlanta, Ga.; WSM, Nashville, Tenn. 7:15 P. M.—WIBR, Steubenville, O. 7:30—WMMN, Fairmont, W. Va. 7:45—WGR, Buffalo, N. Y. 8—WKBF, Indianapolis, Ind. 8:30—WCBS, Springfield, Ill.; WIL, St. Louis, Mo.; WJKS, Gary, Ind.; WMT, Waterloo, Ia.

SYNAGOGUE SERVICES. Wednesday, 6:30 P. M., E.

--WHN, New York City. Friday, 5:15 P. M., E.

--WABC, New York City. 8 P. M., E.—WJAR,

Providence, R. I. 9 P. M., E.—WNBR, Memphis,

Tenn.

OTHER SERVICES. 10 A. M.—KFJF, Oklahoma City, Okla.; KFLX, Galveston, Tex.; KQV, Pittsburgh, Pa.; WCBD, Zion, Ill.; WHBL, Sheboygan, Wis.; WLBZ, Bangor, Me.; WLSI, Cranston, R. I.; WNBF, Binghamton, N. Y.; WOW, Omaha, Neb. 10:30—KFH, Wichita, Kan.; WADC, Akron, O.; WBZ, Springfield, Mass.; WBZA, Boston, Mass.; WHAM, Rochester, N. Y.; WTMJ, Milwaukee, Wis.; WWJ, Detroit, Mich. 11—WNBO, Washington, Pa.; WKBW, Buffalo, N. Y.; WWAE, Hammond, Ind.; KOIL, Council Bluffs, Ia.; WCAE, Pittsburgh, Pa.; WEAN, Providence, R. I.; WENR, Chicago, Ill.; WHAS, Louisville, Ky.; WJAX, Jacksonville, Fla.; WLW, Cincinnati, O.; WOC, Davenport, Ia.; WORD, Chicago, Ill.; WPSC, State College, Pa.; WRAX, Philadelphia, Pa.; WRC, Washington, D. C.; WWNC, Asheville, N. C. 12—KFDM, Beaumont, Tex.; KFEL, Denver, Col.; KFJB, Marshalltown, Ia.; KGKL, San Angelo, Tex.; KLRA, Little Rock, Ark.; KLZ, Denver, Col.; KTHS, Hot Springs, Ark.; WAPI, Birmingham, Ala.; WBBZ, Ponca City, Okla.; WDAY, Fargo, N. D.; WDSU, New Orleans, La.; WHO, Des Moines, Ia.; WJAG, Norfolk, Neb.; WMC, Memphis, Tcnn.; WJBT, Union City, Tenn.; WOQ, Kansas City, Mo.; WSIX, Springfield, Tenn.; WTAG, Worcester, Mass. 7 P. M.—WBRC, Birmingham, Ala.; WEDH, Erie, Pa.; WFBG, Altoona, Pa.; WHK, Clevcland, O.; WKBQ, New York City.

7. 14. 21, 28 SATURDAY

7, 14	, 21	, 28		SATURDAT
10	10	11	11	EASTERN TIME
0	0			WGR BUFFALO 1 N.Y.
0	0	0	0	WKBW BUFFALO 93
				WMAK BUFFALO 36
0	0	0	0	WABC NEW YORK 32
0	0	0	0	WEAF NEW YORK 12
0	0	0	Θ	WJZ NEW YORK 22
0	0	0		WHAM ROCHTER 61
0	0			WHEC ROCHTER 90
0	0	D	D	WGY SCHEN'DY 25
0	0			WFBL SYRACUSE 36
0	0			WBT CHARLOT 54 N.C. WPTF RALEIGH 14
_	_		_	WWW
0	0	0	0	WADC AKRON 78 OHIO
0	0	P	P	WFJC AKRON 91
0	0	9	0	WKRCcincinnati 1
P	P	0	9	WLW CINCINNATI 16
0	0			WSAI CINCINNATI 79
0	0	W	D	WHK CLEVEL'D 85
D	D	D	D	WTAM CLEVEL'D 53
				WAIU COLUMB'S 10
0	0	0	0	WSPD TOLEDO 80
0	0	P	X	KFJF OKLACITY 93 OKLA.
0	0			WKY OKLACITY36
D	D	M	D	KVOO TULSA 60
0	0	0	8	WLBW OIL CITY 72 PA.
0	0	0	0	WCAU PHILAD. 63
D	D	D	0	*WFAN PHILAD. 7
0	0	0		*WFI PHILAD. 2
				*WLIT PHILAD. 2
0	0	0	X	KDKA PITTSB'GH 44
0	0		8	WCAE PITTSB'CH 68
0	0	0	N	WJAS PITTSB'GH 75
0	0	0	8	WEANPROVID'NCE 1 R. I.
0	0	N	_	WJAR PROVID'NCE35 WDOD CHATTA. 74 TENN.
0	0	0	8	WAGO
0	0			WDCC
0	0	-	-	WLAC MEMPHIS 6 WLAC NASHV'LE 95
D	D	D	D	WSM NASHV'LE 11
0	0	D	D	KRLD DALLAS 50 TEX.
X	X	X	X	WFAA DALLAS 26
0	0			WBAP FT.WORTH26
0	0	X	X	KPRC HOUSTON 38
0	0			KTSA SANTONIO 75
0	0			WOAI SANTONIO 65
0	0			WTAR NORFOLK 24 VA.
X	X	D	D	WRVA RICHM'D 57
0	0	0	0	WDBJ ROANOKE 39
0	0	0	D	WEBC SUPER'R 74 WISC
0	0	-		WISN MILWAU. 58
0	0	0	D	WTMJ MILWAU. 8
_			-	-
0	9	10	10	CENTRAL TIME
J	30	IU	30	CENTRAL TIME

6 Slumber Music

6 To be Announced

O Paramount Publix Radio Hour

Music and drama; orchestra, soloists, vaude-

O Guy Lombardo and His Royal Canadians

Hotel Paramount Orchestra

Dance music.

### 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.

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### 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.

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### **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 birdman 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 orig-

inated 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.

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### 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  Enid, Okla. Pittsburgh, Pa. Deviis Lake, N. D. Sait Lake, City, Utah Beverly Hills, Calif. Burbauk, Calif. Portland, Ore. Lincoln, Neb. Phomix, Ariz. Great Fails. Mont, Beaumont, Tex. Brookings, S. D. Denver, Col. St. Joseph, Mo. Boone, Ia. Wichita, Kan. Los Augeles, Calif. Fond du Lac, Wis. Marshalltown, Ja. Oklahoma City, Okla. Grand Forks, N. D. Ortland, Ort. Fortland, Ort. Lavenece, Kan. Rockford, Ill. Galveston, Tex. Northfield, Minn. Shenandoah, Ia. Lincoln, Neb. Long Beach, Calif. Spokane, Wash. Hollywood, Calif. San Francisco, Calif. Columbia, Mo. San Diego, Calif. Los Angeles, Calif. Galveston, Tex. Colorado Springs, Col. St. Louis, Mo. Denver, Col. Culver City, Calif. Cape Girardeau, Mo. Hollywood, Calif. St. Louis, Mo. San Francisco, Calif. Cape Girardeau, Mo. Hollywood, Calif. St. Louis, Mo. San Francisco, Calif. Cape Girardeau, Mo. Hollywood, Calif. St. Louis, Mo. San Francisco, Calif. Rockian, Ariz. San Diego, Calif. Retchikan, Alaska St. Joseph, Mo. York, Nb. San Antonio, Tex. Watertown, S. D. Mandan, N. D. Mandan, N. D. Mandan, N. D. Nandan, N. D. Nandan, N. D. Nandan, Calif. Solkane, Calif. Solkane, Calif. Solkane, Col. Ark, Brillings, Mont. Alva, Okla. Oklandona City, Okla. Corpus Christi, Tex. Pierre, S. D. Picher, Okla. Albuquerque, N. M. Pueblo, Col. Little Rock, Ark. Billings, Mont. Alva, Okla. Oklandona City, Okla. Corpus Christi, Tex. Pierre, S. D. Picher, Okla. Albuquerque, N. M. Pueblo, Col. Little Rock, Ark. Billings, Mont. Alva, Okla. Oklandona City, Okla. Corpus Christi, Tex. Portland, Calif. Cay Carper, N. M. Pueblo, Col. Little Rock, Ark. Billings,	Dial	Call	Kilo- cycle	City	Dial	Call	Kila- cycle	City	Dial	Call	Kila- cycle	City
	KDVL	1370 980 1210 1290	Enid, Okla. Pittsburgh, Pa. Devils Lake, N. D. Sall Lake City Utah		KSD KSEI KSL	550 900 1130 1380	St. Louis, Mo. Pocatello, Ida. Salt Lake City, Utah Clarinda la		WEEL WELK	590 1310 1370	Boston, Mass. Evanston, 111. Philadelphia, Pa. Reggin Sorbos Wish		WLTH WLW WLWL	1400 700 1100	Brocklyn, N. Y. Clinoinnatl, O. Y. Casenovia, N. Y. Casen
	KEJK KELW	1170 780 1180	Beverly Hills, Calif. Burbank, Calif. Portland, Ore.		KSOO KSTP KTAB	1110 1460 560	Sioux Fails, S. D. St. Paul, Minn. Oakland, Calif.		WENR WEPS WEVD	870 1200 1300	Chicago, 111. Glouester, Mass. New York, N. Y.		WMAE WMAE WMAL	1360 900 630	S. Dartmouth, Mass. Sattato, N. Y. Washington, D. C.
	KFBB KFDM	770 620 1360 560	Phonix, Ariz. Great Falls, Mont, Beaumont, Tex.		KTAT KTBI KTBR	1240 1300 1300	Fort Worth, Tex. Los Angeles, Calif. Portland, Ore.		WFAA WFAN WFBG	800 610 1310	Dallas, Tex. Philadelphia, Pa. Altoona, Pa.		WMAY WMAZ WMBA	1200 890 1500	St. Louis, Mo. Macon, Ga. Newport, H. 1.
	KFDY KFEL KFEQ KFGQ KFH	550 940 560 1310 1300	Denver, Col. St. Joseph, Mo. Boone, Ia.		KTHS KTM KTNT	1040 780 1170	Hot Springs, Ark. Los Angeles, Calif. Muscatine, Ia.		WFBL WFBM WFBR	900 1230 1270	Syracuse, N. Y. Indianapolis, Ind. Baltimore, Md.		WMBB WMBB WMBB	1440 1210 1210 1420	Petroit, Mich. Peoria Heights, III. Richmond, Va. Joplin, Mo.
	KFIZ KFIZ	1300 640 1420 1200	Wichita, Kan. Los Angeles, Calif, Fond du Lac, Wis, Marshalltown, Ia.		KTSA KTSL KTUE KTW	1290 1310 1420 1270	Shreveport, La, Houston, Tex. Seattle, Wash.		WFDF WF1W WFJC	1310 560 940 1450	Flint, Mich. Philadelphia, Pa. Hopkinsville, Ky. Akron, O.		MWIST MWBT MWB1	1080 1310 1370	Chreago, 111. Wilkinsburg, 1'a. Lakeland, Fla. Auburn, N. Y.
	KFJF	1470 1370 1300 1310	Oklahoma City, Okla. Grand Forks, N. D. Portland, Ore. Fort Dodge, Ia.		KUOA KUOM KUSD KUT	1390 570 890 1120	Fayetteville, Ark, Missoulu, Mont, Vermillion, S. D. Austin, Tex.		WFKD WFLA WGBB WGBC	1310 900 1210 1430	Philadelphia, Pa. Clearwater, Fla. Freeport, N. Y. Memphis, Tenn.		MAICA MAIRI MAIRI	1500 1210 780 570	Brooklyn, N. Y. Tampa, Fla. Memphis, Tenn. New York, N. Y.
	KFKA	1370 880 1050 1220	Fort Worth, Tex. Greeley, Col. Milford, Kan.		KVI KVOA KVOO KWCR	760 1260 1140 1310	Tacoma, Wash, Tueson, Ariz, Tulsa, Okla. Cedar Rapids, Ia.		WGBF WGBS WGCM	630 880 1180	Evansville, Ind. Scranton, Pa. New York, N. Y. Gulfnort, Miss		WMMN WMPC WMSG	890 1500 1350	Fairmont, W. Va. Lancer, Mich. New York, N. Y.
	KFLV	1410 1370 1250	Rockford, Ill., Galveston, Tex., Northfield, Minn,		KWEA KWJJ KWK	1210 1060 1350	Shreveport, La. Portland, Ore. St. Louis, Mo. Kansas City Mo.		WGCP WGES WGH	1250 1360 1310	Newark, N. J. Chicago, III. Newport News, Va.		WNAC WNAD WNAT	1230 1010 1310	Boston, Mass. Norman, Okla, Philadelphia, Pa.
	KFPY	890 1210 1250 1390	Lincoln, Neb. Long Beach, Calif. Spokane, Wash.		KWKH KWLC KWSC	850 1270 1390	Shreveport, La. Decorah, Ia. Puliman, Wash.		WGL WGN WGR	1370 720 550	Ft. Wayne, Ind. Chicago, Ill. Boffalo, N. Y.		WNBH WNBO WNBR	1310 1200 1430	New Bedford, Mass. Washington, Pa. Memphis, Tenn.
	KFRC KFRC KFRU KFSD	860 610 630 600	San Francisco, Calif, Columbia, Mo. San Diego, Calif.		KXA KXL KYA	570 1250 1230	Seattle, Wash. Portland, Ore. San Francisco, Calif.		WGY WHA WHAD	790 940 1120	Schenectady, N. Y. Madison, Wis, Milwaukee, Wis.		MNN NN	1290 1290 1450 560	Saranae Lake, N. Y. Newark, N. J. Knoxyllle, Tenn.
	KFUL	1120 1290 1270 550	Colorado Springs, Col. St. Louis, Mo.		KFKX KYWA WAAF	1020 1020 1020 920	Chicago, III. Chicago, III. Chicago, III. Chicago, III.		WHAP WHAS WHAS	1150 1300 820 1300	New York, N. Y. Louisville, Ky. Troy, N. Y.		WNRC WNYC WOAL WOAN	1440 570 1190 600	San Antonio, Tex. Lawrenceburg, Tenn.
	KFUP KFVD KFVS KFWB KFWF	550 1310 710 1210 950	Denver, Col. Culver City, Calif, Cape Girardeau, Mo. Hollywood, Calif,		WAAM WAAT WAAW WABC	1250 1070 660 860	Newark, N. J. Jersey City, N. J. Omaha, Neb. New York, N. Y.		WHB WHBD WHBF WHBL	950 1370 1210 1410	Kansas City, Mo. Bellefontaine, O. Rock Island, III. Sheboygan, Wis.		WOAX WOBU WOC	1280 1310 580 1000	Trenton, N. J. Union City, Tenn. Charleston, W. Va. Davennort, la.
	KEXE	930 940 1310	St. Louis, Mo. San Francisco, Calif. Denver, Col. Oklahoma City, Okla.		WABI WABZ WADC WAFD	1200 1200 1320 1500	Bangor, Me. New Orleans, La. Akron, O. Detroit, Mich.		WHBQ WHBU WHBY	1370 1210 1200 1370	Memphis, Teun, Anderson, Ind. West De Perc, Wis, Calumet Mich		WOLF WODY	1210 1250 560	Jamestown, N. Y. Paterson, N. J. Ames, Ia. Washington, D. C.
	KFXY KFYO KFYR	1420 1420 550	Flagstaff, Ariz, Abilene, Tex. Bismarck, N. D.		WAPI WAPI WASH	640 1140 1270	Columbus, O. Birmingham, Ala. Grand Rapids, Mich.		WHDH WHDI WHEC	830 1180 1440	Gloucester, Mass. Minneapolis, Minn. Rochester, N. Y.		WOOD WOOD	1210 1270 1500	Manitowoe, Wis Grand Rapids, Mich. Bristol, Tenn.
	KGR	1470 1370 1360 900	Tucson, Ariz. San Diego, Callf. Ketchikan, Alaska		WBAL WBAP WBAX	1060 800 1210	Baltimore, Md. Fort Worth, Tex. Wilkes-Barre, Fa.		WHIS WHK WHN	1420 1390 1010	Bluefield, W. Va. Cleveland, O. New York, N. Y.		WOR WORD WOS	710 1480 630	Newark, N. J. Chicago, Ill. Jetterson City, Mo.
	KGBZ	1370 930 1370 1210 1200	York, Neb. San Antonio, Tex. Watertown, S. D.		WBBL WBBM WBBR	1370 770 1300	Richmond, Va. Chicago, Ill. Rossville, N. Y.		WHO WIIP WIAS WIBA	1430 1420 1210	Harrisburg, Pa. Ottumwa, la. Madison, Wis.		WOV WOWO WPAW	590 1160 1210	Omaha, Neb. Fort Wayne, Ind. Paytucket, R. I.
	KGEF KGEW	1200 1500 1300 1200	Mandan, N. D. San Antonio, Tex. Los Angeles, Calif. Fort Morgan, Col.		WBBZ WBCM WBMS WBNY	1200 1410 1450 1350	Forca City, Okla. Bay City, Mich. Fort Lee, N. J. New York, N. Y.		WIBM WIBO WIBS WIBU	1370 570 1450 1310	Jackson, Mich, Chicago, Ill. Elizabeth, N. J. Poynette, Wis.		WPCC WPCH WPG WPGE	570 810 1100 1420	Chicago, Ill. New York, N. Y. Atlantic City, N. J. Patchogue, N. Y.
	KGFF	1310 1420 1370 1500	Kalispell, Mont. Alva, Okla. Oklahoma City, Okla. Corpus Christl. Tex.		WBOQ WBOW WBRC WBRE	860 1310 930 1310	New York, N. Y. Terre Haute, Ind. Birmingham, Ala. Wilkes-Barre, Pa.		WILL WILL WILL	1300 1200 1200 890	Topeka, Kan. Utica, N. Y. St. Louls, Mo. Urbana, Ill.		WPSC WPTF WQAM WOAN	1230 680 1240 880	State College, Pa. Raleigh, N. C. Miami, Fla. Seranton, Pa.
	KGFX KGGF KGGM	580 1010 1230 1320	Pierre, S. D. Picher, Okla. Albuquerque, N. M. Pueblo, Col.		WBRL WBSO WBT WBZ	1430 780 1080 990	Titton, N. H. Wellcsley Hills, Mass, Charlotte, N. C. Springfield, Mass.		WILM WINE WIOD	1420 1210 560 610	Wilmington, Del, Bay Shore, N. Y. Miami Beach, Fla, Philadelphia, Pa.		WQAO WURC WORZ	1010 1360 1420	New York, N. Y. Ulea, Miss. Weirion, W. Va.
	KGHI KGHL KGIQ	1500 950 1320 1360	Little Rock, Ark. Billings, Mont. Twin Falls, Ida. Butte, Mont.		WBZA WCAC WCAD	990 600 1220	Boston, Mass. Storrs, Conn. Canton, N. Y.		WISN WJAC WJAD	1120 1310 1240	Milwaukec, Wis. Johnstown, Pa. Waco, Tex.		WRAK WRAW WRAX	1370 1310 1020	Eric. Pa. Reading. Pa. Philadelphia, Pa.
	KGIW KGIX KGJF	1420 1420 890	Trinidad, Col. Las Vegas, Nev. Little Rock, Ark.		WCAL WCAL	1430 590 1250	Columbus, O. Lincoln, Neb. Northfield, Minn,		WJAR WJAS WJAX	890 1290 1260	Providenco, R. I. Pittsburgh, Pa. Jacksonvillo, Fla.		WRBI,	1310 1300 1200	Tifton, Ga. Hattlesburg, Miss. Columbus, Ga.
	KGKB KGKL KGKO KGO KGRC	1500 1370 570 790	San Angelo, Tex, Wichita Falls, Tex, Oakland, Calif.		WCAM WCAO WCAP WCAT	600 1280 1200	Baltimore, Md. Asbury Park, N. J. Rapid City, S. D.		WJAZ WJBC WJBI	1480 1200 1210	Chleage, III, LaSalle, III, Red Bank, N. J.		WRIG	1210 1370 1210 950	Wilmington, N. C. Gestonia, N. C. Washington, D. C.
	KGRS KGW KHJ	1370 1410 620 900	Amarillo, Tex, Amarillo, Tex, Portland, Ore, Lox Angeles, Calif.		WCBA WCBD WCBM	1170 1440 1080 1370	Allentown, Pa. Zion, Ill. Baltimore, Md.		WJRO WJRT WJRU	1200 1370 770 1210	Decatur, 111. New Orleans, La. Chleago, 111. Lewisburg, Pa.		WREN WRUM WRUM	1220 1250 1370	Momphis, Tenn. Lawrence, Kan. Minneapolis, Minn. Racine, Wis,
	KIIQ KICK KID KIDO	590 1420 1320 1250	Spokane, Wash, Red Oak, Ia, Idaho Falls, Ida, Boise, Ida,		WCBS WCCO WCDA WCFL	1210 810 1350 970	Springfield, III. Minneapolis, Minn. New York, N. Y. Chicago, III.		MADY MADY MADY	1370 1270 1310 1130	Emory, Va. Jackson, Miss. Winston Salem, N. C. Monsulicart, III.		WRK WRNY WRIT	1310 1010 1280 1470	Hamilton, O. New York, N. Y. Dallas, Tex. Universitie, Va.
	KLRA KLRA	970 1370 1390 1440	Seattle, Wash. Ogden, Utah lattle Rock, Ark. Onkland, Calif.		WCGU WCKY WCLB WCLO	1400 1480 1500 1200	Coney Island, N, Y, Covington, Ky, Long Beach, N, Y, Kenosha, Wis,		WJKS WJR WJKS	1360 750 1460 1210	Gary, Ind. Detroit, Mich. Mt. Vernon Hills, Va. Mansdeld, O.		WSAI WSAI WSAI	1110 1330 1310 1440	Gestonia, N. U. Washington, D. C. Memphis, Tenn. Lawrence, Katt. Minneapolis, Minn. Rachic, Wis, Haintlon, O. New York, N. Y. Lallas, Tey, Gainrestlite, Ya. Richmond, Va. Cinclinati, O. Gross 183, Pa. Alleniush, Pa. Fail River, Mass. Huntington, W. V. Allanta, Ga. Chivago, 101.
	MAL	880 560 930 950	Oakland, Calif. Denyer, Col. Shenandonli, Ia. Kansas City Mo		WCLS WCMA WCOA WCOC	1310 1400 1120 880	Joliet, 111. Culver, 1nd. Pensacola, Fla. Columbus, Miss.		WKAG WKAR WKAR	760 890 1040 1310	New York, N. Y. San Juan, Porto Rico, East lonising, Mich. Lacouta, N. II.		WSAR WSAZ WSR	1450 5×6 740	Full River, Mass. Huntington, W. Va. Atlants, Ga. Chicago, 141
	KMA KMBC KMIC KMMJ KMO KMOX KMOX KMTR	740 1340	Inglewood, Calif. Clay Center, Neb. Tacoma, Wash.		WCOD WCOH WCRW	1200 1210 1210	Harrisburg, Pa, Yonkers, N. Y. Evanston, Ill, Portland, Me		WEBB WEBB WEBB	1310 1310 1200 1300	Juliet, 11t, Birmingham, Ala. Webster, Mass.		WSGII WSGII	1210 1400 1410	South Bend, Int. Brooklyn, N. Y. Savannah, Ga.
	KMTR KNX KOA	570 1050 830	Hollywood, Calif. Los Augeles, Calif. Deaver, Col.		WCSO WDAE WDAE	1450 620 610	Springfield, O. Tampa, Fla. Kansas City, Mo.		WKBN WKBN WKBO	1380 570 1450	Lor Crosse, Wis, Youngstown, O. Jersey City, N. J.		WSMB WSMB WSMR	650 1320 1350	Nushville, Tenn. New Orleans, La Davion, O
	KMTR KMX KOA KOAC KOB KOCW KOIL KOIL	1180 1400 1260	State College, N. M. Chickasha, Okla. Comeil Bluffs, Ta.		WDAH WDAY WDBI	1310 1280 930	El Pase, Tex. Fargo, N. D. Roanoke, Va.		WKBS WKBV WKBW	1310 1310 1300 1470	Gateshurg, 11t. Brookelile, 1nd. Buttalo, N. Y.		WSPD WSSH WSFT	1440 1420 550	Tubelo, U Reston Most love city, 1s.
	KOMO	940 1270 920 1420	Porthand. Ore. Scattle, Wash, Scattle, Wash, Eugene, Ore.		WDGY WDEL WDBO	1120 1180 1280	Wilmington, Dol. Minneapolis, Minn. Chattanooga, Tenn,		WKEN WKIC WKRC WKY	1010 1200 550 900	Inflato, N. Y. Lancaster, Pa. Clucionatti, O. Olifahoma City, Okia.		WSIX	900 570 1440 560	Stratus, N. Y. Quiney, 111 We reporter, Mass.
	KPJM KPLA KPO	1390 1500 1000 680	Present, Ariz, Present, Ariz, Los Angeles, Calif. San Francisco, Calif.		WDRI' WDSU WDWF WDZ	1330 1250 1210 1070	New Hasen, Conn. New Orleans, La. Providence, R. I. Tuscola, Hi.		WLAC WLBF WLBG	1490 1200 1120 1200	Nashville, Tenn. Minneapella, Minn. Kansas Ulty. Kan. Petersburg. Va.		WT IN	13.10 13.10 13.0 11.0	Kan Claire, Wis, Nortolk, Va Citiese Station, Tes
	KPJM KPLA KPO KPOF KPRC KPSN KPSN KPWF	920 950 1490	Denvor, Col. Horston, Tex. Pasadena, Calif. Westminster, Calif.		WEAF WEAF WEAN WEAO	1270 550 570	New York, N. Y. Ithaca, N. Y. Providence, R. I. Colandars, O.		WLICK WLICK WLICK	980 1260 1500 620	Sterons Point, Wir. Dif Pity, Pa. L. I. City, N. Y. Hangor, Mc.		TYTH WTHI WTMI	1438 1000 838 1490	Toron, Ga Hafif Ed. From M. Manker, Win. Nashrille, Tenn.
	KRGV KRLD	1380 1010 1260 1040	Pittsburgh, Pa. San Jose, Calif. Harlingen, Tox. Dallas, Tex		WEBC WEBE WEBQ WEBR	1288 1210 1210 1310	Dulath Superior Cambridge, O. Harrisburg, 111. Buffalo, N. Y.		WLEX WLEY WLIT WLOE	1420 560 1500	Levington, Mass, Levington, Mass, Philiadelphia, Pa. Buston, Mass.		HHZC HHZ HHZ HHZE	1780 920 830	Minitias Ga. Chicago, I.C. Chicago, I.C. Goothy, N. Y. Savamah, Ga. Springheld, Tenn. Sash Ille, Tenn. New Orleans, La. Davion, U. Freest Park, III. Tolindo, U. Forest Park, III. Tolindo, V. Forest Park, III. Tolindo, V. Forest Park,
	KSAC	580 1330	Manhattan, Kan. Sloux City, Ia,		WEBE	1210	Beleit, Wis, Chicage, 111,		MT81 MT8	1210	Chlesgo, III. Providence, IL 1.		WALT	1160	A lips of S L. Wheeling N. Y. Whoeling, W. Ya.

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

# W H A T'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.



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

### WHAT'S ON THE AIR

WILL BE A REGULAR VISITOR TO YOUR HOME, BEARING WITH IT THE BEST WIJHES OF

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