

The Magazine for the Radio Listener

# What's on the Air

POSTAL OFFICE  
FEB 24 1930  
NEW YORK

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AMOS 'N' ANDY

March 1930



# WAVE-LENGTH GUIDE

| CHANNEL | COLUMBIA BROADCASTING SYSTEM | NATIONAL BROADCASTING COMPANY | KCYLS | METERS | DIAL READING |
|---------|------------------------------|-------------------------------|-------|--------|--------------|
| 1       | WKRC                         | WGR-KSD                       | 550   | 545    | ←            |
| 2       | KLZ                          | WFI-WIBO                      | 560   | 535    | ←            |
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| 4       | WIBW                         | WTAG                          | 580   | 517    | ←            |
| 5       |                              | WOW-WEEI                      | 590   | 508    | ←            |
| 6       | WCAO-WREC                    |                               | 600   | 500    | ←            |
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| 21      |                              | WJR                           | 750   | 400    | ←            |
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| 24      | WTAR-WEAN                    | WMC                           | 780   | 384    | ←            |
| 25      |                              | WGY                           | 790   | 379    | ←            |
| 26      |                              | WFAA-WBAP                     | 800   | 375    | ←            |
| 27      | WCCO                         |                               | 810   | 370    | ←            |
| 28      |                              | WHAS                          | 820   | 366    | ←            |
| 29      |                              | KOA                           | 830   | 361    | ←            |
| 32      | WABC                         |                               | 860   | 349    | ←            |
| 33      |                              | WLS-WENR                      | 870   | 345    | ←            |
| 35      |                              | WJAR                          | 890   | 337    | ←            |
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| 38      |                              | WWJ-KPRO                      | 920   | 326    | ←            |
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| 40      |                              | WCSH                          | 940   | 319    | ←            |
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| 45      |                              | WBZ-WBZA                      | 990   | 303    | ←            |
| 46      |                              | WOC-WHO                       | 1000  | 300    | ←            |
| 48      |                              | KYW-KFKX                      | 1020  | 294    | ←            |
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| 52      |                              | WTIC-WBAL                     | 1060  | 283    | ←            |
| 53      |                              | WTAM                          | 1070  | 280    | ←            |
| 54      |                              | WBT                           | 1080  | 278    | ←            |
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| 74      | WDOD                         | WCFL                          | 1280  | 234    | ←            |
| 75      | WJAS-KTSA                    | WEBC                          | 1290  | 232    | ←            |
| 76      | KFH                          | WIOD                          | 1300  | 231    | ←            |
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| 91      |                              | WFJC                          | 1450  | 207    | ←            |
| 92      |                              | KSTP                          | 1460  | 205    | ←            |
| 93      | WKBW-KFJF                    |                               | 1470  | 204    | ←            |
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# WHAT'S ON THE AIR

(Registered in U. S. Patent Office)

Vol. I. MAGAZINE FOR THE RADIO LISTENER No. 5

PUBLISHED MONTHLY AT 1201 JACKSON BOULEVARD, CHICAGO, ILL., BY WHAT'S ON THE AIR CO., OF CINCINNATI, O.

EDITORIAL AND CIRCULATION OFFICES: NINTH AND CUTTER STS., CINCINNATI, O.

ADVERTISING OFFICES: 11 W. FORTY-SECOND ST., NEW YORK CITY, AND 400 N. MICHIGAN AVE., CHICAGO, ILL.

PRICE, 15c. PER COPY; \$1.50 PER YEAR.

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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 WEAH, 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.



# America Hears Britain's King

*The Inside Story of a History-making Broadcast*

(Special to "WHAT'S ON THE AIR")

By C. W. HORN

General Engineer, National Broadcasting Company.

SIX o'clock any morning is early, whether it's Eastern, Central or Mountain Time. Even history-makers ordinarily find it a period of yawns.

But the half-dozen who gathered in the board of directors' room in the National Broadcasting Company Building, 711 Fifth Ave., New York, shortly before six o'clock on the morning of Tuesday, February 1, did not yawn.

Each was tense, expectant, keyed up. For each knew that in a few minutes history would be made. For the first time the voice of an English king, speaking from the Royal Gallery of the House of Lords in London, would be radioed to America. For the first time in history the world would have a seat at the council table while an event of international importance was being enacted.

M. H. Aylesworth, NBC president, lighted a cigaret, only to grind it out in an ash-tray. In a corner of the room motion-picture camera men and sound engineers tinkered and adjusted. Occasionally one of them swore softly.

Col. E. A. Green, commander of Marines at the Brooklyn Navy Yard, spoke jerkily to Admiral Brad-

ley A. Fisk, U. S. N., retired, and whirled away before the latter could answer.

Tommy Velotta, pageboy, fussed with the radio receiver in a corner opposite the cameras. The receiver was his sole charge.

The writer alternated between this room on the fifteenth floor and the main control-room three flights down. In between times he prayed—prayed for good atmospheric conditions through the long miles of Atlantic separating the origin of the program and America.

At six o'clock sounds began to issue from the speaker—unearthly sounds—sounds associated with radio carrier waves. Tommy began again to seek perfection in the adjustment of the dial.

And at precisely seven minutes past six o'clock a voice came out of the speaker. For an instant those in the room were at a standstill. There had been no preliminary warning—just the noises and then the voice. After an instant—

"It's the king," some one whispered.

Immediately the cameras came to life, the air of strain passed, and the history-makers became men



Mr. Elwood, vice-president of NBC; William Hard, NBC program representative at London, and General Engineer Charles W. Horn, of NBC, worked early and late on the program and technical details, and much credit for the success of the international broadcasts is due them.





Col. E. A. Green, commander of marines at the Brooklyn Navy Yard, and Admiral Bradley A. Fisk (U. S. N., retired), were guests of the National Broadcasting Company for the successful short-wave reception and broadcast over the company's system of the speech of His Majesty, George V., and the opening of the Five-power Naval Parley in London. Left to right: J. J. Almonte, assistant to the vice-president and general manager of NBC; Colonel Green; M. H. Aylesworth, president of NBC; Admiral Fisk, and A. C. Marks, Jr., of NBC.

again, just men listening to an interesting radio program.

From that moment until the end of the broadcast, more than two hours later, the men who had been history-makers listened. There was no longer any strain, for the broadcast progressed smoothly, and it required no effort to hear every syllable of every word.

When King George had completed his address, which formally opened the Five-power London Naval Conference of 1930, representatives of the other nations outlined their aims and ambitions at the conference. They talked to each other, and the world listened and heard—heard as clearly as the delegates sitting scarcely twenty feet distant around the council table.

J. Ramsay MacDonald, Britain's Prime Minister and presiding officer at the table, took charge of the meeting in front of the microphone; James E. Fenton, Minister of Trades and Customs, Australia, spoke briefly; then came James L. Ralston, Canadian Minister of National Defense; Sir Atul C. Chatterjes, Indian High Commissioner in London, followed Andre Tardieu, French Premier; following him was Prof. Timothy A. Smiddy, Irish Free State High Commissioner in London; after Dino Grandi, Italian Foreign Minister, and Reijiro Wakatsuki, head of the Japanese delegation, came T. M. Wilfred, New Zealand's London High Commissioner, and Charles T. de Water, London High Commissioner for the Union of South Africa.

America's own official representative to the parley, Secretary of State Henry L. Stimson, had been heard early in the broadcast. To those who listened, his words seemed to be as much a message to the folks at home as a diplomatic speech before a group that might change the history of the world.

Fifty-nine radio stations associated with the National Broadcasting Company presented the address. To give the program a still greater international flavor, CKGW, Toronto, Can., also was included. Two American short-wave transmitters, WGY, Schenectady, and KDKA, Pittsburgh, rebroadcast the re-

broadcast for the benefit of nations on the other side of the world.

President Hoover arose before six o'clock. Reports from the White House were that he listened intently throughout the long series of talks.

And at one o'clock that afternoon came the voice of William Hard, America's official radio representative attending the conference for the NBC. He gave a brief, but concise, *resume* of the happenings of that morning. He told how King George entered, attired in formal morning dress and wearing a glittering scarf-pin. He described the brief hush as the ruler entered the chamber.

Next day the history-making succession of broadcasts was resumed by Premier Ramsay MacDonald, who spoke from 1 to 1:15 o'clock (Eastern Standard Time). Before the end of that eventful week the opinions of a representative of each nation attending the parley had been heard through the stations associated with the NBC. In most instances these opinions were voiced in person, but in the cases of Dino Grandi, of Italy, and Reijiro Wakatsuki, of Japan, their words were read by an interpreter.

Only the closest kind of co-operation between the NBC and the British Broadcasting Corporation made this series of broadcasts possible. Using the facilities of the British organization, the NBC received the talks by short wave and relayed them to the vast network of domestic stations throughout this country.

After the opening session of the conference the delegates went to the studios of the BBC at Savoy Hill, London, in order to talk to their American listeners.

Through these addresses and the daily radio reports from Mr. Hard, the entire population of the United States, urban and rural alike, was enabled to observe international history in the making.

"We embraced this opportunity to place our combined resources for unusual service at the disposal of the American public," said M. H. Aylesworth, president of NBC, "because it demonstrated, as we have long wished to demonstrate, the potentialities of radio as an instrument of world-wide understanding."



Columbia Broadcasting Company Announces

# The American School of the Air

*With a Faculty of Nationally Known Educators Directing Courses*

By WARREN H. PIERCE

THE American School of the Air, inaugurated over the Columbia Broadcasting System on February 4, and to be presented each Tuesday and Thursday at 2:30 P. M., is the first comprehensive school program of such a nature ever attempted on a nation-wide scale.

For the first time a great broadcasting system, well equipped, well financed, with a staff skilled in radio showmanship, and with trained educational authorities lending their guidance, has turned its full energies to producing genuine educational programs.

The American School of the Air represents the culmination of a year's study and research on the subject of education by radio by both the Columbia Broadcasting System and the Grigsby-Grunow Company, the commercial company which is the co-sponsor of the school series.

Owing to the obvious need for critical study of the best methods of applying radio to educational problems, the series is to be distinctly experimental, both in curriculum and procedure. Seven subjects are to be included in the fifteen weeks of broadcasting, and at least eight different methods of presentation will be utilized. The subjects to be broadcast are American history, American literature, civics, art, music, health and nature study.

Of these, American history is to be the most thoroughly covered. It has been proved by several years' experience that dramatizations of historical episodes are among the most



WARREN H. PIERCE.

fascinating of radio programs. Furthermore, with proper care being exercised to assure historical authenticity, these dramatizations have been shown to be among the most effective methods of teaching history. Under the skilled direction of trained radio playwrights and producers, history becomes a far different subject than an affair of dates, dynasties, battles and the rise and fall of empires.

Wraiths of the past rise from the shadowy pages of history and once again live through the momentous events which guided the destinies of nations. And, as they experience again those episodes, they carry with them their millions of listeners as actual witnesses and participants in the action. The school-

children of America, who tune in on the American School series, will march through the Western wilderness with Lewis and Clark, and with them learn of the vastness of the American continent. They will stand before Lincoln at Gettysburg and hear his famous address. They will look in young Robert Fulton's workshop and watch his early experiments, and triumph with him when his steamboat finally churns off up the river.

For the other six subjects, however, several types of programs will be tested. Musical dramalogs, story-telling, debates, Socratic dialog, lectures and games will be used in an attempt to evaluate the efficacy of each method. Classroom teachers, principals, superintendents and educators in every State in the



FREDERIC WILLIAM WILE, who reported the Five-power Naval Conference direct from London to CBS listeners.



DEAN OF AMERICAN SCHOOL OF THE AIR. Dr. William C. Bagley, of Teachers' College, Columbia University, heads advisory Faculty.



Union will be observing and measuring each program and submitting constructive criticism.

A Faculty of distinguished educational figures, each an authority of unquestioned ability in his line, will pass upon the programs before they are broadcast. Dr. William C. Bagley, of Teachers' College, Columbia University, heads the Faculty as dean. Its other members are: For music, P. W. Dykema, of Columbia University, and Howard Hanson, director of the Eastman Conservatory of Music; for art, Henry Turner Bailey and Lorado Taft; for social science, Dr. Harold Rugg and Dr. Julius Klein, Assistant Secretary of Commerce; for library and bibliography, Miss Effie Power, head of the children's division of the American Library Association, and Miss Mary Kerchway, of Horace Mann School, New York; for nature study, Daniel Carter Beard, of the Boy Scouts of America, and Dr. Bertha Cady, of the American Museum of Natural History; for health, H. B. Wilson and A. L. Schafer, of the American Junior Red Cross; for history, Dr. Henry Johnson, of Teachers' College, Columbia University; for drama, George Pierce Baker, of Yale, and Miss Eva LeGallienne.

Actual writing of the programs is in the hands of Henry Fisk Carlton and William Ford Manley, noted radio playwrights famed for "Great Moments in History" and other programs, both former college professors. This work is to be under the supervision of Miss Alice Keith, broadcasting director for the American School, an educator for many years and formerly school contact for the Damrosch concerts. Mr. Ray S. Erlandson, educational director of the Grigsby-Grunow Company and head of the American School, is a former secretary of the National Education Association.

With the foregoing array of educational supervision, and with the care which is being exercised to subjugate all interests to that of educational value, we have endeavored to leave nothing undone in creating a program of true value to the schools.

It is not our contention that programs broadcast by commercial networks or stations, subsidized by industry, represent the ultimate in education. Education, *per se*, is not the greatest function of broadcasting's intellectual endeavor. Broadcasting can never supplant schoolwork in any measure. It can only become a powerful supplement to the work of the schools. It can be used to bring to the schoolrooms of the nation authorities on educational matters which could not be as well presented by any one but those authorities. It can bring new concepts of education into schools remote from the centers of progressive teaching methods.

The most valuable intellectual contribution which broadcasting can make is in the advancement of American culture. This, we believe, can be accomplished by the commercial broadcasting companies

now in existence, with the co-operation and guidance of educational authorities and bodies, far better than through the establishment of endowed radio universities or broadcasting stations. Advancement of culture requires more than broadcasts for schoolroom reception. It requires great orchestras and bands, fine singers and musicians, famous artists, broadcasts of important public events, of dramatic productions.

All of this calls for enormous financial expenditures. The two major broadcasting companies to-day alone are spending more than a million dollars a month in presenting programs. Not only is it a practical certainty that no endowment, either private or governmental, would ever attain such proportions, but there would be also the cost of erecting facilities such as those at present owned by commercial broadcasters, running into millions of dollars.

A further and even more serious obstacle presents itself in the necessity for creating a trained *personnel* to carry on this work. Advertising experts, who attempted to apply old advertising methods to the air, found themselves wholly at a loss. To-day, after five years of experience, advertisers are still experimenting with the best methods of utilizing broadcasting. The large agencies have all employed broadcasting specialists, men trained by broadcasting companies.

This same problem would face an endowed educational broadcasting agency. Trained broadcasting specialists are few. The best of them are well paid and occupy responsible positions with commercial broadcasting companies. It is doubtful if an endowed institution could afford their services. Many stations would have to be utilized if the nation at large is to receive the benefits of educational broadcasting. This would mean either a network, which is prohibitively expensive, or many trained staffs, almost a practical impossibility.

Competition, which has been the keynote of American progress, is a constant spur to commercial broadcasting companies. Every individual station and network is continually attempting to produce better programs than its rivals. Vast sums of money are being appropriated for that purpose.

The presentation of cultural or educational programs has now entered that competition. All over the country stations are expending larger and larger sums for this purpose and devoting more time and energy to programs of this nature. The public has demanded that this be so; the stations are forced to respond. Colleges and universities, educational associations, national professional academies in every line of endeavor, are being appealed to by the stations in their attempts to produce better educational programs.

The advancement of public thought and culture has become an integral part of the commercial broadcasting companies' existence.



New Dance Each Month—Keep Your Dancing Up to Broadway

# The Secret of Pivoting

A Lesson in One of the Most Picturesque of Ballroom Steps

By ARTHUR MURRAY

"America's Foremost Dancing Instructor"



Arthur Murray dancing with Anita Stewart.

**H**AVEN'T you ever wondered how the dancers on the stage, the eccentric as well as the ballroom exhibition couples, could turn and turn and not get out of step? And haven't you tried to pivot several times in succession, only to find that you kept turning on the same spot without even advancing three feet?

Well, "them days" will be gone forever if you read this article closely. I am going to reveal the secrets of pivoting.

A continuous whirl, lasting almost two minutes, was always the climax of Vernon Castle's exhibition one step. For awhile he seemed to be the only one capable of turning for what seemed an endless period. Other exhibition dancers tried in vain to imitate him. And the strange part is that, although Vernon Castle could pivot all night long, he could not tell me just how he manipulated his feet to make the continuous turn. But I was determined to learn his secret in order to whirl in a dance I did with Baroness de Kuttleston, my partner in 1914. And so I watched Vernon Castle almost nightly for two months, until finally the thing became clear in my mind. And now it seems as though pivoting is the easiest thing in the world.

## How to Pivot

Beginners should not attempt to learn to pivot or whirl. Fast turning requires the maximum amount of skill in maintaining one's equilibrium, which can be acquired only by practice.

The pivot is important because it is the step which you can use most when turning.

The man who can pivot will be able to make his dancing more interesting.

The girl who can pivot will find it easy to follow almost all turns which her partners may use.

The pivot is one of the basic steps, which, when combined with other basic movements, helps to make many interesting combinations.

The pivot is a form of turning often referred to as a "spin" or "whirl."

Have you ever noticed a child's top in the action of spinning? It spins on a pointed peg.

When pivoting, you follow the same principle—you spin on the toes or ball of your foot.

The trick of pivoting properly is known to only one out of every ten thousand dancers. The important thing to remember is that—

1. One foot must always be directly behind the other.

2. You must always step directly forward or backward, and never to the side.

Pivot turns are made to the right or to the left.

If pivoting makes you dizzy easily, rest a few minutes at intervals during practice. Dizziness will be overcome after you become accustomed to turning frequently.

## RIGHT PIVOT TURN

Stand in center of room, facing north wall.

1. Step backward on left, turning one-quarter to right, face east wall.

2. Step forward on right, turning one-quarter to right, face south.

3. Step backward on left, turning one-quarter to right, face west.

4. Step forward on right, turning one-quarter to right, facing north.

When stepping with one foot, lift the other foot off the floor.

The right foot should be far forward; the left foot far behind.

Look toward right when turning to right.

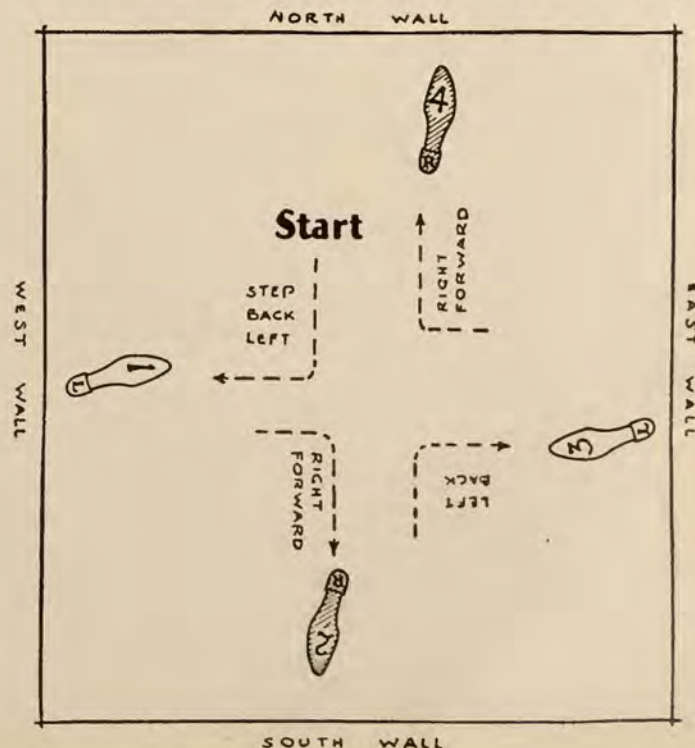
(Continued on page 50.)

## DIAGRAM OF THE RIGHT PIVOT TURN

It is impossible to learn any turn from a diagram if you hold it in your hand; it must be placed on a table or chair.

Pay close attention to the wall directions while turning. Note that you always face north at the start.

Always look over your right shoulder when you turn to right.





**SUNDAY** March 2, 9, 16, 23, 30

**SPECIAL NOTICE**

Beginning with March, we shall send to all our subscribers a mid-month bulletin citing latest radio news and any program changes which may occur. We shall be glad to send the bulletin on request to all other readers.

| EASTERN TIME                       |  | 12 12 12 12 | 1 1 1 1     | 2 2 2 2   | 3 3 3 3   |
|------------------------------------|--|-------------|-------------|-----------|-----------|
|                                    |  | 15 30 45    | 15 30 45    | 15 30 45  | 15 30 45  |
| ALA. 60 BIRM'HAM *WAPI             |  | R R R R     | R X V V     | A A A A   | B B B B   |
| 39 BIRM'HAM WBRC                   |  | R R R R     | R R 4 4     | 6 6 7 7   | 8 8 8 8   |
| ARK. 50 HOT SPCS *KTHS             |  | R R R R     | R R         |           |           |
| 85 L'TLE ROCK *KLRA                |  |             | 4 4         | 6 6 7 7   | 8 8 8 8   |
| COLO. 29 DENVER KOA                |  |             | R R R R     |           | M M M R R |
| 2 DENVER KLZ                       |  |             | R           | 4 4       | 6 6 7 7   |
| CONN. 52 HARTFORD *WTIC            |  |             |             |           |           |
| D. C. 9 WASH'TON WMAL              |  |             | VM VM       | 6 6 7 7   | 8 8 8 8   |
| 41 WASH'TON WRC                    |  | 8 8         | 9 9 9 9     | A A A A   | 7 7 7 7   |
| FLA. 36 JACK'VLE WJAX              |  |             |             | 5 5 6 6   | B B B B   |
| 76 MIAMI B. WIOD                   |  |             |             |           |           |
| GA. 20 ATLANTA WSB                 |  | R R R R     |             |           | B B B B   |
| ILL. 48 CHICAGO KYW                |  |             |             | A A A A   |           |
| 23 CHICAGO *WBBM                   |  | R R R R     | R R R R     | R R R R   | R R R R   |
| 74 CHICAGO WCFL                    |  | B B B B     | V V V V     | L L L L   | 7 7 7 7   |
| 33 CHICAGO *WENR                   |  | R R R R     |             |           | P V P V   |
| 18 CHICAGO WGN                     |  | M M N N     | C C C C     | M M D D   | C C C C   |
| 2 CHICAGO *WIBO                    |  |             |             |           |           |
| 33 CHICAGO *WLS                    |  |             | M           | 5 5 6 6   | V         |
| 13 CHICAGO WMAQ                    |  | R R R R     | R           | 6 6       | 8 8 8 8   |
| IND. 62 FT. WAY'E *WOWO            |  | R R R R     |             | R R R R   | 8 8 8 8   |
| 69 IND'PLS *WFBM                   |  |             |             | 6 6 7 7   | 8 8 8 8   |
| IOWA 72 C. BLUFFS KOIL             |  |             |             |           | 8 8 8 8   |
| 46 DAVEN'PT *WOC                   |  |             |             | 5 5 6 6   | C C C C   |
| 46 DESMOINES *WHO                  |  |             | 4           | 5 5 6 6   | C C C C   |
| 79 SIOUX CITY *KSCJ                |  |             |             |           |           |
| KANS. 68 LAWREN'E *WREN            |  | R R R R     |             |           | B B B B   |
| 4 TOPEKA *WIBW                     |  |             | 4 4         | R R 7 7   | 8 8 8 8   |
| 76 WICHITA *KFH                    |  |             |             |           | 8 8 8 8   |
| KY. 94 COV'TON *WCKY               |  |             |             |           |           |
| 28 LOUISVILLE WHAS                 |  | 8 8         | 9 9 9 9     | A A A A   |           |
| LA. 71 N. ORLEANS WDSU             |  | R R R R     | R R         |           |           |
| 78 N. ORLEANS WSMB                 |  |             |             |           |           |
| ME. 40 PORTLAND WCSH               |  | R R 1 1     | R R R R     | R R 6 6   | 7 7 7 7   |
| MD. 52 BALTIM'RE *WBAL             |  | C C 8 8     | 9 9 9 9     | A A A A   | B B B B   |
| 6 BALTIMORE WCAO                   |  | R           | 4 4         | 6 6 7 7   | 8 8 8 8   |
| MASS. 45 SPRINGFIELD WBZ           |  | R           | E O         | V A A A A | P B       |
| 5 BOSTON WEEI                      |  | R           |             | M M       | E P E E   |
| 69 BOSTON WNAC                     |  | M M M M     | R R R R     | V V M M   | R R R R   |
| 4 WORC'TER WTAG                    |  |             | O O O O     | 5 5 6 6   | X X X X   |
| MICH. 87 BAY CITY WBCM             |  |             | 4 4         | 6 6 7 7   | 8 8 8 8   |
| 70 DETROIT WGHP                    |  |             |             | M P M 7 7 | 8 8 8 8   |
| 21 DETROIT WJR                     |  | R E R R     | 9 9 9 9     | T T T T   | C C C C   |
| 38 DETROIT WWJ                     |  |             | 2 2 3 4     | 5 5 6 6   | 7 7 7 7   |
| MINN. 27 MINNEAP. WCCO             |  | R R R R     | 4 4         | 6 6 7 7   | 8 8 8 8   |
| 92 ST. PAUL KSTP                   |  |             | 9 9 9 9     | A A 6 6   | C C C C   |
| MISS. 73 JACKSON WJDX              |  |             |             |           |           |
| MO. 41 KAN. CITY KMBC              |  | X X M M     | M M 4 4     | 6 6 7 7   | 8 8 8 8   |
| 7 KAN. CITY WDAF                   |  |             | 2 2 3 4     | T T M M   | C C C C   |
| 55 ST. LOUIS KMOX                  |  | R R R R     |             |           |           |
| 1 ST. LOUIS *KSD                   |  |             | 3 4         | 5 5 6 6   | C C C C   |
| 81 ST. LOUIS *KWK                  |  | 8 8         | 9 9 9 9     |           | B B B B   |
| NEBR. 5 OMAHA *WOW                 |  |             | 3 4         | R R 6 6   | C C C C   |
| N. J. 17 NEWARK WOR                |  |             |             | MV MV     | M M M M   |
| CENTRAL TIME                       |  | 11 11 11 11 | 12 12 12 12 | 1 1 1 1   | 2 2 2 2   |
| *Divides Time with Another Station |  | 15 30 45    | 15 30 45    | 15 30 45  | 15 30 45  |

**SPECIAL MARCH LISTINGS**

*United States Flag Association Programs*

MARCH 4—General John J. Pershing speaks on "The Anthem of the Flag."

MARCH 11—James J. Davis, Secretary of Labor, on "The Flag and Opportunity."

MARCH 18—Mrs. J. Borden Harriman on "Serving the Flag." (At 5:15 P. M., over NBC.)

MARCH 10—Address by President Hoover to the Boy Scouts of America. (At 9 P. M., over Columbia chain.)

**OUTSTANDING DATES**  
*for Lovers of Great Music*

MARCH 2, 9, 16, 23, 30—Soloists, both vocal and instrumental, of world renown. As guest artists on Atwater Kent Hour, 9:15 P. M., E. S. T.

TORONTO SYMPHONY ORCHESTRA—Luigi Von Kunits, conductor, at 5 P. M., E. S. T., over entire network of Canadian National Railways: CNRA (Moncton, N. B.), 630K; CNRM (Montreal), 730 K; 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.

MARCH 15—Puccini Opera, "The Tryptich." Famous opera stars in principal roles, and orchestra directed by Gennaro Papi.

(At 7 P. M., over NBC.)

**1 West End Presbyterian Church**

Church services, New York City. Dr. A. Edwin Keigwin begins at 11:30, Eastern Standard Time.

**2 Jewish Day Program**

Leading Jewish artists.

**3 Littman Orchestra**

Byron Holiday, tenor; Helen Richards, contralto.

**4 The Aztecs**

Mandolin and guitar music of Mexico; direction of Luis Zamudio.

**5 The Ballad Hour**

Semi-popular musical program; orchestra and mixed quartet.

**7 Columbia Male Chorus**

**8 Symphonic Hour**

Featuring the augmented Columbia Symphony Orchestra under the direction of Howard Barlow.

**9 Philharmonic Symphony Orchestra**

Bernardino Molinari conducting.



March 2, 9, 16, 23, 30 **SUNDAY**

**1 Chamber Music**

Mme. Lolita Cabrera Gainsborg, pianist. John S. Young, announcer.

**2 The Pilgrims**

Mixed sextet: Mary McCoy, Laura Coombs, sopranos; Ruth Ann Watson, contralto; Henry Shope and William Daniels, tenors; Earl Waldo, bass; direction, Dana S. Merri-man. Announcer, Milton J. Cross.

**3 Spanish Dreams**

Julian Oliver, tenor; orchestra direction, Frank Vagoni.

**4 Godfrey Ludlow Violinist.**

Madame Lolita Cabrera Gainsborg Pianist.

**5 Troika Bells**

Genia Fonariova, soprano; balalaika orchestra; direction, Alexander Kirilloff.

**6 National Broadcasting and Concert Bureau Program**

**7 The Jewish Hour**

Brief address; string and woodwind ensemble; direction, Rabbi Samuel M. Cohen.

**8 The Nomads**

Russian string ensemble; Boris Belostotsky, tenor; Misha Markoff, bass; Paul Zam, violinist; Basil Fomeen, accordionist; direction, Alexander Kirilloff.

**9 National Light Opera**

**A Roxy Symphony Concert**

Direction, Joseph Littau. Announcer, Milton J. Cross.

**B National Youth Conference**

Talk by Dr. Daniel A. Poling; mixed quartet—Muriel Wilson, soprano; Helen Janke, contralto; Richard Maxwell, tenor; Earle Waldo, bass; orchestra direction, George Shackley.

**C Chicago Symphony Orchestra**

Direction, Dr. Frederick Stock.

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

| 12 |    |    |    | 1  |    |    |    | 2  |    |    |   | 3  |    |    |   | EASTERN TIME                       |
|----|----|----|----|----|----|----|----|----|----|----|---|----|----|----|---|------------------------------------|
| 12 | 12 | 12 | 12 | 1  | 1  | 1  | 1  | 2  | 2  | 2  | 2 | 3  | 3  | 3  | 3 |                                    |
| 15 | 30 | 45 |    | 15 | 30 | 45 |    | 15 | 30 | 45 |   | 15 | 30 | 45 |   |                                    |
|    |    |    |    | 2  | 2  | 3  | 4  | 5  | 5  | M  | X | 7  | 7  | 7  | 7 | WGR BUFFALO 1 N.Y.                 |
|    |    |    |    |    |    | 4  | 4  | 6  | 6  | 7  | 7 | 8  | 8  | 8  | 8 | WKBW BUFFALO 93                    |
|    |    |    |    |    |    |    |    |    |    |    |   |    |    |    |   | *WMAKBUFFALO 36                    |
| 1  | 1  | 2  | 2  | 2  | 2  | 3  | 3  | 6  | 6  | 7  | 7 | 8  | 8  | 8  | 8 | WABC NEW YORK 32                   |
|    |    | 1  | 1  | 2  | 2  | 3  | 4  | 5  | 5  | 6  | 6 | 7  | 7  | 7  | 7 | WEAF NEW YORK 12                   |
|    |    | 3  | 3  | 9  | 9  | 9  | 9  | A  | A  | A  | A | B  | B  | B  | B | WJZ NEW YORK 22                    |
| R  | R  |    |    |    |    |    |    | M  | M  | O  | O | M  | V  | M  | M | WHAM ROCHESTER 61                  |
| R  | R  |    |    |    |    |    |    |    |    |    |   |    |    |    |   | *WHEC ROCHESTER 90                 |
|    |    |    |    |    |    |    |    |    |    | 6  | 6 |    |    |    |   | WGY SCHEN'DY 25                    |
|    |    |    |    |    |    |    |    | 6  | 6  | 7  | 7 | 8  | 8  | 8  | 8 | *WFBL SYRACUSE 36                  |
|    |    |    |    |    |    |    |    |    |    |    |   | B  | B  | B  | B | WBT CHARLOT 54 N.C.                |
| R  | M  | M  | X  | M  | M  | M  | E  | 5  | 5  | 6  | 6 | B  | B  | B  | B | WPTF RALEIGH 14                    |
| R  | R  | R  | R  |    |    | 4  | 4  | 6  | 6  | 7  | 7 | 8  | 8  | 8  | 8 | WWNC ASHEV'LE 3                    |
|    |    |    |    | X  | X  | 4  | 4  | R  | R  | R  | R | 8  | 8  | 8  | 8 | WADC AKRON 78 OHIO                 |
|    |    |    |    |    |    |    |    |    |    | D  | D | R  | R  | R  | R | *WFJC AKRON 91                     |
|    |    | 2  | 2  | 2  | 2  | 4  | 4  | 6  | 6  | 7  | 7 | 8  | 8  | 8  | 8 | WKRC CINCINNATI 1                  |
| R  | VM | VM | X  | 9  | 9  | 9  | 9  | A  | A  | A  | A | B  | B  | B  | B | WLW CINCINNATI 16                  |
|    |    |    |    |    |    |    |    |    |    |    |   | 7  | 7  | 7  | 7 | WSAI CINCINNATI 79                 |
| O  | O  | C  | C  | M  | M  | M  | M  | R  | R  | R  | R | 8  | 8  | 8  | 8 | WHK CLEVEL'D 85                    |
|    |    |    |    |    |    |    |    |    |    |    |   |    |    |    |   | WTAM CLEVEL'D 53                   |
|    |    |    |    |    |    |    |    |    |    |    |   |    |    |    |   | WAIU COLUMB'S 10                   |
| R  | R  | R  | R  | 2  |    |    |    | 6  | 6  | 7  | 7 | E  | X  | R  | R | *WCAH COLUMB'S 89                  |
|    |    | M  | M  | P  | P  | 4  | 4  | 6  | 6  | 7  | 7 | 8  | 8  | 8  | 8 | WSPD TOLEDO 80                     |
| M  | M  | M  | M  | X  | X  | 4  | 4  | 6  | 6  | 7  | 7 | 8  | 8  | 8  | 8 | *WKBN YO'NGST'N 3                  |
|    |    |    |    |    |    |    |    |    |    |    |   |    |    |    |   | KFJF OKLA.CITY 93 OKLA.            |
|    |    |    |    |    |    |    |    |    |    |    |   |    |    |    |   | WKY OKLA.CITY 36                   |
| R  | R  | R  | R  | X  | X  | X  | X  |    |    |    |   | B  | B  | B  | B | *KVOO TULSA 60                     |
| O  | O  | O  | O  | V  | V  | 4  | 4  | 6  | 6  | 7  | 7 | 8  | 8  | 8  | 8 | *WHP HARRIS'B'G 89 PA.             |
|    |    |    |    |    |    |    |    | R  | R  | R  | R | R  | R  | R  | R | WLWB OIL CITY 72                   |
| O  | O  | 2  | 2  | 2  | 2  | 4  | 4  | D  | D  | M  | M | 8  | 8  | 8  | 8 | WCAU PHILAD. 63                    |
|    |    |    |    |    |    |    |    |    |    |    |   |    |    |    |   | *WFAN PHILAD. 7                    |
|    |    |    |    |    |    |    |    |    |    |    |   |    |    |    |   | *WFI PHILAD. 2                     |
| R  |    |    |    |    |    |    |    |    |    | M  | M | M  | M  | M  | M | *WLIT PHILAD. 2                    |
| R  |    |    |    |    |    | V  | V  | A  | A  | A  | A |    |    |    |   | KDKA PITTS'B'GH 44                 |
| R  | R  | L  | X  | 2  | 2  | 3  | 4  | X  |    |    |   | 7  | 7  | 7  | 7 | WCAE PITTS'B'GH 68                 |
| 1  | 1  |    |    |    |    |    |    |    |    |    |   | 8  | 8  | 8  | 8 | WJAS PITTS'B'GH 75                 |
| R  | D  | D  | D  | R  | R  | R  | R  | M  | M  | 7  | 7 | R  | R  | R  | R | WEAN PROVID'NCE 24 R.I.            |
|    |    |    |    |    |    |    |    |    |    |    |   | 7  | 7  | 7  | 7 | WJAR PROVID'NCE 35                 |
| R  | R  | R  | R  |    |    | 4  | 4  | 6  | 6  | 7  | 7 | 8  | 8  | 8  | 8 | WDOD CHATTA. 74 TENN.              |
|    |    |    |    |    |    |    |    | MV | MV | MV | R | B  | B  | B  | B | WMC MEMPHIS 24                     |
|    |    |    |    |    |    |    |    |    |    |    |   | 8  | 8  | 8  | 8 | *WREC MEMPHIS 6                    |
|    |    |    |    |    |    |    |    |    |    |    |   | 8  | 8  | 8  | 8 | *WLAC NASHV'LE 95                  |
| R  | R  | R  | R  |    |    |    |    |    |    |    |   |    |    |    |   | WSM NASHV'LE 11                    |
|    |    |    |    |    |    | M  | M  | M  | M  | M  | M | M  | M  | X  | X | *KRLD DALLAS 50 TEX.               |
|    |    |    |    |    |    | R  | R  | A  | A  | A  | A |    |    |    |   | *WFAA DALLAS 26                    |
| R  | R  | R  | R  | R  | R  |    |    |    |    |    |   |    |    |    |   | *WBAP FT.WORTH 26                  |
| R  | R  | R  | R  |    |    |    |    |    |    |    |   | B  | B  | B  | B | KPRC HOUSTON 38                    |
|    |    |    |    | M  | M  | M  | M  | R  | R  | R  | R |    |    |    |   | *KTSASANTONIO 75                   |
| R  | R  | R  | R  | R  | R  |    |    |    |    |    |   | B  | B  | B  | B | WOAI SANTONIO 65                   |
| X  | X  | X  | X  | X  | X  | O  | O  | O  | O  | V  | V | V  | V  | R  | R | *WTAR NORFOLK 24 VA.               |
| R  |    |    |    |    |    |    |    |    |    |    |   | B  | B  | B  | B | WRVA RICHM'D 57                    |
| R  |    |    |    |    |    | 4  | 4  | 6  | 6  | 7  | 7 | 8  | 8  | 8  | 8 | WDBJ ROANOKE 39                    |
| R  | R  | R  | R  | 9  | 9  | 9  | 9  | A  | A  | 6  | 6 | C  | C  | C  | C | *WEBC SUPER'R 74 WISC.             |
|    |    |    |    |    |    |    |    | 6  | 6  | 7  | 7 | 8  | 8  | 8  | 8 | *WISN MILWAU. 58                   |
| C  | C  | C  | C  | X  | X  | D  | D  | D  | D  | D  | O | C  | C  | C  | C | WTMJ MILWAU. 8                     |
| 11 | 11 | 11 | 11 | 12 | 12 | 12 | 12 | 1  | 1  | 1  | 1 | 2  | 2  | 2  | 2 | CENTRAL TIME                       |
| 15 | 30 | 45 |    | 15 | 30 | 45 |    | 15 | 30 | 45 |   | 15 | 30 | 45 |   | *Divides Time with Another Station |



**SUNDAY** March 2, 9, 16, 23, 30

| EASTERN TIME                       |                     | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 6  | 6  | 6  | 6  | 7  | 7  | 7  | 7  |
|------------------------------------|---------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|                                    |                     | 15 | 30 | 45 |    | 15 | 30 | 45 |    | 15 | 30 | 45 |    | 15 | 30 | 45 |    |
| ALA.                               | 60 BIRM'HAM *WAPI   | 1  | 1  | 1  | 1  | A  | A  | A  | A  |    |    |    |    | 6  | 6  | R  | R  |
|                                    | 39 BIRM'HAM WBRC    | 1  | 1  | 1  | 1  | 2  | 2  | P  | P  | R  | R  | R  | P  | 7  | 7  | 8  | 9  |
| ARK.                               | 50 HOT SPGS.*KTHS   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|                                    | 85 L'TLE ROCK*KLRA  | 1  | 1  | 1  | 1  | 2  | 2  |    |    |    |    |    |    | 7  | 7  | 8  | 9  |
| COLO.                              | 29 DENVER KOA       | 1  | 1  | 1  | 1  | A  | A  | A  | A  | P  | P  |    |    | 6  | 6  | D  | D  |
|                                    | 2 DENVER KLZ        | 1  | 1  | 1  | 1  | 2  | 2  | TM | TM | T  | T  | M  | M  | 7  | 7  | 8  | 9  |
| CONN.                              | 52 HARTFORD*WTIC    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| D. C.                              | 9 WASH'TON WMAL     | 1  | 1  | 1  | 1  | 2  | 2  | 3  | 3  |    |    | 5  | 5  | 7  | 7  | 8  | 9  |
|                                    | 41 WASH'TON WRC     | R  | R  | R  | R  | 2  | 2  | 2  | 2  | 3  | 4  | 5  | 5  | 6  | 6  | 7  | 7  |
| FLA.                               | 36 JACK'VLE WJAX    | 1  | 1  | 1  | 1  | A  | A  | A  | A  | O  | O  | M  | M  | 6  | 6  | R  | R  |
|                                    | 76 MIAMI B. WIOD    |    |    |    |    |    |    |    |    |    |    |    |    | 6  | 6  | X  | X  |
| GA.                                | 20 ATLANTA WSB      | 1  | 1  | 1  | 1  |    |    |    |    |    |    |    |    | 6  | 6  | 7  | 7  |
| ILL.                               | 48 CHICAGO KYW      |    |    | 9  | 9  |    |    |    |    |    |    |    |    |    |    |    |    |
|                                    | 23 CHICAGO *WBBM    | R  | R  | R  | R  | R  | R  | R  | R  | R  | R  | R  | R  | R  | R  | R  | R  |
|                                    | 74 CHICAGO WCFL     | G  | G  | G  | G  | 2  | 2  | 2  | 2  | R  | R  | R  | R  | R  | R  | B  | B  |
|                                    | 33 CHICAGO *WENR    | PV | PV | PV | PV | 2  | 2  | 2  | 2  | T  | T  | T  | RO |    |    |    |    |
|                                    | 18 CHICAGO WGN      | D  | D  | O  | D  | D  | R  | R  | R  | M  | M  | V  | C  | C  | C  | O  | O  |
|                                    | 2 CHICAGO *WIBO     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|                                    | 33 CHICAGO *WLS     |    |    |    |    |    |    |    |    |    |    |    |    | 6  | 6  | R  |    |
|                                    | 13 CHICAGO WMAQ     |    |    |    |    | 2  | 2  | 3  | 3  |    |    | 5  | 5  |    |    |    | 9  |
| IND.                               | 62 FT.WAYE*WOWO     | 1  | 1  | 1  | 1  | 2  | 2  | 3  | 3  |    |    | 5  | 5  | C  | C  |    |    |
|                                    | 69 IND'PLS *WFBM    |    |    |    |    |    |    | 3  | 3  |    |    |    |    |    |    |    |    |
| IOWA                               | 72 C. BLUFFS KOIL   | 1  | 1  | 1  | 1  | 2  | 2  | 3  | 3  | X  | X  | 5  | 5  | V  | V  | 8  | 9  |
|                                    | 46 DAVENPT *WOC     | 1  | 1  | 1  | 1  | 2  | 2  | 2  | 2  | 3  | 4  | RM | RM | 6  | 6  | 7  | 7  |
|                                    | 46 DESMOINES*WHO    | 1  | 1  | 1  | 1  | 2  | 2  | 2  | 2  | 3  | 4  |    |    | 6  | 6  |    |    |
|                                    | 79 SIOUX CITY *KSCJ |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| KANS.                              | 68 LAWRENCE*WREN    | 8  | 8  | 9  | 9  |    |    |    |    |    |    |    |    | M  |    | X  | X  |
|                                    | 4 TOPEKA *WIBW      | 1  | 1  | 1  | 1  | P  | P  | P  | P  | R  | P  | P  | P  | 7  | 7  | N  | 9  |
|                                    | 76 WICHITA *KFH     | 1  | 1  | 1  | 1  | 2  | 2  | R  | R  | R  |    |    |    |    |    |    |    |
| KY.                                | 94 COY'TON *WCKY    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|                                    | 28 LOUISVILLE WHAS  | 1  | 1  | 1  | 1  |    |    |    |    |    |    |    |    | 6  | 6  |    |    |
| LA.                                | 71 N. ORLEANS WDSU  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|                                    | 78 N. ORLEANS WSMB  |    |    |    |    | A  | A  | A  | A  |    |    |    |    | 6  | 6  |    |    |
| ME.                                | 40 PORTLAND WCSH    | 1  | 1  | 1  | 1  | 2  | 2  | 2  | 2  | X  | X  | 5  | 5  | 6  | 6  | M  | M  |
| MD.                                | 52 BALTIM'RE*WBAL   | 8  | 8  | 9  | 9  | A  | A  | A  | A  | X  | X  | X  | X  | VD | VD | D  | D  |
|                                    | 6 BALTIMORE WCAO    | 1  | 1  | 1  | R  | R  | R  | 3  | 3  | R  | R  | R  | R  | 7  | 7  | P  | P  |
| MASS.                              | 45 SPRINGFIELD WBZ  | X  |    | 9  |    | A  | A  | A  | A  | X  | X  | X  | X  | M  |    | D  | D  |
|                                    | 5 BOSTON WEEL       | 1  | 1  | 1  | 1  | 2  | 2  | 2  | 2  | M  | X  | X  | X  | 6  | 6  | E  | N  |
|                                    | 69 BOSTON WNAC      | 1  | 1  | 1  | 1  | 2  | 2  | 3  | 3  | 4  | 4  | 5  | 5  | N  | P  | P  | 9  |
|                                    | 4 WORC'TER WTAG     | 1  | 1  | 1  | 1  | 2  | 2  | 2  | 2  | 5  | 5  | X  | X  | 6  | 6  | M  | M  |
| MICH.                              | 87 BAY CITY WBCM    | 1  | 1  | 1  | 1  |    |    |    |    |    |    |    |    | 7  | 7  | 8  | 9  |
|                                    | 70 DETROIT WGHP     | 1  | 1  | 1  | 1  | 2  | 2  | R  | R  | P  | M  | 5  | 5  | 7  | 7  | 8  | X  |
|                                    | 21 DETROIT WJR      | R  | R  | R  | R  | E  | M  | M  | M  | M  | P  | X  | X  | M  | M  | D  | D  |
|                                    | 38 DETROIT WWJ      | 1  | 1  | 1  | 1  | 2  | 2  | 2  | 2  | 3  | 4  | M  | M  | 6  | 6  | 7  | 7  |
| MINN.                              | 27 MINNEAP. WCCO    | 1  | 1  | 1  | 1  | 2  | 2  | R  | R  | R  | R  | R  | R  | R  | R  | R  | 9  |
|                                    | 92 ST. PAUL KSTP    | X  | X  | X  | X  | M  | M  | T  | T  | X  | X  | X  | X  | P  | P  | X  | X  |
| MISS.                              | 73 JACKSON WJDX     | 1  | 1  | 1  | 1  |    |    |    |    |    |    |    |    |    |    | 7  | 7  |
| MO.                                | 41 KAN. CITY KMBC   | 1  | 1  | 1  | 1  | 2  | 2  | 3  | 3  | E  | E  | 5  | 5  | R  | R  | R  | 9  |
|                                    | 7 KAN. CITY WDAF    | 1  | 1  | 1  | 1  | 2  | 2  | 2  | 2  | V  | V  | P  | P  | 6  | 6  | R  | R  |
|                                    | 55 ST. LOUIS KMOX   |    |    |    |    | 2  | 2  |    |    |    |    | 5  | 5  |    |    |    |    |
|                                    | 1 ST. LOUIS *KSD    |    |    |    |    |    |    | 2  | 2  | 3  | 4  |    |    | 6  | 6  | 7  | 7  |
|                                    | 81 ST. LOUIS KWK    | 8  | 8  | 9  | 9  | A  | A  | A  | A  |    |    |    |    |    |    | D  | D  |
| NEBR.                              | 5 OMAHA *WOW        | 1  | 1  | 1  | 1  | 2  | 2  | 2  | 2  | 3  | 4  |    |    |    |    | 7  | 7  |
| N. J.                              | 17 NEWARK WOR       | M  | M  | M  | M  | M  | M  | M  | M  | O  | O  | M  | M  | VM | VM | VM | VM |
| CENTRAL TIME                       |                     | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 5  | 6  | 6  | 6  | 6  |
| *Divides Time with Another Station |                     | 15 | 30 | 45 |    | 15 | 30 | 45 |    | 15 | 30 | 45 |    | 15 | 30 | 45 |    |

**RADIO PLAYS, COMEDY SKETCHES, NOVELTY BROADCASTS**

SUNDAYS—Our Romantic Ancestors, Heroes of the World, Collier's Hour, Penrod, Sunday at Seth Parker's, Arabesque.

MONDAYS—"Mountainville" Sketches, Henry-George, Physical Culture Magazine Hour, Real Folks, Empire Builders, Hank Simmons' Showboat, Ce Co Couriers.

TUESDAYS—From Dusty Pages, Soconyland Sketches, Johnson & Johnson, Eveready Hour, Blackstone Program, Graybar's "Mr. and Mrs.," Publix Radio-vue, Harbor Lights, Westinghouse Salute.

WEDNESDAYS—Hindermeyer and Tuckerman, The Eternal Question, East of Cairo, Cuckoo, Forty Fathom Trawlers, La Palina Smoker, Floyd Gibbons.

THURSDAYS—Civic Repertory Theater, Ward's Tiptop Club, Fro-Joy Players, True Detective Mysteries, Conoco Adventurers.

FRIDAYS—The Family Goes Abroad, Raybestos Twins, Dixies Circus, Natural Bridge Program, Interwoven Pair, True Story Hour, Alpha and Omega Opera Company, Deluxe, Inc.; Mystery House, Hamilton-Brown Sketch-book.

SATURDAYS—The James, The Cub Reporter, Dutch Masters Minstrels, Nit Wit Hour, The Miniature Theater.

DAILY EXCEPT SUNDAY—Amos 'n' Andy.

**YOUR LETTERS ARE HELPFUL**

Our readers are writing us many helpful letters. We appreciate your suggestions and tabulate all the information you give us, as well as the requests for additional features you make. As rapidly as possible we shall put into effect many of the suggestions coming to us.

Your letters reveal that many single-station programs have a large following over many States. In our next issue we plan to list a number of these favorite programs, that others may try to tune in on features which are bringing many of you special pleasure.

There are also in your letters many suggestions of real usefulness to the radio industry. We shall try to see that these are sent in your name to those most keenly affected.

There are many suggestions that would be of value to all listeners. These we shall assemble and print in our magazine as soon as space can be reserved.

**1 Cathedral Hour**

Sacred musical service.

**2 McKesson News Reel of the Air**

News events with appropriate music.

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

**4 Fox Fur Trappers**

Orchestra with Earle Nelson, the crooning fur-trapper.

**5 Acousticon Program**

A quartet and orchestra in a program reviving old-time musical hits.

**6 Littman Orchestra**

Byron Holiday, tenor; Helen Richards, contralto.

**7 Our Romantic Ancestors**

Drama built around King Arthur's court, with musical background.

**8 French Trio**

**9 The World's Business**

Dr. Julius Klein, from Washington.



March  
2, 9, 16, 23, 30 **SUNDAY**

**1 Cathedral Hour**

Dr. S. Parkes Cadman; oratorio choristers; orchestra direction, George Dilworth. Announcer, Milton J. Cross.

**2 Davey Hour**

Mixed sextet; instrumental soloists; Chandler Goldthwaite, organist and director. Announcer, John S. Young.

**3 Echoes of the Orient**

String ensemble; Sven von Hallberg, guitar soloist and director. Announcer, George Hicks.

**4 Countess Olga Medolago Albani**

Mezzo-soprano. Announcer, George Hicks.

**5 Old Company Songalogue**

Male quartet; instrumentalists. Announcer, Milton J. Cross.

**6 Heroes of the World**

Dramatic sketch with musical background; direction, Dana S. Merriman.

**7 Major Bowes Family**

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

**8 Metropolitan Echoes**

Erva Giles, soprano; Robert Simmons, tenor; Arcadie Birkenholz, violinist; Joe Kahn, accompanist. Announcer, George Hicks.

**9 Duo Disc Duo**

Vocal duo and orchestra direction, Walter Blaufuss.

**A National Religious Service**

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

**C Cook's Travelogue**

Incidental music; descriptive monologue. Announcer, Ralph Freese.

**D Williams Oilomatics**

Fred Waldner, tenor; novelty orchestra; direction, Josef Koestner. Announcer, Sen Kaney.

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

| 4 4 4 4<br>15 30 45 | 5 5 5 5<br>15 30 45 | 6 6 6 6<br>15 30 45 | 7 7 7 7<br>15 30 45 | EASTERN TIME                                       |
|---------------------|---------------------|---------------------|---------------------|--|
| 1 1 1 1             | 2 2 2 2             | E E 5 5             | 6 6 R R             | WGR BUFFALO 1 N.Y.                                 |
| 1 1 1 1             | 2 2 3 3             | 5 5                 |                     | WKBW BUFFALO 93                                    |
|                     |                     |                     |                     | *WMAK BUFFALO 36                                   |
| 1 1 1 1             | 2 2 3 3             | 4 4 5 5             | 6 6 X 9             | WABC NEW YORK 32                                   |
| 1 1 1 1             | 2 2 2 2             | 3 4 5 5             | 6 6 7 7             | WEAF NEW YORK 12                                   |
| 8 8 9 9             | A A A A             | X X X X             | C C D D             | WJZ NEW YORK 22                                    |
| M M M M             | A A A A             | E E E M             | R R X X             | WHAM ROCHESTER 61                                  |
| R R 1 1             | 2 2                 |                     |                     | *WHEC ROCHESTER 90                                 |
| 1 1 1 1             | 2 2 2 2             | 3 4 5 5             | 6 6 7 7             | WGY SCHEN'DY 25                                    |
| 1 1 1 1             | 2 2 3 3             | 5 5                 | 7 7 8 8             | *WFBL SYRACUSE 36                                  |
| 1 1 1 1             |                     |                     | 6 6                 | WBT CHARLOT 54 N.C.                                |
| 1 1 1 1             | V V O O             | O O R R             | 6 6 R R             | WPTF RALEIGH 14                                    |
| 1 1 1 1             | 2 2 X X             | X X X X             | 7 7 8 8             | WWNC ASHEV'LE 3                                    |
| 1 1 1 1             | 2 2 3 3             | R R 5 5             | R R R R             | WADC AKRON 78 OHIO                                 |
| 1 1 1 1             | 2 2 2 2             | M                   | 6 6 7 7             | *WFJC AKRON 91                                     |
| 1 1 1 1             | 2 2 3 3             | M M 5 5             | P P X 9             | WKRC CINCINNATI 1                                  |
| R R R R             | A A A A             | M M E E             | D D X X             | WLW CINCINNATI 16                                  |
| 1 1 1 1             | 2 2 2 2             |                     | 6 6 7 7             | WSAI CINCINNATI 79                                 |
| E E 1 1             | 2 2 D D             | 4 4 5 5             | R R R R             | WHK CLEVEL'D 85                                    |
|                     | 2 2 2 2             |                     |                     | WTAM CLEVEL'D 53                                   |
|                     |                     |                     |                     | WAIU COLUMB'S 10                                   |
| P P D D             | D R R R             | 4 4 D D             |                     | *WCAH COLUMB'S 89                                  |
| 1 1 1 1             | 2 2 O O             | R R 5 5             | M M 8 X             | WSPD TOLEDO 80                                     |
| 1 1 1 1             | D D D D             | X X X X             | 7 7 8 8             | *WKBN YO'NGST'N 3                                  |
|                     | 1 1 2 2             |                     |                     | KFJF OKLA.CITY 93 OKLA.                            |
| 1 1 1 1             |                     |                     | 6 6 7 7             | WKY OKLA.CITY 36                                   |
| 1 1 1 1             | M M R R             | R R                 |                     | *KVOO TULSA 60                                     |
| 1 1 1 1             | P P 3 3             | M M M M             | 7 7 8 8             | *WHP HARRISB'G 89 PA.                              |
| 1 1 1 1             | 2 2 3 3             | R R                 | O O 8 8             | WLBW OIL CITY 72                                   |
| 1 1 1 1             | 2 2 3 3             | 4 4 5 5             | D D D D             | WCAU PHILAD. 63                                    |
| E E M M             | X X M M             | M M X X             | D D M M             | *WFAN PHILAD. 7                                    |
|                     | 2 2 2 2             | 3 4 5 5             | 6 6                 | *WFI PHILAD. 2                                     |
|                     |                     | 5 5                 | 5 5 M M             | *WLIT PHILAD. 2                                    |
| O 9 9               | R R R R             | M M                 |                     | KDKA PITTSB'GH 44                                  |
| 1 1 1 1             | 2 2 2 2             | 3 4 X               | 6 6 7 7             | WCAE PITTSB'GH 68                                  |
| 1 1 1 1             | 2 2 3 3             | W X 5 5             | 7 7 8 8             | WJAS PITTSB'GH 75                                  |
| 1 1 1 1             | 2 2 3 3             | O O 5 5             | N D D 9             | WEAN PROVID'NCE 24 R.I.                            |
| 1 1 1 1             | 2 2 2 2             | 3 4 5 5             | 6 6 7 7             | WJAR PROVID'NCE 35                                 |
| 1 1 1 1             | 2 2 M M             | R R P P             | X X M M             | WDOD CHATTA. 74 TENN.                              |
| 1 1 1 1             |                     |                     | 6 6 7 7             | WMC MEMPHIS 24                                     |
| 1 1 1 1             | 2 2                 |                     | 7 7 8 8             | *WREC MEMPHIS 6                                    |
| 1 1 1 1             | 2 2                 |                     |                     | *WLAC NASHV'LE 95                                  |
| 1 1 1 1             |                     | R                   | 6 6 X               | WSM NASHV'LE 11                                    |
| M M 1 1             | 2 2 P B             | B B R R             | R R R R             | *KRLD DALLAS 50 TEX.                               |
|                     |                     |                     | 6 6 R R             | *WFAA DALLAS 26                                    |
| 1 1 1 1             | M M O O             | R R R R             |                     | *WBAP FT.WORTH 26                                  |
| 1 1 1 1             |                     |                     | 6 6                 | KPRC HOUSTON 38                                    |
|                     | 1 1 2 2             |                     | E E R R             | *KTSASANTONIO 75                                   |
| 1 1 1 1             |                     |                     | 6 6 7 7             | WOAI SANTONIO 65                                   |
| R R R R             | 2 2 X X             | X X X X             | M M L L             | *WTAR NORFOLK 24 VA.                               |
| 1 1 1 1             |                     |                     | 6 6 O O             | WRVA RICHM'D 57                                    |
| 1 1 1 1             | 2 2 R R             | R                   | 7 7 8 8             | WDBJ ROANOKE 39                                    |
|                     | A A A A             | B B B B             | 6 6 7 7             | *WEBC SUPER'R 74 WISC.                             |
| 1 1 1 1             | 2 2                 |                     | 7 7 8 8             | *WISN MILWAU. 58                                   |
| 8 8 D D             | M M M M             | M M M M             | 6 6 7 7             | WTMJ MILWAU. 8                                     |
| 3 3 3 3<br>15 30 45 | 4 4 4 4<br>15 30 45 | 5 5 5 5<br>15 30 45 | 6 6 6 6<br>15 30 45 | CENTRAL TIME<br>*Divides Time with Another Station |



**SUNDAY** March 2, 9, 16, 23, 30

| EASTERN TIME |                     | 8                  | 8  | 8  | 8 | 9  | 9  | 9  | 9 | 10 | 10 | 10 | 10 | 11 | 11 | 11 | 11 |
|--------------|---------------------|--------------------|----|----|---|----|----|----|---|----|----|----|----|----|----|----|----|
|              |                     | 15                 | 30 | 45 |   | 15 | 30 | 45 |   | 15 | 30 | 45 |    | 15 | 30 | 45 |    |
| ALA.         | 60 BIRM'HAM *WAPI   | R                  | R  | 2  | 2 | X  | 4  | 4  | 4 |    |    |    |    |    |    |    |    |
|              | 39 BIRM'HAM WBRC    | D                  | D  | D  | D | 3  | 3  | 3  | 3 | D  | D  | 5  | 5  | D  | D  | D  | D  |
| ARK.         | 50 HOT SPGS. *KTHS  | 9                  | 1  | 2  | 2 |    |    |    |   | P  | P  | X  | X  | X  | P  | P  | P  |
|              | 85 L'TLE ROCK *KLRA |                    |    |    |   | 3  | 3  | 3  | 3 |    |    | 5  | 5  | 6  | 6  | 6  | 6  |
| COLO.        | 29 DENVER KOA       | 9                  | A  | A  | A | A  | 4  | 4  | 4 | 4  | 5  | 5  | 6  | 6  | X  | X  | V  |
|              | 2 DENVER KLZ        | N                  | M  | 2  | 2 | 3  | 3  | 3  | 3 | 4  | 4  | 5  | 5  | 6  | 6  | 6  | 6  |
| CONN.        | 52 HARTFORD *WTIC   |                    |    | 2  | 2 | 3  | M  | M  | M | M  | 5  | 5  | M  | D  | D  | M  | M  |
| D. C.        | 9 WASH'TON WMAL     | 1                  | 1  | 2  | 2 | 3  | 3  | 3  | 3 | 4  | 4  | 5  | 5  | 6  | 6  | 6  | 6  |
|              | 41 WASH'TON WRC     | 1                  | 1  | 2  | 2 | 3  | 4  | 4  | 4 | 4  | 5  | 5  | 6  | 6  | 7  | 7  | 8  |
| FLA.         | 36 JACK'VLE WJAX    | R                  | R  | R  | R |    |    |    |   |    |    |    | 6  | 6  | 7  | 7  |    |
|              | 76 MIAMI B. WIOD    | 9                  | 1  | 2  | 2 | X  | X  | X  | X | X  | X  | X  | 6  | 6  |    |    |    |
| GA.          | 20 ATLANTA WSB      | 9                  |    | 2  | 2 | 3  | 4  | 4  | 4 | 4  |    |    |    |    |    |    |    |
| ILL.         | 48 CHICAGO KYW      | 9                  | A  | A  | A |    |    |    |   |    |    |    |    |    |    |    |    |
|              | 23 CHICAGO *WBBM    | 9                  | 9  | 2  | 2 | 3  | 3  | 3  | 3 | 4  | 4  | R  | R  | R  | R  | R  | R  |
|              | 74 CHICAGO WCFL     | B                  | B  | B  | B | B  |    |    |   |    |    |    |    |    |    |    |    |
|              | 33 CHICAGO *WENR    |                    |    |    |   | RE | RE | RE |   | V  | V  | V  | V  | V  | V  | P  | P  |
|              | 18 CHICAGO WGN      | T                  | M  | D  | M | M  | 4  | 4  | 4 | 4  | 5  | 5  | V  | N  | M  | D  | D  |
|              | 2 CHICAGO *WIBO     |                    |    |    |   |    |    |    |   |    |    |    |    |    |    |    |    |
|              | 33 CHICAGO *WLS     | R                  |    | 2  | 2 |    |    |    |   |    |    |    |    |    |    |    |    |
|              | 13 CHICAGO WMAQ     |                    |    |    |   |    |    |    |   |    | 5  | 5  |    |    |    |    |    |
| IND.         | 62 FT. WAY'E *WOWO  |                    |    |    |   | 3  | 3  | 3  | 3 | 4  | 4  | 5  | 5  | R  | R  | R  | R  |
|              | 69 IND'PLS *WFBM    | 1                  | 1  | 2  | 2 | 3  | 3  | 3  | 3 | 4  | 4  | 5  | 5  |    |    |    |    |
| IOWA         | 72 C. BLUFFS KOIL   | 1                  | 1  | 2  | 2 | 3  | 3  | 3  | 3 | 4  | 4  | 5  | 5  | 6  | 6  | 6  | 6  |
|              | 46 DAVENP'T *WOC    | 1                  | 1  | 2  | 2 | 3  | 4  | 4  | 4 | 4  | 5  | 5  | 6  | 6  | 7  | 7  | 8  |
|              | 46 DESMOINES *WHO   |                    |    | 2  | 2 | 3  | 4  | 4  | 4 | 4  | 5  | 5  | 6  | 6  |    |    | 8  |
|              | 79 SIOUX CITY *KSCJ |                    |    |    |   |    |    |    |   |    |    |    |    |    |    |    |    |
| KANS.        | 68 LAWREN'E *WREN   | 9                  | A  | A  | A | A  | B  | B  | C | C  | M  | M  | M  | V  | F  | F  | G  |
|              | 4 TOPEKA *WIBW      | V                  | V  | O  | O | 3  | 3  | 3  | 3 | M  | M  | 5  | 5  | N  |    |    |    |
|              | 76 WICHITA *KFH     | P                  | P  | V  | V | 3  | 3  | 3  | 3 |    |    | 5  | 5  | 6  | 6  | 6  | 6  |
| KY.          | 94 COV'TON *WCKY    | 9                  | A  | A  | A | A  | B  | B  | C | C  | MP | MP |    |    |    |    |    |
|              | 28 LOUISVILLE WHAS  |                    | 1  |    |   | 3  | 4  | 4  | 4 | 4  |    |    | 6  | 6  |    |    |    |
| LA.          | 71 N. ORLEANS WDSU  |                    |    |    |   | 3  | 3  | 3  | 3 |    |    |    |    |    |    |    |    |
|              | 78 N. ORLEANS WSMB  | 9                  |    | 2  | 2 | 3  | 4  | 4  | 4 | 4  |    |    |    |    |    |    |    |
| ME.          | 40 PORTLAND WCSH    | M                  | M  | 2  | 2 | 3  | O  | O  | O | O  | 5  | 5  | 6  | 6  |    |    |    |
| MD.          | 52 BALTIM'RE *WBAL  |                    |    |    |   |    |    |    |   |    |    |    |    |    |    |    |    |
|              | 6 BALTIMORE WCAO    | 1                  | 1  | 2  | 2 | 3  | 3  | 3  | 3 | 4  | 4  | 5  | 5  |    |    |    |    |
|              | MASS.               | 45 SPRINGFIELD WBZ | 9  | A  | A | A  | A  | B  | B | M  |    | T  |    |    | E  |    |    |
|              | 5 BOSTON WEEL       | M                  |    |    |   | E  | 4  | 4  | 4 | 4  | 5  | 5  | 6  | 6  |    |    |    |
|              | 69 BOSTON WNAC      | 1                  | 1  | 2  | 2 | 3  | 3  | 3  | 3 | 4  | 4  | 5  | 5  | O  | O  | O  | O  |
|              | 4 WORCTER WTAC      | M                  | M  | 2  | 2 | 3  | M  | M  | M | M  | 5  | 5  | N  |    |    |    |    |
| MICH.        | 87 BAY CITY WBCM    |                    |    |    |   |    |    |    |   |    |    |    |    |    |    |    |    |
|              | 70 DETROIT WGHP     | 1                  | 1  | 2  | 2 | 3  | 3  | 3  | 3 | 4  | 4  | 5  | 5  | 6  | 6  | 6  | 6  |
|              | 21 DETROIT WJR      | 9                  | A  | A  | A | A  | B  | B  | C | C  | R  | R  | R  | P  | D  | D  | D  |
|              | 38 DETROIT WWJ      | 1                  | 1  | 2  | 2 | 3  | 4  | 4  | 4 | 4  | 5  | 5  | 6  | 6  | 7  | 7  | 8  |
| MINN.        | 27 MINNEAP. WCCO    | M                  | M  | M  | M | 3  | 3  | 3  | 3 | X  | X  | X  | X  | 6  | 6  | 6  | 6  |
|              | 92 ST. PAUL KSTP    | 9                  | M  | M  | M | M  | 4  | 4  | 4 | 4  | 5  | 5  | L  | O  | O  | O  | O  |
| MISS.        | 73 JACKSON WJDX     | 9                  | 1  | 2  | 2 |    |    |    |   |    |    |    |    |    |    |    |    |
| MO.          | 41 KAN. CITY KMBC   | 1                  | 1  | 2  | 2 | 3  | 3  | 3  | 3 | 4  | 4  | 5  | 5  | R  | R  | R  | R  |
|              | 7 KAN. CITY WDAF    | R                  | R  | 2  | 2 | E  | 4  | 4  | 4 | 4  | 5  | 5  | L  | L  | D  | D  |    |
|              | 55 ST. LOUIS KMOX   | 1                  | 1  | 2  | 2 | 3  | 3  | 3  | 3 | 4  | 4  |    |    |    |    |    |    |
|              | 1 ST. LOUIS *KSD    | 1                  | 1  | 2  | 2 | 3  | 4  | 4  | 4 | 4  |    |    |    |    |    |    |    |
|              | 81 ST. LOUIS KWK    | 9                  | A  | A  | A | A  | 4  | 4  | 4 | 4  | C  | C  | 6  | 6  | F  | F  | G  |
| NEBR.        | 5 OMAHA *WOW        | 1                  | 1  |    |   | 3  | 4  | 4  | 4 | 4  | 5  | 5  | 6  | 6  | 7  | 7  |    |
| N. J.        | 17 NEWARK WOR       | 9                  | 9  | M  | M | M  | M  | M  | M | M  | M  | T  | T  | X  | X  | M  | M  |

**OUR OWN STORY AS WE GO TO PRESS**

**N**OOON, Wednesday, February 5. We are waiting for a final long-distance call from our New York office, assuring us that the last changes in the schedule of programs for March that can be anticipated by either the National Broadcasting Company or by the Columbia Broadcasting Company have reached us. Already we had checked their program sheets with agencies of advertisers whenever there seemed any doubt about a sponsored program. Already we have communicated with program directors of the 108 stations we now list, and have received their check on their March plans.

This afternoon the schedules will be proof-read for the final time, the forms will go to the foundry for molding—by Monday the lead molds will be mounted on the presses and the March issue will be printing. Less than twenty days after the final O. K.'s are given, the magazine will be in your hands.

Unfortunately, by the time the magazine reaches you there will be some changes that no one can anticipate. Some program sponsorer will get the idea that he wants to change his time on the air. He will call his agency and say: "Go up to NBC or CBS and insist that they change our hour. Get us the time they are now giving to such and such a sustaining feature. Have them make the change right away."

The broadcasting company will point out to the sponsor's agency that an immediate change will result in destroying the value of all the publicity that has already been given to their feature in magazines and logs and papers the country over, but the agency has had a direct order and insists on the immediate change.

Fortunately, the chains see the loss involved to their public as well as to the advertiser, and are doing their best to stabilize program times. There will be fewer changes as such media for disseminating advance program information as WHAT'S ON THE AIR grow in circulation. We can confi-

(Continued on page 50.)

- 1 La Palina Rhapsodizers
- 2 In a Russian Village  
Peter Biljo and his Russian musicians.
- 3 Majestic Theater of the Air  
Arnold Johnson and his orchestra, assisted by guest artists.
- 4 Royal's Poet of the Organ  
Jesse Crawford and soloist.
- 5 Arabesque  
Dramatized stories of the Arabian desert—a play within a play.
- 6 Back Home Hour  
From Buffalo. Religious hymn sing; large chorus and symphony orchestra.
- 9 Endicott-Johnson Hour  
Orchestra and male quartet.

| CENTRAL TIME                       |  | 7  | 7  | 7  | 7 | 8  | 8  | 8  | 8 | 9  | 9  | 9  | 9 | 10 | 10 | 10 | 10 |
|------------------------------------|--|----|----|----|---|----|----|----|---|----|----|----|---|----|----|----|----|
| *Divides Time with Another Station |  | 15 | 30 | 45 |   | 15 | 30 | 45 |   | 15 | 30 | 45 |   | 15 | 30 | 45 |    |



March 2, 9, 16, 23, 30 **SUNDAY**

- 1 Major Bowes Family**  
From the Capitol Theater, New York City; orchestra direction, Yasha Bunchuk. Announcer, John S. Young.
- 2 Chase and Sanborn Choral Orchestra**  
Phil Ohman and Victor Arden, two-piano duo; Welcome Lewis, contralto crooner; Mary McCoy, soprano; male quartet; orchestra direction, Gustave Haenschen. Announcer, Neel Enslin.
- 3 Our Government**  
David Lawrence; discourse from Washington on affairs of Government.
- 4 Atwater Kent Concert**  
Famous artists; concert orchestra; direction, Josef Pasternack. Announcer, Graham McNamee.
- 5 Studebaker Champions**  
Eighteen-piece novelty orchestra; direction, Jean Goldkette. Announcer, Sen Kaney.
- 6 Sunday at Seth Parker's**  
Rural sketch depicting down-East meeting of semi-religious nature.
- 7 Russian Cathedral Choir**  
Russian artists. Announcer, Marthin Provensen.
- 8 Sam Herman**  
Xylophonist. Announcer, Marthin Provensen.
- 9 Enna Jettick Melodies**  
Mixed quartet; instrumental ensemble; direction, George Dilworth.
- A Collier's Radio Hour**  
Dramatization with musical interludes; guest speakers. Announcer, Curt Peterson.
- B Salon Singers**  
Mixed chorus of sixteen voices; direction, George Dilworth; Lew White, organist.
- C Penrod**  
Dramatic sketch based on Booth Tarkington's "Penrod."
- D Master Musicians**  
Vocal soloists; eighteen-piece concert orchestra; direction, Hugo Mariani.
- E "Caliope and Mis' Kath'rine"**  
Katherine Tift-Jones. Announcer, Alwyn E. W. Bach.
- F South Sea Islanders**  
Joseph Rodgers, tenor and director of native string orchestra.
- 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.

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

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

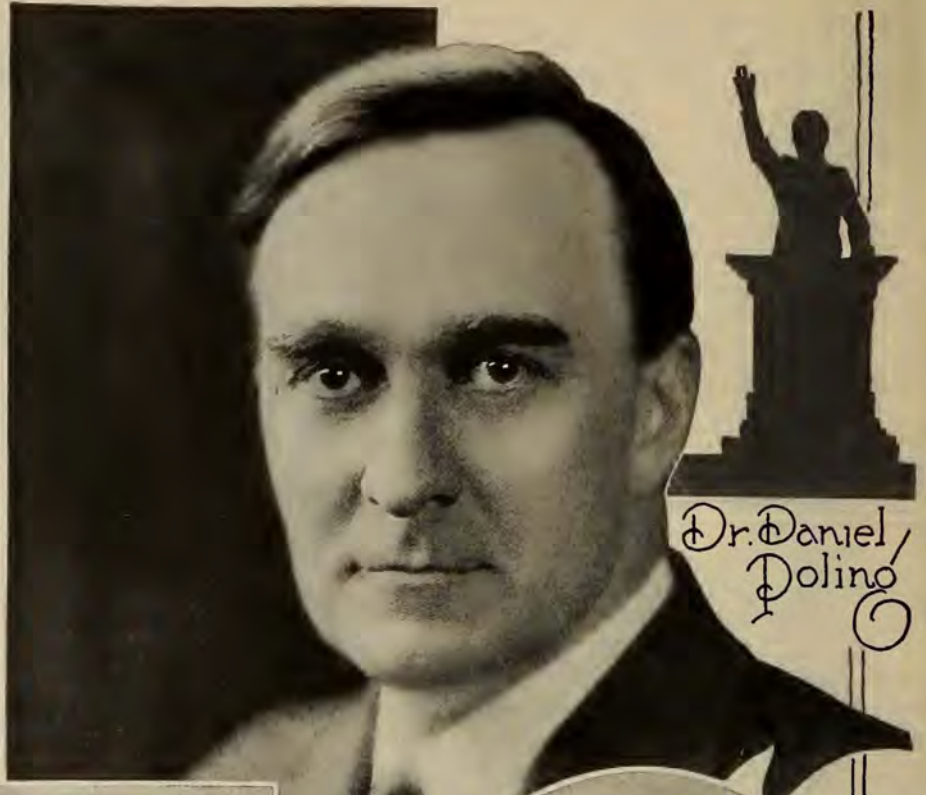
◆ Dance music from New York

| 8 8 8 8  |   |   |   | 9 9 9 9  |   |   |   | 10 10 10 10 |   |   |   | 11 11 11 11 |   |   |   | EASTERN TIME                       |                   |  |
|----------|---|---|---|----------|---|---|---|-------------|---|---|---|-------------|---|---|---|------------------------------------|-------------------|--|
| 15 30 45 |   |   |   | 15 30 45 |   |   |   | 15 30 45    |   |   |   | 15 30 45    |   |   |   |                                    |                   |  |
| R        | R | 2 | 2 | 3        | 4 | 4 | 4 | 4           | 5 | 5 | 6 | 6           | 7 | 7 | 8 | WGR BUFFALO 1 N.Y.                 |                   |  |
|          |   |   |   |          |   |   |   | 4           | 4 | 5 | 5 | 6           | 6 | 6 | 6 | WKBW BUFFALO 93                    |                   |  |
| 1        | 1 | 2 | 2 | 3        | 3 | 3 | 3 | 4           | 4 | 5 | 5 | 6           | 6 | 6 | 6 | *WMAK BUFFALO 36                   |                   |  |
| 1        | 1 | 2 | 2 | 3        | 3 | 3 | 3 | 4           | 4 | 5 | 5 | 6           | 6 | 6 | 6 | WABC NEW YORK 32                   |                   |  |
| 1        | 1 | 2 | 2 | 3        | 4 | 4 | 4 | 4           | 5 | 5 | 6 | 6           | 7 | 7 | 8 | WEAF NEW YORK 12                   |                   |  |
| 9        | A | A | A | A        | B | B | C | C           | D | D | D | E           | F | F | G | WJZ NEW YORK 22                    |                   |  |
| 9        | A | A | A | A        | M | M | C | C           | D | D | D |             |   |   |   | WHAM ROCHESTER 61                  |                   |  |
|          |   |   |   |          |   |   |   |             |   |   |   |             |   |   |   | *WHEC ROCHESTER 90                 |                   |  |
| 1        | 1 | 2 | 2 | 3        | 4 | 4 | 4 | 4           | 5 | 5 | 6 | 6           | 7 | 7 |   | WGY SCHEN'DY 25                    |                   |  |
| 1        | 1 | 2 | 2 | 3        | 3 | 3 | 3 | 4           | 4 | 5 | 5 |             |   |   |   | *WFBL SYRACUSE 36                  |                   |  |
|          |   | 2 | 2 | 3        | 4 | 4 | 4 | 4           |   |   |   |             |   |   |   | WBT CHARLOT 54 N.C.                |                   |  |
| R        | R | X | X | X        |   |   |   |             |   |   |   |             |   |   |   | WPTF RALEIGH 14                    |                   |  |
| X        | X | X | X | 3        | 3 | 3 | 3 |             |   |   |   |             |   |   |   | WWNC ASHEV'LE 3                    |                   |  |
| 1        | 1 | 2 | 2 | 3        | 3 | 3 | 3 | 4           | 4 | 5 | 5 | 6           | 6 | 6 | 6 | WADC AKRON 78 OHIO                 |                   |  |
| 7        | 7 | 2 | 2 | 3        | M |   | X |             | X | X | 6 | 6           |   |   |   | *WFJC AKRON 91                     |                   |  |
| 1        | 1 | 2 | 2 | 3        | 3 | 3 | 3 | 4           | 4 | 5 | 5 | D           | D |   |   | WKRC CINCINNATI 1                  |                   |  |
| 9        | 9 | M | M | M        | P | M | M | M           | M | T | T | D           | D | O | O | WLW CINCINNATI 16                  |                   |  |
| 1        | 1 | 2 | 2 | 3        | 4 | 4 | 4 | 4           |   |   |   |             |   |   |   | WSAI CINCINNATI 79                 |                   |  |
| 1        | 1 | 2 | 2 | 3        | 3 | 3 | 3 | 4           | 4 | 5 | 5 | D           | D | D | D | WHK CLEVEL'D 85                    |                   |  |
| 1        | 1 | 2 | 2 |          | 4 | 4 | 4 | 4           | 5 | 5 |   |             |   |   |   | WTAM CLEVEL'D 53                   |                   |  |
|          |   |   |   |          |   |   |   |             |   |   |   |             |   |   |   | WAIU COLUMB'S 10                   |                   |  |
|          |   |   |   |          | R | R | R | R           | D | D | 5 | 5           | P | P | P | P                                  | *WCAH COLUMB'S 89 |  |
| 1        | 1 | 2 | 2 | 3        | 3 | 3 | 3 | 4           | 4 | 5 | 5 | 6           | 6 | 6 | 6 | WSPD TOLEDO 80                     |                   |  |
| D        | D | D | D | X        | X | X | X | D           | D | 5 | 5 | 6           | 6 | 6 | 6 | *WKBN YOUNGST'N 3                  |                   |  |
| 1        | 1 | 2 | 2 | 3        | 3 | 3 | 3 |             |   |   |   | O           | O | D | D | KFJF OKLA.CITY 93 OKLA.            |                   |  |
| 9        | 1 | 2 | 2 | 3        | 4 | 4 | 4 | 4           |   |   | 6 | 6           |   |   |   | WKY OKLA.CITY 36                   |                   |  |
|          |   |   |   |          | D | D | X | X           | 5 | X | X |             |   |   |   | *KVOO TULSA 60                     |                   |  |
| R        | R | R | R |          |   |   |   |             |   | 5 | 5 | 6           | 6 | 6 | 6 | *WHP HARRISB'G 89 PA.              |                   |  |
| 1        | 1 | 2 | 2 | 3        | 3 | 3 | 3 | 4           | 4 | 5 | 5 | 6           | 6 | 6 | 6 | WLBW OIL CITY 72                   |                   |  |
| 1        | 1 | 2 | 2 | 3        | 3 | 3 | 3 | 4           | 4 | L | L | P           | 6 | 6 | 6 | WCAU PHILAD. 63                    |                   |  |
| M        | M | D | D |          |   |   |   |             |   |   |   |             |   |   |   | *WFAN PHILAD. 7                    |                   |  |
|          |   |   |   |          | 4 | 4 | 4 | 4           | 5 |   |   |             |   |   |   | *WFI PHILAD. 2                     |                   |  |
| M        | M | 2 | 2 | 3        |   |   |   |             |   |   |   |             |   |   |   | *WLIT PHILAD. 2                    |                   |  |
| 9        | A | A | A | A        | B | B | M | M           | L | L | L | E           | F | F | G | KDKA PITTSB'GH 44                  |                   |  |
| 1        | 1 | 2 | 2 | 3        | 4 | 4 | 4 | 4           | 5 | 5 | 6 | 6           |   |   |   | WCAE PITTSB'GH 68                  |                   |  |
| 1        | 1 | 2 | 2 | 3        | 3 | 3 | 3 | 4           | 4 | 5 | 5 |             |   |   |   | WJAS PITTSB'GH 75                  |                   |  |
| 1        | 1 | 2 | 2 | 3        | 3 | 3 | 3 | 4           | 4 | 5 | 5 | N           | O | O | O | WEAN PROVID'NCE 24 R.I.            |                   |  |
| 1        | 1 | 2 | 2 | 3        | R | R | D | D           | 5 | 5 |   |             |   |   |   | WJAR PROVID'NCE 35                 |                   |  |
| M        | M | M | M | 3        | 3 | 3 | 3 | M           | M | 5 | 5 | 6           | 6 | 6 | 6 | WDDO CHATTA. 74 TENN.              |                   |  |
| 9        | X | 2 | 2 | 3        | 4 | 4 | 4 | 4           |   |   | 6 | 6           | 7 | 7 | 8 | WMC MEMPHIS 24                     |                   |  |
|          |   |   |   | 3        | 3 | 3 | 3 |             |   |   |   |             |   |   |   | *WREC MEMPHIS 6                    |                   |  |
|          |   |   |   | 3        | 3 | 3 | 3 |             |   | 5 | 5 |             |   |   |   | *WLAC NASHV'LE 95                  |                   |  |
| 9        | R | R | R | R        | D | 4 | 4 | 4           |   | D | D | D           |   |   |   | WSM NASHV'LE 11                    |                   |  |
|          |   |   |   | 3        | 3 | 3 | 3 |             |   |   |   | G           | G | G | G | *KRLD DALLAS 50 TEX.               |                   |  |
| 9        | R | M | M | M        | 4 | 4 | 4 | 4           | R |   |   |             |   |   |   | *WFAA DALLAS 26                    |                   |  |
|          |   |   |   |          |   |   |   |             |   |   |   | W           | D | D | D | *WBAP FT.WORTH 26                  |                   |  |
| 9        |   | 2 | 2 |          | 4 | 4 | 4 | 4           |   |   | 6 | 6           |   |   |   | KPRC HOUSTON 38                    |                   |  |
| C        | C | O | O | 3        | 3 | 3 | 3 |             |   |   |   |             |   |   |   | *KTSAs ANTONIO 75                  |                   |  |
| 9        | 1 | 2 | 2 | 3        | 4 | 4 | 4 | 4           | P | P |   |             |   |   |   | WOAI SANTONIO 65                   |                   |  |
| M        | M | M | M | 3        | 3 | 3 | 3 |             |   |   |   |             |   |   |   | *WTAR NORFOLK 24 VA.               |                   |  |
| R        | R | R | R | 3        | B | B | B | B           | M | M | M |             |   |   |   | WRVA RICHM'D 57                    |                   |  |
| O        | O | O | O | 3        | 3 | 3 | 3 | M           | M | 5 | 5 | 6           | 6 | 6 | 6 | WDBJ ROANOKE 39                    |                   |  |
| 9        | M | 2 | 2 | 3        | X | E | E | X           | 5 | 5 | E | E           |   |   |   | *WEBC SUPER'R 74 WISC.             |                   |  |
| 1        | 1 | E | P | 3        | 3 | 3 | 3 |             |   | 5 | 5 | 6           | 6 | 6 | 6 | *WISN MILWAU. 58                   |                   |  |
| 9        | 1 | 2 | 2 | X        | M | M | X | X           | 5 | 5 | D | M           | M | M | D | WTMJ MILWAU. 8                     |                   |  |
| 7 7 7 7  |   |   |   | 8 8 8 8  |   |   |   | 9 9 9 9     |   |   |   | 10 10 10 10 |   |   |   | CENTRAL TIME                       |                   |  |
| 15 30 45 |   |   |   | 15 30 45 |   |   |   | 15 30 45    |   |   |   | 15 30 45    |   |   |   | *Divides Time with Another Station |                   |  |



MONDAY 3, 10, 17, 24, 31 March

|                                    |                     |               |    |    |       |
|------------------------------------|---------------------|---------------|----|----|-------|
| EASTERN TIME                       |                     | 6677<br>30 30 |    |    |       |
| ALA.                               | 60 BIRM' HAM *WAPI  | 7             | N  |    |       |
|                                    | 39 BIRM' HAM WBRC   | 1             | R  | 3  | 5     |
| ARK.                               | 50 HOT SPCS. *KTHS  |               | X  |    |       |
|                                    | 85 L'TLE ROCK *KLRA |               |    | 3  | 5     |
| COLO.                              | 29 DENVER KOA       | 7             | X  | N  | N     |
|                                    | 2 DENVER KLZ        | 1             | 2  | 3  | 5     |
| CONN.                              | 52 HARTFORD *WTIC   |               | M  | M  | E T   |
| D. C.                              | 9 WASH' TON WMAL    |               | N  | 2  | 3 M   |
|                                    | 41 WASH' TON WRC    | 1             | 2  | 9  | 5     |
| FLA.                               | 36 JACK' VLE WJAX   | X             | P  | 9  | P     |
|                                    | 76 MIAMI B. WIOD    |               |    | 9  | X     |
| GA.                                | 20 ATLANTA WSB      |               | X  | 4  | A     |
| ILL.                               | 48 CHICAGO KYW      |               |    |    |       |
|                                    | 23 CHICAGO *WBEM    | 1             | P  |    |       |
|                                    | 74 CHICAGO WCFL     | C             | C  | E  | D     |
|                                    | 33 CHICAGO *WENR    | C             |    |    |       |
|                                    | 18 CHICAGO WGN      | E             | C  | CN | DV    |
|                                    | 2 CHICAGO *WIBO     | 7             | X  | V  | A     |
|                                    | 33 CHICAGO *WLS     |               | V  | NV | V     |
|                                    | 13 CHICAGO WMAQ     |               |    |    | 5     |
| IND.                               | 62 FT. WAY *WOWO    |               | 2  | 3  |       |
|                                    | 69 IND' PLS *WFBM   | 1             | 2  | 3  | 5     |
| IOWA                               | 72 C. BLUFFS KOIL   |               | N  | 2  | D V   |
|                                    | 46 DAVENP'T *WOC    |               | N  | D  | D 6   |
|                                    | 46 DES MOINES *WHO  |               |    |    |       |
|                                    | 79 SIOUX CITY *KSCJ |               |    |    |       |
| KANS.                              | 68 LAWREN'E *WREN   | 7             | 8  |    | A     |
|                                    | 4 TOPEKA *WIBW      |               | C  | N  | 5     |
|                                    | 76 WICHITA *KFH     | 1             | 2  | 3  | M     |
| KY.                                | 94 COV'TON *WCKY    |               |    | 9  | B     |
|                                    | 28 LOUISVILLE WHAS  |               |    |    |       |
| LA.                                | 71 N. ORLEANS WDSU  |               |    |    |       |
|                                    | 78 N ORLEANS WSMB   |               |    | 4  | A     |
| ME.                                | 40 PORTLAND WCSH    | P             | 2  | NE | 6     |
| MD.                                | 52 BALTIM'RE *WBAL  | 7             | X  |    |       |
|                                    | 6 BALTIMORE WCAO    | D             | D  | P  | X     |
| MASS.                              | 45 SPRINGFIELD WBZ  | E             | E  | VD | M     |
|                                    | 5 BOSTON WEEI       | X             | 2  | C  | P     |
|                                    | 69 BOSTON WNAC      | P             | P  | NE | P     |
|                                    | 4 WORC'TER WTAG     | M             | 2  | M  | V     |
| MICH.                              | 87 BAY CITY WBCM    | 1             | 2  | 3  | 5     |
|                                    | 70 DETROIT WGHP     | 1             | D  | 3  | 5     |
|                                    | 21 DETROIT WJR      | M             | MD | 9  | D     |
|                                    | 38 DETROIT WWJ      | 1             | 2  | 3  | D     |
| MINN.                              | 27 MINNEAP. WCCO    | X             | X  | 3  | 5     |
|                                    | 92 ST. PAUL KSTP    | 7             | X  | OM | M     |
| MISS.                              | 73 JACKSON WJDX     |               |    | 3  |       |
| MO.                                | 41 KAN CITY KMBC    | 1             | C  | W  | 5     |
|                                    | 7 KAN. CITY WDAF    |               | C  | E  | M D   |
|                                    | 55 ST. LOUIS KMOX   |               |    |    | 5     |
|                                    | 1 ST. LOUIS *KSD    | 1             |    | 3  | 5     |
|                                    | 81 ST. LOUIS KWK    | 7             |    |    | A     |
| NEBR.                              | 5 OMAHA *WOW        |               | E  | X  | D D   |
| N. J.                              | 17 NEWARK WOR       |               | O  | M  | VM VM |
| CENTRAL TIME                       |                     | 5566<br>30 30 |    |    |       |
| *Divides Time with Another Station |                     |               |    |    |       |



Dr. Daniel Poling



Muriel Wilson



Richard Maxwell

NATIONAL YOUTH CONFERENCE . . . Sundays at 3 p. m., E. S. T., over NBC, Dr. Daniel Poling, back from Europe, will resume the pulpit. Muriel Wilson is the soprano and Richard Maxwell is the tenor of the mixed quartet featured on this hour.

- |  |  |
|--|--|
| <p>1 Ben Pollack's Silver Slipper Orchestra<br/>Dance music.</p> <p>2 Current Events<br/>H. V. Kaltenborn.</p> <p>3 Bernhard Levitow and His Commodore Ensemble<br/>Concert music.</p> <p>4 "Mountainville"<br/>True life sketches.</p> <p>5 Voices from Filmland<br/>A series direct from Hollywood, with famous movie stars.</p> | <p>1 Black and Gold Room Orchestra<br/>Dinner music from New York.</p> <p>2 American Home Banquet<br/>Reincarnation of historical characters. Announcer, Kelvin Keech.</p> <p>3 Melody Musketeers (First 15 min.)<br/>Bill, How and Jim, vocal trio.</p> <p>The World To-day (Last 15 min.)<br/>James G. McDonald.</p> |
|--|--|



# Robinski Crusoe

As told by  
Henry Burbio  
on the  
CE CO COURIERS HOUR

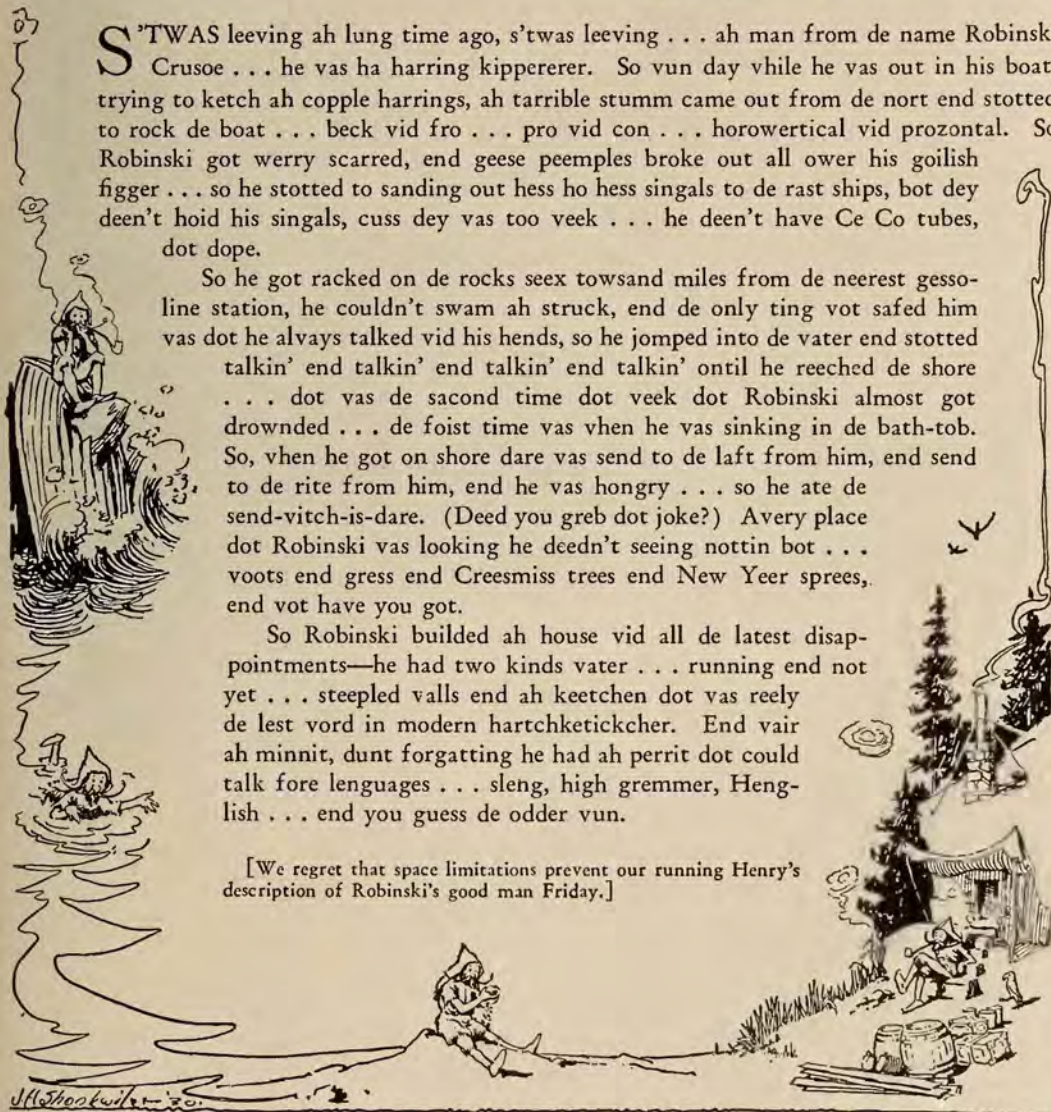


S'TWAS leeving ah lung time ago, s'twas leeving . . . ah man from de name Robinski Crusoe . . . he vas ha harring kippererer. So vun day vvhile he vas out in his boat, trying to ketch ah cople harrings, ah tarrible stumm came out from de nort end stotted to rock de boat . . . beck vid fro . . . pro vid con . . . horowertical vid prozontal. So Robinski got werry scarred, end geese peemples broke out all ower his goilish figger . . . so he stotted to sanding out hess ho hess singals to de rast ships, bot dey deen't hoid his singals, cuss dey vas too veek . . . he deen't have Ce Co tubes, dot dope.

So he got racked on de rocks seex towsand miles from de neerest gesso-line station, he couldn't swam ah struck, end de only ting vot safed him vas dot he always talked vid his hends, so he jomped into de vater end stotted talkin' end talkin' end talkin' end talkin' ontill he reeched de shore . . . dot vas de sacond time dot veek dot Robinski almost got drownded . . . de foist time vas vvhhen he vas sinking in de bath-tob. So, vvhhen he got on shore dare vas send to de laft from him, end send to de rite from him, end he vas hongry . . . so he ate de send-vitch-is-dare. (Deed you greb dot joke?) Avery place dot Robinski vas looking he deen't seeing nottin bot . . . vvoots end gress end Creemiss trees end New Yeer spees, end vot have you got.

So Robinski builded ah house vid all de latest disap-pointments—he had two kinds vater . . . running end not yet . . . steepled valls end ah keetchen dot vas reely de lest vord in modern hartchketickcher. End vair ah minnit, dunt forgatting he had ah perrit dot could talk fore languages . . . sleng, high gremmer, Heng-lish . . . end you guess de odder vun.

[We regret that space limitations prevent our running Henry's description of Robinski's good man Friday.]



March 3, 10, 17, 24, 31 **MONDAY**

|                  |    |    |    |                                    |                    |
|------------------|----|----|----|------------------------------------|--------------------|
| 6 6 7 7<br>30 30 |    |    |    | EASTERN TIME                       |                    |
| N                | 2  | M  | E  | WGR                                | BUFFALO 1 N.Y.     |
|                  |    |    |    | WKBW                               | BUFFALO 93         |
| 1                | 2  | 3  |    | *WMAK                              | BUFFALO 36         |
| 1                | 2  | 4  | 5  | WABC                               | NEW YORK 32        |
| 1                | 2  | 3  | 5  | WEAF                               | NEW YORK 12        |
| 7                | 8  | 9  | A  | WJZ                                | NEW YORK 22        |
| N                | D  | 9  | A  | WHAM                               | ROCH'TER 61        |
| C                | O  | O  | X  | *WHEC                              | ROCH'TER 90        |
|                  | 2  |    |    | WGY                                | SCHEN'DY 25        |
| 1                | 2  | 3  |    | *WFBL                              | SYRACUSE 36        |
|                  |    | 5  |    | WBT                                | CHARLOT 54 N.C.    |
|                  |    | 9  |    | WPTF                               | RALEIGH 14         |
| 1                | 2  | 3  | X  | WWNC                               | ASHE'YLE 3         |
| 1                | X  | P  | 5  | WADC                               | AKRON 78 OHIO      |
| X                | D  | 4  | M  | *WFJC                              | AKRON 91           |
| X                | 2  | V  | 5  | WKRC                               | CINCINNATI 1       |
| P                | M  | M  | W  | WLW                                | CINCINNATI 16      |
|                  | 2  | 4  | 6  | WSAI                               | CINCINNATI 79      |
| DE               | EP | M  | 5  | WHK                                | CLEVEL'D 85        |
|                  | 2  |    |    | WTAM                               | CLEVEL'D 53        |
|                  |    |    | 5  | WAIU                               | COLUMB'S 10        |
| O                | P  |    |    | *WCAH                              | COLUMB'S 89        |
| O                | M  | X  | 5  | WSPD                               | TOLEDO 80          |
| E                | E  |    |    | *WKBN                              | YO'NGST'N 3        |
|                  |    | 3  | 5  | KFJF                               | OKLA.CITY 93 OKLA. |
|                  |    | 5  | 5  | WKY                                | OKLA.CITY 36       |
| C                | C  | E  | X  | *KVOO                              | TULSA 60           |
| 1                | 2  | 3  |    | *WHP                               | HARRIS'B'G 89 PA.  |
| 1                | 2  | 3  | V  | WLBW                               | OIL CITY 72        |
| DN               | D  | T  | D  | WCAU                               | PHILAD. 63         |
| D                |    |    |    | *WFAN                              | PHILAD. 7          |
|                  | 2  | 4  |    | *WFI                               | PHILAD. 2          |
|                  |    |    | E  | *WLIT                              | PHILAD. 2          |
| 7                |    | 9  | P  | KDKA                               | PITTSB'GH 44       |
| 1                | 2  | 4  | 6  | WCAE                               | PITTSB'GH 68       |
| M                | 2  | 3  | 5  | WJAS                               | PITTSB'GH 75       |
| M                | D  | M  | M  | WEAN                               | PROVID'NCE 24 R.I. |
|                  | 2  | P  | E  | WJAR                               | PROVID'NCE 35      |
| 1                | 2  | C  | 5  | WDOD                               | CHATTA. 74 TENN.   |
| P                | P  | D  | D  | WMC                                | MEMPHIS 24         |
| 1                |    |    | 5  | *WREC                              | MEMPHIS 6          |
|                  |    |    | 5  | *WLAC                              | NASH'YLE 95        |
| 7                | N  | M  | A  | WSM                                | NASH'YLE 11        |
| C                |    | 3  | 5  | *KRLD                              | DALLAS 56 TEX.     |
|                  | M  | C  | M  | *WFAA                              | DALLAS 26          |
| W                |    |    |    | *WBAP                              | FT.WORTH 26        |
|                  | X  |    |    | KPRC                               | HOUSTON 38         |
| M                | M  |    |    | *KTSAS                             | ANTONIO 75         |
|                  |    | 4  | M  | WOAI                               | SANTONIO 65        |
| P                | N  | P  | P  | *WTAR                              | NORFOLK 24 VA.     |
| 7                | M  | 9  | E  | WRVA                               | RICHM'D 57         |
| P                | 2  | 3  | D  | WDBJ                               | ROANOKE 39         |
| P                | N  | P  | M  | *WEBC                              | SUPER'R 74 WISC.   |
| C                | 2  | 3  | 5  | *WISN                              | MILWAU. 58         |
| C                | M  | DM | DM | WTMJ                               | MILWAU. 8          |
| 5 5 6 6<br>30 30 |    |    |    | CENTRAL TIME                       |                    |
|                  |    |    |    | *Divides Time with Another Station |                    |

- 4 To Be Announced (First 15 min.)  
The World To-day (Last 15 min.)  
James G. McDonald.
- 5 Piano Twins (First 15 min.)  
Lester Place and Robert Pascoello; Chick Bullock, tenor.
- Back of the News in Washington (Last 15 min.)  
William Hard, famous newspaper correspondent.
- 6 To Be Announced (First 15 min.)  
Back of the News in Washington (Last 15 min.)

- 7 Mormon Tabernacle Choir and Organ  
Frank W. Asper, organist; choir of 250 voices; direction, George B. Durham.
- 8 Whyte's Orchestra  
Direction, Smith Ballew. Announcer, Ralph Freese.
- 9 The Pepsodent Program (First 15 min.)  
Amos 'n' Andy, black-face comedians.
- A Roxy and His Gang  
Symphony orchestra and soloists in the Roxy Theater, New York City, under personal direction of S. L. Rothafel (Roxy).



**MONDAY** March 3, 10, 17, 24, 31

|                                    |                     |  |   |   |   |
|------------------------------------|---------------------|--|---|---|---|
| <b>EASTERN TIME</b>                |                     | <b>8 8 9 9</b><br><small>30 30</small> |   |   |   |
| <b>ALA.</b>                        | 60 BIRM'HAM *WAPI   |  |   |   |   |
|                                    | 39 BIRM'HAM WBRC    | P                                      | D | V | B |
| <b>ARK.</b>                        | 50 HOT SPCS.*KTHS   | ①                                      | ⑤ | P | M |
|                                    | 85 L'TLE ROCK*KLRA  |  |   |   |   |
| <b>COLO.</b>                       | 29 DENVER KOA       | M                                      | M | X | ③ |
|                                    | 2 DENVER KLZ        | V                                      | M | M | M |
| <b>CONN.</b>                       | 52 HARTFORD*WTIC    | ①                                      | ② | ② | ③ |
| <b>D. C.</b>                       | 9 WASH'TON WMAL     | ①                                      | ② | ③ | ④ |
|                                    | 41 WASH'TON WRC     | ①                                      | ② | ② | ③ |
| <b>FLA.</b>                        | 36 JACK'VLE WJAX    | ①                                      | ⑤ | P | ③ |
|                                    | 76 MIAMI B. WIOD    | ①                                      | ⑤ | X | X |
| <b>GA.</b>                         | 20 ATLANTA WSB      | ①                                      | ⑤ |   | ③ |
| <b>ILL.</b>                        | 48 CHICAGO KYW      |  | ⑤ |   | ⑦ |
|                                    | 23 CHICAGO *WBBM    |  |   | P | M |
|                                    | 74 CHICAGO WCFL     | O                                      | P | B |   |
|                                    | 33 CHICAGO *WENR    | E                                      |   |   |   |
|                                    | 18 CHICAGO WGN      | P                                      | ② | ② | ③ |
|                                    | 2 CHICAGO *WIBO     | X                                      | D | M | D |
|                                    | 33 CHICAGO *WLS     | R                                      | M | M | M |
|                                    | 13 CHICAGO WMAQ     | ①                                      | ② | ③ | ④ |
| <b>IND.</b>                        | 62 FT.WAY'E*WOWO    | ①                                      | O | ③ | ④ |
|                                    | 69 IND'P'LS *WFBM   | ①                                      | ② |   |   |
| <b>IOWA</b>                        | 72 C. BLUFFS KOIL   | ①                                      | ② | ③ | ④ |
|                                    | 46 DAVENP'T *WOC    | ①                                      | ② | ② | ③ |
|                                    | 46 DESMOINES*WHO    |  |   |   |   |
|                                    | 79 SIOUX CITY *KSCJ |  |   |   |   |
| <b>KANS.</b>                       | 68 LAWREN'E*WREN    |  | ⑤ |   | ⑦ |
|                                    | 4 TOPEKA *WIBW      | X                                      | P | C | V |
|                                    | 76 WICHITA *KFH     | M                                      | D |   |   |
| <b>KY.</b>                         | 94 COV'TON *WCKY    | B                                      | X | X | W |
|                                    | 28 LOUISVILLE WHAS  | ①                                      | ⑤ |   | ③ |
| <b>LA.</b>                         | 71 N. ORLEANS WDSU  |  |   |   |   |
|                                    | 78 N. ORLEANS WSMB  | ①                                      | ⑤ |   |   |
| <b>ME.</b>                         | 40 PORTLAND WCSH    | ①                                      | ② | ② | ③ |
| <b>MD.</b>                         | 52 BALTIM'RE*WBAL   |  |   |   |   |
|                                    | 6 BALTIMORE WCAO    | ①                                      | ② | ③ | ④ |
| <b>MASS.</b>                       | 45 SPRINGFIELD WBZ  | ①                                      | ⑤ | ② | ⑦ |
|                                    | 5 BOSTON WEEL       | ①                                      | ② | ② | ③ |
|                                    | 69 BOSTON WNAC      | ①                                      | ② | ③ | ④ |
|                                    | 4 WORCTER WTAG      | ①                                      | ② | ② | ③ |
| <b>MICH.</b>                       | 87 BAY CITY WBCM    |  |   |   |   |
|                                    | 70 DETROIT WGHP     | ①                                      | ② | ③ | ④ |
|                                    | 21 DETROIT WJR      | D                                      | ⑤ | X | ⑦ |
|                                    | 38 DETROIT WWJ      | ①                                      | ② | ② | ③ |
| <b>MINN.</b>                       | 27 MINNEAP. WCCO    | ①                                      | ② | X | X |
|                                    | 92 ST. PAUL KSTP    | ①                                      | M | X | ③ |
| <b>MISS.</b>                       | 73 JACKSON WJDX     | ①                                      |   |   |   |
| <b>MO.</b>                         | 41 KAN. CITY KMBC   | ①                                      | ② | ③ | ④ |
|                                    | 7 KAN. CITY WDAF    | ①                                      | ② | ② | ③ |
|                                    | 55 ST. LOUIS KMOX   | ①                                      | ② | ③ | ④ |
|                                    | 1 ST. LOUIS *KSD    | ①                                      | ② | ② | ③ |
|                                    | 81 ST. LOUIS KWK    |  | ⑤ |   | ⑦ |
| <b>NEBR.</b>                       | 5 OMAHA *WOW        | X                                      | ② | ② | ③ |
| <b>N. J.</b>                       | 17 NEWARK WOR       | ⑨                                      | ⑨ | M | M |
| <b>CENTRAL TIME</b>                |                     | <b>7 7 8 8</b><br><small>30 30</small> |   |   |   |
| *Divides Time with Another Station |                     |  |   |   |   |



"PENROD"

An NBC dramatic feature.

**I**N real life his name is Howard Merrill. He is just another twelve-year-old boy who doesn't think a lot of the idea of going to school and who likes every one of the things liked by the average American youth.

But in radio he is Booth Tarkington's immortal "Penrod." For radio has fallen in line with the stage and screen in presenting a series of episodes from the Hoosier author's ever-amusing novel of boyhood.

The series is presented Sunday nights by the National Broadcasting Company. The radio versions are adopted from the novel by Julian Street, Jr., a member of the NBC continuity

staff, and present thirty minutes of clean, dramatic comedy packed with smiles for old and young.

The programs featuring young Merrill, who is supported by an able cast of veteran radio actors and actresses, have been running for almost two months. Following the first broadcast, members of the cast and the production staff received a telegram from Tarkington, congratulating them on their success in adapting his work to radio requirements.

Programs of the "Penrod" series are presented by special permission of their author and his publishers, Doubleday, Doran & Company.

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 Henry-George**

Short skits dealing with hotel life.

**② Ce Co Couriers**

Popular musical program; Merle Johnson's orchestra. A specialty by Henry Burbig, humorist.

**③ Physical Culture Magazine Hour**

Dramatized stories.

**④ To Be Announced**

**⑤ Footlight Echoes**

Orchestra and soloists; direction, George Schackley.



March 3, 10, 17, 24, 31 **MONDAY**



Graham  
McNamee

The dyed-in-the-wool sports fan may have a lot of fun over Graham's announcing, but most of the listening public in general has adopted him with open arms. They are as interested in him as in the programs he announces. That is why a leading picture company has engaged him as the announcer for its weekly news "talkie."

**1 Voice of Firestone**

Vaughn de Leath, contralto; Franklyn Baur, tenor; concert orchestra; direction, Hugo Mariani. Edmund Ruffner, guest announcer.

**2 A. & P. Gypsies**

Twenty-seven-piece concert orchestra; orchestra direction, Harry Horlick. Announcer, Milton J. Cross.

**3 General Motors Family Party**

Symphony Orchestra, guest artists.

**4 Roxy and His Gang**

**5 Ipana Troubadours—Ingram Shavers**

Male trio; orchestra direction, Sam Lanin.

**6 To Be Announced**

**7 Chesebrough Real Folks**

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

| 8 8 9 9<br>30 30 |    |    |    | EASTERN TIME                       |                     |
|------------------|----|----|----|------------------------------------|---------------------|
| 1                | 2  | 2  | 3  | WGR                                | BUFFALO 1 N. Y.     |
|                  |    |    |    | WKBW                               | BUFFALO 93          |
| 1                | 2  | 3  | 4  | *WMAK                              | BUFFALO 36          |
| 1                | 2  | 3  | 4  | WABC                               | NEW YORK 32         |
| 1                | 2  | 2  | 3  | WEAF                               | NEW YORK 12         |
| 4                | 5  | X  | 7  | WJZ                                | NEW YORK 22         |
| 4                | 5  | X  | 7  | WHAM                               | ROCHTER 61          |
| E                |    |    |    | *WHEC                              | ROCHTER 90          |
| 1                | 2  | 2  | 3  | WGY                                | SCHEN'DY 25         |
| 1                | 2  | 3  | 4  | *WFBL                              | SYRACUSE 36         |
| 1                | 5  |    | 3  | WBT                                | CHARLOT 54 N. C.    |
| 1                | 5  |    |    | WPTF                               | RALEIGH 14          |
| X                | X  | X  | X  | WWNC                               | ASHEV'LE 3          |
| 1                | 2  | 3  | 4  | WADC                               | AKRON 78 OHIO       |
| 1                |    |    |    | *WFJC                              | AKRON 91            |
| 1                | 2  | 3  | 4  | WKRC                               | CINCINNATI 1        |
| P                | 5  | M  | 7  | WLW                                | CINCINNATI 16       |
| 1                | 2  | 2  | 3  | WSAI                               | CINCINNATI 79       |
| 1                | 2  | 3  | 4  | WHK                                | CLEVEL'D 85         |
| 1                | 2  | 3  | 3  | WTAM                               | CLEVEL'D 53         |
|                  |    |    |    | WAIU                               | COLUMB'S 10         |
|                  |    |    |    | *WCAH                              | COLUMB'S 89         |
| 1                | 2  | 3  | 4  | WSPD                               | TOLEDO 80           |
|                  |    |    |    | *WKBN                              | YO'NGST'N 3         |
| N                |    |    |    | KFJF                               | OKLA.CITY 93 OKLA.  |
| 1                | 5  |    | 3  | WKY                                | OKLA.CITY 36        |
| 1                | P  | P  | X  | *KVOO                              | TULSA 60            |
|                  |    | D  | D  | *WHP                               | HARRISB'G 89 PA.    |
| 1                | 2  | 3  | 4  | WLBW                               | OIL CITY 72         |
| 1                | 2  | 3  | 4  | WCAU                               | PHILAD. 63          |
|                  |    |    |    | *WFAN                              | PHILAD. 7           |
|                  |    |    |    | *WFI                               | PHILAD. 2           |
| 1                | 2  | 2  | 3  | *WLIT                              | PHILAD. 2           |
| 4                | 5  |    | 7  | KDKA                               | PITTSB'GH 44        |
| 1                | 2  | 2  | 3  | WCAE                               | PITTSB'GH 68        |
| 1                | 2  | 3  | 4  | WJAS                               | PITTSB'GH 75        |
| 1                | 2  | 3  | 4  | WEAN                               | PROVID'NCE 24 R. I. |
| 1                | 2  | 2  | 3  | WJAR                               | PROVID'NCE 35       |
| M                | M  | M  | M  | WDOD                               | CHATTA. 74 TENN.    |
| 1                | 5  | P  | 3  | WMC                                | MEMPHIS 24          |
|                  |    |    |    | *WREC                              | MEMPHIS 6           |
|                  |    |    |    | *WLAC                              | NASHV'LE 95         |
| 1                | 5  | D  | 3  | WSM                                | NASHV'LE 11         |
|                  |    |    |    | *KRLD                              | DALLAS 50 TEX.      |
| 1                | M  | M  | 3  | *WFAA                              | DALLAS 26           |
|                  |    |    |    | *WBAP                              | FT.WORTH 26         |
|                  | 5  |    | 3  | KPRC                               | HOUSTON 38          |
|                  | W  | D  | X  | *KTSAS                             | ANTONIO 75          |
| 1                | 5  | P  | 3  | WOAI                               | SANTONIO 65         |
| E                | X  | X  | X  | *WTAR                              | NORFOLK 24 VA.      |
| 1                | 5  | 2  | M  | WRVA                               | RICHM'D 57          |
| M                | VM | EM | PM | WDBJ                               | ROANOKE 39          |
| 1                | 5  | X  | M  | *WBC                               | SUPER'R 74 WISC.    |
| 1                |    |    |    | *WISN                              | MILWAU. 58          |
| 1                | 5  | M  | 3  | WTMJ                               | MILWAU. 8           |
| 7 7 8 8<br>30 30 |    |    |    | CENTRAL TIME                       |                     |
|                  |    |    |    | *Divides Time with Another Station |                     |



**MONDAY** March 3, 10, 17, 24, 31

| EASTERN TIME                       |                      | 10 | 10 | 11 | 11 |
|------------------------------------|----------------------|----|----|----|----|
|                                    |                      | 30 | 30 | 30 | 30 |
| ALA.                               | 60 BIRM' HAM *WAPI   | 4  | E  | V  | M  |
|                                    | 39 BIRM' HAM WBRC    | D  | 2  | 3  | 3  |
| ARK.                               | 50 HOT SPGS. *KTHS   | 4  |    |    |    |
|                                    | 85 LITTLE ROCK *KLRA |    | 2  | 3  | 3  |
| COLO.                              | 29 DENVER KOA        | 4  | 5  | MP | 7  |
|                                    | 2 DENVER KLZ         | 0  | 2  | 3  | 3  |
| CONN.                              | 52 HARTFORD *WTIC    | 1  | 2  | D  | M  |
| D. C.                              | 9 WASH' TON WMAL     | 1  | 2  | 3  | 3  |
|                                    | 41 WASH' TON WRC     | 1  | 2  | D  |    |
| FLA.                               | 36 JACK' VLE WJAX    | 4  | M  | M  | N  |
|                                    | 76 MIAMI B. WIOD     | 4  |    |    |    |
| GA.                                | 20 ATLANTA WSB       | 4  |    |    | 7  |
| ILL.                               | 48 CHICAGO KYW       |    | 5  |    | 7  |
|                                    | 23 CHICAGO *WBBM     | D  | T  |    |    |
|                                    | 74 CHICAGO WCFL      |    |    |    |    |
|                                    | 33 CHICAGO *WENR     |    |    | DV |    |
|                                    | 18 CHICAGO WGN       | T  | B  | N  | D  |
|                                    | 2 CHICAGO *WIBO      | 1  | L  | X  | D  |
|                                    | 33 CHICAGO *WLS      | W  | V  | 3  | 3  |
|                                    | 13 CHICAGO WMAQ      | 1  | 2  |    | 7  |
| IND.                               | 62 FT. WAY'E *WOWO   | 1  | 2  | 3  | 3  |
|                                    | 69 IND' PLS *WFBM    | 1  | 2  |    |    |
| IOWA                               | 72 C. BLUFFS KOIL    | 1  | 2  | 3  | 3  |
|                                    | 46 DAVEN' P *WOC     | 1  | E  | M  | M  |
|                                    | 46 DESMOINES *WHO    |    |    |    |    |
|                                    | 79 SIOUX CITY *KSCJ  |    |    |    |    |
| KANS.                              | 68 LAWREN'E *WREN    | 4  | 5  | 6  | 7  |
|                                    | 4 TOPEKA *WIBW       |    | 2  | 3  | 3  |
|                                    | 76 WICHITA *KFH      | M  | 2  | 3  | 3  |
| KY.                                | 94 COV' TON *WCKY    |    |    |    |    |
|                                    | 28 LOUISVILLE WHAS   |    |    |    | 7  |
| LA.                                | 71 N. ORLEANS WDSU   |    |    |    |    |
|                                    | 78 N. ORLEANS WSMB   | 4  | 2  |    | 7  |
| ME.                                | 40 PORTLAND WCSH     | 1  | 2  |    |    |
| MD.                                | 52 BALTIM' RE *WBAL  |    |    |    |    |
|                                    | 6 BALTIMORE WCAO     | 1  | 2  | 3  | 3  |
| MASS.                              | 45 SPRINGFIELD WBZ   | 4  | 5  | E  | D  |
|                                    | 5 BOSTON WEEL        | 1  | W  | N  |    |
|                                    | 69 BOSTON WNAC       | 1  | 2  | 3  | 3  |
|                                    | 4 WORC' TER WTAG     | 1  | 2  | N  |    |
| MICH.                              | 87 BAY CITY WBCM     |    | 2  | 3  | 3  |
|                                    | 70 DETROIT WGHP      | 1  | 2  | 3  | 3  |
|                                    | 21 DETROIT WJR       | 4  | 5  | 6  | D  |
|                                    | 38 DETROIT WWJ       | 1  | 2  | 3  | D  |
| MINN.                              | 27 MINNEAP. WCCO     | X  | 2  | 3  | 3  |
|                                    | 92 ST. PAUL KSTP     | 4  | X  | X  | 7  |
| MISS.                              | 73 JACKSON WJDX      | 4  |    |    | 7  |
| MO.                                | 41 KAN. CITY KMBC    | 1  | 2  | 3  | 3  |
|                                    | 7 KAN. CITY WDAF     | 1  | P  | X  | 7  |
|                                    | 55 ST. LOUIS KMOX    | 1  | 2  |    |    |
|                                    | 1 ST. LOUIS *KSD     | 1  |    |    |    |
|                                    | 81 ST. LOUIS KWK     | 4  | 5  |    | 7  |
| NEBR.                              | 5 OMAHA *WOW         | 1  | X  | D  | 3  |
| N. J.                              | 17 NEWARK WOR        | M  | T  | X  | MV |
| CENTRAL TIME                       |                      | 9  | 9  | 10 | 10 |
| *Divides Time with Another Station |                      | 30 | 30 | 30 | 30 |

**RADIO NEWS**

More than 230 Ohio communities have equipped their public-school buildings with radio, and are participating in the sessions of the Ohio School of the Air. The courses are conducted under the direction of the State Department of Education and are broadcast each schoolday over both WEAO, at Columbus, and WLW, at Cincinnati. Hundreds of schools in near-by States are availing themselves of this service, and the rapid growth has necessitated the publication of a monthly paper, giving each teacher enrolled full information on coming broadcasts.

Regular radio contact between countries in the Pan-American Union will soon be an actuality, according to Dr. L. S. Rowe, director of the Union. Owing to the fact that the twenty-one republics in the Union all lie in practically the same longitude, a program broadcast from one will be received by all at about the same hour. The broadcasting will be done over the two short-wave channels which have been definitely reserved for the use of the Pan-American Union.

Cecil Lewis, former manager of programs of the British Broadcasting Corporation, is spending a few months in America, studying our radio-program technique and incidentally giving American program directors and the listening public a glimpse of his own. While here he will personally direct the broadcasting of several of Bernard Shaw's plays over the NBC chain. For some of the plays he will use four or five studios simultaneously. The British fashion requires that actors, music, sound effects, etc., originate in separate studios, and that the producer at the control panel blend the resultant sound output. Mr. Lewis has been a prominent figure in British radio since the BBC was organized in 1922.

That radio has facilitated the issuing of weather forecasts and warning is apparent to every listener, but the public little appreciates how much radio is being used in assembling weather information. For example, until a year ago little data was procurable concerning conditions prevailing over Atlantic areas. To-day, by agreement of the principal maritime powers, each country has arranged for ships of its own registry to radio weather conditions twice a day to Europe when in the East Atlantic, and to Washington when west of longitude 35 degrees. Twice daily the Weather Bureau at

Washington broadcasts bulletins to European meteorologists through the navy radio station at Arlington. In turn, European reports are radioed to the U. S. Weather Bureau from France. Similar arrangements are now being perfected to chart weather conditions over the Pacific. Meanwhile in continental United States the Weather Bureau, with the aid of the Department of Commerce, is developing an intensified service for the benefit of aviation. Already seventy-five stations, covering a belt about three hundred miles broad along the great transcontinental airway from New York to California, report on weather conditions every three hours to certain control stations. The assembled information is rebroadcast to the end that pilots in flight may know just what weather conditions lie before them at all times. This service will later be extended to cover all principal airmail routes.

Now that international broadcasts are a more or less regular part of our radio diet, why not arrange for a round-the-world effort sent westward (or eastward) on the short wave and relayed, picked up, sent on and laid down again somewhere near New Rochelle and in again to the NBC or Columbia chains. If our boys are going to go in seriously for radio eccentricities, why not try that one? There might even be an interpolation of Oriental weather reports or market forecasts to lend it a cosmopolitan flavor. There's really no end of tricks that can be shown to the immense satisfaction of us who live out here west of Harrisburg. Let's have 'em. Boys, do your stuff!

The recent attempt of the Federal Radio Commission to put teeth into its order as to the labeling "canned" or recorded programs should be of direct benefit to the listening fans. Like previous regulations from the same source, however, the larger part of the attention it will get is apt to be the result of infraction rather than obedience to the order. What is needed, and needed badly, is a proper enforcement of the order, for there are often cases when mechanical recordings are offered with the obvious intent of deceiving the listener. The effort of the commission, therefore, should be to project and enforce an order that will cause the set operator to distinguish between the station or advertiser that offers entertainment of the canned variety and the one which spends important money in providing the artists for the program.

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 Burns Pantela Country Club**

Guy Lombardo's orchestra and his Royal Canadians—country club setting.

**2 The Gold Strand Group**

**3 Hank Simmons' Showboat**

Revival of melodramas popular twenty and thirty years ago.



March 3, 10, 17, 24, 31 **MONDAY**



*Voices from N.B.C.*



ROSE PERFECT and MARGARET SCHILLING, favorite sopranos of vaudeville fame, have each been featured on recent RKO programs.

CELIA BRANZ, young contralto, well known in New York musical circles, has been introduced to the radio public by Roxy and his gang.

One of radio's own outstanding stars, JESSICA DRAGONETTE, is now adding to the prestige of the Cities Service program each Friday night.

Rose Perfect

Celia Branz



Margaret Schilling

Jessica Dragonette

**1 Whittall Anglo-Persians**

With the "Master Weaver"; orchestra direction, Louis Katzman.

**2 Strings and Bows**

Godfrey Ludlow, violinist and director of concert orchestra.

**3 New Yorker Hotel Orchestra**

**4 Stromberg-Carlson Program**

Rochester Civic Orchestra.

**5 Empire Builders**

Western romances and railroad stories, with Harvey Hayes as the old pioneer. Announcer, John S. Young.

**6 Slumber Music**

A string ensemble; direction, Ludwig Laurier.

**7 The Pepsodent Program**

Amos 'n' Andy.

| 10 11 |   |    |   | EASTERN TIME |            |    |       |
|-------|---|----|---|--------------|------------|----|-------|
| 30    |   | 30 |   |              |            |    |       |
| 1     | M | D  | T |              |            |    |       |
|       |   |    |   | WGR          | BUFFALO    | 1  | N. Y. |
|       |   |    |   | WKBW         | BUFFALO    | 93 |       |
| 1     | 2 | 3  | 3 | *WMAK        | BUFFALO    | 36 |       |
| 1     | 2 | 3  | 3 | WABC         | NEW YORK   | 32 |       |
| 1     | 2 | 3  | 3 | WEAF         | NEW YORK   | 12 |       |
| 4     | 5 | 6  | 6 | WJZ          | NEW YORK   | 22 |       |
| 4     | 5 | T  | T | WHAM         | ROCHTER    | 61 |       |
|       |   |    |   | *WHEC        | ROCHTER    | 90 |       |
| 1     | 2 |    |   | WGY          | SCHEN'DY   | 25 |       |
| 1     | 2 | 3  | 3 | *WFBL        | SYRACUSE   | 36 |       |
| 4     |   | 6  | 6 | WBT          | CHARLOT    | 54 | N. C. |
|       |   |    |   | WPTF         | RALEIGH    | 14 |       |
| X     | 2 | 3  | 3 | WWNC         | ASHEV'LE   | 3  |       |
| 1     | 2 | 3  | 3 | WADC         | AKRON      | 78 | OHIO  |
| 1     | 2 | 3  | 3 | *WFJC        | AKRON      | 91 |       |
| 1     | 2 | 3  | 3 | WKRC         | CINCINNATI | 1  |       |
| P     | 5 | D  | M | WLW          | CINCINNATI | 16 |       |
| 1     |   |    |   | WSAI         | CINCINNATI | 79 |       |
| 1     | 2 | 3  | 3 | WHK          | CLEVEL'D   | 85 |       |
|       |   |    |   | WTAM         | CLEVEL'D   | 53 |       |
|       |   |    |   | WAIU         | COLUMB'S   | 10 |       |
|       |   |    |   | *WCAH        | COLUMB'S   | 89 |       |
| 1     | 2 | 3  | 3 | WSPD         | TOLEDO     | 80 |       |
|       |   |    |   | *WKBN        | YO'NGST'N  | 3  |       |
| X     | 2 | O  | D | KFJF         | OKLA.CITY  | 93 | OKLA. |
| 4     | 5 |    | 7 | WKY          | OKLA.CITY  | 36 |       |
|       |   |    |   | *KVOO        | TULSA      | 60 |       |
|       | 2 |    |   | *WHP         | HARRIS'B   | 89 | PA.   |
| 1     | 2 | 3  | 3 | WLBW         | OIL CITY   | 72 |       |
| 1     | 2 | X  | D | WCAU         | PHILAD.    | 63 |       |
|       |   |    |   | *WFAN        | PHILAD.    | 7  |       |
|       |   |    |   | *WFI         | PHILAD.    | 2  |       |
| 1     | D | D  | D | *WLIT        | PHILAD.    | 2  |       |
| 4     | 5 | 6  | D | KDKA         | PITTSB'GH  | 44 |       |
| 1     | 2 | D  | T | WCAE         | PITTSB'GH  | 68 |       |
| 1     | 2 | 3  | P | WJAS         | PITTSB'GH  | 75 |       |
| 1     | 2 | 3  | D | WEAN         | PROVID'NCE | 24 | R. I. |
| 1     | 2 |    |   | WJAR         | PROVID'NCE | 35 |       |
| M     | 2 | 3  | 3 | WDOD         | CHATTA.    | 74 | TENN. |
| X     | 2 | 3  | 7 | WMC          | MEMPHIS    | 24 |       |
|       |   |    |   | *WREC        | MEMPHIS    | 6  |       |
|       |   |    |   | *WLAC        | NASHV'LE   | 95 |       |
| 4     | D | L  | 7 | WSM          | NASHV'LE   | 11 |       |
|       | 2 | P  | P | *KRLD        | DALLAS     | 50 | TEX.  |
|       |   |    |   | *WFAA        | DALLAS     | 26 |       |
| 4     | 5 |    | 7 | *WBAP        | FT.WORTH   | 26 |       |
| 4     | 5 |    | 7 | KPRC         | HOUSTON    | 38 |       |
| X     | 2 |    |   | *KTS         | SANTONIO   | 75 |       |
| 4     | 5 | D  | 7 | WOAI         | SANTONIO   | 65 |       |
| P     | 2 |    |   | *WTAR        | NORFOLK    | 24 | VA.   |
| 4     | V | D  | D | WRVA         | RICHM'D    | 57 |       |
| P     | 2 | 3  | 3 | WDBJ         | ROANOKE    | 39 |       |
| 4     | 5 | D  | 7 | *WEBC        | SUPER'R    | 74 | WISC. |
| X     | 2 | 3  | 3 | *WISN        | MILWAU.    | 58 |       |
| 4     | 5 | X  | 7 | WTMJ         | MILWAU.    | 8  |       |

9 9 10 10  
30 30 30 30  
CENTRAL TIME  
Divides Time with Another Station



TUESDAY

March 4, 11, 18, 25

| EASTERN TIME                       |                     | 6  | 6 | 7  | 7  |
|------------------------------------|---------------------|----|---|----|----|
|                                    |                     | 30 |   |    | 30 |
| ALA.                               | 60 BIRM' HAM *WAPI  | N  |   |    |    |
|                                    | 39 BIRM' HAM WBRC   | ①  | ③ | P  | B  |
| ARK.                               | 50 HOT SPGS. *KTHS  |    |   | P  |    |
|                                    | 85 L'TLE ROCK *KLRA |    | ③ |    |    |
| COLO.                              | 29 DENVER KOA       | E  | E | ③  | NX |
|                                    | 2 DENVER KLZ        | ①  | X | M  | M  |
| CONN.                              | 52 HARTFORD *WTIC   | M  | ② |    |    |
| D. C.                              | 9 WASH' TON WMAL    | NE | P | X  | X  |
|                                    | 41 WASH' TON WRC    | ①  | ② | ⑦  | ⑨  |
| FLA.                               | 36 JACK' VLE WJAX   | ①  | P | ⑦  | P  |
|                                    | 76 MIAMI B. WIOD    |    |   | ⑦  | X  |
| GA.                                | 20 ATLANTA WSB      |    |   |    |    |
| ILL.                               | 48 CHICAGO KYW      |    |   |    |    |
|                                    | 23 CHICAGO *WBBM    | ①  | P |    |    |
|                                    | 74 CHICAGO WCFL     | C  | C | E  | D  |
|                                    | 33 CHICAGO *WENR    | C  |   |    |    |
|                                    | 18 CHICAGO WGN      | E  | C | C  | D  |
|                                    | 2 CHICAGO *WIBO     |    | D | M  | D  |
|                                    | 33 CHICAGO *WLS     |    | V | N  | E  |
|                                    | 13 CHICAGO WMAQ     |    |   | ④  | ④  |
| IND.                               | 62 FT. WAY'E *WOWO  | X  | V | O  | V  |
|                                    | 69 IND' PLS *WFBM   |    | ③ |    |    |
| IOWA                               | 72 C. BLUFFS KOIL   | N  | O | M  | P  |
|                                    | 46 DAVENPT *WOC     |    |   |    |    |
|                                    | 46 DESMOINES *WHO   |    |   | ③  |    |
|                                    | 79 SIOUX CITY *KSCJ |    |   |    |    |
| KANS.                              | 68 LAWREN'E *WREN   |    |   | X  | ⑨  |
|                                    | 4 TOPEKA *WIBW      |    | C | N  | V  |
|                                    | 76 WICHITA *KFH     | ①  | ③ | M  | D  |
| KY.                                | 94 COV'TON *WCKY    |    |   | ⑦  | M  |
|                                    | 28 LOUISVILLE WHAS  |    |   | ③  |    |
| LA.                                | 71 N. ORLEANS WDSU  |    |   |    |    |
|                                    | 78 N ORLEANS WSMB   |    |   | ③  |    |
| ME.                                | 40 PORTLAND WCSH    | P  | ② | ③  | ④  |
| MD.                                | 52 BALTIM' RE *WBAL |    |   | M  | ⑨  |
|                                    | 6 BALTIMORE WCAO    | P  | P | M  | X  |
| MASS.                              | 45 SPRINGFIELD WBZ  | E  | ⑥ | ⑦  | P  |
|                                    | 5 BOSTON WEEI       | X  | ② | C  | ④  |
|                                    | 69 BOSTON WNAC      | P  | P | NE | P  |
|                                    | 4 WORCTER WTAG      | M  | ② | ③  | ④  |
| MICH.                              | 87 BAY CITY WBCM    | ①  | ③ |    |    |
|                                    | 70 DETROIT WGHP     | D  | ③ | ④  | ④  |
|                                    | 21 DETROIT WJR      | M  | M | ⑦  | M  |
|                                    | 38 DETROIT WWJ      | ①  | ② | ③  | X  |
| MINN.                              | 27 MINNEAP. WCCO    |    | ③ | M  | M  |
|                                    | 92 ST. PAUL KSTP    |    |   | M  | M  |
| MISS.                              | 73 JACKSON WJDX     |    |   |    |    |
| MO.                                | 41 KAN. CITY KMBC   | ①  | ③ | W  | X  |
|                                    | 7 KAN. CITY WDAF    | C  | E | ③  | D  |
|                                    | 55 ST. LOUIS KMOX   |    |   |    |    |
|                                    | 1 ST. LOUIS *KSD    | ①  |   |    |    |
|                                    | 81 ST. LOUIS KWK    |    |   |    | ⑨  |
| NEBR.                              | 5 OMAHA *WOW        | ①  | M | ③  | M  |
| N. J.                              | 17 NEWARK WOR       | C  | M | M  | VW |
| CENTRAL TIME                       |                     | 5  | 5 | 6  | 6  |
| *Divides Time with Another Station |                     | 30 |   | 30 |    |

KDKA Announcers SERIES I



Glenn E. Riggs



Frederick Rodgers



Louis L. Kaufman



Walter G. Meyers



Stephen Leyshon

LOUIS L. KAUFMAN is senior announcer of Station KDKA. He specializes in the broadcasting of play-by-play accounts of football games and programs of popular nature.

STEPHEN LEYSHON specializes in symphony, concerts, organ recitals and the Sacred Song program broadcast from Station KDKA.

WALTER G. MYERS is heard perhaps more often than any other announcer of KDKA, with Don Bestor and his William Penn Hotel Orchestra playing dance tunes, and as announcer for the Allegheny County Memorial Park Sunday afternoon concerts at 1:30, and Friday evening concerts at 8 o'clock.

GLENN E. RIGGS, daytime announcer for Station KDKA, has made a tremendous bit with KDKA's listeners, in a program which he originated, entitled "Morning Parade," which is broadcast from the studio of Station KDKA beginning at 9 a. m., daily.

FREDERICK G. RODGERS, general program director, special announcer and baritone soloist of Station KDKA, is heard during several programs each week.

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

① From Dusty Pages

Radio dramas of myths and legends.

② Alice Foote McDougal Hour

Candle-light Dance Orchestra; direction, Bela Loblo.

③ Yoeng's Orchestra

Dance music; Paul Tremaine, director.

④ Carborundum Hour

(Last broadcast March 4, until fall. After March 4 to be announced.)

◆ Dance music from New York



March  
4, 11, 18, 25

TUESDAY

# Something New in Broadcasting

By ELIZABETH WEBB  
Secretary of Radio  
Committee, National League  
of Women Voters

A "Citizenship School" which is all Autobiography

**E**IGHT Adventures in Citizenship will form the curriculum of the Citizenship School by Radio which the Voters' Service will conduct on the four Tuesdays in March. These programs are sponsored jointly by the National League of Women Voters and the National Broadcasting Company, and are carried from 7 to 7:30, Eastern Standard Time, each Tuesday evening by twenty-nine stations of the NBC.

The adventurers will be people who have had exceptionally interesting and illuminating experiences in active public work of one kind or another. They might be described as every-day citizens telling stories from their own lives.

Individuals or groups who follow the four programs, discuss the issues raised, and read some of the books and articles suggested each time, will find that they have traveled farther than they realized in understanding the citizen's relation to his Government and the fascinating fields of public service open to all.

**MARCH 4. THE CITIZEN EXPLORES HIS PARTY.** How many citizens really explore their parties? Let two lively speakers (one of them Miss Marion Dickerman, of New York City), who have had experiences working with their parties, tell you how they did it and what they found, as an inside story of what it is like for a person to go about politics.

**MARCH 11. THE CITIZEN AND HIS CITY.** Do you love a good fight? If so, you will not fail to listen in for the two exciting stories of municipal government on this program. Mr. Charles Taft, of Cincinnati, will be one of the speakers.

**MARCH 18. THE CITIZEN AND THE LAWMAKER.** How does the lawmaker look to a citizen who approaches him at a hearing or in his office in the interest of some piece of legislation? And how do the citizens look to the lawmaker? A prominent Connecticut legislator and a woman lobbyist will tell you what they think about these questions.



Mrs. John Y. Huber, Jr.



Father Spence Burton.

**MARCH 25. THE CITIZEN AND THE LAWBREAKER.** The criminal as seen from the jury-box, and the prisoner's side of things as seen by a man who has spent much of his life working with prisoners, will be the two humanly significant subjects for the last of this series of stories from real life. Mrs. John Y. Huber, of Philadelphia, will tell an intimate and entertaining story of her experiences as a juror, and Father Spence Burton, of the Cowley Fathers, will draw on his rich and beneficent years of service in prisons.

The Voters' Service is eager to hear from its public how these programs are received. Write us your comments and send your requests for program announcements, reading-lists and suggestions for listening groups to 347 E. Fifth Street, New York City.

**1 Black and Gold Room Orchestra**

Dinner music from New York.

**2 American Home Banquet**

Reincarnation of historical characters.

**3 Voters' Service**

Announcer, Herluf Provensen. NBC Service Washington Studios.

**4 Soconyland Sketches**

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

**5 Palais d'Or Orchestra**

**6 Savannah Liners**

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

**7 The Pepsodent Program (First 15 min.)**

Amos 'n' Andy.

**8 Robt. Buist Gardens Program**

**9 Lew White Organ Recital**

Announcer, Marthin Provensen.

| 6 6 7 7<br>30 30 |   |    |    | EASTERN TIME                       |                    |
|------------------|---|----|----|------------------------------------|--------------------|
| O                | 2 | 3  | 4  | WGR                                | BUFFALO 1 N.Y.     |
|                  | 3 | 4  | 4  | WKBW                               | BUFFALO 93         |
|                  |   |    |    | *WMAK                              | BUFFALO 36         |
| 1                | 2 | 4  | 4  | WABC                               | NEW YORK 32        |
| 1                | 2 | 3  | 4  | WEAF                               | NEW YORK 12        |
| 5                | 6 | 7  | 9  | WJZ                                | NEW YORK 22        |
| N                | D | 7  | M  | WHAM                               | ROCHTER 61         |
| C                | O | M  | D  | *WHEC                              | ROCHTER 90         |
|                  | 2 |    | 4  | WGY                                | SCHEN'DY 25        |
| 1                | 3 |    |    | *WFBL                              | SYRACUSE 36        |
|                  |   | 7  |    | WBT                                | CHARLOT 54 N.C.    |
|                  |   | 7  | 9  | WPTF                               | RALEIGH 14         |
| 1                | 3 | X  | X  | WWNC                               | ASHEVLE 3          |
| 1                | X | P  | D  | WADC                               | AKRON 78 OHIO      |
| P                |   |    |    | *WFJC                              | AKRON 91           |
| X                | X | V  | X  | WKRC                               | CINCINNATI 1       |
| M                | M | P  | T  | WLW                                | CINCINNATI 16      |
|                  | 2 | 3  |    | WSAI                               | CINCINNATI 79      |
| D                | E | D  | E  | WHK                                | CLEVEL'D 85        |
|                  |   |    |    | WTAM                               | CLEVEL'D 53        |
|                  |   |    |    | WAIU                               | COLUMB'S 10        |
| 1                | P | N  |    | *WCAH                              | COLUMB'S 89        |
| O                | M | X  | T  | WSPD                               | TOLEDO 80          |
| E                | 3 | D  | X  | *WKBN                              | YO'NGST'N 3        |
|                  |   |    |    | KFJF                               | OKLA.CITY 93 OKLA. |
|                  |   |    |    | WKY                                | OKLA.CITY 36       |
|                  |   | C  | E  | *KVOO                              | TULSA 60           |
| 1                | 3 | M  | M  | *WHP                               | HARRISB'G 89 PA.   |
| E                | 3 | D  | D  | WLBW                               | OIL CITY 72        |
| DN               | T | 4  | 4  | WCAU                               | PHILAD. 63         |
| D                | X | X  | P  | *WFAN                              | PHILAD. 7          |
|                  | 2 |    |    | *WFI                               | PHILAD. 2          |
|                  |   |    | D  | *WLIT                              | PHILAD. 2          |
| E                | X | 7  | R  | KDKA                               | PITTSB'GH 44       |
| 1                | 2 | 3  | X  | WCAE                               | PITTSB'GH 68       |
| M                | 3 | M  | P  | WJAS                               | PITTSB'GH 75       |
| M                | D | N  | V  | WEAN                               | PROVID'NCE 24 R.I. |
|                  | 2 | 3  | 4  | WJAR                               | PROVID'NCE 35      |
| 1                | E | C  | C  | WDOD                               | CHATTA 74 TENN.    |
| P                | P | 3  | X  | WMC                                | MEMPHIS 24         |
| 1                |   |    |    | *WREC                              | MEMPHIS 6          |
|                  |   |    |    | *WLAC                              | NASHV'LE 95        |
| M                | X | X  | D  | WSM                                | NASHV'LE 11        |
| P                | C | P  |    | *KRLD                              | DALLAS 50 TEX.     |
|                  |   | M  |    | *WFAA                              | DALLAS 26          |
| W                |   | X  | M  | *WBAP                              | FT.WORTH 26        |
|                  |   |    |    | KPRC                               | HOUSTON 38         |
| M                | M |    |    | *KTSAS                             | ANTONIO 75         |
|                  | N | 3  | P  | WOAI                               | SANTONIO 65        |
| P                | N | P  | R  | *WTAR                              | NORFOLK 24 VA.     |
| D                | D | 7  | E  | WRVA                               | RICHM'D 57         |
| P                | 3 | X  | X  | WDBJ                               | ROANOKE 39         |
| P                | N | 3  | M  | *WECB                              | SUPER'R 74 WISC.   |
| C                | 3 | X  | P  | *WISN                              | MILWAU. 58         |
| C                | M | DM | DM | WTMJ                               | MILWAU. 8          |
| 5 5 6 6<br>30 30 |   |    |    | CENTRAL TIME                       |                    |
|                  |   |    |    | *Divides Time with Another Station |                    |



TUESDAY

March 4, 11, 18, 25



Jimmy Otis

Dorothy Brent

| EASTERN TIME                       |                     | 8 8 9 9<br>30 30 |    |   |   |
|------------------------------------|---------------------|------------------|----|---|---|
| ALA.                               | 60 BIRM'HAM *WAPI   |                  |    |   |   |
|                                    | 39 BIRM'HAM WBRC    | E                | P  | ③ | ③ |
| ARK.                               | 50 HOT SPCS. *KTHS  | M                | M  |   |   |
|                                    | 85 L'TLE ROCK *KLRA |                  |    | ③ | ③ |
| COLO.                              | 29 DENVER KOA       | E                | ⑥  | ③ | ④ |
|                                    | 2 DENVER KLZ        | O                | M  | ③ | ③ |
| CONN.                              | 52 HARTFORD *WTIC   |                  |    |   |   |
| D. C.                              | 9 WASH'TON WMAL     | ①                | X  | ③ | ③ |
|                                    | 41 WASH'TON WRC     | ①                | ②  | ③ | ④ |
| FLA.                               | 36 JACK'YLE WJAX    | ⑤                | V  | P | M |
|                                    | 76 MIAMI B. WIOD    | ⑤                | X  | X | X |
| GA.                                | 20 A'LANTA WSB      | ⑤                | ⑥  | ③ |   |
| ILL.                               | 48 CHICAGO KYW      | ⑤                | ⑥  | ⑦ |   |
|                                    | 23 CHICAGO *WBBM    |                  |    | ③ | ③ |
|                                    | 74 CHICAGO WCFL     | O                | P  | B |   |
|                                    | 33 CHICAGO *WENR    | E                |    |   |   |
|                                    | 18 CHICAGO WGN      | P                | D  | ③ | P |
|                                    | 2 CHICAGO *WIBO     | M                | D  | P | ④ |
|                                    | 33 CHICAGO *WLS     | R                | M  | X | M |
|                                    | 13 CHICAGO WMAQ     |                  |    |   | ⑨ |
| IND.                               | 62 FT. WAY'E *WOWO  | V                | X  | ③ | ③ |
|                                    | 69 IND'PLS *WFBM    |                  |    | ③ | ③ |
| IOWA                               | 72 C. BLUFFS KOIL   | ①                | X  | ③ | ③ |
|                                    | 46 DAVENPT *WOC     |                  |    |   |   |
|                                    | 46 DESMOINES *WHO   |                  | ②  | ③ | ④ |
|                                    | 79 SIOUX CITY *KSCJ |                  |    | ③ | ③ |
| KANS.                              | 68 LAWREN'E *WREN   | ⑤                | ⑥  | ⑦ | X |
|                                    | 4 TOPEKA *WIBW      | T                | P  | ③ | ③ |
|                                    | 76 WICHITA *KFH     | V                | M  | ③ | ③ |
| KY.                                | 94 COYTON *WCKY     | ⑤                | M  | V | X |
|                                    | 28 LOUISVILLE WHAS  | ⑤                | ⑥  | ③ | ④ |
| LA.                                | 71 N. ORLEANS WDSU  |                  |    | ③ | ③ |
|                                    | 78 N. ORLEANS WSMB  |                  | ⑥  | ③ | ④ |
| ME.                                | 40 PORTLAND WCSH    | B                | X  | ③ | ④ |
| MD.                                | 52 BALTIM'RE *WBAL  | ⑤                | ⑥  | ⑦ | ⑧ |
|                                    | 6 BALTIMORE WCAO    | ①                | X  | ③ | ③ |
| MASS.                              | 45 SPRINGFIELD WBZ  | T                | ⑥  | ⑦ | T |
|                                    | 5 BOSTON WEEI       | P                | M  | ③ | ④ |
|                                    | 69 BOSTON WNAC      | ①                | X  | ③ | ③ |
|                                    | 4 WORCTER WTAG      | ①                | ②  | P | ④ |
| MICH.                              | 87 BAY CITY WBCM    |                  |    | ③ | ③ |
|                                    | 70 DETROIT WGHP     | ①                | X  | ③ | ③ |
|                                    | 21 DETROIT WJR      | ⑤                | ⑥  | P | P |
|                                    | 38 DETROIT WWJ      | ①                | X  | ③ | ④ |
| MINN.                              | 27 MINNEAP. WCCO    | M                | M  | ③ | ③ |
|                                    | 92 ST. PAUL KSTP    | ⑤                | M  | M | ④ |
| MISS.                              | 73 JACKSON WJDX     |                  |    |   | ④ |
| MO.                                | 41 KAN. CITY KMBC   | ①                | X  | ③ | ③ |
|                                    | 7 KAN. CITY WDAF    | P                | ②  | ③ | ④ |
|                                    | 55 ST. LOUIS KMOX   |                  |    | ③ | ③ |
|                                    | 1 ST. LOUIS *KSD    | ①                | X  | ③ | ④ |
|                                    | 81 ST. LOUIS KWK    | ⑤                | ⑥  | ⑦ |   |
| NEBR.                              | 5 OMAHA *WOW        | ⑤                | ②  | X | X |
| N. J.                              | 17 NEWARK WOR       | WT               | WT | ③ | ③ |
| CENTRAL TIME                       |                     | 7 7 8 8<br>30 30 |    |   |   |
| *Divides Time with Another Station |                     |                  |    |   |   |

ON Sept. 17, 1929, a program appeared on WJZ and associated stations proving to listeners that there was something new before the microphone. It was the first installment of the Johnson & Johnson Musical Melodramas, in which Jimmy Otis, hero reporter of the *Clarion*; Dorothy Brent, student nurse—she's a full-fledged Red Cross nurse now; Rawley Rawson, funny English newspaperman, and Detective Sergeant McCarthy, started the seemingly hopeless task of tracking down a sinister figure of the underworld, known only as "The Chief." Although they've never caught the villain—and probably won't, at least for a long time—their efforts have supplied radio listeners with some new thrills and some unique sound effects.

Added to this there is the Johnson & Johnson orchestra, members of which are called upon to be as versatile as any musicians on the air. One week they were Russians; another, Chinese; a third, cheap dance-hall variety; a fourth, Spanish, and every now and then good, old-fashioned American jazz band.

The Musical Melodrama, which the sponsors, incidentally, recommend hearing with the lights turned low, is a unique radio pro-

duction in that it requires as many sound-effect and production men as it does actors. For instance, it takes two men to make a noise like an airplane—one to manipulate an electric fan, which has leather instead of metal blades, the other to hold the tomtom against the blades. One of the most elaborate effects ever used during the Melodramas was that which produced the sound of water rushing from a hydrant. A tank of gas, a long hose and an old-fashioned wash-boiler partly filled with water were obtained. The hose was placed in the water and the gas slowly turned on. The effect was excellent.

The Melodrama cast is composed of Lorin Raker, who plays Jimmy Otis, the hero reporter, and who once was a newspaperman in real life. Dorothy Brent, the Red Cross nurse, is Nora Stirling, who decided, when she was three years old, she wanted to be an actress, and who became one just as soon as she was able. Joe Granby, "The Chief," has been the "menace" in many Broadway productions. Detective Sergeant McCarthy is Jack Smart, who has played in musical comedy and drama, and who, despite his two hundred pounds, can still turn handsprings and do eccentric dances.



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

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

◆ Dance music from New York

**① Blackstone Program**  
Featuring Frank Crummit and Julia Sander-son—musical script act.

**② To Be Announced**

**③ Old Gold—Paul Whiteman Hour**  
Dance music by the famous Paul Whiteman and his orchestra; Old Gold trio; Mildred Bailey, contralto, and others.

**④ Main Street Sketches**  
Written and staged by Don Carney ("Luke Higgins").

**⑤ Nunn-Bush Program**  
Orchestra and vocalists.



# Concluding Programs

1929-1930 SEASON

"Musical University of the Air"  
Schedules for March



THE Damrosch Music Appreciation Hour enters its sixth month in March. The opening program in Series A, for Grades 3 and 4, will be held March 14, and will take up the subject of "Dances of Foreign Lands." Dance music in symphonic form representative of Germany, Spain, France, Russia and Italy will be played—Mr. Damrosch bringing out the national differences. The program follows:

- Waltz, "Tales from the Vienna Woods".....*Johann Strauss*  
(German.)
- Gypsy Dance, from "Carmen" Suite No. 2.....*Bizet*  
(Spanish.)
- Gavotte, "Amaryllis".....*Attributed to Louis XIII.*  
(French.)
- Trepak from "Nutcracker Suite".....*Tschaikowsky*  
(Russian.)
- Tarantella "La Danse," from "Scenes Napolitaines".....*Massenet*  
(Italian.)

The second Series A program is scheduled for March 28, and will have "American Dances" as its subject. The compositions bring out the qualities of Indian, negro, old-fashioned and modern-time American dances. They include:

- Indian War Dance.....*Skilton*
- Golliwogg's Cake Walk from "The Children's Corner".....*Debussy*
- Turkey in the Straw (Virginia Reel).....*Guion*
- Negro Dance, "Sometimes I Feel Like a Motherless Child".....*White*
- Fox Trot.....*Griselle*

Series B, for Grades 5 and 6, on March 14 will take up "Humor in Music." Mr. Damrosch will show how music can convey laughter and amusement. The program he has selected to bring out this quality follows:

- Jabberwocky, from Suite "Through the Looking-glass".....*Decms Taylor*
- Excerpt from "Don Quixote".....*Richard Strauss*
- Polka "Thunder and Lightning".....*Johann Strauss*

On March 28 the subject of the Series B program will be "Emotions in Music," Mr. Damrosch showing how music can express joy, sorrow, hope, de-

**1 Songs of the Season**

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

**2 The Florsheim Program**

**3 The Eveready Hour**

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

**4 Happy Wonder Bakers**

Frank Luther, tenor; male trio; orchestra direction, Frank Black. Announcer, Edward Thorgersen.

**5 Pure Oil Concert**

Direction, Vincent Lopez. Announcer, Curt Peterson.

**6 Around the World with Libby**

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

**7 Johnson and Johnson Program**

Musical melodrama; orchestra direction, Gene Rodemich.

**8 Sun Oil Company Program**

March  
4, 11, 18, 25

TUESDAY

| 8 8 9 9<br>30 30 |    |   |   | EASTERN TIME                       |                     |
|------------------|----|---|---|------------------------------------|---------------------|
| 1                | 2  | 3 | 4 | WGR                                | BUFFALO 1 N. Y.     |
| 1                | X  | 3 | 3 | WKBW                               | BUFFALO 93          |
|                  |    |   |   | *WMAK                              | BUFFALO 36          |
| 1                | X  | 3 | 3 | WABC                               | NEW YORK 32         |
| 1                | 2  | 3 | 4 | WEAF                               | NEW YORK 12         |
| 5                | 6  | 7 | 8 | WJZ                                | NEW YORK 22         |
| 5                | 6  | 7 | 8 | WHAM                               | ROCH'TER 61         |
| 1                | M  | 3 | 3 | *WHEC                              | ROCH'TER 90         |
|                  | 2  | 3 | 4 | WGY                                | SCHEN'DY 25         |
| 1                | X  | 3 | 3 | *WFBL                              | SYRACUSE 36         |
| 5                |    |   |   | WBT                                | CHARLOT 54 N. C.    |
| 5                |    |   |   | WPTF                               | RALEIGH 14          |
| X                | X  | 3 | 3 | WWNC                               | ASHEV'LE 3          |
| M                | X  | 3 | 3 | WADC                               | AKRON 78 OHIO       |
|                  | M  | 3 | 4 | *WFJC                              | AKRON 91            |
| W                | X  | 3 | 3 | WKRC                               | CINCINNATI 1        |
| P                | 6  | 7 | 8 | WLW                                | CINCINNATI 16       |
| 1                | 2  | 3 | 4 | WSAI                               | CINCINNATI 79       |
| X                | X  | 3 | 3 | WHK                                | CLEVEL'D 85         |
|                  |    | 3 | 4 | WTAM                               | CLEVEL'D 53         |
|                  |    |   |   | WAIU                               | COLUMB'S 10         |
| D                |    |   |   | *WCAH                              | COLUMB'S 89         |
| P                | X  | 3 | 3 | WSPD                               | TOLEDO 80           |
| E                | E  | 3 | 3 | *WKBN                              | YO'NGST'N 3         |
| N                |    | 3 | 3 | KFJF                               | OKLA.CITY 93 OKLA.  |
| 5                |    |   | 4 | WKY                                | OKLA.CITY 36        |
| D                | P  | X | 4 | *KVOO                              | TULSA 60            |
| 1                | P  | 3 | 3 | *WHP                               | HARRISB'G 89 PA.    |
| 1                | X  | 3 | 3 | WLBW                               | OIL CITY 72         |
| 1                | X  | 3 | 3 | WCAU                               | PHILAD. 63          |
| E                | P  | T | D | *WFAN                              | PHILAD. 7           |
| 1                | 2  | 3 | 4 | *WFI                               | PHILAD. 2           |
|                  |    |   |   | *WLIT                              | PHILAD. 2           |
| 5                | 6  | 7 |   | KDKA                               | PITTS'GH 44         |
| 1                | 2  | 3 | 4 | WCAE                               | PITTS'GH 68         |
| 1                | X  | 3 | 3 | WJAS                               | PITTS'GH 75         |
| 1                | X  | 3 | 3 | WEAN                               | PROVID'NCE 24 R. I. |
| D                | D  | 3 | 4 | WJAR                               | PROVID'NCE 35       |
| M                | M  | 3 | 3 | WDOD                               | CHATTA. 74 TENN.    |
| 5                | 6  | 3 | 4 | WMC                                | MEMPHIS 24          |
|                  |    | 3 | 3 | *WREC                              | MEMPHIS 6           |
|                  |    | 3 | 3 | *WLAC                              | NASHV'LE 95         |
| 5                | 6  | 3 | X | WSM                                | NASHV'LE 11         |
|                  |    | 3 | 3 | *KRLD                              | DALLAS 50 TEX.      |
|                  |    |   |   | *WFAA                              | DALLAS 26           |
| X                | X  | D | X | *WBAP                              | FT.WORTH 25         |
|                  |    | W | 3 | KPRC                               | HOUSTON 38          |
|                  |    | 2 | 3 | *KTS                               | S.ANTONIO 75        |
|                  |    | 2 | 3 | WOAI                               | S.ANTONIO 65        |
| X                | X  | 3 | 3 | *WTAR                              | NORFOLK 24 VA.      |
| 5                | 2  | X | 4 | WRVA                               | RICHM'D 57          |
| MP               | MP | 3 | 3 | WDBJ                               | ROANOKE 39          |
| 5                | 2  | X | 4 | *WEBC                              | SUPER'R 74 WISC.    |
| M                | X  | 3 | 3 | *WISN                              | MILWAU. 58          |
| 5                | M  | M | 4 | WTMJ                               | MILWAU. 8           |
| 7 7 8 8<br>30 30 |    |   |   | CENTRAL TIME                       |                     |
|                  |    |   |   | *Divides Time with Another Station |                     |



**TUESDAY**

March  
4, 11, 18, 25

| EASTERN TIME                       |                     | 10 | 10 | 11 | 11 |
|------------------------------------|---------------------|----|----|----|----|
|                                    |                     | 30 | 30 | 30 | 30 |
| ALA.                               | 60 BIRM'HAM *WAPI   | 4  | 2  | 2  | 3  |
|                                    | 39 BIRM'HAM WBRC    | 1  | 2  | 3  | 4  |
| ARK.                               | 50 HOT SPTS. *KTHS  |    | 2  | 2  | P  |
|                                    | 85 L'ILE ROCK *KLRA | 1  | 2  | 3  | 4  |
| COLO.                              | 29 DENVER KOA       | 4  | 2  | 2  | 7  |
|                                    | 2 DENVER KLZ        | 1  | 2  | 3  | 4  |
| CONN.                              | 52 HARTFORD *WTIC   |    |    |    |    |
| D. C.                              | 9 WASH' TON WMAL    | 1  | 2  | 3  | 4  |
|                                    | 41 WASH' TON WRC    | 1  | 2  | 2  | D  |
| FLA.                               | 36 JACK' VLE WJAX   | 4  | 2  | 2  | N  |
|                                    | 76 MIAMI B. WIOD    | X  | 2  | 2  |    |
| GA.                                | 20 ATLANTA WSB      | X  | 2  | 2  | 7  |
| ILL.                               | 48 CHICAGO KYW      |    |    |    | 7  |
|                                    | 23 CHICAGO *WBBM    | 1  | X  | X  | X  |
|                                    | 74 CHICAGO WCFL     |    |    |    |    |
|                                    | 33 CHICAGO *WENR    | BV | BV | DV | DV |
|                                    | 18 CHICAGO WGN      | X  | P  | N  | D  |
|                                    | 2 CHICAGO *WIBO     | D  | 2  | 2  | D  |
|                                    | 33 CHICAGO *WLS     |    |    |    |    |
|                                    | 13 CHICAGO WMAQ     |    |    |    | 7  |
| IND.                               | 62 FT. WAYE *WOWO   | 1  | 2  | 3  | 4  |
|                                    | 69 IND' PLS *WFBM   | 1  | 2  | 3  | 4  |
| IOWA                               | 72 C. BLUFFS KOIL   | 1  | 2  | 3  | 4  |
|                                    | 46 DAVENP'T *WOC    |    |    |    |    |
|                                    | 46 DESMOINES *WHO   | 1  | 2  | 2  |    |
|                                    | 79 SIOUX CITY *KSCJ |    |    |    |    |
| KANS.                              | 68 LAWREN'E *WREN   | X  | X  | 6  | 7  |
|                                    | 4 TOPEKA *WIBW      | 1  | 2  | 3  | 4  |
|                                    | 76 WICHITA *KFH     |    |    | 3  | 4  |
| KY.                                | 94 COV'TON *WCKY    |    |    |    |    |
|                                    | 28 LOUISVILLE WHAS  |    | 2  | 2  | 7  |
| LA.                                | 71 N. ORLEANS WDSU  | 1  | 2  |    |    |
|                                    | 78 N. ORLEANS WSMB  | 4  | 2  | 2  | 7  |
| ME.                                | 40 PORTLAND WCSH    | 1  | 2  | 2  |    |
| MD.                                | 52 BALTIM'RE *WBAL  | 4  | X  | M  | M  |
|                                    | 6 BALTIMORE WCAO    | 1  | 2  | 3  | 4  |
| MASS.                              | 45 SPRINGFIELD WBZ  | 4  | M  | E  | D  |
|                                    | 5 BOSTON WEEI       | X  | 2  | 2  | N  |
|                                    | 69 BOSTON WNAC      | 1  | 2  | P  | P  |
|                                    | 4 WORCTER WTAG      | 1  | 2  | 2  | N  |
| MICH.                              | 87 BAY CITY WBCM    |    | 2  | 3  | 4  |
|                                    | 70 DETROIT WGHP     | 1  | 2  | 3  | 4  |
|                                    | 21 DETROIT WJR      | 4  | P  | M  | D  |
|                                    | 38 DETROIT WWJ      | 1  | 2  | 2  | 3  |
| MINN.                              | 27 MINNEAP. WCCO    | 1  | 2  | 3  | 4  |
|                                    | 92 ST. PAUL KSTP    | M  | 2  | 2  | 7  |
| MISS.                              | 73 JACKSON WJDX     |    | 2  | 2  | 7  |
| MO.                                | 41 KAN. CITY KMBC   | 1  | 2  | 3  | 4  |
|                                    | 7 KAN. CITY WDAF    | 1  | P  | 2  | 7  |
|                                    | 55 ST. LOUIS KMOX   | 1  |    |    |    |
|                                    | 1 ST. LOUIS *KSD    | 1  | 2  | 2  | 3  |
|                                    | 81 ST. LOUIS KWK    | 4  |    |    | 7  |
| NEBR.                              | 5 OMAHA *WOW        | 1  | 2  | 2  | 3  |
| N. J.                              | 17 NEWARK WOR       | X  | D  | D  | MV |
| CENTRAL TIME                       |                     | 9  | 9  | 10 | 11 |
| *Divides Time with Another Station |                     | 30 | 30 | 30 | 30 |

spair, love, anger, excitement, patriotism and faith in God. His program will be as follows:

Chorale, "A Mighty Fortress Is Our God" \_\_\_\_\_ *Martin Luther*  
 Sospiri \_\_\_\_\_ *Elgar*  
 Jubilee Overture \_\_\_\_\_ *Weber*

In Series C, for Grades 7, 8 and 9, the program on March 7 will consist entirely of the first and second movements of Mozart's Symphony in G Minor. Mr. Damrosch will explain the characteristics and form of the symphony, showing how it developed from the suite and the sonata. He will show how this particular symphony exemplifies the supreme law of the symphonic form—the law of contrasting moods.

The continuation of this symphony, with the performance of its third and fourth movements, will be on March 21. Supplementing further discussion on the symphony in general, Mr. Damrosch will explain the characteristics of the trio and touch upon the distinctive qualities of Mozart's composition.

The two March programs of Series D, for high schools, colleges and music clubs, will also be devoted to the symphony—the one to be performed being Brahms Symphony No. 2 in D. The first and second movements of this symphony will be given on March 7. Mr. Damrosch will again explain the nature of the symphonic form, bringing out the prevailing moods of this particular symphony, and showing how the various instruments are utilized to achieve certain effects.

The third and fourth movements of the Brahms Symphony will be given at the concert on March 21. Mr. Damrosch will touch upon the minuet or the scherzo, which usually constitutes the third movement of a symphony. He will discuss the various moods that prevail in these two movements.

The Musical University of the Air concludes its sessions for this season on April 4, with lessons on "The Symphonic Poem," scheduled both for Grades 7 to 9 and high schools and colleges. At 11 A. M., E. S. T., Dr. Damrosch and orchestra will play "Les Preludes," by Liszt, and at 11:30, "Tasso: Lamento e Trionfo," by the same composer.

The Music Appreciation Hour will be resumed with a new schedule of courses early in October, when Dr. Damrosch hopes to meet over the air again, not only the thousands who have worked with him this year, but as many more. He writes:

"I consider it a great privilege to be able—thanks to the radio—to contribute something towards the cultural development of our people, and can not conceive of a more beautiful mission for an artist to fulfill. In the programs for this season I have tried to profit by the experience of the last, and shall continue to be grateful to those teachers who will send me any suggestions which may be the result of their experiences with their classes. I hope with all my heart that my concerts will help to stimulate the desire of the pupils for self-expression in music, and that chorus singing and school orchestras will be benefited thereby."

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 Graybar's "Mr. and Mrs."**

Events in the lives of a married couple—dramatic sketch.

**2 Conclave of Nations**

From Washington; International Good Will Series.

**3 Will Osborne and His Orchestra**

Famous radio crooner in program of popular songs.

**4 Publix Radio-Vue**

Brooklyn Paramount Theater, with stage and screen celebrities.



March  
4, 11, 18, 25

TUESDAY



Grace Hyde

GRACE HYDE, distinguished by Howard Chandler Christy as one of America's most beautiful women and recently signed by Florenz Ziegfeld for a leading role in his forthcoming extravaganza, "Ming Toy," has added her charming soprano voice to the ether waves. Miss Hyde, known to London theater-goers as Grace Blakely, is heard every Wednesday afternoon, from 2 to 2:30 o'clock, E. S. T., over the Columbia network. Her program is under the special direction of Claude S. MacArthur, with his "Little Symphony Orchestra."

**1 Harbor Lights**

Dramatic tale of an old sea captain, with Edwin M. Whitney. Announcer, Ralph Freese.

**2 Radio-Keith-Orpheum Hour**

Leo Reisman and his orchestra. Announcer, Graham McNamee.

**3 Phil Spitalny's Music from Hotel Pennsylvania Grill**

Announcer, Ralph Freese.

**4 Westinghouse Salute**

Concert orchestra; direction, Cesare Sodero. Announcer, Curt Peterson.

**6 Slumber Music**

String ensemble; direction, Ludwig Laurier. Announcer, Marthin Provensen.

**7 Pepsodent Program**

Amos 'n' Andy.

| 10 10 11 11 |    |    |    | EASTERN TIME                       |                     |
|-------------|----|----|----|------------------------------------|---------------------|
| 30 30 30 30 |    |    |    |                                    |                     |
| 1           | 2  | 2  | 3  | WGR                                | BUFFALO 1 N. Y.     |
| 1           | 2  | 3  | 4  | WKBW                               | BUFFALO 93          |
|             |    |    |    | *WMAK                              | BUFFALO 36          |
| 1           | 2  | 3  | 4  | WABC                               | NEW YORK 32         |
| 1           | 2  | 2  | 3  | WEAF                               | NEW YORK 12         |
| 4           | X  | 6  | 6  | WJZ                                | NEW YORK 22         |
| X           | X  | D  | D  | WHAM                               | ROCH'TER 61         |
|             |    |    |    | *WHEC                              | ROCH'TER 90         |
| 1           | 2  | 2  |    | WGY                                | SCHEN'DY 25         |
| 1           | 2  | 3  | 4  | *WFBL                              | SYRACUSE 36         |
| 4           | 2  | 2  |    | WBT                                | CHARLOT 54 N. C.    |
|             |    |    |    | WPTF                               | RALEIGH 14          |
| 1           | 2  | 3  | 4  | WWNC                               | ASHEV'LE 3          |
| 1           | 2  | 3  | 4  | WADC                               | AKRON 78 OHIO       |
| M           | 2  | 2  | 3  | *WFJC                              | AKRON 91            |
| 1           | 2  | D  | 4  | WKRC                               | CINCINNATI 1        |
| B           | B  | M  |    | WLW                                | CINCINNATI 16       |
|             | 2  | 2  |    | WSAI                               | CINCINNATI 79       |
| 1           | 2  | D  | D  | WHK                                | CLEVEL'D 85         |
|             | 2  | 2  |    | WTAM                               | CLEVEL'D 53         |
|             |    |    |    | WAIU                               | COLUMB'S 10         |
| 1           |    |    |    | *WCAH                              | COLUMB'S 89         |
| 1           | 2  | 3  | 4  | WSPD                               | TOLEDO 80           |
| 1           | 2  |    |    | *WKBN                              | YO'NGST'N 3         |
| 1           | 2  | O  | D  | KFJF                               | OKLA.CITY 93 OKLA.  |
|             | 2  | 2  | 7  | WKY                                | OKLA.CITY 36        |
|             |    |    |    | *KVOO                              | TULSA 60            |
| P           | 2  | 3  | 4  | *WHP                               | HARRISB'G 89 PA.    |
| 1           | 2  | D  | D  | WLBW                               | OIL CITY 72         |
| 1           | 2  | D  | 4  | WCAU                               | PHILAD. 63          |
| M           | M  | D  | O  | *WFAN                              | PHILAD. 7           |
| 1           | 2  | 2  | 3  | *WFI                               | PHILAD. 2           |
|             |    |    |    | *WLIT                              | PHILAD. 2           |
| 4           | X  | 6  | D  | KDKA                               | PITTS'GH 44         |
| 1           | 2  | 2  | D  | WCAE                               | PITTS'GH 68         |
| 1           | 2  | P  |    | WJAS                               | PITTS'GH 75         |
| 1           | 2  | 3  | 4  | WEAN                               | PROVID'NCE 24 R. I. |
| 1           | 2  |    |    | WJAR                               | PROVID'NCE 35       |
| 1           | M  | 3  | 4  | WDOD                               | CHATTA. 74 TENN.    |
| 4           | 2  | 2  | 7  | WMC                                | MEMPHIS 24          |
| 1           |    | 3  | 4  | *WREC                              | MEMPHIS 6           |
| 1           | 2  |    |    | *WLAC                              | NASHV'LE 95         |
| 4           | 2  | 2  | 7  | WSM                                | NASHV'LE 11         |
| 1           |    |    |    | *KRLD                              | DALLAS 50 TEX.      |
| M           | 2  | 2  | 7  | *WFAA                              | DALLAS 26           |
|             | 2  | 2  | 7  | *WBAP                              | FT.WORTH 26         |
|             |    |    |    | KPRC                               | HOUSTON 38          |
| 1           | 2  |    |    | *KTS                               | S.ANTONIO 75        |
| 4           | 2  | 2  | 7  | WOAI                               | S.ANTONIO 65        |
| 1           |    |    |    | *WTAR                              | NORFOLK 24 VA.      |
| 1           | 2  | 2  | O  | WRVA                               | RICHM'D 57          |
| 1           | 2  | 3  | 4  | WDBJ                               | ROANOKE 39          |
| 4           | M  | 2  |    | *WEBC                              | SUPER'R 74 WISC.    |
| 1           | X  | 3  | 4  | *WISN                              | MILWAU. 58          |
|             | 2  | 2  | 7  | WTMJ                               | MILWAU. 8           |
| 9           | 9  | 10 | 10 | CENTRAL TIME                       |                     |
| 30          | 30 | 30 | 30 | *Divides Time with Another Station |                     |



WEDNESDAY <sup>March</sup> 5, 12, 19, 26

# The Weener Minstrel Show

| EASTERN TIME                       |                     | 6 6 7 7<br>30 30 |   |    |    |
|------------------------------------|---------------------|------------------|---|----|----|
| ALA.                               | 60 BIRM'HAM *WAPI   | M                |   |    |    |
|                                    | 39 BIRM'HAM WBRC    | P                | 2 | 4  | B  |
| ARK.                               | 50 HOT SPGS. *KTHS  |                  |   |    |    |
|                                    | 85 L'TLE ROCK *KLRA |                  |   | 4  | 4  |
| COLO.                              | 29 DENVER KOA       |                  |   | NX | X  |
|                                    | 2 DENVER KLZ        | 1                | 2 | 4  | 4  |
| CONN.                              | 52 HARTFORD *WTIC   |                  |   | 3  | 5  |
| D. C.                              | 9 WASH'TON WMAL     | N                | P | P  | P  |
|                                    | 41 WASH'TON WRC     | 1                | 2 | 7  | 4  |
| FLA.                               | 36 JACK'VLE WJAX    | 1                | P | 7  | X  |
|                                    | 76 MIAMI B. WIOD    |                  |   | 7  |    |
| GA.                                | 20 ATLANTA WSB      |                  |   |    | X  |
| ILL.                               | 48 CHICAGO KYW      |                  |   |    | X  |
|                                    | 23 CHICAGO *WBBM    | O                | V |    |    |
|                                    | 74 CHICAGO WCFL     | C                | C | E  | D  |
|                                    | 33 CHICAGO *WENR    | C                |   |    |    |
|                                    | 18 CHICAGO WGN      | E                | C | C  | DV |
|                                    | 2 CHICAGO *WIBO     |                  |   |    | 5  |
|                                    | 33 CHICAGO *WLS     |                  | V | R  | E  |
|                                    | 13 CHICAGO WMAQ     |                  |   |    |    |
| IND.                               | 62 FT. WAY'E *WOWO  |                  |   |    |    |
|                                    | 69 IND'PLS *WFBM    |                  | 2 | 4  | 4  |
| IOWA                               | 72 C. BLUFFS KOIL   | N                | 2 | 4  | V  |
|                                    | 46 DAVEN'PT *WOC    | N                | D | D  | 5  |
|                                    | 46 DESMOINES *WHO   |                  |   |    |    |
|                                    | 79 SIOUX CITY *KSCJ |                  |   |    |    |
| KANS.                              | 68 LAWREN'E *WREN   | 5                | 6 | X  | X  |
|                                    | 4 TOPEKA *WIBW      |                  | C | N  | 4  |
|                                    | 76 WICHITA *KFH     | 1                | 2 |    |    |
| KY.                                | 94 COV'TON *WCKY    |                  |   | 7  | X  |
|                                    | 28 LOUISVILLE WHAS  |                  |   |    |    |
| LA.                                | 71 N. ORLEANS WDSU  |                  |   | 4  | 4  |
|                                    | 78 N. ORLEANS WSMB  |                  |   |    |    |
| ME.                                | 40 PORTLAND WCSH    | P                | 2 | EN | E  |
| MD.                                | 52 BALTIM'RE *WBAL  | P                | P |    |    |
|                                    | 6 BALTIMORE WCAO    | 1                | 2 | M  | D  |
| MASS.                              | 45 SPRINGFIELD WBZ  | E                | M | 7  | V  |
|                                    | 5 BOSTON WEEL       | X                | 2 | C  | X  |
|                                    | 69 BOSTON WNAC      | GP               | P | NE | P  |
|                                    | 4 WORC'TER WTAG     | M                | 2 | D  | X  |
| MICH.                              | 87 BAY CITY WBCM    | 1                | 2 | 4  | 4  |
|                                    | 70 DETROIT WGHP     | P                | W | 4  | 4  |
|                                    | 21 DETROIT WJR      | M                | M | 7  | X  |
|                                    | 38 DETROIT WWJ      | 1                | 2 | X  | 4  |
| MINN.                              | 27 MINNEAP. WCCO    | M                | M | 4  | 4  |
|                                    | 92 ST. PAUL KSTP    |                  |   | D  | X  |
| MISS.                              | 73 JACKSON WJDX     |                  |   |    |    |
| MO.                                | 41 KAN. CITY KMBC   | 1                | C | W  | 4  |
|                                    | 7 KAN. CITY WDAF    | C                | E | M  | D  |
|                                    | 55 ST. LOUIS KMOX   |                  |   |    |    |
|                                    | 1 ST. LOUIS *KSD    | 1                |   |    | 4  |
|                                    | 81 ST. LOUIS KWK    | 5                |   |    |    |
| NEBR.                              | 5 OMAHA *WOW        | 1                | M | M  | V  |
| N. J.                              | 17 NEWARK WOR       | C                | M | X  | X  |
| CENTRAL TIME                       |                     | 5 5 6 6<br>30 30 |   |    |    |
| *Divides Time with Another Station |                     |                  |   |    |    |

WHEN at 9 P. M. (C. S. T.) each Wednesday night, Morgan L. Eastman, manager of WENR, Chicago, leads his twenty-five-piece Minstrel Band in the opening number of the weekly Weener Minstrel Show, a host of folks the country over are tuned in. Letters from WHAT'S ON THE AIR readers reveal that this program has found favor, not only in the middle West, but along the Atlantic seaboard and in the South. By the way, the Weener Minstrels still lead in the number of times mentioned in the lists of non-chain program favorites of our readers the country over.

In addition to Mr. Eastman and his band, the aggregation includes Gene Arnold, program director, as interlocutor, and five endmen who have had years of radio experience and success; Al Kameron, Pete Bonsema,

Chuck Haynes, Ray Ferris and Billy Childs.

WENR, through its short-wave transmitter W9XF, recently used its staff in presenting a two-hour program which was picked up and rebroadcast by the Radio Broadcasting Company of New Zealand. According to the reports from that far-away land, this trans-Pacific broadcast was as successful as the recent trans-Atlantic broadcasts over the chains have proved to be.

In addition to the Minstrels, WENR has several other programs of more than regional popularity. For example, there is the "Smith Family" in a comedy serial which draws listeners back, week after week; Mike and Herman, a comedy duo, whose mishaps and dialect are a continuous source of fun; and a DX Air Vaudeville Show, beginning at midnight every night in the week.



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 Closing Market Prices (First 15 min.)
- Bill Schudt's "Going to Press" Helpful talks for the benefit of radio listeners by prominent radio editors.
- 2 Ben Pollack's Silver Slipper Orchestra Dance music.
- 4 Bernhard Levitow and His Commodore Ensemble Concert.
- 5 Three Little Sacks Songs and patter.



March 5, 12, 19, 26 **WEDNESDAY**



ENGINEER, FIREMAN, BRAKEMAN, CONDUCTOR, singing crew of the Gold Medal Fast Freight which arrives on the air via the Columbia Chain each Wednesday at 8 p. m., E. S. T.

| 6 6 7 7<br>30 30 |   |    |    | EASTERN TIME                                       |
|------------------|---|----|----|--|
| O                | 2 | 3  | M  | WGR BUFFALO 1 N. Y.                                |
|                  |   | 4  | 4  | WKBW BUFFALO 93                                    |
|                  |   | 2  |    | *WMAK BUFFALO 36                                   |
| 1                | 2 | 4  | 5  | WABC NEW YORK 32                                   |
| 1                | 2 | 3  | 4  | WEAF NEW YORK 12                                   |
| 6                | 6 | 7  | 9  | WJZ NEW YORK 22                                    |
| N                | D | 7  | X  | WHAM ROCH'TER 61                                   |
| C                | O | O  | P  | *WHEC ROCH'TER 90                                  |
|                  |   | 2  | 3  | WGY SCHEN'DY 25                                    |
| 1                | 2 | 4  | 4  | *WFBL SYRACUSE 36                                  |
|                  |   | 7  | X  | WBT CHARLOT 54 N. C.                               |
|                  |   | 7  | X  | WPTF RALEIGH 14                                    |
| X                | 2 | 4  | 4  | WWNC ASHEV'LE 3                                    |
| X                | X | X  | M  | WADC AKRON 78 OHIO                                 |
| P                | M | M  | 5  | *WFJC AKRON 91                                     |
| M                | 2 | 4  | D  | WKRC CINCINNATI 1                                  |
| P                | X | E  | P  | WLW CINCINNATI 16                                  |
|                  |   | 2  | 5  | WSAI CINCINNATI 79                                 |
| D                | D | M  | M  | WHK CLEVEL'D 85                                    |
|                  |   | 2  |    | WTAM CLEVEL'D 53                                   |
|                  |   |    |    | WAIU COLUMB'S 10                                   |
| 1                | P |    |    | *WCAH COLUMB'S 89                                  |
| O                | O | M  | P  | WSPD TOLEDO 80                                     |
| X                | 2 |    |    | *WKBN YO'NGST'N 3                                  |
|                  |   | 4  | 4  | KFJF OKLA.CITY 93 OKLA.                            |
|                  |   |    |    | WKY OKLA.CITY 36                                   |
|                  |   | C  | M  | *KVOO TULSA 60                                     |
| 1                | 2 | 4  | 4  | *WHP HARRIS'B'G 89 PA.                             |
| 1                | 2 | 4  | 4  | WLBW OIL CITY 72                                   |
| D                | M | D  | P  | WCAU PHILAD. 63                                    |
| D                |   |    |    | *WFAN PHILAD. 7                                    |
|                  |   | 2  |    | *WFI PHILAD. 2                                     |
|                  |   |    | M  | *WLIT PHILAD. 2                                    |
| E                | X | 7  | X  | KDKA PITTSB'GH 44                                  |
| 1                | 2 | P  | W  | WCAE PITTSB'GH 68                                  |
| M                | 2 | E  | 4  | WJAS PITTSB'GH 75                                  |
| MD               | M | NV | E  | WEAN PROVID'NCE 24 R. I.                           |
|                  |   | 2  | 3  | WJAR PROVID'NCE 35                                 |
| 1                | 2 | C  | M  | WDOD CHATTA 74 TENN.                               |
| P                | P | X  | X  | WMC MEMPHIS 24                                     |
| 1                |   |    |    | *WREC MEMPHIS 6                                    |
|                  |   | 4  | 4  | *WLAC NASHV'LE 95                                  |
| M                | X | M  | X  | WSM NASHV'LE 11                                    |
| M                | C | T  | 4  | *KRLD DALLAS 50 TEX.                               |
|                  |   | M  | C  | *WFAA DALLAS 26                                    |
| W                |   |    |    | *WBAP FT.WORTH 26                                  |
|                  |   | X  |    | KPRC HOUSTON 38                                    |
| M                |   |    |    | *KTSAS ANTONIO 75                                  |
|                  | N |    | D  | WOAI S. ANTONIO 65                                 |
| P                | P | N  | D  | *WTAR NORFOLK 24 VA.                               |
| M                | M | 7  | P  | WRVA RICHM'D 57                                    |
| P                | 2 | 4  | 4  | WDBJ ROANOKE 39                                    |
| P                | N | P  | X  | *WEBC SUPER'R 74 WISC.                             |
| C                | 2 | 4  | P  | *WISN MILWAU. 58                                   |
| C                | M | DM | DM | WTMJ MILWAU. 8                                     |
| 5 5 6 6<br>30 30 |   |    |    | CENTRAL TIME<br>*Divides Time with Another Station |

**1 Black and Gold Room Orchestra**

Dinner music from New York.

**2 American Home Banquet**

Reincarnation of historical characters.

**3 Jeddo Highlanders**

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

**4 Hindermyer and Tuckerman**

(First 15 min.)

Comedy team. Announcer, Edward Thorgersen.

**4 The Eternal Question**

(Last 15 min.)

Wilbur Coon Players presenting humor and drama in romance. Announcer, Edward Thorgersen.

**5 To Be Announced**

(First 15 min.)

**The Eternal Question**

(Last 15 min.)

**6 Bernie Cummins and His Hotel New Yorker Orchestra**

Walter Cummins, soloist. Announcer, Neel Enslin.

**7 The Pepsodent Program**

Amos 'n' Andy, blackface comedians. Announcer, Bill Hay.



**WEDNESDAY** March 5, 12, 19, 26

| EASTERN TIME                       |    | 8 8 9 9<br>30 30 |    |   |  |
|------------------------------------|----|------------------|----|---|--|
| ALA. 60 BIRM'HAM *WAPI             |    |                  |    |   |  |
| 39 BIRM'HAM WBRC                   | ①  | D                | X  | D |  |
| ARK. 50 HOT SPCS. *KTHS            |    | X                |    |   |  |
| 85 L'TLE ROCK *KLRA                |    |                  |    |   |  |
| COLO. 29 DENVER KOA                | E  | X                | ③  | ④ |  |
| 2 DENVER KLZ                       | ①  | ②                | M  | M |  |
| CONN. 52 HARTFORD *WTIC            | M  | ②                | ③  | ④ |  |
| D. C. 9 WASH'TON WMAL              | ①  | ②                | ③  | ④ |  |
| 41 WASH'TON WRC                    | ①  | ②                | ③  | ④ |  |
| FLA. 36 JACK'VLE WJAX              | T  | P                | ③  | ④ |  |
| 76 MIAMI B. WIOD                   |    |                  |    |   |  |
| GA. 20 ATLANTA WSB                 |    |                  | ③  | ④ |  |
| ILL. 48 CHICAGO KYW                | ①  | ⑥                | ③  |   |  |
| 23 CHICAGO *WBBM                   |    |                  | M  | T |  |
| 74 CHICAGO WCFL                    | O  | P                | B  |   |  |
| 33 CHICAGO *WENR                   | E  |                  |    |   |  |
| 18 CHICAGO WGN                     | D  | D                | D  | ④ |  |
| 2 CHICAGO *WIBO                    |    | ②                |    | ③ |  |
| 33 CHICAGO *WLS                    | R  | M                | M  | V |  |
| 13 CHICAGO WMAQ                    | ①  | ②                | ③  | ④ |  |
| IND. 62 FT. WAYE *WOWO             |    |                  | ③  | ④ |  |
| 69 IND'PLS *WFBM                   | ①  | ②                | X  |   |  |
| IOWA 72 C. BLUFFS KOIL             | ①  | M                | ③  | ④ |  |
| 46 DAVENP'T *WOC                   | X  | ②                | ③  | ④ |  |
| 46 DESMOINES *WHO                  |    |                  |    |   |  |
| 79 SIOUX CITY *KSCJ                | ①  |                  |    |   |  |
| KANS. 68 LAWREN'E *WREN            | ⑤  | ⑥                | ⑦  | ⑧ |  |
| 4 TOPEKA *WIBW                     | P  | P                | X  | P |  |
| 76 WICHITA *KFH                    | ①  | D                | X  | M |  |
| KY. 94 COV'TON *WCKY               |    |                  | X  | ③ |  |
| 28 LOUISVILLE WHAS                 |    |                  | ③  | ④ |  |
| LA. 71 N. ORLEANS WDSU             | ①  |                  |    |   |  |
| 78 N. ORLEANS WSMB                 |    |                  | ③  | ④ |  |
| ME. 40 PORTLAND WCSH               | X  | ②                | ③  | ④ |  |
| MD. 52 BALTIM'RE *WBAL             |    |                  |    |   |  |
| 6 BALTIMORE WCAO                   | ①  | ②                | ③  | ④ |  |
| MASS. 45 SPRINGFIELD WBZ           | V  | ⑥                | MV | X |  |
| 5 BOSTON WEEI                      | X  | ②                | ③  | ④ |  |
| 69 BOSTON WNAC                     | ①  | ②                | ③  | ④ |  |
| 4 WORC'TER WTAG                    | X  | ②                | ③  | ④ |  |
| MICH. 87 BAY CITY WBCM             |    |                  | X  |   |  |
| 70 DETROIT WGHP                    | ①  | ②                | ③  | ④ |  |
| 21 DETROIT WJR                     | M  | M                | M  | M |  |
| 38 DETROIT WWJ                     | X  | ②                | ③  | ④ |  |
| MINN. 27 MINNEAP. WCCO             | ①  | P                | P  | ④ |  |
| 92 ST. PAUL KSTP                   | ⑤  |                  | ③  | ④ |  |
| MISS. 73 JACKSON WJDX              |    |                  |    |   |  |
| MO. 41 KAN. CITY KMBC              | ①  | X                | ③  | ④ |  |
| 7 KAN. CITY WDAF                   | P  | P                | ③  | ④ |  |
| 55 ST. LOUIS KMOX                  | ①  | ②                | ③  | ④ |  |
| 1 ST. LOUIS *KSD                   |    | ②                | ③  | ④ |  |
| 81 ST. LOUIS KWK                   |    | ⑥                |    | ③ |  |
| NEBR. 5 OMAHA *WOW                 |    | ②                | ③  | ④ |  |
| N. J. 17 NEWARK WOR                | TM | TM               | ③  | ④ |  |
| CENTRAL TIME                       |    | 7 7 8 8<br>30 30 |    |   |  |
| *Divides Time with Another Station |    |                  |    |   |  |

**RADIO GOSSIP**

Excerpts from a fan letter received by the NBC: "Will you please have Milt Coleman sing 'The Sweetheart of Sig McCoy' during his Morning Melodies program? It is a favorite of mine."

Said a letter received by the NBC: "I have a beautiful collie dog named Rudy Vallee who has puppies, which I call the Connecticut Yankees."

When Mary Garden was introduced to Amos 'n' Andy by their mutual friend, Floyd Gibbons, recently, her immediate anxiety was to know which one of the pair said, "Oh, oh," and which one said, "Awah, awah."

If about 9 P. M. (C. S. T.) on a Thursday evening you chance upon the beat of tomtoms, voodoo incantations, screams, groans, clanking chains, hiss of serpents, etc., over your radio, you probably have tuned in Denver, where KOA is indulging in a ten-week serial mystery thriller entitled "The Black Fear."

Harvey Hays, actor heard in many NBC programs, including the weekly Empire Builders, concentrates deeply when rehearsing. Recently, during rehearsal, some one handed him a large envelope. Throwing the contents, a magazine, into a convenient waste-basket, the actor calmly pocketed the envelope and continued reading his lines.

Raymond Knight, NBC production man, who is becoming known as the Ed Wynn of radio, has developed a new sound effect. By rights, Knight's body should be kept in the sound-properties room at NBC. Knight was trying out all the stock devices in an attempt to get the sound of a dog wagging its tail against the floor. Finally Knight put his head near the microphone and thumped it gently with a piece of wood. The studio engineer signaled success. And that was the way the effect was worked in the program.

Dozens of persons, hurrying for mid-afternoon trains at the Grand Central Station Sunday, were momentarily delayed when a red-

capped porter recognized Amos 'n' Andy, the NBC ace of blackface entertainment, and started a surge to shake hands with the artists. As the word spread among the porters every "red cap" dropped whatever baggage he carried and rushed to greet the comedians, who were there to catch a train for Chicago, following an extensive visit in the East.

Harold Harlowe, announcer at KOA, in Denver, has one fan who never misses being at the loud-speaker when Harold is on the air. It is his dog Laddie, a giant Airedale with a haughty disdain for the orders of any one except his master. Shortly after Harold leaves home for the station, Laddie demands admittance to the house, stretches out on his favorite rug in the living-room and cocks a receptive ear toward the radio set. While his master's voice is on the air, neither meals nor cats can entice him away.

An incident at the WGHP studios, Detroit, illustrates how completely stations of a chain are linked by wire during a broadcast. A listener called the station and requested the name of a selection just concluded on the Old Gold Hour. The accommodating man in the control-room said to hold the wire and he would find out. He called the New York studios and was told to "stand by" while New York asked San Francisco. The control-room man at San Francisco sent a messenger to the studio where Paul Whitman was playing, and in about three minutes the answer had reached New York, been resent to Detroit and had gone out over the local phone to the inquirer.

Al and Pete, who, among other radio engagements, put on a half-hour of song over WBBM, Chicago, every Thursday at 8:31 P. M. (C. S. T.), pulled a stunt recently that nearly resulted in crippling the mailman. The boys, who have been singing steadily over the radio for more than six years, in a moment of reminiscencing, defied their listeners to name one song that had had national popularity which they could not sing. In less than a week they had received 10,400 acceptances of their dare. Now they are in a quandary. If they attempt to sing all the numbers requested, it will take them twenty years at the rate of the allotted half-hour per night. If they don't sing them, every listener who wrote in will think he or she sent Al and Pete to the showers.

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

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

◆ Dance music from New York

**① General Mills Fast Freight**

Wheaties quartet and Gold Medal trio.

**② Forty Fathom Trawlers**

Tales of the deep sea.

**③ Van Huesen Program**

**④ La Palina Smoker**

Informal entertainment and music given at a smoker.

**⑤ Barbison Recital**

Operatic and instrumental stars.



March 5, 12, 19, 26 **WEDNESDAY**



Before JAMES WATERS entered the ranks of radio thespians several months ago, he celebrated his thirtieth anniversary on the legitimate stage. Behind the footlights his chief roles were Yiddish characters. He continues this special talent in radio by playing the part of Goldberg in "The Rise of the Goldbergs," heard through NBC every Wednesday evening at 7:15 o'clock, E. S. T.

| 8 8 9 9<br>30 30 |    |    |    | EASTERN TIME |                    |               |
|------------------|----|----|----|--------------|--------------------|---------------|
| X                | 2  | 3  | 4  | WGR          | BUFFALO 1 N.Y.     |               |
| 1                | 2  |    |    | WKBW         | BUFFALO 93         |               |
|                  |    | 3  | 4  | *WMAK        | BUFFALO 36         |               |
| 1                | 2  | 3  | 4  | WABC         | NEW YORK 32        |               |
| 1                | 2  | 3  | 4  | WEAF         | NEW YORK 12        |               |
| 5                | 6  | 7  | 8  | WJZ          | NEW YORK 22        |               |
| 5                | 6  | X  | 8  | WHAM         | ROCH'TER 61        |               |
| X                | 2  | X  | B  | *WHEC        | ROCH'TER 90        |               |
|                  |    | 3  | 4  | WGY          | SCHEN'DY 25        |               |
| 1                | 2  | 3  | 4  | *WFBL        | SYRACUSE 36        |               |
|                  |    | 3  | 4  | WBT          | CHARLOT 54 N.C.    |               |
|                  |    |    |    | WPTF         | RALEIGH 14         |               |
| 1                | X  | X  | X  | WWNC         | ASHE'LE 3          |               |
| 1                | 2  | 3  | 4  | WADC         | AKRON 78 OHIO      |               |
|                  |    | 2  | M  | *WFJC        | AKRON 91           |               |
| 1                | 2  | 3  | 4  | WKRC         | CINCINNATI 1       |               |
| 5                | P  | P  | P  | WLW          | CINCINNATI 16      |               |
|                  |    | 2  | 3  | 4            | WSAI               | CINCINNATI 79 |
| D                | 2  | 3  | 4  | WHK          | CLEVEL'D 85        |               |
|                  |    |    | 4  | WTAM         | CLEVEL'D 53        |               |
|                  |    |    |    | WAIU         | COLUMB'S 10        |               |
|                  |    | X  | 4  | *WCAH        | COLUMB'S 89        |               |
| P                | 2  | 3  | 4  | WSPD         | TOLEDO 80          |               |
|                  |    |    |    | *WKBN        | YO'NGST'N 3        |               |
| 1                | N  |    |    | KFJF         | OKLA CITY 93 OKLA. |               |
|                  | 2  |    |    | WKY          | OKLA CITY 36       |               |
| X                | 2  | 3  |    | *KVOO        | TULSA 60           |               |
|                  |    | 2  |    | *WHP         | HARRIS'B'G 89 PA.  |               |
| 1                | 2  | 3  | 4  | WLBW         | OIL CITY 72        |               |
| 1                | 2  | 3  | 4  | WCAU         | PHILAD. 63         |               |
|                  |    |    |    | *WFAN        | PHILAD. 7          |               |
|                  |    |    |    | *WFI         | PHILAD. 2          |               |
| 1                | 2  | 3  | 4  | *WLIT        | PHILAD. 2          |               |
| 5                | 6  | X  | 8  | KDKA         | PITTSB'GH 44       |               |
| X                | 2  | 3  | 4  | WCAE         | PITTSB'GH 68       |               |
| 1                | 2  | 3  | 4  | WJAS         | PITTSB'GH 75       |               |
| 1                | 2  | 3  | 4  | WEAN         | PROVID'NCE 24 R.I. |               |
| D                | 2  | 3  | 4  | WJAR         | PROVID'NCE 35      |               |
| 1                | M  | X  | M  | WDOD         | CHATTA. 74 TENN.   |               |
| X                | X  | 3  | 4  | WMC          | MEMPHIS 24         |               |
| 1                |    |    |    | *WREC        | MEMPHIS 6          |               |
| 1                |    | X  |    | *WLAC        | NASHV'LE 95        |               |
| L                | L  | 3  | 4  | WSM          | NASHV'LE 11        |               |
| 1                |    | M  | X  | *KRLD        | DALLAS 50 TEX.     |               |
|                  | 2  | M  | 4  | *WFAA        | DALLAS 26          |               |
|                  |    |    | 4  | *WBAP        | FT.WORTH 26        |               |
| X                | 2  | 3  | 4  | KPRC         | HOUSTON 38         |               |
|                  | W  | M  | M  | *KTSAS       | ANTONIO 75         |               |
|                  | 2  | 3  | 4  | WOAI         | SANTONIO 65        |               |
| 1                | X  | X  | X  | *WTAR        | NORFOLK 24 VA.     |               |
| E                | X  | 3  | P  | WRVA         | RICHM'D 57         |               |
| 1                | PM | PM | PM | WDBJ         | ROANOKE 39         |               |
| 5                | X  | M  | M  | *WEBC        | SUPER'R 74 WISC.   |               |
| 1                | 2  | X  | 4  | *WISN        | MILWAU. 58         |               |
| 5                | X  | 3  | 4  | WTMJ         | MILWAU. 8          |               |

| 7 7 8 8<br>30 30 |  |  |  | CENTRAL TIME                       |  |
|------------------|--|--|--|------------------------------------|--|
|                  |  |  |  | *Divides Time with Another Station |  |

**1 East of Cairo**

Dramatic sketch; Oriental music; direction, Sven von Hallberg. Announcer, Neel Enslin.

**2 Mobiloil Concert**

Symphony orchestra under baton of Nathaniel Shilkret.

**3 Halsey Stuart Program**

The old counselor gives some financial advice. Orchestra direction, George Daseh. Announcer, Patrick Kelly.

**4 Palmolive Hour**

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

**5 Yeast Foamers**

Chauncey R. Parsons, tenor; orchestra direction, Harry Kogen. Announcer, Thomas Breen, Jr.

**6 Sylvania Foresters**

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

**7 The Pepsodent Program**

Amos 'n' Andy.

**8 Cuckoo**

Burlesque skit; dance band. Announcer, Alwyn E. W. Bach.



**WEDNESDAY** March 5, 12, 19, 26

| EASTERN TIME                       |                     | 10 | 10 | 11 | 11 |
|------------------------------------|---------------------|----|----|----|----|
|                                    |                     | 30 | 30 | 30 | 30 |
| ALA.                               | 60 BIRM'HAM *WAPI   | E  | 2  | D  | D  |
|                                    | 39 BIRM'HAM WBRC    | 1  | 2  | D  | D  |
| ARK.                               | 50 HOT SPCS *KTHS   |    | 2  |    |    |
|                                    | 85 L'TLE ROCK *KLRA | 1  | 2  | 2  | 3  |
| COLO.                              | 29 DENVER KOA       | 1  | 2  | 6  | 7  |
|                                    | 2 DENVER KLZ        | 1  | 2  | 2  | 3  |
| CONN.                              | 52 HARTFORD *WTIC   | 1  | 2  | D  | M  |
| D. C.                              | 9 WASH' TON WMAL    | 1  | 2  | 2  | 3  |
|                                    | 41 WASH' TON WRC    | 1  | 2  | D  | D  |
| FLA.                               | 36 JACK'V'LE WJAX   | 1  | X  | X  | N  |
|                                    | 76 MIAMI B. WIOD    |    |    |    |    |
| GA.                                | 20 ATLANTA WSB      | 1  |    |    | 7  |
| ILL.                               | 48 CHICAGO KYW      |    |    |    | 7  |
|                                    | 23 CHICAGO *WBBM    | 1  | D  |    |    |
|                                    | 74 CHICAGO WCFL     |    |    |    |    |
|                                    | 33 CHICAGO *WENR    | BV | BV | T  | T  |
|                                    | 18 CHICAGO WGN      | 1  | 2  | N  | D  |
|                                    | 2 CHICAGO *WIBO     |    |    | 6  | 6  |
|                                    | 33 CHICAGO *WLS     |    |    |    |    |
|                                    | 13 CHICAGO WMAQ     |    | 2  |    | 7  |
| IND.                               | 62 FT. WAY'E *WOWO  | 1  | 2  | D  | D  |
|                                    | 69 IND'PLS *WFBM    |    | 2  |    |    |
| IOWA                               | 72 C. BLUFFS KOIL   | 1  | 2  | 2  | 3  |
|                                    | 46 DAVEN'PT *WOC    | 1  | 2  | E  | M  |
|                                    | 46 DESMOINES *WHO   |    |    |    |    |
|                                    | 79 SIOUX CITY *KSCJ |    |    |    |    |
| KANS.                              | 68 LAWREN'E *WREN   | X  | 5  | 6  | 7  |
|                                    | 4 TOPEKA *WIBW      | V  | 2  | 2  | 3  |
|                                    | 76 WICHITA *KFH     | 1  | 2  | 2  | 3  |
| KY.                                | 94 COV'TON *WCKY    | 1  | X  |    |    |
|                                    | 28 LOUISVILLE WHAS  | 1  |    |    | 7  |
| LA.                                | 71 N. ORLEANS WDSU  | 1  |    |    |    |
|                                    | 78 N. ORLEANS WSMB  | 1  | 2  |    | 7  |
| ME.                                | 40 PORTLAND WCSH    | 1  |    |    |    |
| MD.                                | 52 BALTIM'RE *WBAL  |    |    |    |    |
|                                    | 6 BALTIMORE WCAO    | 1  | 2  | 2  | 3  |
| MASS.                              | 45 SPRINGFIELD WBZ  | M  | D  | E  |    |
|                                    | 5 BOSTON WEEI       | 1  | O  | X  |    |
|                                    | 69 BOSTON WNAC      | 1  | 2  | P  | P  |
|                                    | 4 WORC'TER WTAG     | 1  | 2  | D  | N  |
| MICH.                              | 87 BAY CITY WBCM    |    | 2  | 2  | 3  |
|                                    | 70 DETROIT WGHP     | 1  | 2  | 2  | 3  |
|                                    | 21 DETROIT WJR      | W  | 5  | D  | D  |
|                                    | 38 DETROIT WWJ      | 1  | 2  | X  | X  |
| MINN.                              | 27 MINNEAP. WCCO    | 1  | M  | M  | 3  |
|                                    | 92 ST. PAUL KSTP    | 1  | 2  | D  | 7  |
| MISS.                              | 73 JACKSON WJDX     |    | 2  |    |    |
| MO.                                | 41 KAN. CITY KMBC   | 1  | P  | 2  | 3  |
|                                    | 7 KAN. CITY WDAF    | 1  | X  | X  | 7  |
|                                    | 55 ST. LOUIS KMOX   | 1  |    |    |    |
|                                    | 1 ST. LOUIS *KSD    | 1  | 2  | X  | X  |
|                                    | 81 ST. LOUIS KWK    |    | 5  |    | 7  |
| NEBR.                              | 5 OMAHA *WOW        | 1  |    |    | 7  |
| N. J.                              | 17 NEWARK WOR       | O  | D  | D  | MV |
| CENTRAL TIME                       |                     | 9  | 9  | 10 | 10 |
| *Divides Time with Another Station |                     | 30 | 30 | 30 | 30 |



The Singing School

"Sunday at Seth Parker's"

The plot of "Sunday at Seth Parker's" is not involved. Seth Parker is a resident of Jonesport, Me. Each Sunday night his neighbors gather in his front parlor and hold an old New England hymn sing. There's a little non-theological sermon by Seth, a prayer or so, and the sweet, peaceful melodies of the old hymns.

The musical accompaniments for the hymns come from an old-fashioned melodeon. No attempt is made to burlesque the singing, nor are the characters played for comedy effects.

Philip H. Lord, creator of Seth Parker, and the man who plays the title role, himself is the explanation of the success of the program. Lord, a native New Englander and familiar with every one of the characters who visit Seth Parker, believes firmly in the program. He insists the people are real people.

A PROGRAM that has employed the magic of sincerity to make a broadcast a thing alive is "Sunday at Seth Parker's," a presentation of the National Broadcasting Company. That "Sunday at Seth Parker's" is a real event in the lives of many radio listeners, and not just another program, is testified in thousands of letters received by "Seth Parker" and by the NBC. The grand total of these letters reached 4,300 during a recent month, and hundreds are received after every broadcast.

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

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

◆ Dance music from New York

**1 The Philco Hour**  
The old stager, Henry M. Neely; Lois Bennett, and orchestra conducted by William Artz.

**2 The Voice of Columbia**

**3 Dance Music**



# Plans New Avenue of Helpfulness

THE RADIO HOUSEHOLD INSTITUTE  
INAUGURATES EXCHANGE OF IDEAS

The Radio Household Institute — Elizabeth Carter, director — is on the air every week-day morning except Friday, beginning at 11:15, E. S. T., over WEAF and associated stations.



ELIZABETH CARTER, of the Radio Household Institute Staff.

HERE'S good news, everybody! The Radio Household Institute has just discovered a brand-new way to be helpful—through the exchange of recipes with listeners-in. It all began when Miss Carter, cookery expert of the Institute staff, opened a letter from an enthusiastic listener-in and found a recipe for chocolate fudge cake, with a fudge frosting.

The letter was from Mrs. L. S. Atkinson, of Bronxville, N. Y., and this is what she said: "I love to cook, and sometimes I discover a recipe that is so extra good I just long to pass it on to somebody else to try! That's why I'm enclosing a recipe for chocolate fudge cake and fudge frosting. I've just made the most delicious cake in the world, using this recipe; the cake is reposing on my kitchen table this minute, and I wish you could see it—it's perfect! I'm so enthusiastic that I want everybody to hear about it, and I hope that other listeners will send in their pet recipes to you, so that I can hear about them."

Well, inside of fifteen minutes Miss Carter had donned her apron and was out in the Institute kitchen, trying the recipe for Mrs. Atkinson's favorite fudge cake. And it certainly was a success, as all the rest of the Institute staff can testify! Miss Byrnes took her mind away from acting long enough to eat two pieces; Mrs. Milton almost decided to let

her youngsters have a slice (she's so finicky about what she gives those children of hers!).

In other words, Mrs. Atkinson's fudge cake came out just perfect—so perfect and so delicious that of course Miss Carter decided to give the recipe over the air, so that everybody else could try it too.

And that's what we mean by the "exchange of ideas." Mrs. Atkinson's cake recipe was too good to keep to herself, because half the thrill of discovering something wonderful comes in passing it along to somebody else! She handed her recipe on to the Radio Household Institute; Miss Carter made the cake—loved it—and in turn passed the recipe along to all the other thousands of listeners-in; so probably that night at dinner-time families all the way from Maine to Oklahoma were enjoying Mrs. Atkinson's pet fudge cake!

### CHOCOLATE FUDGE CAKE

(All measurements are level.)

- 2 cups sifted Swans Down Cake Flour.
- 2 teaspoons baking-powder.
- 1/2 teaspoon salt.
- 1/2 cup butter or other shortening.
- 1 cup sugar.
- 2 squares unsweetened chocolate, melted.
- 1 egg, well beaten.
- 1 teaspoon vanilla.
- 3/4 cup milk.

Sift flour once, measure, add baking-powder and salt, and sift together three times.

- 1 Palmolive Hour
- 2 Floyd Gibbons  
Headline Hunter, stories of adventure.
- 3 Central Park Casino Orchestra  
Direction, Leo Reisman. Announcer, Edward Thorgersen.
- 4 Lew White Organ Recital  
Announcer, Neel Enslin. WJZ.

- 5 St. Regis Hotel Orchestra  
Direction, Vincent Lopez. Announcer, Neel Enslin.
- 6 Slumber Music  
String ensemble; direction, Ludwig Laurier. Announcer, Milton J. Cross.
- 7 The Pepsodent Program  
Amos 'n' Andy.

March 5, 12, 19, 26 **WEDNESDAY**

| 10 11 |    |    |    | EASTERN TIME                       |                     |
|-------|----|----|----|------------------------------------|---------------------|
| 30    |    | 30 |    |                                    |                     |
| 1     | 2  | N  |    | WGR                                | BUFFALO 1 N. Y.     |
| 1     |    |    |    | WKBW                               | BUFFALO 93          |
|       | 2  | 2  | 3  | *WMAK                              | BUFFALO 36          |
| 1     | 2  | 2  | 3  | WABC                               | NEW YORK 32         |
| 1     | 2  | 3  | 3  | WEAF                               | NEW YORK 12         |
| 4     | 5  | 6  | 6  | WJZ                                | NEW YORK 22         |
| X     | 5  | 6  | 6  | WHAM                               | ROCH'TER 61         |
| 1     |    |    |    | *WHEC                              | ROCH'TER 90         |
| 1     |    |    |    | WGY                                | SCHEN'DY 25         |
| 1     | 2  | 2  | 3  | *WFBL                              | SYRACUSE 36         |
| 1     | 2  |    |    | WBT                                | CHARLOT 54 N. C.    |
|       |    |    |    | WPTF                               | RALEIGH 14          |
| 1     | 2  | 2  | 3  | WWNC                               | ASHEV'LE 3          |
| 1     | 2  | 2  | 3  | WADC                               | AKRON 78 OHIO       |
|       |    |    |    | *WFJC                              | AKRON 91            |
| 1     | 2  | 2  | 3  | WKRC                               | CINCINNATI 1        |
| P     | X  | 6  | T  | WLW                                | CINCINNATI 16       |
| 1     |    |    |    | WSAI                               | CINCINNATI 79       |
| 1     | 2  | D  | D  | WHK                                | CLEVEL'0 85         |
| 1     | 2  |    |    | WTAM                               | CLEVEL'D 53         |
|       |    |    |    | WAIU                               | COLUMB'S 10         |
| D     | D  | 2  | 3  | *WCAH                              | COLUMB'S 89         |
| 1     | 2  | 2  | 3  | WSPD                               | TOLEOO 80           |
|       |    |    |    | *WKBN                              | YO'NGST'N 3         |
| 1     |    | O  | D  | KFJF                               | OKLA.CITY 93 OKLA.  |
|       | 2  |    | 7  | WKY                                | OKLA.CITY 36        |
|       |    |    |    | *KVOO                              | TULSA 60            |
| 1     |    |    |    | *WHP                               | HARRIS'B'G 89 PA.   |
| 1     | 2  | 2  | 3  | WLBW                               | OIL CITY 72         |
| 1     | D  | P  | D  | WCAU                               | PHILAD. 63          |
|       |    |    |    | *WFAN                              | PHILAO. 7           |
|       |    |    |    | *WFI                               | PHILAD. 2           |
| 1     | D  |    |    | *WLIT                              | PHILAD. 2           |
| X     | 5  | 6  | D  | KDKA                               | PITTS'B'GH 44       |
| 1     | 2  | D  |    | WCAE                               | PITTS'B'GH 68       |
| 1     | 2  | P  | 3  | WJAS                               | PITTS'B'GH 75       |
| 1     | 2  | 2  | 3  | WEAN                               | PROVIO'NCE 24 R. I. |
|       | 2  |    |    | WJAR                               | PROVIO'NCE 35       |
| 1     | 2  | 2  | 3  | WDOD                               | CHATTA. 74 TENN.    |
| 1     | 2  | 6  | 7  | WMC                                | MEMPHIS 24          |
| 1     | 2  | 2  | 3  | *WREC                              | MEMPHIS 6           |
| 1     | 2  |    |    | *WLAC                              | NASHV'LE 95         |
| 1     | 2  | X  | D  | WML                                | NASHV'LE 11         |
|       |    | P  | V  | *KRLD                              | DALLAS 50 TEX.      |
| 1     |    |    |    | *WFAA                              | DALLAS 26           |
|       |    | O  | X  | *WBAP                              | FT.WORTH 26         |
| 1     |    |    | 7  | KPRC                               | HOUSTON 38          |
| 1     | D  |    |    | *KTSAS                             | ANTONIO 75          |
| 1     | D  | D  | 7  | WOAI                               | SANTONIO 65         |
| 1     | D  |    |    | *WTAR                              | NORFOLK 24 VA.      |
| W     | 2  | D  | D  | WRVA                               | RICHM'D 57          |
| 1     | 2  | 2  | 3  | WDBJ                               | ROANOKE 39          |
| D     | 2  | X  | 7  | *WEBC                              | SUPER'R 74 WISC.    |
| 1     | 2  | 2  | 3  | *WISN                              | MILWAU. 58          |
| 1     | 2  | X  | 7  | WTMJ                               | MILWAU. 8           |
| 9     | 9  | 10 | 10 | CENTRAL TIME                       |                     |
| 30    | 30 | 30 | 30 | *Divides Time with Another Station |                     |



**THURSDAY** March 6, 13, 20, 27

|                                    |                     |          |          |          |          |
|------------------------------------|---------------------|----------|----------|----------|----------|
| <b>EASTERN TIME</b>                |                     | <b>6</b> | <b>6</b> | <b>7</b> | <b>7</b> |
|                                    |                     | 30       |          | 30       |          |
| ALA.                               | 60 BIRM'HAM *WAPI   | N        | E        | M        | V        |
|                                    | 39 BIRM'HAM WBRC    | 1        | P        | 3        | B        |
| ARK.                               | 50 HOT SPCS.*KTHS   |          | X        |          |          |
|                                    | 85 L'TLE ROCK*KLRA  |          |          | 3        |          |
| COLO.                              | 29 DENVER KOA       | 1        |          | 3        | NX       |
|                                    | 2 DENVER KLZ        | 1        | 2        | 3        | M        |
| CONN.                              | 52 HARTFORD*WTIC    | D        | 2        |          |          |
| D. C.                              | 9 WASH'TON WMAL     | NE       | M        | 3        | P        |
|                                    | 41 WASH'TON WRC     | 1        | 2        | 7        | 3        |
| FLA.                               | 36 JACK'VLE WJAX    | 1        |          | 7        |          |
|                                    | 76 MIAMI B. WIOD    |          |          | 7        | X        |
| GA.                                | 20 ATLANTA WSB      |          |          |          |          |
| ILL.                               | 48 CHICAGO KYW      |          |          |          |          |
|                                    | 23 CHICAGO *WBMM    | O        | P        |          |          |
|                                    | 74 CHICAGO WCFL     | C        | C        | E        | D        |
|                                    | 33 CHICAGO *WENR    | C        |          |          |          |
|                                    | 18 CHICAGO WGN      | E        | C        | C        | D        |
|                                    | 2 CHICAGO *WIBO     |          |          | 3        | D        |
|                                    | 33 CHICAGO *WLS     |          | V        | N        | E        |
|                                    | 13 CHICAGO WMAQ     |          |          |          |          |
| IND.                               | 62 FT.WAY'E*WOWO    | 1        | 2        | D        | C        |
|                                    | 69 IND'PLS *WFBM    | 1        | 2        | 3        |          |
| IOWA                               | 72 C. BLUFFS KOIL   | N        | O        | D        | V        |
|                                    | 46 DAVEN'PT *WOC    |          |          |          |          |
|                                    | 46 DESMOINES*WHO    |          |          |          |          |
|                                    | 79 SIOUX CITY *KSCJ |          |          |          |          |
| KANS.                              | 68 LAWREN'E*WREN    | 5        | 6        |          | 8        |
|                                    | 4 TOPEKA *WIBW      |          | C        | N        | V        |
|                                    | 76 WICHITA *KFH     | 1        | 2        | 3        | D        |
| KY.                                | 94 COV'TON *WCKY    |          |          | 7        | M        |
|                                    | 28 LOUISVILLE WHAS  |          |          |          |          |
| LA.                                | 71 N. ORLEANS WDSU  |          |          |          |          |
|                                    | 78 N. ORLEANS WSMB  |          |          |          | 8        |
| ME.                                | 40 PORTLAND WCSH    | P        | 2        | 3        | X        |
| MD.                                | 52 BALTIM'RE*WBAL   |          |          | D        | D        |
|                                    | 6 BALTIMORE WCAO    | P        | P        | 3        | 4        |
| MASS.                              | 45 SPRINGFIELD WBZ  | E        | ME       | 7        | P        |
|                                    | 5 BOSTON WEEL       | X        | 2        | C        | X        |
|                                    | 69 BOSTON WNAC      | P        | P        | 5        | 4        |
|                                    | 4 WORC'TER WTAG     | M        | 2        | 3        | 4        |
| MICH.                              | 87 BAY CITY WBCM    | 1        |          |          |          |
|                                    | 70 DETROIT WGHP     | 1        | W        | 3        | 4        |
|                                    | 21 DETROIT WJR      | M        | M        | 7        | D        |
|                                    | 38 DETROIT WWJ      | 1        | 2        | X        | X        |
| MINN.                              | 27 MINNEAP. WCCO    | P        | P        | 3        | P        |
|                                    | 92 ST. PAUL KSTP    |          |          | M        | P        |
| MISS.                              | 73 JACKSON WJDX     |          |          | 3        | 8        |
| MO.                                | 41 KAN. CITY KMBC   | 1        | 2        | W        | P        |
|                                    | 7 KAN. CITY WDAF    | C        | E        | M        | P        |
|                                    | 55 ST. LOUIS KMOX   |          |          |          | 4        |
|                                    | 1 ST. LOUIS *KSD    | 1        |          |          |          |
|                                    | 81 ST. LOUIS KWK    |          |          |          |          |
| NEBR.                              | 5 OMAHA *WOW        | 1        | M        | D        | RE       |
| N. J.                              | 17 NEWARK WOR       | C        | M        | X        | DV       |
| <b>CENTRAL TIME</b>                |                     | <b>5</b> | <b>5</b> | <b>6</b> | <b>6</b> |
| *Divides Time with Another Station |                     | 30       |          | 30       |          |

Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add chocolate and blend; then add egg and vanilla. Add flour, alternately with milk, a small amount at a time. Beat after each addition until smooth. Bake in greased pan, 8 x 8 x 2 inches, in moderate oven (325 degrees F.) one hour. Cover top and sides with fudge frosting:

**FUDGE FROSTING**

- 2 squares unsweetened chocolate, cut in pieces.
- 2/3 cup cold milk.
- 2 cups sugar.
- Dash of salt.
- 2 tablespoons light corn syrup.
- 2 tablespoons butter.
- 1 teaspoon vanilla.

Add chocolate to milk and place over low flame. Cook until mixture is smooth and blended, stirring constantly. Add sugar, salt and corn syrup, and stir until sugar is dissolved and mixture boils. Continue cooking, without stirring, until a small amount of mixture forms a very soft ball in cold water (232 degrees F.). Remove from fire. Add butter and vanilla. Cool to lukewarm (110 degrees F.). Beat until of right consistency to spread.

When Miss Carter broadcast this recipe she asked all the listeners-in to participate in the recipe exchange, forming a "mutual benefit association" for passing along helpful hints. She particularly asked the listeners to contribute their favorite cake recipes—and what a beehive of activity the Institute kitchen has been ever since! The response has been delightfully enthusiastic, and Miss Carter is having a wonderful time trying out new cake recipes. Of course she won't be able to give all of these recipes over the air, but she intends to give as many as possible, including the name and address of the donor (if permission is granted). Many of the recipes which are not given over the air will be included in the special bulletins which are prepared at the Institute for mailing out to the listeners.

We think that this exchange of ideas will enable the Radio Household Institute to be

doubly helpful to every woman who listens in. The Institute will act as a clearing-house for ideas—receiving recipes, trying them out, and then relaying them along to the other listeners-in.

But, of course, we don't want to limit this mutual exchange of ideas to recipes alone, because it has always been the aim of the Radio Household Institute—ever since it first went on the air over two years ago—to help women with every problem of home-making. It may be a new and better way to wash clothes, or house-cleaning help; it may be the last-minute word on table decorations, or authentic advice on between-meal lunches for school-children. The Institute programs deal with every phase of home-making, whether it's baking a new fudge cake, or planning a

**YOU CAN GET THESE FREE—**

- Free samples
- Brand-new, tested recipes
- Detailed menus
- Ideas on entertaining
- New and better washing methods
- Advice on the care and feeding of children
- Beauty secrets
- Fascinating fashion helps
- Hints on smart hostessing
- Clever housekeeping helps

Tune in on the Radio Household Institute, and find out how to get all these things—free! The Institute is on the air every week-day morning, except Friday, beginning at 11:15 Eastern time, and 10:15 Central time.

party, or hanging the new living-room curtains!

The Institute is very anxious to be of practical help to every woman who listens in; and the Institute staff feels that the exchange of ideas between broadcaster and listeners—relaying helpful hints from one listener-in to all the other thousands—will add a great deal to the usefulness of the programs.

So every listener is urged to contribute to the mutual benefit association! Let the Radio Household Institute be the means of passing your good ideas along, so that everybody may profit by them. If two heads are better than one, surely two and a half million heads can contribute a great many helpful suggestions on home-making!

**OTHER NBC HOME PROGRAMS**

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

Tuesday, Wednesday, Thursday, at 11 A. M.—Forecast School of Cookery. WJZ, WBZ, WBZA, WHAM, KDKA, WLW, KWK, WREN, WJR, WGN.

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 Hotel Shelton Orchestra  
Concert music.
- 2 Civic Repertory Theater  
Eva Le Gallienne's weekly presentation.
- 3 Bernhard Levitow and His Commodore Ensemble  
Concert.
- 4 Ward's Tip Top Club  
Variety program.
- 5 Fro-Joy Players





The escape of Marty Durgan, a scene from "Chicago's Sbeik Slayer," a recent broadcast of

## True Detective Mysteries

ONE of the swiftest-moving radio features, the True Detective Mysteries program broadcast over CBS every Thursday evening, owes much of its popularity to the action which takes place in the studio. Reproducing as it does true stories of various police cases, it is often impossible to go into every detail of the story, and so far no one has actually been murdered in the broadcast; but when a struggle is indicated in the script the actors proceed to struggle; when the gong and siren on the police-cars are heard, there are sirens and sirens in the studio.

Staged under the direction of Charles Schenck, one of radio's pioneers in stagecraft, "True Detective Mysteries" utilizes approximately the same cast each week to dramatize the most thrilling story in the current issue of the magazine from which it takes its name. Much of the program's success is due to the fact Mr. Schenck has been able to assemble the cast which his experience has shown him possesses really ideal voices for the microphone, as well as dramatic ability. The sound effects, pistol shots, slamming doors, crashing glass, speeding autos—every conceivable noise, in fact—are all produced by one man, who sets up his apparatus before his own special microphone, and, working from his own copy of the script, follows his cues as carefully and promptly as do the actors.



GERTRUDE WICKES, feminine lead, as a "gunman's moll."



JACK MacBRYDE, leading man.

### 1 Black and Gold Room Orchestra

Direction, Ludwig Laurier. Announcer, John S. Young.

### 2 American Home Banquet

Reincarnation of historical characters. Announcer, Kelvin Keech.

### 3 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.

### 4 To Be Announced

### 5 Bernie Cummins and His Hotel New Yorker Orchestra

Walter Cummins, soloist. Announcer, Neel Enslin.

### 6 Whyte's Orchestra

Direction, Smith Ballew.

### 7 The Pepsodent Program (First 15 min.)

Amos 'n' Andy.

### 8 The 7-11's

Billy Hillpot, vocalist; orchestra direction, Dave Grupp. Announcer, Neel Enslin.

March  
6, 13, 20, 27

THURSDAY

| 6 6 7 7<br>30 30 |   |    |    | EASTERN TIME                       |                     |
|------------------|---|----|----|------------------------------------|---------------------|
| N                | 2 | P  | P  | WGR                                | BUFFALO 1 N. Y.     |
| 1                |   | 5  |    | WKBW                               | BUFFALO 93          |
|                  |   |    |    | *WMAK                              | BUFFALO 36          |
| 1                | 2 | 3  | 4  | WABC                               | NEW YORK 32         |
| 1                | 2 | 3  | 4  | WEAF                               | NEW YORK 12         |
| 5                | 6 | 7  | 8  | WJZ                                | NEW YORK 22         |
| N                | D | 7  | P  | WHAM                               | ROCH'TER 61         |
| C                | O | 5  | D  | *WHEC                              | ROCH'TER 90         |
|                  |   | 2  |    | WGY                                | SCHEN'DY 25         |
| 1                | 2 | 5  | 4  | *WFBL                              | SYRACUSE 36         |
|                  |   | 7  |    | WBT                                | CHARLOT 54 N. C.    |
|                  |   |    |    | WPTF                               | RALEIGH 14          |
| 1                | 2 | 3  | X  | WWNC                               | ASHEV'LE 3          |
| 1                | X | P  | D  | WADC                               | AKRON 78 OHIO       |
|                  |   |    |    | *WFJC                              | AKRON 91            |
| M                | 2 | 3  | D  | WKRC                               | CINCINNATI 1        |
| P                | P | E  | P  | WLW                                | CINCINNATI 16       |
|                  | 2 |    |    | WSAI                               | CINCINNATI 79       |
| D                | P | R  | 4  | WHK                                | CLEVEL'D 85         |
|                  | 2 |    |    | WTAM                               | CLEVEL'D 53         |
|                  |   |    |    | WAIU                               | COLUMB'S 10         |
| 1                | D | D  | R  | *WCAH                              | COLUMB'S 89         |
| O                | M | M  | X  | WSPD                               | TOLEDO 80           |
| X                | 2 | 3  | 4  | *WKBN                              | YO'NGST'N 3         |
|                  |   |    |    | KFJF                               | OKLA.CITY 93 OKLA.  |
|                  |   |    |    | WKY                                | OKLA.CITY 36        |
| C                |   |    |    | *KVOO                              | TULSA 60            |
| 1                | 2 | 3  |    | *WHP                               | HARRISB'G 89 PA.    |
| 1                | 2 | 3  | V  | WLBW                               | OIL CITY 72         |
| DN               | M | P  | 4  | WCAU                               | PHILAD. 63          |
| D                |   |    | O  | *WFAN                              | PHILAD. 7           |
|                  | 2 |    |    | *WFI                               | PHILAD. 2           |
|                  |   |    | D  | *WLIT                              | PHILAD. 2           |
| E                | B | 7  | P  | KDKA                               | PITTSB'GH 44        |
| 1                | 2 | D  | P  | WCAE                               | PITTSB'GH 68        |
| M                | 2 | 3  | 4  | WJAS                               | PITTSB'GH 75        |
| M                | D | 5  | 4  | WEAN                               | PROVID'NCE 24 R. I. |
| 1                | 2 | 3  | D  | WJAR                               | PROVID'NCE 35       |
| 1                | 2 | C  | M  | WDOD                               | CHATTA. 74 TENN.    |
| P                | P | 3  | X  | WMC                                | MEMPHIS 24          |
| 1                |   |    |    | *WREC                              | MEMPHIS 6           |
|                  |   |    |    | *WLAC                              | NASHV'LE 95         |
| M                | X | MP | D  | WSM                                | NASHV'LE 11         |
| C                |   | P  | P  | *KRLD                              | DALLAS 50 TEX.      |
|                  | M |    |    | *WFAA                              | DALLAS 26           |
| W                |   | X  | D  | *WBAP                              | FT.WORTH 26         |
|                  |   |    |    | KPRC                               | HOUSTON 38          |
| M                | M |    |    | *KTS                               | SANTONIO 75         |
|                  | N | D  |    | WOAI                               | SANTONIO 65         |
| P                | N | P  | E  | *WTAR                              | NORFOLK 24 VA.      |
| D                | D | 7  | N  | WRVA                               | RICHM'D 57          |
| P                | 2 | 3  | D  | WDBJ                               | ROANOKE 39          |
| P                | N | P  | M  | *WEBC                              | SUPER'R 74 WISC.    |
| C                | 2 | 3  | P  | *WISN                              | MILWAU. 58          |
| C                | M | DM | DM | WTMJ                               | MILWAU. 8           |
| 5 5 6 6<br>30 30 |   |    |    | CENTRAL TIME                       |                     |
|                  |   |    |    | *Divides Time with Another Station |                     |



**THURSDAY** March 6, 13, 20, 27

|                                    |                     |                         |    |   |    |
|------------------------------------|---------------------|-------------------------|----|---|----|
| <b>EASTERN TIME</b>                |                     | <b>8 8 9 9</b><br>30 30 |    |   |    |
| ALA.                               | 60 BIRM'HAM *WAPI   | ①                       | ①  | ② | E  |
|                                    | 39 BIRM'HAM WBRC    | ①                       | ③  | D | V  |
| ARK.                               | 50 HOT SPCS. *KTHS  | ①                       | ①  |   |    |
|                                    | 85 L'TLE ROCK *KLRA |                         |    |   |    |
| COLO.                              | 29 DENVER KOA       | ①                       | ①  | ② | ⑦  |
|                                    | 2 DENVER KLZ        | ①                       | ③  | M | M  |
| CONN.                              | 52 HARTFORD *WTIC   |                         |    |   |    |
| D. C.                              | 9 WASH' TON WMAL    | ①                       | ③  | ④ | ⑤  |
|                                    | 41 WASH' TON WRC    | ③                       | ①  | ② | ③  |
| FLA.                               | 36 JACK'VLE WJAX    | ①                       | ①  | ② | ⑦  |
|                                    | 76 MIAMI B. WIOD    | ①                       | ①  | ② | ⑦  |
| GA.                                | 20 ATLANTA WSB      | ①                       | ①  | ② | ⑦  |
| ILL.                               | 48 CHICAGO KYW      | X                       |    | ② | ⑦  |
|                                    | 23 CHICAGO *WBBM    |                         | ③  | ④ | ⑤  |
|                                    | 74 CHICAGO WCFL     | O                       | P  | B |    |
|                                    | 33 CHICAGO *WENR    | E                       |    |   |    |
|                                    | 18 CHICAGO WGN      | D                       | D  | P | P  |
|                                    | 2 CHICAGO *WIBO     | ①                       | ①  | ⑥ | P  |
|                                    | 33 CHICAGO *WLS     | R                       | ⑤  | T | ③  |
|                                    | 13 CHICAGO WMAQ     |                         |    |   |    |
| IND.                               | 62 FT. WAY'E *WOWO  | D                       | D  | ④ | ⑤  |
|                                    | 69 IND'PLS *WFBM    |                         |    | ④ |    |
| IOWA                               | 72 C. BLUFFS KOIL   | E                       | ③  | ④ | ⑤  |
|                                    | 46 DAVENP'T *WOC    |                         |    |   |    |
|                                    | 46 DESMOINES *WHO   | ①                       | ①  | ② |    |
|                                    | 79 SIOUX CITY *KSCJ |                         |    |   |    |
| KANS.                              | 68 LAWREN'E *WREN   | X                       | ⑤  | ⑥ | ⑦  |
|                                    | 4 TOPEKA *WIBW      | ①                       | ③  | X | P  |
|                                    | 76 WICHITA *KFH     | ①                       | ③  | V | M  |
| KY.                                | 94 COV'TON *WCKY    |                         |    | ⑥ | V  |
|                                    | 28 LOUISVILLE WHAS  | ①                       | ①  | ② | ⑦  |
| LA.                                | 71 N. ORLEANS WDSU  |                         |    |   |    |
|                                    | 78 N. ORLEANS WSMB  | ①                       | ①  | ② | ⑦  |
| ME.                                | 40 PORTLAND WCSH    | ①                       | ①  | ② | ③  |
| MD.                                | 52 BALTIM'RE *WBAL  | X                       | X  | ⑥ | ⑦  |
|                                    | 6 BALTIMORE WCAO    | ①                       | ③  | ④ | ⑤  |
| MASS.                              | 45 SPRINGFIELD WBZ  | MV                      | ⑤  | ⑥ | ⑦  |
|                                    | 5 BOSTON WEEI       | ①                       | ①  | ② | W  |
|                                    | 69 BOSTON WNAC      | ①                       | ③  | ④ | ⑤  |
|                                    | 4 WORC'TER WTAG     | ①                       | ①  | P | ③  |
| MICH.                              | 87 BAY CITY WBCM    |                         |    |   |    |
|                                    | 70 DETROIT WGHP     | ①                       | ③  | ④ | ⑤  |
|                                    | 21 DETROIT WJR      | M                       | ⑤  | ⑥ | ⑦  |
|                                    | 38 DETROIT WWJ      | ①                       | ①  | ② | ③  |
| MINN.                              | 27 MINNEAP. WCCO    | ①                       | ③  | ④ | X  |
|                                    | 92 ST. PAUL KSTP    | P                       | ①  | ② | ⑦  |
| MISS.                              | 73 JACKSON WJDJ     | ①                       | ①  |   |    |
| MO.                                | 41 KAN. CITY KMBC   | ①                       | P  | ④ | ⑤  |
|                                    | 7 KAN. CITY WDAF    | ①                       | ①  | ② | P  |
|                                    | 55 ST. LOUIS KMOX   |                         |    | ④ | ⑤  |
|                                    | 1 ST. LOUIS *KSD    | ①                       | ①  | ② | ⑦  |
|                                    | 81 ST. LOUIS KWK    |                         | ⑤  | ⑥ | ⑦  |
| NEBR.                              | 5 OMAHA *WOW        | ①                       | ①  | ② | EM |
| N. J.                              | 17 NEWARK WOR       | MV                      | MV | V | M  |
| <b>CENTRAL TIME</b>                |                     | <b>7 7 8 8</b><br>30 30 |    |   |    |
| *Divides Time with Another Station |                     |                         |    |   |    |

**RADIO NEWS**

Station WLW, at Cincinnati, has engaged Henry Thies and his Victor-recording orchestra on a full-time basis.

✧

The long-reported Vatican Wireless Station is soon to be built, according to a report from Vice-Consul Wilcox, Rome.

✧

Official Soviet reports indicate that there are now sixty-five broadcasting stations in the Soviet Union and over four hundred thousand receiving sets in operation. The Soviet Union proposes to spend \$16,000,000 adding eighty-seven new stations within five years.

✧

According to the testimony of William S. Paley before the Federal Radio Commission, practically 75 per cent. of the programs sent out from WABC are "sustaining programs" carried to the studios of the seventy-one affiliated stations without charge to them. In return for this service the stations accept five hours of sponsored programs from Columbia without charge, and are paid a nominal sum

for additional hours of advertising programs carried. Less than one per cent. of Columbia's total time on the air was devoted to actual advertising announcements.

✧

Edwin K. Cohan, well-known radio engineer, for several years connected with Station WOR, has joined the Columbia Broadcasting System staff as technical supervisor.

✧

WTIC, at Hartford, Conn., while on the air only part time, is reaching out with its 50,000-watt transmitter. It has been received as far west as Australia and as far east as England. This station introduced the popular "Seth Parker" sketches and the much-admired Rudy Vallee to the radio public.

✧

The U. S. Department of Commerce has announced that a private broadcasting police net has been put in operation in Europe. Police of Austria, Germany, Poland, Czechoslovakia and Rumania are co-operating in its use. Other countries will soon be added.



Some Thursday night at 10, E. S. T., tune in WOAI, in old San Antonio, Tex., and hear GEBHARDT'S MEXICAN PLAYERS—Eduardo L. Martinez conducting. They are favorites in the Southwest.

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 The Vagabonds** (First 15 min.)  
**Political Situation in Washington To-night** (Last 15 min.)  
Frederick William Wile, from Washington.

**③ Manhattan Moods**  
Portrayal of New York life in music.

**④ True Detective Mysteries**  
Dramatization of famous crimes.

**⑤ The De Voe Redskins**  
Ben Selvin and orchestra with vocal soloists.



March  
6, 13, 20, 27

THURSDAY



Arthur Allen

Theo Alban

Frank Luther

Harvey Hays

ARTHUR ALLEN, in make-up and costume, ready for his entrance in one of the Soconyland Sketches, heard Tuesdays at 7:30 p. m., E. S. T. The fan mail of the "Lucky Strike Tenor" reaches huge proportions, even though his name is not often announced. THEO ALBAN sings every Saturday at 10 p. m., E. S. T. Programs come and programs go, but FRANK LUTHER, tenor, continues before the microphone. Last month he was featured each Monday with the Edison program. Recognize him? Nearly all the hitherto published pictures of HARVEY HAYS have shown him in his favorite role of "The Old Pioneer" of the "Empire Builders."

| 8 8 9 9<br>30 30 |   |   |   | EASTERN TIME                       |                     |
|------------------|---|---|---|------------------------------------|---------------------|
| 1                | 1 | 2 | 3 | WGR                                | BUFFALO 1 N. Y.     |
| 1                | 3 | 4 | 5 | WKBW                               | BUFFALO 93          |
|                  |   |   |   | *WMAK                              | BUFFALO 36          |
| 1                | 3 | 4 | 5 | WABC                               | NEW YORK 32         |
| 1                | 1 | 2 | 3 | WEAF                               | NEW YORK 12         |
| 4                | 5 | 6 | 7 | WJZ                                | NEW YORK 22         |
| X                | 5 | 6 | 7 | WHAM                               | ROCH'TER 61         |
| X                | 3 | 4 | M | *WHEC                              | ROCH'TER 90         |
| 1                | 1 | 2 | 3 | WGY                                | SCHEN'DY 25         |
|                  | 3 | 4 | 5 | *WFBL                              | SYRACUSE 36         |
| 1                | 1 | 2 |   | WBT                                | CHARLOT 54 N. C.    |
| 1                | 1 |   |   | WPTF                               | RALEIGH 14          |
| 1                | 3 | X | X | WWNC                               | ASHEV'LE 3          |
| P                | 3 | 4 | 5 | WADC                               | AKRON 78 OHIO       |
| 1                | 1 | R | R | *WFJC                              | AKRON 91            |
| 1                | 3 | 4 | 5 | WKRC                               | CINCINNATI 1        |
| X                | 5 | P | 7 | WLW                                | CINCINNATI 16       |
| 1                | 1 | 2 | 3 | WSAI                               | CINCINNATI 79       |
| 1                | 3 | 4 | 5 | WHK                                | CLEVEL'D 85         |
| 1                | 1 | 2 |   | WTAM                               | CLEVEL'D 53         |
|                  |   |   |   | WAIU                               | COLUMB'S 10         |
|                  |   |   |   | *WCAH                              | COLUMB'S 89         |
| M                | 3 | 4 | 5 | WSPD                               | TOLEDO 80           |
| 1                | 3 | 4 | X | *WKBN                              | YO'NGST'N 3         |
| N                |   |   | R | KFJF                               | OKLA.CITY 93 OKLA.  |
|                  |   | 2 |   | WKY                                | OKLA.CITY 36        |
|                  |   |   |   | *KVOO                              | TULSA 60            |
|                  |   | M | D | *WHP                               | HARRIS'B'G 89 PA.   |
| 1                | 3 | 4 | 5 | WLBW                               | OIL CITY 72         |
| D                | D | 4 | 5 | WCAU                               | PHILAD. 63          |
| 1                | 3 | E | 5 | *WFAN                              | PHILAD. 7           |
| 1                | 1 | 2 | 3 | *WFI                               | PHILAD. 2           |
|                  |   |   |   | *WLIT                              | PHILAD. 2           |
| X                | 5 | 6 | 7 | KDKA                               | PITTS'GH 44         |
| 1                | 1 | 2 | 3 | WCAE                               | PITTS'GH 68         |
| 1                | 3 | 4 | 5 | WJAS                               | PITTS'GH 75         |
| 1                | 3 | 4 | 5 | WEAN                               | PROVID'NCE 24 R. I. |
| 1                | 1 | 2 | 3 | WJAR                               | PROVID'NCE 35       |
| M                | M | M | M | WDOD                               | CHATTA. 74 TENN.    |
| 1                | 1 | 2 | 7 | WMC                                | MEMPHIS 24          |
| 1                | 3 |   | X | *WREC                              | MEMPHIS 6           |
| 1                | 3 |   | X | *WLAC                              | NASHV'LE 95         |
| 1                | 1 | 2 | X | WSM                                | NASHV'LE 11         |
|                  |   | X | X | *KRLD                              | DALLAS 50 TEX.      |
|                  |   |   |   | *WFAA                              | DALLAS 26           |
| X                | 1 | 2 | 7 | *WBAP                              | FT.WORTH 26         |
| 1                | 1 | 2 | 7 | KPRC                               | HOUSTON 38          |
|                  | W | M | X | *KTSa                              | SANTONIO 75         |
| 1                | 1 | 2 | 7 | WOAI                               | SANTONIO 65         |
| X                | X | X | X | *WTAR                              | NORFOLK 24 VA.      |
| 1                | 1 | 2 | 7 | WRVA                               | RICHM'D 57          |
| 1                | 3 | M | P | WDBJ                               | ROANOKE 39          |
| 1                | 1 | D | 7 | *WEBC                              | SUPER'R 74 WISC.    |
| 1                | 3 | 4 | X | *WISN                              | MILWAU. 58          |
| 1                | 1 | 2 | 7 | WTMJ                               | MILWAU. 8           |
| 7 7 8 8<br>30 30 |   |   |   | CENTRAL TIME                       |                     |
|                  |   |   |   | *Divides Time with Another Station |                     |

1 Fleischmann Sunshine Hour

Rudy Vallee and his orchestra. Announcer, Graham McNamee.

2 Seiberling Singers

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

3 Jack Frost Melody Moments

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

4 To Be Announced

5 Champion Sparkers

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

6 Smith Brothers

Serappy Lambert and Billy Hillpot, vocalists; orchestra direction, Andy Sanella. Announcer, Ralph Freese.

7 Maxwell House Melodies

Dixie trio—Victor Hall, Leonard Stokes and Tubby Wayant; direction, David Mendoza.



**THURSDAY** March 6, 13, 20, 27

| EASTERN TIME                       |                     | 10 | 10 | 11 | 11 |
|------------------------------------|---------------------|----|----|----|----|
|                                    |                     | 30 | 30 | 30 | 30 |
| ALA.                               | 60 BIRM'HAM *WAPI   |    |    |    |    |
|                                    | 39 BIRM'HAM WBRC    | 1  | 2  | 3  | 4  |
| ARK.                               | 50 HOT SPGS. *KTHS  | 1  | 1  | 6  | X  |
|                                    | 85 L'TLE ROCK *KLRA | 1  | 2  | 3  | 4  |
| COLO.                              | 29 DENVER KOA       | 1  | 1  | 6  | 5  |
|                                    | 2 DENVER KLZ        | 1  | 2  | 3  | 4  |
| CONN.                              | 52 HARTFORD *WTIC   |    |    |    |    |
| D. C.                              | 9 WASH'TON WMAL     | 1  | 2  | 3  | 4  |
|                                    | 41 WASH'TON WRC     | 1  | 1  | 2  | 2  |
| FLA.                               | 36 JACK'V'LE WJAX   | 1  | 1  | D  | N  |
|                                    | 76 MIAMI B. WIOD    | 1  | 1  |    |    |
| GA.                                | 20 ATLANTA WSB      | 1  | 1  |    |    |
| ILL.                               | 48 CHICAGO KYW      | 1  | 1  |    | 5  |
|                                    | 23 CHICAGO *WBBM    | 1  | 2  | P  | D  |
|                                    | 74 CHICAGO WCFL     |    |    |    |    |
|                                    | 33 CHICAGO *WENR    |    |    |    | DV |
|                                    | 18 CHICAGO WGN      | 3  | P  | N  | D  |
|                                    | 2 CHICAGO *WIBO     | G  | D  | D  | D  |
|                                    | 33 CHICAGO *WLS     | T  | V  | 6  | W  |
|                                    | 13 CHICAGO WMAQ     |    |    |    | 5  |
| IND.                               | 62 FT. WAY'E *WOWO  | 1  | 2  | 3  | 0  |
|                                    | 69 IND'P'LS *WFBM   |    |    | 3  | 4  |
| IOWA                               | 72 C. BLUFFS KOIL   | 1  | 2  | B  | 4  |
|                                    | 46 DAVEN'P'T *WOC   |    |    |    |    |
|                                    | 46 DESMOINES *WHO   | 1  | 1  |    |    |
|                                    | 79 SIOUX CITY *KSCJ |    |    |    |    |
| KANS.                              | 68 LAWREN'E *WREN   | 3  | 3  | 6  | 4  |
|                                    | 4 TOPEKA *WIBW      | X  | 2  | 3  | 4  |
|                                    | 76 WICHITA *KFH     | 1  | 2  | 3  | 4  |
| KY.                                | 94 COV'TON *WCKY    | 3  | 3  | M  |    |
|                                    | 28 LOUISVILLE WHAS  | 1  | 1  | 2  | 5  |
| LA.                                | 71 N. ORLEANS WDSU  | 1  | 2  |    |    |
|                                    | 78 N. ORLEANS WSMB  | 1  | 1  |    | 5  |
| ME.                                | 40 PORTLAND WCSH    | 1  | 1  |    |    |
| MD.                                | 52 BALTIM'RE *WBAL  | 3  | 3  | P  | 0  |
|                                    | 6 BALTIMORE WCAO    | 1  | 2  | 3  | 4  |
| MASS.                              | 45 SPRINGFIELD WBZ  | 3  | 3  | E  |    |
|                                    | 5 BOSTON WEEI       | 1  | 1  | N  |    |
|                                    | 69 BOSTON WNAC      | 1  | 2  | P  | P  |
|                                    | 4 WORC'TER WTAG     | 1  | 1  | N  |    |
| MICH.                              | 87 BAY CITY WBCM    |    |    |    |    |
|                                    | 70 DETROIT WGHP     | 1  | 2  | 3  | 4  |
|                                    | 21 DETROIT WJR      | 3  | 3  | R  | D  |
|                                    | 38 DETROIT WWJ      | 1  | 1  | 2  | 2  |
| MINN.                              | 27 MINNEAP. WCCO    | 1  | M  | M  | 4  |
|                                    | 92 ST. PAUL KSTP    | 1  | 1  | D  | 5  |
| MISS.                              | 73 JACKSON WJDX     | 1  | 1  | 2  | 5  |
| MO.                                | 41 KAN. CITY KMBC   | 1  | P  | 3  | 4  |
|                                    | 7 KAN. CITY WDAF    | 1  | 1  | 6  | 5  |
|                                    | 55 ST. LOUIS KMOX   | 1  |    |    |    |
|                                    | 1 ST. LOUIS *KSD    | 1  | 1  | 2  | 2  |
|                                    | 81 ST. LOUIS KWK    | 3  | 3  | 6  | 5  |
| NEBR.                              | 5 OMAHA *WOW        | 1  | 1  | 5  | 2  |
| N. J.                              | 17 NEWARK WOR       | X  | VM | D  | MV |
| CENTRAL TIME                       |                     | 9  | 9  | 10 | 10 |
| *Divides Time with Another Station |                     | 30 | 30 | 30 | 30 |

*Columbia Stars*



Virginia Arnold



Elsie Thompson



Georgia Backus



Yolande Langworthy



Winnie Lightner

One of the accomplished pianists of the CBS staff is VIRGINIA ARNOLD, who provides the necessary accompaniment for nervous amateurs or for distinguished singers and artists. ELSIE THOMPSON is the "singing organist" heard each Tuesday night on the "Public Radio-vue" Hour. GEORGIA BACKUS, dramatic artist and writer, appears weekly in three broadcasts—"Arabesque," "Henry-George" and "Nit-Wits." YOLANDE LANGWORTHY not only writes and produces "Arabesque," but plays the role of "Zuweida." WINNIE LIGHTNER was featured recently on Kolster Hour.

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- 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

**1 Grand Opera Concert**

**2 National Forum from Washington**

Prominent Government speakers on topics of national interest.

**3 Dream Boat**

Concert ensemble playing slow rhythm music.

**4 Dance Music**

◆ Dance music from New York



# BUILDING AN AIR CASTLE

The National Radio Home-makers Club  
Opens Its New Studios

By EVE M. CONRADT-EBERLIN

**E**VEN as I am writing, Ida Bailey Allen and several of her assistant home-makers are busily hanging curtains and putting on the finishing touches preparatory to the opening of the new home of the National Radio Home-makers Club in March. Though the club is only two years old, it has already outgrown its original commodious quarters and has had to take three times as much space to house its staff of thirty-eight members and to carry on the business of giving twenty-six broadcasts each week, which are heard from coast to coast over the Columbia Broadcasting System's network.

The new headquarters, located at 1819 Broadway, consists of five soundproof studios, including model kitchen, nursery, beauty boudoir, bedroom and salon, an immense reception hall, ten private offices for the staff of copy writers and executives, a general office, a library and a model control-room.

Immediately on entering the outer office one feels that beauty is the keynote of the club. It is Mrs. Allen's personal belief that business people should be surrounded by as much charm as in the average home, and in the new club quarters the utmost in efficiency has been obtained without a sign of commercialism creeping in. From the typists' room, with its warm, French-gray walls, coarse-meshed ivory curtains with gay-colored borders worked in wool, and deep-piled green rug covering the floor, to the imposing formal salon, the artistic traces of the clever home-maker can be seen.

In the small, perfectly appointed library the gray walls are lined with apple-green bookshelves burdened with volumes on every possible subject of interest to women. A walnut desk and comfortable reading-chairs and lamps are ready for the studious visitor. For-

mal mulberry draperies at the window complete the picture.

In the model kitchen, decorated in ivory, orange and blue to give the most light, not only the last word in electrical kitchen equipment has been installed, but also a model laundry and a built-in dinette of the club's own design. It is in this kitchen that Grace White will prepare the dishes described by Mrs. Allen every morning in her Fundamental Foods broadcast, and here also the other food talks and the weekly laundry broadcast will be given.

When Carolyn Cornell and Helen Chase tell American women how to acquire beauty, they will be speaking from an exquisite green-and-gold boudoir. The walls are warm jade green trimmed with maize, and the green and maize flowered chintz hangings give the effect of fields of buttercups at the window. The ruffled toilette table, so daintily French, reflecting lovely amber bottles and jars of precious beauty lotions in its mirrored top, will be the secret envy of every woman visitor.

The boudoir leads into a perfectly furnished bedroom and nursery, from which the talks on practical nursing and child care will emanate. Every mother will be fascinated by the charming nursery equipment—collapsible rubber bath-tub, white enameled scales, ivory work-table and dainty basinette. No needless frills and bows appear to collect dust and germs in this modern nursery, which is yet pretty enough to please the most motherly heart. Although a real baby will be used as often as possible for the air demonstrations, a life-sized doll lies peacefully sleeping in the baby's crib, ready for emergencies. Next to bed for home-nursing demonstrations stands a convalescent's tray, daintily set to tempt the appetite of the most finicky invalid. The ac-

March  
6, 13, 20, 27

THURSDAY

| 10 10 11 11 |   |   |   | EASTERN TIME |                     |
|-------------|---|---|---|--------------|---------------------|
| 30 30 30 30 |   |   |   |              |                     |
| 1           | 1 | 2 | 2 | WGR          | BUFFALO 1 N. Y.     |
| 1           | 2 | 3 | 4 | WKBW         | BUFFALO 93          |
|             |   |   |   | *WMAK        | BUFFALO 36          |
| 1           | 2 | 3 | 4 | WABC         | NEW YORK 32         |
| 1           | 1 | 2 | 2 | WEAF         | NEW YORK 12         |
| 3           | 3 | 4 | 4 | WJZ          | NEW YORK 22         |
| 3           | 3 | 4 | 4 | WHAM         | ROCH'TER 61         |
| 1           | 2 |   |   | *WHEC        | ROCH'TER 90         |
|             |   |   |   | WGY          | SCHEN'DY 25         |
| 1           | 2 | 3 | 4 | *WFBL        | SYRACUSE 36         |
| 1           | 1 | 2 | 2 | WBT          | CHARLOT 54 N. C.    |
|             |   |   |   | WPTF         | RALEIGH 14          |
| 1           | 2 | 3 | 4 | WWNC         | ASHEV'LE 3          |
| 1           | 2 | D | D | WADC         | AKRON 78 OHIO       |
| 1           | 1 | P |   | *WFJC        | AKRON 91            |
| 1           | 2 | 3 | D | WKRC         | CINCINNATI 1        |
| PV          | B | 6 | P | WLW          | CINCINNATI 16       |
| 1           | 1 |   |   | WSAI         | CINCINNATI 79       |
| 1           | 2 | D | D | WHK          | CLEVEL'D 85         |
| 1           | 1 |   |   | WTAM         | CLEVEL'D 53         |
|             |   |   |   | WAIU         | COLUMB'S 10         |
| 1           |   |   |   | *WCAH        | COLUMB'S 89         |
| 1           | 2 | 3 | 4 | WSPD         | TOLEDO 80           |
| 1           | 2 |   |   | *WKBN        | YO'NGST'N 3         |
| 1           | 2 | O | D | KFJF         | OKLA.CITY 93 OKLA.  |
| 1           | 1 | 6 | 5 | WKY          | OKLA.CITY 36        |
| 1           | 1 | 6 | X | *KVOO        | TULSA 60            |
| 1           | 2 | 3 | 4 | *WHP         | HARRIS'B'G 89 PA.   |
| 1           | 2 | 3 | 4 | WLBW         | OIL CITY 72         |
| 1           | M | D | O | WCAU         | PHILAD. 63          |
| P           | 2 | P | P | *WFAN        | PHILAD. 7           |
| 1           | 1 | 2 | 2 | *WFI         | PHILAD. 2           |
|             |   |   |   | *WLIT        | PHILAD. 2           |
| 3           | 3 | X | X | KDKA         | PITTSB'GH 44        |
| 1           | 1 |   |   | WCAE         | PITTSB'GH 68        |
| 1           | 2 | P |   | WJAS         | PITTSB'GH 75        |
| 1           | 2 | 3 | 4 | WEAN         | PROVID'NCE 24 R. I. |
| 1           | 1 |   |   | WJAR         | PROVID'NCE 35       |
| 1           | 2 | 3 | 4 | WDOD         | CHATTA. 74 TENN.    |
| 1           | 1 | 6 | 5 | WMC          | MEMPHIS 24          |
| 1           |   | 3 | 4 | *WREC        | MEMPHIS 6           |
| 1           | 2 |   |   | *WLAC        | NASHV'LE 95         |
| 1           | 1 | M | 5 | WSM          | NASHV'LE 11         |
| 1           |   |   |   | *KRLD        | DALLAS 50 TEX.      |
| M           | 1 | 6 | 5 | *WFAA        | DALLAS 26           |
|             |   |   |   | *WBAP        | FT.WORTH 26         |
| 1           | 1 |   | 5 | KPRC         | HOUSTON 38          |
| 1           | 2 |   |   | *KTS         | SANTONIO 75         |
| 1           | 1 | 6 | 5 | WOAI         | SANTONIO 65         |
| 1           |   |   |   | *WTAR        | NORFOLK 24 VA.      |
| 1           | 1 | 2 | 2 | WRVA         | RICHM'D 57          |
| 1           | 2 | 3 | 4 | WDBJ         | ROANOKE 39          |
| 1           | 1 | D | 5 | *WEBC        | SUPER'V 74 WISC.    |
| 1           | 2 | 3 | 4 | *WISN        | MILWAU. 58          |
| 1           | 1 | X | 5 | WTMJ         | MILWAU. 8           |

**1 R. C. A.—Victor Program**

Famous recording artists. Announcer, John S. Young.

**2 National Grand Opera**

NBC opera stars; concert orchestra; direction, Cesare Sodero. Grand opera.

**3 Atwater Kent Mid-week Program**

Dance orchestra.

**4 Slumber Music**

**5 The Pepsodent Program (First 15 min.)**

Amos 'n' Andy.

**6 Conoco Adventurers**

Dramatic episodes in history of the West; musical background; direction, Josef Koestner.

9 9 10 10  
30 30 30 30

CENTRAL TIME

Divides Time with Another Station



# FRIDAY

March  
7, 14, 21, 28

| EASTERN TIME                       |                     | 6  | 6  | 7  | 7  |
|------------------------------------|---------------------|----|----|----|----|
|                                    |                     | 30 |    |    | 30 |
| ALA.                               | 60 BIRM'HAM *WAPI   | N  | E  | M  | 4  |
|                                    | 39 BIRM'HAM WBRC    | 2  | 7  | 5  | B  |
| ARK.                               | 50 HOT SPCS.*KTHS   |    |    |    |    |
|                                    | 85 L'TLE ROCK*KLRA  |    |    | 5  |    |
| COLO.                              | 29 DENVER KOA       | M  | ME | NX | 4  |
|                                    | 2 DENVER KLZ        | 1  | 7  | 5  | M  |
| CONN.                              | 52 HARTFORD*WTIC    |    |    | E  | 4  |
| D. C.                              | 9 WASH'TON WMAL     | N  | E  | W  | M  |
|                                    | 41 WASH'TON WRC     | 1  | 2  | 6  | 4  |
| FLA.                               | 36 JACK'V'LE WJAX   | 1  | P  | 6  |    |
|                                    | 76 MIAMI B. WIOD    |    |    | 6  | X  |
| GA.                                | 20 ATLANTA WSB      |    |    |    |    |
| ILL.                               | 48 CHICAGO KYW      |    |    |    | 7  |
|                                    | 23 CHICAGO *WBBM    | O  | 7  |    |    |
|                                    | 74 CHICAGO WCFL     | C  | C  | E  | D  |
|                                    | 33 CHICAGO *WENR    | C  |    |    |    |
|                                    | 18 CHICAGO WGN      | E  | C  | C  | D  |
|                                    | 2 CHICAGO *WIBO     |    |    |    | 4  |
|                                    | 33 CHICAGO *WLS     |    | V  | N  | E  |
|                                    | 13 CHICAGO WMAQ     |    |    |    |    |
| IND.                               | 62 FT.WAY'E*WOWO    |    |    |    |    |
|                                    | 69 IND'PLS *WFBM    |    | 7  | 5  |    |
| IOWA                               | 72 C. BLUFFS KOIL   | N  | O  | 5  | V  |
|                                    | 46 DAVEN'PT *WOC    | N  | D  | O  | O  |
|                                    | 46 DESMOINES*WHO    |    |    |    |    |
|                                    | 79 SIOUX CITY *KSCJ |    |    |    |    |
| KANS.                              | 68 LAWREN'E*WREN    | 5  | M  | X  | M  |
|                                    | 4 TOPEKA *WIBW      |    | C  | N  | V  |
|                                    | 76 WICHITA *KFH     | 1  | 7  |    |    |
| KY.                                | 94 COV'TON *WCKY    |    |    | 5  | V  |
|                                    | 28 LOUISVILLE WHAS  |    |    |    | 4  |
| LA.                                | 71 N. ORLEANS WDSU  |    |    |    |    |
|                                    | 78 N ORLEANS WSMB   |    |    |    | 4  |
| ME.                                | 40 PORTLAND WCSH    | P  | 2  | B  | 4  |
| MD.                                | 52 BALTIM'RE*WBAL   | V  | M  |    |    |
|                                    | 6 BALTIMORE WCAO    | E  | 7  | 5  | V  |
| MASS.                              | 45 SPRINGFIELD WBZ  | E  | P  | 6  | 7  |
|                                    | 5 BOSTON WEEI       | X  | 2  | C  | T  |
|                                    | 69 BOSTON WNAC      | P  | P  | NE | P  |
|                                    | 4 WORCTER WTAG      | M  | 2  | X  | M  |
| MICH.                              | 87 BAY CITY WBCM    | 1  | 7  | 5  |    |
|                                    | 70 DETROIT WGHP     | D  | W  | 5  | 6  |
|                                    | 21 DETROIT WJR      | M  | D  | 6  | M  |
|                                    | 38 DETROIT WWJ      | 1  | 2  | 3  | 4  |
| MINN.                              | 27 MINNEAP. WCCO    |    |    | P  | P  |
|                                    | 92 ST. PAUL KSTP    |    |    | B  | P  |
| MISS.                              | 73 JACKSON WJDX     |    |    |    | 4  |
| MO.                                | 41 KAN. CITY KMBC   | 1  | C  | W  | P  |
|                                    | 7 KAN. CITY WDAF    | C  | E  | M  | 4  |
|                                    | 55 ST. LOUIS KMOX   |    |    |    |    |
|                                    | 1 ST. LOUIS *KSD    | 1  |    | X  | 4  |
|                                    | 81 ST. LOUIS KWK    |    |    |    |    |
| NEBR.                              | 5 OMAHA *WOW        | 1  | M  | 3  | 4  |
| N. J.                              | 17 NEWARK WOR       | C  | M  | X  | X  |
| CENTRAL TIME                       |                     | 5  | 5  | 6  | 6  |
| *Divides Time with Another Station |                     | 30 |    |    | 30 |

tual food suggested for the patient will be prepared in the kitchen laboratory immediately before the talks on home nursing are given by Helen Lewis, the club nurse, and, in keeping with Mrs. Allen's belief in reality in broadcasting, there may even be a "patient" in the bed to eat it! On the wall hangs a medicine-chest fitted with a complete first-aid equipment.

Across the hall is the formal salon, from which fashion broadcasts and all general talks will be given. Here the walls have a new, heavy, plastic, ivory finish, and the floor is painted black, stenciled at the border in ivory, striking a new and original note in home decorating. The formal draperies are blue, and the dark-oak furniture, faintly suggestive of the Italian, is upholstered in blue and green, with touches of yellow. A baby grand piano adds a pleasing formal note to this gracious room.

In the general reception hall chairs and benches are placed in friendly groups, and several loud-speakers are installed so the visitors may listen in on the broadcasts going on in the studios. On the French-gray walls are hung exquisite etchings, as well as several sketches of members of the Home-makers' staff at their microphones.

Bordering the reception hall are the individual offices, each one painted in a different pastel shade, with contrasting hangings and mahogany furniture. The decoration of these offices has been left to the individual preference of the occupants and displays the remarkable range of tastes and ingenuity to be found in the club staff.

On March 1 these palatial quarters will be the scene of great festivity to mark the opening of the first broadcast from the new clubhouse. Eminent men and women representing every profession will be present at the housewarming, and Mrs. Allen plans to introduce some of them to her vast audience. The actual programs for the month of March, covering every topic of interest to women, including cooking, table service, etiquette, health and beauty, child-training, home nursing, handicraft, entertaining, interior decorating, and all manner of practical things, as well as cultural and political talks by prominent guest speakers, have not been divulged. But every

day in March will be a gala day at the Home-makers Club, and on the last three Saturday afternoons there will be house-warmings to which club members and the general public are invited.

Having seen this wondrous "air" castle which the Home-makers have built, it is easy to understand the inordinate popularity of the National Radio Home-makers Club broadcasts. It takes ingenuity, artistry and a real sense of home-making to evolve anything so lovely from an ordinary suite of commercial offices. Every woman visitor will leave the club chock full of new decorating ideas and color schemes to try out on her own home.

*The National Home-makers Club meets each week-day except Saturday, from 10 a. m. to 12 noon (Eastern Standard Time), over the Columbia Broadcasting System's coast-to-coast network.*

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Radio listeners will find an interesting comparison to be made between the voice effects produced through microphone and loud-speaker and the concert voices toward which all artists bent their efforts at development a few years ago. Whereas there was formerly a definitely classified range of voices running from deepest basso profundo to highest lyric soprano, there now has been produced for purposes of the broadcast an entirely new set of voice effects. They are known variously as "whisperers," "crooners" and "hummers." "It would be useless to deny," observes a writer in the *St. Louis Post-Dispatch*, "that they would send a singing teacher into the booby-hatch for a six months' period of rest and observation. Their technique flouts all that has previously been regarded as sound. Where an orthodox singer is careful of his breath, they let it slop all over the place. Where he strives for a clear, bell-like tone, they try for a reed-like, husky effect. Where he worked years on his focus so he would have a nice, dependable vibrato and be able to control his voice as a compact unit, they avoid focus like poison, seeking a soft, cloudy vagueness wherewith vibrato is not even remotely associated. But the proof of the singing is in the listening. Coming through the loud-speaker, the curious voices are much more endurable than the other voices were. They triumph over static, trombones and saxophones."

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 The Musical Foursome (First 15 min.)  
Semi-classical.
- Closing Market Prices (Last 15 min.)
- 2 The Musical Foursome (First 15 min.)
- 3 Littman Orchestra  
Byron Holiday, tenor; Helen Richards, contralto.
- 5 Hotel Paramount Orchestra
- 6 Howard Fashion Plates  
Beau Brummel set to music.
- 7 Will Osborne and His Park Central Orchestra



March  
7, 14, 21, 28

FRIDAY



LUDWIG LAURIER, who conducts "SLUMBER MUSIC"

IF the radio never accomplishes another thing, it has done the world a great service in resurrecting hundreds of musical gems from untimely graves, according to Ludwig Laurier, former concert-master in the Metropolitan Opera Orchestra, and now director of the nightly NBC Slumber Hour.

"Before the radio there was a tremendous amount of music with comparatively few musicians to play it. Consequently hundreds of brilliant scores were seldom, if ever, played. Many major composers were little known out-

side the world of musicians. Some very gifted composers were known to musicians alone," Laurier declared.

"Now that is entirely changed. The composers' works are being gone over, examined and tried. The vast portfolios of forgotten and half-forgotten music are being played again. I believe this is entirely due to the radio. It has stimulated public interest in music. A radio listener especially charmed by a composition wishes to hear other things, and many, perhaps forgotten, are resurrected."

**1 Black and Gold Room Orchestra**

Direction, Ludwig Laurier. Announcer, Edward Thorgersen.

**2 American Home Banquet**

Reincarnation of historical characters.

**3 The Family Goes Abroad**

Comedy sketch of an American family; incidental music; direction, Frank Vagnoni.

**4 Raybestos Twins**

The Bonnie Laddies, vocal trio; Lannie Ross, tenor; orchestra direction, Sam Herman. Announcer, John S. Young.

**5 Whyte's Orchestra**

Direction, Smith Ballew. Announcer, Martin Provensen.

**6 The Pepsodent Program (First 15 min.)**

Amos 'n' Andy.

**7 Dixies Circus**

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

| 6 6 7 7<br>30 30 |    |    |    | EASTERN TIME                       |
|------------------|----|----|----|------------------------------------|
| N                | 2  | 3  | 4  | WGR BUFFALO 1 N.Y.                 |
|                  |    |    |    | WKBW BUFFALO 93                    |
| 1                | 7  | 5  |    | *WMAK BUFFALO 36                   |
| 1                | 3  | 5  | 6  | WABC NEW YORK 32                   |
| 1                | 2  | 3  | 4  | WEAF NEW YORK 12                   |
| 5                | X  | 6  | 7  | WJZ NEW YORK 22                    |
| N                | D  | 6  | W  | WHAM ROCHESTER 61                  |
| C                | O  | O  | X  | *WHEC ROCHESTER 90                 |
|                  | 2  |    |    | WGY SCHEN'DY 25                    |
| 1                | 7  | 5  | 6  | *WFBL SYRACUSE 36                  |
|                  |    | 6  |    | WBT CHARLOT 54 N.C.                |
|                  |    | 6  |    | WPTF RALEIGH 14                    |
| 1                | 7  | 5  | X  | WWNC ASHEV'LE 3                    |
| 2                | X  | D  | D  | WADC AKRON 78 OHIO                 |
| P                | R  |    |    | *WFJC AKRON 91                     |
| ME               | X  | 5  | D  | WKRC CINCINNATI 1                  |
| P                | M  | E  | 7  | WLW CINCINNATI 16                  |
|                  | 2  |    | 4  | WSAI CINCINNATI 79                 |
| D                | DP | D  | X  | WHK CLEVEL'D 85                    |
|                  | 2  |    |    | WTAM CLEVEL'D 53                   |
|                  |    |    |    | WAIU COLUMB'S 10                   |
| 1                | P  |    |    | *WCAH COLUMB'S 89                  |
| O                | M  | M  | R  | WSPD TOLEDO 80                     |
| X                | 7  |    |    | *WKBN YO'NGST'N 3                  |
|                  |    |    |    | KFJF OKLA.CITY 93 OKLA.            |
|                  |    |    |    | WKY OKLA.CITY 36                   |
| C                |    |    |    | *KVOO TULSA 60                     |
| 2                | 7  | 5  | D  | *WHP HARRISB'G 89 PA.              |
| 1                | 7  | 5  | 6  | WLBW OIL CITY 72                   |
| DN               | P  | M  | 6  | WCAU PHILAD. 63                    |
| D                |    |    |    | *WFAN PHILAD. 7                    |
|                  | 2  |    |    | *WFI PHILAD. 2                     |
|                  |    |    | 4  | *WLIT PHILAD. 2                    |
| X                | P  | 6  | 7  | KDKA PITTSB'GH 44                  |
| 1                | 2  | X  | 4  | WCAE PITTSB'GH 68                  |
| M                | 7  | 6  | 6  | WJAS PITTSB'GH 75                  |
| MD               | M  | NV | 6  | WEAN PROVID'NCE 24 R.I.            |
| 1                | 2  | X  | E  | WJAR PROVID'NCE 35                 |
| E                | E  | C  | M  | WDOD CHATTA. 74 TENN               |
| P                | P  | M  | 4  | WMC MEMPHIS 24                     |
| 1                |    |    |    | *WREC MEMPHIS 6                    |
|                  |    |    |    | *WLAC NASHV'LE 95                  |
| M                | X  | X  | 4  | WSM NASHV'LE 11                    |
| P                | C  | X  | D  | *KRLD DALLAS 50 TEX.               |
|                  | M  | C  | P  | *WFAA DALLAS 26                    |
| W                |    |    |    | *WBAP FT.WORTH 26                  |
|                  |    |    |    | KPRC HOUSTON 38                    |
| M                |    |    |    | *KTSASANTONIO 75                   |
|                  | N  | D  |    | WOAI S.ANTONIO 65                  |
| P                | P  | N  | T  | *WTAR NORFOLK 24 VA.               |
| M                | M  | 6  | W  | WRVA RICHM'D 57                    |
| P                | 7  | 6  | PM | WDBJ ROANOKE 39                    |
| P                | N  | M  | M  | *WEBC SUPER'R 74 WISC.             |
| C                | 7  | 6  | P  | *WISN MILWAU. 58                   |
| C                | M  | DM | DM | WTMJ MILWAU. 8                     |
| 5                | 5  | 6  | 6  | CENTRAL TIME                       |
| 30               | 30 | 30 | 30 | *Divides Time with Another Station |



FRIDAY

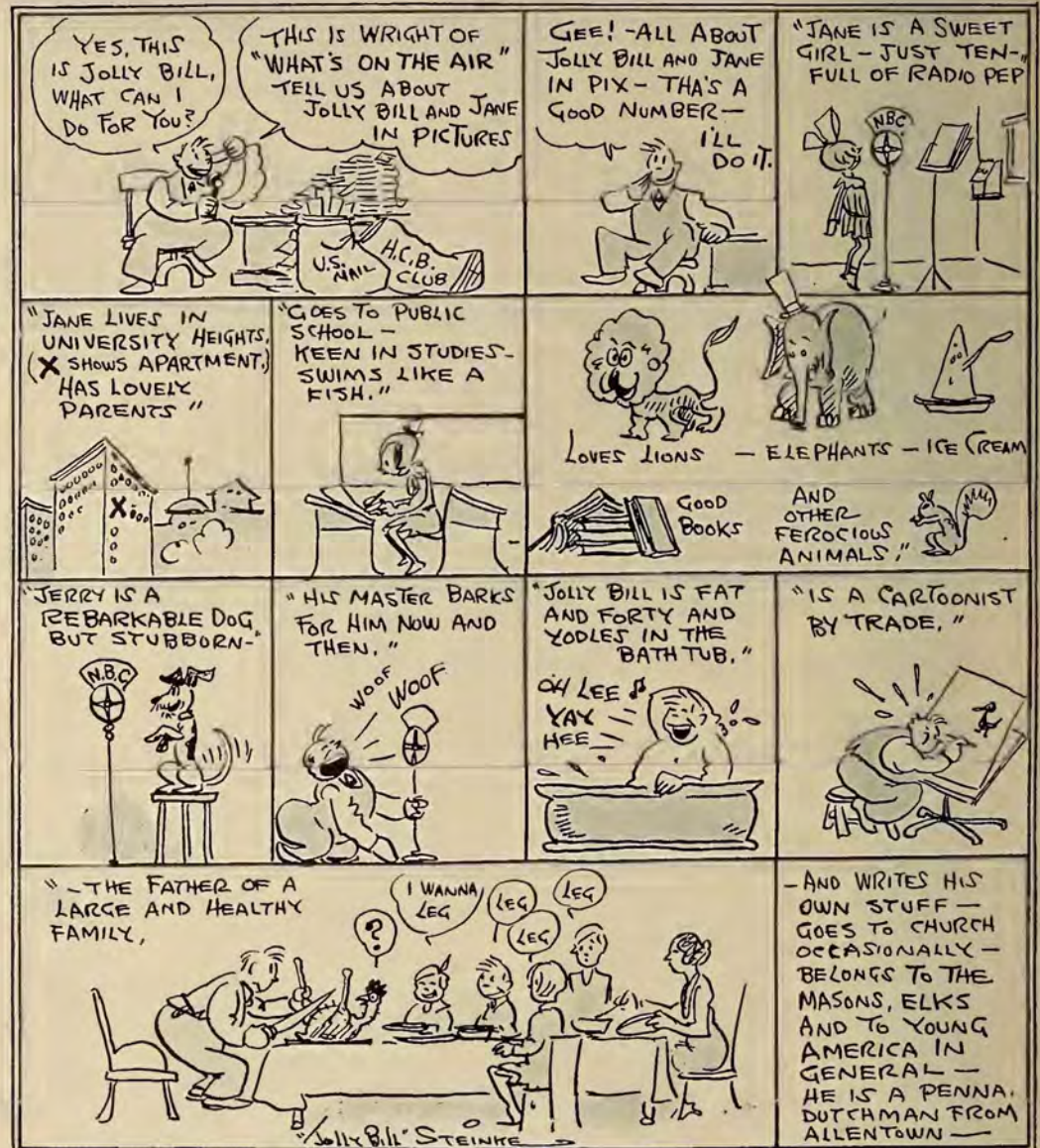
March 7, 14, 21, 28

Jolly Bill and Jane

As Told for Our Readers in Pictures by "Jolly Bill"

IN the accompanying sketch William J. Steinke, the "Jolly Bill" of the Jolly Bill and Jane program, tells all about that broadcast feature. About the only things he fails to picture are that the program goes on the air at eight o'clock (Eastern Standard Time) six mornings a week, and that he is the founder of the Hot Cereal Breakfast Club. Al-

though the Jolly Bill and Jane program was built for children, it has an extensive adult following from all walks of life. More than six hundred letters a week come to the NBC and the Cream of Wheat Company, program sponsors, as a result of the broadcasts. (See photograph, page 32, December issue, for more formal likenesses of Bill and Jane.)



| EASTERN TIME |                     | 8  | 8  | 9  | 9  |
|--------------|---------------------|----|----|----|----|
|              |                     | 30 |    | 30 |    |
| ALA.         | 60 BIRM' HAM *WAPI  | E  | E  | 6  | 7  |
|              | 39 BIRM' HAM WBRC   | 1  | D  | 3  | 3  |
| ARK.         | 50 HOT SPCS. *KTHS  |    | X  |    |    |
|              | 85 L'TLE ROCK *KLRA | 1  |    | 3  | 3  |
| COLO.        | 29 DENVER KOA       | 1  | 1  | 6  | 7  |
|              | 2 DENVER KLZ        | 1  | M  | 3  | M  |
| CONN.        | 52 HARTFORD *WTIC   | 1  | 1  | 2  | 3  |
| D. C.        | 9 WASH' TON WMAL    | 1  | 2  | 3  | 3  |
|              | 41 WASH' TON WRC    | 1  | 1  | 2  | 3  |
| FLA.         | 36 JACK' VLE WJAX   |    |    | 5  | 6  |
|              | 76 MIAMI B. WIOD    | X  | 5  | 6  | 7  |
| GA.          | 20 ATLANTA WSB      |    |    | 6  | 7  |
| ILL.         | 48 CHICAGO KYW      | 1  | 1  | 6  | 7  |
|              | 23 CHICAGO *WBBM    |    |    | T  | P  |
|              | 74 CHICAGO WCFL     | O  | P  | B  |    |
|              | 33 CHICAGO *WENR    | E  |    |    |    |
|              | 18 CHICAGO WGN      | P  | P  | P  | P  |
|              | 2 CHICAGO *WIBO     | M  | 5  | 2  | 3  |
|              | 33 CHICAGO *WLS     | R  | X  | M  | T  |
|              | 13 CHICAGO WMAQ     | 1  | 2  | 3  | 3  |
| IND.         | 62 FT. WAY'E *WOWO  | 1  | 2  | 3  | 3  |
|              | 69 IND' PLS *WFBM   | 1  | 2  |    |    |
| IOWA         | 72 C. BLUFFS KOIL   | 1  | 2  | 3  | 3  |
|              | 46 DAVEN' P'T *WOC  | 1  | 1  | 2  | 3  |
|              | 46 DES MOINES *WHO  |    |    |    |    |
|              | 79 SIOUX CITY *KSCJ |    |    |    |    |
| KANS.        | 68 LAWREN'E *WREN   | 4  | X  | 6  | 7  |
|              | 4 TOPEKA *WIBW      | X  | P  | 3  | 3  |
|              | 76 WICHITA *KFH     | 1  | 2  | 3  | 3  |
| KY.          | 94 COV' TON *WCKY   | M  |    |    | X  |
|              | 28 LOUISVILLE WHAS  |    |    | 6  | 7  |
| LA.          | 71 N. ORLEANS WDSU  |    |    | 3  | 3  |
|              | 78 N ORLEANS WSMB   |    |    | 6  | 7  |
| ME.          | 40 PORTLAND WCSH    | 1  | 1  | 2  | 3  |
| MD.          | 52 BALTIM' RE *WBAL |    |    |    |    |
|              | 6 BALTIMORE WCAO    | 1  | 2  | 3  | 3  |
| MASS.        | 45 SPRINGFIELD WBZ  | B  | P  | 6  | 7  |
|              | 5 BOSTON WEEL       | 1  | 1  | 2  | M  |
|              | 69 BOSTON WNAC      | 1  | 2  | 3  | 3  |
|              | 4 WORC' TER WTAG    | 1  | 1  | 2  | P  |
| MICH.        | 87 BAY CITY WBCM    |    |    |    |    |
|              | 70 DETROIT WGHP     | 1  | 2  | 3  | 3  |
|              | 21 DETROIT WJR      | M  | M  | 6  | 7  |
|              | 38 DETROIT WWJ      | 1  | 1  | 2  | 3  |
| MINN.        | 27 MINNEAP. WCCO    | 1  | 2  | 3  | 3  |
|              | 92 ST. PAUL KSTP    | 1  | 1  | P  | 7  |
| MISS.        | 73 JACKSON WJDX     |    |    |    | 7  |
| MO.          | 41 KAN. CITY KMBC   | 1  | 2  | 3  | 3  |
|              | 7 KAN. CITY WDAF    | 1  | 1  | P  | X  |
|              | 55 ST. LOUIS KMOX   | 1  | 2  | 3  | 4  |
|              | 1 ST. LOUIS *KSD    | 1  | 1  | 2  | 3  |
|              | 81 ST. LOUIS KWK    |    |    | 5  | 6  |
| NEBR.        | 5 OMAHA *WOW        | 1  | 1  | 2  | 3  |
| N. J.        | 17 NEWARK WOR       | VW | DV | MW | VM |

CENTRAL TIME

\*Divides Time with Another Station

|    |   |    |   |
|----|---|----|---|
| 7  | 7 | 8  | 8 |
| 30 |   | 30 |   |

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

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

◆ Dance music from New York

- 1 To Be Announced
- 2 Eversharp Penmen  
Graphology over the radio; music.
- 3 True Story Hour  
Adventures of Mary and Bob.



March  
7, 14, 21, 28

FRIDAY



—NBC Photo. Made for "What's On the Air."

Left to right: Alice (Winnifred Toomey), Professor Montegle (Harvey Hays), Bob Brooke (John McGovern), Sally (Catherine Renwick). Fragoni (Harry Humphrey) is on the floor.

A Scene and Bit of Accompanying Script from

# "Mystery House"

NBC's Friday Night Serial Melodrama

BROOKE: I've just knocked out your friend with the water carafe, that's all; I've got my revolver back, and you can put up your hands.

MONTEGLE: Be careful!

SALLY: Don't shoot, Bob!

ALICE: Let me go!

MONTEGLE: You see, if you fire—you're

more than likely to strike this little girl.

BROOKE: I'm a better shot than that, Montegle. Put 'em up!

MONTEGLE: Not just yet, Brooke! Watch me closely—I stand with one foot outside. Now, Mr. Brooke, you can hand over that pistol. And if you don't, I'll drop Alice over.

- 1 Cities Service Concert Orchestra and the Cavaliers  
Male quartet; orchestra direction, Rosario Bourdon. Announcer, Edward Thorgersen.
- 2 Clicquot Club Eskimos  
Orchestra direction, Harry Reser.
- 3 Broadcasting Broadway  
Erva Giles, soprano; Welcome Lewis, contralto; Robert Simmons, tenor; orchestra direction, Harold Sanford. Announcer, Edward Thorgersen.
- 4 Ben Bernie and His Congress Hotel Orchestra  
Announcer, Thomas Breen.

- 5 Natural Bridge Program  
Famous loves, sketch with musical background.
- 6 Interwoven Pair  
Ernie Hare, baritone; Billy Jones, tenor; comedy dialog; orchestra direction, Will C. Perry. Announcer, Curt Peterson.
- 7 Armour Program  
Orchestra direction, Josef Koestner. Announcer, Milton J. Cross.

| 8 8 9 9<br>30 30 30 30 |    |   |   | EASTERN TIME                                      |                    |
|------------------------|----|---|---|---|--------------------|
| 1                      | 1  | 2 | 3 | WGR   | BUFFALO 1 N.Y.     |
|                        |    |   |   | WKBW  | BUFFALO 93         |
| 1                      | 2  | 3 | 3 | *WMAK   | BUFFALO 36         |
| 1                      | 2  | 3 | 3 | WABC  | NEW YORK 32        |
| 1                      | 1  | 2 | 3 | WEAF  | NEW YORK 12        |
| 4                      | 5  | 6 | 7 | WJZ   | NEW YORK 22        |
| D                      | B  | 6 | 7 | WHAM  | ROCHTER 61         |
| 1                      | R  | 2 | 3 | *WHEC   | ROCHTER 90         |
|                        |    | 2 |   | WGY   | SCHEN'DY 25        |
| 1                      | 2  | 3 | 3 | *WFBL   | SYRACUSE 36        |
|                        |    | 6 | 7 | WBT   | CHARLOT 54 N.C.    |
|                        |    |   |   | WPTF  | RALEIGH 14         |
| 1                      | X  | 3 | 3 | WWNC  | ASHEV'LE 3         |
| 1                      | 2  | 3 | 3 | WADC  | AKRON 78 OHIO      |
|                        |    | M | 3 | *WFJC   | AKRON 91           |
| 1                      | 2  | 3 | 3 | WKRC  | CINCINNATI 1       |
| M                      | 5  | 6 | T | WLW   | CINCINNATI 16      |
| 1                      | 1  | 2 | 3 | WSAI  | CINCINNATI 79      |
| 1                      | 2  | 3 | 3 | WHK   | CLEVEL'D 85        |
| 1                      | 1  |   |   | WTAM  | CLEVEL'D 53        |
|                        |    |   |   | WAIU  | COLUMB'S 10        |
|                        |    | 3 | P | *WCAH   | COLUMB'S 89        |
| P                      | 2  | 3 | 3 | WSPD  | TOLEDO 80          |
|                        |    |   |   | *WKBN   | YO'NGST'N 3        |
| 1                      |    | 3 | 3 | KFJF  | OKLA.CITY 93 OKLA. |
| 1                      | 1  | 6 | 7 | WKY   | OKLA.CITY 36       |
|                        |    |   |   | *KVOO   | TULSA 60           |
| R                      | R  |   |   | *WHP  | HARRISB'G 89 PA.   |
| 1                      | 2  | 3 | 3 | WLBW  | OIL CITY 72        |
| 1                      | 2  | 3 | 3 | WCAU  | PHILAD. 63         |
|                        |    |   |   | *WFAN   | PHILAD. 7          |
|                        |    |   |   | *WFI  | PHILAD. 2          |
| 1                      | 1  | 2 | M | *WLIT   | PHILAD. 2          |
| X                      | 5  | 6 | 7 | KDKA  | PITTSB'GH 44       |
| 1                      | 1  | 2 | 3 | WCAE  | PITTSB'GH 68       |
| 1                      | 2  | 3 | 3 | WJAS  | PITTSB'GH 75       |
| 1                      | 2  | 3 | 3 | WEAN  | PROVID'NCE 24 R.I. |
| 1                      | 1  | 2 | 3 | WJAR  | PROVID'NCE 35      |
| 1                      | X  | 3 | 3 | WDOD  | CHATTA. 74 TENN.   |
|                        |    | 6 | 7 | WMC   | MEMPHIS 24         |
| 1                      |    | 3 | 3 | *WREC   | MEMPHIS 6          |
| 1                      |    | 3 | 3 | *WLAC   | NASHV'LE 85        |
| M                      | D  | 6 | 7 | WSM   | NASHV'LE 11        |
| 1                      |    | 3 | 3 | *KRLD   | DALLAS 50 TEX.     |
| 1                      | 1  | M | 7 | *WFAA   | DALLAS 26          |
|                        |    |   |   | *WBAP   | FT.WORTH 26        |
| 1                      | 1  | 6 | 7 | KPRC  | HOUSTON 38         |
|                        | W  | 3 | 3 | *KTS  | SANTONIO 75        |
| 1                      | 1  | 6 | 7 | WOAI  | SANTONIO 65        |
| 1                      | M  | 3 | 3 | *WTAR   | NORFOLK 24 VA.     |
| T                      | 5  | 6 | 7 | WRVA  | RICHM'D 57         |
| 1                      | PV | 3 | 3 | WDBJ  | ROANOKE 39         |
| 1                      | 1  | 6 | 7 | *WEBC   | SUPER'R 74 WISC.   |
| X                      | X  | 3 | 3 | *WISN   | MILWAU. 58         |
| 1                      | 1  | 6 | 7 | WTMJ  | MILWAU. 8          |
| 7 7 8 8<br>30 30 30 30 |    |   |   | CENTRAL TIME<br>Divides Time with Another Station |                    |



FRIDAY

March 7, 14, 21, 28

# Fade Outs

| EASTERN TIME                       |                     | 10 | 10 11 | 11   |
|------------------------------------|---------------------|----|-------|------|
|                                    |                     | 30 | 30    | 30   |
| ALA.                               | 60 BIRM'HAM *WAPI   |    |       |      |
|                                    | 39 BIRM'HAM WBRC    | L  | 2     | 3    |
| ARK.                               | 50 HOT SPCS.*KTHS   | 4  | X     |      |
|                                    | 85 L'TLE ROCK*KLRA  |    | 2     | 3    |
| COLO.                              | 29 DENVER KOA       | 4  |       | 7 9  |
|                                    | 2 DENVER KLZ        | O  | 2     | 3 4  |
| CONN.                              | 52 HARTFORD*WTIC    | 1  | M     | M    |
| D. C.                              | 9 WASH'TON WMAL     | X  | 2     | D    |
|                                    | 41 WASH'TON WRC     | 1  | 2     | D    |
| FLA.                               | 36 JACK'VLE WJAX    | P  | V     | 6 N  |
|                                    | 76 MIAMI B. WIOD    |    |       |      |
| GA.                                | 20 ATLANTA WSB      | 4  |       | 9    |
| ILL.                               | 48 CHICAGO KYW      | 4  |       | 9    |
|                                    | 23 CHICAGO *WBBM    | D  | M     |      |
|                                    | 74 CHICAGO WCFL     |    |       |      |
|                                    | 33 CHICAGO *WENR    |    |       | DV   |
|                                    | 18 CHICAGO WGN      | P  | P     | N    |
|                                    | 2 CHICAGO *WIBO     | P  | D     | 7 D  |
|                                    | 33 CHICAGO *WLS     | X  | X     | 3 W  |
|                                    | 13 CHICAGO WMAQ     | X  |       |      |
| IND.                               | 62 FT.WAY'E*WOWO    | X  | D     | 3 4  |
|                                    | 69 IND'P'LS *WFBM   |    |       |      |
| IOWA                               | 72 C. BLUFFS KOIL   | X  | 2     | 3 4  |
|                                    | 46 DAVENPT *WOC     | 1  | 2     | M    |
|                                    | 46 DESMOINES*WHO    |    |       |      |
|                                    | 79 SIOUX CITY *KSCJ |    |       |      |
| KANS.                              | 68 LAWREN'E*WREN    | 4  | 5     | 6 9  |
|                                    | 4 TOPEKA *WIBW      | X  | 2     | 3 4  |
|                                    | 76 WICHITA *KFH     |    |       | 3 4  |
| KY.                                | 94 COV'TON *WCKY    | X  | X     | 7    |
|                                    | 28 LOUISVILLE WHAS  | 4  |       |      |
| LA.                                | 71 N. ORLEANS WDSU  |    |       |      |
|                                    | 78 N. ORLEANS WSMB  | 4  |       | 9    |
| ME.                                | 40 PORTLAND WCSH    | 1  | X     |      |
| MD.                                | 52 BALTIM'RE*WBAL   |    |       |      |
|                                    | 6 BALTIMORE WCAO    | X  | 2     | 3 4  |
| MASS.                              | 45 SPRINGFIELD WBZ  | 4  | D     | 7 E  |
|                                    | 5 BOSTON WEEL       | P  | X     |      |
|                                    | 69 BOSTON WNAC      | X  | 2     | X    |
|                                    | 4 WORCTER WTAG      | 1  | 2     | N    |
| MICH.                              | 87 BAY CITY WBCM    |    | 2     | 3 4  |
|                                    | 70 DETROIT WGHP     | X  | 2     | 3 4  |
|                                    | 21 DETROIT WJR      | 4  | M     | 7 D  |
|                                    | 38 DETROIT WWJ      | X  | 2     | D    |
| MINN.                              | 27 MINNEAP. WCCO    | X  | 2     | 3 4  |
|                                    | 92 ST. PAUL KSTP    | 4  | X     | D    |
| MISS.                              | 73 JACKSON WJDX     |    |       | 9    |
| MO.                                | 41 KAN. CITY KMBC   | X  | 2     | X    |
|                                    | 7 KAN. CITY WDAF    | X  | 2     | P    |
|                                    | 55 ST. LOUIS KMOX   | X  |       |      |
|                                    | 1 ST. LOUIS *KSD    | 1  |       |      |
|                                    | 81 ST. LOUIS KWK    | 4  | 5     | 7 9  |
| NEBR.                              | 5 OMAHA *WOW        | X  | 2     | 3 3  |
| N. J.                              | 17 NEWARK WOR       | O  | 3     | D MV |
| CENTRAL TIME                       |                     | 9  | 9 10  | 10   |
| *Divides Time with Another Station |                     | 30 | 30    | 30   |

*Flapper*—I'd like a pair of garters, please.  
*Male Clerk*—Yes, miss; something like the ones you have on?  
 ♪

*Usber* (to cold, dignified lady)—Are you a friend of the groom?  
*Lady*—No, indeed! I'm the bride's mother.  
 ♪

A visitor was being shown round the asylum. A large room with twenty beds was reached, but the place seemed empty.  
 "This is where the mad chaffeurs are kept," said the attendant.  
 "But where are they?" asked the visitor.  
 "They're all under the beds examining the springs."  
 ♪

A Scot applied for a position as patrolman on the London police force. Here is a question they put to him in Scotland Yard: "Suppose, MacFarland, you saw a crowd congregated at a certain point on your beat, how would you disperse it quickly and with the least trouble?"  
 "I would pass the hat," answered MacFarland, promptly.  
 ♪

Two women met while down at the corner, shopping. Said one: "I made an awful mistake this morning; I gave my husband a dish of Lux by mistake for corn-flakes!"  
 The other was properly horrified. "Was he mad?" she asked.  
 "Was he mad?" repeated the first. "I'll say he was mad. He foamed at the mouth."  
 ♪

It's A GIFT.—*Doctor*—Your boy is tongue-tied; a slight operation will cure him.  
*Jones*—No, let him alone; I want to make a radio announcer out of him.—*Life*.  
 ♪

"Mamma," said Johnny, "Santa Claus may be generous, but he is an awful wicked man."  
 "Why, Johnny! What makes you think so?" said his mother.  
 "Well, he came into my room last night and stubbed his toe against the chair, and you just ought to have heard him swear."  
 ♪

Mrs. Robert Katz was looking for her husband, and, not finding him at the village grocery, she went over to the barber-shop. The proprietor met her at the door and inquired what she wanted.  
 "Bob Katz here?" she asked.  
 "No, ma'am, we do not," replied the barber, as he closed the door.  
 ♪

*Professor*—I say, your tubular air container has lost its rotundity.  
*Motorist*—I don't quite—  
*Professor*—The cylindrical apparatus which supports your vehicle is no longer inflated.  
*Motorist*—But—  
*Professor*—The elastic fabric surrounding the circular frame whose successive revolutions bear you onward in space has not retained its pristine roundness.  
*Small Boy*—Hey, mister! you got a flat tire.



MEET ROMEO AND JULIET . . . Fanny Brice and Henry Burbig, as they appeared over the Philco Hour, February 5, in a travesty on Shakespeare's immortal love scene.

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

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

◆ Dance music from New York

- 1 The Columbians
- 2 Curtis Institute of Music  
Artist-pupils from the famous school.
- 3 Sleepy Hall's Orchestra  
From Washington, D. C.
- 4 Ben Pollack's Silver Slipper Orchestra  
Dance music.
- 5 Lyons and Lyons Present  
Theatrical and vaudeville stars.



March  
7, 14, 21, 28

FRIDAY



"THE JAMES" SPEND A QUIET EVENING AT HOME.

Left to right: Chester James (played by Johnny Shea), Clara Simpson (Catherine Renwick), Eddie Simpson (Wade Arnold), Ma James (Jeanne Owen) and Pa James (Percy Hemus). "The James" are heard Saturdays at 7:15 p. m., E. S. T., over NBC.

| 10 <sup>30</sup> | 10 | 11 | 11 <sup>30</sup> | EASTERN TIME |                     |
|------------------|----|----|------------------|--------------|---------------------|
| 1                | 2  | N  |                  | WGR          | BUFFALO 1 N. Y.     |
|                  |    |    | 4                | WKBW         | BUFFALO 93          |
| X                | 2  | 3  |                  | *WMAK        | BUFFALO 36          |
| 1                | 2  | 3  | 4                | WABC         | NEW YORK 32         |
| 1                | 2  | 3  | 3                | WEAF         | NEW YORK 12         |
| 4                | 5  | 6  | 8                | WJZ          | NEW YORK 22         |
| 4                | 5  | 6  | 8                | WHAM         | ROCH'TER 61         |
|                  |    |    |                  | *WHEC        | ROCH'TER 90         |
|                  |    | 3  | 3                | WGY          | SCHEN'DY 25         |
| X                | 2  | 3  | 4                | *WFBL        | SYRACUSE 36         |
| 4                |    |    |                  | WBT          | CHARLOT 54 N. C.    |
|                  |    |    |                  | WPTF         | RALEIGH 14          |
| X                | 2  | 3  | 4                | WWNC         | ASHEV'LE 3          |
| X                | 2  | 3  | 4                | WADC         | AKRON 78 OHIO       |
| M                | M  | 3  | 3                | *WFJC        | AKRON 91            |
| X                | 2  | 3  | 4                | WKRC         | CINCINNATI 1        |
| 4                | T  | V  | W                | WLW          | CINCINNATI 16       |
|                  |    |    |                  | WSAI         | CINCINNATI 79       |
| X                | 2  | X  | X                | WHK          | CLEVEL'D 85         |
|                  |    |    |                  | WTAM         | CLEVEL'D 53         |
|                  |    |    |                  | WAIU         | COLUMB'S 10         |
| D                | P  | D  |                  | *WCAH        | COLUMB'S 89         |
| X                | 2  | 3  | 4                | WSPD         | TOLEDO 80           |
|                  |    | 3  | 4                | *WKBN        | YO'NGST'N 3         |
|                  |    | O  | D                | KFJF         | OKLA.CITY 93 OKLA.  |
| 4                |    |    | 9                | WKY          | OKLA.CITY 36        |
| 4                | X  | X  | X                | *KVOO        | TULSA 60            |
|                  |    |    |                  | *WHP         | HARRIS'B'G 89 PA.   |
| X                | 2  | R  | R                | WLBW         | OIL CITY 72         |
| X                | 2  | 3  | 4                | WCAU         | PHILAD. 63          |
|                  |    |    |                  | *WFAN        | PHILAD. 7           |
|                  |    |    |                  | *WFI         | PHILAD. 2           |
| X                | D  | M  | D                | *WLIT        | PHILAD. 2           |
| 4                | 5  | 6  | D                | KDKA         | PITTSB'GH 44        |
| 1                | 2  |    |                  | WCAE         | PITTSB'GH 68        |
| X                | 2  | X  | X                | WJAS         | PITTSB'GH 75        |
| X                | 2  | 3  | 4                | WEAN         | PROVID'NCE 24 R. I. |
| X                |    |    |                  | WJAR         | PROVID'NCE 35       |
| M                | 2  | 3  | 4                | WDOD         | CHATTA. 74 TENN.    |
| 4                | X  | 3  | 3                | WMC          | MEMPHIS 24          |
|                  |    | 3  | 4                | *WREC        | MEMPHIS 6           |
|                  | 2  |    |                  | *WLAC        | NASHV'LE 95         |
| 4                | L  | OD | 9                | WSM          | NASHV'LE 11         |
|                  |    | P  | E                | *KRDL        | DALLAS 50 TEX.      |
|                  |    |    | 9                | *WFAA        | DALLAS 26           |
| 4                | X  | X  | 9                | *WBAP        | FT. WORTH 26        |
| 4                |    |    | 9                | KPRC         | HOUSTON 38          |
| D                | D  |    |                  | *KTS         | SANTONIO 75         |
| 4                | 5  | M  | 9                | WOAI         | SANTONIO 65         |
| D                | D  |    |                  | *WTAR        | NORFOLK 24 VA.      |
| M                | 5  | D  | D                | WRVA         | RICHM'D 57          |
| PM               | PM | 3  | 4                | WDBJ         | ROANOKE 39          |
| 4                | D  | D  | 9                | *WEBC        | SUPER'R 74 WISC.    |
| X                | 2  | 3  | 4                | *WISN        | MILWAU. 58          |
| 4                | X  | X  | 9                | WTMJ         | MILWAU. 8           |

9<sup>30</sup> 10<sup>30</sup>

CENTRAL TIME

\*Divides Time with Another Station

1 Alpha and Omega Opera Company De Luxe, Inc.

Negro burlesque on grand opera; direction, Rosamund Johnson; jug band.

2 Mystery House

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

3 Hotel St. Regis Orchestra

Announcer, Marthin Provensen; dance music.

4 Armstrong Quakers

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

5 Smith Ballew and His Club Richman Orchestra

Announcer, Neel Enslin.

6 Hamilton-Brown Sketch-book

Dramatic episodes. (First 15 min.)  
Slumber Music (Last 15 min.)

7 Hamilton-Brown Sketch-book

(First 15 min.)

8 Slumber Music

9 The Pepsodent Program

Amos 'n' Andy.



**SATURDAY** 1, 8, 15, 22, 29 March

| EASTERN TIME                       |           | 6 6 7 7<br>30 30 |      |   |  |
|------------------------------------|-----------|------------------|------|---|--|
| ALA. 60 BIRM' HAM *WAPI            | M N       |                  |      |   |  |
| 39 BIRM' HAM WBRC                  | ① ② ④ B   |                  |      |   |  |
| ARK. 50 HOT SPGS. *KTHS            |           | X                |      |   |  |
| 85 L'TLE ROCK *KLRA                |           |                  | ④ ④  |   |  |
| COLO. 29 DENVER KOA                |           |                  | N X  |   |  |
| 2 DENVER KLZ                       | ① ② ④ ④   |                  |      |   |  |
| CONN. 52 HARTFORD *WTIC            | M M       |                  |      |   |  |
| D. C. 9 WASH' TON WMAL             | N E X X   |                  |      |   |  |
| 41 WASH' TON WRC                   | ① ⑥       |                  |      |   |  |
| FLA. 36 JACK' VLE WJAX             | ① B ⑥ V   |                  |      |   |  |
| 76 MIAMI B. WIOD                   |           |                  | ⑥ X  |   |  |
| GA. 20 ATLANTA WSB                 |           |                  |      |   |  |
| ILL. 48 CHICAGO KYW                |           |                  |      | ⑦ |  |
| 23 CHICAGO *WBBM                   | O ②       |                  |      |   |  |
| 74 CHICAGO WCFL                    | C C E D   |                  |      |   |  |
| 33 CHICAGO *WENR                   | C         |                  |      |   |  |
| 18 CHICAGO WGN                     | E C C D   |                  |      |   |  |
| 2 CHICAGO *WIBO                    |           |                  |      |   |  |
| 33 CHICAGO *WLS                    |           | V N X            |      |   |  |
| 13 CHICAGO WMAQ                    |           |                  |      |   |  |
| IND. 62 FT. WAY'E *WOWO            | C C ④ ④   |                  |      |   |  |
| 69 IND' P'LS *WFBM                 | ① ② ④ ④   |                  |      |   |  |
| IOWA 72 C. BLUFFS KOIL             | N ② P P   |                  |      |   |  |
| 46 DAVEN'PT *WOC                   |           |                  |      |   |  |
| 46 DESMOINES *WHO                  |           |                  |      |   |  |
| 79 SIOUX CITY *KSCJ                |           |                  |      |   |  |
| KANS. 68 LAWREN'E *WREN            | ④ M X ⑦   |                  |      |   |  |
| 4 TOPEKA *WIBW                     |           | C N ④            |      |   |  |
| 76 WICHITA *KFH                    | ① ② ④ D   |                  |      |   |  |
| KY. 94 COV' TON *WCKY              |           |                  | ⑥ VM |   |  |
| 28 LOUISVILLE WHAS                 |           |                  |      |   |  |
| LA. 71 N. ORLEANS WDSU             |           |                  |      |   |  |
| 78 N. ORLEANS WSMB                 |           |                  |      |   |  |
| ME. 40 PORTLAND WCSH               | P P ② ③   |                  |      |   |  |
| MD. 52 BALTIM' RE *WBAL            |           |                  | M ⑦  |   |  |
| 6 BALTIMORE WCAO                   | P P ④ ④   |                  |      |   |  |
| MASS. 45 SPRINGFIELD WBZ           | E P E ⑥ ⑦ |                  |      |   |  |
| 5 BOSTON WEEL                      | X X ② O   |                  |      |   |  |
| 69 BOSTON WNAC                     | P P NE ④  |                  |      |   |  |
| 4 WORC' TER WTAG                   | M ① ② D   |                  |      |   |  |
| MICH. 87 BAY CITY WBCM             | ① ② ④ ④   |                  |      |   |  |
| 70 DETROIT WGHP                    | ① W ④ ④   |                  |      |   |  |
| 21 DETROIT WJR                     | M D ⑥ E   |                  |      |   |  |
| 38 DETROIT WWJ                     | ① D ② ③   |                  |      |   |  |
| MINN. 27 MINNEAP. WCCO             |           |                  | ④ ④  |   |  |
| 92 ST. PAUL KSTP                   |           |                  | N X  |   |  |
| MISS. 73 JACKSON WJDX              |           |                  |      |   |  |
| MO. 41 KAN. CITY KMBC              | ① ② W X   |                  |      |   |  |
| 7 KAN. CITY WDAF                   | C E M     |                  |      |   |  |
| 55 ST. LOUIS KMOX                  |           |                  |      |   |  |
| 1 ST. LOUIS *KSD                   |           |                  |      |   |  |
| 81 ST. LOUIS KWK                   |           |                  |      | ⑦ |  |
| NEBR. 5 OMAHA *WOW                 | ① ① ② ③   |                  |      |   |  |
| N. J. 17 NEWARK WOR                | C M X MV  |                  |      |   |  |
| CENTRAL TIME                       |           | 5 5 6 6<br>30 30 |      |   |  |
| *Divides Time with Another Station |           |                  |      |   |  |



THE PICKARD FAMILY—Pa, Bubb, Ruth and Mrs. Pickard (five-year-old Ann often joins the family for a solo number), Saturdays, NBC.

**T**RAGEDY of the heart-tearing kind brought Obed "Obie" Pickard, NBC artist, to radio. Pickard's first contact with the microphone came in the autumn of 1925. While pursuing his calling of commercial traveler through Virginia, he was reached with a message from Station WSM in Nashville, his home town, that a serious accident had befallen his fourteen-year-old daughter.

Pickard came home to his greatest sorrow. The child died. With his usual thoughtfulness and consideration the father called at the studio to express his thanks for the message that had enabled him to see his child before the end.

A friendship developed with those at the studio, and several months later Pickard, remembering that in his soldiering days during the Spanish-American War he had been popular as an entertainer, offered to "fill in" with a jew's-harp, harmonica, the piano or guitar.

The opportunity soon came, and so adept did he prove that he soon became a regular contributor to the Saturday night "Barn Dance."

Pickard and his family, who have joined him in putting on radio entertainments, now have a network program of their own, in which they present many old songs of the Southern mountains, just as they are played and sung by the hill-billies.

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 Hotel Shelton Orchestra  
Dinner music; Michael Rajinsky, conductor.
- ② Yoeng's Restaurant Orchestra
- ④ Bernhard Levitow and His Hotel Commodore Ensemble
- ⑤ Littmann Orchestra  
Byron Holiday, tenor; Helen Richards, contralto.



March 1, 8, 15, 22, 29 **SATURDAY**



**THE CUB REPORTER** . . . . . NBC Saturday nights.

*Aline Berry and Peter Dixon, who have the principal roles in The Cub Reporter, NBC weekly dramatic program, are Mr. and Mrs. Peter Dixon in private life. Radio is their chief interest, but at home they have another interest that is even greater. He is David Allen Dixon, two years and ten months old. The Dixon family is shown above.*

**1 Black and Gold Room Orchestra**

**2 The Jameses**

Comic sketch of American family life, with Percy Hemus, Jeanne Owen, Marcella Shields, Catherine Renwick, Wade Arnold, John Shea. Announcer, John S. Young.

**3 Phil Spitalny's Music**

Dancing in the Hotel Pennsylvania grill, New York City.

**4 Mme. Lolita Cabrera Gainsborg**

(First 15 min.)

Pianist. Announcer, Milton J. Cross.

**The Guardsmen**

(Last 15 min.)

Male quartet.

**5 Bernie Cummins and His Hotel New Yorker Orchestra**

**6 The Pepsodent Program**

Amos 'n' Andy, blackface comedians.

**7 The Fuller Man**

Earle Spicer, baritone; orchestra direction, Louis Katzman. Announcer, Milton J. Cross.

| 6 6 7 7<br>30 30 |   |    |    | EASTERN TIME |                     |
|------------------|---|----|----|--------------|---------------------|
| N                | M | 2  | M  | WGR          | BUFFALO 1 N. Y.     |
| 1                | 2 | 4  | 4  | WKBW         | BUFFALO 93          |
|                  |   |    |    | *WMAK        | BUFFALO 36          |
| 1                | 2 | 4  | 5  | WABC         | NEW YORK 32         |
| 1                | 1 | 2  | 3  | WEAF         | NEW YORK 12         |
| 4                | 5 | 6  | 7  | WJZ          | NEW YORK 22         |
| N                | D | 6  | 7  | WHAM         | ROCH'TER 61         |
| C                | O | O  | X  | *WHEC        | ROCH'TER 90         |
|                  |   |    | 3  | WGY          | SCHEN'DY 25         |
| 1                | 2 | 4  | 4  | *WFBL        | SYRACUSE 36         |
|                  |   | 6  |    | WBT          | CHARLOT 54 N. C.    |
|                  |   | 6  | 3  | WPTF         | RALEIGH 14          |
| 1                | 2 | 4  | 4  | WWNC         | ASHEV'LE 3          |
| 1                | X | D  | X  | WADC         | AKRON 78 OHIO       |
| P                | M | M  | 3  | *WFJC        | AKRON 91            |
| M                | X | D  | D  | WKRC         | CINCINNATI 1        |
| P                | M | E  | 7  | WLW          | CINCINNATI 16       |
|                  |   |    |    | WSAI         | CINCINNATI 79       |
| O                | D | D  | X  | WHK          | CLEVEL'D 85         |
|                  |   |    |    | WTAM         | CLEVEL'D 53         |
|                  |   |    |    | WAIU         | COLUMB'S 10         |
| 1                | D | 4  | M  | *WCAH        | COLUMB'S 89         |
| O                | 2 | M  | D  | WSPD         | TOLEDO 80           |
| X                | 2 | 4  | 4  | *WKBN        | YO'NGST'N 3         |
| C                | C |    |    | KFJF         | OKLA.CITY 93 OKLA.  |
|                  |   |    |    | WKY          | OKLA.CITY 36        |
| C                | M | X  |    | *KVOO        | TULSA 60            |
| 1                | 2 | 4  | 4  | *WHP         | HARRISB'G 89 PA.    |
| 1                | 2 | 4  | 4  | WLBW         | OIL CITY 72         |
| DN               | W | D  | M  | WCAU         | PHILAD. 63          |
| D                | X | X  | 4  | *WFAN        | PHILAD. 7           |
|                  |   | 1  |    | *WFI         | PHILAD. 2           |
|                  |   |    |    | *WLIT        | PHILAD. 2           |
| E                | 5 | 6  | 7  | KDKA         | PITTSB'GH 44        |
| 1                | 1 | D  | V  | WCAE         | PITTSB'GH 68        |
| M                | E |    |    | WJAS         | PITTSB'GH 75        |
| M                | D | NV | D  | WEAN         | PROVID'NCE 24 R. I. |
| D                | E | D  | 3  | WJAR         | PROVID'NCE 35       |
| 1                | 2 | 4  | M  | WDOD         | CHATTA. 74 TENN.    |
|                  |   |    | 3  | WMC          | MEMPHIS 24          |
| 1                |   | 4  | 4  | *WREC        | MEMPHIS 6           |
|                  |   | 4  | 4  | *WLAC        | NASHV'LE 95         |
|                  |   | 2  | R  | WSM          | NASHV'LE 11         |
| C                |   |    | P  | *KRLD        | DALLAS 50 TEX.      |
| M                |   |    |    | *WFAA        | DALLAS 26           |
| W                | R | X  |    | *WBAP        | FT. WORTH 26        |
|                  |   | X  |    | KPRC         | HOUSTON 38          |
| M                | M |    |    | *KTSAs       | ANTONIO 75          |
|                  | E | D  |    | WOAI         | SANTONIO 65         |
| P                | N | P  | P  | *WTAR        | NORFOLK 24 VA.      |
| D                | D | 6  | D  | WRVA         | RICHM'D 57          |
| P                | 2 | 4  | 4  | WDBJ         | ROANOKE 39          |
| P                | N | P  | X  | *WEBC        | SUPER'R 74 WISC.    |
|                  |   | 4  | 4  | *WISN        | MILWAU. 58          |
| C                | M | DM | DM | WTMJ         | MILWAU. 8           |

**5 5 6 6**  
30 30 **CENTRAL TIME**  
\*Divides Time with Another Station



**SATURDAY** March  
1, 8, 15, 22, 29

# Sports on the Air in March



By JOSEPH ATOR

**M**ARCH is hardly reckoned one of their busy months by the sports editors, yet few periods in the year offer more varied opportunities to the fan who takes his sports by radio.

Boxing, hockey and basket-ball, both professional and amateur, hold over from the winter season, the latter two, of course, at about their last gasp of the year. Baseball fans can get their first training-camp tidings hot from the side of the diamond, and March is one of the few months in which the broadcasters give any heed to college track.

Baseball, of course, does not advance into league competition until the middle of next month. But already the big-league teams are cavorting—I believe that's the orthodox and licensed term for training activities—in the warmer sections of the country, limbering up.

Unfortunately, you have to be a DX fan as well as a baseball bug to get these first play-by-play reports. For instance, the Chicago Cubs will start series of practice games against Portland and Los Angeles, of the Coast League, and the Pittsburgh Pirates on March 8, but the games will be handled only by stations in Los Angeles. Similarly, the early season workouts of other big-league outfits must be picked up from stations in Florida, Texas, or other remote parts of the South, except as local stations bring bulletins about the local team.

As to track, now—well, I don't know. While, in my undergraduate days, I walked endless miles about old Illinois Field, extracting items for the college sport page from Harry Gill, the Illini coach—he was the most perambulatory interviewee I ever laid eyes on—and am still a track fan, I can hardly see myself gripping hard on the chair-arms over a track broadcast.

There is one relieving thought, however.

Just imagine Graham McNamee, in one of those blithesome moods by which he was sometimes overcome during last year's football season, crediting the winner of the 440-yard dash with a vault of sixteen feet, four and three-eighths inches in the javelin throw.

However, if you go for track, here it is: The Big Nine indoor meet at the University of Minnesota (WCCO), March 7 and 8; the University of Illinois relays (WILL), March 15, and the Texas relays (KUT), March 28 and 29. The first two, being indoor events, will be run off in the evening; the Texas games, outdoors, in the afternoon.

Besides the regular college and professional basket-ball broadcasts, the annual A.A.U. national basket-ball championships start March 10 at Kansas City. You should get partial or full reports, certainly the final game, over WDAF in that town, or possibly WREN at Lawrence, Kan.

Hockey, of course, as previously noted. Boxing? There will be boxing in March, but when and where, aside from regularly scheduled weekly bouts at Madison Square Garden and a few other stadia, is a matter for prediction rather than information at this moment.

A late contribution on the promoter-broadcaster struggle over putting sports on the air, from KUT, Austin, Tex.:

"The University of Texas refused permission to broadcast, but, after trying one game, insisted that all games be handled. They realize now what it means to them."

And WSBT, at South Bend, Ind., refused permission to broadcast a high-school football game, foxed the prep authorities by installing their mike on the roof of a house overlooking the field.

| EASTERN TIME |                     | 8  | 8  | 9  | 9  |
|--------------|---------------------|----|----|----|----|
|              |                     | 30 |    |    | 30 |
| ALA.         | 60 BIRM'HAM *WAPI   | M  | 2  | 3  | 3  |
|              | 39 BIRM'HAM WBRC    | D  | 3  | 4  | 5  |
| ARK.         | 50 HOT SPGS. *KTHS  | 1  | 2  | P  | V  |
|              | 85 L'TLE ROCK *KLRA | 1  | 3  | 4  | 5  |
| COLO.        | 29 DENVER KOA       | 1  | 2  | 3  | 3  |
|              | 2 DENVER KLZ        | O  | M  | 4  | 5  |
| CONN.        | 52 HARTFORD *WTIC   |    |    |    |    |
| D. C.        | 9 WASH'TON WMAL     | 1  | 3  | 4  | 5  |
|              | 41 WASH'TON WRC     | 1  | 2  | 3  | 3  |
| FLA.         | 36 JACK'VLE WJAX    | 1  | 2  | 3  | 3  |
|              | 76 MIAMI B. WIOD    | X  | 2  | X  | X  |
| GA.          | 20 ATLANTA WSB      |    |    | 3  | 3  |
| ILL.         | 48 CHICAGO KYW      |    |    |    | 7  |
|              | 23 CHICAGO *WBBM    |    |    | T  | M  |
|              | 74 CHICAGO WCFL     | O  | P  | B  |    |
|              | 33 CHICAGO *WENR    | E  |    |    |    |
|              | 18 CHICAGO WGN      | D  | D  | T  | T  |
|              | 2 CHICAGO *WIBO     | 4  | D  | 3  | 3  |
|              | 33 CHICAGO *WLS     |    | 2  | M  | W  |
|              | 13 CHICAGO WMAQ     | 2  |    | 4  | 5  |
| IND.         | 62 FT. WAY'E *WOWO  | 1  | 3  | 4  | 5  |
|              | 69 IND'P'LS *WFBM   | 1  | 3  | 4  | 5  |
| IOWA         | 72 C. BLUFFS KOIL   | 1  | 3  | 4  | 5  |
|              | 46 DAVENP'T *WOC    |    |    |    |    |
|              | 46 DES MOINES *WHO  | 1  | 2  | 3  | 3  |
|              | 79 SIOUX CITY *KSCJ |    |    |    |    |
| KANS.        | 68 LAWREN'E *WREN   | M  | M  | 6  | 7  |
|              | 4 TOPEKA *WIBW      | 1  | 3  | 4  | 5  |
|              | 76 WICHITA *KFH     | 1  | 3  | 4  | 5  |
| KY.          | 94 COV'TON *WCKY    |    |    | M  | M  |
|              | 28 LOUISVILLE WHAS  |    | 2  | 3  | 3  |
| LA.          | 71 N. ORLEANS WDSU  |    |    |    |    |
|              | 78 N. ORLEANS WSMB  | 1  | 2  | 3  | 3  |
| ME.          | 40 PORTLAND WCSH    | 1  | 2  | 3  | 3  |
| MD.          | 52 BALTIM'RE *WBAL  | M  | V  | V  | 7  |
|              | 6 BALTIMORE WCAO    | 1  | 3  | 4  | 5  |
| MASS.        | 45 SPRINGFIELD WBZ  | E  | TM | X  | 7  |
|              | 5 BOSTON WEEI       | 1  | 2  | 3  | 3  |
|              | 69 BOSTON WNAC      | 1  | 3  | 4  | 5  |
|              | 4 WORCTER WTAC      | 1  | 2  | 3  | 3  |
| MICH.        | 87 BAY CITY WBCM    | 1  | 3  | 4  | 5  |
|              | 70 DETROIT WGHP     | 2  | 3  | 4  | 5  |
|              | 21 DETROIT WJR      | E  | M  | PM | 7  |
|              | 38 DETROIT WWJ      | 1  | 2  | 3  | 3  |
| MINN.        | 27 MINNEAP. WCCO    | 1  | 3  | 4  | 5  |
|              | 92 ST. PAUL KSTP    | P  | 2  | 3  | 3  |
| MISS.        | 73 JACKSON WJDJ     |    |    |    |    |
| MO.          | 41 KAN. CITY KMBC   | 1  | 3  | 4  | 5  |
|              | 7 KAN. CITY WDAF    | 1  | 2  | 3  | 3  |
|              | 55 ST. LOUIS KMOX   | 2  |    |    |    |
|              | 1 ST. LOUIS *KSD    | 1  | 2  | 3  | 3  |
|              | 81 ST. LOUIS KWK    | 4  | 5  |    | 7  |
| NEBR.        | 5 OMAHA *WOW        | 1  | 2  | 3  | 3  |
| N. J.        | 17 NEWARK WOR       | 3  | 3  | D  | X  |

CENTRAL TIME  
\*Divides Time with Another Station  
**7 7 8 8**  
30 30

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 Dr. Arthur Torrance (First 15 min.)  
Famous explorer relates thrilling experiences.
- Babson Finance Period (Last 15 min.)
- 2 Dr. Arthur Torrance (First 15 min.)
- 3 Dixie Echoes  
Negro spiritual songs.
- 4 Nit Wit Hour  
Brad Browne, director. Fun for all, and all for fun.
- 5 Around the Samovar  
Peter Biljo's Balalika Orchestra with soloists.
- 6 Crosley Saturday Knights



March 1, 8, 15, 22, 29 **SATURDAY**



HELENE WYHAN, studio pianist and staff artist of WGHP, has a circle of admirers as far as the range of that popular Detroit station. WCSH, at Portland, Me., has added HARRY A. BELYEA to its announcer's staff. FREDERICK R. HUBER, director of WBAL, Baltimore, has arranged to exchange programs with the station at Prague, Czechoslovakia. PEG McDONALD directs a forty-piece ukulele band for the Department of Recreation, city of Detroit, and broadcasts over WGHP. HERBERT STRAUB is musical director of the Buffalo Broadcasting Corporation. Last summer he conducted the Buffalo Civic Symphony Orchestra in concerts over CBS.

| 8 8 9 9<br>30 30 30 30 |    |    |    | EASTERN TIME                       |                    |
|------------------------|----|----|----|------------------------------------|--------------------|
| 1                      | 2  | 3  | 3  | WGR                                | BUFFALO 1 N.Y.     |
| 1                      | 3  | 4  | 5  | WKBW                               | BUFFALO 93         |
|                        |    |    |    | *WMAK                              | BUFFALO 36         |
| 1                      | 3  | 4  | 5  | WABC                               | NEW YORK 32        |
| 1                      | 2  | 3  | 3  | WEAF                               | NEW YORK 12        |
| 4                      | 5  | 6  | 7  | WJZ                                | NEW YORK 22        |
| M                      | O  | G  | 7  | WHAM                               | ROCH'TER 61        |
| R                      | R  | M  | M  | *WHEC                              | ROCH'TER 90        |
| 1                      | 2  | 3  | 3  | WGY                                | SCHEN'DY 25        |
| 1                      | 3  | 4  | 5  | *WFBL                              | SYRACUSE 36        |
| 1                      | 2  | 3  | 3  | WBT                                | CHARLOT 54 N.C.    |
| 1                      |    |    |    | WPTF                               | RALEIGH 14         |
| 1                      | 3  | 4  | 5  | WWNC                               | ASHEV'LE 3         |
| 1                      | P  | 4  | 5  | WADC                               | AKRON 78 OHIO      |
| 1                      |    |    |    | *WFJC                              | AKRON 91           |
| 1                      | 3  | 4  | 5  | WKRC                               | CINCINNATI 1       |
| 9                      | 9  | P  | 7  | WLW                                | CINCINNATI 16      |
| 1                      | 2  | 3  | 3  | WSAI                               | CINCINNATI 79      |
| D                      | W  | 4  | 5  | WHK                                | CLEVEL'D 85        |
|                        |    | 3  | 3  | WTAM                               | CLEVEL'D 53        |
|                        |    |    |    | WAIU                               | COLUMB'S 10        |
| D                      |    |    |    | *WCAH                              | COLUMB'S 89        |
| 1                      | 3  | 4  | 5  | WSPD                               | TOLEDO 80          |
| ET                     | 3  | 4  | 5  | *WKBN                              | YO'NGST'N 3        |
| N                      |    |    |    | KFJF                               | OKLA.CITY 93 OKLA. |
| 1                      | 2  | 3  | 3  | WKY                                | OKLA.CITY 36       |
|                        |    |    |    | *KVOO                              | TULSA 60           |
|                        |    | 4  | 5  | *WHP                               | HARRISB'G 89 PA.   |
| 1                      | 3  | 4  | 5  | WLBW                               | OIL CITY 72        |
| 1                      | W  | 4  | 5  | WCAU                               | PHILAD. 63         |
| RP                     | 3  | M  | M  | *WFAN                              | PHILAD. 7          |
| 1                      | 2  | 3  | 3  | *WFI                               | PHILAD. 2          |
|                        |    |    |    | *WLIT                              | PHILAD. 2          |
| P                      | X  | 6  | 7  | KDKA                               | PITTSB'GH 44       |
| 1                      | 2  | 3  | 3  | WCAE                               | PITTSB'GH 68       |
| 1                      | 3  | 4  | 5  | WJAS                               | PITTSB'GH 75       |
| 1                      | D  | 4  | 5  | WEAN                               | PROVID'NCE 24 R.I. |
| 1                      | 2  | 3  | 3  | WJAR                               | PROVID'NCE 35      |
| R                      | M  | 4  | 5  | WDOD                               | CHATTA. 74 TENN.   |
| 1                      | 2  | 3  | 3  | WMC                                | MEMPHIS 24         |
| 1                      | 3  | 4  | 5  | *WREC                              | MEMPHIS 6          |
| 1                      | 3  | 4  | 5  | *WLAC                              | NASHV'LE 95        |
| W                      | 2  | D  |    | WSM                                | NASHV'LE 11        |
|                        |    |    |    | *KRLD                              | DALLAS 50 TEX.     |
|                        |    |    |    | *WFAA                              | DALLAS 26          |
| X                      | 2  | 3  |    | *WBAP                              | FT.WORTH 26        |
| 1                      | 2  | 3  | 3  | KPRC                               | HOUSTON 38         |
|                        | W  | D  | X  | *KTS                               | SANTONIO 75        |
| 1                      | 2  | 3  | 3  | WOAI                               | SANTONIO 65        |
| X                      | X  | X  | X  | *WTAR                              | NORFOLK 24 VA.     |
| 1                      | 2  | 3  | 3  | WRVA                               | RICHM'D 57         |
| 1                      | 3  | 4  | 5  | WDBJ                               | ROANOKE 39         |
| 1                      | 2  | 3  | 3  | *WEBC                              | SUPER'R 74 WISC.   |
| 1                      | 3  | 4  | 5  | *WISN                              | MILWAU. 58         |
| X                      | 2  | 3  | 3  | WTMJ                               | MILWAU. 8          |
| 7                      | 7  | 8  | 8  | CENTRAL TIME                       |                    |
| 30                     | 30 | 30 | 30 | *Divides Time with Another Station |                    |

- 1 The New Business World**  
Radio service for business men, conducted by Merle Thorp. Announcer, George F. Hicks. From NBC Washington studios.
- 2 Launderland Lyrics**  
Bernice Taylor, soprano; Fred Waldner, tenor; twenty-two-piece orchestra; direction, Josef Koestner. Announcer, Ted Pearson.
- 3 General Electric Hour**  
Symphony Orchestra; direction, Walter Damosch. "Adventures in Science," Floyd Gibbons. Announcer, John S. Young.
- 4 The Pickard Family**  
Southern folk songs; novelty orchestra.

- 5 The Silver Flute**  
Tales of a wandering gypsy. Announcer, Milton J. Cross.
- 6 Broadway Lights** (First 15 min.)  
Muriel Pollack and Vee Lawnhurst, pianists; Earl Oxford, baritone.  
**The Cub Reporter** (Last 15 min.)  
Comic skit with Peter Dixon and Aline Berry.
- 7 Dutch Masters Minstrels**  
Carson Robison, novelty vocalist; Harry Donaghy, bass; Steele Jamison, tenor; Paul Dumont and Al Bernard, endmen; orchestra direction, Harold Sanford.



SATURDAY 1, 8, 15, 22, 29 March

# Sunday Church Services



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

| EASTERN TIME                       |                     | 10 | 10 | 11 | 11 |
|------------------------------------|---------------------|----|----|----|----|
|                                    |                     | 30 | 30 | 30 | 30 |
| ALA.                               | 60 BIRM'HAM *WAPI   | 1  | 1  |    |    |
|                                    | 39 BIRM'HAM WBRC    | 1  | 1  | 2  | 3  |
| ARK.                               | 50 HOT SPGS.*KTHS   |    |    |    |    |
|                                    | 85 LITTLE ROCK*KLRA | 1  | 1  | 2  | 3  |
| COLO.                              | 29 DENVER KOA       | 1  | 1  | VR | 6  |
|                                    | 2 DENVER KLZ        | 1  | 1  | 2  | 3  |
| CONN.                              | 52 HARTFORD*WTIC    |    |    |    |    |
| D. C.                              | 9 WASH'TON WMAL     | 1  | 1  | D  | D  |
|                                    | 41 WASH'TON WRC     | 1  | 1  | 5  | 5  |
| FLA.                               | 36 JACK'VLE WJAX    | 1  | 1  | D  | N  |
|                                    | 76 MIAMI B. WIOD    | 1  | 1  | 2  | 7  |
| GA.                                | 20 ATLANTA WSB      | 1  | 1  |    | 6  |
| ILL.                               | 48 CHICAGO KYW      |    |    |    | 6  |
|                                    | 23 CHICAGO *WBBM    | 1  | 1  |    |    |
|                                    | 74 CHICAGO WCFL     |    |    |    |    |
|                                    | 33 CHICAGO *WENR    |    |    |    |    |
|                                    | 18 CHICAGO WGN      | 1  | 1  | NW | D  |
|                                    | 2 CHICAGO *WIBO     | X  | X  | D  | D  |
|                                    | 33 CHICAGO *WLS     | V  |    |    |    |
|                                    | 13 CHICAGO WMAQ     |    |    |    | 6  |
| IND.                               | 62 FT. WAYE*WOWO    | 1  | 1  | 2  | 3  |
|                                    | 69 IND'PLS *WFBM    | 1  | 1  |    |    |
| IOWA                               | 72 C. BLUFFS KOIL   | 1  | 1  | 2  | 3  |
|                                    | 46 DAVENPT *WOC     |    |    |    |    |
|                                    | 46 DESMOINES*WHO    | 1  | 1  |    |    |
|                                    | 79 SIOUX CITY *KSCJ |    |    |    |    |
| KANS.                              | 68 LAWRENCE*WREN    | 3  | 4  | 5  | 6  |
|                                    | 4 TOPEKA *WIBW      | 1  | 1  | 2  | 3  |
|                                    | 76 WICHITA *KFH     | 1  | 1  | P  | P  |
| KY.                                | 94 COV'TON *WCKY    | 3  | 4  | M  | M  |
|                                    | 28 LOUISVILLE WHAS  | 1  | 1  |    | 6  |
| LA.                                | 71 N. ORLEANS WDSU  | 1  | 1  |    |    |
|                                    | 78 N. ORLEANS WSMB  | 1  | 1  |    | 6  |
| ME.                                | 40 PORTLAND WCSH    | 1  | 1  |    |    |
| MD.                                | 52 BALTIM'RE*WBAL   | X  | X  | 5  | 5  |
|                                    | 6 BALTIMORE WCAO    | 1  | 1  | 2  | 3  |
| MASS.                              | 45 SPRINGFIELD WBZ  | X  |    | E  | D  |
|                                    | 5 BOSTON WEEI       | 1  | 1  | N  |    |
|                                    | 69 BOSTON WNAC      | 1  | 1  | D  | D  |
|                                    | 4 WORC'ER WTAG      | 1  | 1  | D  | N  |
| MICH.                              | 87 BAY CITY WBCM    | 1  | 1  | 2  | 3  |
|                                    | 70 DETROIT WGHP     | 1  | 1  | 2  | 3  |
|                                    | 21 DETROIT WJR      | 3  | 4  | D  | D  |
|                                    | 38 DETROIT WWJ      | 1  | 1  | D  | 7  |
| MINN.                              | 27 MINNEAP. WCCO    | 1  | 1  | P  | P  |
|                                    | 92 ST. PAUL KSTP    | 1  | 1  | D  | 6  |
| MISS.                              | 73 JACKSON WJDX     | 1  | 1  |    | 6  |
| MO.                                | 41 KAN. CITY KMBC   | 1  | 1  | 2  | 3  |
|                                    | 7 KAN. CITY WDAF    | 1  | 1  | D  | 6  |
|                                    | 55 ST. LOUIS KMOX   | 1  | 1  |    |    |
|                                    | 1 ST. LOUIS *KSD    | 1  | 1  | 2  | 7  |
|                                    | 81 ST. LOUIS KWK    | 3  | 4  | 5  | 6  |
| NEBR.                              | 5 OMAHA *WOW        | 1  | 1  | 2  | 7  |
| N. J.                              | 17 NEWARK WOR       | X  | D  | D  | MV |
| CENTRAL TIME                       |                     | 9  | 9  | 10 | 10 |
| *Divides Time with Another Station |                     | 30 | 30 | 30 | 30 |

**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.; WNBK, Knoxville, Tenn. 12—KFPL, Dublin, Tex.; KGKB, Brownwood, Tex.; WJBY, Gadsden, Ala. 6:30 P. M.—WSSH, Boston, Mass. 7:30—WFBG, Altoona, Pa.; WOBV, Charleston, W. Va.; WWVA, Wheeling, W. Va. 8—WEBQ, Harrisburg, Ill.; WGH, Newport News, Va.; WNBK, Knoxville, Tenn. 8:30—WDOD, Chattanooga, Tenn.; WGBF, Evansville, Ind. 8:45—KWKB, 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.; WDRG, 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.; WLIC, Ithaca, N. Y. 11—KGDE, Rergus Falls, Minn.; WEDH, Erie, Pa.; WOBV, 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, Rergus Falls, Minn. 9:30—WTMJ, Milwaukee, Wis. KFUD, 550K, St. Louis, is owned and operated by the "Lutheran Layman's League," and broadcasts gospel services every day.

**METHODIST.** 10:45 A. M.—WFI, Philadelphia, Pa. 10:30—WHBD, Bellefontaine, O.; WJW, Mansfield, O.; WRAC, 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.; WCBF, Zion, Ill.; WHBL, Sheboygan, Wis.; WLBZ, Bangor, Me.; WLSI, Cranston, R. I.; WNBK, 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, Tenn.; WJBT, Union City, Tenn.; WOQ, Kansas City, Mo.; WSIX, Springfield, Tenn.; WTAG, Worcester, Mass.

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

- 1 Paramount Publix Radio Hour
- 2 Guy Lombardo and His Royal Canadians  
Dance music.
- 3 Hotel Paramount Orchestra  
Dance music.

◆ Dance music from New York



# Daytime Chain Programs

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

## DAILY EXCEPT SUNDAY

8:00 to 8:15 A. M.—Jolly Bill and Jane (children's program). WEAJ, WEEI, WGY, WFI.

8:00 to 8:30 A. M.—Organ Reveille. WABC, WEAN, WCAU, WHP, WJAS, WFBL, WMAK, WHK, WGHP, WKBN, WFBM, KOIL, KMBC, WIBW, WSPD, WMT, WWNC, WBRC, WDOD, WLAC, KLRA.

8:00 to 8:15 A. M.—The Aunt Jemima Man. Phil. Cook in characteristic song numbers and dialog. WJZ, WBAL, WHAM, KDKA, WJR, WBZ, WBZA, CKGW, WRC.

8:15 to 8:45 A. M.—The Headliners (novelty orchestra). WJZ, WBAL, KDKA, WBZ, WBZA, WHAM.

8:15 to 8:30 A. M.—Morning Devotions. WEAJ, WCAE, WRC, WGY, WHAS, WGR, WFI, WCSH, WLS, WJAR, WOW, WCKY, WBT, WJAX, WPTF.

8:30 to 9:00 A. M.—Cheerio. WEAJ, WEEI, WCKY, WRC, WGY, WGR, WJAR, WTAG, WCSH, WCAE, WWJ, WOW, WDAF, KSTP, WPTF, WAPI, KPRC, WFI, WSB, WJAX, WTAM, WRVA, WHAS, WCKY, CKGW, WBT.

8:30 to 8:45 A. M.—Morning Devotions. WABC, WEAN, WCAU, WHP, WFBL, WMAK, WGHP, KOIL, KMBC, WSPD, WWNC, WBRC, WDOD, WREC, WLAC, KLRA.

8:45 to 9:00 A. M.—Something for Every One (music, news, humor, poetry). WABC, WMAL, WHP, WFBL, WMAK, WHK, WKRC, WGHP, WMAQ, KOIL, WSPD, WMT, WWNC, WDBJ, WBRC, WLAP, WDOD, WREC, WLAC, KLRA.

9:00 to 9:15 A. M.—The Aunt Jemima Man. KFAB, WLW, WLS, KWK, WREN. This is a split network.

9:00 to 10 A. M.—Morning Melodies, with Milt Coleman, soloist. WEAJ, WRC, WWJ, WDW, WCKY, WTAM, WHAS, WRVA.

9:30 to 10 A. M.—Dance Music. WABC, WMAL, WHP, WFBL, WMAK, WHK, WKRC, WFBM, KOIL, WSPD, WWNC, WDBJ, WBRC, WLAP, WDOD, WREC, WLAC, KLRA, KDYYL.

12:30 to 3 P. M.—Music. WABC, WEAN, WCAO, WMAL, WHP, WJAS, WFBL, WMAK, WADC, WGHP, WBCM, WSPD, WWNC, WDBJ, BWRC, WDOD, WLAC, KLRA.

12:45 P. M.—National Farm and Home Hour. WJZ, WBZ, WBZA, WHAM, KDKA, WJR, WLW, KSTP, WEBC, WRVA, WPTF, WBT, WJAX, WHAS, WSM, WMC, WSB, KVOO, WKY, KTHS,

WOAI, WRC, WHO, WOW, WDAF, KPRC, WJDX, WBAL, WBAP, WSMB, KYW, KFAB, KPO.

3:30 P. M. (except Monday and Friday).—For Your Information. WABC, WCAU, WCAO, WMAL, WHP, WFBL, WKBW, WADC, WKRC, WQWD, WFBM, WBBM, KMOX, KMBC, WIBW, WCBM, WSPD, WMT, WWNC, WDBJ, WFIW, WDOD, WLAC, KLRA, KLZ.

5:45 to 6 P. M. (except Tuesday, Thursday and Saturday).—My Bookhouse Story-time (children's feature). WABC, WCAU, WCAO, WMAL, WJAS, WLW, WFBL, WMAK, WADC, WKRC, WGHP, WOWO, WMAQ, KMOX, KMBC, WCCO, WSPD.

## MONDAY AND FRIDAY

3:32 to 3:45 P. M.—Marjorie Oelrichs (Columbia's Fashion Director). WABC, WCAU, WCAO, WMAL, WHP, WFBL, WMAK, WKRC, WKBN, WFBM, KOIL, KMBC, WIBW, WBCM, WSPQ, WMT, WWNC, WDBJ, WDOD, WREC, WLAC, KLRA, KLZ, KDYL.

## SUNDAY

8:00 to 9:00 A. M.—Heroes of the Church. WABC, WNAC, WEAN, WHP, WFBL, WFBM, KMBC, WBCM, WWNC, WBRC, WDOD, WLAC, KLRA.

10 to 11 A. M.—Land o' Make Believe (Children's Hour—Dr. Arthur Torrance). WABC, WNAC, WEAN, WJAS, KNBC, WIBW, WBCM, WMT, WWNC, WBRC, WDOD, WREC, WLAC, KLRA.

## WEDNESDAY

5:00 P. M.—National Woman's Party. WJZ, WBAL, WHAM, WLW, KWK, KSTP, WEBC, WBT, WJAX, WHAS, WMC, WSB, KVOO, WBAP, KPRC, WOAI, KOA, KGO, KGW, WRC.

## FRIDAY

4:15 P. M.—Pacific Feature Hour (direction Max Dolin). WJZ, WBAL, WLW, KOA, KGO, KFI, KOMO, WIOD, WAPI, WREN, WHAM, KYW, WRC.

## SATURDAY

1:30 to 2:00 P. M.—Keystone Chronicle. Sketches of community life in a rural newspaper office. KDKA, WLW, KWK, WOC, WOW, WDAF, KFAB, WREN, KSTP, WTMJ, WEBC, WHAS, WSM, WMC, KVOO, WSMB, WKY, KPRC, WOAI, KOA.

5:30 to 6:00 P. M.—Aviation Series (directed by Hall Kane Clements). Columbia network.

March 1, 8, 15, 22, 29 SATURDAY

| 10 <sub>30</sub> | 10 <sub>30</sub> | 11 <sub>30</sub> | 11 <sub>30</sub> | EASTERN TIME                       |
|------------------|------------------|------------------|------------------|------------------------------------|
| 1                | 1                | ND               | D                | WGR BUFFALO 1 N. Y.                |
| 1                | 1                | 2                | 3                | WKBW BUFFALO 93                    |
|                  |                  |                  |                  | *WMAK BUFFALO 36                   |
| 1                | 1                | 2                | 3                | WABC NEW YORK 32                   |
| 1                | 1                | 2                | 7                | WEAF NEW YORK 12                   |
| 3                | 4                | 5                | 5                | WJZ NEW YORK 22                    |
| 3                | 4                | D                | D                | WHAM ROCHESTER 61                  |
| 1                | 1                |                  |                  | *WHEC ROCHESTER 90                 |
| 1                | 1                |                  |                  | WGY SCHEN'DY 25                    |
| 1                | 1                | 2                | 3                | *WFBL SYRACUSE 36                  |
| 1                | 1                |                  |                  | WBT CHARLOT 54 N. C.               |
|                  |                  |                  |                  | WPTF RALEIGH 14                    |
| 1                | 1                | 2                | 3                | WWNC ASHE'LE 3                     |
| 1                | 1                | W                | W                | WADC AKRON 78 OHIO                 |
| 1                | 1                | 2                | 7                | *WFJC AKRON 91                     |
| 1                | 1                | 2                | 3                | WKRC CINCINNATI 1                  |
| M                | M                | X                | D                | WLW CINCINNATI 16                  |
| 1                | 1                |                  |                  | WSAI CINCINNATI 79                 |
| 1                | 1                | 2                | D                | WHK CLEVEL'D 85                    |
|                  |                  |                  |                  | WTAM CLEVEL'D 53                   |
|                  |                  |                  |                  | WAIU COLUMB'S 10                   |
| 1                | 1                |                  |                  | *WCAH COLUMB'S 89                  |
| 1                | 1                | 2                |                  | WSPD TOLEDO 80                     |
| 1                | 1                |                  |                  | *WKBN YO'NGST'N 3                  |
| 1                | 1                | O                | T                | KFJF OKLA.CITY 93 OKLA.            |
| 1                | 1                |                  | 6                | WKY OKLA.CITY 36                   |
|                  |                  | D                | D                | *KVOO TULSA 60                     |
| 1                | 1                | 2                | 3                | *WHP HARRIS'B'G 89 PA.             |
| 1                | 1                | 2                | 3                | WLBW OIL CITY 72                   |
| 1                | 1                | 2                | 3                | WCAU PHILAD. 63                    |
| D                | P                | D                | O                | *WFAN PHILAD. 7                    |
| 1                | 1                | 7                | 7                | *WFI PHILAD. 2                     |
|                  |                  |                  |                  | *WLIT PHILAD. 2                    |
|                  | 4                | X                | X                | KDKA PITTS'GH 44                   |
| 1                | 1                | 2                |                  | WCAE PITTS'GH 68                   |
| 1                |                  | P                |                  | WJAS PITTS'GH 75                   |
| 1                | 1                | 2                | D                | WEAN PROVID'NCE 24 R. I.           |
| 1                | 1                |                  |                  | WJAR PROVID'NCE 35                 |
| 1                | 1                | 2                | 3                | WDOD CHATTA. 74 TENN.              |
| 1                | 1                | 2                | 3                | WMC MEMPHIS 24                     |
| 1                | 1                | 2                | 3                | *WREC MEMPHIS 6                    |
| 1                | 1                |                  |                  | *WLAC NASH'LE 95                   |
|                  |                  | D                | 6                | WSM NASH'LE 11                     |
| 1                | 1                | D                | D                | *KRLD DALLAS 50 TEX.               |
| 1                | 1                | P                | 6                | *WFAA DALLAS 26                    |
|                  |                  |                  |                  | *WBAP FT.WORTH 26                  |
| 1                | 1                |                  | 6                | KPRC HOUSTON 38                    |
| 1                | 1                |                  |                  | *KTSASANTONIO 75                   |
| 1                | 1                | X                | 6                | WOAI SANTONIO 65                   |
| 1                | 1                |                  |                  | *WTARNORFOLK 24 VA.                |
| M                | X                | D                | D                | WRVA RICHM'D 57                    |
| 1                | 1                | 2                | O                | WDBJ ROANOKE 39                    |
| 1                | 1                | D                | 6                | *WEBC SUPER'R 74 WISC.             |
| 1                | 1                | 2                | 3                | *WISN MILWAU. 58                   |
| 1                | 1                | X                | 6                | WTMJ MILWAU. 8                     |
| 9 <sub>30</sub>  | 9 <sub>30</sub>  | 10 <sub>30</sub> | 10 <sub>30</sub> | CENTRAL TIME                       |
|                  |                  |                  |                  | *Divides Time with Another Station |

1 B. A. Rolfe and His Lucky Strike Orchestra

Announcer, Edward Thorgersen.

2 Troubadour of the Moon (First 15 min.)

Lannie Ross, tenor; instrumental trio.

Smith Ballew and His Club Richman Orchestra (Last 15 min.)

Announcer, Edward Thorgersen.

3 Ship of Memory

Muriel Wilson, soprano; Mary Hopple, contralto; Joe White, tenor; Walter Preston, baritone; mixed quartet; string quartet. Announcer, Milton J. Cross.

4 The Miniature Theater

5 Slumber Music

String ensemble; direction, Ludwig Laurier. Announcer, Ralph Freese.

6 Pepsodent Program

Amos 'n' Andy, blackface comedians.

7 Rudy Vallee and His Orchestra



## THE SECRET OF PIVOTING

(Continued from page 7.)

Practice turning for fifteen minutes.

The pivot or whirl may be done to fox-trot or waltz music.

The lady's part in pivoting is exactly the same as the man's, with the exception that she does not pivot on the heels. She begins by stepping forward on the toes of her right foot, making a half-turn, and then steps backward on the toes of her left foot, making another half-turn to the right.

To determine a right turn, look over your right shoulder while pivoting.

Bear in mind again that, while you pivot on one foot, making a half-turn, the other foot must be off the floor.

The principle of pivoting to the left is the same as when turning to the right, except that your left foot must always be in front of the right foot. This rule applies to the lady as well as to the man.

## HINTS ON BALLROOM ETIQUETTE

I want to inform those who are anxious to emulate Sir Walter Raleigh that I have been given the job of polishing your ballroom manners. Beginning with this issue, I will attempt to keep you out of embarrassing situations—to help you avoid making unnecessary *faux pas*. In these columns you will be told how to behave as well as dance.

The formal manners of the middle nineteenth century have gone out of fashion, just as clothes have changed, but, though our formality is less formal, among people of good breeding there are conventions and certain niceties of conduct that are observed.

Some one has said that good manners are like a shock absorber—they mitigate the bumps of life. Certain it is that unpleasant situations, awkwardness and embarrassment can be dispelled if one is conversant with convention's code. Every-day etiquette, in its simplest phase, is nothing more or less than a knowledge of good manners. Courtesy is an innate consideration of others, and so-called uneducated people may possess it; but when a cultivated man or woman, with ease and grace in addition to this, knows how to do and say the right thing at the right time, he or she has the "Open Sesame" to almost any door they care to open. Well-mannered people—those who are considerate of others—almost always endear themselves to their friends and acquaintances. On the other hand, to be ignorant of the etiquette of to-day is to invite embarrassment and court unfavorable criticism.

## HOW TO ASK FOR A DANCE

The gentleman places himself in the position of asking for the favor when he asks the lady to dance. Perhaps the most commonly used form of asking for a dance is to say, "May I have the pleasure of a dance?" or, "May I have the next dance?" It is poor taste to say, "Have you the next dance?" and then, if a negative answer is given, to ask for the dance. Often a girl does not like to admit that her dances are not taken, and this question is not at all pleasant. The lady accepts by saying, "Thank you;

I shall be delighted." Whether or not the girl anticipates an enjoyable dance, she should thank the man for asking her. It is not only good form, but a sign of delicate diplomacy, for the girl to appear extremely glad that the man asked her—even though he is a miserable dancer.

It is not good form to decline unless she is ill or is not dancing. If she declines a dance, then she should not dance any more during the evening. It would, of course, be rude to refuse one man and then accept an invitation from another.

There are times, however, when a girl is asked to dance by an utterly impossible person, and yet she does not want to hurt his feelings by refusing him. How, then, should she avoid dancing with a man without sacrificing her pleasure for the rest of the evening? This problem has undoubtedly come up in the mind of every girl, and there are various ways of solving it. But the most effective method is to say that her dances are taken. By giving this excuse, the girl takes a chance that she will be asked for all of her dances later on. If they are not in demand, the young lady explains the situation to her partner, who assumes the responsibility of supplying suitable dancing partners. However, the popular girl dances with each partner who asks her.

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## OUR OWN STORY AS WE GO TO PRESS

(Continued from page 12.)

dently promise our readers that they will find our program listings increasingly perfect in detail from month to month.

Our schedules for March represent the most careful possible check of program sheets up to February 5.

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There is one more fly in the ointment. The Federal Radio Commission has some plans brewing between now and March 1. Sixty stations have been licensed to operate only until that date. Eight of these stations are among the 108 appearing on our schedule pages. Before this issue reaches you there is a chance that the channels and time on the air of the following may be modified: WGY (Schenectady), WENR and WLS (Chicago), KSTP (St. Paul), WCKY (Covington, Ky.), WLAC (Nashville), WMAK (Buffalo) and WFBL (Syracuse).

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Every time we run a picture in WHAT'S ON THE AIR without giving the names of every one in it, we receive an extra heavy mail from readers asking "Who is who?" Since our first issue we have been very careful at this point. Whenever a feature has reached us with incomplete information we make every effort to secure the missing details; but some sponsors wish their artists to appear unproclaimed. An example is Collier's Hour, whose ensemble will appear next issue. We simply plead with Collier's to identify for our readers the "love-story girl," but beyond giving us permission to tell you she is in the picture they would not go.

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"Can You Remember When?" chuck full of reminiscences for listening fans of five years or more standing, will be one of April's leaders.

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The Amos 'n' Andy painting on our cover this month was painted from an exclusive photograph especially for WHAT'S ON THE AIR readers through the courtesy of The Pepsodent Company. We shall be glad to hear from our readers as to the style of cover they prefer. Which is your choice, and why, of those which have already appeared on our magazine?

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We shall mail our mid-month bulletin of latest radio news free to every subscriber about March 15. All purchasers of the March issue are entitled to this service, but will have to send us their addresses.

## AGENTS WANTED!

Take orders for WHAT'S ON THE AIR subscriptions in your community. Every radio home a good prospect. Your friends and neighbors will enjoy this new radio program directory and magazine. Full or part time work. Liberal offer to both men and women.

Write for our proposition to agents.

CIRCULATION MANAGER,  
WHAT'S ON THE AIR,  
Ninth and Cutter Sts., Cincinnati, O.



# DIRECTORY OF BROADCASTING STATIONS

Revised to January 22, 1930

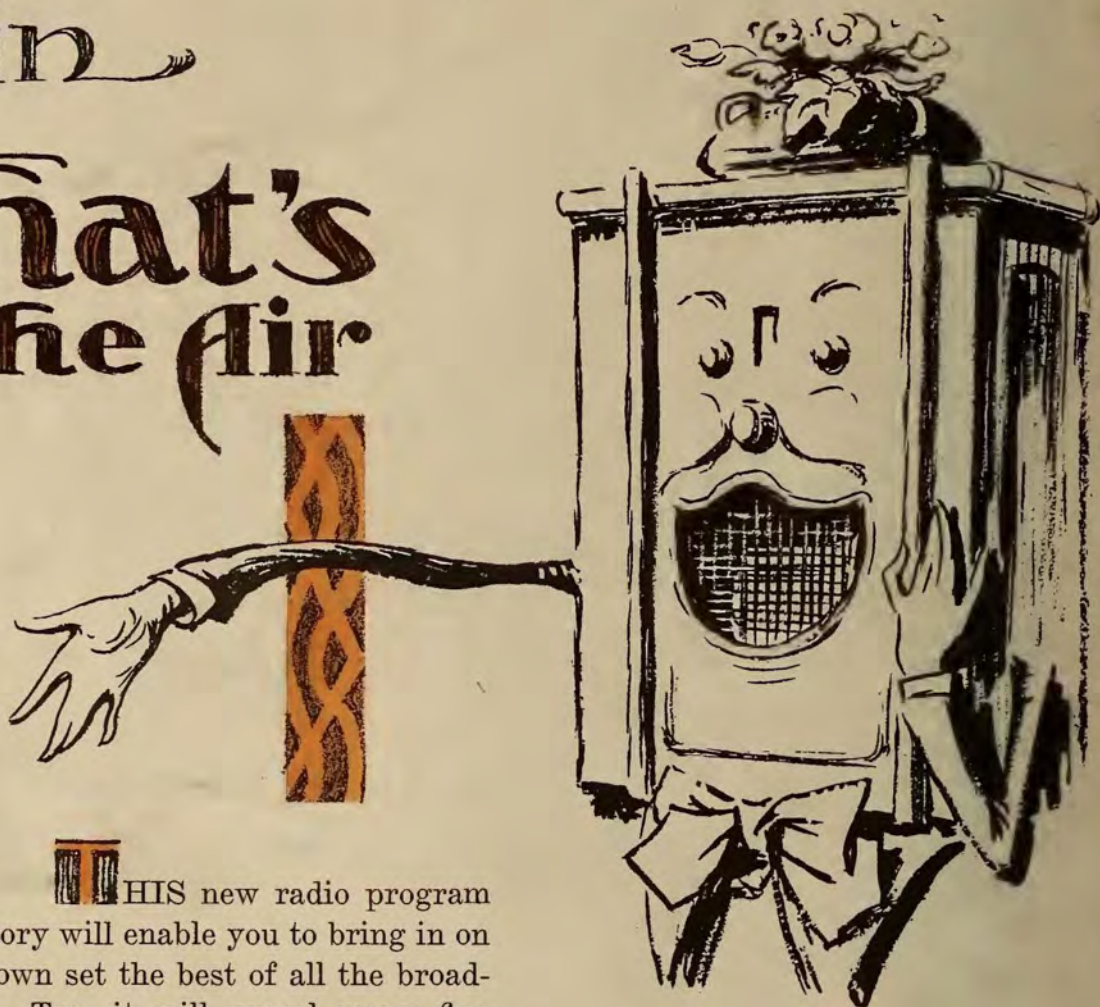
Including All Stations East of the Rockies Using 100 Watts or Over  
and All Stations West of the Rockies Using More than 100 Watts

| Dial | Call | Kilo-cycle | City                   | Dial  | Call | Kilo-cycle | City                   | Dial | Call | Kilo-cycle | City                   | Dial | Call | Kilo-cycle | City                  |
|------|------|------------|------------------------|-------|------|------------|------------------------|------|------|------------|------------------------|------|------|------------|-----------------------|
| KCRC | 1370 |            | Enid, Okla.            | KPWF  | 1490 |            | Westminster, Calif.    | WEBR | 1310 |            | Buffalo, N. Y.         | WLW  | 700  |            | Cincinnati, O.        |
| KDKA | 980  |            | Pittsburgh, Pa.        | KQV   | 1480 |            | Pittsburgh, Pa.        | WEBW | 660  |            | Buffalo, N. Y.         | WLVL | 1100 |            | New York, N. Y.       |
| KDLR | 1210 |            | Devils Lake, N. D.     | KQW   | 610  |            | San Jose, Calif.       | WEDC | 1210 |            | Chicago, Ill.          | WMAK | 570  |            | Casnovia, N. Y.       |
| KDYL | 1290 |            | Salt Lake City, Utah   | KREP  | 1020 |            | Phoenix, Ariz.         | WEEL | 590  |            | Boston, Mass.          | WMAK | 900  |            | Rosaflo, N. Y.        |
| KECA | 1340 |            | Los Angeles, Calif.    | KRWG  | 1260 |            | Hartlingen, Tex.       | WEHC | 1370 |            | Emory, Va.             | WMAJ | 630  |            | Washington, D. C.     |
| KEK  | 100  |            | Beverly Hills, Calif.  | KRLD  | 1040 |            | Dallas, Tex.           | WEHS | 1420 |            | Kranston, Ill.         | WMAJ | 670  |            | Cleveland, Ill.       |
| KELW | 780  |            | Burbank, Calif.        | KSAC  | 580  |            | Manhattan, Kan.        | WELK | 1370 |            | Philadelphia, Pa.      | WMAJ | 1200 |            | St. Louis, Mo.        |
| KEX  | 1180 |            | Portland, Ore.         | KSAT  | 1240 |            | St. Worth, Tex.        | WEMC | 590  |            | Berrien Springs, Mich. | WMAJ | 890  |            | Macon, Ga.            |
| KFAB | 770  |            | Lincoln, Neb.          | KSCJ  | 1330 |            | Sioux City, Ia.        | WENR | 870  |            | Chicago, Ill.          | WMAJ | 1500 |            | Newport, R. I.        |
| KFBH | 1360 |            | Great Falls, Mont.     | KSD   | 550  |            | St. Louis, Mo.         | WEND | 1300 |            | New York, N. Y.        | WMBH | 1420 |            | Trotter, Mich.        |
| KFDH | 560  |            | Beaumont, Tex.         | KSEI  | 900  |            | Pocatello, Ida.        | WEW  | 780  |            | St. Louis, Mo.         | WMBH | 1440 |            | Peoria Heights, Ill.  |
| KFDY | 520  |            | Brookings, S. D.       | KSL   | 1330 |            | Salt Lake City, Utah   | WFAA | 800  |            | Dallas, Tex.           | WMBG | 1210 |            | Richmond, Va.         |
| KFEL | 920  |            | Deuver, Col.           | KSO   | 1380 |            | Clarinda, Ia.          | WFAN | 610  |            | Philadelphia, Pa.      | WMBH | 1120 |            | Joplin, Mo.           |
| KFEQ | 680  |            | St. Joseph, Mo.        | KSOO  | 1110 |            | Sioux Falls, S. D.     | WFBE | 1200 |            | Cincinnati, O.         | WMBH | 1080 |            | Chicago, Ill.         |
| KFGQ | 1310 |            | Boone, Ia.             | KSTP  | 1460 |            | St. Paul, Minn.        | WFBG | 1310 |            | Altoona, Pa.           | WMBH | 1370 |            | Auburn, N. Y.         |
| KFH  | 1300 |            | Wichita, Kan.          | NTAB  | 560  |            | Oakland, Calif.        | WFBJ | 1370 |            | Coleraine, Minn.       | WMBH | 1500 |            | Brooklyn, N. Y.       |
| KFHA | 1200 |            | Gunnison, Col.         | KTAP  | 1420 |            | San Antonio, Tex.      | WFBF | 990  |            | New York, N. Y.        | WMBR | 1370 |            | Memphis, Tenn.        |
| KFI  | 840  |            | Los Angeles, Calif.    | KTBI  | 1300 |            | Los Angeles, Calif.    | WFBM | 1230 |            | Indianapolis, Ind.     | WMC  | 780  |            | Memphis, Tenn.        |
| KFIZ | 1420 |            | Fond du Lac, Wis.      | KTBR  | 1300 |            | Portland, Ore.         | WFBR | 1270 |            | Baltimore, Md.         | WMAK | 570  |            | New York, N. Y.       |
| KFJB | 1200 |            | Marshalltown, Ia.      | KTBS  | 1450 |            | Shreveport, La.        | WFDI | 1310 |            | Flint, Mich.           | WMIN | 890  |            | Fairmont, W. Va.      |
| KFJF | 1470 |            | Oklahoma City, Okla.   | KTIS  | 1400 |            | Hot Springs, Ark.      | WFI  | 560  |            | Philadelphia, Pa.      | WMP  | 1500 |            | Lapeer, Mich.         |
| KFJM | 1370 |            | Grand Forks, N. D.     | KTM   | 780  |            | Los Angeles, Calif.    | WFIW | 940  |            | Hopkinsville, Ky.      | WMSG | 1320 |            | New York, N. Y.       |
| KFR  | 1300 |            | Portland, Ore.         | KFTNT | 1170 |            | Muscatine, Ia.         | WFLC | 1470 |            | Alton, O.              | WMT  | 600  |            | Watson, Ia.           |
| KFLY | 1310 |            | Fort Dodge, Ia.        | KFTA  | 1290 |            | Sau Antonio, Tex.      | WFKD | 1210 |            | Philadelphia, Pa.      | WMAK | 1230 |            | Boston, Mass.         |
| KFZ  | 1370 |            | Fort Worth, Tex.       | KTSL  | 1310 |            | Shreveport, La.        | WFLA | 620  |            | Clearwater, Fla.       | WNAJ | 1040 |            | Norman, Okla.         |
| KFKA | 880  |            | Greely, Col.           | KTSM  | 1310 |            | El Paso, Tex.          | WGBB | 1210 |            | Peapack, N. Y.         | WNAJ | 1310 |            | Philadelphia, Pa.     |
| KFKB | 1050 |            | Milford, Kan.          | KTUE  | 1420 |            | Houston, Tex.          | WGBL | 1430 |            | Memphis, Tenn.         | WNAJ | 570  |            | Yanston, S. D.        |
| KFKU | 1220 |            | Lawrence, Kan.         | KTW   | 1270 |            | Seattle, Wash.         | WGBF | 650  |            | Evansville, Ind.       | WNH  | 1310 |            | New Bedford, Mass.    |
| KFKX | 1020 |            | Chicago, Ill.          | KUD   | 1390 |            | Fort Smith, Ark.       | WGBH | 880  |            | Scranton, Pa.          | WNJO | 1200 |            | Washington, Pa.       |
| KFLV | 1410 |            | Rockford, Ill.         | KUEA  | 830  |            | Vermillion, S. D.      | WGBS | 1340 |            | New York, N. Y.        | WNK  | 1420 |            | Memphis, Tenn.        |
| KFLX | 70   |            | Groesbeek, Tex.        | KUJ   | 1120 |            | Austin, Tex.           | WGCM | 1210 |            | Gulfport, Miss.        | WNH  | 1200 |            | Springfield, Va.      |
| KFMX | 850  |            | Northfield, Minn.      | KVI   | 920  |            | Tacoma, Wash.          | WGCP | 1250 |            | Newark, N. J.          | WNK  | 1290 |            | Saranac Lake, N. Y.   |
| KFN  | 1290 |            | Shenandoah, Ia.        | KVOA  | 1260 |            | Tucson, Ariz.          | WGES | 1360 |            | Chicago, Ill.          | WNK  | 1450 |            | Newark, N. J.         |
| KFOR | 1210 |            | Lincoln, Neb.          | KVOO  | 1140 |            | Tulsa, Okla.           | WGH  | 1310 |            | Newport News, Va.      | WNOX | 560  |            | Knoxville, Tenn.      |
| KFOX | 1250 |            | Long Beach, Calif.     | KWCR  | 1310 |            | Cedar Rapids, Ia.      | WGHJ | 1240 |            | Detroit, Mich.         | WNRK | 1440 |            | Greensboro, N. C.     |
| KFPL | 1310 |            | Dublin, Tex.           | KWEA  | 1260 |            | Shreveport, La.        | WGL  | 1370 |            | Indianapolis, Ind.     | WNYC | 570  |            | New York, N. Y.       |
| KFPP | 860  |            | Spokane, Wash.         | KWAF  | 1060 |            | Portland, Ore.         | WGN  | 720  |            | Chicago, Ill.          | WDA  | 1210 |            | San Antonio, Tex.     |
| KFQD | 1230 |            | Anchorage, Alaska.     | KWK   | 1350 |            | St. Louis, Mo.         | WGR  | 550  |            | Buffalo, N. Y.         | WOAN | 600  |            | Lawrenceburg, Tenn.   |
| KFQZ | 860  |            | Hollywood, Calif.      | KWKC  | 1370 |            | Kansas City, Mo.       | WGST | 890  |            | Atlanta, Ga.           | WOAX | 1280 |            | Trenton, N. J.        |
| KFRC | 610  |            | San Francisco, Calif.  | KWKH  | 850  |            | Shreveport, La.        | WGY  | 790  |            | Schenectady, N. Y.     | WOBT | 1310 |            | Union City, Tenn.     |
| KFRU | 670  |            | Columbia, Mo.          | KWLC  | 1270 |            | Decatur, Wash.         | WHA  | 940  |            | Madison, Wis.          | WOB  | 580  |            | Charleston, W. Va.    |
| KFSD | 600  |            | San Diego, Calif.      | KWSC  | 1220 |            | Waukegan, Ill.         | WHAD | 1130 |            | Waukegan, Wis.         | WOC  | 1000 |            | Davenport, Ia.        |
| KFSH | 1120 |            | Spokane, Calif.        | KWVA  | 1260 |            | Brownsville, Tex.      | WHAD | 1150 |            | Rochester, N. Y.       | WOCL | 1210 |            | Washington, D. C.     |
| KFUL | 1290 |            | Galveston, Tex.        | KXA   | 570  |            | Seattle, Wash.         | WHAP | 1300 |            | New York, N. Y.        | WODA | 1250 |            | Pateron, N. J.        |
| KFUM | 1270 |            | Colorado Springs, Col. | KYA   | 1230 |            | San Francisco, Calif.  | WHAS | 820  |            | Louisville, Ky.        | WODX | 1410 |            | Mobile, Ala.          |
| KFUO | 550  |            | St. Louis, Mo.         | KYW   | 1020 |            | Chicago, Ill.          | WHAZ | 1300 |            | Troy, N. Y.            | WOJ  | 640  |            | Aones, Ia.            |
| KFUP | 1310 |            | Denver, Col.           | KYWA  | 1020 |            | Chicago, Ill.          | WEBB | 710  |            | Kansas City, Mo.       | WOKO | 1440 |            | Poughkeepsie, N. Y.   |
| KFVD | 1000 |            | Culver City, Calif.    | WAAP  | 920  |            | Chicago, Ill.          | WBHD | 1370 |            | MI. Orab, O.           | WOL  | 1310 |            | Washington, D. C.     |
| KFV  | 1210 |            | Capitola, S. D.        | WAAM  | 1250 |            | Newark, N. J.          | WBID | 1210 |            | Lock Island, Ill.      | WOMT | 1210 |            | Marion, W. Va.        |
| KFVH | 950  |            | Hollywood, Calif.      | WAAT  | 1070 |            | Jersey City, N. J.     | WBIL | 1410 |            | Sheboygan, Wis.        | WOOD | 1270 |            | Grand Rapids, Mich.   |
| KFWF | 1200 |            | St. Louis, Mo.         | WAAY  | 660  |            | Omaha, Neb.            | WBIR | 1370 |            | Memphis, Tenn.         | WOPI | 1500 |            | Bristol, Tenn.        |
| KFWJ | 930  |            | San Francisco, Calif.  | WABC  | 860  |            | New York, N. Y.        | WBUR | 1210 |            | Anderson, Ind.         | WOQ  | 1300 |            | Kansas City, Mo.      |
| KFWM | 930  |            | Richmond, Calif.       | WABI  | 1200 |            | Bangor, Me.            | WBVB | 1200 |            | West De Pere, Wis.     | WOR  | 710  |            | Newark, N. J.         |
| KFXP | 820  |            | Denver, Col.           | WABZ  | 1200 |            | New Orleans, La.       | WBDF | 1370 |            | Calumet, Mich.         | WORC | 1200 |            | Worcester, Mass.      |
| KFXR | 1310 |            | Oklahoma City, Okla.   | WAD   | 1320 |            | Waco, O.               | WBFI | 1420 |            | Waukegan, Wis.         | WORD | 970  |            | Chicago, Ill.         |
| KFY  | 420  |            | Pittsford, Ariz.       | WAIU  | 640  |            | Columbus, O.           | WBID | 1480 |            | Minneapolis, Minn.     | WOS  | 530  |            | Jellicott, Mo.        |
| KFYD | 1420 |            | Albion, Tex.           | WAIP  | 1140 |            | Birmingham, Ala.       | WBEC | 1400 |            | Rochester, N. Y.       | WOV  | 1130 |            | New York, N. Y.       |
| KFYR | 450  |            | Bismarck, N. D.        | WASH  | 1270 |            | Grand Rapids, Mich.    | WBFC | 1420 |            | Cicero, Ill.           | WOV  | 590  |            | Omaha, Neb.           |
| KGA  | 1470 |            | Spokane, Wash.         | WBAA  | 1400 |            | Lafayette, Ind.        | WBIS | 1420 |            | Bluefield, W. Va.      | WOVO | 1160 |            | Fort Wayne, Ind.      |
| KGAR | 1370 |            | Tucson, Ariz.          | WBAL  | 1030 |            | Harrisburg, Pa.        | WBK  | 1390 |            | Cleveland, O.          | WPAW | 1210 |            | Pawtucket, R. I.      |
| KGB  | 1330 |            | San Diego, Calif.      | WBAL  | 1060 |            | Harrisburg, Pa.        | WBIN | 1010 |            | New York, N. Y.        | WPCC | 500  |            | Chicago, Ill.         |
| KGBU | 800  |            | etchikan, Alaska       | WBAB  | 800  |            | Fort Worth, Tex.       | WBIO | 1000 |            | Indianapolis, Ind.     | WPCH | 810  |            | New York, N. Y.       |
| KGEX | 1310 |            | St. Joseph, Mo.        | WBAX  | 1210 |            | Wilkes-Barre, Pa.      | WBIP | 1430 |            | Harrisburg, Pa.        | WPEN | 1500 |            | Philadelphia, Pa.     |
| KGZ  | 930  |            | York, Neb.             | WBBL  | 1370 |            | Richmond, Va.          | WBIS | 1420 |            | Ottumwa, Ia.           | WPG  | 1100 |            | Atlantic City, N. J.  |
| KGCI | 1370 |            | San Antonio, Tex.      | WBBL  | 1370 |            | Richmond, Va.          | WBIR | 1210 |            | Madison, Wis.          | WPOE | 1370 |            | Pateron, N. J.        |
| KGCR | 1210 |            | Watertown, S. D.       | WBBI  | 770  |            | Chicago, Ill.          | WBIR | 1370 |            | Jackson, Mich.         | WPSK | 1230 |            | State College, Pa.    |
| KGCC | 1210 |            | Manitou, N. D.         | WBCH  | 1500 |            | Hossville, N. Y.       | WBIS | 570  |            | Chicago, Ill.          | WPTP | 680  |            | Racine, N. C.         |
| KGD  | 1310 |            | Great Falls, Mont.     | WBIB  | 200  |            | Wichita City, Okla.    | WBIS | 1450 |            | Jersey City, N. J.     | WQAM | 560  |            | San Francisco, Calif. |
| KGDZ | 100  |            | Fergus Falls, Minn.    | WBIC  | 1410 |            | Bay City, Mich.        | WBIR | 1310 |            | Poyonette, Wis.        | WQAN | 800  |            | Scranton, Pa.         |
| KGEF | 1300 |            | Los Angeles, Calif.    | WBMS  | 1450 |            | Port Lee, N. J.        | WBIB | 580  |            | Topeka, Kan.           | WQAR | 1010 |            | New York, N. Y.       |
| KGEW | 1200 |            | Fort Morgan, Col.      | WBNY  | 1350 |            | New York, N. Y.        | WBIX | 1200 |            | Utica, N. Y.           | WQB  | 1350 |            | Utica, Miss.          |
| KGFZ | 1310 |            | Kalispell, Mont.       | WBOW  | 1310 |            | Terre Haute, Ind.      | WBCC | 1190 |            | Bridgeport, Conn.      | WQBZ | 1420 |            | Weirton, W. Va.       |
| KGFX | 1420 |            | Alva, Okla.            | WBRC  | 930  |            | Birmingham, Ala.       | WBCL | 1200 |            | St. Louis, Mo.         | WQHP | 1200 |            | La Porte, Ind.        |
| KGFG | 1370 |            | Oklahoma City, Okla.   | WBRE  | 1310 |            | Wiles, Ore., Pa.       | WBCL | 900  |            | Carlin, Ill.           | WRAK | 1370 |            | St. Louis, Mo.        |
| KGFI | 1500 |            | Empus Christi, Tex.    | WBRI  | 1430 |            | Tilton, N. H.          | WBDM | 1420 |            | Wilmington, Del.       | WRAX | 1310 |            | Reading, Pa.          |
| KGFV | 1310 |            | Ravenna, Neb.          | WBRO  | 920  |            | Wellesley Hills, Mass. | WIOD | 1300 |            | Miami Beach, Fla.      | WRAX | 1010 |            | Philadelphia, Pa.     |
| KGFZ | 580  |            | Pierre, S. D.          | WBT   | 1080 |            | Charlotte, N. C.       | WIP  | 610  |            | Philadelphia, Pa.      | WRH  | 1310 |            | Tifton, Ga.           |
| KGGI | 1010 |            | Picher, Okla.          | WBZ   | 990  |            | Springfield, Mass.     | WISN | 1120 |            | Milwaukee, Wis.        | WRHJ | 1500 |            | Hattiesburg, Miss.    |
| KGGM | 1230 |            | Albuquerque, N. M.     | WBZA  | 990  |            | Boston, Mass.          | WJAC | 1310 |            | Johnstown, Pa.         | WRHJ | 1200 |            | Columbus, Ga.         |
| KGHI | 1320 |            | Pueblo, Col.           | WBZC  | 600  |            | Sturgis, Conn.         | WJAD | 1240 |            | Waco, Tex.             | WRHJ | 1210 |            | Greenville, Miss.     |
| KGIB | 1200 |            | Little Rock, Ark.      | WBZD  | 1220 |            | Canton, N. Y.          | WJAE | 1090 |            | Franklin, Neb.         | WRHJ | 1370 |            | Washington, N. C.     |
| KGIL | 950  |            | Billings, Mont.        | WBZL  | 1430 |            | Pittsburgh, Pa.        | WJAS | 890  |            | Providence, R. I.      | WRHJ | 1210 |            | Gastonia, N. C.       |
| KGIQ | 1320 |            | Twin Falls, Ida.       | WBZM  | 1430 |            | Columbus, O.           | WJAS | 1290 |            | Pittsburgh, Pa.        | WRC  | 950  |            | Washington, D. C.     |
| KGIH | 1360 |            | Butte, Mont.           | WBZP  | 1430 |            | Lincoln, Neb.          | WJAX | 900  |            | Jacksonville, Fla.     | WRFC | 000  |            | Memphis, Tenn.        |
| KGIW | 1420 |            | Trinidad, Col.         | WBZQ  | 1430 |            | Lincoln, Neb.          | WJAX | 900  |            | Jacksonville, Fla.     | WRFC | 000  |            | Memphis, Tenn.        |
| KGIK | 1420 |            | Las Vegas, Nev.        | WBZR  | 1430 |            | Lincoln, Neb.          | WJAX | 900  |            | Jacksonville, Fla.     | WRFC | 000  |            | Memphis, Tenn.        |



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