

The Magazine for the Radio Listener 15 cents

# What's on the Air



Vol. 1. No. 6

April 1930

# WAVE-LENGTH GUIDE

CHANNEL	COLUMBIA BROADCASTING SYSTEM	NATIONAL BROADCASTING COMPANY	KVLS	METERS	DIAL READING
1	WKRC	WGR-KSD	550	545	←
2	KLZ	WFI-WIBO	560	535	←
3	WWNC-WKBN		570	526	←
4	WIBW	WTAG	580	517	←
5		WOW-WEEI	590	508	←
6	WCAO-WREC		600	500	←
7	WFAN	WDAF	610	492	←
8	WLBZ	WTMJ	620	484	←
9	WMAL		630	476	←
10	WAU		640	468	←
11		WSM	650	461	←
12		WEAF	660	454	←
13	WMAQ		670	447	←
14		WPTF	680	441	←
16		WLW	700	428	←
17	WOR (Independent)		710	422	←
18		WGN	720	416	←
20		WSB	740	405	←
21		WJR	750	400	←
22		WJZ	760	394	←
23	WBBM	KFAB	770	389	←
24	WTAR-WEAN	WMO	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	WGST	WJAR	890	337	←
36	WMAK	WKY-WJAX	900	333	←
38		WWJ-KPRO	920	326	←
39	WDBJ-WBRC		930	322	←
40		WCSH	940	319	←
41	KMBC	WRC	950	316	←
44		KDKA	980	306	←
45		WBZ-WBZA	990	303	←
46		WOC-WHO	1000	300	←
48		KYW-KFKX	1020	294	←
50	KRLD	KTHS	1040	288	←
52		WTIC-WBAL	1060	283	←
53		WTAM	1070	280	←
54		WBT	1080	278	←
55	KMOX		1090	275	←
57		WRVA	1110	270	←
58	WISN		1120	268	←
60		WAPI-KVOO	1140	263	←
61		WHAM	1150	261	←
62	WOWO		1160	258	←
63	WCAU		1170	256	←
65		WOAI	1190	252	←
68		WCAE-WREN	1220	246	←
69	WNAC-WFBM		1230	244	←
70	WGHP		1240	242	←
72	WLBW-KOIL		1260	238	←
73		WJDX	1270	236	←
74	WDOD	WCFL	1280	234	←
75	WJAS-KTSA	WEBC	1290	232	←
76	KFH	WIOD	1300	231	←
78	WADC	WSMB	1320	227	←
79	KSCJ	WSAI	1330	225	←
80	WSPD		1340	224	←
81	WFBL	KWK	1350	222	←
85	WHK-KLRA		1390	216	←
87	WBCM-WCAH		1410	212	←
91		WFJC	1450	207	←
92		KSTP	1460	205	←
93	WLAC		1470	204	←
94	WKBW-KFJF		1480	203	←
95		WCKY	1490	201	←

# WHAT'S ON THE AIR

(Registered in U. S. Patent Office)

Vol. I. MAGAZINE FOR THE RADIO LISTENER No. 6

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, 150. PER COPY; \$1.50 PER YEAR.

(COPYRIGHT, 1930, BY WHAT'S ON THE AIR CO.)

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

## HOW TO USE

# "WHAT'S ON THE AIR"

*To Double the Benefits from Your Radio Set*

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

The program-finding service covers the hours of 6 to 12 P. M. for each day in the month, Eastern Standard Time, or from 5 to 11 P. M., Central Time.

Simply turn to the page bearing date and hour when program is wanted. Select from index in panels at foot of page particular program or type of program you prefer, then locate on schedule chosen symbol at nearest point (by use of State index) from which it is being broadcast. Or, if you prefer, check symbols of favorite stations against index of symbols in panels at foot of page until you locate type of program for which your particular mood calls.

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

### HOW TO USE THE WAVE-LENGTH GUIDE

Draw lines from the stems of arrows pointing to the wave lengths of stations with which you are familiar to the respective points on the scale to the right

corresponding to the points on the detector dial of your set where these stations "come in." After you have drawn about a dozen of these lines you will have a guide to all of the stations in the country. For example, if Station WEAF, which is on channel No. 12—which means it operates on a frequency of 660 kilocycles and 454 meters—comes in on your set at 74, and Station WLW, on channel No. 16, comes in on your set at 67, stations on channels 13, 14 and 15 necessarily must come in at points between these two locations on your dial. The numbers preceding stations on program pages are the channel numbers shown on the "Wave-length Guide."

### TO MAKE A LONG-DISTANCE TEST (DX)

Ascertain which of your local stations are broadcasting chain features at the moment. Tune in one of these and find out what number is being rendered.

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

# WHAT'S ON THE AIR

© CIB 64735

THE MAGAZINE FOR THE RADIO LISTENER

VOLUME I

APRIL, 1930

NO. 6

## Do You Remember When—

By Charles Magee Adams



TRY to imagine what the proud owner of a 1930 highboy would say if his favorite station opened its schedule thus: "Hello! hello! One—two—three—four. Hello! Hello, Charlie, Dick, Joe! How's she sound to-night? I changed that bad tube."

Then years ago, back in radio's stone age, that was the inviolable routine for beginning an evening's broadcast. "She" was the transmitter. "Charlie, Dick and Joe" were listeners living within a mile or two, and the purpose of the prologue just quoted was to let the announcer-operator-program manager know whether his home-built outfit was perking, a detail by no means certain from night to night, or even hour to hour.

The duty of Charlie, Dick, Joe or any other listener was to telephone the station a report on the transmission; and when the one-man staff had completed—or attempted—the adjustments suggested, the "program" went forward (from a phonograph, before whose horn a microphone dangled).

And did Charlie, Dick and Joe resent being made unpaid field observers, or write scorching letters to the station? On the contrary, checking transmission was a privilege, what made radio radio; and—here was an event to recount proudly—if they picked up a station from another city (thanks to finding just the right spot on their detector crystals), their plain duty was to write this station reporting on its reception.

Golden though it was, the stone age was brief. Followed radio's bronze age early in 1922.

One wonders how the members of the Academy of Arts and Letters, listening in to choose the winner of the radio diction medal, would rate an announcer who says, "She has just sang." Such crimes against the king's English were common back in 1922 and 1923, and only sticklers for grammatical precision thought of finding fault. The task of keeping the "old wagon" on the air had been delegated to an operator, but the announcer still prepared and directed the programs, which meant that he was

a busy lad betimes, and often kept the mike waiting.

These days, when a group of numbers is prefaced by the statement that "Johnnie Smith has just dropped into the studio with his saxophone and has consented to favor us with several selections," most listeners know that here is a bit of cheerful fiction to give the atmosphere of spontaneity; but in radio's bronze age it was fact, often tinged with not a little relief. Programs were planned in advance, if, as and when possible. But any performer who dropped into the studio was certain of a welcome, and many were the gaps in schedules because entertainers failed to turn up.

The writer recalls a night when a band was booked by a station, but fog prevented its prompt arrival from a near-by town; and for more than an hour the announcer came on the air at five-minute intervals to inform the audience that the band was on its way. If listeners would please be patient, the program would be broadcast presently. That was radio in the "good old days."

However, one thing at least that caused the fan no worry was tuning in. Up to early in 1923, all stations operated on a wave length of 360 meters (kilocycles being as unknown as screen-grid tubes), except when they were broadcasting market reports. Then they changed to 485 meters; just why was not clear, and nobody cared.

The crystal receiver, with its "cat whisker" which had to be placed with just the right tension on just the right spot, had given place by that time to the



tube set, one tube being the rule, and three something quite opulent. Batteries, of course, supplied the power, the storage A manifesting a particular satisfaction in going dead just when the proud fan wanted to show off his set to admiring friends.

Receivers were regenerative, causing a lusty howl in near-by sets whenever they were adjusted for maximum sensitivity. Headphones were used for hearing the program, particularly affluent listeners having as many as a dozen pairs to permit an entire party to listen, while they shouted comments at one another.

Then loud-speakers came. But conservative fans regarded them askance because they required so much power to get volume from their huge, gaping horns. However, any one who wanted to hear a faint program had only to thrust his head into the yawning mouth of the thing.

What could be heard did not matter much until the bronze age gave place to the iron age in 1923. The chief thing was to get stations, the farther away the better. And, believe it or not, it was possible to cover as much as two thousand miles with a single tube and five hundred watts at the transmitting end.

About 1923, programs themselves began to be worth receiving. Chief among the favorites of that day were the Saturday night frolics of the Kansas City Nighthawks at WDAF, a familiar enough type of entertainment now, but a sensation then. Presided over by the "merry old chief," this feature kept many a fan with the phones cutting cruelly into his ears until the wee hours of Sunday morning.

Then there was Harry Snodgrass, the "king of the ivories," who drew dials to WOS whenever he was booked for a program. His title was honestly earned, by the way—so well that he afterward went into vaudeville at a plump salary, with his announcer, Don Witton, whose drawling "This is W—O—S, Jeff-erson Ci-ty, Miss-our-i," was nearly as famous.

But for many the big event on the week's bill was the prize contest which was sure to be broadcast by some station or other Saturday night. Prizes amounting to thousands of dollars in money and merchandise were dangled before listeners, to be had merely for sending a telegram or writing a letter containing the mystic "code word" specified. WDAP, a Chicago station now extinct, was one of the leaders in this industry, and the number of listeners who clung to its wave until two Sunday morning, when the winning telegrams were drawn from the "hat," must have been legion, judging by the staggering totals of wires received.

The year 1923 also marked the first important boxing bout to be aired, the hectic Dempsey-Firpo encounter described, and most ably, by Major J. Andrew White. I can still remember my thrill at hearing the actual clang of the bell setting off the punch-packed rounds and the roar of the crowd.

The first important use of chain broadcasting to cover a big news event came a year later with the airing of the two national political conventions, featured by the unforgettable "Alabama casts twenty-four votes for Oscar W. Underwood" at the Democratic gathering in Madison Square Garden. That, of course, is comparatively recent history. Yet it is safe to say that thousands of the present-day radio audience missed what was a capital piece of humor.

Doubtless many listeners also can not remember when the first few minutes of every chain program were given over to calling the roll of the stations hooked up on the network: "This is WEAf, New York; WCAP, Washington; WTAG, Worcester, etc." Chain broadcasting was something new then, and it was necessary to let listeners know exactly what stations were tied in. Imagine calling the roll of a present-day forty-or-fifty-station hook-up!

Also looming large in broadcasting's collection of relics is "international test week." Each winter a week was set aside in which American stations transmitted special programs for Europe while the stations over there stood by, and, in turn, American stations remained silent while the Europeans aired programs for America. The power used was five hundred and one thousand watts. Yet transoceanic reception was achieved.

Not by any considerable number, to be sure. That was why the institution was abandoned in 1926, listeners who could get nothing from across the pond complaining at the loss of home programs enforced by the arrangement. But just now, with international short-wave rebroadcasts much in the limelight, the results of those early days are worth remembering, at least with amusement.

Yes, and there was "silent night"—not the Christmas carol, but a night each week—on which the stations of each city signed off after dusk. The purpose was to permit listeners to fish for distance, receivers of that vintage tuning so broadly that one or two local stations could occupy most of the dial.

Like "international test week," it went by the board because listeners demanded dependable local reception seven nights a week, and because improved receivers made it possible to bring in distant stations with high-power locals going full blast. But "silent night" was the rule as recently as three years ago, when Chicago, the last among the large cities, abolished it.

All very quaint and amusing, isn't it, this sketchy outline of broadcasting's past, which any veteran fan can fill out with personal reminiscences wrapped in the golden haze of memory. And five or ten years hence the programs and methods of the present, that seem the last word now, will be just as quaint and amusing. Time has a way of doing that. Meanwhile, there is plenty to enjoy in present-day offerings.

## What Columbia Broadcasting System Is Doing In Anticipation of Television

Told Especially for What's on the Air Readers

By EDWIN K. COHAN  
Director of Technical Operations, CBS.

WE have all observed the increasing amount of space that is being devoted to the subject of television. Almost daily we read of this demonstration or that demonstration, and the concluding remarks of these various articles are generally apt to lead the average layman to the belief that television is just around the corner.

I can vividly recall seeing a radio set very prominently displayed at the radio show more than two years ago, possessing as one of its principal sales features, if not its principal operating feature, a jack which would permit the convenient connection of an associated piece of equipment for the purpose of receiving television pictures.

I can likewise recall a bold-type twelve-sheet in front of a New York nickelodeon back in 1912, announcing to the world that one could step inside and witness and hear talking moving pictures.

There has been a long interim between the announcement of 1912 and the present-day talking picture. I also feel that there will likewise be a lengthy gap between the day the above-mentioned jack was installed in the radio set referred to and the day a satisfactory piece of associated television equipment can be connected thereto.

This does not mean that we of the Columbia Broadcasting System are underestimating the important part television will play in the lives, habits and amusements of the people, nor does it mean that we are failing to recognize the complete upset which television will cause in the present-day methods of program production.

When the Columbia Broadcasting System designed its recently completed building in New York, full cognizance was taken of the future addition of this gift of science. The present studio design, electrically as well as physically, is such that with the perfection of television the present quarters will not become obsolete, but instead they will, with certain changes (according to the de-

mands of the new art), be adaptable to the new order of the day.

We are continually on the lookout for any indication that the major difficulties of television have been overcome, and we are continually investigating and witnessing all kinds of demonstrations, no matter how far-fetched they seem to be; but the technical problems involved are so numerous and so complex that engineers specializing in the subject agree that only through patient laboratory work, conducted in the finest equipped laboratories available and by the highest type of scientific intelligence, will television pass from its present laboratory stage to the living-room of the American people.

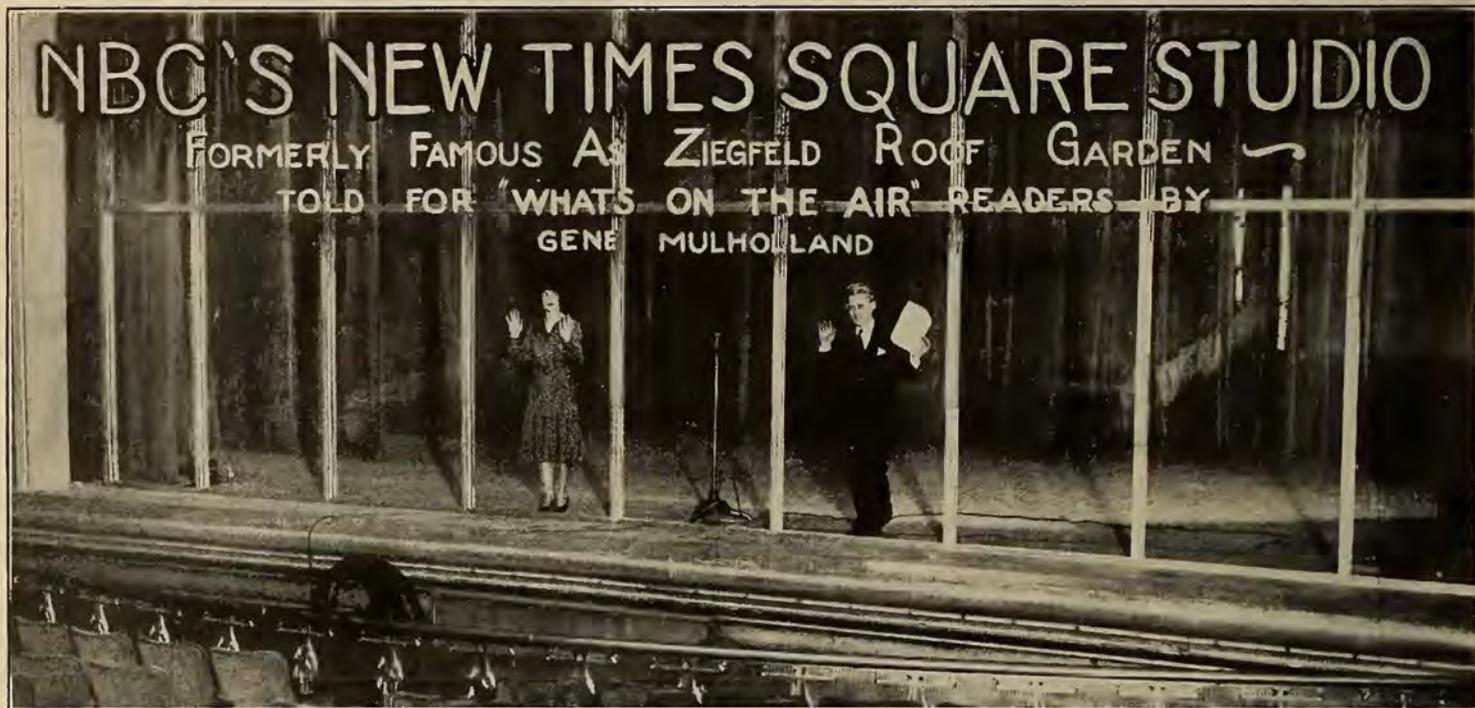
During its short life, broadcasting has conquered the continent, the ocean and the sky. It has not as yet conquered the universe, and it still has a most important task to play in the elimination of boundaries and national prejudices.

When we can transfer you from any important city of the world to any other city, then, and then only, can we well be proud of the progress of broadcasting. Until this can be done there is much work ahead, and it is my belief that this annihilation of distance has its most important role to play, one that will have a greater bearing on the lives and relations of future generations than the assembling of any bodies of men for the purpose of discussing ways and means of assuring international peace and good will.

Television is not just around the corner, but television will eventually be here in a perfected state, and when it is, and then only, will the Columbia Broadcasting System be completely equipped and prepared to present it to the public in its highest form of perfection. In the meantime let us all strive to conquer the obstacles which still stand in the way of universal broadcasting. We have learned much in this field in the past ten years, but are only at the threshold of its possibilities.



EDWIN KING COHAN, technical supervisor of CBS, has a remarkable record of experience behind him. In 1914 his amateur wireless station was chosen by the Government to serve as "key station" of its area for handling Government business. He has been radio engineer for the Panama Canal Commission, member of the staff of the Naval Radio Laboratory, and helped organize the Radio Engineering Laboratories. Since entering the broadcasting field, he has won high esteem of the industry by his daring in discovering new broadcasting possibilities and his skill in solving technical difficulties. He comes to CBS from Station WOR, where last year he was in complete charge of all evening programs and was constantly surprising the broadcasting world with new methods of production and sound effects.



**S**MOOTHLY the heavy curtain descended. Soundlessly it slipped into place, separating the audience from what went on behind.

Behind the curtain a musical group with hushed instruments sat poised. Curt Peterson stepped to a microphone, stood tense for an instant and began to speak. A minute and the musicians were galvanized into action.

A woman in the fourth row of the audience spoke to the man at her right. "Peterson sounds just the same, but I never knew he looked like that," she said.

And thus the National Broadcasting Company's Times Square Studio was formally opened. Behind the curtain—made of glass and weighing approximately six tons—the world's most modern broadcasting studio became an actuality.

High above the roar of traffic at Forty-second Street and Broadway—214 W. Forty-second Street, to be exact—on the roof of the old New Amsterdam Theater, a Collier's Hour ran through to its conclusion.

Some six hundred occupied the seats in front of the huge glass curtain.

They saw every move of musicians, actors and announcer. Through a special amplification arrangement they heard the program unfold exactly as they had been accustomed to hearing it at home.

Throughout the United States—the program was carried over a network of stations associated with NBC and into Canada through CKGW, Toronto—an uncounted number of millions listened, exactly as they had listened to programs originating in the studios at 711 Fifth Avenue.

The six hundred coughed, rattled papers and laughed heartily at the antics of comedians in the pro-

gram. Occasionally they applauded; the woman in the fourth row talked freely to her escort. The latter replied. Once he whistled discreetly to an acquaintance on the other side of the house in the second row.

But not the faintest whisper of these sounds reached the millions who listened at home. Those folks heard only what went on behind the transparent curtain. For that curtain, in addition to providing a full view for the six hundred, effectually sound-proofed the space behind it.

At the conclusion of the program the woman in the fourth row asked to be shown through the place. "Johnny Shea, who works up at 711, is a friend of my daughter's. He said you would show me around," she explained to the smiling youngster at the door.

The smiling youngster thought that was a great idea. On the way to the studio proper, behind the transparent curtain, he told the woman from the fourth row something about the history of the place.

He explained that the New Amsterdam Theater had been built in 1903, telling about the days when Frances Williams, Lillian Lorraine and Mary Hay had appeared there. He told how the ill-fated Olive Thomas had tarried briefly on the historic roof, and of how Art Hickman, Isham Jones and Paul Whiteman had syncopated merrily where now the microphones lurk. Even Will Rogers was among those who once nightly provoked giggles amidst the swaying bodies of "glorified girls." That was in the days when the old roof was the "roaringist" place among the "Roaring Forties"—the Ziegfeld Roof Garden.

Arriving at the studio behind the glass curtain, the smiling youngster explained how the stage had been entirely rebuilt at a cost of more than \$75,000. He pointed out the twenty- [Continued on page 50]

# Advanced Steps You Can Learn in Ten Minutes

By ARTHUR MURRAY

"America's Foremost Dancing Instructor"

(The Diagrams for this Lesson Appear on Page 50)

**D**URING the past few weeks I have received a great many letters from readers who are anxious to learn to do the left waltz turn in three waltz steps. I have also received many requests for advanced steps. By complying with these requests, I am necessarily slighting the beginner who has not yet mastered the simple ballroom movements. If you find this month's lesson too difficult, I would advise you to secure several of the back numbers of WHAT'S ON THE AIR before attempting the lessons in this issue.

## HOW TO DO A LEFT WALTZ TURN IN THREE WALTZ MOVEMENTS

Note that, in making this waltz turn to the left, you turn about a third of the way on each waltz movement (containing three counts).

The diagram is self-explanatory, but do not try to master this turn too quickly.

Do not hold the diagram in your hand while practicing, but place it on a table or chair within sight, to the left of you.

Please practice this turn for at least an hour. Learn to do it to waltz music or without music before dancing it to fox-trot time.

Do not attempt to dance these steps with a partner until you have mastered them by yourself. Learning to dance with a partner is confusing.

As the waltz movements are extensively used to fox-trot time in various forms, I would strongly urge you to pay particular attention to the next three paragraphs, which will teach you how to waltz to fox-trot music.

## HOW TO DO THE WALTZ MOVEMENTS TO FOX-TROT MUSIC

Remember that a waltz movement has three actual steps. Instead of counting 1, 2, 3, when doing waltz movements to fox-trot music, we will count "1, 2, and." The "and" takes the place of count 3. Read again this paragraph.

When doing the waltz movements to fox-trot music, hold the first step somewhat longer than the other two steps.

Remember again that each waltz step has three actual steps, and that the first one is given a little more time than the last two steps, which are done quickly.

Practice the left waltz turn to fox-trot music for one hour.

## HOW TO DO THE RADIO PIVOT

1. Step forward on the left foot, turning on the ball of the left foot a quarter-turn to the left. This step is given one slow count (a measure of fox-trot music). As you are making the quarter-turn on the left foot, swing the right foot in front. Remember that the foot which swings is lifted off the floor and does not carry any weight. (The more conservative, those who do not wish to lift their feet off the floor, may simply extend it forward.)



Patricia  
Von Gerichten

Down  
Marshall

Evelyn  
Simmonds

Phyllis  
Lintott

A quartet of Mr. Murray's assistants, who number more than one hundred.

2. Step backward on the right foot and on that foot turn another quarter of the way around to the left. This step is given one slow count. At the same time that you are stepping backward

with the right foot and turning a quarter of the way to the left, swing the left foot as far backward as it will go. (Note that, when you swing your foot backward, it is not lifted off the floor.)

The above two paragraphs complete only a half-turn. Therefore, to make a complete turn, the above will be repeated in the next two paragraphs.

3. Step forward on the left foot, turning on that foot a quarter to the left, and at the same time swing the right foot far forward, lifting it off the floor.

4. Step backward with the right foot, turning a quarter to the left and at the same time swing the left foot as far backward as it will go. Note again that the left foot does not carry any weight.

(After completing four steps, each making a quarter-turn, you should face the same way as at the start.)

The above step is the most fascinating of all turns. To do it with ease and abandon requires not less than one hour's good practice. This variation may seem difficult at first, but it is really very easy if you study the steps carefully.

The lady's part is exactly the same as the man's.

Look over your left shoulder when turning to left.

## MR. MURRAY'S NEW TURN

### Man's Part

Please note that this combination can not be done on a crowded floor. The steps which are not progressive—that is, those which are done more or less on the same spot—should only

(Continued on page 50.)

SUNDAY

April 6, 13, 20, 27

SPECIAL NOTICE

The schedules in this issue represent a summary of reports sent directly to us by the program directors of stations listed, checked with the advance listings of NBC and CBS, and report blanks furnished by advertising agencies of program sponsors. They are correct, so far as April listings can be anticipated, up to noon, March 5. A bulletin to be sent our subscribers the middle of the month will contain all the mid-April program announcements.

EASTERN TIME	12				1				2				3			
	15	30	45		15	30	45		15	30	45		15	30	45	
CAN-690 TORONTO CKGW	R	R	C	C	9	9	9	9	A	A	A	A	P	P	M	M
ADA 730 MONTREAL CKAC																
ALA. 60 BIRM'HAM *WAPI	R	R	R	R	V	V	V	V	X	X	X	X	B	B	B	B
39 BIRM'HAM WBRC	R	R	R	R	R	P	4	4	6	6	6	6	7	7	8	8
ARK. 50 HOT SPCS.*KTHS	R	R	R	R	R	R										
85 L'TLE ROCK*KLRA			X	X	X	X	4	4	6	6	6	6	7	7	8	8
COLO. 29 DENVER KOA			R	R	R	R	R	R	X	D	D	M	P	P	X	X
2 DENVER KLZ	X	X	R	R	R	X	4	4	6	6	6	6	7	7	8	8
CONN. 52 HARTFORD*WTIC																
D. C. 9 WASH'TON WMAL							MV	MV	6	6	6	6	7	7	8	8
41 WASH'TON WRC			3	3	9	9	9	9	A	A	A	A	7	7	7	7
FLA. 36 JACK'VE WJAX									5	5	6	6	B	B	B	B
76 MIAMI B. WIOD																
GA. 35 ATLANTA WGST																
20 ATLANTA WSB	R	R	R	R	X	X	X	X	A	A	A	A	B	B	B	B
ILL. 48 CHICAGO KYW	X	X	X	X	X	X	X	X	A	A	A	A	X	X	X	X
23 CHICAGO *WBBM	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R
33 CHICAGO *WENR	X	X													X	X
18 CHICAGO WGN	P	P	N	N	C	C	C	C	M	M	D	D	C	C	C	C
2 CHICAGO *WIBO							M	M	M	M	M	M	R	R	R	R
33 CHICAGO *WLS							M	M	5	5	V	V	T	T	V	V
13 CHICAGO WMAQ	R	R	R	R	R	M	M	R	6	6	E	E	7	7	8	8
IND. 62 FT. WAY'E*WOWO	R	R	R	R			4	4	6	6	6	6	7	7	8	8
69 IND'PLS *WFBM					X	X	X	X	6	6	6	6	7	7	8	8
IOWA 72 C. BLUFFS KOIL					X	X	X	X	X	X	X	X	7	7	8	8
Davenport Des Moines WOC-WHO									5	5	6	6	C	C	C	C
6 WATERLOO WMT							4	4	6	6	6	6	7	7	8	8
KANS. 68 LAWREN'E*WREN	R	R	R	R					X	X	X	X	B	B	B	B
4 TOPEKA *WIBW							4	4	6	6	6	6	7	7	8	8
76 WICHITA *KFH									6	6	6	6	7	7	8	8
KY. 95 COV'TON *WCKY																
28 LOUISVILLE WHAS	X	X	3	3	9	9	9	9	A	A	A	A	X	X	X	X
LA. 71 N. ORLEANS WDSU	R	R	R	R	R	R										
78 N. ORLEANS WSMB																
ME. 8 BANGOR WLBZ	M	E					X	X	6	6	6	6	7	7	8	8
40 PORTLAND WCSH	R	R	1	1	2	2	R	R	R	R	6	6	7	7	7	7
MD. 52 BALTIM'RE*WBAL	C	C	3	3	9	9	9	9	A	A	A	A	B	B	B	B
6 BALTIMORE WCAO							4	4	6	6	6	6	7	7	8	8
MASS. 45 SPRINGFIELD WBZ	X	X	X	X	X	X	X	X	A	A	A	A	P	P	D	D
5 BOSTON WEEI	X	X	X	X	X	X	X	X	M	M	X	X	E	M	E	E
69 BOSTON WNAC	R	M	M	M	R	R	X	X	6	6	6	6	R	R	R	R
4 WORCTER WTAG	R								5	5	6	6	X	X	X	X
MICH. 87 BAY CITY WBCM	X	X	X	X	X	X	4	4	6	6	6	6	7	7	8	8
70 DETROIT WGHP	X	X	X	X	X	X	4	4	6	6	6	6	7	7	8	8
21 DETROIT WJR	R	E	R	R	9	9	9	9					C	C	C	C
38 DETROIT WWJ	X	X	X	X	2	2	3	4	X	X	6	6	7	7	7	7
MINN. 27 MINNEAP. WCCO	R	R	R	R	R	R	4	4	6	6	6	6	7	7	8	8
92 ST. PAUL KSTP	X	X	X	X	9	9	9	9	A	A	6	6	C	C	C	C
MISS. 73 JACKSON WJDX																
MO. 41 KAN. CITY KMBC	M	P	M	M	M	M	4	4	6	6	6	6	7	7	8	8
7 KAN. CITY WDAF	X	X	1	1	2	2	3	4	T	X	X	X	C	C	C	C
55 ST. LOUIS KMOX	R	R	R	R	V	V	M	M	V	V	V	V	7	7	8	8
1 ST. LOUIS *KSD							3	4	5	5	6	6	C	C	C	C
81 ST. LOUIS KWK	D	R	D	D	9	9	9	9	X	X	X	X	B	B	B	B
NEBR. 5 OMAHA *WOW			X	X	X	X	3	4	X	X	6	6	C	C	C	C
CENTRAL TIME	11				12				1				2			
*Divides Time with Another Station	15	30	45		15	30	45		15	30	45		15	30	45	

OUTSTANDING DATES for Lovers of Great Music

APRIL 6, 13, 20, 27—Soloists, both vocal and instrumental, of world renown. As guest artists on Atwater Kent Hour, 9:15 P. M., E. S. T., over NBC.

MONTREAL SYMPHONY ORCHESTRA—From Montreal, Can., 2 to 3 P. M., E. S. T., over Columbia.

PHILHARMONIC SYMPHONY ORCHESTRA—Bernardino Molinari conducting, 3 to 4 P. M., over Station WOR.

CHICAGO SYMPHONY ORCHESTRA—Dr. Frederick Stock conducting, 3 to 4 P. M., over NBC.

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

APRIL 19—Puccini Opera, "La Boheme." Famous opera stars in principal roles, and orchestra directed by Gennaro Papi. At 7 P. M., over NBC.

APRIL 2, 9, 16, 23, 30—Grand Opera Concert over the Columbia System, 10:30 to 11 P. M., E. S. T. Barbison Recital (operatic and instrumental stars), 9 to 10 P. M., E. S. T., over Station WOR.

APRIL 3, 10, 17, 24—National Grand Opera—direction, Cesare Sodero—11 to midnight, E. S. T., over NBC.

APRIL 5, 12, 19, 26—Symphony Orchestra—Walter Damrosch directing—9 to 10 P. M., E. S. T., 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 Ballad Hour

Semi-popular musical program; orchestra and vocalists.

5 Three Little Sachs

Songs and chatter by Al Llewelyn and Brad Browne, with Harry Grey at piano.

6 Montreal Symphony Orchestra

Playing at Montreal, Canada.

7 Columbia Male Chorus

Classical music with Freddie Rich and orchestra.

8 Conclave of Nations

Ambassadors of foreign nations address the American radio audience from Washington, D. C.

9 Philharmonic Symphony Orchestra

Bernardino Molinari conducting.

April  
6, 13, 20, 27

SUNDAY

**1 Chamber Music**

**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. Merriman. Announcer, Milton J. Cross.

**3 Spanish Dreams**

Julian Oliver, tenor; orchestra direction, Frank Vagnoni.

**4 Godfrey Ludlow Violinist.**

**Madame Lolita Cabrera Gainsborg**

Pianist.

**5 Troika Bells**

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

**6 NBC Artists Service Program**

**7 The Jewish Hour**

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

**8 Neapolitan Nights**

Dolores Cassinelli, soprano; Giuseppe di Benedetto, tenor and director; Joe Biviano, accordionist; mandolin quartet. Announcer, Milton J. Cross.

**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 12 12 12 15 30 45				1 1 1 1 15 30 45				2 2 2 2 15 30 45				3 3 3 3 15 30 45				EASTERN TIME	
																WOR NEWARK 17 N. J.	
X	X	X	X	2	2	X	X	X	X	X	X	7	7	7	7	WGR BUFFALO 1 N. Y.	
R	R	X	X	X	X	4	4	6	6	6	6	7	7	8	8	WKBW BUFFALO 94	
																*WMAK BUFFALO 36	
1	1	2	2	2	2	3	3	5	5	6	6	7	7	8	8	WABC NEW YORK 32	
		1	1	2	2	3	4	5	5	6	6	7	7	7	7	WEAF NEW YORK 12	
		8	8	9	9	9	9	A	A	A	A	B	B	B	B	WJZ NEW YORK 22	
X	X	X	X	R	R	R	R	M	M	M	M	M	M	L	L	WHAM ROCHESTER 61	
																*WHEC ROCHESTER 90	
										6	6					WGY SCHEN'DY 25	
						4	4	6	6	6	6	7	7	8	8	*WFBL SYRACUSE 82	
								5	5	6	6	B	B	B	B	WBT CHARLOT 54 N. C.	
																WPTF RALEIGH 14	
R	R	X	X	X	X	4	4	X	X	X	X	7	7	8	8	WWNC ASHEV'LE 3	
M	M	M	M	M	M	4	4	R	R	R	R	7	7	8	8	WADC AKRON 78 OHIO	
										P	P	X	X	X	X	*WFJC AKRON 91	
X	X	X	X	X	X	4	4	6	6	6	6	7	7	8	8	WKRC CINCINNATI 1	
R	M	M	M	9	9	9	9	A	A	A	A	B	B	B	B	WLW CINCINNATI 16	
																WSAI CINCINNATI 79	
O	O	C	C	M	M	M	M	R	R	R	R	7	7	8	8	WHK CLEVEL'D 85	
		X	X	X	X	X	4	5	5	6	6	X	X	X	X	WTAM CLEVEL'D 53	
X	X	X	X	X	X	X	X	X	X	X	X	7	7	X	X	WAIU COLUMB'S 10	
R	R	R	X	X	X	X	X	X	X	6	6	X	X	X	X	*WCAH COLUMB'S 89	
R	M	M	M	P	P	4	4	6	6	6	6	7	7	8	8	WSPD TOLEDO 80	
M	M	M	M	X	X	4	4	6	6	6	6	7	7	8	8	*WKBN YO'NGST'N 3	
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	KFJF OKLA.CITY 94 OKLA.	
R	R	R	R					X	X	X	X	X	X	X	X	WKY OKLA.CITY 36	
R	R	R	R	X								B	B	B	B	*KVOO TULSA 60	
O	O	O	O	P	P	X	X	X	X	X	X	X	X	X	X	*WHP HARRIS'B'G 89 PA.	
R	R	X	X						R	R	R	R	R	R	R	WLBW OIL CITY 72	
M	M	2	2	2	2	4	4	6	6	6	6	7	7	8	8	WCAU PHILAD. 63	
																*WFAN PHILAD. 7	
R	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	*WLIT-WFI PHIL 2	
R	X	X	X	X	X	X	X	A	A	A	A	B	B	B	B	KDKA PITTSB'GH 44	
R	R	P	P	2	2	3	4	X	X	X	X	7	7	7	7	WCAE PITTSB'GH 68	
X	X	X	X	X	X	X	X	X	X	X	X	7	7	8	8	WJAS PITTSB'GH 75	
R	O	O	O	R	R	R	R	6	6	6	6	R	R	R	R	WEAN PROVID'NCE 24 R. I.	
												X	7	7	7	WJAR PROVID'NCE 35	
R	R	R	R		4	4		6	6	6	6	7	7	8	8	WDOD CHATTA. 74 TENN.	
R	R	R	R	R	X	MV	MV	MV	MV	MV	MV	MV	MV	MV	X	WMC MEMPHIS 24	
								6	6	6	6	7	7	8	8	*WREC MEMPHIS 6	
X	X	X	X	X	X	4	4	6	6	6	6	7	7	8	8	*WLAC NASHV'LE 93	
R																WSM NASHV'LE 11	
								A	A	A	A	B	B	B	B	*KRLD DALLAS 50 TEX.	
R	R	R	R	R	R											*WFAA DALLAS 26	
				X	X	X	X	M	M	M	M	B	B	B	B	*WBAP FT.WORTH 26	
				M	MV	MV	MV									KPRC HOUSTON 38	
O	R	R	R	R	R	X	X	X	X	X	X	B	B	B	B	*KTSASANTONIO 75	
X	X	X	X	X	X	O	O	O	O	X	X	M	M	R	R	WOAI S.ANTONIO 65	
R	R	R	R					X	X	X	X	B	B	B	B	*WTAR NORFOLK 24 VA.	
		X	X	X	X	4	4	6	6	6	6	7	7	8	8	WRVA RICHM'O 57	
				9	9	9	9	A	A	6	6					WDBJ ROANOKE 39	
R	C			X	X	X	X	X	X	6	6	7	7	8	8	*WEBC SUPER'R 74 WISC.	
C	C	C	C	M	M	M	M	D	D	D	D	C	C	C	C	*WISN MILWAU. 58	
																WTMJ MILWAU. 8	
11 11 11 11 15 30 45				12 12 12 12 15 30 45				1 1 1 1 15 30 45				2 2 2 2 15 30 45				CENTRAL TIME *Divides Time with Another Station	

SUNDAY

April 6, 13, 20, 27

NOTES ABOUT NEW PROGRAMS

Under the title, "Coca Cola Sportscasts," a new NBC program series was inaugurated on March 19, presenting Grantland Rice in interviews with celebrities in the world of sports. The program is released through WEAf each Wednesday at 10:30 P. M.

The advent of a "Catholic Hour" from 6 to 7 each Sunday evening necessitated some considerable shifting about of the NBC Sunday afternoon schedule involving both WEAf and WJZ features. As we go to press, the rearrangement as listed on pages 12 and 13 will probably continue through April. The "Catholic Hour," in addition to presenting speakers of noted scholarship and eloquence, gives promise of bringing to the public the opportunity of hearing music of Palestrina, Frescobaldi and Bach, with all the other classical gems of liturgy and the mass still preserved in the archives of the ancient Catholic faith.

"Douglas Shoemakers" (Columbia, 8:30 P. M.) presents a welcome innovation in the way of its opening and closing signature. In between it develops amazing speed.

Friends of Norman Brokenshire—and they are legion—are delighted to find him featured on the new "At the Sign of the Green and White" program, sponsored by the Quaker Oil Company, each Friday night at ten, over the Columbia System.

The "Sunoco Show," a new NBC program, started with a flourish and an extraordinary assembling of popular artists Tuesday evening, March 4, at 10 P. M.

(Continued on page 12.)

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	
CAN. 690 TORONTO CKGW	N	C	C	C	M	M	M	M	R	R	R	R	4	4	M	M
ADA 730 MONTREAL CKAC																
ALA. 60 BIRM' HAM *WAPI	1	1	1	1	A	A	A	A	3	3	3	3				
39 BIRM' HAM WBRC	1	1	1	1	2	2	P	P	R	R	R	V	7	7	D	9
ARK. 50 HOT SPCS. *KTHS																
85 L'TLE ROCK *KLRA	1	1	1	1	2	2			X	X	X	X	7	7	X	9
COLO. 29 DENVER KOA	1	1	1	1	A	A	A	A	X	X	P	P	4	4	F	F
2 DENVER KLZ	1	1	1	1	2	2	M	M	M	M	O	O	7	7	N	9
CONN. 52 HARTFORD *WTIC																
D. C. 9 WASH' TON WMAL	1	1	1	1	2	2	3	3	X	X	5	5	7	7	8	9
41 WASH' TON WRC					2	2	2	2	3	3	3	3	4	4	5	5
FLA. 36 JACK' VLE WJAX	1	1	1	1	A	A	A	A					4	4		
76 MIAMI B. WIOD									3	3	3	3	4	4		
GA. 35 ATLANTA WGST																
20 ATLANTA WSB	1	1	1	1	A	A	A	A	X	X	X	X	4	4	5	5
ILL. 48 CHICAGO KYW	X	X	7	7	X	X	X	X	3	3	3	3	X	X	X	X
23 CHICAGO *WBBM	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R
33 CHICAGO *WENR	X	X	X	X	2	2	2	2								
18 CHICAGO WGN	D	D	O	O	D	D	D	M	M	M	V	C	C	C	F	F
2 CHICAGO *WIBO	R	R	R	R	R											
33 CHICAGO *WLS	O	O											4	4	R	R
13 CHICAGO WMAQ	R	R	R	R	2	2	3	3	M	M	5	5	M	M	M	9
IND. 62 FT. WAYE *WOWO					2	2	3	3			5	5				9
69 IND' PLS *WFBM	1	1	1	1	X	X	3	3	X	X	X	X	X	X	X	X
IOWA 72 C. BLUFFS KOIL	1	1	1	1	2	2	3	3	X	X	5	5	X	X	8	9
46 Des Moines WOC-WHO	1	1	1	1	2	2	2	2	3	3	3	3	4	4	5	5
6 WATERLOO WMT	1	1	1	1									7	7		9
KANS. 68 LAWREN'E *WREN	6	6	7	7					X	X	D	D	M	M	F	F
4 TOPEKA *WIBW	1	1	1	1					X	X	X	X	7	7	X	9
76 WICHITA *KFH					2	2										9
KY. 95 COV'TON *WCKY													R	R	R	R
28 LOUISVILLE WHAS	1	1	1	1	X	X	X	X	X	X	X	X	4	4	5	5
LA. 71 N. ORLEANS WDSU			1	1	2	2										
78 N. ORLEANS WSMB	X	X	X	X	A	A	A	A	X	X	X	X	4	4	5	5
ME. 8 BANGOR WLBZ	1	1	1	1												
40 PORTLAND WCSH	1	1	1	1	2	2	2	2	3	3	3	3	4	4	5	5
MD. 52 BALTIM'RE *WBAL	6	6	7	7	A	A	A	A	B	C	D	D	X	X	F	F
6 BALTIMORE WCAO	1	1	1	1			3	3					7	7	8	9
MASS. 45 SPRINGFIELD WBZ	M	M	7	7	A	A	A	A	X	X	X	X	4	4	F	F
5 BOSTON WEEI	1	1	1	1	2	2	2	2	3	3	3	3	4	4	E	N
69 BOSTON WNAC	1	1	1	1	2	2	3	3	4	4	5	5	P	P	8	9
4 WORC' TER WTAG	1	1	1	1	2	2	2	2	3	3	3	3	4	4	M	M
MICH. 87 BAY CITY WBCM	1	1	1	1	X	X	X	X	X	X	X	X	7	7	8	9
70 DETROIT WGHP	1	1	1	1	2	2	3	3	M	V	5	5	7	7	8	9
21 DETROIT WJR											D	D			F	F
38 DETROIT WWJ	X	X	X	X	X	X	X	X	3	3	3	3	4	4	F	F
MINN. 27 MINNEAP. WCCO	1	1	1	1	2	2	R	R	R	R	R	R	R	R	R	9
92 ST. PAUL KSTP	B	B	B	B	M	M	X	X	X	X	X	X	4	4	M	M
MISS. 73 JACKSON WJDX	1	1	1	1					3	3	3	3			5	5
MO. 41 KAN. CITY KMBC	1	1	1	1	2	2	3	3	X	X	5	5	R	R	R	9
7 KAN. CITY WDAF	1	1	1	1	2	2	2	2	V	V	P	P	4	4	R	R
55 ST. LOUIS KMOX	1	1	1	1	2	2	R	R	R	R	5	5	7	7	8	9
1 ST. LOUIS *KSD							2	2	3	3	3	3	4	4	5	5
81 ST. LOUIS KWK	6	6	7	7	A	A	A	A	X	X	P	P	X	T	F	F
NEBR. 5 OMAHA *WOW	1	1	1	1	2	2	2	2							5	5
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	

- 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 O' Cedar Time  
Orchestra with soloists.
- 6 Littman Orchestra  
Byron Holiday, tenor; Helen Richards, contralto.
- 7 The Globetrotter
- 8 Twinplex Twins  
Popular and comedy songs by "Shave" and "Smile."
- 9 The World's Business  
Dr. Julius Klein, from Washington.



SUNDAY

April 6, 13, 20, 27

EASTERN TIME	8				9				10				11			
	15	30	45		15	30	45		15	30	45		15	30	45	
CAN-690 TORONTO CKGW	9	M	2	2	X	B	B									
ADA 730 MONTREAL CKAC					3	3	3	3								
ALA. 60 BIRM'HAM *WAPI	9	X	X	X	X	4	4	4	4	X	X	X	X	X	X	X
39 BIRM'HAM WBRC	V	D	D	D	3	3	3	3	X	X	5	5	D	D	D	D
ARK. 50 HOT SPGS.*KTHS	9	1	2	2					M	M	M	M	X	P	P	P
85 LITTLE ROCK*KLRA	X	X	2	2	3	3	3	3	X	X	5	5				
COLO. 29 DENVER KOA	9	A	A	A	A	4	4	4	4	5	5	6	6	MV	MV	V
2 DENVER KLZ	M	M	2	2	3	3	3	3	X	X	5	5				
CONN. 52 HARTFORD*WTIC			O	O	O	M	M	M	M	5	5	X	P	P	O	O
D. C. 9 WASH'TON WMAL	1	1	2	2	3	3	3	3	X	X	5	5	6	6	6	6
41 WASH'TON WRC	1	1			3	4	4	4	4	5	5	6	6	7	7	8
FLA. 36 JACK'VLE WJAX											6	6	6	7	7	
76 MIAMI B. WIOD	9		2	2							6	6				
GA. 35 ATLANTA WGST																
20 ATLANTA WSB	9	1	2	2	3	4	4	4	4	X	X	6	6	X	X	X
ILL. 48 CHICAGO KYW	9	A	A	A	A	X	X	X	X	X	X	X	X	X	X	X
23 CHICAGO *WBBM	9	9	X	X	3	3	3	3	X	X	R	R	R	R	R	R
33 CHICAGO *WENR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
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	R	P	P												
13 CHICAGO WMAQ	M	M	R	R	R	R	R	R	R	M	5	5	V	M	R	M
IND. 62 FT. WAYE*WOWO					3	3	3	3								
69 IND'P'LS *WFBM	1	1	X	X	3	3	3	3	X	X	5	5	6	6	6	6
IOWA 72 C. BLUFFS KOIL	1	1	2	2	3	3	3	3	X	X	5	5	D	D	D	D
Davenport 46 Des Moines WOC-WHO	1	1	2	2	3	4	4	4	4	5	5	6	6	7	7	8
6 WATERLOO WMT			2	2							5	5				
KANS. 68 LAWRENCE*WREN	9	A	A	A	A	B	B	C	C	M	X	X	E	F	F	G
4 TOPEKA *WIBW	X	X	X	X	X	X	X	X	X	X	5	5				
76 WICHITA *KFH			2	2	3	3	3	3								
KY. 95 COY'TON *WCKY	9	A	A	A	A	B	B	C	C							
28 LOUISVILLE WHAS	9	1	2	2	3	4	4	4	4	M	M	6	6			
LA. 71 N. ORLEANS WDSU			X	X	3	3	3	3								
78 N. ORLEANS WSMB	9	1	2	2	3	4	4	4	4							
ME. 8 BANGOR WLBZ		A	A	A	A											
40 PORTLAND WCSH	1	1	2	2	3	N	O	O	O	5	5	6	6			
MD. 52 BALTIMORE*WBAL																
6 BALTIMORE WCAO	1	1	2	2	3	3	3	3			5	5				
MASS. 45 SPRINGFIELD WBZ	9	A	A	A	A	B	B	M	M	T	T	T	E	E	X	X
5 BOSTON WEEL	B	B	B	B	N	4	4	4	4	5	5	6	6	X		
69 BOSTON WNAC	1	1	2	2	3	3	3	3	X	X	5	5	N	O	O	O
4 WORC'TER WTAG	M	M	2	2	3	M	M	T	T	5	5	N				
MICH. 87 BAY CITY WBCM	B	B	B	B	B	X	X	X	X	X	X	X				
70 DETROIT WGHP	1	1	2	2	3	3	3	3	X	X	5	5	6	6	6	6
21 DETROIT WJR	9	A	A	A	A			C	C							
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	M	M	M	M	6	6	6	6
92 ST. PAUL KSTP	9	1	2	M	M	4	4	4	4	5	5	L	O	7	7	O
MISS. 73 JACKSON WJDX	9	1	2	2	3											
MO. 41 KAN. CITY KMBC	1	1	2	2	3	3	3	3	X	X	5	5	R	R	R	R
7 KAN. CITY WDAF	R	R	2	2	E	4	4	4	4	5	5	X	X	X	P	P
55 ST. LOUIS KMOX	1	1	2	2	3	3	3	3	X	X	5	5	W	N	P	P
1 ST. LOUIS *KSD	1	1	2	2	3	4	4	4	4							
81 ST. LOUIS KWK	9	A	A	A	A	D	T	D	C	C	D	D	E	F	F	G
NEBR. 5 OMAHA *WOW	1	1	2	2	3	4	4	4	4	5	5	6	6	7	7	8
CENTRAL TIME	7				8				9				10			
*Divides Time with Another Station	15	30	45		15	30	45		15	30	45		15	30	45	

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.

(Continued from page 10.)

Floyd Gibbons, drafted during March to report the *Literary Digest's* prohibition poll, will undoubtedly continue his *Headline Hunter* series in April, but at this time can not be scheduled. The place sought for him is a Wednesday evening hour.

"Thompson Musical Comedy Memories" brings some new voices to the radio. This Columbia System program originates in Chicago, and presents a group of Midwest artists (Tuesdays at 10:30 P. M.).

NBC has already announced one new program for mid-April. It will appear at 10:30 P. M., Fridays, beginning April 11, and will be entitled, "The Kodak Program."

"Ted Husing's Sportslants," Saturday evenings at 6:30, is Columbia's latest contribution of up-to-the-minute sports gossip for listening fans.

Among the new programs, one that will be most welcome to lovers of great music is the presentation of the Montreal Symphony Orchestra each Sunday afternoon at two o'clock, over the Columbia System.

Among the missing in April, we note such favorites as Seiberling Singers, Champion Sparkers, Smith Brothers, True Romances, Eversharp Penmen and Launderland Lyrics. We know that thousands of listeners join us in hoping they will be back in their accustomed places soon.

- 1 La Palina Rhapsodizers**  
Musical entertainment. Claude MacArthur, director, with Zinaida Nicolina and Ben Alley, soloists.
- 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.
- 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.
- 7 New York Herald Tribune Observer**
- 9 Endicott-Johnson Hour**  
Orchestra and male quartet.

April  
6, 13, 20, 27

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 or Frank Black. Announcer, Neel Enslen.

**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**

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

◆ Dance music from New York

8				9				10				11				EASTERN TIME	
15 30 45				15 30 45				15 30 45				15 30 45					
9	9	M	M	M	M	M	M	M	M	T	T	X	X	M	M	WOR	NEWARK 17 N. J.
R	R	2	2	3	4	4	4	4	5	5	6	6	7	7	8	WGR	BUFFALO 1 N. Y.
R	R	R	R	R	R	M	M	X	X	5	5	6	6	6	6	WKBW	BUFFALO 94
1	1	2	2	3	3	3	3									*WMAK	BUFFALO 36
1	1	2	2	3	3	3	3	X	X	5	5	7				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	ROCH'TER 61
																*WHEC	ROCH'TER 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	X	X	5	5					*WFBL	SYRACUSE 82
		2	2	3	4	4	4	4								WBT	CHARLOT 54 N. C.
X	X	X	X	3	3	3	3									WPTF	RALEIGH 14
1	1	X	X	3	3	3	3	X	X	5	5	6	6	6	6	WWNC	ASHEY'LE 3
1	1	2	2	3	4	4	M	M	5	5	6	6				WADC	AKRON 78 OHIO
1	1	2	2	3	3	3	3	X	X	5	5	D	D			*WFJC	AKRON 91
9	9	M	M	X	P	M	M	M	X	T	T	P	P	P	P	WKRC	CINCINNATI 1
1	1	2	2	3	4	4	4	4	5	5						WLW	CINCINNATI 16
1	1	2	2	3	3	3	3	X	X	5	5	D	D	D	D	WSAI	CINCINNATI 79
1	1	2	2	3	4	4	4	4	5	5	X	X	X	X	X	WHK	CLEVEL'D 85
X	X	X	X	X	X	X	X									WTAM	CLEVEL'D 53
X	X	X	X	R	R	R	R	X	X	D	D	P	P	P	P	WAIU	COLUMB'S 10
1	1	2	2	3	3	3	3	X	X	5	5	6	6	6	6	*WCAH	COLUMB'S 89
D	D	D	D	X	X	X	X	X	X	5	5	6	6	6	6	WSPD	TOLEDO 80
X	X	X	X	3	3	3	3	X	X	X	X	6	6	6	6	*WKBN	YO'NGST'N 3
9	1	2	2	3	4	4	4	4	X	X	6	6				KFJF	OKLA.CITY 94 OKLA.
				3	D	D	X	X	X	X	L					WKY	OKLA.CITY 36
R	R	R	R	X	X	X	X	X	X	X	X	X	X	X	X	*KVOO	TULSA 60
1	1	2	2	3	3	3	3	X	X	5	5	6	6	6	6	*WHP	HARRIS'B'G 89 PA.
1	1	2	2	3	3	3	3	X	X	L	L	P	M	M	M	WLBW	OIL CITY 72
M	M	D	D													WCAU	PHILAD. 63
X	X	2	2	3	4	4	4	4	5	5						*WFAN	PHILAD. 7
9	A	A	A	A	B	B	X	X	X	X	X	E	F	F	C	*WLIT-WFI	PHIL. 2
1	1	2	2	3	4	4	4	4	5	5	6	6				KDKA	PITTSB'GH 44
1	1	2	2	3	3	3	3	X	X	5	5					WCAE	PITTSB'GH 68
1	1	2	2	3	3	3	3	X	X	5	5	O	O	O	O	WJAS	PITTSB'GH 75
1	1	2	2	3	X	X	X	X	5	5	N					WEAN	PROVID'NCE 24 R. I.
		2	2	3	3	3	3		5	5	6	6	6	6	6	WJAR	PROVID'NCE 35
1	1	2	2	3	4	4	4	4	MV	MV	6	6	7	7	8	WDOD	CHATTA. 74 TENN.
		2	2	3	3	3	3		5	5	6					WMC	MEMPHIS 24
P	M	M	P	3	3	3	3	V	R	5	5					*WREC	MEMPHIS 6
9	M	M	M	3	4	4	4	4	M	M	M	M	X	X	X	*WLAC	NASHY'LE 93
				3	3	3	3									WSM	NASHY'LE 11
9				3	4	4	4									*KRLL	DALLAS 50 TEX.
9	X	2	2	N	4	4	4	4	X	X	6	6	X			*WFAA	DALLAS 26
C	C	M	M	3	3	3	3	M	M	M	M					*WBAP	FT.WORTH 26
9	T	2	2	3	4	4	4	4	L	L	L					KPRC	HOUSTON 38
M	M	M	M	3	3	3	3									*KTSAS	ANTONIO 75
R	R	R	R	3	B	B	B	B	X	X	X					WOAI	SANTONIO 65
O	O	O	O	3	3	3	3	M	M	5	5	6	6	6	6	*WTAR	NORFOLK 24 VA.
9		2	2	3					5	5						WRVA	RICHM'D 57
1	1	C	M	3	3	3	3	D	D	5	5	6	6	6	6	WDBJ	ROANOKE 39
9	M	2	2	M	M	M	M	M	5	5	M	M	M	M	M	*WEBC	SUPER'R 74 WISC.
																*WISN	MILWAU. 58
																WTMJ	MILWAU. 8

CENTRAL TIME  
\*Divides Time with Another Station

MONDAY

April  
7, 14, 21, 28

EASTERN TIME		6	6	7	7
		30			30
CAN-690 TORONTO	CKGW	N	N	9	A
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	7	B		
39 BIRM'HAM	WBRC	1	D	X	5
ARK. 50 HOT SPGS.	*KTHS	X	B	X	X
85 L'TLE ROCK	*KLRA	X	X	X	
COLO. 29 DENVER	KOA	7	B	MN	NX
2 DENVER	KLZ	1	3	4	5
CONN. 52 HARTFORD	*WTIC			ME	T
D. C. 9 WASH'TON	WMAL	NP	X	4	X
41 WASH'TON	WRC	1	1	9	5
FLA. 36 JACK'VLE	WJAX			9	
76 MIAMI B.	WIOD			9	
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	X	X	9	A
ILL. 48 CHICAGO	KYW	X	X	X	X
23 CHICAGO	*WBBM	X	X	X	X
33 CHICAGO	*WENR	X	X		
18 CHICAGO	WGN	E	C	C	DM
2 CHICAGO	*WIBO	7	B	X	A
33 CHICAGO	*WLS				
13 CHICAGO	WMAQ	C	MO	EM	5
IND. 62 FT. WAY'E	*WOWO				
69 IND'PLS	*WFBM	X	3	X	5
IOWA 72 C. BLUFFS	KOIL	X	3	D	D
Davenport					
46 Des Moines	WOC-WHO		B		6
6 WATERLOO	WMT		3	4	
KANS. 68 LAWREN'E	*WREN	7	X	N	X
4 TOPEKA	*WIBW	X	X	X	5
76 WICHITA	*KFH	1	3	X	5
KY. 95 COV'TON	*WCKY			9	D
28 LOUISVILLE	WHAS	X	B	X	X
LA. 71 N. ORLEANS	WDSU	X	X	X	X
78 N. ORLEANS	WSMB	X	B	4	A
ME. 8 BANGOR	WLBS	M	M	4	M
40 PORTLAND	WCSH	M	X	NM	E
MD. 52 BALTIM'RE	*WBAL	7	M	M	
6 BALTIMORE	WCAO	X	X	4	X
MASS. 45 SPRINGFIELD	WBZ	E	M	9	M
5 BOSTON	WEEL	M	X	C	M
69 BOSTON	WNAC	M	M	NM	M
4 WORCTER	WTAG	M	X	M	T
MICH. 87 BAY CITY	WBCM	1	3	4	5
70 DETROIT	WGHP	B	P	X	5
21 DETROIT	WJR			9	
38 DETROIT	WWJ	1	1	4	X
MINN. 27 MINNEAP.	WCCO	M	X	4	5
92 ST. PAUL	KSTP	7	N	N	5
MISS. 73 JACKSON	WJDX			4	A
MO. 41 KAN. CITY	KMBC	1	C	X	5
7 KAN. CITY	WDAF	C	E	X	6
55 ST. LOUIS	KMOX	P	CP	T	5
1 ST. LOUIS	*KSD	1	1	4	5
81 ST. LOUIS	KWK	7	X	X	A
NEBR. 5 OMAHA	*WOW	M	M	D	X
CENTRAL TIME		5	5	6	6
*Divides Time with Another Station		30			30



Atwater Kent Artists

John Charles Thomas



Maria Olszewska



Atwater Kent Quartette

Left to right—Victor Edmonds, first tenor; George Rarely, second tenor; Erwyn Mutch, baritone; James Davies, bass; seated, Royal Andrews Merwin, accompanist & arranger



Lucrezia Bori

The Atwater Kent Sunday night concerts for April give promise of being even better than usual. Among the artists to be heard are John Charles Thomas, Lucrezia Bori, the Atwater Kent Quartet, and Maria Olszewska, contralto of the Chicago Civic Opera. The latter will appear over the radio for the first time in this series. Now in its fifth year, the Atwater Kent Hour is one of the distinctive programs on the air. Sundays at 9:15, E. S. T., over NBC.

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 Dance Music from New York
- 2 "Mountainville"  
True life sketches.
- 3 Dance Music from New York
- 4 Current Events  
H. V. Kaltenborn.
- 5 Voices from Filmland  
A series direct from Hollywood, with famous movie stars.

◆ Dance music from New York

April  
7, 14, 21, 28

MONDAY



# Listening in WITH Collier's



Vocal and dramatic ensemble  
back of Collier's program.

Which is Uncle Henry? Which  
the "Love Story" heroine? Which  
Prof. Lucifer G. Butts? Collier's  
won't tell.

By JOHN B. KENNEDY  
Associate Editor of Collier's.

BEFORE Collier's experimented with broad-  
casting the contents of a magazine, air  
programs were of a level that ran mostly to  
the mediocre, save when the names of celebri-  
ties in politics, the theater or movies, music  
and of course prize-fighting, were included in  
a studio's offerings. Pioneer attempts had been  
made, it is true, to furnish dramatic ensem-  
bles and to bring stage atmosphere to the  
American living-room as far as the limitations  
of one vehicle, that of sound, would permit.  
But the trend of the larger commercial pro-  
grams, in frankly engaging orchestras or re-  
nowned vocalists—not excepting eminent pu-  
gilists—to play and sing and split ears and  
noses between direct-advertising appeals,  
showed that the technique of combining en-  
tertainment with commercial utility was raw  
and undeveloped.

hour's production there was no mistaking the  
success of the project. The contents of the  
magazine, interesting enough to command the  
attention of some 1,500,000 each week, were  
found, when transcribed to air delivery, at-  
tractive to radio fans in every corner of the  
continent and the vast open or closed spaces  
between.

Approximately ten thousand replies were re-  
ceived in response to a test call made during  
the fourth Collier's Radio Hour for expres-  
sions of opinion regarding the quality of the  
programs. Anybody connected with radio sta-  
tions can tell you what this means as an in-  
dication of extensive appreciation, for, as radio  
grows in popularity and use, radio audiences  
naturally become sophisticated and critical.

What was even more gratifying than the  
number of letters received was the universal  
tone of unstinted praise. In essence, the cor-

- ① **Black and Gold Room Orchestra**  
Dinner music from New York.
- 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 correspond-  
ent.
- ⑥ **To Be Announced** (First 15 min.)  
**Back of the News in Washington**  
(Last 15 min.)

- ⑦ **Mormon Tabernacle Choir and Organ**  
Noted organist; choir of three hundred  
voices; direction, George B. Durham.
- ⑧ **Joe White, Tenor**
- 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 di-  
rection of S. L. Rothafel (Roxy).
- B Armour Menuettes**  
Wayne King and his orchestra.

6 6 7 7 30 30				EASTERN TIME	
O	M	VM	VM	WOR	NEWARK 17 N. J.
X	X	X	⑥	WGR	BUFFALO 1 N. Y.
MN	M	M	DE	WKBW	BUFFALO 94
①	③	④		*WMAK	BUFFALO 36
①	②	④	⑤	WABC	NEW YORK 32
①	①	④	⑤	WEAF	NEW YORK 12
⑦	⑧	⑨	A	WJZ	NEW YORK 22
N	D	⑨	A	WHAM	ROCH'TER 61
C	O	O	M	*WHEC	ROCH'TER 90
				WGY	SCHEN'DY 25
①	③	④		*WFBL	SYRACUSE 82
		⑨		WBT	CHARLOT 54 N. C.
		⑨	A	WPTF	RALEIGH 14
①	③	④	X	WWNC	ASHEV'LE 3
I	N	P	⑤	WADC	AKRON 78 OHIO
M	D	M	M	*WFJC	AKRON 91
O	③	V	⑤	WKRC	CINCINNATI 1
D	M	W	W	WLW	CINCINNATI 16
		④	⑤	WSAI	CINCINNATI 79
D	E	M	⑤	WHK	CLEVEL'D 85
X	X	X	X	WTAM	CLEVEL'D 53
X	X	X	⑤	WAIU	COLUMB'S 10
O	P	X	X	*WCAH	COLUMB'S 89
X	X	M	⑤	WSPD	TOLEDO 80
X	E	X	X	*WKBN	YO'NGST'N 3
X	X	X	⑤	KFJF	OKLA. CITY 94 OKLA.
X	B	X	⑥	WKY	OKLA. CITY 36
X	C	E	⑥	*KVOO	TULSA 60
X	X	X	⑤	*WHP	HARRISB'G 89 PA.
O	③	④	X	WLBW	OIL CITY 72
M	T	D	⑤	WCAU	PHILAD. 63
D				*WFAN	PHILAD. 7
N	X	④	X	*WLIT	WFI PHIL. 2
⑦	B	⑨	X	KDKA	PITTSB'GH 44
①	①	DE	M	WCAE	PITTSB'GH 68
M	P	④	⑤	WJAS	PITTSB'GH 75
X	X	X	M	WEAN	PROVID'NCE 24 R. I.
①	D	④	⑥	WJAR	PROVID'NCE 35
①	③	④	⑤	WDOD	CHATTA. 74 TENN.
P	B	X	⑤	WMC	MEMPHIS 24
①			⑤	*WREC	MEMPHIS 6
X	X	R	⑤	*WLAC	NASHV'LE 93
⑦	N	M	A	WSM	NASHV'LE 11
			⑤	*KRLD	DALLAS 50 TEX.
	B			*WFAA	DALLAS 26
				*WBAP	FT. WORTH 26
X	C	M	⑤	KPRC	HOUSTON 38
X	B	④	D	*KTS	SANTONIO 75
P	N	P	P	WOAI	SANTONIO 65
⑦	X	⑨	X	*WTAR	NORFOLK 24 VA.
X	③	④	M	WRVA	RICHM'D 57
		④	⑤	WDBJ	ROANOKE 39
C	③	④	⑤	*WEBC	SUPER'R 74 WISC.
C	M	DM	DM	*WISN	MILWAU. 58
				WTMJ	MILWAU. 8
5 5 6 6 30 30				CENTRAL TIME *Divides Time with Another Station	

MONDAY

April 7, 14, 21, 28

EASTERN TIME		8	8	9	9
		30			30
CAN-690 TORONTO	CKGW	①	P	P	⑦
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI			X	X
39 BIRM'HAM	WBRC	D	D	D	E
ARK. 50 HOT SPGS.	*KTHS	①	⑤	⑥	M
85 L'TLE ROCK	*KLRA	X	X	X	X
COLO. 29 DENVER	KOA	M	⑤	⑥	③
2 DENVER	KLZ	X	X	O	O
CONN. 52 HARTFORD	*WTIC	①	②	②	③
D. C. 9 WASH'TON	WMAL	①	②	③	④
41 WASH'TON	WRC	①	②	②	③
FLA. 36 JACK'VLE	WJAX	①	⑤		③
76 MIAMI B.	WIOD	①	⑤		
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	①	⑤	⑥	③
ILL. 48 CHICAGO	KYW	①	⑤	⑥	⑦
23 CHICAGO	*WBBM	X	X	P	L
33 CHICAGO	*WENR		X	X	X
18 CHICAGO	WGN	D	②	②	③
2 CHICAGO	*WIBO	④	D	M	M
33 CHICAGO	*WLS	P	M	P	
13 CHICAGO	WMAQ	①	②	③	④
IND. 62 FT. WAY'E	*WOWO		②		
69 IND'PLS	*WFBM	①	②	X	X
IOWA 72 C. BLUFFS	KOIL	①	②	③	④
Davenport 46 Des Moines	WOC-WHO	①	②	②	③
6 WATERLOO	WMT				
KANS. 68 LAWREN'E	*WREN	④	⑤	⑥	⑦
4 TOPEKA	*WIBW	X	X	X	X
76 WICHITA	*KFH	①		X	X
KY. 95 COV'TON	*WCKY	D	W	⑥	E
28 LOUISVILLE	WHAS	①	⑤	V	③
LA. 71 N. ORLEANS	WDSU	X	X	X	X
78 N. ORLEANS	WSMB	①	⑤	⑥	X
ME. 8 BANGOR	WLBZ	X	X		
40 PORTLAND	WCSH	①	②	②	③
MD. 52 BALTIM'RE	*WBAL				
6 BALTIMORE	WCAO	①	②	③	④
MASS. 45 SPRINGFIELD	WBZ	④	⑤	⑥	⑦
5 BOSTON	WEEI	①	②	②	③
69 BOSTON	WNAC	①	②	③	④
4 WORC'TER	WTAG	①	②	②	③
MICH. 87 BAY CITY	WBCM	P	P	P	M
70 DETROIT	WGHP	①	②	③	④
21 DETROIT	WJR		⑤	⑥	⑦
38 DETROIT	WWJ	①	②	②	③
MINN. 27 MINNEAP.	WCCO	①	②	M	M
92 ST. PAUL	KSTP	①	M	⑥	③
MISS. 73 JACKSON	WJDX	①		⑥	
MO. 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	④	⑤	⑥	⑦
NEBR. 5 OMAHA	*WOW	①	②	②	③
CENTRAL TIME		7	7	8	8
*Divides Time with Another Station		30			30

response demonstrated that the Collier's Weekly Revue had won an instant place in the esteem of the American home; that it was looked to as a regular hour of entertainment, singular in form and satisfying in substance.

The technique of presentation is simple, and, like most simple presentations, effective. Expert librettists take the magazine, and, with a thread of dialogue between Uncle Henry and the editor, produce a series of dramatizations relieved by musical interpolations. This vehicle receives momentum from the highest class of histrionic talent employed for roles that quickly achieved fame with the widespread radio audience. Distinguished speakers, usually staff or other authors appearing in the pages of Collier's, give a flavor of intellectual and educational support to the programs, so that each hour is representative of the character of the weekly—fiction, articles, special features like the Grantland Rice Sports and Rube Goldberg's Inventions of Prof. Lucifer G. Butts.

The music is in the hands of a capable orchestra made up of a *personnel* of New York Philharmonic artists, and the selections are always atmospherically appropriate to the text.

In one season more than one hundred items appearing in the weekly, including all serial stories, were thus "sampled" over the air by the public. *Collier's Weekly* is mentioned by announcers only when logically necessary, a fact not overlooked by those responding with

written applause, or by the press in its unanimously favorable reviews.

As in past programs, nationally prominent people or persons of note whose names appear in the weekly are expected to take a place in the Collier's Radio Hour. With the expansion of territory in area covered by stations, the augmentation of the musical content of the programs and the general speeding up of libretto to keep pace with the weekly, the Collier's Radio Hour, 8:15 to 9:15 P. M., Eastern Time, will be welcomed by millions of listeners who expect much from the future because of the enjoyment it has provided in the past.

Mr. Kennedy introducing Lucifer Gamaliel Butts: "If the greatness of a man is indicated by the number of cigars named after him, what shall we say of Professor Butts? For after him all cigars are named—eventually, if not now."

Each Sunday evening several hundred visitors, bearing courtesy cards from Collier's, have been admitted to the NBC studio to see as well as hear the Collier's broadcast. Each Sunday evening hundreds of others have had to be refused cards. Naturally Collier's Hour was one of the first features to be moved to the new NBC Times Square Studio, where nearly a thousand spectators may sit at ease in their opera-chairs and watch the broadcast.



THE COLLIER'S HOUR ORCHESTRA

NBC, Sundays, 8:15 to 9:15 p. m., E. S. T.

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

Minute comedies, snappy dance orchestra, combined under form of traveling troupe headed by two bellhops, Henry and George.

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 An Evening in Paris

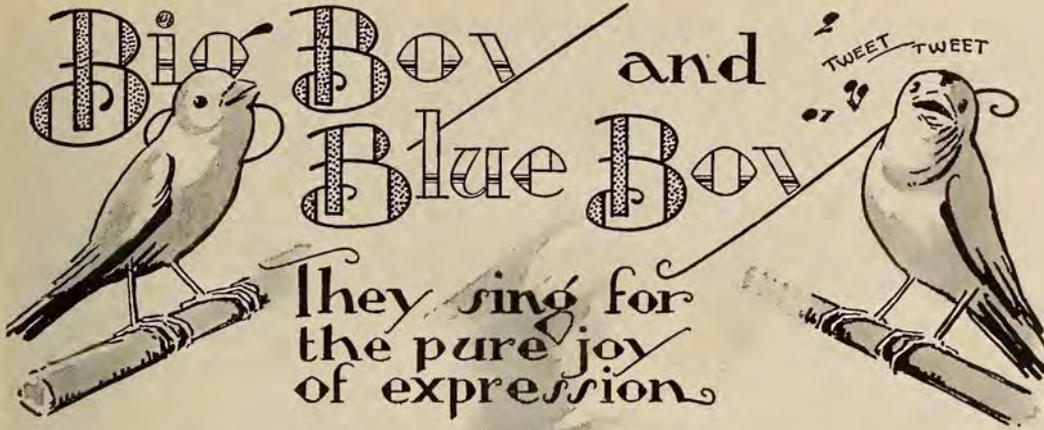
Musical script act; soloists and orchestra; Max Smolen, director.

⑤ Footlight Echoes

Orchestra and soloists.

April  
7, 14, 21, 28

MONDAY



**M**OST radio artists would be deeply insulted if some one were to intimate they were not human. This is a rule that may be safely applied to any baritone, soprano, contralto, tenor or even trick whistler.

But there are exceptions. Two artists on the payroll of the National Broadcasting Company would never forgive the person who dubbed them "just ordinary human beings." For they are not human. They are a couple of canary birds.

Their names are "Blue Boy" and "Big Boy." They broadcast daily through a network of more than twenty stations associated with the NBC. Each week they receive a check for their efforts.

Each is a bird virtuoso. Each has a repertoire of approximately three hundred songs. Neither is blue in color. Both are genuine "Black Forest Rollers." Both can follow in perfect harmony through the most intricate musical passages an orchestra can perform.

Both birds are radio-taught. Their owner, Miss Elizabeth Freeman, tuned to broadcasts by the Parnassus Trio, several times daily, for months during the birds' instruction.

WHERE'S MY SALARY CHECK?



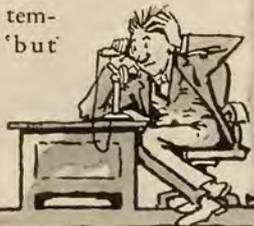
The discovery of the ability of the two canaries to keep time with music was discovered by accident. Miss Freeman, always a lover of birds, noticed, as she sat at home

one day, that one of her pets was whistling the tune that issued from her radio speaker.

That was the beginning of a long, tedious period of instruction. The bird whose musical talent was first discovered was "Blue Boy." "Big Boy's" hidden abilities did not manifest themselves until this bird, much younger than "Blue Boy," noted that his fellow-songster received an added helping of bird seed.

Almost from that moment the second canary developed a taste for the finer things in music. When bird seed began to lose its potency as an award of merit, Miss Freeman offered cuttlebone.

And so the instructions progressed. Today no thought of reward apparently exists in the mind of either bird. They are true artists, inclined to display a bit of artistic temperament at times, "but singing only for the pure joy of expression."



8 8 9 9 30 30				EASTERN TIME	
9	9	M	M	WOR	NEWARK 17 N. J.
1	2	2	3	WGR	BUFFALO 1 N. Y.
M	T	M	O	WKBW	BUFFALO 94
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	6	7	WJZ	NEW YORK 22
4	5	6	7	WHAM	ROCH'ETER 61
E	X	X	M	+WHEC	ROCH'ETER 90
1	2	2	3	WGY	SCHEN'DY 25
1	2	3	4	+WFBL	SYRACUSE 82
1	5		3	WBT	CHARLOT 54 N. C.
1				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
X	2	2	3	WTAM	CLEVEL'D 53
X	X	X	X	WAIU	COLUMB'S 10
X	X	X	X	+WCAH	COLUMB'S 89
1	2	3	4	WSPD	TOLEDO 80
X	X	X	X	+WKBN	YO'NGST'N 3
X	X	X	X	KFJF	OKLA.CITY 94 OKLA.
1	5	6	3	WKY	OKLA.CITY 36
1	P	P	X	+KVOO	TULSA 60
				+WHP	HARRISB'G 89 PA.
1	2	3	4	WLBW	OIL CITY 72
1	2	3	4	WCAU	PHILAD. 63
				+WFAN	PHILAD. 7
1	2	2	3	+WLIT	WFI PHIL. 2
X	5	6	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
				WDOD	CHATTA. 74 TENN.
1	5	6	3	WMC	MEMPHIS 24
				+WREC	MEMPHIS 6
DP	D	X	P	+WLAC	NASHY'LE 93
1	5	6	3	WSM	NASHY'LE 11
				+KRLD	DALLAS 50 TEX.
1			3	+WFAA	DALLAS 26
				+WBAP	FT.WORTH 26
1	5	V	3	KPRC	HOUSTON 38
	W	D	X	+KTS	SANTONIO 75
1	5	6	3	WOAI	SANTONIO 65
E	X	X	X	+WTAR	NORFOLK 24 VA.
1	5	E	X	WRVA	RICHM'G 57
M	M	E	X	WDBJ	ROANOKE 39
1	5	6	3	+WEBC	SUPER'R 74 WISC.
1	X	X	X	+WISN	MILWAU. 58
1	5	M	3	WTMJ	MILWAU. 8
7 7 8 8 30 30				CENTRAL TIME	
				*Divides Time with Another Station	

**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; male quartet; string sextet; 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 Ted Fiorito and His Maytag Orchestra**

Male trio; Retting and Platt, piano duo.

**7 Chesebrough Real Folks**

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

MONDAY

April 7, 14, 21, 28



Heard every Monday evening over WHAS at Louisville.

It is just a plan, empty earthenware jug, probably used at one time to hold Kentucky whisky.

The black boy who blows the

THE Ballard Chefs are made up of two different organizations of negro boys—the Jug Band, consisting of two banjos, a violin and a jug, and the quartet, made up of four negro boys, none of whom ever studied music. Mail-bags full of letters and hundreds of telegrams come in complimenting the Ballard Chefs. Letters have been received from boys in the U. S. Atlantic Fleet, as well as in the Pacific Fleet.

Nearly every one wants to know whether the jug is some sort of a special musical jug.

jug holds it about two inches from his lips and blows into it, and the different notes are obtained by moving the jug closer or farther from his mouth. The music strongly resembles that of a bass violin.

The actual tangible results from this radio program perhaps have never before been equaled in the history of radio advertising. Literally thousands of people have written and asked where they can obtain Ballard's products, and many merchants have requested the sponsors to send a representative.



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 Burns Pantela Country Club

Guy Lombardo and his Royal Canadians—country club setting.

2 Gold Strand "Crusaders"

Merle Johnson and orchestra presenting concert music, with Veronica Wiggins and Freddie Vettel, soloists.

3 New York Herald Tribune Observer

News.

4 The Columbians

5 Dance Music from New York

◆ Dance music from New York

EASTERN TIME	10	10	11	11
	30	30	30	30
CAN-690 TORONTO CKGW	P	P	D	D
ADA 730 MONTREAL CKAC				
ALA. 60 BIRM'HAM *WAPI	4	E	D	D
39 BIRM'HAM WBRC	V	V	4	5
ARK. 50 HOT SPGS. *KTHS	4			
85 L'TLE ROCK *KLRA	X	2		
COLO. 29 DENVER KOA	4	5	P	7
2 DENVER KLZ	X	2	4	5
CONN. 52 HARTFORD *WTIC	1	P	P	O
D. C. 9 WASH' TON WMAL	1	2	4	5
41 WASH' TON WRC	1			
FLA. 36 JACK'VLE WJAX	4			
76 MIAMI B. WIOD	4			
G.A. 35 ATLANTA WGST				
20 ATLANTA WSB	4	X	3	7
ILL. 48 CHICAGO KYW	4	5	X	7
23 CHICAGO *WBBM	P	X	X	X
33 CHICAGO *WENR	X	X	X	X
18 CHICAGO WGN	M	M	N	D
2 CHICAGO *WIBO	1	L	6	D
33 CHICAGO *WLS				
13 CHICAGO WMAQ	1	2	WD	7
IND. 62 FT. WAYE *WOWO	1	2	4	5
69 IND' PLS *WFBM	1	2	4	5
IOWA 72 C. BLUFFS KOIL	1	2	4	5
Davenport 46 Des Moines WOC-WHO	1	2		
6 WATERLOO WMT			4	5
KANS. 68 LAWRENCE *WREN	4	5	6	7
4 TOPEKA *WIBW	X	2	4	5
76 WICHITA *KFH	M	2	4	5
KY. 95 COV'TON *WKCY				
28 LOUISVILLE WHAS	4	W	X	7
LA. 71 N. ORLEANS WDSU	X	2	X	X
78 N. ORLEANS WSMB	4	2	X	7
ME. 8 BANGOR WLBZ				
40 PORTLAND WCSH	1	2	N	
MD. 52 BALTIM'RE *WBAL				
6 BALTIMORE WCAO	1	2	4	5
MASS. 45 SPRINGFIELD WBZ	4	5	E	D
5 BOSTON WEEL	1	O	N	X
69 BOSTON WNAC	1	2	ND	D
4 WORC'TER WTAG	1	2	N	
MICH. 87 BAY CITY WBCM	M	2	4	5
70 DETROIT WGHP	1	2	4	5
21 DETROIT WJR	4	5	6	6
38 DETROIT WWJ	1	2	3	3
MINN. 27 MINNEAP. WCCO	E	M	M	5
92 ST. PAUL KSTP	4	5	3	7
MISS. 73 JACKSON WJDX				7
MO. 41 KAN. CITY KMBC	1	2	4	5
7 KAN. CITY WDAF	1	P	V	7
55 ST. LOUIS KMOX	1	2	P	D
1 ST. LOUIS *KSD	1	X	3	3
81 ST. LOUIS KWK	4	5	DT	7
NEBR. 5 OMAHA *WOW	1	X	3	3
CENTRAL TIME	9	9	10	10
*Divides Time with Another Station	30	30	30	30

April  
7, 14, 21, 28

MONDAY

# Growing Appreciation for Good Music

COMPARISON of musical works asked for by radio audiences the past year with those of three years ago reveals a remarkable development of taste among the American people, Walter Damrosch declares.

The 1929 list of requests received at the offices of the National Broadcasting Company, he said, offers a tangible demonstration of improvement. Included in this list are such works as:

- Symphony in G Minor, by Mozart.
- Symphony, by Cesar Franck.
- All Wagner program.
- The Moldau, by Smetana.
- Toccata and Fugue in B Minor, by Bach.
- Le Chasseur Maudit, by Cesar Franck.
- The Seasons, by Haydn.
- Symphonies 4, 5, 8 and 9, by Beethoven.
- Works of Rimsky-Korsakoff.
- Unfinished Symphony, by Schubert.

"This list indicates a fine sense of discrimination and an appreciation of the best in symphonic music," said Damrosch. "Especially encouraging is the demand for entire symphonies. While it is difficult to perform complete symphonies in the limited time available, I shall endeavor to include several in my General Electric programs."

Damrosch said that there also seems to be a healthy interest in modern works as well as the classics. He has had requests for the works of Honegger, Carpenter, Prokofieff, and also for the "Pines of Rome" and "The Dove," by Respighi; "Jonny Spielt Auf," by Krenek, and the "Polovtsian Dances," by Borodin.

"The progress made in the past three years," he continued, "is apparent by comparing the past year's requests with a representative list received during 1927-28. These were of a decidedly more popular nature—works demanding a less fine understanding of music."

On this earlier list were:

- Zampa Overture.
- Dance of the Hours.
- Poet and Peasant Overture.
- Valtz Triste, by Sibelius.
- Andante Cantabile, by Tschaikowsky.
- Invitation to the Waltz, by Weber.
- Liebstraum, by Liszt.

"A great improvement in the broadcasting of symphonic music has been made possible this fall through the adoption of the new condenser microphone," Damrosch said. "The new condenser microphone which replaces the three old-style microphones picks up the entire orchestra with remarkably accurate balance, completely eliminating undue emphasis on any one section of instruments. My men can now play as naturally and freely as they would in a concert hall, and I am able to interpret the works with similar absolute freedom and without giving any thought to mechanical transmission."

## 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; direction, Guy Fraser Harrison.

## 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 10 11 11 30 30 30 30				EASTERN TIME	
M	T	X	MV	WOR	NEWARK 17 N. J.
1	X	3	3	WGR	BUFFALO 1 N. Y.
D	D	D	5	WKBW	BUFFALO 94
1	2	4	5	*WMAK	BUFFALO 36
1	2	3	5	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	ROCH'TER 61
P	2	X		*WHEC	ROCH'TER 90
1	2	3	3	WGY	SCHEN'DY 25
1	2	4	5	*WFBL	SYRACUSE 82
4		6	6	WBT	CHARLOT 54 N. C.
				WPTF	RALEIGH 14
X	2	4	5	WWNC	ASHEV'LE 3
1	2	4	5	WADC	AKRON 78 OHIO
1	2	3	3	*WFJC	AKRON 91
1	2	4	D	WKRC	CINCINNATI 1
P	5	D	M	WLW	CINCINNATI 16
1	D	D		WSAI	CINCINNATI 79
1	2	O	D	WHK	CLEVEL'D 85
X	X	X	X	WTAM	CLEVEL'D 53
				WAIU	COLUMB'S 10
X	D	X	D	*WCAH	COLUMB'S 89
1	2	4	5	WSPD	TOLEDO 80
D	D	4	5	*WKBN	YO'NGST'N 3
X	2	X	X	KFJF	OKLA.CITY 94 OKLA.
4	5	D	7	WKY	OKLA.CITY 36
				*KVOO	TULSA 60
				*WHP	HARRISB'G 89 PA.
1	D	D		WLBW	OIL CITY 72
1	2	4	D	WCAU	PHILAD. 63
				*WFAN	PHILAD. 7
1	X	X	X	*WLIT-WFI	PHIL 2
4	5	6	6	KDKA	PITTSB'GH 44
1	2	D	T	WCAE	PITTSB'GH 68
1	2	P		WJAS	PITTSB'GH 75
1	2	4	5	WEAN	PROVID'NCE 24 R. I.
1	D	T	N	WJAR	PROVID'NCE 35
	2	4	5	WDDO	CHATTA. 74 TENN.
4	2	M	7	WMC	MEMPHIS 24
	2	4	5	*WREC	MEMPHIS 6
X	2			*WLAC	NASHV'LE 93
4	D	P	7	WSM	NASHV'LE 11
	2			*KRLD	DALLAS 50 TEX.
4			7	*WFAA	DALLAS 26
4	5	X	7	*WBAP	FT.WORTH 26
4	5	X	7	KPRC	HOUSTON 38
X	2	X		*KTSAS	ANTONIO 75
4	5	D	7	WOAI	S.ANTONIO 65
D	2	X		*WTAR	NORFOLK 24 VA.
4	V	D	X	WRVA	RICHM'D 57
P	2	4	5	WDBJ	ROANOKE 39
4	5		7	*WBCB	SUPER'R 74 WISC.
X	2	4	5	*WISN	MILWAU. 58
4	5	M	7	WTMJ	MILWAU. 8

9 9 10 10  
30 30 30 30

CENTRAL TIME  
\*Divides Time with Another Station

TUESDAY 1, 8, 15, 22, 29 April

EASTERN TIME		6 6 7 7 30 30			
CAN-690 TORONTO	CKGW	1	N	7	8
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	N			
39 BIRM'HAM	WBRC	1	3	X	E
ARK. 50 HOT SPCS.*	KTHS			P	P
85 L'TLE ROCK*	KLRA	1	3	X	X
COLO. 29 DENVER	KOA	1	E	3	NX
2 DENVER	KLZ	1	3	X	X
CONN. 52 HARTFORD*	WTIC	E	X		
D. C. 9 WASH' TON	WMAL	NE	X	X	X
41 WASH' TON	WRC	1	1	7	8
FLA. 36 JACK'V'LE	WJAX			7	
76 MIAMI B.	WIOD			7	
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	1	1	X	X
ILL. 48 CHICAGO	KYW	X	X	X	X
23 CHICAGO	*WBBM	X	X	X	X
33 CHICAGO	*WENR	X	X		
18 CHICAGO	WGN	E	C	C	D
2 CHICAGO	*WIBO		X	X	D
33 CHICAGO	*WLS				
13 CHICAGO	WMAQ	C	E	M	M
IND. 62 FT. WAYE*	WOWO				
69 IND'LS	*WFBM	X	3	X	X
IOWA 72 C. BLUFFS	KOIL	NO	O	M	D
Davenport Des Moines	WOC-WHO			3	
6 WATERLOO	WMT		3		
KANS. 68 LAWREN'E*	WREN	X	M	N	8
4 TOPEKA	*WIBW	X	X	X	X
76 WICHITA	*KFH	1	3	M	D
KY. 95 COV'TON	*WCKY			7	8
28 LOUISVILLE	WHAS	X	X	3	X
LA. 71 N. ORLEANS	WDSU	X	X	X	X
78 N. ORLEANS	WSMB	X	X	3	X
ME. 8 BANGOR	WLBZ	M	M	X	X
40 PORTLAND	WCSH	M	X	3	4
MD. 52 BALTIM'RE*	WBAL			M	3
6 BALTIMORE	WCAO	X	X	X	X
MASS. 45 SPRINGFIELD	WBZ	E	M	7	P
5 BOSTON	WEEI	M	X	C	4
69 BOSTON	WNAC	M	M	NMO	M
4 WORC'TER	WTAG	M	1	3	4
MICH. 87 BAY CITY	WBCM	1	3	X	P
70 DETROIT	WGHP	D	P	X	X
21 DETROIT	WJR			7	
38 DETROIT	WWJ	1	1	3	X
MINN. 27 MINNEAP.	WCCO	C	C	X	X
92 ST. PAUL	KSTP	C	N	M	M
MISS. 73 JACKSON	WJDX				
MO. 41 KAN. CITY	KMBC	1	C	W	P
7 KAN. CITY	WDAF	C	E	3	D
55 ST. LOUIS	KMOX	P	CP	X	X
1 ST. LOUIS	*KSD	1	1	X	X
81 ST. LOUIS	KWK	D	D	DT	8
NEBR. 5 OMAHA	*WOW	M	M	3	X
CENTRAL TIME		5 5 6 6 30 30			
*Divides Time with Another Station					

RADIO NEWS

During January, WBBM, Chicago, received 70,058 pieces of fan mail. Figuring ten million receiving sets to the United States, it checks out that seven listeners for every one thousand receivers in the entire country wrote this single station in one month. Evidently listening fans are still interested enough in radio programs to write in great numbers.

The "Grand Ol' Opry" continues to draw a large following to WSM, Nashville, Tenn., every Saturday evening, between eight o'clock and midnight. Uncle Dave Macon, the "Dixie Dewdrop;" Dr. Humphrey Bate and his "Possum Hunters;" Paul Womack and his "Gully Jumpers;" Theron Hale and Daughters; G. W. Wilkerson and his "Fruit-jar Drinkers," and several other top features of old-time music, are presented. This feature is now in the middle of its fifth year at WSM.

Georgia Backus, one of Columbia's leading continuity writers, is now acting parts in "Arabesque," "Henry-George," "Nit Wits," "Philco" (sometimes), "Graybar" (sometimes), "Dusty Pages," "Romantic Ancestors" and others. She directs the radio programs for "Civic Repertory" and "Women's Aviation Hour." In conjunction with Don Clark, she writes and directs "Dusty Pages" and "Romantic Ancestors." After all this she has sufficient time to write the following: "Ward's Tiptop Hour," "In a Russian Village," "Around the Samovar," "Gypsy Camp," "Aztecs," "The French Trio," and special script acts and continuities for holiday programs and other special events.

Radio as regular equipment on some of the more expensive makes of automobiles is indicated as a menace to proper motor-car operation. Natural handicaps to the operation of two-seated as well as single-seated cars are said to make driving sufficiently hazardous without adding the sometimes disturbing element of a radio loud-speaker. The art of announcing has been developed to such extent that a normally proper motorist might conceivably mow down yards and yards of good fence or expensive hedge if he were to tune in suddenly on a "battle of the century" or a night-club jamboree. What chance would the siren of a patrol, an ambulance or a fire truck have against such unfair competition for the driver's attention? Obviously, the general use of radio re-

ceivers in motor-cars will have its disadvantages. Picture a traffic tie-up, if you can, of cars so equipped and all tuned in on a local station offering Amos 'n' Andy, or the Seiberling Singers, or Goldman's Band!

No, let us stick to the old doctrine that the loud-speaker's place is in the home.

Government control of broadcasting in England is, as in other countries, getting its share of criticism.

"In the early days," says a writer in a recently published magazine article, "there was a single-minded devotion to broadcasting. There was an admirable loyalty to the business and its head. Now the old *esprit de corps* has vanished. The programs have got into an organized rut, and will run on indefinitely in a fairly satisfactory way. But they have lost their 'peaks,' their old spots of inspiration, their human touch. Robotism is in the saddle. The reason for this is that most people like regular, unimaginative programs—a sort of endless repetition of military bands, light orchestras and variety shows."

What is thus alleged to be true of British broadcasting is a situation against which our own great chains need to be especially vigilant. With the finest technical men in the world, they should guard against their programs falling into a groove of sameness wherein this year's programs are no better than last.

Since the advent of international program exchanges, radio engineers are faced with an enemy more difficult to cope with than static. While a number of European programs, transmitted by short wave for rebroadcasting by the chains, have come through on schedule with almost perfect results, others have proved complete flops. The reason, says C. W. Horn, general engineer of NBC, is the new enemy—none other than the so-called magnetic storm. Little is known about this type of electrical disturbance, but observations have proved that on long waves signal strength has increased at the time magnetic storms occur. Strange to say, the effect on short waves seems the opposite; they not only reduce signal strength, but offer impedance to the passage of the wave. Until, through observation and study, a way is found to anticipate magnetic disturbances or to overcome their effect on short-wave transmission, we must expect occasional disappointments in so far as fixed scheduling of international rebroadcasts are concerned.

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 From Dusty Pages

Radio dramatizations of myths and legends.

3 Dance Music from New York

April 1, 8, 15, 22, 29 **TUESDAY**



Fanny Brice

Members of the Brahms Quartette

Maxine Brown

James Melton

Dennis King

**RECENT GUEST ARTISTS OVER THE CHAINS**

Fanny Brice appeared both on the Philco Hour and the Fleischmann Hour. The Brahms Quartette, with "Around the World with Libby," includes Nancy Hitch, Lari

Banks, Eleanore Banks and (seated) Nadine Cox. James Melton, popular tenor, was presented through the courtesy of Mobiloil. Dennis King, "The Vagabond King," sang on the Paramount-Publix Hour.

**1 Black and Gold Room Orchestra**

Dinner music from New York.

**3 Voters' Service**

Announcer, Herluf Provensen. NBC service from Washington studios.

**4 Soconyland Sketches**

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

**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 Lew White Organ Recital**

Announcer, Marthin Provensen.

6 6 7 7 30 30				EASTERN TIME	
C	M	M	VW	WOR	NEWARK 17 N. J.
X	X	3	4	WGR	BUFFALO 1 N. Y.
1	3	X	X	WKBW	BUFFALO 94
				*WMAK	BUFFALO 36
1	3			WABC	NEW YORK 32
1	1	3	4	WEAF	NEW YORK 12
5	6	7	X	WJZ	NEW YORK 22
N	D	7	M	WHAM	ROCH'TER 61
C	O	M	D	*WHEC	ROCH'TER 90
			4	WGY	SCHEN'DY 25
1	3			*WFBL	SYRACUSE 82
		7		WBT	CHARLOT 54 N. C.
		7	3	WPTF	RALEIGH 14
1	3	X	X	WWNC	ASHEV'LE 3
1	N	X	M	WADC	AKRON 78 OHIO
X	X			*WFJC	AKRON 91
O	3	V	X	WKRC	CINCINNATI 1
D	ME	DW	VV	WLW	CINCINNATI 16
		3	D	WSAI	CINCINNATI 79
D	E	M	D	WHK	CLEVEL'D 85
X	X	X	X	WTAM	CLEVEL'D 53
X	X	X	X	WAIU	COLUMB'S 10
O	P	M	X	*WCAH	COLUMB'S 89
X	X	M	X	WSPD	TOLEDO 80
X	3	X	X	*WKBN	YO'NGST'N 3
X	X	X	X	KFJF	OKLA.CITY 94 OKLA.
X	X	X	X	WKY	OKLA.CITY 36
X	C	M	L	*KVOO	TULSA 60
X	X	X	X	*WHP	HARRISB'G 89 PA.
O	3	P	P	WLBW	OIL CITY 72
PM	E	X	D	WCAU	PHILAD. 63
D			D	*WFAN	PHILAD. 7
N	X	3	X	*WLIT-WFI	PHIL 2
X	X	7	X	KDKA	PITTSB'GH 44
1	1	D	X	WCAE	PITTSB'GH 68
M	P	X	W	WJAS	PITTSB'GH 75
X	X	X	P	WEAN	PROVID'NCE 24 R. I.
1	D	3	4	WJAR	PROVID'NCE 35
1	3			WDOD	CHATTA. 74 TENN.
P	P	3	P	WMC	MEMPHIS 24
1				*WREC	MEMPHIS 6
X	X	R	X	WLAC	NASHV'LE 93
MN	M	M	D	WSM	NASHV'LE 11
			3	*KRLD	DALLAS 50 TEX.
		D	M	*WFAA	DALLAS 26
X	X	X	M	*WBAP	FT.WORTH 26
				KPRC	HOUSTON 38
				*KTSAS	ANTONIO 75
X	N	3	D	WOAI	SANTONIO 65
P	N	P	X	*WTAR	NORFOLK 24 VA.
D	D	7	E	WRVA	RICHM'D 57
X	3	X	M	WDBJ	ROANOKE 39
		3		*WEBC	SUPER'R 74 WISC.
C	3	X	M	*WISN	MILWAU. 58
C	M	DM	DM	WTMJ	MILWAU. 8

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

**TUESDAY** 1, 8, 15, 22, 29 April

EASTERN TIME		8 8 9 9 30 30			
CAN-690 TORONTO	CKGW	1	D	7	8
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	X	X	X	X
39 BIRM'HAM	WBRC	V	X	3	3
ARK. 50 HOT SPGS.	*KTHS	M	M	X	X
85 L'TLE ROCK	*KLRA	X	X	3	3
COLO. 29 DENVER	KOA	E	5	3	4
2 DENVER	KLZ	O	M	3	3
CONN. 52 HARTFORD	*WTIC				
D. C. 9 WASH' TON	WMAL	1	2	3	3
41 WASH' TON	WRC	1	2	3	4
FLA. 36 JACK'VLE	WJAX	5	2		
76 MIAMI B.	WIOD	5	2		
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	5	6	3	X
ILL. 48 CHICAGO	KYW	5	6	7	8
23 CHICAGO	*WBBM	X	X	3	3
33 CHICAGO	*WENR		X	X	X
18 CHICAGO	WGN	M	2	3	X
2 CHICAGO	*WIBO	M	D	V	4
33 CHICAGO	*WLS	T	P	M	
13 CHICAGO	WMAQ	M	M	T	MV
IND. 62 FT. WAYE	*WOWO		2	3	3
69 IND'PLS	*WFBM	X	X	3	3
IOWA 72 C. BLUFFS	KOIL	1	2	3	3
46 Des Moines	WOC-WHO			3	4
6 WATERLOO	WMT	1		3	3
KANS. 68 LAWREN'E	*WREN	5	6	7	X
4 TOPEKA	*WIBW	X	X	3	3
76 WICHITA	*KFH	VW	M	3	3
KY. 95 COV'TON	*WCKY	5	V	X	3
28 LOUISVILLE	WHAS	5	6	3	4
LA. 71 N. ORLEANS	WDSU	X	X	3	3
78 N. ORLEANS	WSMB	X	6	3	4
ME. 8 BANGOR	WLBZ	X	X		
40 PORTLAND	WCSH	B	2	3	4
MD. 52 BALTIM'RE	*WBAL	5	6	7	8
6 BALTIMORE	WCAO	1	2	3	3
MASS. 45 SPRINGFIELD	WBZ	T	6	7	8
5 BOSTON	WEEI	M	2	3	4
69 BOSTON	WNAC	1	2	3	3
4 WORC'TER	WTAG	MV	2	P	4
MICH. 87 BAY CITY	WBCM	P	X	3	3
70 DETROIT	WGHP	1	2	3	3
21 DETROIT	WJR	5	6		8
38 DETROIT	WWJ	1	2	3	4
MINN. 27 MINNEAP.	WCCO	M	M	3	3
92 ST. PAUL	KSTP	5	M	M	4
MISS. 73 JACKSON	WJDX			3	4
MO. 41 KAN. CITY	KMBC	1	2	3	3
7 KAN. CITY	WDAF	P	2	3	4
55 ST. LOUIS	KMOX	D	2	3	3
1 ST. LOUIS	*KSD	1	2	3	4
81 ST. LOUIS	KWK	5	6	7	X
NEBR. 5 OMAHA	*WOW	D	2	X	X
CENTRAL TIME		7 7 8 8 30 30			
*Divides Time with Another Station					

"CONCLAVE OF NATIONS"

April Programs

THE opportunity to aid international amity and understanding afforded by the Conclave of Nations of the Columbia Broadcasting System is well illustrated by the programs for April, during which month ranking diplomats from four continents will deliver talks on their home countries.

The representatives of Germany, Japan, Argentina, Mexico and Portugal, taking part in the weekly feature in April, have exercised full latitude in the choice of topics concerning their lands upon which they wish the people of the United States to be informed.

As on previous occasions, music typical of the countries occupies a prominent place in the programs. Well-known figures in official or social life, in most instances those intimately acquainted with the speakers, have been obtained to introduce them.

The first on the April list, which follows the precedence established by the order the various foreign representatives were accredited to Washington, is Herr Friedrich Wilhelm von Prittwitz und Gaffron, Ambassador from Germany.

A career man, with more than a score of years in the service to his credit before he assumed the Washington post, Herr von Prittwitz nevertheless is a refutation of the old saw that a successful diplomat is one who does as little as possible. His crisp decisiveness has made him a favorite in governmental circles, and he is known as one of the most active men in the capital.

The second speaker, Ambassador Katsuji Debuchi, of Japan, will present the viewpoint of the opposite side of the world. A program of music typical of the Flowery Kingdom has been arranged as a setting for his message. The Japanese diplomat is well known for his cultural education, and he is active in the capital's social circles. The mild weather of Washington prevents him from enjoying his favorite outdoor sport, at which he is highly proficient—figure-skating.

The Argentine ambassadorial post has been vacant since the resignation of Honorio Pueyrredon in November, 1928. Senor Don Julian Enciso, counselor of the Embassy and charge d' affaires ad interim, will talk about Argentina in his capacity as highest ranking representative in the United States from that part of South America.

Next is Senor Don Manuel C. Tellez, Mexican Ambassador. He was absent in his home country during February, and the date for his address was postponed at his request, although by right of seniority he was third on the list. Senor Tellez is well known in many parts of the country, having served in various consular posts in the United States and Canada before entering the diplomatic service.

The last on the April list is the Viscount d' Alte, the Portuguese Minister. Recently he completed twenty-five years' service as Minister in Washington, a record never before equaled by any diplomatic representative in this country. He heads the list of Envoys and Ministers, following directly the line of Ambassadors in the popular Columbia feature.

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 Blackstone Program

Featuring Frank Crummit and Julia Sanderson—musical script act.

2 Romany Patteran

Gypsy music by Emery Deutsch and orchestra.

3 Old Gold—Paul Whiteman Hour

Dance music by the famous Paul Whiteman and his orchestra; Old Gold trio; guest artists from "Screenland."

3 Main Street Sketches

Written and staged by Don Carney ("Luke Higgins").

3 Nunn-Bush Program

Orchestra and vocalists.



Herr Friedrich Wilhelm von Prittwitz und Gaffron - German Ambassador

PHOTO © HARRIS & EWING



Katruji Debuchi Japanese Ambassador

PHOTO © HARRIS & EWING



Senor Don Julian Enciso - Counselor, Argentine Embassy and Charge d'Affaires ad interim

PHOTO © HARRIS & EWING



Senor don Manuel Tellez Mexican Ambassador



Viscount De Alte Portuguese Ambassador

PHOTO © UNDERWOOD & UNDERWOOD

APRIL SPEAKERS, "CONCLAVE OF NATIONS"

CBS feature.

- |   |   |
|---|---|
| <p><b>1</b> Songs of the Season<br/>Women's octet; orchestra directed by William Perry. Announcer, Neel Enslin.</p> <p><b>2</b> The Florsheim Frolic<br/>Dance orchestra featuring Coon-Sanders Night-hawks.</p> <p><b>3</b> The Eveready Hour<br/>Dance orchestra; drama; talks by prominent people; instrumental and vocal soloists. Announcer, Kelvin K. Keech.</p> <p><b>4</b> Happy Wonder Bakers<br/>Composer guest artists; male trio; orchestra direction, Frank Black. Announcer, Edward Thorgersen.</p> | <p><b>5</b> Pure Oil Concert<br/>Direction, Vincent Lopez. Announcer, Curt Peterson.</p> <p><b>6</b> Around the World with Libby<br/>Songs of many lands; vocal soloists; orchestra direction, Josef Pasternack. Announcer, Alwyn E. W. Bach.</p> <p><b>7</b> Johnson and Johnson Program<br/>Musical melodrama; orchestra direction, Victor Arden.</p> <p><b>8</b> Sunoco Show<br/>Sunoco Show Orchestra; direction, Harold Sanford.</p> |
|---|---|

8 8 9 9 30 30				EASTERN TIME	
WT	WT	3	3	WOR	NEWARK 17 N. J.
1	2	3	4	WGR	BUFFALO 1 N. Y.
1	2	3	3	WKBW	BUFFALO 94
1	2	3	3	*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	7	8	WHAM	ROCH'TER 61
1	X	3	3	*WHEC	ROCH'TER 90
	2	3	4	WGY	SCHEN'DY 25
1	2	3	3	*WFBL	SYRACUSE 82
5	2			WBT	CHARLOT 54 N. C.
				WPTF	RALEIGH 14
X	X	3	3	WWNC	ASHEV'LE 3
M	2	3	3	WADC	AKRON 78 OHIO
	M	3	4	*WFJC	AKRON 91
W	2	3	3	WKRC	CINCINNATI 1
M	6	7	9	WLW	CINCINNATI 16
1	2	3	4	WSAI	CINCINNATI 79
P	2	3	3	WHK	CLEVEL'D 85
X	X	3	4	WTAM	CLEVEL'D 53
X	X	X	X	WAIU	COLUMB'S 10
X	X			*WCAH	COLUMB'S 89
X	2	3	3	WSPD	TOLEDO 80
X	X	3	3	*WKBN	YO'NGST'N 3
X	X	3	3	KFJF	OKLA.CITY 94 OKLA.
X	2	X	4	WKY	OKLA.CITY 36
X	L	X	4	*KVOO	TULSA 60
1	X	3	3	*WHP	HARRISB'G 89 PA.
1	2	3	3	WLBW	OIL CITY 72
1	M	3	3	WCAU	PHILAD. 63
E	D	E	D	*WFAN	PHILAD. 7
X	2	3	4	*WLIT-WFI	PHIL 2
X	6	7	8	KDKA	PITTSB'GH 44
1	2	3	4	WCAE	PITTSB'GH 68
X	2	3	3	WJAS	PITTSB'GH 75
1	2	3	3	WEAN	PROVID'NCE 24 R. I.
D	2	3	4	WJAR	PROVID'NCE 35
		3	3	WDOD	CHATTA. 74 TENN.
5	6	3	4	WMC	MEMPHIS 24
		3	3	*WREC	MEMPHIS 6
X	D	3	3	*WLAC	NASHV'LE 93
5	6	3	X	WSM	NASHV'LE 11
		3	3	*KRLD	DALLAS 50 TEX.
X	2	D	4	*WFAA	DALLAS 26
W	M	M	X	*WBAP	FT.WORTH 26
	W	3	3	KPRC	HOUSTON 38
T	2	L	4	*KTSAS	ANTONIO 75
X	X	3	3	WOAI	SANTONIO 65
5	2	B	4	*WTAR	NORFOLK 24 VA.
VM	X	3	3	WRVA	RICHM'D 57
	2		4	WDBJ	ROANOKE 39
X	X	3	3	*WBCB	SUPER'R 74 WISC.
5	M	M	4	*WISN	MILWAU. 58
				WTMJ	MILWAU. 8
7	7	8	8	CENTRAL TIME	
30	30	30	30	*Divides Time with Another Station	

**TUESDAY** April 1, 8, 15, 22, 29

EASTERN TIME		10 <sup>30</sup>	10	11	11 <sup>30</sup>
CAN-690 TORONTO	CKGW	M	M	6	6
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	4	2	2	3
39 BIRM'HAM	WBRC	1	2	3	4
ARK. 50 HOT SPGS.	*KTHS	X	2	2	P
85 L'TLE ROCK	*KLRA	1	X		
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	
FLA. 36 JACK'V'LE	WJAX	4	2	2	
76 MIAMI B.	WIOD	4	2	2	
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	X	2	2	7
ILL. 48 CHICAGO	KYW	4	X	X	7
23 CHICAGO	*WBBM	1	2	D	D
33 CHICAGO	*WENR	X	X	X	X
18 CHICAGO	WGN	T	X	N	D
2 CHICAGO	*WBWO	E	2	2	D
33 CHICAGO	*WLS				
13 CHICAGO	WMAQ	W	M	WM	7
IND. 62 FT. WAYE	*WOWO	1		3	
69 IND'P'LS	*WFBM	1	X	X	4
IOWA 72 C. BLUFFS	KOIL	1	2	3	4
Davenport Des Moines	WOC-WHO		2	2	
6 WATERLOO	WMT			3	4
KANS. 68 LAWREN'E	*WREN	4	5	6	7
4 TOPEKA	*WIBW	1	2	3	4
76 WICHITA	*KFH	X	X	3	4
KY. 95 COV'TON	*WCKY				
28 LOUISVILLE	WHAS	4	2	2	7
LA. 71 N. ORLEANS	WDSU	1	2	X	X
78 N ORLEANS	WSMB	4	2	2	7
ME. 8 BANGOR	WLBZ				
40 PORTLAND	WCSH	1	2	2	N
MD. 52 BALTIM'RE	*WBAL	4	VM	D	D
6 BALTIMORE	WCAO	1	2	3	4
MASS. 45 SPRINGFIELD	WBZ	4	P	E	D
5 BOSTON	WEEI	1	2	2	N
69 BOSTON	WNAC	1	2	ND	D
4 WORC'TER	WTAG	1	2	2	N
MICH. 87 BAY CITY	WBCM	X	P	3	4
70 DETROIT	WGHP	1	2	3	4
21 DETROIT	WJR	4			
38 DETROIT	WWJ	1	2	2	X
MINN. 27 MINNEAP.	WCCO	1	M	3	4
92 ST. PAUL	KSTP	P	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	2	WN	D
1 ST. LOUIS	*KSD	1	2	2	3
81 ST. LOUIS	KWK	4	X	D	7
NEBR. 5 OMAHA	*WOW	1	2	2	3
CENTRAL TIME		9 <sup>30</sup>	9	10	10 <sup>30</sup>
*Divides Time with Another Station					

**RADIO GOSSIP**

Countess Olga Medolago Albani, soprano heard in NBC presentations, has a charming voice, but the thing she is most proud of is her ability to cook.

Among the recent letters received by Floyd Gibbons, the NBC's Headline Hunter, was one from a young man asking the veteran reporter how much he would charge to teach him journalism by mail.

"Miss Musical Clock," who daily sends her cheery voice into thousands of homes in the KYW area, is Miss Halloween Martin, won to radio from the newspaper field because of her charming voice.

The doctor's little daughter had strayed into his surgery and was watching, wide-eyed, as he tested the heart and lungs of a patient. Suddenly she spoke: "Getting any new stations, daddy?"—*Rochester Gas and Electric News.*

Listeners a-plenty failed to recognize that the wedding staged during a recent "Mountainville" program was just an episode in the story of this mythical town. In consequence, Frank Knight and Yolande Langworthy, who were cast for the role at the altar, have been exceedingly embarrassed by the letters of congratulation and gifts galore sent in by admirers the country over.

Merle Johnston, director of orchestra and saxophone soloist of the Ce Co Couriers, was recently being interviewed for a magazine story on how he became one of the leading saxophone players on the air. "How do you account for your sweeping success, Mr. Johnston?" the reporter queried. Said Johnston: "Perhaps by the fact that I earned a living at sixteen by sweeping out garages!"

Another radio romance has come to light. Gaston Grignon, manager of WISN, the Columbia chain unit at Milwaukee, will shortly marry "one of the girls" at WABC. No announcement has been made, although the report is based on good authority. The romance began some months ago when Mr. Grignon visited the new Columbia headquarters. The lit-

tle lady, whose identity is still screened from the press, was introduced to the manager of WISN casually. Came love at first sight! He stayed in New York three days, and, according to another member of CBS, has called his sweetheart on the phone from Milwaukee every night since!

Scotch thriftiness, object of many a vaudeville joke, was exemplified by a unique sample during the voting in a recent old-time fiddling contest held at WLS, Chicago, between Scotch, Irish and Dixie bow-swingers. A letter arrived (under one stamp) containing the votes of thirty-five Scotchmen, all of whom had gathered around one radio to listen to their favorite contestant.

"Go to sleep, kiddies!" No more will youngsters hear this familiar and overworked phrase from the studios of WBBM, Chicago. At least, not so long as Al Melgard and Pat Flanagan broadcast their Children's Birthday program from the "Air Theater." "It's a well-known fact," says Pat, "that a 'kid' is a young goat, one of the dumbest and most awkward of creatures. We will not refer to the children of WBBM's great audience by any such term." These popular entertainers are heard each day at 4:15 P. M.

Among the orchestral "props" in the big WTAM Studio D is a large brass bell, mounted in a regulation hangar, and looking very much as though it had seen duty on board a ship or engine. Investigation proved that the bell was once a part of Engine No. 999 of the Nickel Plate Railroad. A WTAM listener living near Galion, O., insists that when he hears the bell he never can quite decide whether it's coming over the radio or a train coming into the yards in the vicinity of his home.

"If there's anything that burns me up, it's to have some one stick his head in the door and say to station visitors, 'This is the musical library,'" Robert Oatley, WTAM custodian of some ten thousand pieces of music, testily asserts.

"It is the music library—but there's nothing musical about it."

Oatley, as chief librarian of WTAM's collection of music, is in constant demand by station artists. Whether it is a symphony score or the latest jazz number, "Bob" will get it for you.

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 Thompson Musical Comedy Memories**

From Chicago.

**3 Will Osborne and His Orchestra**

Famous radio crooner in program of popular songs.

**4 Publix Night Owl's Frolic**

Brooklyn Paramount Theater, featuring stage and radio stars direct from stage.

**5 New York Herald Tribune Observer**

News flashes.

April 1, 8, 15, 22, 29 **TUESDAY**



1. "Around the Samovar" presents Mme. Zinaida Nicolina, soprano; Mlle. Eliena Kazanova, violinist; Eli Spivak, baritone, and Peter Biljo, director of Balalaika Orchestra.
2. The Henry-George Hour—Henry, Dan, George, Mazie and Flo start their tour, staging "minute dramas."
3. "Old Forty Fathom" spinning one in the mess-room of the "Spray."
4. Gus and Louie framing a wise crack for the Schradertown Band program.



10 11				EASTERN TIME				
30		30		30		30		
X	D	D	MV					
1	2	2	3					WOR NEWARK 17 N. J.
1	2	3	4					WGR BUFFALO 1 N. Y.
1								WKBW BUFFALO 94
1	X	5	4					*WMAK BUFFALO 36
1	2	2	3					WABC NEW YORK 32
4	5	6	6					WEAF NEW YORK 12
4	5	D	D					WJZ NEW YORK 22
								WHAM ROCHESTER 61
								*WHEC ROCHESTER 90
1	2	2						WGY SCHEN'DY 25
1		3						*WFBL SYRACUSE 82
4	2	2						WBT CHARLOT 54 N. C.
								WPTF RALEIGH 14
1	2	3						WWNC ASHEV'LE 3
1	2	P	4					WADC AKRON 78 OHIO
X	2	2	3					*WFJC AKRON 91
1	2	D	4					WKRC CINCINNATI 1
B	B	M	M					WLW CINCINNATI 16
MV	2	2						WSAI CINCINNATI 79
1	2	D	D					WHK CLEVEL'D 85
X	2	2	7					WTAM CLEVEL'D 53
								WAIU COLUMB'S 10
								*WCAH COLUMB'S 89
1	2	3	4					WSPD TOLEDO 80
1	2							*WKBN YO'NGST'N 3
1	2	X	X					KFJF OKLA.CITY 94 OKLA.
X	2	2	7					WKY OKLA.CITY 36
								*KVOO TULSA 60
M	X	X	X					*WHP HARRIS'B'G 89 PA.
1	2	3	4					WLBW OIL CITY 72
1	M	D	4					WCAU PHILAD. 63
M	M	3	X					*WFAN PHILAD. 7
1	2	2	3					*WLIT-WFI PHIL. 2
4	5	6	6					KDKA PITTSB'GH 44
1	2	2	D					WCAE PITTSB'GH 68
1	P	3	4					WJAS PITTSB'GH 75
1	2	3	4					WEAN PROVID'NCE 24 R. I.
1	2	2	N					WJAR PROVID'NCE 35
1		3	4					WDOD CHATTA. 74 TENN.
4	2	2	7					WMC MEMPHIS 24
1		3	4					*WREC MEMPHIS 6
1	2							*WLAC NASHV'LE 93
4	2	2	7					WSM NASHV'LE 11
1								*KRLD DALLAS 50 TEX.
	2	2	7					*WFAA DALLAS 26
								*WBAP FT.WORTH 26
4	2	2	7					KPRC HOUSTON 38
1	2							*KTSASANTONIO 75
4	2	2	7					WOAI S.ANTONIO 65
1	2							*WTARNORFOLK 24 VA.
X	2	2	O					WRVA RICHM'D 57
1	2	3	4					WDBJ ROANOKE 39
4	2	2	7					*WEBC SUPER'R 74 WISC.
1	X	3	4					*WISN MILWAU. 58
M	2	2	7					WTMJ MILWAU. 8

- 1 Harbor Lights**  
Dramatic tale of an old sea captain, with Edwin M. Whitney. Announcer, Raymond Carter.
- 2 Radio-Keith-Orpheum Hour**  
Leo Reisman and his orchestra. Announcer, Graham McNamee.
- 3 Phil Spitalny's Music from Hotel Pennsylvania Grill**

- 4 Westinghouse Salute**  
Concert orchestra; direction, Cesare Sodero. Announcer, Curt Peterson.
- 5 The 7-11's**  
Mildred Hunt, contralto; Billy Hillpot, novelty vocalist; orchestra direction, Ray Ellis.
- 6 Slumber Music**  
String ensemble; direction, Ludwig Laurier. Announcer, Marthin Provensen.
- 7 Pepsodent Program**  
Amos 'n' Andy.

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

WEDNESDAY <sup>April</sup> 2, 9, 16, 23, 30

EASTERN TIME		6	6	7	7
		30			30
CAN-690 TORONTO	CKGW	1	X	7	A
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	N	X	X	X
39 BIRM'HAM	WBRC	1	2	4	4
ARK. 50 HOT SPGS.	*KTHS				X
85 L'TLE ROCK	*KLRA	1	2	4	4
COLO. 29 DENVER	KOA	6	X	X	A
2 DENVER	KLZ	1	2	4	4
CONN. 52 HARTFORD	*WTIC	X	X	3	5
D. C. 9 WASH' TON	WMAL	NP	P	4	5
41 WASH' TON	WRC	1	X	7	4
FLA. 36 JACK'LE	WJAX			3	
76 MIAMI B.	WIOD			3	
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	X	X	9	X
ILL. 48 CHICAGO	KYW	X	X	X	X
23 CHICAGO	*WBBM	X	X	X	5
33 CHICAGO	*WENR	X	X		
18 CHICAGO	WGN	E	C	C	DV
2 CHICAGO	*WBWO	X	X	5	
33 CHICAGO	*WLS				
13 CHICAGO	WMAQ	C	EM	M	M
IND. 62 FT. WAY'E	*WOWO				
69 IND'PLS	*WFBM	X	X	4	5
IOWA 72 C. BLUFFS	KOIL	N	2	4	4
Davenport	WOC-WHO			5	
46 Des Moines					
6 WATERLOO	WMT	2	4	4	
KANS. 68 LAWREN'E	*WREN	6	X	N	A
4 TOPEKA	*WIBW	X	X	4	4
76 WICHITA	*KFH	1	2	X	X
KY. 95 COV'TON	*WCKY	X	X	3	A
28 LOUISVILLE	WHAS	X	X	X	X
LA. 71 N. ORLEANS	WDSU	X	X	4	5
78 N ORLEANS	WSMB	X	X	9	A
ME. 8 BANGOR	WLBZ	M	P	4	4
40 PORTLAND	WCSH	M	X	5	E
MD. 52 BALTIM'RE	*WBAL	P	M	M	
6 BALTIMORE	WCAO	1	2	M	D
MASS. 45 SPRINGFIELD	WBZ	E	M	3	P
5 BOSTON	WEEL	M	X	C	M
69 BOSTON	WNAC	M	M	NM	5
4 WORC'TER	WTAG	1	X	P	5
MICH. 87 BAY CITY	WBCM	1	2	4	4
70 DETROIT	WGHP	D	P	4	5
21 DETROIT	WJR			8	
38 DETROIT	WWJ	1	X	X	4
MINN. 27 MINNEAP.	WCCO	M	M	4	4
92 ST. PAUL	KSTP	C	N	D	A
MISS. 73 JACKSON	WJDX				
MO. 41 KAN. CITY	KMBC	X	2	W	4
7 KAN. CITY	WDAF	C	E	X	5
55 ST. LOUIS	KMOX	P	CP	X	M
1 ST. LOUIS	*KSD	1	X	X	4
81 ST. LOUIS	KWK	X	X	X	A
NEBR. 5 OMAHA	*WOW	M	M	C	5
CENTRAL TIME		5	5	6	6
*Divides Time with Another Station		30			30



THE SIDEWALKS OF RALEIGH, N. C.

Manager H. K. Carpenter and Audio Engineer Henry K. Hulick, of WPTF, broadcasting a dedication ceremony in the heart of Raleigh's business district.



ELWOOD IVINS' SOLO MALE QUARTET is the popular local feature of WFI at Philadelphia, Saturday evenings from 8:30 to 9.

WGHP's popular announcer is EDWARD G. SMITH. His fan mail is as heavy as that of any artist connected with this Detroit station.



J. C. VAN HULSTEYN, distinguished Dutch violinist, and Faculty member of Peabody Conservatory, Baltimore, Md., is frequently heard over WBAL.

A favorite soloist and accompanist of KMOX, "the voice of St. Louis," is MISS ALICE MASLIN.

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

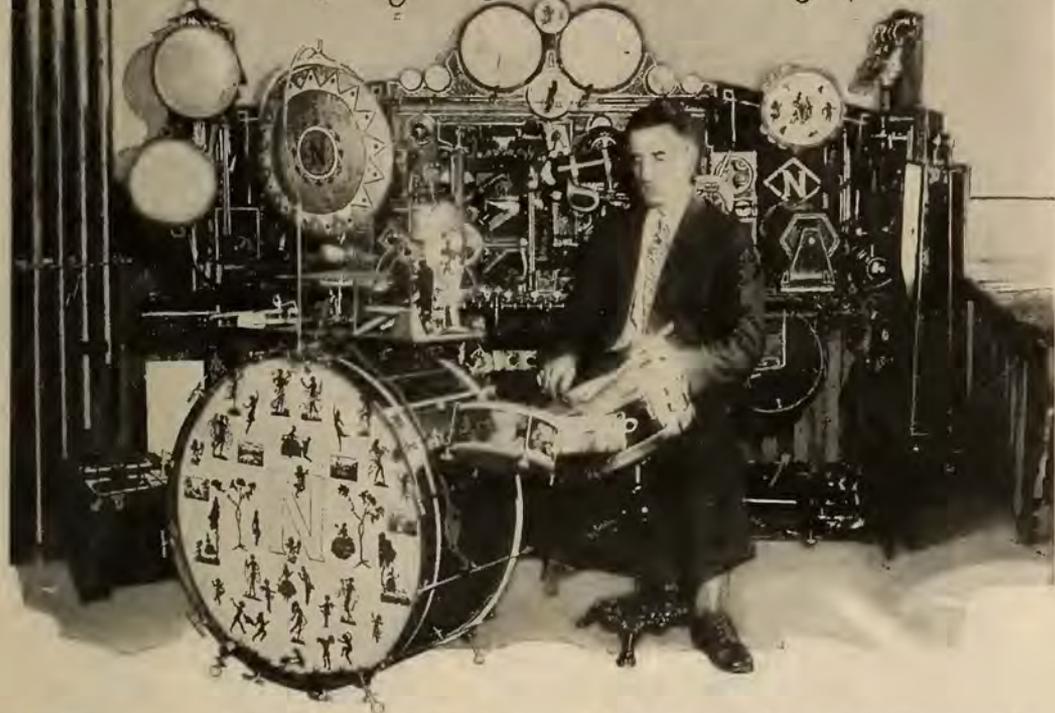
- B Band music
- C Children's features
- D Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental (Other than dance)
- N News
- O Organ
- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

- 1 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 Dance Music from New York
- 4 Bernhard Levitow and His Commodore Ensemble  
Concert.
- 5 "Shoe Flier" (Last 15 min.)  
National Shoe Retailers' program.

◆ Dance music from New York

# The Radio Racketeer

A. W. Nichols and his Radio Sound Machine ready to supply the audio setting for any action the script may call for.



THE scenery of the radio drama is its sound effects. Consequently, supplying sound that accurately portrays a setting that can not be seen (at least until television arrives) is a serious part of preparing the dramatic broadcast.

Thus it happens that A. W. Nichols, of the Judson Radio Program Corporation, and the weird and wonderful "sound" table pictured on this page are in constant demand by the production managers of dramatic features broadcast from New York studios.

The script may keep him busier than the terrible tempered Mr. Bang would be were he compelled to scratch out the seven-year itch, but so far no call for sound effect has bluffed Mr. Nichols long. The table took him nearly a year of steady work, averaging from ten to fourteen hours per day, to build, but it seems equal to every call dramatists can make on it.

The more popular sound effects are keyboard controlled. One button releases the ocean surf; another, the thunderstorm; another, gales of variable intensity. Then there are buttons for train effects (steam and motorized); aviation fields, fire department, automobiles, motorcycles, city street, riveting-machines, trolley cars, machine guns, crashing glass, revolver or rifle fire, and a myriad others and combinations of all.

One side wall is devoted to whistles of every description. The center back is capable of reproducing the sounds of barnyard or zoo, or of any individual denizens of either. The right side wall is for bells, buzzers, telephones, wireless instruments, machinery sounds of many types. Room has been provided also for Old Dobbin and the buggy, anvil, door slam, clock ticks, fireworks, baby cry, chain rattle, sleigh-bells, board squeak, sword duel, flies, bee buzz,

April 2, 9, 16, 23, 30 **WEDNESDAY**

6 6 7 7 30 30				EASTERN TIME	
C	M	X	X	WOR	NEWARK 17 N. J.
X	X	3	5	WGR	BUFFALO 1 N. Y.
MN	D	E	M	WKBW	BUFFALO 94
	2	4	4	*WMAK	BUFFALO 36
1	2	4	5	WABC	NEW YORK 32
1	2	3	4	WEAF	NEW YORK 12
6	6	7	A	WJZ	NEW YORK 22
N	D	8	A	WHAM	ROCH'TER 61
C	O	O	5	*WHEC	ROCH'TER 90
	X	3	5	WGY	SCHEN'DY 25
1	2	4	4	*WFBL	SYRACUSE 82
		8		WBT	CHARLOT 54 N. C.
		8		WPTF	RALEIGH 14
X	2	4	4	WWNC	ASHEV'LE 3
P	N	P	V	WADC	AKRON 78 OHIO
X	X	D	5	*WFJC	AKRON 91
O	2	V	5	WKRC	CINCINNATI 1
D	M	E	D	WLW	CINCINNATI 16
		E	5	WSAI	CINCINNATI 79
D	D	D	5	WHK	CLEVEL'D 85
X	X	X	X	WTAM	CLEVEL'D 53
X	X	4	4	WAIU	COLUMB'S 10
O	P	X	X	*WCAH	COLUMB'S 89
X	M	X	X	WSPD	TOLEDO 80
X	2			*WKBN	YO'NGST'N 3
X	X	4	4	KFJF	OKLA.CITY 94 OKLA.
X	X	X	X	WKY	OKLA.CITY 36
	C	M	M	*KVOO	TULSA 60
1	2	4	4	*WHP	HARRISB'G 89 PA.
1	2	4	4	WLBW	OIL CITY 72
MN	M	4	4	WCAU	PHILAD. 63
D			5	*WFAN	PHILAD. 7
N	X	X	X	*WLIT-WFI	PHIL. 2
X	X	8	X	KDKA	PITTSB'GH 44
1	X	R	5	WCAE	PITTSB'GH 68
M	X	4	4	WJAS	PITTSB'GH 75
X	X	X	5	WEAN	PROVID'NCE 24 R. I.
X	X	3	4	WJAR	PROVID'NCE 35
1	2	4	4	WDOD	CHATTA. 74 TENN.
P	P	X	A	WMC	MEMPHIS 24
1			4	*WREC	MEMPHIS 6
X	X	R	4	*WLAC	NASHV'LE 93
X	X	M	X	WSM	NASHV'LE 11
			5	*KRLD	DALLAS 50 TEX.
				*WFAA	DALLAS 26
X	X	X	X	*WBAP	FT.WORTH 26
X	C	V	X	KPRC	HOUSTON 38
			X	*KTSAS	ANTONIO 75
X	N	X	D	WOAI	SANTONIO 65
P	N	P	4	*WTAR	NORFOLK 24 VA.
X	X	8	P	WRVA	RICHM'D 57
X	2	4	4	WDBJ	ROANOKE 39
				*WEBC	SUPER'R 74 WISC.
C	2	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	

**1 Black and Gold Room Orchestra**  
Dinner music from New York.

**2 To Be Announced**

**3 Jeddo Highlanders**

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

**4 Hindermeyer and Tuckerman**

(First 15 min.)  
Comedy team. Announcer, Edward Thorgersen.

**The Eternal Question**

Wilbur Coon Players.

**5 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** (First 15 min.)

Amos 'n' Andy.  
**Rise of the Goldbergs** (Last 15 min.)  
Humorous dramatic sketch.

**8 Pepsodent Organ** (First 15 min.)

Amos 'n' Andy.

**9 Rise of the Goldbergs** (Last 15 min.)

**A The Choristers**

**WEDNESDAY** April 2, 9, 16, 23, 30

EASTERN TIME		8	8	9	9
		30		30	
CAN-690 TORONTO	CKGW	P	P	3	M
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	X	X	X	X
39 BIRM'HAM	WBRC	1	M	D	D
ARK. 50 HOT SPGS.	*KTHS	2		X	X
85 L'TLE ROCK	*KLRA			X	X
COLO. 29 DENVER	KOA	X	2	3	4
2 DENVER	KLZ	1	O	M	M
CONN. 52 HARTFORD	*WTIC	M	2	M	4
D. C. 9 WASH' TON	WMAL	1	2	3	4
41 WASH' TON	WRC	1	2	3	4
FLA. 36 JACK'VLE	WJAX			3	4
76 MIAMI B.	WIOD				
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	X	X	3	4
ILL. 48 CHICAGO	KYW	5	6	3	X
23 CHICAGO	*WBBM	X	X	P	T
33 CHICAGO	*WENR		X	X	X
18 CHICAGO	WGN	M	2	P	4
2 CHICAGO	*WBWO	M	P	P	3
33 CHICAGO	*WLS	M	X	X	
13 CHICAGO	WMAQ	1	2	3	4
IND. 62 FT. WAYE	*WOWO				4
69 IND'PLS	*WFBM	1	2	X	X
IOWA 72 C. BLUFFS	KOIL	1	M	3	4
Davenport 46 Des Moines	WOC-WHO	1	2	3	4
6 WATERLOO	WMT				
KANS. 68 LAWREN'E	*WREN	5	6	X	3
4 TOPEKA	*WIBW	X	X	X	X
76 WICHITA	*KFH	1	X	P	M
KY. 95 COV'TON	*WCKY			7	3
28 LOUISVILLE	WHAS	P	X	3	4
LA. 71 N. ORLEANS	WDSU	1	X	X	X
78 N. ORLEANS	WSMB	X	X	3	4
ME. 8 BANGOR	WLBZ	X			
40 PORTLAND	WCSH	1	2	3	4
MD. 52 BALTIM'RE	*WBAL				
6 BALTIMORE	WCAO	1	2	3	4
MASS. 45 SPRINGFIELD	WBZ	5	6	P	3
5 BOSTON	WEEI	1	2	3	4
69 BOSTON	WNAC	1	2	3	4
4 WORC'TER	WTAG	1	2	3	4
MICH. 87 BAY CITY	WBCM				
70 DETROIT	WGHP	1	2	3	4
21 DETROIT	WJR				
38 DETROIT	WWJ	1	2	3	4
MINN. 27 MINNEAP.	WCCO	1	2	M	4
92 ST. PAUL	KSTP	5	2	3	4
MISS. 73 JACKSON	WJDX				
MO. 41 KAN. CITY	KMBC	1	X	X	4
7 KAN. CITY	WDAF	1	P	V	4
55 ST. LOUIS	KMOX	1	2	3	4
1 ST. LOUIS	*KSD	1	2	3	4
81 ST. LOUIS	KWK	5	6	X	3
NEBR. 5 OMAHA	*WOW	W	2	3	4
CENTRAL TIME		7	7	8	8
*Divides Time with Another Station		30		30	

cork pulling, falling trees, various types of saws, blow-torch, real cloth tearing, nose blower and a hundred and one varieties of percussion instruments.

Last week William B. Murray received the following telegram from Mr. Nichols: "Ruined my ocean waves stop won't be at studio to-day." All of which goes to show that the business of producing sound on the radio is a very sad and serious one.



PRODUCTION MANAGER FOR THE JUDSON RADIO PROGRAM CORPORATION

The Judson Radio Program Corporation, under the able direction of Arthur Judson, veteran concert manager; William B. Murray and John Trevor Adams, both experienced in the concert business and pioneers in radio, has rapidly forged ahead to a leading position in the broadcasting field. Besides furnishing talent for the various hours, this organization also plans and produces programs. Among their newest hours are Endicott-Johnson, Tastyest and Devoe & Reynolds. It was Judson Radio which arranged for the first performance on the air of the Puccini operas and procured such distinguished artists as Madame Alda, Merle Alcock, Pasquale Amato and Mario Chamlee for these programs. Other unusual features on air that are sponsored by Judson are Atwater Kent, Jack Frost, Around the World with Libby, and Philco.

**DRAMA ON THE AIR**

HOW many radio fans have stopped to consider the immense change that has slowly taken place in radio drama? Who can forget the first attempts to put dramatic productions on the air? Who can forget the narrator who preceded each scene with: "The next scene, radio audience, takes place in the garden of the Brown home. All around are vine-covered walls. To the center is a summer-house, and on the left side of the stage is a white bench. To the right is a fountain with a figure of Eros rising in the center. Young people in summer clothes can be seen wandering about the garden, while from the distance come sounds of a dance orchestra. There is a party in progress. Mary Brown and young Scofield have just entered the garden and are standing to the right near the fountain. Several guests have joined the couple." Then a conversation between eight or ten people began. In five minutes everything was so confused that you found yourself wondering whether it was Mary who had just refused to marry the hero, or some one of the guests.

How different would that same scene be handled to-day! First of all, there would be no narrator. Mary, at the beginning of the scene, would turn to young Scofield and remark, "My! what a lovely garden, Scofield, and what a sweet summer-house," etc., etc. He would probably remark: "Doesn't the music sound great from here, Mary? Come, let us sit near this fountain." When they were joined by the others, a conversation something like this would follow: "Hello, Mary! Hello, Scofield! Marg and I have been waiting for you, haven't we?" "Yes," Marg would reply, "and here comes John. Looking for us, John?" etc. In that way the characters themselves set the scene.

"The first change for the better," says Charles A. Schenck, production manager for the Judson Radio Program Corporation, "came when radio learned that drama had to be especially adapted for the air. In the beginning a few lines at the opening of a scene would be rewritten, or else a few entirely new ones added to set the action and distinguish the actors. Later on a few enterprising souls even went so far as to rewrite entire plays for radio."

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 organist.
- 2 Forty Fathom Trawlers  
Tales of the deep sea.
- 3 Van Huesen Program  
Vee Lawnhurst, pianist and blues singer; orchestra direction, Wm. Wirges.
- 4 La Palina Smoker  
Informal entertainment and music given at a smoker.
- 5 Barbison Recital  
Operatic and instrumental stars.



H.V. Kaltenborn



Henry A. Bellows  
Columbia's  
New Vice-  
Presidents



John Barclay



Paul Whiteman.



Guy Lombardo

H. V. Kaltenborn, authority on international affairs, talks on current events over CBS every Monday at 6:30 p. m. John Barclay, tallest baritone in captivity (six feet, nine), sings regularly over Columbia. With Guy Lombardo's orchestra playing from New York, and Paul Whiteman's orchestra from Hollywood, Columbia's coast-to-coast network operates both eastward and westward these days.

8 8 9 9				EASTERN TIME	
TM	TM	9	9		
1	2	3	4		
1	2	3	4	WOR NEWARK 17	N. J.
1	2	3	4	WGR BUFFALO 1	N. Y.
1	2	E	M	WKBW BUFFALO 94	
1	2	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	V	6	WHAM ROCHESTER 61	
M	2	3	4	*WHEC ROCHESTER 90	
	2	3	4	WGY SCHEN'DY 25	
1	2	3	4	*WFBL SYRACUSE 82	
		3	4	WBT CHARLOT 54	N. C.
				WPTF RALEIGH 14	
1	X	X	X	WWNC ASHEV'LE 3	
1	2	3	4	WADC AKRON 78	OHIO
X	2	X		*WFJC AKRON 91	
1	2	3	4	WKRC CINCINNATI 1	
5	X	X	P	WLW CINCINNATI 16	
1	2	3	4	WSAI CINCINNATI 79	
1	2	3	4	WHK CLEVEL'D 85	
X	2	X	4	WTAM CLEVEL'D 53	
1	X	X	X	WAIU COLUMB'S 10	
X	X	D	X	*WCAH COLUMB'S 89	
X	2	3	4	WSPD TOLEDO 80	
				*WKBN YO'NGSTN 3	
1	X	X	X	KFJF OKLA.CITY 94	OKLA.
X	2	X	X	WKY OKLA.CITY 36	
D	2	3	4	*KVOO TULSA 60	
X	2	3	X	*WHP HARRIS'B'G 89	PA.
1	2	3	4	WLBW OIL CITY 72	
1	2	3	4	WCAU PHILAD. 63	
				*WFAN PHILAD. 7	
X	2	3	4	*WLIT-WFI PHIL 2	
5	6	7	8	KDKA PITTS'B'GH 44	
P	2	3	4	WCAE PITTS'B'GH 68	
1	2	3	4	WJAS PITTS'B'GH 75	
1	2	3	4	WEAN PROVID'NCE 24	R. I.
1	2	3	4	WJAR PROVID'NCE 35	
1				WDOD CHATTA. 74	TENN.
1	X	3	4	WMC MEMPHIS 24	
1				*WREC MEMPHIS 6	
1	D	3	V	*WLAC NASHV'LE 93	
X	P	3	4	WSM NASHV'LE 11	
1				*KRLD DALLAS 50	TEX.
2			4	*WFAA DALLAS 26	
X	X	X	4	*WBAP FT.WORTH 26	
X	2	3	4	KPRC HOUSTON 38	
X	X	M	M	*KTSAS ANTONIO 75	
X	2	3	4	WOAI S.ANTONIO 65	
1	W	R	X	*WTAR NORFOLK 24	VA.
E	X	3	W	WRVA RICH'M'D 57	
1	2	X	X	WDBJ ROANOKE 39	
5	2			*WEBC SUPER'R 74	WISC.
1	X	X	4	*WISN MILWAU. 58	
5	2	3	4	WTMJ MILWAU. 8	
7 7 8 8				CENTRAL TIME	
30 30				*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 Dasch.

**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 Romany Road**

Devora Nadworney, contralto; orchestra direction, Harry Horlick.

**8 Cuckoo**

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

WEDNESDAY <sup>April</sup> 2, 9, 16, 23, 30

EASTERN TIME		10	10	11	11
		30	30	30	30
CAN-690	TORONTO CKGW	P	P	D	D
ADA	730 MONTREAL CKAC				
ALA.	60 BIRM'HAM *WAPI	E	X	M	M
	39 BIRM'HAM WBRC	1	2	4	4
ARK.	50 HOT SPGS.*KTHS	M		X	X
	85 L'TLE ROCK*KLRA	1	2	4	4
COLO.	29 DENVER KOA	1	2	6	7
	2 DENVER KLZ	1	2	4	4
CONN.	52 HARTFORD*WTIC	1	2	P	O
D. C.	9 WASH'TON WMAL	1	2	4	4
	41 WASH'TON WRC	1	2		
FLA.	36 JACK'VLE WJAX	1	2		
	76 MIAMI B. WIOD				
GA.	35 ATLANTA WGST				
	20 ATLANTA WSB	1	X	X	7
ILL.	48 CHICAGO KYW	X	X	X	7
	23 CHICAGO *WBBM	G	D	X	X
	33 CHICAGO *WENR	X	X	X	X
	18 CHICAGO WGN	1	2	N	D
	2 CHICAGO *WIBO	LG	LG	6	D
	33 CHICAGO *WLS				
	13 CHICAGO WMAQ	1	X	WM	7
IND.	62 FT.WAY'E*WOWO	1	2	4	4
	69 IND'PLS *WFBM	X	2	X	X
IOWA	72 C. BLUFFS KOIL	1	2	4	4
	46 Davenport Des Moines WOC-WHO	1	X		
	6 WATERLOO WMT		2	4	4
KANS.	68 LAWREN'E*WREN	4	5	6	7
	4 TOPEKA *WIBW	1	2	4	4
	76 WICHITA *KFH	1	X	4	4
KY.	95 COV'TON *WCKY	4	5		
	28 LOUISVILLE WHAS	1	2	E	7
LA.	71 N. ORLEANS WDSU	1	2	X	X
	78 N. ORLEANS WSMB	1	X	X	7
ME.	8 BANGOR WLBZ				
	40 PORTLAND WCSH	1	2	N	
MD.	52 BALTIM'RE*WBAL				
	6 BALTIMORE WCAO	1	2	4	4
MASS.	45 SPRINGFIELD WBZ	M	D	E	X
	5 BOSTON WEEI	1	2	X	X
	69 BOSTON WNAC	1	2	4	4
	4 WORC'TER WTAG	1	2	D	N
MICH.	87 BAY CITY WBCM		2	4	4
	70 DETROIT WGHP	1	2	4	4
	21 DETROIT WJR			6	6
	38 DETROIT WWJ	1	2	X	X
MINN.	27 MINNEAP. WCCO	1	2	4	4
	92 ST. PAUL KSTP	1	2	X	7
MISS.	73 JACKSON WJDX				
MO.	41 KAN. CITY KMBC	1	2	4	4
	7 KAN. CITY WDAF	1	X	8	7
	55 ST. LOUIS KMOX	1	2	WN	D
	1 ST. LOUIS *KSD	1	2	X	X
	81 ST. LOUIS KWK	4	5	D	7
NEBR.	5 OMAHA *WOW	1	X		
CENTRAL TIME		9	9	10	10
*Divides Time with Another Station		30	30	30	30



Alma Kittell

ALMA KITCHELL is featured in "Songs of the Season," Tuesday evenings over NBC.



Claudette Colbert

George Dilworth

CLAUDETTE COLBERT, beauty of the silver screen, was a recent Columbia guest.

GEORGE DILWORTH directs the Salon Singers, Sunday evenings over NBC.



Paul Oliver

PAUL OLIVER, tenor star of the Palmolive Hour, has thousands of friends among the listeners.

ELIZABETH LENNOX is the young contralto appearing on the Palmolive Hour, sharing honors with Olive Palmer and Paul Oliver.



Elizabeth Lennox

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 Philco Hour

The Old Stager, Henry M. Neely; Lois Bennett, soprano; orchestra conducted by William Artz. Ted Husing, announcer.

2 Grand Opera Concert

3 New York Herald Tribune Observer

News flashes. (WABC, 10:45 P. M.)

4 Hank Simmons' Showboat

Old-time melodrama.

# MOTHER TAKES A DAY OFF

With the help of the Radio Household Institute



MISS CARTER, MR. THOMAS, MR. BRENTON, MISS BURNS, MR. CAMERON

**T**HE Radio Household Institute is always presenting new discoveries which will make life pleasanter for home-makers, and here's the latest and best: Mother can take a day off! The old saying has it that "man's work is from sun to sun, but woman's work is never done;" and it's certainly true that a home-maker's hours are long. *She* can't lock up her desk at five o'clock and call it a day! But that's the very reason why she should have a holiday every so often—a day all to herself, to go to a movie or a matinee, or sally forth in the car.

It's usually the preparation of a big dinner at night, when all the family gets home, ravenously hungry, that keeps mother from taking a carefree day off. And the staff of the Radio Household Institute put their heads together and decided there ought to be an answer to that problem. Well, they found it! Miss Carter, home economics expert of the Radio Household Institute, has worked out some menus for hurry-up dinners that can be

prepared inside of *one hour*. These dinners are satisfyingly hearty — there'll be no surreptitious visits to the pantry later to fill up! And although every one of the dinners has a delightfully lavish look about it, as a matter of fact the menus are extremely economical. Yet they're so tempting and so really unusual that the family will *never guess* that mother has had a day off!

These hurry-up dinners were given in a recent broadcast, and they certainly met with an enthusiastic response! It seems that home-makers everywhere have been *wanting* a holiday—and now they can take one with a perfectly clear conscience!

Here is one of the suggested menus for mother's day off:

- Casserole of Salmon.
- Buttered Beets. Parsley Potatoes.
- Apricot Charlotte Russe.

This dinner can be prepared and put on the table in an hour. Here is the work plan which Miss Carter gave over the radio:

**1 Palmolive Hour**

**2 Coca Cola Sports Casts**

Grantland Rice, dean of American sports writers, interviews outstanding figures in the world of sports.  
Len Joy's string orchestra. Popular music.

**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**

**6 Slumber Music**

String ensemble; direction, Ludwig Laurier.  
Announcer, Milton J. Cross.

**7 The Pepsodent Program**

Amos 'n' Andy.

**8 Hotel Manger Orchestra**

Direction, Howard Phillips.

10 11				EASTERN TIME	
30		30			
O	D	D	MV	WOR NEWARK 17	N. J.
1	2	X	X	WGR BUFFALO 1	N. Y.
1	D	T	T	WKBW BUFFALO 94	
	2			*WMAK BUFFALO 36	
1	2	4	4	WABC NEW YORK 32	
1	2	8	3	WEAF NEW YORK 12	
4	5	6	6	WJZ NEW YORK 22	
4	5	6	X	WHAM ROCHESTER 61	
1	2	X	X	*WHEC ROCHESTER 90	
1	2			WGY SCHEN'DY 25	
1	2	4	4	*WFBL SYRACUSE 82	
1	2			WBT CHARLOT 54	N. C.
				WPTF RALEIGH 14	
1	2	4	4	WWNC ASHEV'LE 3	
1	2	4	4	WADC AKRON 78	OHIO
				*WFJC AKRON 91	
1	2	4	4	WKRC CINCINNATI 1	
P	5	6	6	WLW CINCINNATI 16	
1				WSAI CINCINNATI 79	
1	2	4	4	WHK CLEVEL'D 85	
1	X	X	X	WTAM CLEVEL'D 53	
				WAIU COLUMB'S 10	
X	X	X	X	*WCAH COLUMB'S 89	
1	2	4	4	WSPD TOLEDO 80	
				*WKBN YO'NGST'N 3	
1	2	X	X	KFJF OKLA.CITY 94	OKLA.
X	X	X	7	WKY OKLA.CITY 36	
				*KVOO TULSA 60	
X	X	X	X	*WHP HARRISB'G 89	PA.
1	2	4	4	WLBW OIL CITY 72	
1	2	4	4	WCAU PHILAD. 63	
				*WFAN PHILAD. 7	
1	2	X	X	*WLIT-WFI PHIL 2	
4	5	6	6	KDKA PITTSB'GH 44	
1	2	D		WCAE PITTSB'GH 68	
1	2	X	X	WJAS PITTSB'GH 75	
1	2	4	4	WEAN PROVID'NCE 24	R. I.
1	2	N	X	WJAR PROVID'NCE 35	
1	2	4	4	WDOD CHATTA. 74	TENN.
1	2	D	7	WMC MEMPHIS 24	
1	2			*WREC MEMPHIS 6	
1	2	4	4	*WLAC NASHV'LE 93	
1	2	L	7	WSM NASHV'LE 11	
1				*KRDL DALLAS 50	TEX.
1	X		7	*WFAA DALLAS 26	
1	X	X	X	*WBAP FT. WORTH 26	
1	2	P	7	KPRC HOUSTON 38	
1	2			*KTSAS ANTONIO 75	
1	2	D	7	WOAI S. ANTONIO 65	
1	2			*WTAR NORFOLK 24	VA.
W	2	D	D	WRVA RICHI'D 57	
1	2	4	4	WDBJ ROANOKE 39	
				*WEBC SUPER'R 74	WISC.
1	2	4	4	*WISN MILWAU. 58	
1	2	M	7	WTMJ MILWAU. 8	

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

**THURSDAY** April 3, 10, 17, 24

First, put the beets on to cook. Second, peel the potatoes and put them on. Third, prepare the casserole of salmon, the piece de resistance of the meal, and put it in the oven. Last of all, prepare the dessert of apricot charlotte russe. This is easily made by arranging strips of sponge cake around the edge of a bowl and filling the center with apricots which have been put through a sieve. Use either canned or dried apricots. Pile whipped cream on top.

And here is the recipe for the delicious and easily prepared casserole of salmon:

**CASSEROLE OF SALMON**  
(All measurements level.)

- 1 can (2 cups) salmon, drained and flaked.
- 2 tablespoons minute tapioca, uncooked.
- 1 cup milk.
- 2 tablespoons butter.
- 1/4 teaspoon salt.
- Dash of pepper.
- Dash of paprika.

Combine ingredients in order given. Turn into greased casserole. Bake in hot oven (400 degrees F.) twenty-five minutes, stirring mixture twice during first ten minutes of baking. Serves six. Small baking - powder biscuits may be placed on top of salmon mixture after it has baked ten minutes.

That's an unusual dinner —tempting, filling and good. Yet you can prepare every bit of it inside of one hour. If you want to spend a day in town, shopping or treating yourself to a matinee, you can do it! If you want to take the car off to the woods to hunt spring plants for the garden, go ahead! While the youngsters are at school and the man of the house is in the office, mother can give herself a real holiday—she can go out and have some fun!

But the discovery of the delightful fact that mother can take a holiday now and then is only one of the many interesting surprises which the Radio Household Institute sends out daily over the air. Women who have the habit of tuning in every morning to the Institute programs write enthusiastically, saying: "Ev-

ery day it's a new surprise! We never know what to expect, but we *do* know it will be interesting and helpful."

In a recent broadcast the Institute offered to send every listener-in a copy of a sixty-two-page manual on child health, prepared by experts in the field of child nutrition. This manual covered every phase of feeding growing children, including height and weight charts, tables of calories and vitamins, actual recipes and menus, and so on. The response to this broadcast was simply overwhelming! Thousands and thousands of mothers from every part of the country wrote in, thanking the Institute for the broadcast, and asking for a copy of the manual.

Such enthusiastic letters, pouring in from radio friends every day, make the members of the Institute staff feel that they are really accomplishing something worth while. And it is these letters from listeners that suggest the programs. What sort of program do *you* like best? If you have any preference, you are

urged to write and tell the Institute all about it, because the whole staff enjoys hearing from you. Perhaps you'd like more of the little sketches, in which Miss Burns and Billy Brenton act out so many typical domestic problems, and do it in a thoroughly amusing and delightful way. Perhaps you want more advice from Mrs. Milton on the subject of bringing up a healthy family; or more recipes from Miss Carter; or more music from Mr. Thomas, the Institute's talented pianist. Anyhow, be sure and tell the Institute what you *do* want

—because that's the only way they have of finding out!

Every day the Radio Household Institute brings you a new surprise; and every program is planned to help mother to get more precious time to herself—for she certainly deserves it! So, get the habit of tuning in each morning—you'll find it pays! Whatever the program, it's sure to be interesting and practical.

EASTERN TIME		6	6	7	7
		30			30
CAN-690 TORONTO	CKGW	1	N	7	8
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	N	E	M	V
39 BIRM'HAM	WBRC	1	2	P	E
ARK. 50 HOT SPGS.	*KTHS				
85 L'TLE ROCK	*KLRA	1	2		
COLO.29 DENVER	KOA	1	X	3	4
2 DENVER	KLZ	1	2	M	M
CONN.52 HARTFORD	*WTIC	P	X	X	X
D. C. 9 WASH' TON	WMAL	N	E	P	5
41 WASH' TON	WRC	1	X	7	4
FLA. 36 JACK'VLE	WJAX			7	4
76 MIAMI B.	WIOD			7	
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	X	X	3	X
ILL. 48 CHICAGO	KYW	X	X	X	X
23 CHICAGO	*WBBM	1	X	X	X
33 CHICAGO	*WENR	X	X		
18 CHICAGO	WGN	T	C	C	D
2 CHICAGO	*WIBO	X	X	3	4
33 CHICAGO	*WLS				
13 CHICAGO	WMAQ	C	EM	EM	4
IND. 62 FT.WAYE	*WOWO				
69 IND'PLS	*WFBM	X	2	X	X
IOWA 72 C. BLUFFS	KOIL	N	O	D	V
Davenport 46 Des Moines	WOC-WHO				
6 WATERLOO	WMT	2			
KANS.68 LAWREN'E	*WREN	5	X	N	8
4 TOPEKA	*WIBW	X	X	X	X
76 WICHITA	*KFH	V	2	X	D
KY. 95 COV'TON	*WCKY	X	X	7	8
28 LOUISVILLE	WHAS	X	X	3	N
LA. 71 N. ORLEANS	WDSU	X	X	X	X
78 N ORLEANS	WSMB	X	X	X	4
ME. 8 BANGOR	WLBZ	M	P	5	X
40 PORTLAND	WCSH	M	X	3	B
MD. 52 BALTIM'RE	*WBAL			M	X
6 BALTIMORE	WCAO	X	X	X	X
MASS.45 SPRINGFIELD	WBZ	E	ME	7	P
5 BOSTON	WEEL	M	X	C	W
69 BOSTON	WNAC	M	M	5	4
4 WORCTER	WTAG	M	X	P	4
MICH.87 BAY CITY	WBCM	1	2		
70 DETROIT	WGHP	D	P	D	4
21 DETROIT	WJR			7	
38 DETROIT	WWJ		2		
MINN.27 MINNEAP.	WCCO	M	M	M	M
92 ST. PAUL	KSTP	C	N	B	P
MISS. 73 JACKSON	WJDX			3	4
MO. 41 KAN. CITY	KMBC	1	2	W	X
7 KAN. CITY	WDAF	C	E	X	D
55 ST. LOUIS	KMOX	P	C	P	4
1 ST. LOUIS	*KSD	1			
81 ST. LOUIS	KWK	X	X	X	8
NEBR.5 OMAHA	*WOW	M	M	D	N
CENTRAL TIME		5	5	6	6
*Divides Time with Another Station		30		30	

**TAKE A DAY OFF—**

these free offers will help you do it.

- Brand-new recipes
- Unusual menus
- Hostess hints
- Laundrying bulletins
- Fashion helps
- Advice on child health
- Illustrated booklets
- Free samples
- Gift packets

Tune in on the Radio Household Institute, and find out how to get all of these free offers, which will help you to save time, money, energy, and take a day off! The Institute is on the air every morning except Friday, beginning at 11:15 Eastern time, and 10:15 Central time.

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

- B** Band music
- C** Children's features
- D** Dance music
- E** Educational
- G** Grand opera
- L** Light opera
- 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; direction, Mischa Raginsky.
- 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  
Mystery melodrama; orchestra.



RUDY VALLEE and his Connecticut Yankees are heard each Thursday evening as exclusive radio artists on the Fleischmann "Sunshine Hour." Graham McNamee, announcer for this program, stands at Rudy's right.

## Thwarted Ambition

Young Hubert Vallee Set Out to Be a Drummer, but His Father, in Sympathy with the Neighbors, Broke His Drum

THE career of Rudy Vallee, the newest stage and screen idol, reads like an "Arabian Nights" romance. Born in a Vermont village, he grew up in Westbrook, Me.; first caught an idea of rhythm by beating a drum his father gave him, and did the job so thoroughly that neighbors protested. To keep peace, his father broke the drum. Undaunted, Rudy asked for a saxophone, but, when the elder Vallee recalled the furor created by the drum, he declined. Rudy showed the stuff of which he was made by taking a job as usher in the town's movie palace, saved his pennies and bought the cherished "sax."

The town had no teachers, so Rudy bought records of Rudy Weidoft's playing and glued his ear to the Victrola until he could remember each shading of melody. Then he tried it himself, despaired, finally wrote to Weidoft, received a reply and struck up a great friendship with the famous saxophonist. Lessons by

mail followed, and soon Rudy was an accomplished saxophonist. He played his way through Yale, charmed royalty with his music during a European tour, and in two short years has become Broadway's and the nation's favorite.

His full name is Hubert Prior Vallee, but Yale friends early nicknamed him "Rudy" because of his strong friendship for his first music-teacher. A member of Sigma Alpha Epsilon, Vallee graduated from Yale in 1927 with an A.B. degree. After a nation-wide tour with his band, he won Broadway through radio. A stage debut packed theaters all over New York, with a list of theaters demanding his services steadily mounting at the booking offices. Although the popular band leader occupies the spotlight, he insists that his band always share honors with him. In speaking of his success, it is always "we" did this or that, never "I."

**1 Black and Gold Room Orchestra**

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

**3 Mid-week Hymn Sing**

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

**4 A Half Hour in the Nation's Capital**

Outstanding thinkers from various walks of life speak under auspices of the Daughters of the American Revolution.

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

Walter Cummins, soloist. Announcer, Neel Enslin.

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

Amos 'n' Andy.

**8 Frontier Days**

Historical sketch; John White, vocalist; incidental music. Announcer, Marthin Provensen.

April  
3, 10, 17, 24

THURSDAY

6 6 7 7 30 30				EASTERN TIME	
C	M	X	DV	WOR	NEWARK 17 N. J.
X	X	X	X	WGR	BUFFALO 1 N. Y.
1	2	5	M	WKBW	BUFFALO 94
				*WMAK	BUFFALO 36
1	2	3	4	WABC	NEW YORK 32
1	X	3	4	WEAF	NEW YORK 12
5		7	8	WJZ	NEW YORK 22
N	D	7	V	WHAM	ROCH'TER 61
C	O	5	D	*WHEC	ROCH'TER 90
	X			WGY	SCHEN'DY 25
1	2	5	4	*WFBL	SYRACUSE 82
		7		WBT	CHARLOT 54 N. C.
		7		WPTF	RALEIGH 14
1	2	X	X	WWNC	ASHEV'LE 3
1	N	P	M	WADC	AKRON 78 OHIO
X				*WFJC	AKRON 91
O	O	V	X	WKRC	CINCINNATI 1
D	M	E	M	WLW	CINCINNATI 16
		M	4	WSAI	CINCINNATI 79
D	M	R	4	WHK	CLEVEL'D 85
X	X	X	X	WTAM	CLEVEL'D 53
				WAIU	COLUMB'S 10
O	P	D	R	*WCAH	COLUMB'S 89
X	X	M	X	WSPD	TOLEDO 80
1	X	X	4	*WKBN	YO'NGST'N 3
X	X	X	X	KFJF	OKLA.CITY 94 OKLA.
X	X	X	4	WKY	OKLA.CITY 36
C				*KVOO	TULSA 60
1	2	5	X	*WHP	HARRISB'G 89 PA.
1	2	5	P	WLBW	OIL CITY 72
P	D	D	4	WCAU	PHILAD. 63
D	2		D	*WFAN	PHILAD. 7
N	X	X	X	*WLIT-WFI	PHIL. 2
X	X	7	X	KDKA	PITTSB'GH 44
1	X	D	X	WCAE	PITTSB'GH 68
M	2	5	4	WJAS	PITTSB'GH 75
X	X	5	4	WEAN	PROVID'NCE 24 R. I.
1	X	3	4	WJAR	PROVID'NCE 35
1	2			WDOD	CHATTA. 74 TENN
P	P	3	4	WMC	MEMPHIS 24
1	2			*WREC	MEMPHIS 6
X	X	E	W	*WLAC	NASHV'LE 93
M	M	M	D	WSM	NASHV'LE 11
				*KRLD	DALLAS 50 TEX.
				*WFAA	DALLAS 26
X	X	X	X	*WBAP	FT.WORTH 26
X	X	X	X	KPRC	HOUSTON 38
			X	*KTS	S.ANTONIO 75
X	N	X	4	WOAI	S.ANTONIO 65
P	N	P	X	*WTAR	NORFOLK 24 VA.
D	D	7	N	WRVA	RICHM'D 57
X	2	5	M	WDBJ	ROANOKE 39
			4	*WEBC	SUPER'R 74 WISC.
C	2	5	M	*WISN	MILWAU. 58
C	M	DM	DM	WTMJ	MILWAU. 8
5 5 6 6 30 30				CENTRAL TIME	
				*Divides Time with Another Station	

**THURSDAY** April 3, 10, 17, 24

EASTERN TIME		8 8 9 9 30 9 30			
CAN-690 TORONTO	CKGW	1	1	M	M
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	1	1	X	E
39 BIRM'HAM	WBRC	1	2	E	5
ARK. 50 HOT SPCS.	*KTHS	1	1		
85 L'TLE ROCK	*KLRA	1	2	X	X
COLO. 29 DENVER	KOA	1	1	X	7
2 DENVER	KLZ	1	M	M	M
CONN. 52 HARTFORD	*WTIC	X	X	X	X
D. C. 9 WASH' TON	WMAL	1	2	4	5
41 WASH' TON	WRC	1	1		3
FLA. 36 JACK'VLE	WJAX	1	1		7
76 MIAMI B.	WIOD	1	1		7
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	1	1	X	7
ILL. 48 CHICAGO	KYW	X	X	X	7
23 CHICAGO	*WBBM	X	X	4	5
33 CHICAGO	*WENR		X	X	X
18 CHICAGO	WGN	M	D	O	D
2 CHICAGO	*WIBO	1	1	X	X
33 CHICAGO	*WLS	W	X	T	
13 CHICAGO	WMAQ	EM	2	M	M
IND. 62 FT. WAY'E	*WOWO	1		4	5
69 IND'P'LS	*WFBM	1	X	4	X
IOWA 72 C. BLUFFS	KOIL	1	2	4	5
Davenport 46 Des Moines	WOC-WHO	1	1		
6 WATERLOO	WMT	1			
KANS. 68 LAWREN'E	*WREN	4	X	X	7
4 TOPEKA	*WIBW	1	X	X	X
76 WICHITA	*KFH	1	2	D	P
KY. 95 COV'TON	*WCKY			X	V
28 LOUISVILLE	WHAS	1	1	X	7
LA. 71 N. ORLEANS	WDSU	X	2	X	X
78 N ORLEANS	WSMB	1	1	X	7
ME. 8 BANGOR	WLBZ	X			
40 PORTLAND	WCSH	1	1	X	3
MD. 52 BALTIM'RE	*WBAL	4	X	X	7
6 BALTIMORE	WCAO	1	2	4	5
MASS. 45 SPRINGFIELD	WBZ	D	X	X	7
5 BOSTON	WEEL	1	1	X	W
69 BOSTON	WNAC	1	2	4	5
4 WORC'TER	WTAG	1	1	X	3
MICH. 87 BAY CITY	WBCM	1			
70 DETROIT	WGHP	1	2	4	5
21 DETROIT	WJR		X		7
38 DETROIT	WWJ	1	1		3
MINN. 27 MINNEAP.	WCCO	M	2	4	5
92 ST. PAUL	KSTP	1	1	X	7
MISS. 73 JACKSON	WJDX	1	1		
MO. 41 KAN. CITY	KMBC	1	2	4	5
7 KAN. CITY	WDAF	1	1	X	P
55 ST. LOUIS	KMOX	X	X	4	5
1 ST. LOUIS	*KSD	1	1	X	X
81 ST. LOUIS	KWK	4	X	X	7
NEBR. 5 OMAHA	*WOW	1	1	X	M
CENTRAL TIME		7 7 8 8 30 8 30			
*Divides Time with Another Station					

**RADIO PERSONALITIES**

PROBABLY few of the many radio listeners who are applauding the work of David Ross, now one of the most popular announcers heard over the Columbia System, know that this young man is a poet whose work has appeared in such magazines as *The Nation*, *The New Republic*, *American Caravan* and a score of others that use poetry with real discrimination. In fact, it was as a poet that Mr. Ross first came before the microphone to read some of his own verse. His engagement as an announcer followed almost immediately. He was instantly popular. Columbia engaged him and his audience became nation-wide.

In an exclusive interview for **WHAT'S ON THE AIR**, Mr. Ross gives a glimpse of the rough road that lay before his radio success:

"My early life was a struggle against poverty. As a newsboy I had to rise at 5 A. M. every morning for about ten years. Rain, storm, hail, snow or blizzard always found me up delivering my newspapers. And yet the mornings always found me singing—and when the day was too bitter for comfort I sang to keep up my courage.

"After going through grammar and high school, I matriculated at C. C. N. Y., and later enrolled at Rutgers for an agricultural course, which, proving distasteful, I discontinued. I have had a variety of occupational experiences, such as coach of dramatics at a

settlement; supervisor at an orphan asylum, where I felt more orphaned than the pathetic little inmates, and social secretary to a Russian baroness.

"From the earliest days I was busy making up stories and rhymes. It was only during my late adolescence that I became deeply interested in literature. In successive years I was an actor, advertising and copy writer for a book publisher, associate editor for a nationally known student magazine. In the meantime my poems began to appear in various magazines. Then came my opportunity to fill in over the radio, and, as a result, my engagement as announcer."

Critics far and wide have nominated Ross for the diction award this year. His voice, because of its deep, resonant tones, has won widespread praise from radio fandom.

David Ross owes much of his fame to Arabesque and its introduction—it is this introduction that brought out Ross' wonderful intonation.

HER first job was in a place where rolls for player pianos were made. As the new song hits came in to be made into rolls, she learned them. One day the boys in the office, knowing the boss was out, put her on top of a desk and begged her to sing for them. She was just finishing a snappy number when the boss came back. He promptly fired her.

Thus Helen Kane's first attempt to sing in public ended in disaster. Her boss must feel rather crestfallen if he remembers the beautiful little girl with great, starry eyes, who was "boop boopa dooping" that day in his office. For now every boop is set in platinum and she is Hollywood's Helen and Broadway's sugar Kane.

Her voice goes just as well over the air as it does over the footlights. That is why the *Eveready Hour* recently featured her on its program.

Believe it or not, Helen Kane got off to a difficult start. There were no brass bands, orators or parades of visiting firemen up Broadway after her first appearance. She admits it herself in a very frank biography that is a refreshing viewpoint on her character. For a long time after getting the gate from the big piano-roll man, her attempts to crash into big time were thrown for a loss. But some person sensitive to beauty in all its forms finally heard and saw the beautiful Helen and the thousand ships were launched. Yes, they have all come in.

Does a baby voice pay? Boop, boopa, doop!



DAVID ROSS, a favorite CBS announcer, has made an uphill climb.

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.)
- Frederick Wm. Wile (Last 15 min.)  
Political observations.
- 2 Douglas Shoemakers  
This feature has a novel signature done by a real colored tap dancer.
- 3 The Statistician
- 4 True Detective Mysteries  
Dramatization of famous crimes.
- 5 The De Voe Redskins  
Ben Selvin and orchestra with vocal soloists.

April  
3, 10, 17, 24

THURSDAY



# The Douglas Shoemakers

Thursdays at 8:30 P. M., E. S. T., over the Columbia System

**T**HE Douglas Shoemakers, comedy musicians, have bounded into radio's limelight with a new stunt called the "Jack-rabbit Tempo."

When the Douglas Shoemakers spring this trick the listener is given the impression that the boys are jumping about madly in the studio after a rabbit who is leaping from one instrument to another. When this imaginary rabbit lands on any instrument, the Douglas Shoemaker playing it loses all control and plays the hottest thing he knows in the effort to singe the hair on the rabbit's tail. The Shoemaker who succeeds in singeing bunny's tail wins a prize of one unbleached rabbit's foot, which is pinned on his lapel with much ceremony and handshaking.

Sizzling tap dances by "Singin' Feet," the high-brown comedian of the Douglas Shoemakers, will bring to listeners shades of Bert Williams, Billy B. Van and George Primrose, show stars of yesterday, who coached this entertainer when he was a pickaninny dancer in their performance.

The most famous dance of "Singin' Feet" is his interpretation of the new craze, "Radio Rhythm." With the Douglas Shoemakers playing that fascinating new tune, the tap-tap-tap comes on and tantalizes the resin-board with a trick break-time shuffle, while the boys urge the dancer on to a break-neck finish.

Radio's original long drink of water, Gordon Graham, is head man of the Douglas Harmonizers. His helpmates in harmony are a boisterous baritone and a handsome tenor with a weakness for studio gossip. They're Gordon,



"Singin' Feet."

Bunny and Dave, the boys who have been taking the air over many stations in the East.

Arthur J. Hubbard, the renowned master who trained the concert voices of Charles Hackett and Roland Hayes, developed what he sincerely believes to be the most beautiful tone quality in any baritone he had ever heard in John Herrick, the young artist who will sing every week with the Douglas Shoemakers.

Earle Nelson, the crooning ukulele player on the Douglas program, is a fascinating young man with a fascinating past. Until radio attracted him, he spent his days working in a print-shop, and his evenings humming and crooning bits of songs to his friends. Now his genial manner and his marvelous voice have transformed him into radio's Prince of Crooners, and a highly touted master of ceremonies on the Atlantic Seaboard.

**1 Fleischmann Sunshine Hour**

Rudy Vallee and his orchestra. Announcer, Graham McNamee.

**2 To Be Announced**

**3 Jack Frost Melody Moments**

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

**4 Golden Gems**

Elsie Baker, contralto; Theodore Webb, baritone; orchestra direction, Hugo Mariani. Announcer, Alwyn E. W. Bach.

**5 To Be Announced**

**6 To Be Announced**

**7 Maxwell House Melodies**

Orchestra direction, Harold Sanford; soprano soloist; male quartet; mixed ensemble of eight voices. Announcer, Edmund Ruffner.

8 8 9 9 30 30				EASTERN TIME	
MV	MV	V	M	WOR	NEWARK 17 N. J.
1	1	X	3	WGR	BUFFALO 1 N. Y.
1	2	4	5	WKBW	BUFFALO 94
				*WMAK	BUFFALO 36
3	2	4	5	WABC	NEW YORK 32
1	1	2	3	WEAF	NEW YORK 12
4	5	6	7	WJZ	NEW YORK 22
V	X	7		WHAM	ROCH'TER 61
V	M	4		*WHEC	ROCH'TER 90
1	1		3	WGY	SCHEN'DY 25
		4	5	*WFBL	SYRACUSE 82
1	1	X	7	WBT	CHARLOT 54 N. C.
1	1			WPTF	RALEIGH 14
1	2	X	X	WWNC	ASHE'LE 3
M	2	4	5	WADC	AKRON 78 OHIO
1	1	R	R	*WFJC	AKRON 91
1	2	4	5	WKRC	CINCINNATI 1
X	X	M	7	WLW	CINCINNATI 16
1	1	X	3	WSAI	CINCINNATI 79
R	2	4	5	WHK	CLEVEL'D 85
1	1	X	3	WTAM	CLEVEL'D 53
				WAIU	COLUMB'S 10
X	X	X		*WCAH	COLUMB'S 89
X	2	4	5	WSPD	TOLEDO 80
1	X	X	X	*WKBN	YO'NGST'N 3
X	2	X	X	KFJF	OKLA.CITY 94 OKLA.
1	1	X	X	WKY	OKLA.CITY 36
		X	X	*KVOO	TULSA 60
X	X	X	X	*WHP	HARRISB'G 89 PA.
1	2	4	5	WLBW	OIL CITY 72
D	D	4	5	WCAU	PHILAD. 63
M	E	T	D	*WFAN	PHILAD. 7
1	1	X	3	*WLIT-WFI	PHIL. 2
4	X	X	7	KDKA	PITTSB'GH 44
1	1	X	3	WCAE	PITTSB'GH 68
1	2	4	5	WJAS	PITTSB'GH 75
1	2	4	5	WEAN	PROVID'NCE 24 R. I.
1	1	X	3	WJAR	PROVID'NCE 35
1	2			WDOD	CHATTA. 74 TENN.
1	1	X	7	WMC	MEMPHIS 24
1	2			*WREC	MEMPHIS 6
1	2	W	L	*WLAC	NASHV'LE 93
1	1	X	7	WSM	NASHV'LE 11
	2			*KRLD	DALLAS 50 TEX.
				*WFAA	DALLAS 26
1	1	X	7	*WBAP	FT.WORTH 26
1	1	2	3	KPRC	HOUSTON 38
X	2	D	X	*KTSAS	ANTONIO 75
1	1	X	7	WOAI	SANTONIO 65
1	2	X	X	*WTAR	NORFOLK 24 VA.
1	1	X	7	WRVA	RICHM'D 57
1	2	P	P	WDBJ	ROANOKE 39
1	1		7	*WEBC	SUPER'R 74 WISC.
1	2	4	V	*WISN	MILWAU. 58
1	1		7	WTMJ	MILWAU. 8
7 7 8 8 30 30				CENTRAL TIME	
				*Divides Time with Another Station	

**THURSDAY** April 3, 10, 17, 24

EASTERN TIME		10	10	11	11
		30	30	30	30
CAN-690 TORONTO	CKGW	MP	MP	2	2
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI				
39 BIRM'HAM	WBRC	1	2	3	4
ARK. 50 HOT SPCS	*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	X	X	X	X
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		
76 MIAMI 3.	WIOD	1	1		
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	1	1	X	5
ILL. 48 CHICAGO	KYW	1	1	X	5
23 CHICAGO	*WBBM	X	X	3	D
33 CHICAGO	*WENR	X	X	X	X
18 CHICAGO	WGN	3	3	N	D
2 CHICAGO	*WIBO	P	M	D	D
33 CHICAGO	*WLS				
13 CHICAGO	WMAQ	M	W	WD	5
IND. 62 FT. WAY'E	*WOWO	1	2	3	
69 IND'PLS	*WFBM	X	X	3	4
IOWA 72 C. BLUFFS	KOIL	1	2	3	4
Davenport 46 Des Moines	WOC-WHO	1	1	6	
6 WATERLOO	WMT	1	2	3	4
KANS. 68 LAWREN'E	*WREN	3	3	6	5
4 TOPEKA	*WIBW	1	2	3	4
76 WICHITA	*KFH	1	2	3	4
KY. 95 COV'TON	*WCKY	3	3		
28 LOUISVILLE	WHAS	1	1	6	5
LA. 71 N. ORLEANS	WDSU	X	X	X	X
78 N. ORLEANS	WSMB	1	1	X	5
ME. 8 BANGOR	WLBZ				
40 PORTLAND	WCSH	1	1	O	N
MD. 52 BALTIM'RE	*WBAL	3	3	VM	O
6 BALTIMORE	WCAO	1	2	3	4
MASS. 45 SPRINGFIELD	WBZ	3	3	E	D
5 BOSTON	WEEL	1	1	N	X
69 BOSTON	WNAC	1	2	3	D
4 WORC'TER	WTAG	1	1	N	X
MICH. 87 BAY CITY	WBCM	1	2	3	4
70 DETROIT	WGHP	1	2	3	4
21 DETROIT	WJR	3	3		
38 DETROIT	WWJ	1	1	2	2
MINN. 27 MINNEAP.	WCCO	1	M	3	4
92 ST. PAUL	KSTP	1	1	D	5
MISS. 73 JACKSON	WJDX				5
MO. 41 KAN. CITY	KMBC	1	2	3	4
7 KAN. CITY	WDAF	1	1	6	5
55 ST. LOUIS	KMOX	1	2	WN	D
1 ST. LOUIS	*KSD	1	1	2	2
81 ST. LOUIS	KWK	3	3	6	5
NEBR. 5 OMAHA	*WOW	1	1	6	2
CENTRAL TIME		9	9	10	10
*Divides Time with Another Station		30	30	30	30



DEVOE REDSKINS

Columbia, Thursdays at 9:30 p. m., E. S. T.

**H** "HEAP BIG CHIEF" BEN SELVIN and his orchestra, and Willard Amison, tenor, are the regular entertainers during the Devoe-Reynolds Paint Company half-hour.

Although only thirty years of age, Ben Selvin is a veteran in musical circles. He has been professionally a musician since, as a boy prodigy in knickerbockers, he won a gold medal on the concert stage. His orchestra has long been a "big-time" attraction, and was featured at Rector's, Healey's and the Cafe de Paris in the days when those places were at their height of popularity. In recent years this popular dance maestro has confined his musical activities to recordings and radio

work. He has recently completed his five-thousandth record, each one having an average circulation of fifty thousand copies. His "canning" of "Dardenella" was the first to ever pass the million-disk mark.

Contrary to the popular belief that a gifted artist is a failure in all matters pertaining to finance and industry, Ben Selvin has been a success in business. He is president of the Ben Selvin Real Estate Corporation, and is a director in three other land and title companies.

During the past season radio audiences have heard Willard Amison on a number of Columbia programs, including "Grand Opera Concert," "Cathedral Hour," and others.

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

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

◆ Dance music from New York

**1 Voice of Columbia**

Musical extravaganza. Dance and symphony orchestras with soloists.

**2 National Forum from Washington**

Prominent Government speakers on topics of national interest.

**3 Dream Boat**

Emery Deutsch and his orchestra.

**4 Dance Music from New York**

April  
3, 10, 17, 24

THURSDAY



THE AZTECS

A Columbia afternoon feature.

MY Mexican Aztecs are descendants of that mighty race which was at one time ruled by the great Emperor Tezuma, and which was conquered in the fifteenth century by Cortez and his Spanish cohorts, after a series of bitter struggles," declared Luis Zamudio, leader of this unusual group of musicians. "The Aztecs were in possession of a highly advanced civilization long before the coming of the Spanish conquerors, who destroyed that civilization and upon its ruins established one of their own, which, in reality, was a blending of the two."

Luis Zamudio, a baritone, has had quite an interesting life. Although forced to flee his country at one time during the many revolutions, he was also highly honored by one of the ruling governments of Mexico. This was when he was one of three singers sent to the United States at the expense of the Mexican Government to complete their musical education.

Fan mail from all parts of the country shows the great interest which people have in the particular type of music played by the Aztecs.

**1 R. C. A.—Victor Program**

Salon orchestra; direction, Nathaniel Shilkret. 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.

10 10 11 11 30 30 30 30				EASTERN TIME	
X	VM	D	MV	WOR	NEWARK 17 N. J.
1	1	2	2	WGR	BUFFALO 1 N. Y.
1	2	3	4	WKBW	BUFFALO 94
				*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	O	O	WHAM	ROCH'TER 61
				*WHEC	ROCH'TER 90
1	1			WGY	SCHEN'DY 25
1	2	3	4	*WFBL	SYRACUSE 82
1	1	2	2	WBT	CHARLOT 54 N. C.
				WPTF	RALEIGH 14
1	2	3	4	WWNC	ASHEV'LE 3
1	2	3	D	WADC	AKRON 78 OHIO
1	1	X	X	*WFJC	AKRON 91
1	2	3	4	WKRC	CINCINNATI 1
VM	B	6	VM	WLW	CINCINNATI 16
1	1			WSAI	CINCINNATI 79
1	2	3	D	WHK	CLEVEL'D 85
1	1	2	2	WTAM	CLEVEL'D 53
				WAIU	COLUMB'S 10
				*WCAH	COLUMB'S 89
1	2	3	4	WSPD	TOLEDO 80
1	2	3		*WKBN	YO'NGST'N 3
X	X	X	X	KFJF	OKLA CITY 94 OKLA.
1	1	6	5	WKY	OKLA.CITY 36
1	1	X	X	*KVOO	TULSA 60
1	2	3	4	*WHP	HARRISB'G 89 PA.
1	2	3	4	WLBW	OIL CITY 72
1	2	D	D	WCAU	PHILAD. 63
1	2	P	P	*WFAN	PHILAD. 7
1	1	2	2	*WLIT-WFI	PHIL 2
3	3	4	4	KDKA	PITTSB'GH 44
1	1	2	2	WCAE	PITTSB'GH 68
1	2	3		WJAS	PITTSB'GH 75
1	2	3	4	WEAN	PROVID'NCE 24 R. I.
1	1	N	X	WJAR	PROVID'NCE 35
1	2	3	4	WDOD	CHATTA. 74 TENN.
1	1	6	5	WMC	MEMPHIS 24
1	2	3	4	*WREC	MEMPHIS 6
1	2	3		*WLAC	NASHV'LE 93
1	1	X	5	WSM	NASHV'LE 11
				*KRLD	DALLAS 50 TEX.
		6	5	*WFAA	DALLAS 26
1	1	X	X	*WBAP	FT.WORTH 26
1	1	6	5	KPRC	HOUSTON 38
X	X			*KTSAS	SANTONIO 75
1	1	6	5	WOAI	SANTONIO 65
D	D			*WTAR	NORFOLK 24 VA.
1	1	2	2	WRVA	RICHM'D 57
1	2	3	4	WDBJ	ROANOKE 39
1	1		5	*WBCB	SUPER'R 74 WISC.
1	2	3	4	*WISN	MILWAU. 58
1	1	M	5	WTMJ	MILWAU. 8
9	9	10	10	CENTRAL TIME	
30	30	30	30	*Divides Time with Another Station	

FRIDAY

April 4, 11, 18, 25

EASTERN TIME		6 6 7 7 30 30			
CAN. 690 TORONTO	CKGW	1	N	7	4
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	N	E	8	4
39 BIRM'HAM	WBRC	1	4	5	E
ARK. 50 HOT SPGS.	*KTHS	X	X	X	X
85 L'TLE ROCK	*KLRA	1	4	5	X
COLO. 29 DENVER	KOA	1	X	X	4
2 DENVER	KLZ	1	4	5	X
CONN. 52 HARTFORD	*WTIC	X	X	P	4
D. C. 9 WASH'TON	WMAL	N	P	5	X
41 WASH'TON	WRC	1	2	7	4
FLA. 36 JACK'VLE	WJAX			7	4
76 MIAMI B.	WIOD			7	X
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	X	X	3	4
ILL. 48 CHICAGO	KYW	X	X	X	X
23 CHICAGO	*WBBM	X	X	X	X
33 CHICAGO	*WENR	X	X		
18 CHICAGO	WGN	T	C	C	D
2 CHICAGO	*WIBO			8	4
33 CHICAGO	*WLS			X	X
13 CHICAGO	WMAQ	C	M	EM	M
IND. 62 FT. WAY'E	*WOWO				
69 IND'PLS	*WFBM	X	4	5	X
IOWA 72 C. BLUFFS	KOIL	N	N	5	V
Davenport 46 Des Moines	WOC-WHO				
6 WATERLOO	WMT			4	5
KANS. 68 LAWREN'E	*WREN	5	5	8	9
4 TOPEKA	*WIBW	X	X	5	X
76 WICHITA	*KFH	IN	4	X	X
KY. 95 COV'TON	*WCKY	X	X	6	9
28 LOUISVILLE	WHAS	1	X	D	4
LA. 71 N. ORLEANS	WDSU	X	X	X	X
78 N. ORLEANS	WSMB	X	X	3	4
ME. 8 BANGOR	WLBZ	M	P	5	M
40 PORTLAND	WCSH	M	2	B	4
MD. 52 BALTIM'RE	*WBAL	VM	VM	M	
6 BALTIMORE	WCAO	E	4	5	X
MASS. 45 SPRINGFIELD	WBZ	E	P	6	9
5 BOSTON	WEEL	M	X	C	T
69 BOSTON	WNAC	M	M	NM	ME
4 WORCTER	WTAG	M	X	3	P
MICH. 87 BAY CITY	WBCM	1	4	5	
70 DETROIT	WGHP	D	P	5	6
21 DETROIT	WJR			7	
38 DETROIT	WWJ	1	X	3	4
MINN. 27 MINNEAP.	WCCO	C	C	5	M
92 ST. PAUL	KSTP	C	N	X	M
MISS. 73 JACKSON	WJDX			3	4
MO. 41 KAN. CITY	KMBC	1P	C	W	X
7 KAN. CITY	WDAF	CE	X	X	4
55 ST. LOUIS	KMOX	P	CP	V	X
1 ST. LOUIS	*KSD	1	X	3	4
81 ST. LOUIS	KWK	5	5	X	X
NEBR. 5 OMAHA	*WOW	M	M	C	4
CENTRAL TIME		5 5 6 6 30 30			
*Divides Time with Another Station					

RADIO PERSONALITIES

**M**AXINE BROWN, star of many musical productions and a radio broadcaster since 1923 (see picture on page 21), was one of the first leading women of musical comedy to forsake the stage to become a regular salaried radio entertainer.

She has been on the stage in one capacity or another since her fifth birthday. Born in Denver, she early developed a talent for singing and dancing, and appeared in many amateur performances in her home town. After playing in vaudeville, stock and dramatic productions in the middle West, she came to New York in an act billed as "The Ten Merry Youngsters." This Eastern debut was followed by three years in the motion pictures.

Miss Brown's career in musical comedy was begun with Jack Norworth and Lillian Lorraine, in "Odds and Ends," back in 1918. Next season she was cast opposite Donald Brian in "Buddies," with Peggy Wood and Wallace Eddinger; then followed the ingenue lead in the "Floradora" revival at the Century Theater, with Eleanor Painter and Walter Woolf. In 1921 she was with Charles Purcell, in "The Right Girl;" in 1922, "Sue, Dear," and a year later created the leading feminine role in "Moonlight."

It was while playing the title role in "Plain Jane" that Miss Brown came into prominence as a radio artist, making hasty trips from the theater to the broadcasting studio after each night's performance. She was the first to broadcast songs from an airplane to the astonishment of the earthly listeners; and, during her years on the air, the talented entertainer has sung almost twelve hundred songs over forty-seven different stations.

**E**DWARD DAVIES, baritone at WENR, Chicago, has had a life of striking contrasts. He was born in South Wales and his first public appearance was when he was fourteen years old. He sang in a song contest in a variety show in Trinidad, Col., and won a \$5 prize. Thereafter he was regularly employed by the show management and billed as "The World's Greatest Boy Soprano." Three years later he labored as a coal-miner near Denver, and still later ran away from home and went to work in steel-mills. During the war, a Canadian officer heard him sing at a concert for soldiers and sent him to Henry Hausley, organist at St. John's Cathedral at Denver. As a result, he became a soloist at the church. He has been on the stage, having been in the cast of the "Student Prince" at the Great Northern Theater of Chicago, and later traveled over the

Publix circuit. He has sung with the St. Louis Symphony Orchestra and the Milwaukee Symphony Orchestra, and in 1926 won the Rosa Raisa scholarship in Chicago. He comes from a family of singers, and his aunt, Mary Richards, is a noted Welsh contralto.

**H**ENRY BUSSE, the man who composed "Hot Lips," "Wang Wang Blues," and many other popular hits, has had a typical story-book career. Arriving in America a poor immigrant boy, unable to speak a word of English, his money gone, no friends upon whom he could call, he was forced to pawn his beloved cornet to buy food. The balance of his money went for a waiter's jacket so that he could go to work as a busboy. This, of course, was temporary, and at the first opportunity he left to accept a place with a small theater orchestra. This work led to vaudeville, and, while trouping the country, he one day played in San Francisco. While there he met Paul Whiteman and an instantaneous friendship sprang up between the two. They decided to cast lots together and organized a small orchestra which was the nucleus of the present Whiteman organization. In conjunction with Whiteman, he helped manage and direct the band until two years ago, when the spirit of ambition became stronger than ever, and he decided to create an organization of his own. Accordingly, he left Whiteman, gathered together a group of musicians, whipped them into shape and got a contract for the musical comedy "Say When." The show had a successful New York run for several months and then broke up. Show business was not exactly to his liking anyway, so he began casting about the country for something different. Detroit seemed to offer great possibilities, a good contrast was offered, he accepted, and, to make a long story shorter, there he is creating that ultra-modern and tuneful syncopation at midnight every night except Saturday and Sunday over WGHP.

**B**EN ALLEY, Columbia Broadcasting System staff tenor, believes implicitly in radio as the greatest entertainment medium extant, with the depths of its potentialities still unplumbed. Ben has been offered auditions by theatrical managers, vaudeville agents and opera impresarios, but he does not want to sing to so limited an audience after his years of reaching millions at a time. He maintains the inspiration that comes to him from singing to an audience that listens in from all over the country, and will soon listen in from all over the world, is beyond his powers of description.

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 dances)
- 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.)

3 Littman Orchestra  
Byron Holiday, tenor; Helen Richards, contralto.

4 Will Osborne and Park Central Orchestra  
Famous crooner in program of popular music.

5 Hotel Paramount Orchestra  
Dance music.

6 Howard Fashion Plates  
Beau Brummel set to music.

April 4, 11, 18, 25

FRIDAY



One of the famous "Smith Brothers" comes out from behind the brush to reveal a face full of freckles. He is BILLY HILLPOT, singer and comedian well known to radio listeners. We regret the absence of Hillpot's "side kick," Scrapy Lambert. We could not get his picture—the whiskers were in the way.

6 6 7 7 30 30				EASTERN TIME	
C	M	X	X	WOR NEWARK 17 N. J.	
X	X	X	4	WGR BUFFALO 1 N. Y.	
MN	D	D	D	WKBW BUFFALO 94	
1	4	5		+WMAKBUFFALO 36	
1	3	5	6	WABC NEW YORK 32	
1	X	3	4	WEAF NEW YORK 12	
5	5	6	9	WJZ NEW YORK 22	
N	D	7	P	WHAM ROCH'TER 61	
C	O	O	R	+WHECROCH'TER 90	
	X		4	WGY SCHEN'DY 25	
			6	+WFBL SYRACUSE 82	
X	X	7	X	WBT CHARLOT 54 N. C.	
		7		WPTF RALEIGH 14	
1	4	5	X	WWNC ASHEV'LE 3	
IN	4	P	V	WADC AKRON 78 OHIO	
X	X			+WFJC AKRON 91	
O	4	X	X	WKRC CINCINNATI 1	
D	M	E	X	WLW CINCINNATI 16	
X	X	X	4	WSAI CINCINNATI 79	
1	4	5	M	WHK CLEVEL'D 85	
X	X	X	X	WTAM CLEVEL'D 53	
				WAIU COLUMB'S 10	
O	P	X	X	+WCAH COLUMB'S 89	
X	X	X	M	WSPD TOLEDO 80	
X	P			+WKBN YO'NGST'N 3	
				KFJF OKLA.CITY 94 OKLA.	
X	X	X	X	WKY OKLA.CITY 36	
C	X	X	X	+KVOO TULSA 60	
1	4	5	M	+WHP HARRIS'B'G 89 PA.	
1	4	5	P	WLBW OIL CITY 72	
1	M	5	6	WCAU PHILAD. 63	
1	X	X	6	+WFAN PHILAD. 7	
N	X	X	4	+WLIT-WFI PHIL 2	
X	X	6	X	KDKA PITTS'B'GH 44	
1	X	E	4	WCAE PITTS'B'GH 68	
M	4	5	6	WJAS PITTS'B'GH 75	
			6	WEAN PROVID'NCE 24 R. I.	
1	X	D	E	WJAR PROVID'NCE 35	
1	4	5		WDOD CHATTA. 74 TENN.	
P	P	E	4	WMC MEMPHIS 24	
1				+WREC MEMPHIS 6	
X	X	E	C	+WLAC NASHV'LE 93	
X	X	3	4	WSM NASHV'LE 11	
				+KRLD DALLAS 50 TEX.	
				+WFAA DALLAS 26	
X	X	X	X	+WBAP FT.WORTH 26	
X	C	X	P	KPRC HOUSTON 38	
			X	+KTSASANTONIO 75	
X	X	N	D	WOAI SANTONIO 65	
P	N	P	T	+WTARNORFOLK 24 VA.	
X	X	7	W	WRVA RICH'M'D 57	
		4	5	M	WDBJ ROANOKE 39
				+WEBC SUPER'R 74 WISC.	
C	4	5	M	+WISN MILWAU. 58	
C	M	X	X	WTMJ MILWAU. 8	
5 5 6 6 30 30				CENTRAL TIME *Divides Time with Another Station	

- |   |   |
|---|---|
| <p><b>1 Black and Gold Room Orchestra</b><br/>Direction, Ludwig Laurier. Announcer, Edward Thorgersen.</p> <p><b>3 The Family Goes Abroad</b><br/>Comedy sketch of an American family; incidental music; direction, Frank Vagnoni.</p> <p><b>4 Raybestos Twins</b><br/>The Bonnie Laddies, vocal trio; Lannie Ross, tenor; orchestra direction, Sam Herman.</p> | <p><b>5 Books in the Limelight</b> (First 15 min.)<br/><b>Whyte's Orchestra</b> (Last 15 min.)<br/>Direction, Smith Ballew. Announcer, Martin Provensen.</p> <p><b>6 The Pepsodent Program</b> (First 15 min.)<br/>Amos 'n' Andy.<br/><b>Wallace Silversmiths</b> (Last 15 min.)</p> <p><b>7 The Pepsodent Program</b> (First 15 min.)</p> <p><b>8 Wallace Silversmiths</b> (Last 15 min.)</p> <p><b>9 Stars of Melody</b><br/>Astrid Fjelde, soprano; Judson House, tenor; Walter Preston, baritone; orchestra direction, George Dilworth.</p> |
|---|---|

FRIDAY

April 4, 11, 18, 25

# SPORTS on the Air in April



By JOSEPH ATOR

EASTERN TIME		8	8	9	9
		30	30	30	30
CAN-690 TORONTO	CKGW	1	1	6	M
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	E	E	6	7
39 BIRM'HAM	WBRC	1	M	3	3
ARK. 50 HOT SPGS.	*KTHS	X	1	X	X
85 L'TLE ROCK	*KLRA	1	X	3	3
COLO.29 DENVER	KOA	1	1	6	7
2 DENVER	KLZ	1	X	3	3
CONN.52 HARTFORD	*WTIC	1	1	2	3
D. C. 9 WASH'TON	WMAL	1	X	3	3
41 WASH'TON	WRC	1	1	2	3
FLA. 36 JACK'VLE	WJAX	X	5	6	7
76 MIAMI B.	WIOD	X	5	6	7
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	X	X	6	7
ILL. 48 CHICAGO	KYW	1	1	6	7
23 CHICAGO	*WBBM	X	X	T	M
33 CHICAGO	*WENR		X	X	X
18 CHICAGO	WGN	M	D	D	M
2 CHICAGO	*WIBO	4	D	2	X
33 CHICAGO	*WLS	M	M	X	
13 CHICAGO	WMAQ	1	X	3	3
IND. 62 FT.WAYE	*WOWO			3	3
69 IND'PLS	*WFBM	1	X	X	X
IOWA 72 C. BLUFFS	KOIL	1	X	3	3
Davenport 46 Des Moines	WOC-WHO	1	1	2	
6 WATERLOO	WMT	1			
KANS.68 LAWRENCE	*WREN	4	5	6	7
4 TOPEKA	*WIBW	1	X	3	3
76 WICHITA	*KFH	1	P	3	3
KY. 95 COV'TON	*WCKY			P	X
28 LOUISVILLE	WHAS	X	X	6	7
LA. 71 N. ORLEANS	WDSU	X	X	3	3
78 N. ORLEANS	WSMB	X	X	6	7
ME. 8 BANGOR	WLBZ	1			
40 PORTLAND	WCSH	1	1	2	3
MD. 52 BALTIM'RE	*WBAL				
6 BALTIMORE	WCAO	1	X	3	3
MASS.45 SPRINGFIELD	WBZ	P	V	6	7
5 BOSTON	WEEI	1	1	2	3
69 BOSTON	WNAC	1	X	3	3
4 WORCTER	WTAG	1	1	2	P
MICH.87 BAY CITY	WBCM	1			
70 DETROIT	WGHP	1	X	3	3
21 DETROIT	WJR			6	7
38 DETROIT	WWJ	1	1	2	
MINN.27 MINNEAP.	WCCO	M	C	3	3
92 ST. PAUL	KSTP	1	1	6	7
MISS. 73 JACKSON	WJDX				7
MO. 41 KAN. CITY	KMBC	1	X	3	3
7 KAN. CITY	WDAF	1	1	2	X
55 ST. LOUIS	KMOX	1	X	3	3
1 ST. LOUIS	*KSD	1	1	2	
81 ST. LOUIS	KWK	X	5	6	7
NEBR.5 OMAHA	*WOW	1	1	2	3
CENTRAL TIME		7	7	8	8
*Divides Time with Another Station		30	30	30	30

THE famine is over. April brings a radio feast for sport fans—at least for those that take their baseball to heart. Play starts April 15 this year in the major leagues, and the generally bad marksmanship of the dignitaries who throw the first ball, and all the subsequent festivities, will be chronicled in most parks by the gentlemen who crouch behind the microphones.

So far as the majors are concerned, fans in the Western divisions will be more fortunate this year than will those in the East. Several of the Eastern clubs have never been brought around to the viewpoint that broadcasting is a help rather than a blight on their gate receipts, and the mikes are under a ban in several of their parks.

On the other hand, look at the situation in Chicago. The municipal enthusiasm for the Cubs is such that last year no less than five stations were presenting reports from their park. Even the lowly White Sox got consideration from three stations. In spite of the dismal World's Series last fall, the National League entry will be followed by WBBM, WMAQ, WGN and WCFL in its home engagements this year. Also, Cub fans will be the only ones presented with play-by-play reports of the team's out-of-town games. WBBM, the Chicago *Times*-Columbia chain station, started this last year through broadcasts from Chicago of detailed telegraph reports from the field of play, and did it in a very interesting manner. WMAQ and WGN will broadcast the home games of the White Sox.

Such a surfeit of baseball broadcasts in the city led executives of KYW last year to the conclusion that there might be a few radio owners who would like to listen to something besides balls and strikes in the afternoon. Accordingly, they cut their reports down to

short, but complete, summaries of each inning, interspersed in another program. They will give these for the home and foreign games of both local teams.

Down in St. Louis the crusade which Phil Ball, of the American League club, attempted to start against all broadcasting from parks in his league has had the effect of barring Saturday, Sunday and holiday broadcasts from the park of the other league. KMOX and KWK will put on week-day accounts of the Cardinals' games, however. WIL, which also broadcast these games last year, has not reported its decision on baseball this year. KMOX and KWK put on broadcasts of the Browns' games also last year, and are reported to have paid the club for the privilege; but whether they are to do so this season, in view of President Ball's stand, remains in doubt at this writing.

As for the rest of the American League, the Tigers and Indians will be broadcast by WJR at Detroit, and WTAM at Cleveland, respectively. The folks who are pulling for the Red Sox to win an occasional game—and it is said that a few such optimists still live—can follow them over WNAC at Boston, and WEAN at Providence, R. I. And that's probably the most painless method possible of following the fortunes of that luckless crew.

The Yankees permit broadcasts of World's Series—more optimists—and opening games only. The Athletics bar broadcasting, and none is arranged so far at Washington.

In the National League no broadcasting arrangements have been made so far at Cincinnati, but it is likely that WLW will make some, since they did so last year, and the owners of the Reds are not rabidly opposed to the practice. WCAU broadcast the Phillies on Tuesdays, Thursdays and Saturdays last year, which was probably as often as they could persuade their sport announcer to go look at

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 U. S. Navy Band Concert**

From barracks at Washington, D. C.; direction, Lieut. Charles Benter.

**3 True Story Hour**

Adventures of Mary and Bob.

the Phillies, but that hook-up is still to be signed up this season.

WNAC will put on the home games of the Boston Braves. The Giants, like the Yankees, have long been opposed to broadcasting in New York, and Pittsburgh this year joins the war against the microphones, although the Pirates let WJAS put a mike in the park last year, and was one of the first clubs to go for it, in fact. KDKA broadcast baseball there way back in 1922. No report from Brooklyn.

Business has been falling off steadily for years in the minor leagues, and that has put a double bar in the way of broadcasting—the objection of the clubs, fearing a cut in gate receipts, and the disinclination of the stations themselves to bother with it. The Texas League, for instance, has barred all broadcasting from its parks this year. However, neither the International League nor the American Association has any general rule against the mikes, and home games will be broadcast in a number of cities in those circuits.

◆

The stations which attempted to fox the Madison Square Garden Corporation by broadcasting accounts of its Sharkey-Scott fight at Miami from telegraph reports, after the Garden officials had refused broadcasting privileges, didn't do such a good job of it. The announcers, apparently new to that sort of thing, read their bulletins of the horrid affair the moment they were handed to them, instead of letting the detail pile up until they could elaborate and give an interesting account of the proceedings.

During the seven-minute wait caused by funny goings-on in the third round, the announcer to which this writer listened talked about everything from the price of wheat to the reptiles of Patagonia, stalling for time. Before they try it again, it is recommended that these gentlemen tune in on WBBM's out-of-town baseball accounts and see what is possible in that sort of broadcasting.

◆

As I stated last month, I can't see the broadcast of an ordinary track meet as a highly exciting affair. But the faster action of relay races should pep up this branch of sport broadcasting considerably. Radio accounts of the

Kansas relays on April 19, and the Drake and Penn affairs, both of which take place April 26, should be interesting.

◆

Dave Barry, the Chicago referee who counted the famous fourteen in the Tunney-Dempsey fight at Chicago, has been trying to tell people about it, with but little success, ever since. He finally got his chance over the radio when he appeared in a burlesque sport skit put on the Columbia chain by the Alemite Company in introducing one of its new products. But before he got his chance, poor Dave had to count fourteen again over the fallen loser in the skit.



FOSTER W. HEWITT, sports announcer for CFCA (Daily Star), Toronto. Mr. Hewitt has broadcast rugby, hockey, baseball, boxing bouts and racing for the past six years over the Star's station. He has handled all sporting and national events of importance in Canada for the past six years, and has announced the last three Wrigley Marathon swims from the Canadian National Exhibition.

April 4, 11, 18, 25

FRIDAY

8 8 9 9 30 30				EASTERN TIME	
VW	DV	MW	VN	WOR	NEWARK 17 N. J.
1 1 2				WGR	BUFFALO 1 N. Y.
W	M	B	B	WKBW	BUFFALO 94
1		3	3	*WMAK	BUFFALO 36
1	X	3	3	WABC	NEW YORK 32
1	1	2	3	WEAF	NEW YORK 12
4	5	6	7	WJZ	NEW YORK 22
D	5	6	7	WHAM	ROCHTER 61
P	L	3	3	*WHEC	ROCHTER 90
		2	3	WGY	SCHEN'DY 25
		3	3	*WFBL	SYRACUSE 82
X	5	6	7	WBT	CHARLOT 54 N. C.
				WPTF	RALEIGH 14
1	X	3	3	WWNC	ASHE'LE 3
1	X	3	3	WADC	AKRON 78 OHIO
		X	3	*WFJC	AKRON 91
1	X	3	3	WKRC	CINCINNATI 1
P	5	6	T P	WLW	CINCINNATI 16
1	1	2	VM	WSAI	CINCINNATI 79
1	X	3	3	WHK	CLEVEL'D 85
1	1	X	X	WTAM	CLEVEL'D 53
				WAIU	COLUMB'S 10
X	X	X	X	*WCAH	COLUMB'S 89
M	X	3	3	WSPD	TOLEDO 80
		3	3	*WKBN	YO'NGST'N 3
1	1	6	7	KFJF	OKLA.CITY 94 OKLA.
X	X	X	X	WKY	OKLA.CITY 36
1	X	X	X	*KVOO	TULSA 60
1	X	3	3	*WHP	HARRIS'B'G 89 PA.
1	X	3	3	WLBW	OIL CITY 72
1	X	3	3	WCAU	PHILAD. 63
1	X	3	3	*WFAN	PHILAD. 7
1	1	2	3	*WLIT-WFI	PHIL 2
X	5	6	7	KDKA	PITTSB'GH 44
1	1	2	V	WCAE	PITTSB'GH 68
1		3	3	WJAS	PITTSB'GH 75
1		3	3	WEAN	PROVID'NCE 24 R. I.
1	1	2	3	WJAR	PROVID'NCE 35
1	1	3	3	WDOD	CHATTA. 74 TENN.
P	P	6	7	WMC	MEMPHIS 24
1		3	3	*WREC	MEMPHIS 6
1	D	3	3	*WLAC	NASHV'LE 93
4	P	6	7	WSM	NASHV'LE 11
		3	3	*KRLD	DALLAS 50 TEX.
1	1	6		*WFAA	DALLAS 26
X	X	X	X	*WBAP	FT.WORTH 26
1	1	6	7	KPRC	HOUSTON 38
X	X	3	3	*KTSAS	ANTONIO 75
1	1	6	7	WOAI	ANTONIO 65
X	X	3	3	*WTAR	NORFOLK 24 VA.
T	5	6	7	WRVA	RICHM'D 57
1	VM	3	3	WDBJ	ROANOKE 39
1	1	6	7	*WBCB	SUPER'R 74 WISC.
X	X	3	3	*WISN	MILWAU. 58
1	1	6	7	WTMJ	MILWAU. 8
7	7	8	8 30 30	CENTRAL TIME *Divides Time with Another Station	

1 Cities Service Concert Orchestra

Jessica Dragonette and the Cavaliers; orchestra direction, Rosario Bourdon. Announcer, Edward Thorgersen.

2 Clicquot Club Eskimos

Orchestra direction, Harry Reser.

3 Old Company's Songalogue

Charles Harrison and Lambert Murphy, tenors; Vernon Archibald, baritone; Frank Croxton, bass; Arthur Leonard, pianist. Announcer, Milton J. Cross.

4 The Pickard Family

Southern folk songs; novelty orchestra. Announcer, Thomas Breen, Jr.

5 Natural Bridge Program (Last 15 min.)

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, Sen Kaney.

FRIDAY

April 11, 18, 25

Credentials of Creators of National Radio Home-makers Club Programs Presented by Eve M. Conradt-Eberlin

THE Magazine of the Air," which is the official title of the twenty-six programs broadcast every morning from Monday to Friday by the National Radio Home-makers Club over the Columbia System, takes the place of a club magazine for the hundred thousand women members scattered throughout every State in the Union. This novel "air" magazine is organized exactly the same as any printed periodical, with an editor-in-chief, who is Ida Bailey Allen, president of the Home-makers, and a competent staff of assistant editors for the various departments.

Since 1928, Mrs. Allen, who is one of the outstanding authorities on home economics, has devoted most of her time to the National Radio Home-makers Club, which she inaugurated on September 25 of that year. When she is not preparing her daily talks and attending to the hundred and one other duties of an editor of a nation-wide magazine, Mrs. Allen answers personally that portion of the club's fan mail which is addressed to her.

Grace White, who conducts the *High Gear, Scales and Measures* and *Three Men in a Tub* broadcasts each week, is a graduate of the School of Domestic Science of Boston, and has also studied at Teachers' College, Columbia University. She has been food supervisor and dietitian for the Childs restaurants, instructor in domestic science in several settlement houses in Boston, and is a well-known home-service lecturer.

We next interviewed Janet Lee, who is in charge of the entertaining, etiquette and special diet departments of the air magazine. She is a graduate in home economics from the University of Toronto, and a graduate dietitian of the Peter Bent Brigham Hospital of Boston. Before joining the club's staff, Miss Lee was dietitian for several hospitals and also managed a tearoom in Toronto. Now she is kept busy informing herself on the latest wrinkles in entertaining and etiquette, which change with the changing seasons, so she can pass the very newest information on to her vast, invisible audience. In the period every Monday morning at 11:45, called *Your Diet*,

advice is given on the proper diet for every type of individual.

No woman's magazine would be worthy of its name without ample departments devoted to beauty and fashion. In the "Magazine of the Air" these two important subjects are discussed by a young woman well versed in both. Carolyn Cornell received the greater part of her education abroad, principally in France, where most of our fashions in clothes and faces are originated. Since that time she has continued her work both here and in Paris, staging fashion shows and studying the needs of American women. Her fashion work brought her in close contact with beauty problems, and on her travels Miss Cornell has picked up the beauty secrets of women of all nations.

Children also come in for their share of attention in the air magazine's programs. The *Children's Corner*, at 11:30 Monday mornings, is so devised that the youngsters at home are kept amused while their mothers listen to the excellent advice of the club's child psychologist, Louise Baker. Her talks are interpolated with the charming poems of A. A. Milne, set to music and sung by Stanley Maxted, especially for the little ones. Mrs. Baker is a graduate of both Vassar College and the New York School of Philanthropy, and has made special studies of child psychology in London and Munich. In Italy she spent two years working for the American Red Cross Civilian Relief, establishing homes for the orphans of Italian soldiers. During this period she published a report of child labor in Italy.

The interior decorating, handicraft and pin-money-making programs are under the direction of Joan Barrett, who has studied these subjects both at Pratt Institute in New York and at l'Ecole des Beaux Arts at Fontainebleau, near Paris. For several years Miss Barrett has conducted arts and crafts classes for various institutions. Her broadcasts are known as *Harmonies and Contrasts*, on Mondays at 10:30; *The Pot of Gold*, on Tuesday mornings at 11:30, and *Busy Fingers*, at 10:30 Thursday morning.

EASTERN TIME		10 <sup>30</sup>	11 <sup>30</sup>
CAN-690 TORONTO	CKGW	M	M
ADA 730 MONTREAL	CKAC		
ALA. 60 BIRM' HAM	*WAPI		
39 BIRM' HAM	WBRC	1	2
ARK. 50 HOT SPCS	*KTHS	4	5
85 L'TLE ROCK	*KLRA	1	2
COLO. 29 DENVER	KOAA	4	5
2 DENVER	KLZ	1	2
CONN. 52 HARTFORD	*WTIC	X	M
D. C. 9 WASH' TON	WMAL	X	2
41 WASH' TON	WRC		5
FLA. 36 JACK' VLE	WJAX	X	5
76 MIAMI B.	WIOD	X	5
GA. 35 ATLANTA	WGST	1	
20 ATLANTA	WSB	4	5
ILL. 48 CHICAGO	KYW	4	5
23 CHICAGO	*WBMM	D	D
33 CHICAGO	*WENR	X	X
18 CHICAGO	WGN	T	P
2 CHICAGO	*WIBO	P	D
33 CHICAGO	*WLS		
13 CHICAGO	WMAQ	1	X
IND. 62 FT. WAY'E	*WOWO	1	2
69 IND' P'LS	*WFBI	X	X
IOWA 72 C. BLUFFS	KOIL	1	2
Davenport	WOC-WHO		2
46 Des Moines			
6 WATERLOO	WMT	X	2
KANS. 68 LAWREN'E	*WREN	4	5
4 TOPEKA	*WIBW	X	2
76 WICHITA	*KFH	X	2
KY. 95 COV' TON	*WCKY	X	6
28 LOUISVILLE	WHAS	4	X
LA. 71 N. ORLEANS	WDSU	1	X
78 N. ORLEANS	WSMB	4	5
ME. 8 BANGOR	WLBZ		
40 PORTLAND	WCSH	X	2
MD. 52 BALTIM' RE	*WBAL		
6 BALTIMORE	WCAO	1	2
MASS. 45 SPRINGFIELD	WBZ	4	5
5 BOSTON	WEEL	M	O
69 BOSTON	WNAC	1	2
4 WORC' TER	WTAG	X	2
MICH. 87 BAY CITY	WBCM	X	2
70 DETROIT	WGHP	1	2
21 DETROIT	WJR	4	5
38 DETROIT	WWJ		2
MINN. 27 MINNEAP.	WCCO	X	2
92 ST. PAUL	KSTP	4	5
MISS. 73 JACKSON	WJDX		5
MO. 41 KAN. CITY	KMBC	1	2
7 KAN. CITY	WDAF	X	2
55 ST. LOUIS	KMOX	1	2
1 ST. LOUIS	*KSD		
81 ST. LOUIS	KWK	4	5
NEBR. 5 OMAHA	*WOW	X	2

CENTRAL TIME  
\*Divides Time with Another Station  
9<sup>30</sup> 10<sup>30</sup>

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 At Sign of Green and White  
Featuring Norman Brokenshire and musical program.
- 2 Curtis Institute of Music  
Artist-pupils from the famous school.
- 3 Dance Music
- 4 Dance Music from New York
- 5 New York Herald Tribune Observer
- 6 Lyons and Lyons Present  
Theatrical and vaudeville stars.

April  
4, 11, 18, 25

FRIDAY

# National Radio HomeMakers Club



Mrs. Louise Baker



Ida Bailey Allen



Joan Barrett



Grace White



Meets every week-day except Saturday, from 10 a. m. to 12 noon, Eastern Standard Time, over the Columbia Broadcasting System.

Janet Lee

**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 Kodak Program**

(Begins April 11.)

Orchestra direction, Nathaniel Shilkret; soprano soloist.

**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.

10 11 11				EASTERN TIME	
30 30 30					
O	9	D	MV		
X	3	X	X	WOR NEWARK 17	N. J.
M	D	X	4	WGR BUFFALO 1	N. Y.
1	2	3		WKBW BUFFALO 94	
1	2	5	4	*WMAK BUFFALO 36	
	2	3	3	WABC NEW YORK 32	
4	5	6	8	WEAF NEW YORK 12	
4	5	6	8	WJZ NEW YORK 22	
D				WHAM ROC'HTER 61	
				*WHEC ROC'HTER 90	
				WGY SCHEN'DY 25	
1				*WFBL SYRACUSE 82	
4	5	X	X	WBT CHARLOT 54	N. C.
	5			WPTF RALEIGH 14	
1	2	3	4	WWNC ASHEV'LE 3	
1	2	D	D	WADC AKRON 78	OHIO
X	X	3	3	*WFJC AKRON 91	
1	2	D	4	WKRC CINCINNATI 1	
4	5	V	X	WLW CINCINNATI 16	
X	X	X	X	WSAI CINCINNATI 79	
1	2	D	D	WHK CLEVEL'D 85	
X	X	3	3	WTAM CLEVEL'D 53	
				WAIU COLUMB'S 10	
X	V	D	O	*WCAH COLUMB'S 89	
1	2	3	4	WSPD TOLEDO 80	
				*WKBN YO'NGST'N 3	
1				KFJF OKLA.CITY 94	OKLA.
4	5	7	9	WKY OKLA.CITY 36	
4	5	7	X	*KVOO TULSA 60	
X	X	X	X	*WHP HARRIS'B'G 89	PA.
1	2	3	4	WLBW OIL CITY 72	
1	2	D	O	WCAU PHILAD. 63	
1	2	3	4	*WFAN PHILAD. 7	
X	X	X	X	*WLIT-WFI PHIL 2	
4	5	6	8	KDKA PITTSB'GH 44	
X	2	D		WCAE PITTSB'GH 68	
1	2	D		WJAS PITTSB'GH 75	
1	2	3	4	WEAN PROVID'NCE 24	R. I.
D	D	N	D	WJAR PROVID'NCE 35	
X	2	3	4	WDOD CHATTA. 74	TENN.
4	5	6	9	WMC MEMPHIS 24	
1	2	3	4	*WREC MEMPHIS 6	
1	2			*WLAC NASHV'LE 93	
4	5	7	9	WSM NASHV'LE 11	
			9	*KRLD DALLAS 50	TEX.
			9	*WFAA DALLAS 26	
4	5	7	X	*WBAP FT.WORTH 26	
4	X	7	9	KPRC HOUSTON 38	
D	D	X		*KTSAS ANTONIO 75	
4	5	M	9	WOAI ANTONIO 65	
1	D			*WTAR NORFOLK 24	VA.
X	5	D	D	WRVA RICHM'D 57	
1	2	3	4	WDBJ ROANOKE 39	
4	5		9	*WECB SUPER'R 74	WISC.
1	2	3	4	*WISN MILWAU. 58	
4	W	M	9	WTMJ MILWAU. 8	

9 9 10 10  
30 30 30 30

CENTRAL TIME  
\*Divides Time with Another Station

**SATURDAY** April 5, 12, 19, 26

# Daytime Chain Programs

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

EASTERN TIME		6 6 7 7 30 30			
CAN-690 TORONTO	CKGW	NM	E	7	A
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	M	C		
39 BIRM'HAM	WBRC	1	2	4	4
ARK. 50 HOT SPCS.	*KTHS	X	2	O	P
85 L'TLE ROCK	*KLRA	1	2	4	4
COLO. 29 DENVER	KOA	X	2	9	4
2 DENVER	KLZ	1	2	4	4
CONN. 52 HARTFORD	*WTIC	P	M	M	X
D. C. 9 WASH'TON	WMAL	1	P	E	4
41 WASH'TON	WRC	1	2	7	
FLA. 36 JACK'VLE	WJAX		2	8	
76 MIAMI B.	WIOD			8	
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	X	X	9	4
ILL. 48 CHICAGO	KYW	X	X	X	A
23 CHICAGO	*WBBM	1	X	X	X
33 CHICAGO	*WENR	X	X		
18 CHICAGO	WGN	T	O	CN	D
2 CHICAGO	*WIBO	X	X	X	X
33 CHICAGO	*WLS	X	X	X	X
13 CHICAGO	WMAQ	C	CM	M	MW
IND. 62 FT. WAY'E	*WOWO	1	2	4	4
69 IND'PLS	*WFBM	1	2	4	4
IOWA 72 C. BLUFFS	KOIL	1	2	M	X
Davenport 46 Des Moines	WOC-WHO				
6 WATERLOO	WMT			4	4
KANS. 68 LAWREN'E	*WREN	5	M	9	A
4 TOPEKA	*WIBW	1	X	4	4
76 WICHITA	*KFH	1	2	4	4
KY. 95 COV'TON	*WCKY	X	X	7	
28 LOUISVILLE	WHAS	X	X	8	X
LA. 71 N. ORLEANS	WDSU	1	X	X	X
78 N. ORLEANS	WSMB	X	2	9	X
ME. 8 BANGOR	WLBZ	M	P	4	4
40 PORTLAND	WCSH	M	2	3	4
MD. 52 BALTIM'RE	*WBAL			M	A
6 BALTIMORE	WCAO	X	X	4	4
MASS. 45 SPRINGFIELD	WBZ	P	E	7	A
5 BOSTON	WEEI	M	X	X	O
69 BOSTON	WNAC	M	M	NM	4
4 WORCTER	WTAG	M	2	X	D
MICH. 87 BAY CITY	WBCM		2	4	4
70 DETROIT	WGHP	D	P	D	4
21 DETROIT	WJR			7	
38 DETROIT	WWJ	1	2	3	4
MINN. 27 MINNEAP.	WCCO	1	2		
92 ST. PAUL	KSTP	C	2	9	4
MISS. 73 JACKSON	WJDX				
MO. 41 KAN. CITY	KMBC	1	C	W	W
7 KAN. CITY	WDAF	C	E	X	D
55 ST. LOUIS	KMOX	1	CP	M	4
1 ST. LOUIS	*KSD	1	2	X	4
81 ST. LOUIS	KWK	X	X	9	A
NEBR. 5 OMAHA	*WOW	1	M	3	M
CENTRAL TIME		5 5 6 6 30 30			
*Divides Time with Another Station					

## 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, WOSH, WLS, WJAR, WOW, WCKY, WBT, WJAX, WPTF.

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

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, WOWD, 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.—Marie Blizard (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.

## TUESDAY AND THURSDAY

2:30 to 3:00 P. M.—American School of the Air. WABC, W2XE, WEAN, WNAC, WLBZ, WFAN, WCAO, WMAL, WFBL, WKBW, WADC, WHK, WKRC, WGHP, WKBN, WFBM, WMAQ, WBBM, KMOX, KOIL, KMBC, WISN, WCCO, WIBW, KFH, WBCM, WSPD, WMT, WWNC, WDBJ, WBRC, WDOD, WREC, WLAC, KLRA, KLZ, KDYL, KHJ, KFRC, KVI, KFPY.

## SUNDAY

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

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.

## 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.

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

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; Mischa Raginsky, conductor.
- 2 "Ted Husing's Sport Slants"  
Sport column of the air.
- 4 Bernhard Levitow and His Hotel Commodore Ensemble  
Concert music.
- 5 Littmann Orchestra  
Byron Holiday, tenor; Helen Richards, contralto.

April 5, 12, 19, 26 SATURDAY

**WBZ WBZA Announcers**

*Aidan Redmond*  
*Howard A. Petrie*  
*Wayne Henry Latham*  
*Wallace F. Streeter*  
*Malcolm L. McCormack*

AIDAN REDMOND and HOWARD A. PETRIE share honors in announcing WBZA's star features. Redmond, veteran of five years, bears the unmistakable stamp of a symphony announcer. Petrie won his spurs for lucid color work and facile "ad libbing" at public events when the announcer must tell the whole truth and more besides.

Dramatic presentations are the forte of WAYNE H. LATHAM, who in the dark ages before radio used to content himself behind the footlights. Latham and WALLACE F. STREETER divide the announcing assignment at the Springfield studios. Streeter has a flair for writing and announcing exotic continuities.

MCCORMACK, for many years a basso in radio quartets, is the tyro among Boston announcers. He is the studio "watch-dog" handling stand-by announcements, etc.

6 6 7 7 30 30				EASTERN TIME	
C	M	X	MV	WOR	NEWARK 17 N. J.
X	2	3	4	WGR	BUFFALO 1 N. Y.
1	2	3	4	WKBW	BUFFALO 94
1				*WMAK	BUFFALO 36
1	2	4	5	WABC	NEW YORK 32
1	2	3	4	WEAF	NEW YORK 12
5	6	8	A	WJZ	NEW YORK 22
N	D	7	A	WHAM	ROCH'TER 61
C	X	X	D	*WHEC	ROCH'TER 90
	2	3	4	WGY	SCHEN'DY 25
1		4	4	*WFBL	SYRACUSE 82
X	2	8	X	WBT	CHARLOT 54 N. C.
	2	8	4	WPTF	RALEIGH 14
1	2	4	4	WWNC	ASHEV'LE 3
1	N	D	X	WADC	AKRON 78 OHIO
X	2	D	X	*WFJC	AKRON 91
1	2	V	D	WKRC	CINCINNATI 1
D	M	E	A	WLW	CINCINNATI 16
X	2	M	4	WSAI	CINCINNATI 79
O	X	D	4	WHK	CLEVEL'D 85
X	X	X	X	WTAM	CLEVEL'D 53
				WAIU	COLUMB'S 10
O	P	M	X	*WCAH	COLUMB'S 89
1	2	4	4	WSPD	TOLEDO 80
1	2	4	4	*WKBN	YO'NGST'N 3
				KFJF	OKLA.CITY 94 OKLA.
1	2	9	X	WKY	OKLA.CITY 36
C	X	9	X	*KVOO	TULSA 60
1	2	4	4	*WHP	HARRIS'B'G 89 PA.
1	2	4	4	WLBW	OIL CITY 72
1	M	D	4	WCAU	PHILAD. 63
1	X	X	D	*WFAN	PHILAD. 7
N	2	X	X	*WLIT	WFI PHIL. 2
X	6	7	A	KDKA	PITTS'B'GH 44
1	2	V	X	WCAE	PITTS'B'GH 68
1	2	4	4	WJAS	PITTS'B'GH 75
1				WEAN	PROVID'NCE 24 R. I.
X	2	3	4	WJAR	PROVID'NCE 35
1	2	4	4	WDOD	CHATTA 74 TENN.
P	P	9	4	WMC	MEMPHIS 24
1			4	*WREC	MEMPHIS 6
1	X	E	4	*WLAC	NASHV'LE 93
		9	R	WSM	NASHV'LE 11
1				*KRLD	DALLAS 50 TEX.
				*WFAA	DALLAS 26
X	X	X	X	*WBAP	FT.WORTH 26
X	2	9	X	KPRC	HOUSTON 38
				*KTSAS	SANTONIO 75
X	2	9	D	WOAI	SANTONIO 65
1	N	P	P	*WTAR	NORFOLK 24 VA.
D	2	7	4	WRVA	RICHM'D 57
1	2	4	4	WDBJ	ROANOKE 39
	2	3		*WBCB	SUPER'R 74 WISC.
1	X	4	4	*WISN	MILWAU. 58
C	X	D	D	WTMJ	MILWAU. 8
<b>5 5 6 6</b> 30 30				CENTRAL TIME	
				*Divides Time with Another Station	

- 1 Black and Gold Room Orchestra
- 2 Women's International League for Peace and Freedom  
Announcer, Edward Thorgersen.
- 3 Floyd Williams, Tenor (First 15 min.)  
Announcer, Edward Thorgersen.
- The Jameses (Last 15 min.)  
Sketch of American family life with Percy Hemus, Jeanne Owen, Marcella Shields, Catherine Renwick, Wade Arnold and John Shea.  
Announcer, John S. Young.
- 4 Phil Spitalny's Music  
From Hotel Pennsylvania grill.
- 5 Mme. Lolita Cabrera Gainsborg (First 15 min.)  
Pianist. Announcer, Milton J. Cross.

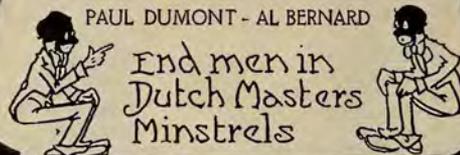
- 5 Dandies of Yesterday (Last 15 min.)  
Male quartet.
- 6 Pauline Haggard  
Songs.
- 7 The Pepsodent Program (First 15 min.)  
Amos 'n' Andy.
- 8 The Pepsodent Program (First 15 min.)  
Amos 'n' Andy.
- R. C. A. Theremin Ether Wave Music (Last 15 min.)
- 9 R. C. A. Theremin Ether Wave Music (Last 15 min.)
- A The Fuller Man  
Earle Spicer, baritone; orchestra direction, Louis Katzman. Announcer, Milton J. Cross.

**SATURDAY** April 5, 12, 19, 26

EASTERN TIME		8	8	9	9
		30			30
CAN-690 TORONTO	CKGW	4	5	P	P
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	1	M	3	3
39 BIRM'HAM	WBRC	W	3	4	5
ARK. 50 HOT SPGS	*KTHS	1	X	M	P
85 L'TLE ROCK	*KLRA	1	3	4	5
COLO. 29 DENVER	KOA	1	X	3	3
2 DENVER	KLZ	O	M	4	5
CONN. 52 HARTFORD	*WTIC	X	X	X	X
D. C. 9 WASH'TON	WMAL	1	3	4	5
41 WASH'TON	WRC	1		3	3
FLA. 36 JACK'VLE	WJAX	1		3	3
76 MIAMI B.	WIOD				
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	X	X	3	3
ILL. 48 CHICAGO	KYW	4	X	X	7
23 CHICAGO	*WBBM	X	X	O	X
33 CHICAGO	*WENR		X	X	X
18 CHICAGO	WGN	M	D	T	T
2 CHICAGO	*WBO	X	X	3	3
33 CHICAGO	*WLS	X	M	P	W
13 CHICAGO	WMAQ	W	X	4	5
IND. 62 FT. WAY'E	*WOWO	1		4	5
69 IND'PLS	*WFBM	1	3	4	5
IOWA 72 C. BLUFFS	KOIL	1	3	4	5
Davenport 46 Des Moines	WOC-WHO	1		3	3
6 WATERLOO	WMT	2		4	5
KANS. 68 LAWREN'E	*WREN	M	M	9	7
4 TOPEKA	*WIBW	1	3	4	5
76 WICHITA	*KFH	1	3	4	5
KY. 95 COV'TON	*WCKY			6	D
28 LOUISVILLE	WHAS	D	X	3	3
LA. 71 N. ORLEANS	WDSU	X	X	X	X
78 N ORLEANS	WSMB	1	X	3	3
ME. 8 BANGOR	WLBZ	2	3	4	5
40 PORTLAND	WCBS	1	X	3	3
MD. 52 BALTIM'RE	*WBAL	M	M	X	7
6 BALTIMORE	WCAO	1	3	4	5
MASS. 45 SPRINGFIELD	WBZ	4	E	T	7
5 BOSTON	WEEI	1	X	3	3
69 BOSTON	WNAC	1	3	4	5
4 WORCTER	WTAG	1	X	3	3
MICH. 87 BAY CITY	WBCM	1	3	4	5
70 DETROIT	WGHP	1	3	4	5
21 DETROIT	WJR		5		7
38 DETROIT	WWJ	1		3	3
MINN. 27 MINNEAP.	WCCO	1	3		5
92 ST. PAUL	KSTP	X	X	3	3
MISS. 73 JACKSON	WJDX				
MO. 41 KAN. CITY	KMBC	1	3	4	5
7 KAN. CITY	WDAF	1	X	3	3
55 ST. LOUIS	KMOX	X	3	4	5
1 ST. LOUIS	*KSD	1	X	3	3
81 ST. LOUIS	KWK	X	5	9	7
NEBR. 5 OMAHA	*WOW	1	X	3	3
CENTRAL TIME		7	7	8	8
*Divides Time with Another Station		30			30



A Typical Bit of  
Script from  
**Dutch Masters  
Minstrels**



(Trombone flourish.)  
ANNOUNCER—La-dies and gen-tle-men, the Dutch Masters Minstrels, presented by the Consolidated Cigar Corporation, makers of Dutch Masters Cigars, fine as any imported. (Pause.) Overture!  
(Overture and opening chorus; quartet and orchestra.)  
SHELLEY—Ladies and gentlemen, our end men, Al Bernard and Paul Dumont.  
(Orchestra flourish and applause.)  
SHELLEY—Gentlemen, be seated.  
(Orchestra flourish.)  
SHELLEY—Well, Al, did you go to visit your Uncle Rufus last Sunday, as you said you were going to do?  
BERNARD—Yes, sir, Mr. Shelley, and I went to church with him in the morning too.  
SHELLEY—I hope you derived some benefit from the experience.  
BERNARD—Oh, yes, and Uncle Rufus de-rived a good sleep.  
SHELLEY—Do you mean to say your uncle went to sleep in church?  
BERNARD—Yes, sir, right in the front row, and when the preacher saw him he said to me, "Wake that man up."  
SHELLEY—And you did, of course.  
BERNARD—No, sir; I said, "You put him to sleep; wake him up yourself."  
(Laugh.)  
SHELLEY—Mr. Henry Shope will sing "'Mid the Green Fields of Virginia."  
( "'Mid the Green Fields of Virginia," Henry Shope and quartet.)  
SHELLEY—Tell me, Paul, didn't I see you looking into the window of a pawnshop yesterday?  
DUMONT—You sure did, Mr. Shelley. You see, I'm kind of studying about getting my wife something nice for her birthday, and I thought maybe I could pick up a bargain in a diamond ring or a sable coat, or the like of that.  
SHELLEY—Are you sure you were not considering putting something in pawn?  
DUMONT—No, sir, because I know what them three balls outside the door stands for.

SHELLEY—That's very interesting; just what is the meaning of the three balls outside the pawnshop?  
DUMONT—They mean that when you put something inside there it's two to one you ain't never going to get it out again.  
(Laugh.)  
BERNARD—Mr. Shelley, did you hear about that hunting trip I took with Sam Bigby and his wife?  
SHELLEY—No, Al; did you have a good time?  
BERNARD—Yes, I had a good time and I got a couple of nice ducks too.  
SHELLEY—What did Sam get?  
BERNARD—He didn't get nothing but a bawling out from another man.  
SHELLEY—What for?  
BERNARD—Well, Sam he took a couple of shots, and a man popped up from behind a butt and yelled at him: "Look here, you blankety-blank-blank, you came near shooting my wife that time."  
SHELLEY—What did Sam have to say to that?  
BERNARD—First off he didn't know what to say; then he said: "I'm sure sorry I did that, but, just to show you I'm a good sport, here's my wife; you can take a shot at her."  
(Laugh.)  
DUMONT—Mr. Shelley, have you been down to Joe Bailey's house since he got married?  
SHELLEY—Why, no, Paul; in fact, I didn't even know he was married.  
DUMONT—Oh, yes; he got married about two weeks ago; he borrowed two dollars from my brother for the license.  
SHELLEY—Did everything go off smoothly?  
DUMONT—Well, it seems like he must have made some kind of mistake about that license—he must have got in the wrong department, or something like that.  
SHELLEY—Why, what makes you think so?  
DUMONT—According to what I heard, when he went to get married the preacher looked at the license and asked Sam was Fido his right name.  
(Laugh.)  
SHELLEY—Mr. Paul Dumont will sing "You're in the Right Church, but the Wrong Pew."  
(Station announcements.)

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

April  
5, 12, 19, 26

SATURDAY



Phil Cook

OPENING SCRIPT

SIGNATURE SOUND EFFECTS—Rooster crows, alarm-clock rings, and "yawn."

ANNOUNCER—With these familiar morning sounds, the Quaker Oats Company invite you to Aunt Jemima's breakfast table, where Phil Cook, the pancake man, entertains each week-day morning with a fresh batch of his home-cooked ditties.

OPENING SONG

Good morning, folks! Get going. It's breakfast-time. Did you have a pleasant night? How's your appetite? When the rooster's crowing and alarm-clocks chime, It's Aunt Jemima's Pancake time! What a breakfast any man makes when they're in sight; Let a stack of golden pancakes start the day right. Here's one man who's knowing he's in his prime At Aunt Jemima's Pancake time!

Well, here we are again. Now, if you'll just pull your chairs up to our breakfast table, while Aunt Jemima's endeavoring to keep your plates filled with those luscious golden browns, the pancake man will annoy you by dishing out some more of my home-cooked foolishness, using the little, ole ukulele for a frying-pan! Well, dad, I suppose you're going to

the fair to-day. What? I never heard of holding 'em in winter, but that's what the paper says, "Fair to-day and to-morrow!" I know the fellow who writes those forecasts, and he isn't feeling very well—as the weather hasn't agreed with him lately—which reminds me—

"It Don't Do Nothing but Rain" (song).

And so Phil Cook is off for fifteen minutes of joshing, singing, playing, story-telling. His rhymed humor, "I see by the papers," deals with the news of current date.

"I SEE BY THE PAPERS"



8 8 9 9				30 30		EASTERN TIME	
9	9	D	X	WOR	NEWARK	17	N. J.
1	X	3	3	WGR	BUFFALO	1	N. Y.
1	3	4	5	WKBW	BUFFALO	94	
				*WMAK	BUFFALO	36	
1	3	4	5	WABC	NEW YORK	32	
1	X	3	3	WEAF	NEW YORK	12	
4	5	6	7	WJZ	NEW YORK	22	
M	5	V	7	WHAM	ROCH'TER	61	
R	R	M	O	*WHEC	ROCH'TER	90	
1		3	3	WGY	SCHEN'DY	25	
2		4	5	*WFBL	SYRACUSE	82	
1	X	3	3	WBT	CHARLOT	54	N. C.
1				WPTF	RALEIGH	14	
2	3	4	5	WWNC	ASHEV'LE	3	
1	3	4	5	WADC	AKRON	78	OHIO
1				*WFJC	AKRON	91	
1	3	4	5	WKRC	CINCINNATI	1	
9	9	M	7	WLW	CINCINNATI	16	
1	X	3	3	WSAI	CINCINNATI	79	
1	W	4	5	WHK	CLEVEL'D	85	
X	X	3	3	WTAM	CLEVEL'D	53	
				WAIU	COLUMB'S	10	
X	X	X	X	*WCAH	COLUMB'S	89	
1	3	4	5	WSPD	TOLEDO	80	
2	3	4	5	*WKBN	YO'NGST'N	3	
				KFJF	OKLA.CITY	94	OKLA.
X	X	3	3	WKY	OKLA.CITY	36	
X	X	X	X	*KVOO	TULSA	60	
X	X	4	5	*WHP	HARRIS'B'G	89	PA.
1	3	4	5	WLBW	OIL CITY	72	
1	3	4	5	WCAU	PHILAD.	63	
2	3	M	M	*WFAN	PHILAD.	7	
1	1	3	3	*WLIT-WFI	PHIL	2	
4	X	6	7	KDKA	PITTS'B'GH	44	
1	X	3	3	WCAE	PITTS'B'GH	68	
1	3	4	5	WJAS	PITTS'B'GH	75	
1	3	4	5	WEAN	PROVID'NCE	24	R. I.
1		3	3	WJAR	PROVID'NCE	35	
2	3	4	5	WDOB	CHATTA	74	TENN.
1	X	3	3	WMC	MEMPHIS	24	
1	3	4	5	*WREC	MEMPHIS	6	
1	3	4	5	*WLAC	NASHV'LE	93	
P	P	D	D	WSM	NASHV'LE	11	
				*KRLD	DALLAS	50	TEX.
				*WFAA	DALLAS	26	
X	X	3	3	*WBAP	FT.WORTH	26	
1	X	3	3	KPRC	HOUSTON	38	
		X	X	*KTSAS	ANTONIO	75	
1	X	3	3	WOAI	ANTONIO	65	
X	X	X	X	*WTAR	NORFOLK	24	VA.
1	X	3	3	WRVA	RICH'M'D	57	
1	3	4	5	WDBJ	ROANOKE	39	
		3	3	*WBCB	SUPER'R	74	WISC.
1	3	4	5	*WISN	MILWAU.	58	
DM	X	3	3	WTMJ	MILWAU.	8	

7 7 8 8  
30 30

CENTRAL TIME  
\*Divides Time with Another Station

1	<b>The New Business World</b> Radio service for business men conducted by Merle Thorpe.
3	<b>General Electric Hour</b> Symphony Orchestra; direction, Walter Damrosch. "Adventures in Science," Floyd Gibbons. Announcer, John S. Young.
4	<b>Dixies Circus</b> One-act play, Marcella Shields and Phillips Carlin; clown and circus band; direction, Ludwig Laurier.
5	<b>The Silver Flute</b> Tales of a wandering gypsy. Announcer, Milton J. Cross.
6	<b>Broadway Lights</b> (First 15 min.) Muriel Pollack and Vee Lawnhurst, pianists; Earl Oxford, baritone.
	<b>The Cub Reporter</b> (Last 15 min.) Comic skit with Peter Dixon and Aline Berry.
7	<b>Dutch Masters Minstrels</b> Paul Dumont and Al Bernard, end men; A. L. Shelley, interlocutor; Carson Robison, novelty vocalist; Harry Donaghy, bass; Steele Jamison, tenor; Darl Bethman, baritone; Harold Branch, tenor; Charles Magante, James Boyd, Wm. Carlino, instrumental novelties.

**SATURDAY** April 5, 12, 19, 26

# Sunday Church Services



See "Listing by Denominations," page 48, March issue. Readers are requested to send data concerning regular religious broadcasts of local stations for future listings. Be sure to address "Religious Programs," WHAT'S ON THE AIR, Box 5, Sta. N, Cincinnati, O.

FOR CHAIN RELIGIOUS FEATURES, SEE SUNDAY SCHEDULES.

**ALABAMA** (C. S. Time). WAPI (Birmingham)—11 A. M. to 12:30 P. M., and 8 to 8:45 P. M., April 6, 13, 20, Independent Presbyterian; April 27, Highlands Methodist. WBRG (Birmingham)—11 A. M. to 12:15 P. M., First Methodist; 5 to 5:45 P. M., International Bible School Association; 11 to midnight, Interdenominational services. WJBY (Gadsden)—11 A. M., Baptist; 8 P. M., Baptist.

**ARKANSAS** (C. S. Time). KTHS (Hot Springs)—11 A. M., April 6, Baptist; April 13, Episcopal; April 20, Presbyterian; April 27, Methodist. KLRA (Little Rock)—4:30 to 5 P. M., Christadelphians.

**COLORADO** (M. S. Time.) KLZ (Denver)—10 A. M., International Bible Students' Association.

**CONNECTICUT** (E. S. Time). WDRC (New Haven)—11 A. M., Congregational.

**DISTRICT OF COLUMBIA** (E. S. Time). WMAL (Washington)—10 to 11 A. M., Watchtower Service. WRC (Washington)—11 A. M., Various churches.

**FLORIDA** (E. S. Time). WJAX (Jacksonville)—11 A. M., Some local church. WIOD (Miami)—11 to noon, Shenandoah Presbyterian. WQAM (Miami)—11 A. M., Methodist; 8 P. M., Methodist.

**GEORGIA** (C. S. Time). WSB (Atlanta)—10:55 A. M., First Presbyterian. WMAZ (Macon)—10:30 A. M., Baptist.

**ILLINOIS** (C. S. Time). WBBM (Chicago)—10 A. M. to 7:30 P. M. and 9:30 to midnight, Chicago Gospel Tabernacle (Dr. Rader, minister). WENR (Chicago)—11 A. M., Central Church (Dr. Frederick F. Shannon); 8 P. M., Downs Grove Sunday Evening Club. WLS (Chicago)—6:30 to 7:30 P. M., Little Brown Church of the Air. WMAQ (Chicago)—9 to 9:30 A. M., Dramatization of Sunday-school lesson; 11 to 12:15, Service from University of Chicago Chapel; 3 to 4 P. M., Golden Hour of Little Flower (Detroit); 7 to 9:15 P. M., Chicago Sunday Evening Club. WCFL (Chicago)—9 to 10 A. M., Watchtower Service. WEBQ (Harrisburg)—10:45 A. M. and 8 P. M., Baptist. WFCC (Chicago)—11 A. M. and 7:45 P. M., Congregational. WCBS (Springfield)—10:45 A. M., Methodist; 7:30 P. M., Presbyterian. WJBL (Decatur)—10:45 A. M., Methodist.

**INDIANA** (C. S. Time). WFBM (Indianapolis)—9:30 to 10:30 A. M., Christian Men Builders; 5 to 6 P. M., Vespers, Second Presbyterian. WJKS (Gary)—10:30 A. M., Baptist; 10 A. M., Catholic; 7:30 P. M., Presbyterian. WGBF (Evansville)—7:30 P. M., Baptist; 10:45 A. M., Presbyterian. WLBC (Muncie)—10:30 A. M., Christian. WWAE (Hammond)—7 P. M., Methodist. WBU (Anderson)—7:30 P. M., Methodist. WKBF (Indianapolis)—7 P. M., Presbyterian. WOWO (Ft. Wayne)—10:45 A. M., Lutheran.

**IOWA** (C. S. Time). KOIL (Council Bluffs)—10 A. M., Watchtower Service. WOC (Davenport)—10:45 A. M., Congregational. WIAS (Ottumwa)—10:45 A. M., Methodist. WMT (Waterloo)—7:30 P. M., Presbyterian.

**KANSAS** (C. S. Time). KFH (Wichita)—9:15 A. M., Watch Tower Service; 4:30 P. M., Vespers, Wichita Council of Churches. WREN (Lawrence)—11 A. M. to noon, Third Church of Christ Scientist, from Kansas City.

**KENTUCKY** (E. S. Time). WFIW (Hopkinsville)—10:45 A. M., Presbyterian. WCKY (Covington)—9 A. M. and 7 P. M., Baptist.

**LOUISIANA** (C. S. Time). KWKH (Shreveport)—7:45 P. M., Baptist.

**MAINE** (E. S. Time). WCSH (Portland)—9 to 10 A. M. and 11 A. M. to 12:30 P. M., Congregational; 1:30 to 2:30 P. M., Studio Religious Service.

**MARYLAND** (E. S. Time). WBAL (Baltimore)—7 to 7:30, Evening Reveries. WFBA (Baltimore)—11 A. M., Baptist; 8 P. M., Methodist. WCAO (Baltimore)—10:50 A. M., April 6 and April 20, Christian Science; 4:45 to 5:30 P. M., Y. M. C. A. Radio Service; 6 to 7 P. M., Catholic Radio Hour.

**MASSACHUSETTS** (E. S. Time). WEEI (Boston)—10:55 A. M. to 12:20 P. M., Old South Church. WBZA (Boston)—10:45 A. M., Boston or Springfield Churches. WNAC (Boston)—11 A. M., Temple Israel and Episcopal (alternate Sundays); 3 P. M., Catholic Truth Period. WSSH (Boston)—10 A. M. and 6:30 P. M., Baptist. WLEX (Lexington)—10 A. M., Episcopal.

**MICHIGAN** (C. S. Time). WJE (Detroit)—10 A. M., Baptist; 11:30 A. M., Detroit Unity Services; 12:30 P. M., Presbyterian; 4 P. M., Golden Hour of Little Flower; 5:30 P. M., Lutheran Vespers. WGHP (Detroit)—10:22 to 11 A. M., Christian Science; 2 to 2:30 P. M., Lutheran Missouri Synod; 2:30 to 3 P. M., International Bible Students; 5:30 to 6 P. M., Watchtower Service. WWJ (Detroit)—10:30 A. M., Alternate Sundays, Unitarian and Presbyterian. WKBZ (Ludington)—10:30 A. M., Congregational; 7:30 P. M., Methodist. WFDF (Flint)—10:30 A. M., Episcopal; 8 P. M., Methodist. WMCM (Bay City)—11 A. M., Lutheran. WMPC (Lapeer)—10 A. M. and 7:30 P. M., Methodist Protestant.

**MINNESOTA** (C. S. Time). WCCO (Minneapolis)—9:45 A. M., Lutheran; 10:50 A. M., Minneapolis Churches; 4:30 P. M., Presbyterian; 5:30 P. M., Christian Science. KGDE (Fergus Falls)—10 A. M. and 8 P. M., Lutheran.

**MISSOURI** (C. S. Time). KFUP (St. Louis)—Operated by the "Luther Layman's League," gospel services daily. KMBC (Kansas City)—8 to 8:30 A. M., Bible study; 10:30 A. M. to 1 P. M., Community Church; 10 to 11 P. M., Religious Studio Service. WDAF (Kansas City)—8 to 8:30 A. M., Bible Study; 9 to 10 A. M., Sunday Morning Club; 6:30 to 7:30 P. M., Congregational. WEW (St. Louis)—11 A. M., Catholic. KMOX (St. Louis)—11 A. M. to noon, Christian Science. WEB (Kansas City)—11 A. M., Methodist. WIL (St. Louis)—11 A. M. and 7:30 P. M., Presbyterian.

**NEBRASKA** (C. S. Time). WOW (Omaha)—9 A. M., Omaha Gospel Tabernacle. KFAB (Lincoln)—11 A. M., Congregational. WCAJ (Lincoln)—11 A. M., Methodist.

**NEW YORK TO WISCONSIN LISTINGS IN NEXT ISSUE.**

EASTERN TIME		10	10	11	11
		30		30	30
CAN. 690 TORONTO	CKGW	M	M	5	5
ADA 730 MONTREAL	CKAC				
ALA. 60 BIRM'HAM	*WAPI	1	1		
39 BIRM'HAM	WBRG	1	1	2	3
ARK. 50 HOT SPCS.	*KTHS	X	X	X	X
85 L'TLE ROCK	*KLRA	1	1	2	3
COLO. 29 DENVER	KOA	1	1	V	X
2 DENVER	*KLZ	1	1	2	3
CONN. 52 HARTFORD	*WTIC	X	X	X	X
D. C. 9 WASH'TON	WMAL	1	1	2	3
41 WASH'TON	WRC	1	1	5	5
FLA. 36 JACK'VLE	WJAX	1	1		
76 MIAMI B.	WIOD	1	1	2	7
GA. 35 ATLANTA	WGST				
20 ATLANTA	WSB	1	1	X	6
ILL. 48 CHICAGO	KYW	X	X	X	6
23 CHICAGO	*WBBM	1	1	X	X
33 CHICAGO	*WENR	X	X	X	X
18 CHICAGO	WGN	1	1	NM	D
2 CHICAGO	*WIBO	X	LG	LG	D
33 CHICAGO	*WLS	V	X	X	X
13 CHICAGO	WMAQ	X	X	M	6
IND. 62 FT. WAYE	*WOWO	1	1	2	
69 IND'PLS	*WFBM	1	1	X	X
IOWA 72 C. BLUFFS	KOIL	1	1	2	3
Davenport 46 Des Moines	WOC-WHO	1	1		
6 WATERLOO	WMT	1	1	2	3
KANS. 68 LAWREN'E	*WREN	3	4	5	6
4 TOPEKA	*WIBW	1	1	2	3
76 WICHITA	*KFH	1	1	2	3
KY. 95 COV'TON	*WCKY	3	4	X	7
28 LOUISVILLE	WHAS	1	1	V	6
LA. 71 N. ORLEANS	WDSU	1	1	X	X
78 N. ORLEANS	WSMB	1	1	2	6
ME. 8 BANGOR	WLBZ	1	1	2	3
40 PORTLAND	WCBS	1	1	N	
MD. 52 BALTIM'RE	*WBAL	3	4	5	5
6 BALTIMORE	WCAO	1	1	2	3
MASS. 45 SPRINGFIELD	WBZ	M	D	E	D
5 BOSTON	WEEI	1	1	N	X
69 BOSTON	WNAC	1	1	N	D
4 WORCTER	WTAG	1	1	N	X
MICH. 87 BAY CITY	WBCM	1	1	2	3
70 DETROIT	WGHP	1	1	2	3
21 DETROIT	WJR	3	4		
38 DETROIT	WWJ	1	1		7
MINN. 27 MINNEAP.	WCCO	1	1		
92 ST. PAUL	KSTP	1	1	P	6
MISS. 73 JACKSON	WJDX	1	1	2	6
MO. 41 KAN. CITY	KMBC	1	1	2	3
7 KAN. CITY	WDAF	1	1	7	6
55 ST. LOUIS	KMOX	1	1	WN	D
1 ST. LOUIS	*KSD	1	1	X	7
81 ST. LOUIS	KWK	3	4	2	6
NEBR. 5 OMAHA	*WOW	1	1	2	7

**CENTRAL TIME** 9 9 10 10  
 \*Divides Time with Another Station 30 30 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 Paramount Publix Radio Hour  
Orchestra with vocal soloist and guest stars.
- 2 Guy Lombardo and His Royal Canadians  
Dance music.
- 3 Hotel Paramount Orchestra  
Dance music.
- 4 New York Herald Tribune Observer  
News. (WABC, at 11 P. M.)

April 5, 12, 19, 26

SATURDAY

KDKA

Artists



Virginia Kendrick



Alice King Roop



J. Dickson Fulton



Helen Maree Greenwood



Esther Edmundson

These young artists from the staff of KDKA have made good in the music profession. All have won prizes in such contests as those of Atwater Kent or the American Federation of Music Clubs. Miss Kendrick won first place in the contralto section at the bi-annual contest of the National Federation of Music Clubs held at Boston just a few months ago. All are favorites with KDKA's audience.

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 Smith Ballew and His Club Richman Orchestra

Announcer, Edward Thorgersen.

				EASTERN TIME	
10	10	11	11		
30	30	30	30		
X	D	D	MV	WOR NEWARK 17	N. J.
1	1	M	D	WGR BUFFALO 1	N. Y.
1	1	2	3	WKBW BUFFALO 94	
				*WMAK BUFFALO 36	
1	1	4	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	X	X	*WHEC ROCHESTER 90	
1	1			WGY SCHEN'DY 25	
1	1	2	3	*WFBL SYRACUSE 82	
1	1	X	X	WBT CHARLOT 54	N. C.
				WPTF RALEIGH 14	
1	1	2	3	WWNC ASHEV'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		M	WLW CINCINNATI 16	
1	1	X	X	WSAI CINCINNATI 79	
1	1	2	D	WHK CLEVEL'D 85	
X	X	X	X	WTAM CLEVEL'D 53	
				WAIU COLUMB'S 10	
1	1	X	X	*WCAH COLUMB'S 89	
1	1	2	3	WSPD TOLEDO 80	
1	1	X	X	*WKBN YO'NGST'N 3	
1	1			KFJF OKLA.CITY 94	OKLA.
1	1	X	6	WKY OKLA.CITY 36	
X	D	D	D	*KVOO TULSA 60	
1	1	X	X	*WHP HARRIS'B'G 89	PA.
1	1	2	3	WLBW OIL CITY 72	
1	1	2	3	WCAU PHILAD. 63	
T	D	D	D	*WFAN PHILAD. 7	
1	1	2	7	*WLIT-WFI PHIL. 2	
3	4	X	X	KDKA PITTS'B'GH 44	
1	1	D	X	WCAE PITTS'B'GH 68	
1	1	2		WJAS PITTS'B'GH 75	
1	1	2		WEAN PROVID'NCE 24	R. I.
1	1	X	X	WJAR PROVID'NCE 35	
1	1	2	3	WDOB CHATTA 74	TENN.
1	1	P	6	WMC MEMPHIS 24	
1	1	2	3	*WREC MEMPHIS 6	
1	1			*WLAC NASHV'LE 93	
D	P	P	6	WSM NASHV'LE 11	
1	1			*KRLD DALLAS 50	TEX.
			6	*WFAA DALLAS 26	
1	1	X	X	*WBAP FT. WORTH 26	
1	1	X	6	KPRC HOUSTON 38	
1	1			*KTSAS ANTONIO 75	
1	1	D	6	WOAI ANTONIO 65	
1	1			*WTAR NORFOLK 24	VA.
X	X	D	D	WRVA RICHM'D 57	
1	1	2	X	WDBJ ROANOKE 39	
1	1		6	*WIBC SUPER'R 74	WISC.
1	1	2	3	*WISN MILWAU. 58	
1	1		6	WTMJ MILWAU. 8	

9 10 10  
30 30 30

CENTRAL TIME  
\*Divides Time with Another Station

## ADVANCED DANCE STEPS

(Continued from page 7.)

be done when there is plenty of room on the floor, in order to avoid collision with the couples who are progressing around the room in the line of direction.

Beginning with left foot, take one long, slow walking step forward with the weight on left foot; count 1, 2, 3. (See diagram.)

Extend the right foot as far forward as possible, lifting it about two inches off the floor. (Do not place weight on right foot.) The more conservative dancers may prefer not to lift their feet off the floor.

Quickly bring the right foot backward to take a backward waltz movement, turning to left, counting 4, 5, 6. (See diagram.)

At the completion of the sixth count you should have made a half-turn and your back is toward the line of direction.

Repeat, beginning with left foot, and take one long, slow walking step forward, with the weight on left foot; count 1.

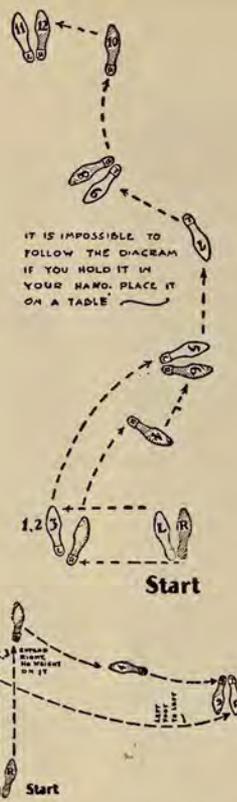
*Lady's Part*

Begin with right foot; take one long, slow walking step on right foot.

Extend the left foot as far backward as possible, lifting it about two inches off the floor. (Do not place any weight on left foot.)

Quickly bring the left foot forward and take a half-waltz turn to left, counting 4, 5, 6. This completes a half-turn.

Repeat; beginning with right foot, take one long, slow walking step backward on right foot.



## NBC'S NEW TIMES SQUARE STUDIO

(Continued from page 6.)

two microphone outlets, and explained about the thirty-two miles of wire that connected them to the monitoring booth far up in the balcony, where formerly an operator had trained spotlights on the dancing forms on the stage.

The smiling youngster went into detail regarding the directional microphones located in the place, and told the woman from the fourth row how other microphone outlets in the audience seats could be utilized when it was necessary to convert the studio into an auditorium. He explained that, when a special program required scenic effects and costuming, the microphones could be concealed.

From the stage the group moved into a series of dressing-rooms, and from there to a sound-proof observation booth, from which program executives may watch their shows and still have quick access to the studio itself.

Next they entered an elaborately decorated and magnificently furnished room with vivid red and black dragons giving a decided Chinese effect. This, the smiling youngster told the woman from the fourth row, was to be used as a reception-room for distinguished visitors.

Next they visited the office of E. R. Cullen, engineer in charge. Cullen told them, as they stood behind the rows of seats, that admission to the studio was by invitation only, and that invitations, applied for well in advance, could be secured for their friends from the NBC.

## Index to Major Evening Programs of the Chains

Keep This List for Future Reference, as This Space Will Be Required for Other Helps Next Issue

- A. & P. Gypsies, NBC, Mon. 8:30.  
 Along the Great White Way, NBC, Sun. 6:30.  
 Amos 'n' Andy, NBC, Daily 7 and 11.  
 Arabesque, CBS, Sun. 10:30.  
 Arm-chair Quartet, NBC, Sun. 11:45.  
 Armour Menuettes, NBC, Mon. 6:45.  
 Armour Program, NBC, Fri. 9:30.  
 Armstrong Quakers, NBC, Fri. 10.  
 Around the Samovar, CBS, Sat. 9:30.  
 Around World with Libby, NBS, Tues. 8:30.  
 At Sign of Green and White, CBS, Fri. 10.  
 Atwater Kent Concert, NBC, Sun. 9:15.  
 Atwater Kent Mid-week, NBC, Thurs. 10.  
 Babson Finance, CBS, Sat. 8:15.  
 Back Home Hour, CBS, Sun. 11.  
 Back of News in Washington, NBC, Mon. 7:45.  
 Barnhouse, Rev. Donald, CBS, Sun. 5:30.  
 Black and Gold Orchestra, NBC, Daily 6.  
 Blackstone Program, CBS, Tues. 8.  
 Broadway Lights, NBC, Sat. 9.  
 Burns Pantela, CBS, Mon. 10.  
 Cadman, Dr. S. Parkes, NBC, Sun. 4.  
 Calliope and Mis' Kath'rine, NBC, Sun. 11.  
 Cathedral Hour, CBS, Sun. 4.  
 Catholic Hour, NBC, Sun. 6.  
 Ce Co Couriers, CBS, Mon. 8:30.  
 Chamber Music, NBC, Sun. 12:30.  
 Chase and Sanborn, NBC, Sun. 8:30.  
 Chicago Symphony, NBC, Sun. 3.  
 Cities Service, NBC, Fri. 8.  
 Civic Repertory Theater, CBS, Thurs. 6.  
 Cluquot Eskimos, NBC, Fri. 9.  
 Coca Cola, NBC, Wed. 10:30.  
 Collier's Radio Hour, NBC, Sun. 8:15.  
 Columbia Male Chorus, CBS, Sun. 2:30.  
 Columbians, CBS, Mon. 11.  
 Conclave of Nations, CBS, Sun. 3:30.  
 Conoco Adventures, NBC, Thurs. 11.  
 Cook's Travelogue, NBC, Sun. 7.  
 Countess Albani, NBC, Sun. 6:15.  
 Cub Reporter, NBC, Sat. 9:15.  
 Cuckoo, NBC, Wed. 9:30.  
 Curtis Institute, CBS, Fri. 10:30.  
 Davey Hour, NBC, Sun. 5.  
 DeVoe Redskins, CBS, Thurs. 9:30.  
 Dixie Echoes, CBS, Sat. 8:30.  
 Dixie Circus, NBC, Sat. 8.  
 Douglas Shoemakers, CBS, Thurs. 8:30.  
 Duo Disc Duo, NBC, Sun. 4:30.  
 Dutch Masters Minstrels, NBC, Sat. 9:30.  
 East of Cairo, NBC, Wed. 8.  
 Echoes of Orient, NBC, Sun. 6.  
 Empire Builders, NBC, Mon. 10:30.  
 Enna Jettick, NBC, Sun. 8.  
 Eternal Question, NBC, Wed. 7:45.  
 Evening in Paris, CBS, Mon. 9:30.  
 Everea y Hour, NBC, Tues. 9.  
 Family Goes Abroad, NBC, Fri. 7.  
 Fleischmann Hour, NBC, Thurs. 8.  
 Florsheim Program, NBC, Tues. 8:30.  
 Floyd Gibbons, NBC, Wed. ??  
 Floyd Williams, NBC, Sat. 7.  
 Fox Fur Trappers, CBS, Sun. 6.  
 Fro-Joy Players, CBS, Thurs. 7.  
 From Dusty Pages, CBS, Tues. 6.  
 Frontier Days, NBC, Thurs. 7:30.  
 Fuller Man, NBC, Sat. 7:30.  
 General Electric Hour, NBC, Sat. 9.  
 General Motors Party, NBC, Mon. 9:30.  
 General Mills Fast Freight, CBS, Wed. 8.  
 Golden Gems, NBC, Thurs. 8.  
 Gold Strand, CBS, Mon. 10:30.  
 Grand Opera Concert, CBS, Wed. 10:30.  
 Graybar's "Mr. and Mrs.," CBS, Tues. 10.  
 Guy Lombardo, CBS, Sat. 11.  
 Half Hour in Nation's Capital, NBC, Thurs. 7:30.  
 Halsey-Stuart, NBC, Wed. 9.  
 Hamilton-Brown, NBC, Fri. 11.  
 Hank Simmons' Showboat, CBS, Wed. 11.  
 Happy Wonder Bakers, NBC, Tues. 9:30.  
 Harbor Lights, NBC, Tues. 10.  
 Henry-George, CBS, Mon. 8.  
 Heroes of World, NBC, Sun. 7.  
 Hindermeyer and Tuckerman, NBC, Wed. 7:30.  
 Howard Fashion Plates, CBS, Fri. 7:30.  
 Husing's Sportsians, CBS, Sat. 6:30.  
 In a Russian Village, CBS, Sun. 8:30.  
 Interwoven, NBC, Fri. 9.  
 Ipana and Ingram, NBC, Mon. 8:30.  
 Jack Frost, NBC, Thurs. 9:30.  
 James, NBC, Sat. 7:15.  
 Jeddo Highlanders, NBC, Wed. 7.  
 Jewish Day, CBS, Sun. 12:30.  
 Jewish Hour, NBC, Sun. 3.  
 Joe White, NBC, Mon. 6:30.  
 Johnson & Johnson, NBC, Tues. 9.  
 Kodak Program, NBC, Fri. 10:30.  
 La Palina Rhapsodizers, CBS, Sun. 8.  
 La Palina Smoker, CBS, Wed. 9:30.  
 Lew White, NBC, Tues. 7:30.  
 Liltman Orchestra, CBS, Fri. 6:30.  
 Lucky Strike Orchestra, NBC, Sat. 10.  
 Majestic Theater of Air, CBS, Sun. 9.  
 Major Bowe's Family, NBC, Sun. 7:30.  
 Master Musicians, NBC, Sun. 10:15.  
 Maxwell House, NBC, Thurs. 9:30.  
 Maytag Orchestra, NBC, Mon. 9.  
 Metropolitan Echoes, NBC, Sun. 4.  
 Mid-week Hymn Sing, NBC, Thurs. 7.  
 Miniature Theater, NBC, Sat. 10:30.  
 Mobiloll Concert, NBC, Wed. 8:30.  
 Montreal Symphony, CBS, Sun. 2.  
 Mormon Tabernacle, CBS, Mon. 6.  
 Mountainville, CBS, Mon. 7.  
 Musical Foursome, CBS, Fri. 6.  
 Mystery House, NBC, Fri. 10:30.  
 National Forum, CBS, Thurs. 11.  
 National Grand Opera, NBC, Thurs. 11.  
 National Light Opera, NBC, Sun. 1.  
 National Religious Service, NBC, Sun. 5.  
 National Youth Conference, NBC, Sun. 3.  
 Natural Bridge Program, NBC, Fri. 8:45.  
 Neapolitan Echoes, NBC, Sun. 4.  
 New Business World, NBC, Sat. 8.  
 New York Tribune, CBS, Daily 11.  
 Nit Wit Hour, CBS, Sat. 9.  
 O' Cedar Time, CBS, Sun. 6:30.  
 Old Company's Songalog, NBC, Fri. 9:30.  
 Old Gold—Paul Whiteman, CBS, Tues. 9.  
 Our Government, NBC, Sun. 9.  
 Palmolive, NBC, Wed. 9:30.  
 Paramount-Public, CBS, Sat. 10.  
 Penrod, NBC, Sun. 9:45.  
 Philco, CBS, Wed. 10.  
 Physical Culture, CBS, Mon. 9.  
 Pickard Family, NBC, Fri. 8.  
 Pilgrims, NBC, Sun. 1.  
 Public Night Owls, CBS, Tues. 11:30.  
 Pure Oil Concert, NBC, Tues. 8.  
 R-K-O, NBC, Tues. 10:30.  
 R. C. A. Victor, NBC, Thurs. 10.  
 Raybestos Twins, NBC, Fri. 7:30.  
 Real Folks, NBC, Mon. 9:30.  
 Rise of Goldbergs, NBC, Wed. 7:15.  
 Romany Patteran, CBS, Tues. 7:30.  
 Romany Road, NBC, Wed. 9.  
 Roxy and His Gang, NBC, Mon. 7:30.  
 Roxy Symphony, NBC, Sun. 2.  
 Russian Cathedral Choir, NBC, Sun. 11:15.  
 Salon Singers, NBC, Sun. 9:15.  
 Sam Herman, NBC, Sun. 11:45.  
 Savannah Liners, NBC, Tues. 6:15.  
 Ship of Memory, NBC, Sat. 10.  
 Shoe Flier, CBS, Wed. 7:45.  
 Silver Flute, NBC, Sat. 8:30.  
 Slumber Music, NBC, Daily 11.  
 Soconyland Sketches, NBC, Tues. 7:30.  
 Songs of the Season, NBC, Tues. 8.  
 South Sea Islanders, NBC, Sun. 11:15.  
 Spanish Dreams, NBC, Sun. 1:30.  
 Stars of Melody, NBC, Fri. 7:30.  
 Statistician, CBS, Thurs. 8.  
 Strings and Bows, NBC, Mon. 10:30.  
 Stromberg-Carlson, NBC, Mon. 10.  
 Studebaker Champions, NBC, Sun. 10:15.  
 Sunday at Seth Parker's, NBC, Sun. 10:45.  
 Sunoco Show, NBC, Tues. 9:30.  
 Sylvania Foresters, NBC, Wed. 8:30.  
 Thompson Musical Memories, CBS, Tues. 10:30.  
 Three Little Sacks, CBS, Sun. 2.  
 Torrance, Dr. Arthur, CBS, Sat. 8.  
 Troika Bells, NBC, Sun. 2.  
 Troubadour of Moon, NBC, Sat. 11.  
 True Detective Mysteries, CBS, Thurs. 9.  
 True Story Hour, CBS, Fri. 9.  
 Twinplex Twins, CBS, Sun. 7:30.  
 U. S. Service Band, CBS, Fri. 8.  
 Vagabonds, CBS, Thurs. 8.  
 Van Huessen Program, CBS, Wed. 9.  
 Voice of Columbia, CBS, Thurs. 10.  
 Voice of Pilestone, NBC, Mon. 8.  
 Voices from Filmland, CBS, Mon. 7:30.  
 Wallace Silversmiths, NBC, Fri. 7:15.  
 Westinghouse Salute, NBC, Tues. 10.  
 Whittall Anglo-Persians, NBC, Mon. 10.  
 Williams Orlomatics, NBC, Sun. 7:30.  
 Will Osborne, CBS, Tues. 11.  
 World's Business, CBS, Sun. 7:45.  
 World To-day, NBC, Mon. 7:30.  
 Yeast Foamers, NBC, Wed. 8.

# DIRECTORY OF BROADCASTING STATIONS

Revised to February 24, 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.	KPSN	1260		Pasadena, Calif.	WEBQ	1210		Harrisburg, Ill.	WLW	700		Cincinnati, O.
KDKA	880		Pittsburgh, Pa.	KPWF	1490		Westminster, Calif.	WEBR	1310		Buffalo, N. Y.	WLWL	1100		New York, N. Y.
KDLR	1210		Devils Lake, N. D.	KQV	1380		Pittsburgh, Pa.	WEBW	860		Beloit, Wis.	WMAZ	570		Cazenovia, N. Y.
KEDL	1210		Salt Lake City, Utah	KQW	1010		San Diego, Calif.	WEDC	1210		Chicago, Ill.	WMAF	1410		Larntmouth, Mass.
KEBA	840		San Diego, Calif.	KREP	620		Phoenix, Ariz.	WEEL	590		Boston, Mass.	WMAK	900		Buffalo, N. Y.
KEJK	170		Beverly Hills, Calif.	KRGV	1260		Harlingen, Tex.	WEHC	1370		Emory, Va.	WMAL	630		Washington, D. C.
KELW	780		Burbank, Calif.	KRLD	1040		Dallas, Tex.	WEHS	1420		Evanston, Ill.	WMAQ	670		Chicago, Ill.
KEX	1180		Portland, Ore.	KSAC	580		Manhattan, Kan.	WELK	1370		Philadelphia, Pa.	WMAV	1260		St. Louis, Mo.
KFAB	770		Lincoln, Neb.	KSAT	1240		Pt. Worth, Tex.	WEMC	590		Berrien Springs, Mich.	WMAC	890		Macon, Ga.
KFBH	1280		Great Falls, Mont.	KSSJ	1330		St. Louis, Mo.	WENR	870		Chicago, Ill.	WMBA	1500		Newport, R. I.
KFBM	540		Beaumont, Tex.	KSD	550		St. Louis, Mo.	WEVD	1300		New York, N. Y.	WMAC	1420		Detroit, Mich.
KFDY	550		Brookings, S. D.	KSEL	900		Pocatello, Ida.	WEW	760		St. Louis, Mo.	WMBD	1440		Peoria Heights, Ill.
KFEL	920		Denver, Col.	KSL	1130		Salt Lake City, Utah	WFAA	800		Dallas, Tex.	WMBG	1210		Richmond, Va.
KFEQ	680		St. Joseph, Mo.	KSO	1280		Clarinda, Ia.	WFAN	610		Philadelphia, Pa.	WMHJ	1420		Joplin, Mo.
KFOQ	1310		Boone, Ia.	KSOO	1110		Sioux Falls, S. D.	WFBE	1260		Cincinnati, O.	WMHI	1080		Chicago, Ill.
KFH	1300		Wichita, Kan.	KSTP	1480		St. Paul, Minn.	WFBO	1310		Albama, Pa.	WMBO	1310		Auburn, N. Y.
KFEA	1200		Gunnison, Col.	KTAB	560		Oakland, Calif.	WFBL	1370		Collegeville, Minn.	WMBO	1500		Brooklyn, N. Y.
KFI	640		Los Angeles, Calif.	KTAP	1420		San Antonio, Tex.	WFBL	1360		Syracuse, N. Y.	WMBR	1370		Tampa, Fla.
KFIZ	1420		Fond du Lac, Wis.	KTBH	1300		Los Angeles, Calif.	WFBM	1230		Indianapolis, Ind.	WMC	780		Memphis, Tenn.
KFJB	1200		Marshalltown, Ia.	KTBR	1300		Portland, Ore.	WFER	1270		Baltimore, Md.	WMCA	570		New York, N. Y.
KFFJ	1480		Oklahoma City, Okla.	KTBS	1450		Shreveport, La.	WFDF	1310		Flint, Mich.	WMMN	890		Fairmont, W. Va.
KFFM	1370		Grand Forks, N. D.	KTHS	1040		Hot Springs, Ark.	WFI	560		Philadelphia, Pa.	WMPC	1500		Lapeer, Mich.
KFFR	1300		Portland, Ore.	KTM	780		Los Angeles, Calif.	WFLW	920		Hopkinsville, Ky.	WMSB	1350		New York, N. Y.
KFJY	1310		Fort Dodge, Ia.	KTNT	1170		Muscataine, Ia.	WFJC	1450		Akron, O.	WMT	690		Waterloo, Ia.
KFJZ	1370		Fort Worth, Tex.	KTSA	1290		San Antonio, Tex.	WFKD	1310		Philadelphia, Pa.	WNAC	1230		Boston, Mass.
KFKA	800		Greeley, Col.	KTSL	1310		Shreveport, La.	WFLA	620		Clearwater, Fla.	WNAD	1010		Norman, Okla.
KFKB	1050		Milford, Kan.	KTSM	1310		El Paso, Tex.	WGBB	1210		Freeport, N. Y.	WNAT	1310		Philadelphia, Pa.
KFKU	1220		Lawrence, Kan.	KTUE	1200		Houston, Tex.	WGBS	1430		Memphis, Tenn.	WNAX	570		Yankee, S. D.
KFKX	1020		Chicago, Ill.	KWV	1270		Chicago, Ill.	WGBH	630		Indianapolis, Ind.	WNBB	1310		St. Paul, Minn.
KFLY	1410		Rockford, Ill.	KUOA	1390		Fayetteville, Ark.	WGBI	880		Seranton, Pa.	WNBR	1200		Washington, Pa.
KFLX	1270		Galveston, Tex.	KUSD	890		Vermillion, S. D.	WGBS	1180		New York, N. Y.	WNBR	1430		Memphis, Tenn.
KFMX	1350		Northfield, Minn.	KUT	1120		Austin, Tex.	WGCM	1210		Gulfpport, Miss.	WNBX	1200		Springfield, Vt.
KFNF	890		Shenandoah, Ia.	KVI	920		Tacoma, Wash.	WGCP	1250		Newark, N. J.	WNBZ	1290		Saranac Lake, N. Y.
KFOR	1210		Lincoln, Neb.	KVOA	1260		Tucson, Ariz.	WGES	1360		Chicago, Ill.	WNJ	1450		Newark, N. J.
KFOX	1250		Long Beach, Calif.	KWOO	1140		Omaha, Neb.	WGTB	1210		Newport News, Va.	WNKX	560		West Bedford, Tenn.
KFPL	1310		San Antonio, Tex.	KWCR	1310		Cedar Rapids, Ia.	WHPD	1240		Detroit, Mich.	WNRC	1480		Greensboro, N. C.
KFFY	860		Spokane, Wash.	KWEA	1210		Shreveport, La.	WGL	1370		Pt. Wayne, Ind.	WNYC	570		New York, N. Y.
KFQD	1230		Anchorage, Alaska.	KWJZ	1060		Portland, Ore.	WGN	720		Chicago, Ill.	WOAI	1190		San Antonio, Tex.
KFQZ	860		Hollywood, Calif.	KWK	1350		St. Louis, Mo.	WGR	550		Huifalo, N. Y.	WOAN	600		Lawrenceburg, Tenn.
KFRU	610		San Francisco, Calif.	KWKC	1370		Kansas City, Mo.	WGST	790		Atlanta, Ga.	WOAZ	1280		Trenton, N. J.
KFRS	630		Columbia, Mo.	KWKH	850		Shreveport, La.	WGY	780		Shreveport, N. Y.	WOBT	1310		Union City, Tenn.
KFRW	800		San Diego, Calif.	KWLD	1270		Decorah, Ia.	WHA	940		Milwaukee, Wis.	WOBU	550		Warrenton, W. Va.
KFSG	1120		Los Angeles, Calif.	KWSC	1220		Pullman, Wash.	WHAD	1120		Milwaukee, Wis.	WOC	1000		Jonestown, Ia.
KFUL	1290		Galveston, Tex.	KWVO	1260		Brownsville, Tex.	WEAM	1150		Rochester, N. Y.	WOCL	1210		Davenport, Ia.
KFUM	1270		Colorado Springs, Col.	KXA	570		Seattle, Wash.	WEAP	1300		New York, N. Y.	WODA	1250		Paterson, N. J.
KFUO	550		St. Louis, Mo.	KYA	1230		San Francisco, Calif.	WEAS	820		Louisville, Ky.	WODX	1410		Mobile, Ala.
KFUP	1210		Denver, Col.	KYW	1020		Chicago, Ill.	WHAT	1310		Philadelphia, Pa.	WOI	640		Ames, Ia.
KFVD	800		Delver City, Calif.	KLWA	1240		Chicago, Ill.	WLAZ	1300		Philadelphia, Pa.	WOLO	1440		Peughlepple, N. Y.
KFVS	1210		Cape Girardeau, Mo.	WAAF	920		Chicago, Ill.	WHB	710		Kansas City, Mo.	WOL	1310		Washington, D. C.
KFWB	950		Hollywood, Calif.	WAAM	1250		Newark, N. J.	WHBD	1370		Mt. Orab, O.	WOMT	1210		Manitowoc, Wis.
KFWF	1200		St. Louis, Mo.	WAAT	1070		Jersey City, N. J.	WHBF	1210		Rock Island, Ill.	WOOD	1270		Grand Rapids, Mich.
KFWI	830		San Francisco, Calif.	WAAB	660		Omaha, Neb.	WHBL	1410		Sheboygan, Wis.	WOPI	1500		Bristol, Tenn.
KFWJ	930		Richmond, Calif.	WABC	860		New York, N. Y.	WHBU	1370		Memphis, Tenn.	WOQ	1300		Kansas City, Mo.
KFXE	920		Denver, Col.	WABI	1290		Sanger, Md.	WHBU	1210		Anderson, Ind.	WOR	710		Newark, N. J.
KFXR	1210		Oklahoma City, Okla.	WABZ	1200		New Orleans, La.	WHBY	1210		West De Perre, Wis.	WORC	1200		Warener, Mass.
KFXZ	1420		Flagstaff, Ariz.	WADC	1320		Akron, O.	WHDF	1370		Calumet, Mich.	WORD	1490		Chicago, Ill.
KFYO	1420		Abilene, Tex.	WAIU	540		Columbus, O.	WHDP	830		Gloucester, Mass.	WOS	630		Jefferson City, Mo.
KFYR	550		Bismarck, N. D.	WAPI	1140		Birmingham, Ala.	WHDI	1180		Minneapolis, Minn.	WOV	1130		New York, N. Y.
GOA	1470		Spokane, Wash.	WASP	1270		Grand Rapids, Mich.	WHDC	1440		Rochester, N. Y.	WOW	590		Omaha, Neb.
KGAR	1370		Tucson, Ariz.	WAEA	1400		Lafayette, Ind.	WHFC	1420		Clevo, Ill.	WOWO	1160		Fort Wayne, Ind.
KGBA	1330		San Diego, Calif.	WBAK	1430		Harrisburg, Pa.	WHIS	1420		Huifalo, W. Va.	WYLS	1310		Waukesha, R. I.
KGBU	900		Ketchikan, Alaska	WBAL	1060		Baltimore, Md.	WHK	1390		Cleveland, O.	WPCC	580		Chicago, Ill.
KGBX	1310		St. Joseph, Mo.	WBAP	800		Fort Worth, Tex.	WHN	1010		New York, N. Y.	WPCH	810		New York, N. Y.
KOBZ	830		York, Neb.	WBAX	1210		Wilkes-Barre, Pa.	WHO	1000		Des Moines, Ia.	WPEN	1500		Philadelphia, Pa.
KGCI	1370		San Antonio, Tex.	WBBC	1400		Brooklyn, N. Y.	WHP	1430		Harrisburg, Pa.	WPG	1100		Atlantic City, N. J.
KGCR	1210		Watertown, S. D.	WBBL	1370		Richmond, Va.	WIAS	1420		Ottumwa, Ia.	WPQE	1370		Patchogue, N. Y.
KGCU	1210		Watertown, N. D.	WBEM	770		Chicago, Ill.	WIAX	1210		Waukesha, Wis.	WPRB	1230		St. College, Pa.
KGCX	1210		Wolf Point, Mont.	WBFR	1300		Rossville, N. Y.	WIBM	1370		Jackson, Mich.	WPTF	680		Raleigh, N. C.
KGDE	1200		Fergus Falls, Minn.	WBZ	1200		Ponca City, Okla.	WIBO	570		Chicago, Ill.	WQAM	560		Miami, Fla.
KGEF	1300		Los Angeles, Calif.	WBCM	1410		Bsy City, Mich.	WIBS	1450		Jersey City, N. J.	WQAN	880		Seranton, Pa.
KGOE	1200		Fort Morgan, Col.	WBMS	1450		Fort Lee, N. J.	WIBU	1310		Poynette, Wis.	WQAO	1010		New York, N. Y.
KGOV	1310		KallsPELL, Mont.	WBNS	1350		New York, N. Y.	WIBW	580		Topeka, Kan.	WQBC	1360		Cleoksburg, Miss.
KGPF	1420		Lava, Okla.	WBOW	1370		Seattle, Wash.	WIBX	1210		Evansville, Ind.	WQBS	1420		Weldon, Va.
KGPO	1370		Oklahoma City, Okla.	WBRC	930		Birmingham, Ala.	WICG	1110		Bridgeport, Conn.	WQD	1260		La Porte, Ind.
KGPI	1500		Corpus Christi, Tex.	WBRE	1310		Wilkes-Barre, Pa.	WIL	1200		St. Louis, Mo.	WRAK	1370		Eric, Pa.
KOEW	1310		Ravenna, Neb.	WBRL	1430		Tilton, N. H.	WILL	900		Urbana, Ill.	WRAP	1310		Reading, Pa.
KGFX	580		Pierre, S. D.	WBSO	920		Wellesley Hills, Mass.	WILM	1420		Wilmington, Del.	WRAX	1010		Philadelphia, Pa.
KGGF	1010		Picher, Okla.	WBT	1080		Charlotte, N. C.	WIOD	1300		Miami Beach, Fla.	WRBI	1310		Tifton, Ga.
KGGM	1230		Albuquerque, N. M.	WBZ	990		Boston, Mass.	WIOP	610		Philadelphia, Pa.	WRBJ	1500		Hattiesburg, Miss.
KOHF	1220		Pueblo, Colo.	WBZA	990		Boston, Mass.	WISN	1200		Madison, Wis.	WRBS	1200		Canton, O.
KGHL	1200		Little Rock, Ark.	WCAC	600		Storrs, Conn.	WJAC	1310		Johnstown, Pa.	WRBU	1210		Greenville, Miss.
KGHW	950		Billings, Mont.	WCAD	1220		Canton, N. Y.	WJAD	1240		Waco, Tex.	WRRT	1370		Wilmington, N. C.
KGIQ	1320		Twin Falls, Ida.	WCAB	1220		Pittsburgh, Pa.	WJAO	860		Norfolk, Neb.	WRBU	1210		Gastonia, N. C.
KOIR	1260		Butte, Mont.	WCAB	1220		Columbus, O.	WJAR	1090		Providence, R. I.	WRC	950		Washington, D. C.
KGIW	1420		Trinidad, Col.	WCAG	590		Lincoln, Neb.	WJAS	1290		Pittsburgh, Pa.	WRCC	600		Memphis, Tenn.
KOJX	1420		Las Vegas, Nev.	WCAL	1250		Northfield, Minn.	WJAX	1290		Albama, Fla.	WRFB	1260		Lawrence, Kan.
KOJZ	890														

# OUT IN FRONT

## FIVE MONTHS AGO

“What’s on the Air” was merely an idea.

## TODAY

“What’s on the Air” has attained a place in the front rank of radio publications.

A record probably never before equaled.

We extend our thanks to our many thousands of loyal friends — our readers — who through their enthusiastic support have made this wonderful record possible.

The growth you help us attain will be reflected in our increased service to the listening public. On that basis we solicit your continued support.

# Scanned from the collections of The Library of Congress



Packard Campus  
for Audio Visual Conservation  
[www.loc.gov/avconservation](http://www.loc.gov/avconservation)

Motion Picture and Television Reading Room  
[www.loc.gov/rr/mopic](http://www.loc.gov/rr/mopic)

Recorded Sound Reference Center  
[www.loc.gov/rr/record](http://www.loc.gov/rr/record)

**This file including all text and images are from scans of a private personal collection and have been scanned for archival and research purposes. This file may be freely distributed, but not sold on ebay or on any commercial sites, catalogs, booths or kiosks, either as reprints or by electronic methods. This file may be downloaded without charge from the Radio Researchers Group website at <http://www.otrr.org/>**

**Please help in the preservation of old time radio by supporting legitimate organizations who strive to preserve and restore the programs and related information.**