

#### WAVE-LENGTH GUIDE

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CHANNEL	COLUMBIA Broadcasting System	NATIONAL Broadcasting Company	KYCLS	WETERS	DIAL READING	
1	WKRC	WGR-KSD	550	545	<b>←</b>	
2	KLZ-WQAM	WFI-WIBO	560	535	<b>←</b>	FUI
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4	WIBW-WNAX	WTAG	580	517	+	
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8	WLBZ	WTMJ-WFLA	620	484	ł	
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23	WBBM	KFAB	770	389		
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26		WFAA-WBAP	800	375	Ī	上
27	Waco		810	370		-
28		WHAS	820	366		F
32	WABC	KOA	830 860	349	t	
33	WILDO	WLS-WENR	870	345		
35	WGST	WJAR	890	337	<b>←</b>	F
36		WKY-WJAX	900	333		
38		WWJ-KPRO	920	326		
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44		KDKA-WCFL	980	306	t	上山
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70	WXYZ-WDSU		1240	242		FA
72	WLBW-KOIL		1260	238	<b>←</b>	
73	WTOC	WJDX	1270	236		
74	WDOD-WRR	*******	1280	234	Ť	
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79	KSCJ	WSAI	1330	225		FM
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94	WKBW-KFJF		1480	203		
95		WCKY	1490	201	<b>←</b>	

#### WHAT'S ON THE AIR

(Registered in U.S. Patent Office)

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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.

#### 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.

REB S. V. 1920 .

©C18 87361

Charles

Magee

Adams

"Last night I had stations

from coast to coast. Tonight I can't get a thing."

### WHAT'S ON THE AIR

THE MAGAZINE FOR THE RADIO LISTENER

VOLUME I.

OCTOBER, 1930

No. 12

# Hints for Radio Newlyweds

CERTAIN more or less qualified authorities have said that

the critical time in the matrimonial life of a couple is the second year. During these fateful months, they declare, the glamor of romance either dulls to a permanent tarnish or takes on the lived-happily-ever-after luster, depending on such momentous trifles as biscuits, in-laws and Friday night poker games. Be that as it may, there is a critical period

in the radio life of any one newly wedded to a receiver, and it generally falls at about the second month.

Then it is that, with the demonstration honey-moon over, the down payment safely made, and the first flush of enthusiasm passed, the owner begins to doubt—privately, of course—whether his receiver is, after all, the finest in the world, as he has been declaring so proudly. And the trouble (as in the case of the other newlyweds?) is simply that he does not know all he should.

At first glance, this may seem rather a serious reflection on the owner's mental equipment. Certainly no great amount of intelligence is required to operate a modern electric set. Nevertheless, he must know something more than how to turn knobs if he expects to get the most pleasure from his receiver and avoid

troubles, particularly of the imaginary sort. Besides, this something more which he must know does not consist of bristling technicalities; just a few plain facts any one can imbibe with ease.

For instance, there is the matter of distance reception. Most proud owners like their receivers to fetch 'em in from the far places — especially while guests are present to

admire or envy — and any good, modern receiver can be counted on to turn that pleasant trick, but not every night. Lack of information on this last point is what causes grief for so many radio newlyweds.

"Last night I had stations from coast to coast, but to-night I can't get a thing but local," the familiar complaint runs.

"What's wrong with this set anyway?"

The answer is that nothing is wrong with the set. Atmospheric conditions simply are not favorable.

No one expects to see twenty miles from a high hill one day merely because he saw twenty miles from the same hill the day before. Visibility depends on atmospheric conditions, and so does long-distance radio reception. One night these conditions may be perfect. The next night they may be terrible.

Just take them as you find them. You may as well, for there is nothing you can do about it. But don't blame your receiver for something which is not its fault.

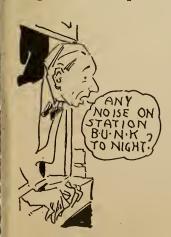
In the same way, learn to expect fading any night you are listening to a station one hundred miles or more away.

If your receiver has an automatic volume control, this fading will show up as a blurring in tone, or—

and probably accompanied by — increased static and other noise. If your receiver has no automatic volume control, there will be a dying down in loudness, with or without blurred tone.

Fading may be severe and frequent, and in long or short swings. Again, it may be so slight as to be almost absent. It is just





"one of those things;" not the fault of the station, and, most of all, not the fault of your lowboy, high-boy, or what have you.

Noise is as much a threat to the bliss of radio newlyweds as delicatessen meals or "office overtime" are to post-honeymoon couples. Human nature being what it is, the blame, too, is usually laid on the other party—the receiver. Sometimes the receiver actually is at fault, but only in a small number of cases.

There is a simple way to tell whether it is or not. Just have your near-by neighbors tune in the station to which you are listening. If they get the same noise, your receiver is free from blame. But if only your receiver picks up the noise, it may need checking over by a good service man.

Defective tubes and loose connections are among the common causes of noisy reception, and not serious or costly to correct.

Noises which are heard on all receivers in the same vicinity may be of two kinds: static and electrical in-

terference. It seems worth while to mention this because most radio newlyweds naturally confuse the two. Many put up with deafening electrical interference—more or less patiently—thinking it is static; while others, learning that there is such a thing as electrical interference, blame it for what is true static.

As between the two, the honors are about even. But it takes a trained ear to tell which is which in any particular case. So, if you and your neighbors are being bothered by loud and persistent noise, the surest way to clear up the trouble is to call in the aforesaid good service man.

If electrical interference proves to be the culprit, you may be surprised and cha-

grined to have him find that the racket is being caused by something in your own home — an oil burner, violet ray, or even a vacuum cleaner.

Another item, which ought to go into this dissertation, is not to blame the receiver too hastily for poor tone quality on certain stations.

There is a world of difference between the tone quality delivered by a first-class modern station and that put out by an obsolete piece of "haywire." Unfortunately for the poor listener, far too many of the smaller stations are still struggling along with "haywire" equipment. It should be remembered, too, that the networks and the best of modern stations have their bad and not so good moments.

If your shell-like ears become aware that the tone quality of the loud-speaker does not seem to be quite par, be sure first of all whether it lacks fidelity only on a certain station. In that case the station is at fault. However, if the trouble bobs up on all stations, compare notes with your neighbors. If their sets are perking as usual, and yours is still below par, it is time to have things looked over, but not before then.

Don't forget, too, that the same radio will sound like a million dollars one night and thirty cents the next night. It's just how you happen to be feeling.

One of the most remarkable things about a modern radio receiver is the little amount of care it demands. It needs no oiling, no air for tires, no water for a radiator. With a new tube now and then, it will go on doing its stuff faithfully month after month. But it will do even better if a few simple suggestions are followed.

For instance, don't let the receiver be subjected to excessive jarring or chronic vibration. This tends to

shorten the life of the tubes considerably. If the floor is not level (and how many aren't), so that the cabinet is unsteady, block up the short leg firmly.

Don't let children — or adults, who should know better — amuse themselves by flipping the power switch on and off like they do the electric lights. Here is another guaranteed way to burn out tubes prematurely.

Don't jerk the control knobs to and fro while making adjustments. The penalty for this unnecessary roughness is damaged connections and expensive parts.

Here's one marked "Attention, men." Don't allow an overzealous housekeeper to cover the open back of

the cabinet to keep out dust. Closing the open back simply cuts off free circulation of air, and free circulation is necessary to cool tubes and power unit.

Last, but far from least, if anything goes wrong, call in the best service man within reach. The boy in the next block who is good at putting up aerials would have a gorgeous time taking things apart, of course. However, what you want is a repair job, not interesting experiments.

With the help of these suggestions—and a dash of common sense—it is hoped that radio newlyweds will be able to pass the dangerous shoals of the second month and emerge safely into the blissful stretches of lived-happily-ever-after.



If the noise persists, then there is nothing to do but call in the service man.

Wendell Hal

TELLO, Folks! How are yo' all this evenin'? Here goes for R-Tickle No. 5, 'n' here 'tis! Say, have yo' been with us on Monday evenin's "At the Sign of the Shell"? How do yo' like our new setup with Art Kassel 'n', his "Castles in the Air" orchestra

in Chicago, 'n' Ray Perkins

(Old Topper Judge, Jr.) in

Noo Yawk? To say the least,

we're warm 'u' determined about it, eh? Come up to our friendly family party next week - 'n' join in the festivities — I'll be yo' host, as usual — so come on 'n' be my guest — will yo'? 'N' say, too, if yo' all don' drop us another little letter occasionally, I'm a-gonna draw a black line plumb thro' yo' John Hancock, 'n' mail it right smack back to yo' all a-lacarte! What dy'a think o' those?

TES' got a letter from "John 'n' Ned," of KOIL, 'n' travelin' "Monamotor Oil Twins" fame they're goin' over like a tent for N. B. C. out in San Franoria, Califrisco. — Heard from Thornton Fisher, too, another radio pioneer — he's back in N. Y. C. doin' sport stuff in talkies. — Good old Dad Pickard 'n' Family are workin' regular in Chicago for O'Cedar; they're moppin' up! — Gayle Grubb, Mgr. o' WKY, Oklahoma City (originally from K. F. A. B., Lincoln, Neb.), was in Chi. the other day. I asks, "Will yo' come out to the old homestead for an eve?" He answers, "I Don't Think So!" That's the name of the song we wrote up together in those B. C. days (Before the Crash). -The "Hired Hand," Harold Hough, of Ft. Worth, Suh! very grandest of grand old men of radio pioneer days, for years has sent me an immense "1928 Buicklike" watermelon from Texas every summer. They're growin' 'em bigger 'n' better 'n ever down there, for last year I had to tear out the front door movin' it

in, 'n' this year I only had to cut up a small part o' this "outsized watermelon" to serve to the whole Rotary Club Convention! Here's the picture to prove it!

DOY, what AIN'T radio Da-comin' to! R.C.A.'s got out a new record radio combination where you can make your own records of your favorite radio entertainers 'n' such — by simply jes' switchin' a little switchy switch on the set — that's all. Well, to say the least, it makes it a heap easier for me (but far less profitable), for I won't have to

make many more records—'cause when I'm appearin' on the radio, anybuddy who wants a record of mine will jes' "poosh 'em up" on the button 'n' presto yo' got a whole front parlor full o' Red-Headed Music Maker's records. Oh-o! — The Government's got another radio wrinkle now — if a submarine sinks, they drop a magnet down to it, 'n' when said magnet connects with said sunken sub anything anybuddy says anywhere inside the sick sub comes up via radio — 'n' I don't josh! — that ain't nutbin'. — Now yo' can drive up to your garage door at night in the rain — "poosh 'em up" on your dashboard radio switch 'n' the garage door opens - yo' then drive in — "poosh 'em down" on the dash switch 'n' the garage door closes behind you, without fail! — Good gosh, yo' know, they forgot the radio switch that'd start the carryall which'd drag yo' weary body out o' the car into the house 'n' into the hay without even so much effort from yo' as a miscalculated sneeze. — Now they're blamin' radio on the drought 'n' the unseasonable weather — I kinda believe they're right in a way, 'cause I made an emphatic statement one time that "It Ain't Gonna Rain No Mo'," 'n' it rained the whole two years the song was popular. — Still it's jes' as silly to blame the drought on the influx of the 15c. paper-mache records — course everybody's playin' 'em now, where they haven't been playin' their phonographs for years, but why blame the weather on to that? No sense to it!

Red Headed Music Maker



ND more things that "burn me up" — the "petty politician" of a radio studio. There's plenty ways for him to

[Continued on page 48]







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HOW TO SCORE

A GAME.

If you do not care to diagram the complete movements of the ball, merely use two match-sticks, one to indicate the position of the ball and the other "yards to go."

If you want a complete diagram of the movements of the ball, obtain a sheet of tissue-paper and lay it over this page, folding the top and bottom under. Then you can trace the course of the ball with a lead-pencil, starting at the left, at the point intersecting lines to distinguish them, thus ——————. Use two pencils of different colors to distinguish the movements of the two teams.

Space is provided in the schedules so that you can mark the scores of the games by quarters. The games broadcast by the chains are indicated, and in the lower half of the schedule space on the left there is a provision for local games not broadcast by the chains, but by local stations.

New York Philharmonic In Season of Symphony

CBS . . . SUNDAYS FROM 3 TO 5 P. M., E. S. T.

FROM CARNEGIE HALL, October 5, 12, 26. FROM BROOKLYN ACADEMY OF MUSIC, October 19. Every Sunday Thereafter, Except November 30 and December 7, until April 19.

CHILDREN'S CONCERTS, 11 A. M., October 25, November 8, 22, December 6, 13.

YOUNG PEOPLE'S CONCERTS, 11 A. M., November 1, 15, 29, December 27.

Special to WHAT'S ON THE AIR.

By BILL SCHUDT, JR.



POR the first time in history the entire American nation may hear the principal concerts of the New York Philharmonic Symphony Orchestra when, beginning with the concert on Sunday, October 5, the Columbia Broadcasting System, through arrangement with the Philharmonic Society, begins the broadcast of a major portion of the 1930-31 concerts.

There will be twenty-seven Philharmonic broadcasts over the CBS on Sundays at 3 P. M. Then there will be fifteen children's and young people's concerts broadcast over the same stations on Saturday morning at eleven o'clock.

During the Philharmonic's Sunday radio series, Arturo Toscanini, Erich Kleiber and Bernardino Molinari, three of the well-known maestri of the present day, will conduct, each taking a period of several weeks, with Toscanini directing the greatest number of concerts.

Mr. Kleiber, the young German conductor who has aroused much interest in Europe, will direct the orchestra during the first six weeks of the season, or up until November 9. Then Toscanini takes the stand from November 10 until November 23, inclusive.

Following a brief interlude in the series, Toscanini again conducts the Philharmonic from December 8

through Jan. 18, 1931, and again from February 23 until April 19.

Bernardino Molinari will swing the baton over the great symphony during the period beginning January 19 and ending February 22.

Ernest Schelling will conduct the children's and young people's concerts.

Broadcasting of the Philharmonic concerts will be made from Carnegie Hall, the Metropolitan Opera House and the Brooklyn Academy of Music.

Erich Kleiber is new on the rostrum of the Philharmonic Society. He is general music director of the Berlin State Opera, Unter den Linden.

As guest conductor, Erich Kleiber has been heard in Paris; at the Rome Augusteo (two visits and a third scheduled next spring); with the Colon Symphony Orchestra, Buenos Aires, during the summers of 1926, 1927 and 1929; in Leningrad, as well as in Budapest, Prague, Bucharest, Vienna, Copenhagen and Barcelona. He will conduct the first six Philharmonic concerts.

Comprising 111 men, the New York Philharmonic Symphony Orchestra is the oldest orchestra in the United States, with a record of performances unbroken since 1842.



1350 ST. LOUIS

#### SUNDAY

October 5 12 19 26

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#### Our Baffle-board

WRITE AND TELL THEM

TOW, that's a break!" He lunged out of his favorite arm-chair and made for the shimmering lowboy. "Here I pass up a chance at a perfectly good movie to stay home and hear the best program on the air, and they throw it out to put on this junk." The lowboy fell silent with a strangled plop as he snapped off the power switch. "Talk about high-test ignorance and hand-rubbed stupidity! What do these stations take us for, anyway, Dumb Doras and Witless Willies?"

The foregoing (necessarily expurgated) expressions of listener peevishness at programs doubtless have a somewhat familiar ring. Every radio addict either has indulged in or overheard something of the sort, probably much too often for the unruffled cheerfulness recommended by the Smile and Keep Happy League of America, Inc.

It's dollars to doughnuts, too, that the matter ended right there—with the possible exception of a hangover grouch. They may not admit it in so

#### 12 M. to 1 P. M.

- American Pro-Art String Quartet NBC, New York.
- Nomads

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

• West End Presbyterian Church

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

2 Jewish Art Program

Classical Jewish music; popular folk songs.

1 to 2 P. M.

The Pilgrims

Mixed sextet. NBC, New York.

Spanish Dreams

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

The Fusileers

Brass band; direction, Graham Harris. NBC, New York.

Southland Sketches

Spirituals by negro octet. NBC.

A Neapolitan Nights

Vocalists and instrumentalists.

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

- Educational
- Children's feature
- T Dramatic Variety W Comic
- R Religious
  - X On the air

#### MUSICAL PROGRAMS

- M 1. Band. M 6. Popular, Modern.
  M 2. Classical, Operatic. M 7. Symphonic.
  M 3. Dance. M 8. Organ.
  M 4. Religious. M 9. Semi-classical.
  M 5. Novelty Music. M Variety.

many words, but most listeners do their opinionexpressing about programs on the convenient theory that the stations can hear everything they say. Apparently the hard-working loud-speaker is expected to double as a microphone and feed customers' comments back to the studio. How different radio would be if it could!

Of all listeners, only one-tenth of one per cent.

—if you must know the worst—take the only method guaranteed to get results: writing to the stations direct.

If one-tenth of one per cent. seems incredibly low (and heaven knows it is), don't blame your informant for paring down the decimal. The stations themselves are authorities for the figure. They calculate, by those mysterious means known only to statistics sharks, that, for every letter received about a program, one thousand people listen in on it.

Why is it that listeners have the notion that writing letters to the stations does no good? The truth is that the better stations think no more of fan mail than politicians do of votes. That ought to be plain enough if you stop and think.

#### 2 Jewish Art Program

Music, script, talk. CBS, New York.

#### 3 The Columbia Salon Orchestra

Direction, Vincent Sorey.

總

2 to 3 P. M.

#### 4 Three Little Sachs

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

#### Ann Leaf at the Organ

CBS, New York.

#### @ Ballad Hour

Old and new ballads.

#### 6 Metropolitan Echoes

Mary McCoy, soprano; Robert Simmons, tenor; Arcadie Birkenholz, violinist and director; guest artists. NBC.

#### 6 NBC Artists Service

Vocal soloists; orchestra.

#### **B** Roxy Symphony Concert

Director, Joseph Littau.

128

3 to 4 P. M.

#### Works of Great Composers

Vocal and instrumental soloists; orchestra. NBC, New York.

#### C The Friendly Hour

Dr. J. Stanley Durkee; male quartet; organ; director, George Shackley.

NOTE.—On October 19 it is planned to begin the National Youth Conference, under the guidance of Daniel E. Poling.

#### New York Philharmonic Orchestra

Symphonic concerts from Carnegie Hall.

October 5, 12, 19, 26 **SUNDAY** 

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SUNDAY

October 5, 12, 19, 26

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As far as any immediate audience is concerned, every radio program is like a dress rehearsal in an empty theater. There is no "sea of eager, upturned faces" out beyond the footlights. No storm of handclapping follows the prima donna's high C climax. No shrieks of laughter let the comedy team know that their prize gags went over big. There is a microphone, of course; a perforated piepan on top of a bridge-lamp post, and just about as much alive. Otherwise, the performers may as well be doing their stuff on a desert island.

The station managers and directors and maybe a few studio guests can tell them what they think of their show. But whether it clicked or was a dud has to wait till the mail comes in. That is the only way the radio audience can turn thumbs up or down.

"Yeh?" some skeptic breaks in at this point. "Well, laugh this off. I've written fan letters that would have scorched asbestos, and what happened? Nothing. Those things they call programs are still

That familiar comeback can be laughed off, and easily. Letters often seem to be ignored be-

4 to 5 P. M.

1 National Sunday Forum

Dr. Ralph W. Sockman; oratorio choristers; orchestra direction, George Dilworth.

NOTE.—It is planned to resume the Cathedral Hour with Dr. S. Parkes Cadman, on October 19.

Sterling Singers

With Mme. Lolita Cabrera Gainsborg, pianist.

Canadian Pacific Musical Crusaders Light symphony orchestra with vocal unit.

"Your Eyes"

Musical and literary tribute to the human feature which occurs most in song and romance.

New York Philharmonic Orchestra Symphonic concerts from New York City.

5 to 6 P. M.

2 Echoes of the Orient

Instrumental ensemble; direction, Sven von Hallberg. NBC, New York.

Silver Masked Tenor

Joe White, with guitar. NBC.

Teatime Tunes

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

A Sabbath Reveries

Dr. Charles L. Goodell; mixed sextet; direction, George Shackley. NBC.

NOTE.—On October 19 it is planned for Dr. Harry Emerson Fosdick to resume his National Religious Service.

Sermon by the Rev. Donald Grey Barnhouse Philadelphia.

The Crockett Mountaineers Hill-billy entertainment.

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

O Educational

Sports Dramatic

Children's feature R Religious

Variety W Comic

X On the air

#### MUSICAL PROGRAMS

M 1. Band. M 6. Popular, Modern.
M 2. Classical, Operatic. M 7. Symphonic.
M 3. Dance. M 8. Organ.
M 4. Religious. M 9. Semi-classical.
M 5. Novelty Music. M Variety.

cause they raise trifling points or because more letters expressing a contrary opinion come in.

But let nobody fool you about letters being ignored if they raise some really important issue and if, most of all, they pour in so thick and fast that they show a clear-cut trend of listener opinion. Here are just a few exhibits that ought to clinch the case.

About a year ago "Amos 'n' Andy's" broadcast was juggled to seven o'clock (E. S. T.). That put the Fresh Air Taxi boys in the Mountain Time belt at five o'clock, and in west-coast points at four o'clock. Did listeners there like it? They did not. What's more, they wrote and said so, not by twos and threes, but by the thousands. Forthwith "Amos 'n' Andy" began broadcasting twice a night, at seven o'clock for Eastern listeners and again at 10:30 (E. S. T.) for the fans in the West.

And here's Exhibit B. Early last summer NBC decided its Slumber Hour needed renovating. Something snappier was the decree. But immediately the postmen began dumping bigger and better sacks of mail at 711 Fifth Avenue, and before long Ludwig Laurier was back on the job again.

6 to 7 P. M.

6 Catholic Hour

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

**B** Lew White Organ Recital

Genia Fonariova, soprano.

C An Hour with Shakespeare

Dramatic program.

Fox Fur Trappers

Orchestra with Earle Nelson, crooning furtrapper; Helen Barr, soprano, and three harmonizers. CBS, New York.

4 The Globe Trotter

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

100

7 to 8 P. M.

6 Iodent Big Brother Club

Featuring Bob Emery; novelty orchestra directed by Joe Ryan.

Major Bowes' Family

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

C An Hour with Shakespeare

· Dramatic program.

E Williams Oilomatics.

Fred Waldner, tenor; orchestra director, Josef Koestner. NBC, Chicago.

3 The Golden Hour of the Little Flower

Sermon by the Rev. Father Charles E. Conglilin; soprano, contralto, cello, obligato; Mrs. Armand France, organist. Direct from church at Detroit, Mich.

October 5, 12, 19, 26 SUNDAY

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SUNDAY

October 5, 12, 19, 26

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Exhibit C is the experience of David Mendoza. While directing an orchestra over Columbia, he played modernized versions of certain favorite classics. By return mail he heard from so many listeners who like their classics "as is" that he had to repeat them minus modern improvements.

A middle Western Columbia station contributed Exhibit D when it dropped the Nit Wit Hour to make room for a local bill. Within two weeks Brad Browne and his charges were side-tracking the substitute. Listeners had let it be known that "Nit Wits Preferred" was selling strong.

Many other pieces of evidence just as conclusive could be added to the list if space permitted.

Also, notice that in three of the four cases listeners could have kept on getting what they wanted if they had taken the trouble in the first place to write and say they liked what they were hearing.

Station managers are not clairvoyant or psychic. They have no miraculous means of knowing how listeners like a given program. After a feature has run several months without seeming to cause much of a stir, they begin to wonder if something else might not go over bigger. So they substitute a new program, only to find out in many cases that listeners prefer the old favorite.

The moral is: If you like a program well enough to want it kept on the air, write and say so.

8 to 9 P. M.

#### 1 Major Bowes' Family

From Capitol Theatre, New York City.

#### Chase and Sanborn Choral Orchestra

Vocalists; piano duo; muted singers; orchestra. NBC, New York.

#### A Enna Jettick Melodies

Mme. Schumann-Heink; mixed quartet; instrumental ensemble; direction, George Dilworth.

#### B Collier's Hour

Orchestra; dramatized stories; famous speak-

#### 1 Jesse Crawford

Poet of the Organ. CBS, New York.

#### Kaltenborn Edits the News

A news column of the air. CBS, New York.

#### Quiet Harmony

CBS, New York.

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

O Educational

Sports Dramatic v Variety

Children's feature R Religious

W Comic

X On the air

#### MUSICAL PROGRAMS

M 1. Band.
M 2. Classical, Operatic.
M 3. Dance.
M 4. Religious.
M 5. Novelty Music.
M 6. Popular, Modern.
M 7. Symphonic.
M 8. Organ.
M 9. Semi-classical.
Variety.

#### 9 to 10 P. M.

#### 1 "Our Government"

David Lawrence from Washington, D. C.

#### 4 Atwater Kent Hour

Concert and grand opera artists; orchestra director, Josef Pasternack. NBC, New York.

#### B Collier's Hour

Orchestra; dramatized stories; famous speakers.

#### C Floyd Gibbons

Libby, Owen, Ford Glass Company Program. NBC, New York.

#### Majestic Theatre of the Air Variety program.

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100

10 to 11 P. M.

#### 4 Atwater Kent Hour

Concert and grand opera artists; orchestra direction, Josef Pasternack. Announcer, Graham McNamee.

#### 6 Studebaker Champions

Eighteen-piece orchestra; direction, Jean Goldkette. NBC, New York.

#### Sunday at Seth Parker's

Rural sketch depicting "Down East" meeting of semi-religious nature. NBC, New York.

#### D El Tango Romantico

Orchestra direction, Hugo Mariani.

#### E Harbor Lights

Dramatic tales of the sea with Edwin M. Whitney.

#### 1 Arabesque

 $\Lambda$  "Modern Thousand and One Nights;" dramatic tale of  $\Lambda rabia.$ 

#### 2 Around the Samovar

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

188

11 to 12 P. M.

#### 7 Sunday at Seth Parker's

NBC, New York.

#### 3 Sam Herman, Xylophonist

Assisted by Frank Banta, pianist. NBC, New York.

#### @ Russian Cathedral Choir

Vocal soloists; male quartet. NBC, New York.

#### F Kaffee Hag Program

Slumber music; occasional guest artists.

#### G Reminiscences

Godfrey Ludlow, violinist; male quartet; Alwyn E. W. Bach, narrator.

#### New York Herald Tribune Observer

#### 4 Back Home Hour from Buffalo

Religious service with symphony orchestra, quartet and soloists. Sermon, Rev. Clinton H. Churchill.

5, 12, 19, 26 SUNDAY

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A	0	M 5  M 4	<b>0</b>	T ② ③	T	X 3	<b>X</b>	M 6	V	V	<b>9</b>	0	X	X 9	X O	WSPD TOLEDO 1340 *WKBN YO'NGST-N 570  KFJF OKLA.CITY 1480 OKla. WKY OKLA.CITY 900 *KVOO TULSA 1140 *WHP HARRISS'G 1430 Pa.
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MONDAY

October 6, 13, 20, 27 A B CD TIME **EASTERN** 6 30 30 5 CENTRAL 30 6 30 5 MOUNTAIN 4 30 30 FJ **6** M6 Can - 690 TORO NTO CKGW 730 MONTREAL CKAC NM M9 M3 M ada 1140 BIRM'GH'M \*WAP 8 930 BIRM'GH'M WBRC  $\overline{\mathbf{C}}$ 0 AO HJ Ark. 1040 HOT SP'GS \*KTHS 1390 LIT'LE R'CK \*KLRA AB Q C HJ Colo. 830 DE NVER KOA 3 KLZ AB Q D **560 DENVER** Conn. 1060 HARTFORD \*WTIC D. C. 630 WASH'GT'N WMAL MN AB 2 C 3 AB FHJ 950 WASH'GT'N WRC 620 Clearwater WFL St.Petersb'g WSUI FHJ 900 JACKS'NY'E WJAX  $\mathbf{X} \mathbf{X}$ H X M8 WIOD H 1300 MIAMI B. WQAM NV V MP M 560 MIAMI WGST O AB C 890 ATLANTA WSB HJ 740 ATLA NTA 1020 CHICAGO KYW M2 PM3 SM 770 CHICAGO \*WBBM (A) AB 870 CHI WENR-WLS MW M M5 H WGN 720 CHICAGO \*WIBO 560 CHICAGO 670 CHICAGO WMAQ PXX CD Ind. 1160 FT. WYNE\*WOWO C 1230 IND'P'LIS \*WFBM  $\overline{\mathbf{C}}$ Iowa 1260 C.NCIL BL'FS KOIL CD Des Moines WOC\*WHO 0 600 WATERLOO WMT 1 AB 0 Kans.1220 LAWRENCE\*WREN XHJ \*WIBW 1 AB 2 N 580 TOPEKA \*KFH 1 AB 2 CD 1300 WICHITA Ky. 1490COVINGTON\*WCKY MS FG J 940 HOPKINSV'EWFIW 820 LOUISVILLE WHAS H 1250 N. ORL'NS WDSU  $\overline{\mathbf{C}}$ 1320 N. ORL'NS WSMB H X Q WLBZ  $\mathbf{X}$ D 620 BANGOR 940 PORTLAND WCSH 0 AB Md. 1060 BALTIMORE\*WBAL E FG H 8 AB Q CD 600 BALTIMORE WCAO Mass. 990 SPRINGFIELD WBZ E MV F HJ X B M8 WEEI 2 590 BOSTON B M3 M3 C WNAC 1230 BOSTON 1200 WORCEST'R WORC ഉ 580 WORCESTERWTAG 1 AB Mich.1410 BAY CITY WBCM O AB O WXYZ 0 X C A 1240 DETROIT WJR M NW F M 750 DETROIT WWJ C 920 DETROIT C Minn. 810 MINNEAP WCCO 0 1460 ST. PAUL **KSTP** 3  $\mathbf{X}$ H WJD) H Miss. 1270 Jackson AB W Mo. 950 KAN. CITY KMBC D WDA 610 KAN. CITY **KMOX**  $\mathbf{X}$ D  $|\mathbf{X}|$ 0 1090 ST. LOUIS \*KSD • XHJ KWK  $|\mathbf{X}|$ 1350 ST. LOUIS

# or Evening E

Amer. Pro-Art String Quartet, NBC, Sun.
12M.
Atwater-Kent, NBC, Sun. 9.
Around the Samovar, CBS, Sun. 10.
A. & P. Gypsies, NBC, Mon. 8:30.
Anheuser-Busch, CBS, Tues. 11.
Ann Leaf, Organist, CBS, Sun. 2.
Areadie Birkenholz, NBC, Fri. 7.
Arabesque, CBS, Sun. 10.
Armour Program, NBC, Fri. 9:30.
Armour Program, NBC, Fri. 9:30.
Armstrong Quakers, NBC, Fri. 10.
Amos 'n' Andy, NBC, daily, 7 and 11:30.
An Evening in Paris, CBS, Mon. 9:30.
Areo Birthday Party, NBC, Thur. 9.

Ballad Hour, CBS, Sun. 2.
Back Home Hour, CBS, Sun. 11.
Bernard Levicow's Orchestra, CBS, Mon.
7:30.

Blackstone Program, CBS, Tues. 8. Bill Schudt, CBS, Wed. 6. Back of the News in Washington, NBC, Wed.

7:30.
B. A. Rolfe and Lucky Strike Orchestra, NBC, Thur. 8 and Sat. 10.
Broadway Lights, NBC, Sat. 10.
Black and Gold Room Orchestra, NBC, daily

6. Burbig's Syncopated History, CBS, Mon. 8. Bridge with Blushes, NBC, Mon. 7. Bonnie Laddies, NBC, Tues. 9:30. Brown Bilt Footlights, NBC, Fri. 7:30.

Crockett Mountaineers, CBS, Sun. 5 and Tues., Wed., Thur., Fri., Sat. 7. Catholic Hour, NBC, Sun. 6. Chase and Sanborn Choral Orchestra, NBC, Sun. 8. Current Events, CBS, Mon. 7. Colonial Beacon Lights, NBC, Mon. 7:30. Chesebrough Real Folks, NBC, Mon. 7:30. Chesebrough Real Folks, NBC, Mon. 9:30 Chicago Variety, CBS, Sat. 10 and Tues. 11:30. Camberly Coca Cola Top Notchers, NBC, Wed. 9:30. California Melodies, CBS, Wed. 11:30. California Melodies, CBS, Wed. 11:30. California Educational Features, Thur. 10:30 and Sat. 8. Cub Reporter, NBC, Sat. 10. Cities Service Orchestra, NBC, Fri. 9. Collier's Hour, NBC, Sun. 8. Cuddles and Monty, NBC, Tues. 10. Cuckoo, NBC, Tues. 10:30. Clumbia Salon Orchestra, Sun. 1. Canadian Pacific Musical Crusaders, NBC, Sun. 4.

Don Amaizo, CBS, Mon. 10:30,
Dandies of Yesterday, NBC, Thur. 6:30.
Dixies Circus, NBC, Sat. 8.
Dutch Masters Minstrels, NBC, Sat. 9:30.
Detective Story Magazine, CBS, Thur. 9:30.
Don Bigelow and Orchestra, NBC, Thur.
11:30 and Sat. 11.
Dic-a-Doo Entertainers, NBC, Wed. 7:30.
Dancing Yesterdays, CBS, Fri. 10:30.

Echoes of the Orient, NBC, Sun. 5.
El Tango Romantico, NBC, Sun. 10.
Evangeline Adams, CBS, Mon., Wed. and
Fri. 7:30.
Eveready Program, NBC, Tues. 9.
Enna Jettick, NBC, Tues. 10 and Sun. 8.
East of Cairo, NBC, Wed. 8.
Elgin Watch Program, NBC, Fri. 11.
Empire Builders, NBC, Mon. 10:30.
Edward Tailoring, CBS, Wed. 7.
Eskimo Pie Program, CBS, Wed. 7.
Eskimo Pie Program, CBS, Wed. 7:30.
Edwin Stanley Seder, NBC, Sat. 9.

Fusiliers, NBC, Sun. 1.
Fox Fur Trappers, CBS, Sun. 6.
Friendly Hour, NBC, Sun. 3.
Forty Fathom Trawlers, CBS, Wed. 8:30.
Fro-Joy Players, CBS, Thur. 7.
Fuller Man, NBC, Sat. 7:30.
Floyd Gibbons, NBC, Sun. 9.
Florsheim Frolic, NBC, Tucs. 8:30.

Globe Trotter, CBS, Sun. 6, General Motors, NBC, Mon. 9:30. Grand Opera Miniature, CBS, Mon. 10:30. Graybar's "Mr. and Mrs." CBS, Tues. 10. Gold Medal Fast Freight, CBS, Wed. 9. General Electric Hour, NBC, Sat. 9:30. Golden Hour of the Little Flower, NBC, Sun. 7.

Half-hour in Nation's Capital, NBC, Mon. 8.
Harbor Lights, NBC, Sun. 10.
Hoppin' Bells, NBC, Tucs. 8:30.
Henry-George, CBS, Tucs. 9:30.
Happy Wonder Bakers, NBC, Tucs. 9:30.
Halsey Stuart Program, NBC, Wed. 9.
Hank Simmons' Showboat, CBS, Sat. 9.
Heywood Broun, CBS, daily (except Sat. and Sun.), 11.
Hamilton Watch, CBS, Thur. 8:30.
Hour with Shakespeare, NBC, Sun. 6.

International Broadcast, CBS, Sun. 12:30. International Sidelights, CBS, Tues. 7. Interwoven Pair, NBC, Fri. 9. Iodent Big Brother Club, NBC, Sun. 7. Ipana Troubadours, NBC, Mon. 8:30.

Jewish Art Program, CBS, Sun. 12M.
Jesse Crawford, CBS, Sat. 10:30 and Sun. 8.
Jack Frost's Melody Moments, NBC, Thur.
9:30.
Jameses, NBC, Sat. 6.
Jack Denny and Orchestra, CBS, Tues. 7:30.
Jarman Shoe Program, NBC, Thur. 7:30.
Johns Manville, CBS, Sat. 8:30.

Kaltenborn News, CBS, Sun. 8, Tues. 8:30 and Thur. 8:30. Knox-Dunlap Program, NBC, Thur. 9. Kaffee Hag Program, NBC, Sun. 11.

Lew White Organ Recital, NBC, Sun. 6. La Palina, CBS, Wed. 9:30. Literary Digest, NBC, daily 6:30 and 11:30. Laws that Safeguard Society, NBC, Tues. 7. Le Trio Morgan, NBC, Tues. 7 and Fri. 8:30. Lutheran Layman's Program, CBS, Thur. 10.

Metropolitan Echoes, NBC, Sun. 2.
Major Bowes' Family, NBC, Sun. 7.
Majestic Theatre, CBS, Sun. 9.
Mormon Tabernacle, NBC, Mon. 6.
Maytag Orchestra, NBC, Mon. 9.
Mardi Gras, CBS, Thur. 8.
Manhattan Moods, CBS, Wed.
Mobiloil Concert, NBC, Wed. 8:30.
Mystery House, NBC (to be announced).
Mid-week Federation Hymn Sing, NBC,
Tbur. 7.
Mawell House Melodies, NBC, Thur. 9:30.
Miniature Theatre, NBC, Sat. 10:30.
Moonshine and Honeysuckle, NBC, Mon. 10.
Minneapolis Symphony, CBS, Mon. 9.

Nomads, NBC, Sun. 12M.
Neapolitan Nights, NBC, Sun. 1.
NBC Artists Service, Sun. 2.
National Sunday Forum, NBC, Sun. 4.
Niagara Hudson, NBC, Thur. 7:30.
Nit-Wit Hour, CBS, Fri. 8.
Natural Bridge Program, NBC, Fri. 8:30.
New York Herald Tribune, CBS, daily 11.
New York Philharmonic Orchestra, CBS,

Natural Endige Frogram, NSU Fr. 8:30.
New York Herald Tribune, CBS, daily 11.
New York Philharmonic Orchestra, CBS,
National Scerrity League, CBS, Tues, 6:30.
National Surety's Secret Cases, NBC, Wed. 7.
Nestle Chocolaters, NBC, Fri. 8.
Necco Surprise Party, CBS, Sat. 7:30.

Our Government, NBC, Sun. 9. O'Cedar Time, NBC, Wed. 9.

Pilgrims, NBC, Sun. 1.
Pure Oil Orchestra, NBC, Tues. 8,
Palmolive Hour, NBC, Wed. 9:30,
Pickard Family, NBC, Sat. 8:30.
Phil. Spitainy's Music, NBC, Sat. 7:30.
"Pop" Concerts, NBC, Sat. 8.
Paramount Publix Hour, CBS, Tues. 10:15.

Ponce Sisters, NBC, Thur. 6:30.
Premier Salad Dressers, CBS, Tues. 8:30,
Pewee and Windy, NBC, Tues. 9:30.
Philico Symphony, CBS, Tues. 9:30.
Poems in Song, NBC, Wed. 10:30.

Quaker Oats, NBC, daily 7:30, except Sat. Quiet Harmony, CBS, Sun. 8.

Roxy Symphony Orchestra, NBC, Sun. 2.
Rursian Cathedral Choir, NBC, Sun. 11.
Reminiscences, NBC, Sun. 11.
Rambiers Trio, NBC, Fri. 7.
Roxy and His Gang, NBC, Mon. 7:30.
Robert Burns Panatela, CBS, Mon. 10.
R-K-O Hour, NBC, Tues, 10:30 and Fri.
10:30.
Rudy Vallee, NBC, Thur. 8.
RGA-Victor Hour, NBC, Thur. 10.
Rosalie Wolfe, NBC, Mon. 7.
Richard Maxwell, NBC, Tues, 6.
Rainbow Revels, CBS, Wed. 10.
Rhythm Rambiers, CBS, Thur. 11 and Sat. 6.
Radio Follies, CBS, Fri. 10.

Spanish Dreams, NBC, Sun. 1.
Southland Sketches, NBC, Sun. 1.
Sterling Singers, NBC, Sun. 4.
Silver Masked Tenor, NBC, Sun. 5.
Studebaker Champions, NBC, Sun. 5.
Studebaker Champions, NBC, Sun. 5.
Studay at Seth Parker's, NBC, Sun. 10.
Sam Herman, NBC, Sun. 11.
Stromberg-Carlson, NBC, Mon. 10.
Sign of the Shell, NBC, Sat. 8:30.
Sign of the Shell, NBC, Sat. 8:30.
Savannah Liners Orchestra, NBC, Tues, 6.
Soconyland Sketches, NBC, Tues, 7:30.
Sylvania Foresters, NBC, Was. 8:30.
Silver Flute, NBC, Sat. 9.
Slumber Music, NBC, daily 11.
Sabbath Reveries, NBC, Sun. 5.
Sinclair ofil Program, CBS, Mon. and Fri.
7:30.

Three Little Sachs, CBS, Sun. 2.
Tastycast Jesters, NBC, Mon., Thur. and
Sat. 7. Troupers, NBC, Tues. 8:30.
Troika Bells, NBC, Tues. 8.
Tek Music, NBC, Tues. 9.
True Story Hour. CBS, Fri. 9.
True Story Hour. CBS, Fri. 9.
Tom, Dick and Harry, CBS, Sat. 6:30.
Tea Time Tunes, NBC, Sun. 5.
Talk, John B. Kennedy, NBC, Wed. 6:30.
Twillight Voices, NBC, Wed. 7:30.
Twillight Voices, NBC, Wed. 7:30.
Ted Fforito and Orchestra, CBS, Sat. 7.
Troubadour of the Moon, NBC, Sat. 11.

U. S. Service Band, CBS, Mon. 8:30 and Uncle Abe and David, NBC, daily 6:30 and 11. Under the Jolly Roger, NBC, Fri. 10:30. Underneath the Southern Stars, NBC, Fri. 10.

Vincent Lopez, NBC, Tues., Wed. and Fri. 11.
Van Heusen Program, CBS, Thur. 9.
Vikings, NBC, Wed. 6:30.
Victor Herbert Opera Series, NBC, Thur. 10.

West End Presbyterian Church, CBS, Sun. 12M.

Works of Great Composers, NBC, Sun. 3.
Williams Oilomatics, NBC, Sun. 7.
WXYZ Captivators, CBS, Mon. 6.
Westinghouse Salute, NBC, Tues. 10.
Wadsworth Watchcase Program, NBC, Wed. 9.
Ward's Tip Top Club, CBS, Thur. 7:30.
Whyte's Orchestra, NBC, Sat. 7.
Will Osborne, CBS, Fri. 11:30 and Sat. 11.
Wonder Dog, NBC, Sat. 8.
Wrigley Program, CBS, Fri. 10:30.
Wahl Co., NBC, Fri. 9:30.
Wahl Co., NBC, Fri. 9:30.
Westchester County Orchestra, CBS, Thur, 7.
Wallace Silversmiths, CBS, Sat. 8:30.

Yeast Foamers, NBC, Wed. 8. "Your Eyes," NBC, Sun. 4.

Eastern Standard Time 6 to 6:30 P. M. A Central Standard Time 5 to 5:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

- Black and Gold Room Orchestra Concert. NBC, New York.
- Mormon Tabernacle Choir and Organ NBC, Salt Lake City.
- O Carl Rupp and His WXYZ Captivators Dance music. KEY
- N News
- Educational
- P Children's feature
- Religious
- Sports Т Dramatic Variety W Comic
- X On the air

B Eastern Standard Time Central Standard Time 6:30 to 7 P. M. 5:30 to 6 P. M.

#### CHAIN PROGRAMS THIS HALF-HOUR

- Black and Gold Room Orchestra Concert. NBC, New York. (First 15 min.)
- B Uncle Abe and David

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

E Literary Digest

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

- A Carl Rupp and His WXYZ Captivators Dance music. (First 15 min. of period B.)
- B CBS Program from New York (Last 15 min. of period B.)

#### N B C—New

PHILCO CONCERT, Sunday, October 12, from 5 to 6 P. м. The Philadelphia Symphony Orchestra.

CANADIAN PACIFIC MUSICAL CRUSADERS, Sunday, 4:15 to 4:45 P. M. Orchestra with vocal interludes.

Kaffee Hag, Sunday, 11 to 11:30. Slumber

MALTINE, Monday, 5 to 5:30. Story material. DEATH VALLEY EPISODES, Tuesday, 9:30 to 10. Drama.

Brazilian-American Program, Thursday, 5 to 5:30. Orchestra and prominent South American speaker.

TEA HOUR MUSIC, Friday, 5 to 5:30.

Brown-Built Footlights, Friday, 7:45 to 8. Dance orchestra.

WAHL PEN, Friday, 9:30 to 10. Dance orchestra, handwriting expert.

#### C B S—New

INTERNATIONAL BROADCASTS, Sunday, 12:30. Addresses by prominent Englishmen from

SINCLAIR OIL, Monday and Friday, 7:45 to 8. ESKIMO PIE, Wednesday, 7:45 to 8.

HAMILTON WATCH, Thursday, 9 to 9:15.

RADIO FOLLIES, Friday, 10 to 10:30. Stars of Broadway and orchestra.

JOHNS MANVILLE, Saturday, 8:30 to 8:45.

Columbia began a new series of "International Broadcasts" on September 14, at 12:30 P. M., E. S. T. It is being carried by most of the affiliated stations. Prominent Englishmen will address us on the following topics on Sundays just ahead:

September 28, Lord Beaverbrook, "A Protectionist Looks at the British Empire and America."

October 5, Sir Herbert, "A Freetrader Looks at the British Empire and America."

October 12, Marquess of Zetland, "The Problem of India.'

October 19, Mary Agnes Hamilton, M.P., "Women in Politics."

October 26, Viscount Astor, "After Prohibition-What?"

November 2, H. G. Wells (subject to be announced).

New broadcasting equipment, which it is rumored eliminates the tone distortion usually accompanying broadcasting of large musical groups, will be given its first test on a coastto-coast network Sunday afternoon, October 12, from 5 to 6 P. M., when its inventor, the noted conductor Leopold Stokowski, leads the Philadelphia Symphony Orchestra in the first of four monthly concerts to be broadcast under the sponsorship of Philco. At the close of his series of symphonic concerts played for radio listeners last year, Mr. Stokowski announced publicly that he was unsatisfied with the tone quality of studio broadcasting and would seek to remedy technical deficiencies he had noted before returning to the air. Mr. Stokowski refuses to describe his invention and has insisted that the public and the press be barred from the studio during his broadcasts, but technicians of NBC and of Philco, who have aided him in his work, are confident that he will demonstrate in his forthcoming programs as nearly perfect symphonic broadcasting as has ever been achieved. Forty-two NBC stations have already arranged to carry the Stokowski broadcasts.

Old Twenty-mule Team Borax will be with us on the air every Tuesday from 9:30 to 10, beginning September 20. This new program will present a series of dramatic stories entitled "Death Valley Episodes." It will be broadcast over WJZ and affiliated stations.

The present series of programs entitled "At the Sign of the Shell" will be concluded September 29. A new series will begin on Saturday, October 11, at 8:30 P. M.

#### Eastern Standard Time 7 to 7:30 P. M. Central Standard Time 6 to 6:30 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

C Rosalie Wolfe

Soprano, with instrumental quartet. (First 15 min. of period C.)

"Bridge with Blushes" Sam Hellman.

Pepsodent Program

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

G Tasty Yeast Jesters

Male trio; Swedish dialect songs and stories. (Last 15 min. of period C.)

2 Current Events

H. V. Kaltenborn in a resume of week's major events.

- Eastern Standard Time 7:30 to 8 P. M. Central Standard Time 6:30 to 7 P. M. CHAIN PROGRAMS THIS HALF-HOUR
- Colonial Beacon Lights

Robt, L. Ripley, "Believe It or Not" cartoonist entertainer; male quartet.

Quaker Oats Program Phil Cook. (First 15 min, of period D.)

Roxy and His Gang NBC from Roxy Theatre Studios, New York. (Last 15 min. of period D.)

C Evangeline Adams Astrologer. CBS, New York. (First I5 min. of period D.)

D Sinclair Oil Company Program

(Last I5 min.)

		tobe 3, 20		MONDAY
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#### Page 16 October 6, 13, 20, 27 MONDAY BCD TIME 8 30 9 **EASTERN** 7 30 8 30 CENTRAL MOUNTAIN 6 30 7 30 Can - 690 TORONTO CKGW 4 X M6 7 ada 730 MONTREAL CKAC M2 M2 M9 M9 Ala. 1140 BIRM'GH'M \*WAP 930 BIRM'CH'M WBRC 1 2 M3 M8 Ark. 1040 HOT SP'GS \*KTHS **4 6 6** 1390 LIT'LE R'CK \*KLRA 1 2 X Colo. 830 DE NVER KOA 0 6 6 KLZ 1 M2 M2 X 560 DENVER Conn. 1060 HARTFORD \*WTIC 0 2 2 D. C. 630 WASH'GT'N WMAL 000 WRC 0 0 950 WASH'GT'N 620 Clearwater WFLA St.Petersb'g WSUN M9 O MW 900 JACKS'NV'E WJAX 1 5 M6 WIOD 0 8 M 1300 MIAMI B. 560 MIAMI WQAM M7 W W M6 WGST 890 ATLANTA WSB 740 ATLANTA 4 6 KYW 0 6 6 1020 CHIC AGO 770 CHICAGO \*WBBM **6 9** 870 CHI WENR-WLS WGN 720 CHICAGO **2 2 8** \*WIBO 4 560 CHICAGO 670 CHICAGO WMAQ 0 0 X Ind. 1160 FT. WYNE\*WOWO 0 0 1230 IND'P'LIS \*WFBM 0 Iowa 1260 C.NCIL BL'FS KOIL 00 8 Des Moines WOC\*WHO 2 2 0 600 WATERLOO WMT 0 X Kans.1220 LAWRENCE\*WREN 6 \*WIBW 1 M3 M3 M1 580 TOPEKA 1300 WICHITA \*KFH 0 2 1490COVINGTON\*WCKY 6 FM 940 HOPKINSVEWFIW

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### Stromberg-Carlson Progra



Rochester Civic Orchestra, Guy Fraser Harrison conducting.

NE of broadcasting's earlier cynics once went on record with the statement that "there's not enough of anything and too much of everything on the air to please everybody all the time.

Pressed for elaboration, he pointed out that one man might think there's too much light and popular music, while his neighbor across the hall would be raising the roof for "jazzier music and more of it."

But finding variety in the classics, variety sufficient to please the ear of the most jaded listener, is the specialty of those who build the Stromberg-Carlson programs heard every Monday night at ten, E. S. T., through an extensive NBC network.

Already rated as among the veterans of broadcasting, the present Stromberg-Carlson program is due to continue throughout the coming winter.

Variety in classical music has been easy for those who build the programs. And, rendered by the Rochester Civic Orchestra, such variety has proved pleasing to an unusually large number of listeners, if fan mail is any crite-

In addition to music by the orchestra, noted vocalists and instrumentalists are introduced from time to time as guest artists. These serve to inject a greater variety into the already varied programs.

In recent months the Stromberg-Carlson orchestral programs have been under the leadership of Guy Fraser Harrison, Paul White and Fred Reinisch. One week the listener may be presented with a program of Russian music, vibrating with the untamed spirit of the Caucasus, while another week may bring forth vivid numbers from operas, oratorios and other classic sources.

One week the program may be light and sparkling, with music from such composers as Mozart, Sowerby and Mendelssohn, while another may be built around a set of old English folk dances, such as the Nell Gwynn Suite by Edward German.

The Stromberg-Carlson is one of the few radio programs which occasionally utilize that oddest of all woodwinds, the bassoon, as a solo instrument. Jacob Nadokin, first bassoonist of the Rochester Civic Orchestra, is considered among the country's best on that instrument, and is frequently called forth for solo parts.

Each Stromberg-Carlson program originates in the studios of WHAM, NBC associate station in Rochester, and is distributed through a large network.

Eastern Standard Time 8 to 8:30 P. M. A Central Standard Time 7 to 7:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

- Half Hour in the Nation's Capital Service, Washington studios.
- Roxy and His Gang NBC, from Roxy studios, New York.
- O Burbig's Syncopated History Henry Burbig and Freddie Rich's orchestra. KEY

News

Educational Children's feature Religious

Sports Dramatic Variety W Comic

X On the air

B Eastern Standard Time Central Standard Time 8:30 to 9 P. M. 7:30 to 8 P. M. CHAIN PROGRAMS THIS HALF-HOUR

2A. & P. Gypsies

Orchestra; director, Harry Horlick; vocal soloists. NBC.

- [5] Ipana Troubadours and Ingram Shavers Dance music.
- Q U. S. Service Band CBS, from Washington.

#### MUSICAL PROGRAMS

 Band.
 Classical, Operatic.
 Dance.
 Religious.
 Novelty Music. M 6. Popular, Modern.
M 7. Symphonic.
M 8. Organ.
M 9. Semi-classical.



famous Italian musician has no superior in the field of orchestration, and his unusual and beau-

tiful arrangements will be played by as fine a group of musicians as could be gathered together.

A regular feature of "An Evening in Paris" will be the blending of the voices of Frank Parker, Carlton Boxile, Stanley McClelland and Emil Cote, with Irving Weill accompanying.

In order that nothing be left undone to assure the program that sparkle and verve which truly reflect the atmosphere of Paris, Duilio Sherbo, who has furnished music for the gayest cafes along the great white ways of the world, will supervise the musical continuity.

The "last word"—"personality" speaking—Taylor Buckley, master of ceremonies of last year's programs, will again act in this capacity.

- Eastern Standard Time 9 to 9:30 P. M. Central Standard Time 8 to 8:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR
- 2 A. &. P. Gypsies

Orchestra; director, Harry Horlick; vocal soloists. NBC, New York.

6 Maytag Orchestra

Vocal soloists; male trio; Retting and Platt, piano duo. NBC, Chicago.

Minneapolis Honeywell Symphony Orchestra

From Minneapolis, Minn. Direction, Henri Verbrugghen.

- Eastern Standard Time 9:30 to 10 P. M. Central Standard Time 8:30 to 9 P. M. CHAIN PROGRAMS THIS HALF-HOUR
- General Motors Family Party

Orchestra; direction, Don Voorhees; soloists. NBC, New York,

Thesebrough Real Folks

Sketch of small-town life, George Frame Brown; novelty band.

An Evening in Paris

Music; dialogue; latest fashion tips from Paris.

October MACRIDAV

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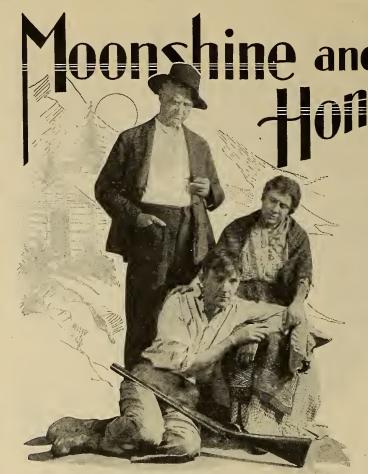
#### October 6, 13, 20, 27 MONDAY ABCD TIME 10 | зо | 11 **EASTERN** 30 30 10 CENTRAL 8 30 9 30 MOUNTAIN Can - 690 TORONTO CKGW M6 M6 M3 M3 ada 730 MONTREAL CKAC M3 M3 M3 Ala. 1140 BIRM'GH'M \*WAP 930 BIRM'GH'M WBRC X M3 8 8 Ark. 1040 HOT SP'GS \*KTHS M3 1390 LIT'LE R'CK \*KLRA X BC 3 6 Colo. 830 DENVER KOA X BC & 560 DENVER KLZ 0 Conn.1060 HARTFORD \*WTIC T 2 M6 M6 D. C. 630 WASH'GT'N WMAL 0 0 BC 0 950 WASH'GT'N WRC 0 2 M2 V M5 620 Clearwater WFLA St.Petersb'g WSUN 900 JACKS' NV'E WJAX 6 0 X WIOD 1300 MIAMI B. 6 2 M1 M3 WOAM 560 MIAMI WGST BC 890 ATLANTA WSB 740 ATLA NTA 6 2 G ONM KYW 1020 CHICAGO 770 CHICAGO \*WBBM 0 870 CHI WENR-WLS 0 WGN 720 CHICAGO \*WIBO 560 CHICAGO 670 CHICAGO WMAQ M3 WM Ind. 1160 FT. WYNE\*WOWO A X 1230 IND'P'LIS \*WFBM BC 🕙 IOWA 1260 C.NCIL BLTS KOIL (1) BC (3) Des Moines WOC\*WHO 0 2 600 WATERLOO WMT X O BC O Kans.1220 LAWRENCE\*WREN 6 6 7 580 TOPEKA \*WIBW E E B O \*KFH X X BC 🔞 1300 WICHITA Ky. 1490COVINGTON\*WCKY 940 HOPKINSVEWFIW 820 LOUISVILLE WHAS 6 2 1250 N. ORL'NS WDSU 1320 N. ORL'NS WSMB 6 2 WLBZ ON @ BC @ 620 BANGOR 940 PORTLAND WCSH 0 2 Md. 1060 BALTIMORE\*WBAL 600 BALTIMORE WCAO 1 BC 8 Mass. 990 SPRINGFIELD WBZ (3) NM 6 WEEI 0 2 N 590 BOSTON 0 0 B 0 WNAC 1230 BOSTON BC 3 1200 WORCEST'R WORC 580 WORCESTERWTAG 0 WBCM M6 M6 BC Mich.1410 BAY CITY X BC WXYZ 🕡 1240 DETROIT WJR 6 6 750 DETROIT WWJI 0 2 920 DETROIT 4 WCCO O O BC Minn. 810 MINNEAP 6 0 M 1460 ST. PAUL KSTP WJDX B Miss. 1270 JACKSON 6 Mo. 950 KAN. CITY KMBQ O X BC 3 WDAF 0 610 KAN. CITY KMOX O X 1090 ST. LOUIS

550 ST. LOUIS

1350 ST. LOUIS

\*KSD

KWK



John Mason, Anne Sutherland and Louis Mason.

F the critics and the listeners are right and often they are—radio drama has reached a new peak in "Moonshine and Honeysuckle," one of the new offerings of the National Broadcasting Company.

Written by Lula Vollmer, who is recognized as one of America's best playwrights, and played by a cast of experienced actors, the new series has established itself as one of the finest dramatic productions on the air.

"Moonshine and Honeysuckle" is the story of Clem Betts, young mountaineer. It involves desperate and bloody feuds between rival mountain clans, and the efforts of Clem to avert the bloodshed. There is love interest, too, and the quiet, homely humor of the mountain folk.

Louis Mason, himself a Kentuckian and familiar with the role he plays, is "Clem" in the series. He is supported by a cast including such well-known Broadway names as Claude Cooper, William Janney, Sarah Haden, Anne Sutherland, Anne Elstner, John Miller and Jeannie Begg.

**NBC** 

MONDAY NIGHT

There is another character in the series which is immensely popular with listeners, though it doesn't exist except on the The character is Bones, Clem's hound dog. His "woofwoof'' identifies him, and Clem's confidential talks with his dog make the animal live.

The program is produced and directed by Gerald Stopp, veteran of the NBC production department, and producer of such popular series as Schradertown Band, Soconyland Sketch-

es, Biblical Dramas and Great Moments in History.

Miss Vollmer, who is author of the series, wrote "Sun-up," a Broadway success of several years ago, and has written other plays that have had runs in New York. She also is the author of a number of stories dealing with the Southern mountaineers.

Miss Vollmer was born in a North Carolina lumber-camp and grew up among the mountaineers. She knows their dialect as few writers know it, and understands their characters.

The series is the first to be written especially for radio by a playwright with a Broadway reputation. It is a long play presented in weekly episodes of half an hour, and represents an advanced development of radio technique.

- Eastern Standard Time 10 to 10:30 P.M. Central Standard Time 9 to 9:30 P. M.
  - CHAIN PROGRAMS-THIS HALF-HOUR
- Moonshine and Honeysuckle Serial drama with Louis Mason. NBC, N. Y.
- Stromberg Carlson Program
- Robert Burns Panatela Program

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

Sports

Dramatic

Variety

W Comic

- News
- Educational
- Children's feature Religious
  - X On the air

- B Eastern Standard Time 10:30 to 11 P.M. Central Standard Time 9:30 to 10 P.M.
  - CHAIN PROGRAMS THIS HALF-HOUR
- To Be Announced
- @ Empire Builders
  - Tales of the great Northwest.
- O Don Amaizo
- **4** Grand Opera Miniature

#### MUSICAL PROGRAMS

- Band.
   Classical, Operatic.
   Dance.
   Religious.
   Novelty Music.
   M 6. Popular, Modern.
   M 7. Symphonic.
   M 8. Organ.
   Semi-classical.
   Variety.

# Chase and Sanborn



SUNDAY NIGHT

G LANCE into an NBC studio on a Sunday night when this program is on the air and you will see an orchestra, a piano team, a male quartet and two women soloists, all under the direction of Gustave Haenschen and blended into one harmonious whole . . . the Chase and Sanborn Choral Orchestra.

**NBC** 

Black's arrangements make this possible. In planning the programs, he takes both popular and semiclassical compositions, and virtually takes them to pieces. Then he rebuilds them, preserving the basic melody and tempo, but emphasizing hidden harmonies in the composition and introducing solo passages for his pianos, voices and various instruments in the orchestra.





- Central Standard Time 11 to 11:30 P.M. Central Standard Time 10 to 10:30 P.M. CHAIN PROGRAMS THIS HALF-HOUR
- Dance Music
- NBC, New York.

  A Uncle Abe and David

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

Slumber Music

String ensemble; direction, Ludwig Laurier, NBC.

- A New York Herald Tribune Observer
- B Dance Music
- CBS, New York. (First 15 min. of period C.)
- CBS, New York. (Last 15 min. of period C.)

- D Eastern Standard Time 11:30 to 12 P.M. Central Standard Time 10:30 to 11 P.M. CHAIN PROGRAMS THIS HALF-HOUR
  - Dance Music
- NBC, New York.
- String ensemble; director, Ludwig Laurier.
- B Pepsodent Program
  Amos 'n' Andy. (First 15 min. of period D.)
- C Literary Digest Topics in Brief (Last 15 min. of period D.)
- © Dance Music CBS, New York.

October 6, 13, 20, 27

#### MONDAY

	A	D	<u></u>	ID	
ł	A		l	D	TIME
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Į	9	30	10	30	CENTRAL
ł	8	30	9	30	MOUNTAIN
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ı	6	X	M	В	WKY OKLA.CITY 900
ı	6				KV00 TULSA 1140
ı		9			*WHP HARRISB'G 1430 Pa.
ı	0		MC	0	IVI DIV
ł			M6		
I	0	9	BC	0	WCAU PHILAD, 1170
ı					*WFAN-WIP PHIL610
	X	9	M3	M3	*WLIT-WFI PHIL. 560
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	-		M2		71/140
	0				WJAS PITTSB'GH 1290
1		0	C	8	WEAN PROVIDINCE 780 R.I.
	0	_	N		WJAR PROVID'NCE 890
	M3	M5	BC	3	WDOD CHATTA. 1280 Tenn.
	6	0	A	В	WMC MEMPHIS 780
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	6	2	X	D	WSM NASHVIE 650
					*KRLD DALLAS 1040 Tex.
				B	WFAA Dallas 800 WBAP Ft. Worth 800
	8			B	KPRC HOUSTON 920
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#### October 7, 14, 21, 28 **TUESDAY**

TOESDAT	7,	14,	21, 2	28
TIME	A	В	C	D
EASTERN	6	30	7	30
	5		6	
CENTRAL	-	30		30
MOUNTAIN	4	30	5	30
Can - 690 TORO NTO CKGW	0	A	K	M6
ada 730 MONTREAL CKAC	NM	M9	M	M3
Ala. 1140 BIRM'GH'M *WAPI	•	A	D	L
930 BIRM'GH'M WBRC	A	AB	CD	9
Ark. 1040 HOT SP'GS *KTHS				L
1390 LIT'LE R'CK *KLRA	0	AB	CD	2
C. L. WOA	0	A	C	J.
			CD	_
560 DENVER KLZ	MAI	AB		0
Conn.1060 HARTFORD *WTIC	MN	MT	M5	8
D. C. 630 WASH'GT'N WMAL	0	M3	C	2
950 WASH'GT'N WRC	0	AB	KD	L
Fla. 620 Clearwater WFLA St. Petersb'g WSUN			KD	L
900 JACKS' NV'E WJAX	X	X	KD	L
1300 MIAMI B. WIOD	X	M 8	K	L
560 MIAMI WOAM	NV	V	MP	W
Ga. 890 ATLANTA WGST	0	A		
740 ATLANTA WSB	9			Ţ
	B/I O	D	1/1/2	CM
	M2	P	M3	SM
770 CHICAGO *WBBM	0			
870 CHI WENR-WLS				L
720 CHICAGO WGN				
560 CHICAGO *WIBO				
670 CHICAGO WMAQ	P	В	C	X
Ind. 1160 FT. WYNE*WOWO	0	AB	D	9
1230 IND'P'LIS *WFBM	_		CD	0
Iowa 1260 C.NCIL BL'FS KOIL				
1000 Davenport WOC*WHO	0	A		
600 WATERLOO WMT	0	AB	CD	X
Kans.1220 LAWRENCE*WREN	X	X	X	L
. VVIEW VII	O	B	CD	N
- TABLE		A	C	
2000 (1101111111	0			9
Ky. 1490COVINGTON*WCKY		MS	K	1
940 HOPKINSVEWFIW			I	
820 LOUISVILLE WHAS		A	D	L
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB				L
Me. 620 BANGOR WLBZ	X	X	CD	0
940 PORTLAND WCSH		В		0
Md. 1060 BALTIMORE*WBAL				
600 BALTIMORE WCAO		M 6	CD	0
Mass. 990 SPRINGFIELD WBZ		ΗJ	K	I.
590 BOSTON WEE			M8	0
TVINTAG	-	-	1 -	9
		AD	CD	
1200 WORCEST'R WORC		D	-	
580 WORCESTERWTAC	<b>-</b>	-	D	10
Mich.1410 BAY CITY WBCM	1-	1		-
1240 DETROIT WXYZ		-		1
750 DETROIT WJI		NW	K	X
920 DETROIT WW.				
Minn. 810 MINNEAP WCCC		AE		9
1460 ST. PAUL KSTI	0	A	D	L
Miss. 1270 JACKSON WJD	(			L
Mo. 950 KAN. CITY KMBO		AE	W	X
610 KAN. CITY WDA				
1090 ST. LOUIS KMO		X	C	X
550 ST. LOUIS *KSI	_	-	D	
000 011 001		X	-	
1350 ST. LOUIS KWI	1.7			



Eastern Standard Time A Central Standard Time

6 to 6:30 P. M. 5 to 5:30 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

- Oncert music; director, Ludwig Laurier.
- Richard Maxwell Tenor with string trio. (First 15 min.)
- Savannah Liners' Orchestra Harold Sanford, director. (Last 15 min.)

O CBS, from New York Concert music.

#### MUSICAL PROGRAMS

- M 1, Band.
  M 2. Classical, Operatic.
  M 3. Dance.
  M 4. Religious.
  M 5. Novelty Music.
- M 6. Popular, Modern.
  M 7. Symphonic.
  M 8. Organ.
  M 9. Semi-classical.
  M Variety.

B Eastern Standard Time 6:30 to 7 P. M. Central Standard Time 5:30 to 6 P. M.

#### CHAIN PROGRAMS THIS HALF-HOUR

- Black and Gold Room Orchestra Concert music; direction, Ludwig Laurier. (First 15 min. of period B.)
- Uncle Abe and David (Last 15 min.)
- Savannah Liners' Orchestra Harold Sanford, director. (First 15 min.) Literary Digest Topics in Brief
- News flashes. (Last 15 min. of period B.) A National Security League
  - **Broadcast Series** Educational talks. (First 15 min. of period B.)
- B CBS Feature from New York



the Air commences its second year's series of educational broadcasts on a nation-wide scale, there will be made available to the schoolchildren of the nation a

education-by-radio.

So successful were the programs presented during the experimental period of fifteen weeks, from February to May, that both the Columbia Broadcasting System and the Grigsby-Grunew Company of Chicago, co-sponsors of the American School of the Air, decided to present this school year a total of 130 specially prepared educational broadcasts.

All members of the Advisory Faculty and Advisory Committee have expressed their willingness to serve again. The educational staff of the Columbia Broadcasting System has been considerably enlarged to handle the new series.

Commencing on the 20th of October, a half-hour period will be broadcast five days a week at 2:30 P. M., Eastern Standard Time, and will run for a period of twenty-six weeks, exclusive of the two weeks Christmas holiday.

In order that the teaching staffs throughout the country may co-operate in preparing their schedules to include this modern and vitalized method of supplementary education, a complete schedule and grade chart has been mapped out well in advance, and a "Teachers' Manual and Classroom Guide" has been prepared which covers in detail all phases of this year's School of the Air series. This brochure may be obtained by addressing the American School of the Air, Box 100, Chicago, Ill.

Following is the completed weekly sched-

ule of this series of programs in outline: Monday - American History (dramatizations) for Junior and Senior high schools.

Tuesday-Story-telling and Music for first, second and third grades, alternating with Story-telling and Music for fourth and fifth grades.

Wednesday — Literature (dramatizations), fifth and sixth grades alternating with Junior and Senior high school.

Thursday-Music Appreciation for upper grades, Junior and Senior high school and adults.

Friday—Current Events (fifteen minutes), fifth and sixth grades. Vocational Information (fifteen minutes), Junior and Senior high

Henry Fisk Carlton and William Ford Manley, well-known radio dramatists, will prepare the history and literature dramatizations.

The nation's foremost authorities on many of the subjects presented will appear in person before the microphone, and only those subjects will be presented which it has been shown can be more effectively taught by radio than through the ordinary classroom methods. All the devices, technique and radio showmanship essential to the proper presentation and

<b>T</b> ime	6 to 6:30 P. M.
S THIS	HALF-HOUR

Marguerite, pianist; Frances, violinist; Virginia, harpist.

D Laws that Safeguard Society (Last 15 min. of period C.)

K Pepsodent Program

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

C The Crockett Mountaineers (First 15 min.)

D International Sidelights

(Last 15 min. of period C.)

Eastern Standard Time 7:30 to 8 P. M. Central Standard Time 6:30 to 7 P. M. CHAIN PROGRAMS THIS HALF-HOUR

Soconyland Sketches

Dramatized stories of New York and New England. NBC.

Quaker Oats Program

Phil Cook. (First 15 min. of period D.)

2 Jack Denny and His Orchestra From Montreal, Dance music

	KEY -		
N	News	S	Sports
0	Educational		Dramatie
P	Children's feature	V	Variety
$\mathbf{R}$	Religious	W	Comie
	Y On the nin		

				Page 21
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A	В	C	D	TIME
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TUESDAY 7, October 7, 14, 21, 28

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necessary in stimulating and holding the interest of the pupils will be employed in the American School of the Air series.

These programs represent the largest unit station-time on the air in the nation. By this means 3,250 station hours are being devoted solely to education going direct to the classrooms of the country, produced at a cost to the co-sponsors of the series of well over half a million dollars.

Co-operating closely with the sponsors of the American School of the Air series are many nationally recognized associations and institutions. The closest contact is being maintained with the United States Department of Education in Washington, with museums, music publishers and library associations in order to present the most authentic and effective series of supplementary education - by - radio that it is possible to offer the schools.

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DAY	SUBJECT	1	2	3	4	5	6	7	8	9	10	11	12
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WEDNESDAY ALTERNATE	ENGLISH AND AMERICAN LITERATURE												
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A Eastern Standard Time 8 to 8:30 P. M. Central Standard Time 7 to 7:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

🚹 Troika Bells

Genia Fornariova, soprano. Russian folk songs; Balalaika orchestra. NBC.

6 Pure Oil Orchestra

Wayne King conducting. NBC, Chicago.

Blackstone Program

Musical program featuring Julia Sanderson and Frank Crumit.

KEY

N News O Educational

R Religious

P Children's feature

S Sports
T Dramatic
V Variety
W Comic

X On the air

Eastern Standard Time 8:30 to 9 P. M. Central Standard Time 7:30 to 8 P. M. CHAIN PROGRAMS THIS HALF-HOUR

Florsheim Frolic

Coon-Sanders dance orchestra.

A Two Troupers (First

A Two Troupers (First 15 min.)
Helen Handin and Marcella Shields.

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

A Kaltenborn Edits the News
CBS, N. Y. (First 15 min. of period B.)

B Premier Salad Dressers
Symphonic orchestra and guest artists.
CBS, N. Y. (Last 15 min. of period B.)

## Melody a-la (in





Wayne King and Orchestra take permanently to big time on Pure Oil Hour, Tuesday evenings, over NBC. The Tiolene Singers (Cyril Pitts, Herman Larson, Thomas Muir and Reinhold Schmidt), with Wallace Butterworth, announcer, at the microphone, are equally important features of this outstanding program.

- Central Standard Time 9 to 9:30 P. M. 8 to 8:30 P. M.
- CHAIN PROGRAMS THIS HALF-HOUR
- © Eveready Program Orchestra director, Nathaniel Guardsmen quartet; guest artists. Nathaniel Shilkret;
- Tek Music Orchestra direction, Murray Kellner; soloists, vocal and instrumental.
- Henry and George Episodes in the lives of two transcontinental travelers; orchestra. CBS.
- D Eastern Standard Time 9:30 to 10 P. M. Central Standard Time 8:30 to 9 P. M. CHAIN PROGRAMS THIS HALF-HOUR
- 4 Happy Wonder Bakers Orchestra director, Frank Black; vocal trio; singing violins.
- Bonnie Laddies
- (First 15, min. of period B.)
  Pewee and Windy
- Philco Symphony Concert Howard Barlow and his symphony orchestra.

#### MUSICAL PROGRAMS

- M 1. Band,
  M 2. Classical, Operatic,
  M 3. Dance.
  M 4. Religious.
  M 5. Novelty Music,
  M 6. Popular, Modern.
  M 7. Symphonic.
  M 8. Organ.
  M 9. Semi-classical.
  Variety.

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#### TUESDAY

TUESDAY	7,	14, 9	21, 2	8
TIME	A	B	C	D
EASTERN	10	30	11	30
CENTRAL	9	30	10	30
MOUNTAIN	8	30	9	30
Can - 690 TORO NTO CKGW	M 6	M6		<u>a</u>
ada 730 MONTREAL CKAC	M9	M5	M3	-
Ala. 1140 BIRM'GH'M *WAPI	111 3	111 0	(	
930 BIRM'CH'M WBRC	A	V	M 6	9
Ark. 1040 HOT SP'GS *KTHS	A	6	M3	9
1390 LIT'LE R'CK *KLRA	A	Y	DE	6
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Fla. 620 Clearwater WFLA St. Petersb'g WSUN	9	6	X	M3
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770 CHICAGO *WBBM	)	DM	D	
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WCN				- 1
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777740	X	M9	NI/B#	D
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	AB	0	DE	0
lowa 1260 C.NCIL BL'FS KOIL  1000 Davenport WOC*WHO  Des Moines	AD	0	VE	0
600 WATERLOO WMT	B	0	DE	
Kans.1220 LAWRENCE*WREN	9	0	O	DE
580 TOPEKA *WIBW	В	0	E	8
1300 WICHITA *KFH	AB	0	X	X
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La. 1250 N. ORL'NS WDSU		0	D	!
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Me. 620 BANGOR WLBZ		-		9
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Md. 1060 BALTIMORE*WBAL		M8	M3	D
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Mass. 990 SPRINGFIELD WBZ		8	!	
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1230 BOSTON WNAC	_		E	!
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Minn. 810 MINNEAP WCCC	_			-
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Mo. 950 KAN. CITY KMBC		-	-	-
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# By Bernard Sobel

NVISIBILITY sometimes deprives people of L a personal interest. Stars of the radio, for instance, seem to belong so completely to the unseen air that listeners-in are inclined to forget that they eat, sleep, drink, and - when they get the chance—take vacations.

During these past three months, for instance, the minds of radio announcers, singers, musicians and lecturers, like the minds of all other toilers in these United States, have been occupied with the matter of recreation, and CBS has granted intermittent periods of free-

Thus, if one entered the studios, he would see Frank Knight, dapper and gay, rushing out one door with a suitcase in his hand, while Theo Karle, tenor, was rushing in another door, carrying railroad guides and advertisements of mountain resorts. Ted Husing took what he considers the most unique vacation of the organization. It was devoted to intensive buying—the buying of cravats of all colors, designs, manufacture and modes.

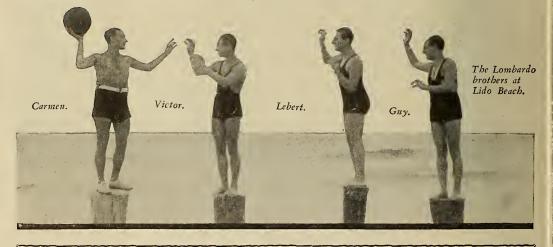
"I have always," Ted declares, "been captivated by the only article of man's dress that has individuality—his necktie. I saw enough greens, reds, purples, pinks and polka dots to refresh my soul. After all, this is all a vacation does for one-refresh the soul."

Other Columbia Broadcasting artists took more specific vacations. Barbara Maurel, contralto, went to the Adirondack Mountains, swam, golfed and read books, particularly "The Woman of Ambrose," by Thornton Wilder. Adele Vasa, soprano, went to the seashore and spent her spare moments cooking for visiting friends. Channon Collinge, director of the Cathedral Choir, went to a secluded lake and spent hours and hours sailing.

Howard Barlow, director of the Philco Orchestra, declares that he turned farmer for a brief time and conscientiously watered his lawn and the flowers which decorated it.

Guy Lombardo and his three brothers regaled themselves with swimming and frankfurters at Lido Beach.

Ida Bailey Allen spent her vacation in an edifice constructed to meet her own ideas. She called it a summer room, and its purpose was to take the owner away from the limitations of the customary summer-house and give her a primitive freedom.



Eastern Standard Time 10 to 10:30 P.M. Central Standard Time 9 to 9:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

Enna Jettick Songbird

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

Cuddles and Monty

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

Westinghouse Salute

Little symphony orchestra; ma Frederick G. Rodgers, narrator. male quartet;

Guest stars of the screen; large orchestra. (Last 15 min. of period A.)

A Graybar-Mr. and Mrs.

Dramatization of "Joe and Vi," Briggs' comic. CBS, New York. (First 15 min. of period A.) B Paramount Publix Radio Playhouse

B Eastern Standard Time 10:30 to 11 P.M. Central Standard Time 9:30 to 10 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

3 Radio-Keith-Orpheum Program RKO Theatre of the Air. Stars of stage and screen. NBC.

Cuckoo

Burlesque skit; direction, Raymond Knight, NBC.

• Paramount Publix Radio Playhouse Guest stars of the screen; large orchestra.

Dramatic

Educational Children's feature Religious

X On the air

Variety Comic



Eastern Standard Time 11 to 11:30 P.M. Central Standard Time 10 to 10:30 P.M. CHAIN PROGRAMS THIS HALF-HOUR

- Vincent Lopez and Orchestra (First 15 min. of period C.)
- Vincent Lopez and His Orchestra
- C Uncle Abe and David (Last 15 min.) 4 Slumber Music
- String ensemble; direction, Ludwig Laurier.
- C New York Herald Tribune Observer News flashes, (First 15 min. of period C.)
- D Anheuser-Busch Program

  Tony Cabooch. CBS. (First 15 min. of period C.)
- E Heywood Broun's Radio Column (Last 15 min. of period C.)

- D Eastern Standard Time 11:30 to 12 P.M. Central Standard Time 10:30 to 11 P.M. CHAIN PROGRAMS THIS HALF-HOUR
- 1 Dance Music NBC, New York,
- 6 Slumber Music
- String ensemble; direction, Ludwig Laurier.
- D Pepsodent Program
  - Amos 'n' Andy. (First 15 min. of period D.)
- E Literary Digest Topics in Brief News flashes. (Last 15 min, of period D.)
- Chicago Variety Program Dance and novelty music.

'	, 14	tobe; , 21,	28	TUESDAY
A	В	C	D	TIME
10	30	11	30	EASTERN
9	30	10	30	CENTRAL
8	30	9	30	MOUNTAIN
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B	O	E	M3	WPG ATLTIC CITY 1100 N. J.
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	9	1113	1110	*WMAK BUFFALO 900
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AB	a	AB	0	WEAF NEW YORK 660
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9	0	0	0	WHAM ROCH'TER 1150
AB	O			*WHEC ROCH'TER 1440
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A		E	0	*WKBN YO'NGST-N 570
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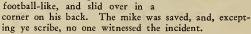
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CENTRAL	5	30	6	30
MOUNTAIN	4	30	5	30
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Ala. 1140 BIRM'CH'M *WAPI	8	EG	0	KD
930 BIRM'CH'M WBRC	Α	D	E	GH
Ark. 1040 HOT SP'GS *KTHS				KD
,1390 LIT' LE R'CK *KLRA	В	CD	E	G
Colo. 830 DENVER KOA	8	EG	0	KD
560 DENVER KLZ	AB	CD	E	X
Conn.1060 HARTFORD *WTIC				
D.C. 630 WASH'GT'N WMAL	AB	CD	EF	GH
950 WASH'GT'N WRC	1	AB	H	KD
Fla. 620 Clearwater WFLA St:Petersb'g WSUN		M 6	H	K
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1300 MIAMI B. WIOD	X	X	H	K
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600 WATERLOO WMT	AB	CD	E	X
Kans.1220 LAWRENCE*WREN	8	G	X	KL
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1300 WICHITA *KFH	AB	CD	E	
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La. 1250 N. ORL'NS WDSU				G
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Me. 620 BANGOR WLBZ		X	E	X
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#### Tales Out of School

Eddie Cohan's new microphone trolley system, which permits CBS's production men to move microphones

swiftly into any position desirable in the studios, caused near chaos recently.

An innocent page-boy, intrigued by the device, took the opportunity of an empty studio to try the apparatus out. To his horror, one of the ropes got beyond his control. A forty-pound condenser microphone began descending toward the floor. The page made a dive for it, catching it in his arm,



Jim Whipple, Columbia actor and continuity writer, who left on his sloop Querida several weeks ago for his vacation, has returned with a doleful account of his voyage. His vacation was only a day old when engine trouble developed, so he hoisted his sails and headed towards port. The balance of his holiday was spent in drydock with Whipple at work reconditioning the boat.

Gordon Graham, one of the three Fox Funnyboners, a Columbia feature, is six feet four inches tall, and a graduate of Dartmouth College. When he entered Dartmouth in 1924 he promptly tried out for the glee club. "A good voice," said the club leader to the director, "but where on earth would we put a fellow that size?"

The following week-end came Freshman initiation, and the leader of the glee club saw Graham, attired in polka-dotted gingham dress, singing "Marcheta" to a delighted group of upper-classmen. "Maybe we were "Marcheta" to a

wrong," said the leader, and the following week-end Graham found himself on the glee club.

Four years later he had the pleasure of leading the Dartmouth Glee Club to victory in the intercollegiate contest held in Carnegie Hall.

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Jimmie Thurber, humorist and author, was speaking over the CBS coast-to-coast circuit during Bill Schudt's "Going to Press" one Wednesday evening. Jimmie had reached the end of his script, and, looking at the clock, noted that he had four minutes left. He filled in for one minute, and then, turning slightly and in a loud

whisper, purred:
"Bill—I don't know any more." Letters testified that a goodly part of the nation heard his whisper!

A radio fan recently wrote CBS, wanting full information as to hotel accommodations and rates at "Mayhew Lake."

Freddie Rich, dance maestro, and Vincent Sorey, Argentine-Italian conductor, were having a friendly debate the other day as to what music radio audiences prefer, American or foreign, with Rich upholding the home product.

Just when the battle was at its hottest, Howard Barlow, Columbia's symphonic conductor, entered the studio. Both turned to him and demanded: "What music do radio listeners like best?"
"Good music," was Barlow's instantaneous reply.

Toscha Seidel, violinist, and Nat Busiloff, orchestra director, are CBS's fun boys. They actually enjoy rehearsals, even when they last five and six hours.

Seidel, during a rehearsal one day, was besieged by a cartoonist who insisted he must draw a picture of the

"But I am a great artist too," insisted the cartoonist.
"Yah, yah," retorted the mirthful Seidel. "Then you have to get out—two artists can not stay in the same room."

Following an organ recital in Wanamaker's store recently, John Mayo, CBS announcer, discovered that no speaker's microphone had been provided. The only "mikes" were those hanging from the ceiling of the auditorium, fifteen feet

above the floor. After an anxious five minutes he discovered a painters' ladder and teetered from the top rung for the entire program, while two strong-arm boys held him up.

Radio listeners have wondered why Phil Malone, announcer for Jack Denny's orchestra when it broadcasts over WABC from CKAC, Montreal, Can., speaks broken English with a decided French accent. Many write in and ask "how come" an Irishman affects a French voice.

so happens that Mr. Malone is of Irish descent, but he was born and brought up among French Canadians, and naturally French is his native tongue. Numbers on Jack Denny's orchestra are announced in French and English-or French-English.

Laurance Gratton says he has committed more murders, stolen more horses, broken up more homes, robbed more banks, foreclosed more mortgages, ruined more people and perpetrated more dastardly deeds in two years than any other man unhanged. This is because he plays the role of "De Witt Schuyler," the villainous villain of Hank Simmons' Showboat.





Eastern Standard Time 6 to 6:30 P. M. A Central Standard Time 5 to 5:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

1 Black and Gold Room Orchestra

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

Dance Music NBC, New York. A Bill Schudt's "Going to Press"

A prominent newspaper man speaks. CBS. (First 15 min. of period A.) Dance Music
CBS, New York. (Last 15 min. of period A.)

KEY Sports News Educational Dramatic

Variety Children's feature Religious W Comic X On the air

Eastern Standard Time 6:30 to 7 P. M. B Central Standard Time 5:30 to 6 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

A The Vikings

Male quartet; direction, William Wirges.
Uncle Abe and David

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

Talk

John B. Kennedy. (First 5 min. of period B.)

F Literary Digest Topics in Brief

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

G Dance Music from New York

(Ten min. of period B.)

Dance Music (First 15 min. of period B.)

D CBS, N. Y. (First 15 min. of p CBS Feature from New York (Last 15 min. of period B.)

Reading left to right: Helen Ankner, Harold Singleton, Ben T. Weaver, Frank Baker, Dorothy Tolley, Geraldine Traver, Inez Quinn and Bess Perry.

FOR years "home talent" productions have been lightly regarded by all professional entertainers, if not by the public in general.

But broadcasting has a "home talent" show that is attracting national attention. That show is the program of the Dic-a-Doo Entertainers, broadcast every Wednesday night at 7:45 o'clock, E. S. T., through a wide network of stations associated with the NBC.

Every member of the extensive Dic-a-Doo cast has been recruited from the ranks of the radio celebrities in Rochester, N. Y., or from theatrical talent of that city.

Sponsored by the Patent Cereals Company,

of Geneva, a near-by town, every program originates in the studios of WHAM, in Rochester, being distributed from there to a fullsized NBC network.

Vocal and instrumental novelties, interspersed with catchy dance rhythms, make up each fifteenminute program. The entertainers consist of Sax Smith and his Cavaliers, Rochester dance orchestra, a two-piano team, a woman's trio and a mixed octet: Dorothy Tolley and Inez Quinn, sopranos; Geraldine Traver and Bess Perry, contraltos; Harold Singleton and Frank Baker, tenors, and Ben T. Weaver and Ferre Marzluff, bassos.



Eastern Standard Time 7 to 7:30 P. M. Central Standard Time 6 to 6:30 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

- NBC Feature from New York
- H Pepsodent Program Amos 'n' Andy. NBC. (First 15 min.)
- J National Surety's Secret Cases Stories about criminals.
- E The Crockett Mountaineers (First 15 min. of period C.) CBS, N. Y.
- F Edward Tailoring Program

Eastern Standard Time 7:30 to 8 P. M. Central Standard Time 6:30 to 7 P. M.

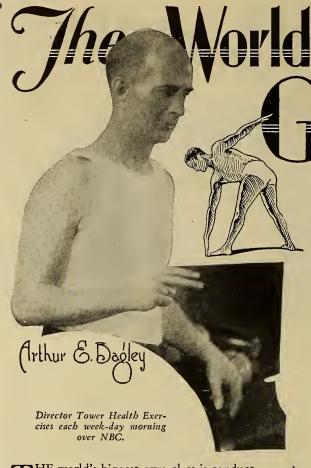
CHAIN PROGRAMS THIS HALF-HOUR

- The Twilight Voices Women's octet; orchestra, George Dilworth.
- Back of the News in Washington
- Wm. Hard. NBC, Washington.
- Phil Cook, the Quaker Man
  NBC, N. Y. (First 15 min. of period D.)
- The Dic-a-Doo Entertainers Piano duo: girls' trio: mixed octet.
- Evangeline Adams Astrologer. CBS. (First 15 min. of period D.)
- H Eskimo Pie Program

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#### WEDNESDAY 1, 8, 15, 22, 29

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NHE world's biggest gym class is conducted from a room scarcely big enough for twenty grown men. Yet three million persons each morning follow the directions of a slender little man who jumps and gestures before a microphone in the small room.

The man is Arthur Bagley. The world's biggest gym class is the Tower Health Exercises, broadcast every morning except Sunday through an extensive network of National Broadcasting Company stations, and it is sponsored by the Metropolitan Life Insurance Company.

Bagley isn't unassisted in his job of telling three million listeners to "bend body forward with rotation to the right." The studio mascot, the goofus bird, always is with him.

The goofus bird deserves a paragraph all to himself-or maybe herself. It has a head like an elephant, a hump like a camel and a tail like an ostrich, and flies backwards to keep the sand out of its eyes. A creation of Bagley's, the bird has become almost real to the listeners.

Bill Mahoney, whose work at the piano is also an important part of the Tower Exercises, co-operates closely with Bagley. The three of them make the early morning exercises a period of hilarious play and nonsense, and at the same time make the calisthenics a part of the daily routine in thousands of homes.

The studio from which the exercises are broadcast is a small, draped room on the twenty-seventh floor of the Metropolitan Tower in New York. Each morning at 6:45 o'clock, Eastern Standard Time, Bagley walks up to the micro-

phone and says, "Good morning, good friends," and the exercises begin. Bagley does not stick to the routine "arms up, arms down." Instead, he develops trick exercises, such as his bicycle ride, in which the exerciser lies on his back and waves his feet in the air as if pedaling a bicycle. Jokes, humorous observations about the weather, and such admonitions as, "Look out there, dad! I saw you stop pedaling then!" are worked into the broadcast.

Mahoney sets the time for Bagley's exercises with his piano, occasionally making use of the half-hundred sound effects that Bagley has collected and uses with amusing effect in his broadcast.

The exercises last from 6:45 to 8:00 o'clock every morning.

Bagley himself is an unusual man. He has never missed a morning broadcast or been late in his two years on the air.

CHAIN PROGRAMS THIS HALF-HOUR

Guest soloists; Henry M. Neely, master of ceremonies.

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

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

Eastern Standard Time 8 to 8:30 P. M. Central Standard Time 7 to 7:30 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

A East of Cairo

Dramatic sketch; Oriental music, Sven von Hallberg. NBC, New York.

The Yeast Foamers

Orchestra; director, Harry Kogen; vocal solo-ists. NBC, New York.

Manhattan Moods

Combined orchestras; mixed vocal ensemble.

X On the air

News

Sports

Educational Children's feature

R Religious

N

Variety W Comic

Dramatic

MUSICAL PROGRAMS

M 1. Band.
M 2. Classical, Operatic.
M 3. Dance.
M 4. Religious.
M 5. Novelty Music.

Porty Fathom Trawlers

Eastern Standard Time

Mobiloil Concert

Sylvania Foresters

Central Standard Time

8:30 to 9 P. M.

7:30 to 8 P. M.

M 6. Popular, Modern.
M 7. Symphonic.
M 8. Organ.
M 9. Semi-classical.
M Variety.





Here are the members of the A. and P. Gypsies Quartet in their first picture. Left to right: EMILE COTE, bass; STANLEY McCLELLAND, baritone; FRANK PARKER, tenor; IRVING WEILL, accompanist, and CARLTON BOXILL, tenor. They are heard every Monday night at 8:30 through NBC.

Eastern Standard Time 9 to 9:30 P. M. Central Standard Time 8 to 8:30 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

#### Halsey Stuart Program

Orchestra; direction, George Dasch; financial advice by "Old Counsellor." NBC, Chicago.

#### A Wadsworth Program

Musical drama. (First 15 min. of period C.)

#### B O'Cedar Time

NBC from Chicago. (Last 15 min. of period  $C_{\star}$ )

#### Gold Medal Fast Freight

Wheatecs quartet and Gold Medal Orchestra. CBS.

- D Eastern Standard Time 9:30 to 10 P. M. Central Standard Time 8:30 to 9 P. M. CHAIN PROGRAMS THIS HALF-HOUR
- @ Palmolive Hour

Olive Palmer, soprano; Elizabeth Lennox, contralto; Paul Oliver, tenor; the Revelers male quartet; orchestra. NBC.

#### Camel Pleasure Hour

Orchestra director, Charles Previn.

#### La Palina Smoker

Entertninment at a smoker; soloists; Freddie Rich's orchestra.

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WTMJ MILWIKEE 620

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	7	30	8	30	CENTRAL
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#### WEDNESDAY 1, 8, 15, 22, 29

WEDITEDDA		1, 8	, 15	, 22,
TIME	A	В	C	D
EASTERN	10	30	11	30
CENTRAL	9	30	10	30
MOUNTAIN	8	30	9	30
Can - 690 TORONTO CKGW	M3	2	M3	M3
ada 730 MONTREAL CKAC	M7	M 7		
Ala. 1140 BIRM'GH'M *WAPI				
930 BIRM'GH'M WBRC	M3	M3	В	0
Ark. 1040 HOT SP'GS *KTHS	X	2	M3	B
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Fla. 620 Clearwater WFLA St.Petersb'g WSUN	M 2	X	<b>9</b>	M5
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senior announcer for CBS, can be easily recognized as he strolls-the soul of

dignity-around the studios, or nonchalantly lounges in the reception-room. At work in the studio, however, the story is a different one. He is alert, keen, precise, and known for his ability to bring programs to a correctly timed finish. All part of his trouping days, perhaps, and the natural result of a colorful

He was born in St. Johns, Newfoundland, on May 10, 1894, and there spent his boyhood in the accepted English fashion. During the summer he camped along the shores of wooded lakes, while his winters were devoted to home study under the tutelage of his father, one of the best-known and most-revered barristers in the country.

He graduated from St. Bonaventure's College in the city of St. Johns, and soon after, at the request of his father, started work in the local branch of the Canadian Bank of Commerce. Frank had no sincere interest in the banking business, and at his first opportunity eagerly abandoned it. This opportunity was the advent of war in 1914.

He served for almost three years with the

Royal Newfoundland Regiment until invalided out after the battle of the Somme. He returned home, broken in health, to a life that seemed, for a time, to be without purpose. At length he went to McGill University in Montreal to study medicine, but gave it up in his second year, after finding himself physically unfit for the strenuousness of the profession.

He emigrated to New York City—his objective, the stage. He clicked, playing in New York and on the road with such stars as Nance O'Neill, Francine Larrimore and Lester Lonergan. It was about this time, during engagements on the legitimate stage, that Mr. Knight started his radio work. More as a diversion than anything else, Frank Knight played the hero in all the dramatizations of stories by Sax Rohmer and E. Phillips Oppenheim.

He possessed an excellent speaking voice, he had the expressiveness of an actor, and the broadcasting field was waiting to welcome him. Encouraged and advised by friends more perceptive than himself, he finally joined the ranks of Columbia's announcers. In addition, he has been heard weekly in the character of Dr. Gilbert, the masculine lead in "Arabesque."

Among radio listeners he has a host of friends who are ever ready to proclaim him possessor of the most gracious voice on the

Early in August he was married to Mildred Gertrude Wall, well-known NBC radio star and Broadway actress. Until some reporter discovered his name at the license bureau, not even his close friends at CBS had known of the wedding plans. Characteristic of Frank, who never has much to say about himself!

Eastern Standard Time 10 to 10:30 P.M. Central Standard Time 9 to 9:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

Palmolive Hour

NBC, New York,

Camel Pleasure Hour

Rainbow Revels

A radio revue. CBS.

News

Educational Religious

Children's feature

X On the air

KEV

Sports Dramatic

Variety Comic

Eastern Standard Time 10:30 to 11 P.M. Central Standard Time 9:30 to 10 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

Coca Cola Program

Sports interviews by Grantland Rice. Male chorus; orchestra; direction, Len Joy. NBC.

Poems in Song

Vocal ensemble; concert orchestra; direction, Cesare Sodero.

Rainbow Revels A radio revue. CBS.

#### MUSICAL PROGRAMS

M 1. Band.
M 2. Classical, Operatic.
M 3. Dance.
M 4. Religious.
M 5. Novelty Music.

Popular, Modern. Symphonic. Organ. Semi-classical. Variety. M M M M 6. 7. 8. 9.

### want to be a TEST NO. 1 THEREAS a few years ago almost any one who had the "gift of gab" was

considered eligible for the position of radio announcer, to-day-with the chains at leastthe requirements are more severe than those confronting the applicant for a place on the

A working knowledge of German, French, Italian and Spanish, as well as a fairly complete knowledge of music, must accompany the pleasing voice and poise and presence expected of a master of ceremonies, if the applicant hopes to receive consideration.

Literally thousands of men and women, old and young, however, hanker for announcers' positions. Broadcasting stations draw them as the candle attracts the moth. They come from far and near and haunt the studios, pestering every attendant.

Columbia Broadcasting Company has solved this difficulty by arranging a monthly announcers' audition. At stated intervals applicants are summoned to the studios and given opportunity to show their qualifications.

The first test is for the applicant to read aloud some such imaginary announcement as the following:

. . . Among the other prominent musical directors you will hear are Gustave Haenschen and his orchestra, the Detroit Symphony, under the direction of Ossip Gabrilowitsch, featuring Jascha Heifetz and Fritz Kreisler as guest soloists. Ignace Jan Paderewski will accompany a concert featuring the phenomenal youngster Jehudi Menhuin, while Ernestine Schumann-Heink will sing the Erl King of Franz Schubert.

. the fiery Russian, Peter Ilyitch Tschaikowsky, with selections from the Oiseau de Feu, and the Symphony Pathetique. . . . The troika also will be heard. Ippolitov Ivanov will afford the delightful composition the March of the Sirdar from the Caucasian Sketches. Modest Moussourgsky will be selected as one of the composers with Khovantischina as his contribution to the program.

. Among the other composers you will hear are Jacob Ludwig, Felix Mendelssohn, Johann Sebastian Bach, Ludwig Von Beethoven, Charles Camille Saint-Saens, Richard Strauss (the famous Till Eulenspeigels), Richard Wagner, Moszkowski, Cesar Cui, Giacomo Meyerbeer, Guiseppe Verdi, Wolfgang Amadeus Mozart, Carl Maria von Weber, Christoph Willibald von Gluck, Gioachino Antonio Rossini, Vincenzo Bellini, Gaetano Donizetti, Arrigo Boito and Amilcare Ponchielli, closing with Hector Louis Berlioz, Friedrich von Flotow, Charles Francois Gounod, Ambroise Thomas and Alexandre C. L. George Biset. We regret that we will be unable to present the works of Giacomo Puccini, as they are at present under restriction.

The mortality is terrific. Often out of 150 cr more applicants less than a dozen will score a passing grade. Then follows the second, and for the lonesome survivor the third degree. That passed, the applicant is eligible for appointment when a vacancy on the staff occurs.

If you want to be a radio announcer, before you spend time and money seeking auditions, be sure you are prepared. And, to get a hint of what adequate preparation involves, read in WHAT'S ON THE AIR biographies of the announcers.



Eastern Standard Time 11 to 11:30 P.M. Central Standard Time 10 to 10:30 P.M.

CHAIN PROGRAMS THIS HALF-HOUR

Vincent Lopez and His St. Regis Hotel Orchestra Dance music.

A Uncle Abe and David

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

Slumber Music

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

New York Herald Tribune Observer News flashes. CBS, New York. (First 15 min. of period C.)

Dance Music

CBS, N. Y. (First 15 min. of per Heywood Broun's Radio Column (First 15 min. of period C.) CBS, N. Y. (Last 15 min. of period C.)

Eastern Standard Time 11:30 to 12 P.M. Central Standard Time 10:30 to 11 P.M.

#### CHAIN PROGRAMS THIS HALF-HOUR

ODance Music from New York

Slumber Music

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

B Pepsodent Program

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

Literary Digest Topics in Brief News by Floyd Gibbons. (Last 15 min, of period.)

California Melodies

Orchestra and movie celebrities. CBS, from California,

Octo 8, 1	ber .5, 2	2, 2	9 <b>W</b>	EDNESDAY
A	В	C	D	TIME
10	30	11	30	EASTERN
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	30	لنتبر	30	CENTRAL
8	30	9	30	MOUNTAIN
			BC	KFAB LINCOLN 770 Neb.
0	0	A		*WOW OMAHA 590
0	0	M3	M3	WPG ATL TIC CITY 1100 N. J.
TM	ME	M	M	WOR NEWARK 710
0	0			WGR. BUFFALO 550 N.Y.
0	0	M	M3	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
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0	0	<b>6</b>	0	WEAF NEW YORK 660
6	6	6	6	WJZ NEW YORK 760
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0	0	BC	8	WDAY FARGO 940 N.D.
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		A		*WFJC AKRON 1450
0	0	C		WKRC CINCI N NATI 550
6	M	M	M9	WLW CINCINNATI 700
0	0	A		WSAI CINCIN NATI 1330
0	0	M3	M3	WHK CLEVEL'D 1390
	0	A	4	WTAM CLEVEL'D 1070
	9	- *		WALU COLUMB'S 640
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	0	8	D	177100
0	2			*WHP HARRISB'G 1430 Pa
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0	0	BC	8	WCAU PHILAD. 1170
				WFAN-WIP PHIL.610
0	- 1			*WLIT-WFI PHIL. 560
8	0	0	M6	KDKA PITTSB'GH 980
0	0			WCAE PITTSB'GH 1220
0	0	M 2		WJAS PITTSB'GH 1290
0	0	C	0	WEAN PROVIDENCE 780 R.I.
0	0	NS		WJAR PROVID'NCE 890
M6		BC	8	WDOD CHATTA. 1280 Tenn.
0	0	A		WMC MEMPHIS 780
		BC	8	*WREC MEMPHIS 600
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0		A	В	
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0	0			WOAL S. ANTONIO 1190
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0		BC	0	
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TIME

**EASTERN** 

CENTRAL

MOUNTAIN

Can - 690 TORO NTO CKGW

Ark. 1040 HOT SP'GS \*KTHS

560 DENVER

D.C. 630 WASH'GT'N WMAL

950 WASH'GT'N

1300 MIAMI B.

560 MIAMI

890 ATLANTA

740 ATLANTA

720 CHICAGO

560 CHICAGO

1020 CHICAGO

620 Clearwater WFLA St.Petersb'g WSU

900 JACKS' NY'E WJAX

Colo. 830 DE NVER

1140 BIRM'GH'M \*WAPI

1390 LIT'LE R'CK \*KLRA

930 BIRM'GH'M WBRC

THURSDAY 2, 9, october 16, 23, 30 RADIO BRIEFS

730 MONTREAL CKAC NO VO VM M9

KOA 0 A

KLZ

Conn. 1060 HARTFORD \*WTIC SM M6 M6 M2

WRC

WIOD

WGST

770 CHICAGO \*WBBM

870 CHI WENR-WLS

670 CHICAGO WMAQ

1230 IND'P'LIS \*WFBM

600 WATERLOO WMT

Iowa 1260 C.NCIL BL'FS KOIL

Des Moines WOC\*WHO

Kans.1220 LAWRENCE\*WREN

1300 WICHITA

620 BANGOR

Md. 1060 BALTIMORE\*WBAL

Mass. 990 SPRINGFIELD WBZ

590 BOSTON

1230 BOSTON 1200 WORCEST'R WORC

1240 DETROIT

750 DETROIT

920 DETROIT

1460 ST. PAUL

610 KAN. CITY

1090 ST. LOUIS

550 ST. LOUIS

1350 ST. LOUIS

Mich.1410 BAY CITY

Minn. 810 MINNEAP

Miss. 1270 Jackson

Mo. 950 KAN. CITY

Ky. 1490COVINGTON\*WCKY

940 HOPKINSV'EWFIW

820 LOUISVILLE WHAS

1250 N. ORL'NS WDSU

1320 N. ORL'NS WSMB

940 PORTLAND WCSH

600 BALTIMORE WCAO

580 WORCESTERWTAG

WSB

WGN

\*WIBO

Ind. 1160 FT. WYNE\*WOWO 1 AB X

580 TOPEKA \*WIBW 1 AB

WLBZ

WEEL

WNAC

**WBCM** 

WXY2 0

WWJ

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WLW, Cincinnati, has applied for permission to build a 10,000-watt relay station in order to be able to exchange programs with foreign nations.

Possibly the Legislators of the State of Louisiana had a particular broadcaster in mind when they recently passed a bill to prohibit slander by radio. A fine of \$100 or imprisonment for thirty days is the penalty.

Thirty-one of the 608 radio stations licensed to broadcast until October 31 are holding "temporary licenses" and must convince the Federal Radio Commission before that date that they are entitled to a place on the air.

KTNT, at Muscatine, Ia., already in the bad graces of the Federal Radio Commission, has had fresh charges filed against it by the Kansas State Board of Health, which objects strenuously to the Muscatine station being permitted to continue on the air.

The Federal Radio Commission has issued an official denial of the claims of some radio magazines that polls they are conducting of favorite stations and programs in connection with circulation campaigns will be considered by it in rating merit of stations.

And now Texas has a broadcasting chain of its own. KTAT, Ft. Worth; WACO, Waco; KTSA, San Antonio; KTRH, Houston; WRR, Dallas; KGKO, Wichita Falls, and KGRS, Amarillo, will co-operate in covering Texas with programs of State-wide interest.

Applicants for frequency assignments for television transmission not only must convince the Federal Radio Commission that their work is legitimate research and holds possibilities of value, but, if granted one of the few bands available, they must report quarterly progress made. There are now eighteen companies operating twenty-four stations, but none has qualified, in the opinion of the Commission, for commercial broadcasting. Evidently it is quite safe to buy that new radio set without fear that television will immediately bob up around the corner to make it obsolete.

Before this issue reaches our readers the great "superpower" hearing before the Federal Radio Commission will have been staged. Fifty-five broadcasting stations operating on the forty cleared channels, were all invited to meet before the Commission and put on a battle royal until thirty-five withdrew or were eliminated from the competition. The twenty survivors were to be given permission to use maximum power-50,000 watts, according to the plan. Perhaps the hearing has solved the mystery now engaging many radio listeners as to why it is proposed to maintain forty clear channels, and yet refuse satisfactory use of more than twenty.

GENERAL

Immediately following the appearance of her picture in the August number of WHAT'S ON THE AIR, Nell Vinick took a six weeks' vacation from radio. Dozens of readers, both men and women, promptly took ye editor to task. In fact, we were still apologizing when "Lessons in Loveliness" returned to its 9:30 A. M., Friday, position on September 12.

Westinghouse Company, Pittsburgh, is installing a 400,000-watt transmitter—the highest power in the radio world—for experimental purposes. When ready for use, it will be operated only during the early morning hours, with recordings made as to its field strength over the entire continent. Incidentally KDKA's new 50,000watt transmitter at Saxonburg is reaching us with plenty of volume and splendid modulation in pleasing contrast with the persistent fading of the old trans-

Mrs. F. M. Taylor, of Westfield, N. J., charter member of the WHAT'S ON THE AIR family, broke into the Associated Press dispatches when an enterprising reporter discovered that she uses her radio set an average of sixteen hours per day. Our congratulations go to Mrs. Taylor, however, for another record she has made. She writes an average of three letters a day to radio stations and artists. In so doing she is making a truly constructive contribution to the cause of good pro-

In connection with the Ohio School of the Air in which the Ohio Department of Education provides carefully prepared courses of instruction widely used throughout the public schools of the State and broadcast over WEAO, Columbus, and WLW, Cincinnati, a monthly radio forum for the teachers of Ohio has been inaugurated.

At the close of the school-day on the specified occasion, superintendents, principals and teachers will assemble before loud-speakers and hear specially prepared addresses by acknowledged leaders in American educa-

In advance of the special addresses, the topics will be made public and the schoolmen will be requested to in advance questions which at the end of the prepared speeches will be answered. Provision also will be made for the listening groups to wire or telephone questions or subjects they wish to have discussed.

It is believed, the announcement declares, that this method of reaching the whole group of educators in the public-school system will be superior to crowded and noisy convention halls where addresses of this kind usually occur.

Arrangements have been made to broadcast parentteachers' meetings. Through the Ohio Congress of Parents and Teachers, plans are being developed to have these meetings held in the evening and broadcast to groups of parents and teachers assembled in the school buildings and homes of each community in the State.

- Eastern Standard Time 6 to 6:30 P. M. A Central Standard Time 5 to 5:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR
- 1 Black and Gold Room Orchestra Concert music; director, Ludwig Laurier, NBC, New York,
- O Dance Music NBC. New York.
- 1 Dance Music CBS, New York.
  - KEY News Educational
- Sports Dramatic Variety W Comic

- B Eastern Standard Time Central Standard Time 6:30 to 7 P. M. 5:30 to 6 P. M.
- CHAIN PROGRAMS THIS HALF-HOUR A Dandies of Yesterday
- Male quartet. (First 15 min. of period B.)
- Uncle Abe and David Rural sketch with Phillips Lord and Arthur Allen. (Last 15 min. of period B.)
- Ponce Sisters Ethel and Dorothea.
- Literary Digest Topics in Brief News by Floyd Gibbons. NBC. (Last 15 min. of period B.)
- A Dance Music CBS, New York. (First 15 min.) B CBS Feature from New York

- - Children's feature Religious

    - X On the air



and that one is Ethel - or maybe it is the other way 'round. After all, it doesn't matter, because being the Ponce Sisters is more important to them than being Ethel or Dorothea.

the radio audience every Sunday night the past summer. They kept the date in an NBC studio in New York, and, aided by a piano, they sang very pleasing harmonies for fifteen minutes. They are heard on other pro-

grams, too, from time to time, and they are one of the most popular "sister" teams on the air. Being bona-fide sisters, they are in a class by themselves.

Both were born in Boston, though there is a two years' difference in their ages. No one is quite sure whether it is Dorothea or Ethel who is the elder. It doesn't matter to the Ponce Sisters.

They showed musical inclinations at an early age and were encouraged. Born into a theatrical family, they both had plans for careers away from the footlights. Ethel-or perhaps it was Dorothea-wanted to be a teacher. The other was interested in domestic science and had some idea of becoming a domestic science-research expert, or something of the sort. But they kept on singing and playing together, and before long they became accustomed to the glare of the footlights.

About two years ago they had a radio audition. The microphone revealed that they have a certain similarity in vocal chords that makes their voices blend perfectly. True harmony in their crooning is the result.

They have been heard regularly on the air ever since. They have made more than a hundred phonograph records and have been featured in vaudeville. They have had several attractive offers from musical-comedy producers and they are busy all the time.

Away from the microphone and the footlights they are rather shy, possessing a deference in manner that is both pleasing and unusual. They aren't the "Broadway type" sister act, nor do they fight and quarrel behind scenes in the proverbial manner.

Just two nice girls with a whole lot of talent . . . the Ponce Sisters. They will be heard this winter at a time to be announced.

#### Eastern Standard Time 7 to 7:30 P. M. Central Standard Time 6 to 6:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

- Mid-week Federation Hymn Sing By a mixed quartet. Arthur Billings Hunt, director. NBC, from New York.
- Pepsodent Program
  Amos 'n' Andy, black-face comedians.
- Tastyeast Jesters

Dwight Latham, Wamp Carleson, Guy Bonham; songs with mandolute accompaniment; stories in Swedish dialect. (Last 15 min. of program.)

- The Crockett Mountaineers
  - Mountain songs. (First 15 min. of period.) Westchester County Salon Orchestra
- Pro-Joy Novelty Dance Program

- Eastern Standard Time Central Standard Time
  - 7:30 to 8 P. M. 6:30 to 7 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

- Niagara Hudson Program
- Dramatic sketch with incidental music. NBC.
- Phil Cook, the Quaker Man (First 15 min. of period D.)
- The Jarman Shoe Company Program (Last 15 min. of period D.)
- Ward's Tip Top Club

Variety program. CBS, from New York.

#### MUSICAL PROGRAMS

- M 1. Band.
  M 2. Classical, Operatic.
  M 3. Dance.
  M 4. Religions.
  M 5. Novelty Music.
- M 6. Popular, Modern.
  M 7. Symphonic.
  M 8. Organ.
  M 9. Semi-classical.
  M Variety.

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2,	9,	16,	er 23,	30	THURSDAY
	A	В	C	D	TIME
	6	30	7	30	EASTERN
	5	30	6	30	CENTRAL
١	4	30	5	30	MOUNTAIN
ı	0		37		KFAB LINCOLN 770 Neb.
	0		X	X	*WOW OMAHA 590 WPG ATLITIC CITY 1100 N. J.
	С	SM	M	D	WOR NEWARK 710
		A	2		WGR. BUFFALO 550 N.Y.
	X	X	2	M7	WKBW BUFFALO 1480
					WMAK BUFFALO 900
ı	0	AB	CD	0	WABC NEW YORK 860
	0	AB	0	0	WEAF NEW YORK 660
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	X	X	2	6	WFBL SYRACUSE 1360
	0	AB	0	X	WBT CHARLOTTE1080 N.C.
			F	HJ	WPTF RALEIGH 680
	0	AB	X	X	WWNC ASHEVILLE 570
	0	В	0	M	WDAY FARGO 940 N.D.
ı	0	NV	X	X	WADC AKRON 1320 Ohio
ı					WFJC AKRON 1450 WKRC CINCI NNATI 550
ı	M	D	F	M6	WLW CINCINNATI 700
ı	141		-	1110	WSAI cincinnati 1330
ı	X	В	M 4	3	WHK CLEVEL'D 1390
					WTAM CLEVEL'D 1070
	0	AB	X	M4	
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		! 			KVOO TULSA 1140
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	0	-	С	M 6	WLBW OIL CITY 1260
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	0			X	*WFAN-WIP PHIL.610
ı	N	B	X	X	*WLIT-WFI PHIL 560
	0	M8	M <sub>2</sub>	M <sub>5</sub>	KDKA PITTSB'GH 980 WCAE PITTSB'GH 1220
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	NS		0	V	WJAR PROVID'NCE 890
	0		_	X	WDOD CHATTA. 1280 Tenn.
			0	J	WMC MEMPHIS 780
	0	AB		**	*WREC MEMPHIS 600
		BI	R	X	
	0	N A		ΗJ	WSM NASHV'LE 650 *KRLD DALLAS 1040 Tex.
	U	M5		Н	WFAA Dallas 800 WBAP Ft. Worth 800
			X		KPRC HOUSTON 920
					*KTSA S. ANTONIO 1290
				Н	WOAL S. ANTONIO 1190
	0		M5		*WTAR NORFOLK 780 Va.
	M6		-	HJ	WRVA RICHM'D 1110
	0	A	X		*WEBC SUPERIOR 1290 WISC
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	•	1		Н	WTMJ MILW KEE 620
		1			

	THURSDAY	Y :	2, 9,	Octo 16,	
	TIME	A	B	C	D
	EASTERN	8	30	9	30
Ī	CENTRAL	7	30	8	30
l	MOUNTAIN	6	30	7	30
	Can - 690 TORO NTO CKGW	0	0	2	M6
	ada 730 MONTREAL CKAC	-	M5	M3	M3
	Ala. 1140 BIRM'GH'M *WAPI	-	NA O	<b>2</b>	<b>3</b>
	930 BIRM'GH'M WBRC	<b>3</b>	M 8	X	X
1	Ark. 1040 HOT SP'GS *KTHS	0	M	$\mathbf{x}$	X
ı	Colo. 830 DENVER KOA	0		2	( <del>3</del> )
	560 DENVER KLZ	0	M3	M3	X
ı	Conn.1060 HARTFORD *WTIC				
	D. C. 630 WASH'GT'N WMAL	3	CD	0	0
ı	950 WASH'GT'N WRC	0	0	<b>1</b>	8
ı	Fla. 620 Clearwater WFLA St.Petersb'g WSUN	M9	NP	M	WM
ı	900 JACKS' NV'E WJAX	0	0	9	0
	1300 MIAMI B. WIOD 560 MIAMI WQAM	0	M	M	O M
1	Ga. 890 ATLANTA WGST	0	IVI		IVI
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ı	770 CHICAGO *WBBM	0			0
	870 CHI WENR-WLS	MW	M	M	
	720 CHICAGO WGN				V Capital
ı	560 CHICAGO *WIBO	-		9	<b>©</b>
	670 CHICAGO WMAQ Ind. 1160 FT. WYNE*WOWO	X	C	X	X
	1230 IND'P'LIS *WFBM	8	CD	0	9
	Iowa 1260 C.NCIL BL'FS KOIL	6	CD	0	2
	1000 Davenport WOC*WHO	Ö	0	0	, "s =
	600 WATERLOO WMT	€	X	X	X
	Kans.1220 LAWRENCE*WREN	0	0	6	<b>③</b>
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	Mass. 990 Springfield WBZ	X	CD	<b>9</b>	<b>2</b>
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BROADENING the interests of homemakers is not only a thrilling, but a thankful, task. At least this is the conclusion reached by the Radio Home-Makers' Club, based on the enthusiastic response to the cultural periods of the club's "Magazine of the Air" programs.

"Come out of the kitchen" might well be the slogan of Ida Bailey Allen's national organization, for even the most domestic of the Home-Maker programs — those dealing with cooking, laundering, sewing, and the liketeach us to speed up these vital, but sometimes aggravating, tasks so we can have more time in which to interest ourselves in the affairs of the outside world.

Since the beginning of the year the weekly guest speakers on the Wednesday "Editorial Page" period of the Magazine of the Air have included such prominent figures as Carrie Chapman Catt; Will Cuppy, the author; Augustin Duncan, of the theater; Huger Elliott, of the Metropolitan Museum of Art; William Green, president of the American Federation of Labor; Dr. Randolph Ray, pastor of the famous "Little Church Around the Corner;" Florence Pragg Kahn, Christopher Morley, Mrs. Franklin D. Roosevelt, Senator Thomas D. Schall, Baron DeMeyer, and a host of others.

One of the outstanding programs in the history of broadcasting was the series of Sound Dramas played by Mr. and Mrs. Coburn during the Home-Maker broadcasts in June. Through these two beloved actors four examples of the cream of Shakespearean and modern drama were brought into hundreds of thousands of homes. The object of this superb entertainment was twofold: to illustrate correct speech and fine drama. Its success was such that the Coburns, in appreciation of their reception by the home-makers of the country, are trying to arrange their fall schedule so they can come back to the air again.

Spurred on by the enthusiastic reception of these unusual home-making features, and the nation-wide appeal from women in the home to continue to open new fields of thought to them, the Radio Home-Makers' Club has arranged an "extension course" in the fine arts for its vast audience.

The new Thursday morning period, "The Five Arts," was inaugurated in September by Howard Rockey, author and dramatist. Each Thursday one of the five arts-music, literature, the pictorial arts, drama and radio-is discussed by an authority.

A special feature of the new series will be an occasional review of the outstanding plays to be seen in New York, to help the millions of visitors from other parts of the country who visit Gotham decide beforehand just what they want to see. The first theatrical review will be broadcast by Stewart Beach, editor-inchief of Theater Magazine, on Thursday, October 9, at 11:30 A. M.

Eastern Standard Time 8 to 8:30 P. M. A Central Standard Time 7 to 7:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

- Fleischmann Hour
  - Rudy Vallee and his orchestra. NBO.
- B. A. Rolfe and His Lucky Strike Dance Orchestra
- Mardi Gras
  - CBS feature.

- Eastern Standard Time 8:30 to 9 P. M. Central Standard Time 7:30 to 8 P. M. CHAIN PROGRAMS THIS HALF-HOUR
- 🚹 Fleischmann Hour
  - Rudy Vallee and his orchestra. NBC, from New York.
- 4 B. A. Rolfe and His Lucky Strike Dance Orchestra
  - NBC.
- C Kaltenborn Edits the News
  - CBS, N. Y. (First 15 min. of period B.)
- D Hamilton Watch Company Program





Judge-It will go hard with you this time, Sambo; you look as if you have been drinking again.

Sambo-Yes, suh, Judge; dat sho' am powerful stuff what ah had. It was dat dere chicken hootch.

"Chicken hootch! Why, I never heard of that be-

"Yes, suh, Judge, chicken hootch; one drink and you



-Have you read "Freckles"? Marge-No, just plain ones.

He-I miss the old cuspidor since it's gone. She-You missed it before it went.

Mrs. Jones-I saw your husband at the masquerade ball, chasing after a hula-hula dancer in a grass skirt.

Mrs. Brown - Why, the old rake!

"They say he sold the property for a song?"
"Yes—at least he got notes for it."

It was the poor cow's only son, and it never had an udder.

loe-What's the idea of all the crowd at church? George-There's a traveling salesman down there confessing his sins.

. Wife (at breakfast)—I want to do some shopping to-day, dear, if the weather is favorable. What does the paper say?

Husband-Rain, hail, thunder and lightning.

Farmer Brown, while his crew of threshers were "washing up" one morning, noticed among them a big Swede who was not engaging in the use of water, soap and towel.

"Well, Olaf," said the farmer, "aren't you going to wash this morning?"

"Naw," returned the Swede, "it doesn't make me dirty to sleep."

"Was it much of a necking party?"

Was it! Well, before the dance the hostess announced: 'Every one chews his pardner.'

Doctor (inquiring after boy who had swallowed a half-dollar)-How is the boy to-day?

Anxious Mother-No change yet.

One way to make the June marriage successful is to have the ceremony performed in the garage so the women can't back out of it.

"My wife kisses me every time I come into the house!"

"Affection?"

"No, investigation."

As the dry Senator remarked: "Let me make the laws of the country and I don't care who sings the stein songs."

Doctor-Your trouble, madam, seems to be due to an excess of adipose tissue.

Patient-My goodness! I wonder if that isn't what makes me so awfully fat?

Ella (aged six) - Auntie, were you ever in a predica-

Maiden Aunt-No, dear, but heaven knows I've



Eastern Standard Time 9 to 9:30 P. M. Central Standard Time

8 to 8:30 P. M.

CHAIN PROGRAMS .THIS HALF-HOUR

#### Arco Birthday Party

Male quartet and string ensemble. NBC, New York.

X On the air

Knox-Dunlap Program

Orchestra. NBC, New York.

Van Heusen Program

News Educational

Children's feature Religious

Dramatie Variety  $\mathbf{W}$  Comic

Sports

Eastern Standard Time 9:30 to 10 P. M. D Eastern Standard Time 8:30 to 9 P. M.

#### CHAIN PROGRAMS THIS HALF-HOUR

Jack Frost's Melody Moments

Orchestra; vocal and instrumental soloists. NBC, from New York.

Maxwell House Ensemble

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

Detective Story Magazine CBS, New York.

#### MUSICAL PROGRAMS

Band.
 Classical, Operatic.
 Dance.
 Religious.
 Novelty Music.

M 6. Popular, Modern.
M 7. Symphonic.
M 8. Organ.
M 9. Semi-classical.
M Variety.

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1350 ST. LOUIS

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#### ON THE AIR

"Well, Joe, you're lookin' pretty good. Had a raise?"
"No, it ain't that. Say, I had the thrill of my life last night, kid. I broadcasted."
"You what?"

"I tell ya I broadcasted. No foolin'. Imagine me on the air! Some fun, eh, kid?"

"Listen, Joe; don't try and kid me. I suppose this guy Vallee is just a bum now.'

"Listen, Ed, quit kiddin' a guy. Why, the folks at home heard me, just like bein' in the next room."

'Well, fer cryin' out loud." "It's a cinch, Ed. I was up at the Paradise Club with Mary last night, see. When the band

started to broadcast about ten o'clock, she and I starts in to dance. I watches for my spot, savvy? We edges around the floor, and when we come alongside the band I jumps up and yells, 'Hullo, ma; it's Joe!' Well, it went right into the mike. The leader was so mad he

could have chewed a piece right out of his megaphone."
"That's some stunt, kid. I gotta hand it to you. So you was on the air. Whaddya know about that?"— Judge.

In a court-room the other day Judge White was reproving a colored man for deserting his wife, and dwelt at great length on the injustice he was doing. desertion is something, Rastus, that I must deal with severely, I'm afraid, and I feel very strongly on this subject."

"But, Judge, you don't know that woman. I ain't no deserter; I'se a refugee."—Log.



Barber-I don't think so, sir; I've only been here six

Young Lady (just operated on for appendicitis)—Oh, doctor, will the scar show? Doctor-Not if you are careful.

Lady Glowworm-I never want to see you again! Male Glowworm-All right, dearie. You glow your way and I'll glow mine.

Teacher-What is Boston noted for? Johnny-Boots and shoes. 'Correct. And Chicago?' "Shoots and booze."-Chicago Tribune.

Nima-A little birdie told me what kind of a lawyer your uncle is.

Stories-What did the bird say?

Nima—Cheep, cheep.

Stories-Well, a duck told me what kind of a doctor your father is.

Our bet is that if all the kitchen aprons in the hopechests of this year's June brides were laid end to end, they wouldn't reach from the front door to the breakfast nook .- Cincinnati Enquirer.

"What's the trouble here?" "Bellboys are on a strike."

"More pay, eh?"

"No; the radio musical star Waldislasz Szeburzezs is here and people keep comin' in and wantin' him paged."

Aunt Maria was without a peer among negro cooks. Her specialty was molasses cookies. One day she was asked her recipe.

Without hesitation she replied: "Ah takes a cup of flour, but Ah don't use all of it, and Ah adds two

gullups of molasses—"
"But," interposed her guest, "what are gullups?"
"Honey, don't you know? Well, when you has a
jug of molasses and turns it up, the molasses say Gullup,' and then run a little more and say 'Gullup' agin. Ah takes two."

Slowboy—Do you remember the boy that used to pull your pigtails at school?

Fastgirl—Oh, is that who you are?

Slowboy-No, that was my father.

"Are you a doctor?" she asked the young man at the soda fountain.

"No, madam," he replied; "I'm a fizzician."

Mrs. Jinks-What is your husband's average income,

Mrs. Hinks-Oh, about midnight.

Eastern Standard Time 10 to 10:30 P.M. A Central Standard Time 9 to 9:30 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

RCA Hour

Guest artists; concert; orchestra direction, Rosario Bourdon. NBC, New York.

- Victor Herbert Opera Series
- 1 Lutheran Layman's League Program

#### MUSICAL PROGRAMS

- M 1. Band. M 6. Popular, Modern. M 2. Classical, Operatic. M 7. Symphonic. M 3. Dance. M 8. Organ. M 9. Semi-classical. M 9. Semi-classical. M Variety.

Eastern Standard Time 10:30 to 11 P.M. Central Standard Time 9:30 to 10 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

RCA Hour

See description for period A.

- Victor Herbert Opera Series
- O Columbia Educational Features National Radio Forum from Washington, D. C. CBS.

News

Sports Dramatic

Educational Variety Children's feature R Religious W Comic

X On the air



HAROLD SANFORD, one of the National Broadcasting Company's veteran conductors, is happy this season. Victor Herbert's operettas are on the air every week, and Sanford is directing them.

To understand Sanford's joy at the new series one must know something of his background. For eighteen years the radio conductor was right-hand man to the Irish composer. Sanford knew Herbert as few men knew him, and Herbert was his idol.

The programs, inaugurated in late summer, will continue through the winter and will be broadcast through an NBC - WJZ network every Thursday night at 10 o'clock. An hour has been allotted each broadcast.

"The Red Mill" opened the series, and during August listeners heard "The Wizard of the Nile," "It Happened in Nordland" and "The Singing Girl." September's schedule called for "Princess Pat," "The Serenade" and

"Naughty Marietta," and in October listeners will hear "The Only Girl," "The Rose of Algeria," "Eileen," "Mlle. Modiste" and "Sweethearts."

Others of Herbert's works will be presented during November, December and January.

Sanford has picked a cast of trained operetta singers, many of whom have been under his direction for years. Among the voices to be heard regularly will be Muriel Wilson and Ivy Scott, sopranos; Mary Hopple, contralto; Walter Preston and Vernon Jayson, baritones; Harry Donaghy, bass; George Simmons, tenor.

Sanford helped Herbert orchestrate many of the operettas the maestro composed, and was with Herbert during the strenuous days of rehearsal and production.

Sanford, through his familiarity with the scores, has been able to adapt the operettas for radio broadcasting without sacrificing the stories or the familiar melodies.

Eastern Standard Time 11 to 11:30 P.M. Central Standard Time 10 to 10:30 P.M. CHAIN PROGRAMS THIS HALF-HOUR

Dance Music from New York

Uncle Abe and David

Rural sketch with Phillips Lord and Arthur Allen.

5 Slumber Music

String ensemble; direction, Landwig Laurier.

A New York Herald Tribune Observer News flashes. CBS. (First 15 min. of period C.)

Rhythm Ramblers

Novelty dance orchestra, directed by Nat. Brusiloff.

C Heywood Broun's Radio Column

(Last 15 min.)

Eastern Standard Time 11:30 to 12 P.M. Central Standard Time 10:30 to 11 P.M. CHAIN PROGRAMS THIS HALF-HOUR

O Don Bigelow and His Hotel Park Central Orchestra

Dance music. NBC.

Slumber Music

String ensemble; direction, Ludwig Laurier.

Pepsodent Program

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

Literary Digest Topies in brief. (Last 15 min, of period D.)

Dance Music CBS, from New York.

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M9	M 9	-	M6	WLW CINCINNATI 700
0	0	A	37	WSAI CINCINNATI 1330
0	X	X	X	WHK CLEVEL'D 1390
0	0	A		WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
	0	BC	0	WSPD TOLEDO 1340
0	0	BC	0	*WKBN YO'NGST-N 570
				KFJF OKLA. CITY 1480 Okla.
0	0	M	В	WKY OKLA.CITY 900
				*KV00 TULSA 1140
0	0	BC	0	*WHP HARRISB'G 1430 Pa.
0	0	BC	0	WLBW OIL CITY 1260
0	M3	BC	0	WCAU PHILAD. 1170
M3	0	M3		WFAN-WIP PHIL610
0	0	0	8	*WLIT-WFI PHIL. 560
0	0	6	M6	KDKA PITTSB'GH 980
õ	õ	8		WCAE PITTSB'GH 1220
0	2	M2		WJAS PITTSB'GII 1290
0	0	C	0	WEAN PROVIDENCE 780 R.1.
6	0	NS	0	WJAR PROVIDINCE 890
M4	0	BC	0	WDOD CHATTA. 1280 Tenn.
118 4	3	A	B	WMC MEMPHIS 780
		BC	8	WDEC
v		BC	0	7117 1 0
X	0	DU	D	
0	0	_	В	WSM NASHV'LE 650
0		34.0		*KRLD DALLAS 1040 Tex.
0	0	M5		WBAP Ft. Worth 800
0	0	$\mathbf{X}$	В	KPRC HOUSTON 920
				*KTSA S. ANTONIO 1290
0	0	X	BC	WOAL S. ANT ONIO 1190
0	0	BC	8	*WTAR NORFOLK 780 Va.
0	0	MW	MW	WRYA RICHM'D 1110
X	0	BC	0	WDBJ ROANOKE 930
0	0	A	B	*WEBC SUPERIOR 1290 Wisc.
	0	BC	0	*WISN MIL W'KEE1120
	3	A	В	WTMJ MILW KEE 620
		. 1	-	1 Sins Pitter NEE OLD

FRIDAY	3, 10	Octo , 17	ber , 24	31
TIME	A	В	C	D
EASTERN	6	30	7	30
CENTRAL	5	30	6	30
MOUNTAIN	4	30	5	30
Can - 690 TORONTO CKGW	)	A	G	M6
ada 730 MONTREAL CKAC	NM	M 9	M3	M
Ala. 1140 BIRM'GH'M *WAPI		A	CD	JK E:
930 BIRM'GH'M WBKU Ark. 1040 HOT SP'GS *KTHS	O	A	CD	IK
1390 LIT'LE R'CK *KLRA	0	AB	CD	E
Colo. 830 DENVER KOA			D	JK
560 DENVER KLZ	0	AB	CD	V
Conn. 1060 HARTFORD *WTIC				
D. C. 630 WASH'GT'N WMAL	0	A	X	E
950 WASH'GT'N WRC	0	Α	GD	JK
Fla. 620 Clearwater WFLA St. Petersb'g WSUN 900 JACKS'NY'E WJAX		X	C	JK IK
1300 MIAMI B. WIOD		X	G	IK
560 MIAMI WQAM		V	MP	M
Ga. 890 ATLANTA WGST	0	AB		E
740 ATLA NTA WSB				JK
III. 1020 CHICAGO KYW	M	P	M3	SM
770 CHICAGO *WBBM	0	A		997
870 CHI WENR-WLS				JK
*WIND		_	1	
560 CHICAGO WMAQ		X	X	EG
Ind. 1160 FT. WYNE*WOWO	-			E
1230 IND'P'LIS *WFBM				E
lowa 1260 C.NCIL BL'FS KOIL				EG
Des Moines WOC*WHO				
600 WATERLOO WMT	10	AB	CD	X
Kans.1220 LAWRENCE*WREN	$\vdash$	E	X	JK
580 TOPEKA *WIBW	10	AB	CD	_
Ky. 1490COVINGTON*WCKY	-	MS	1	K
940 HOPKINSVEWFIW	-	IMIS	G	~
820 LOUISVILLE WHAS		Α	C	JK
La. 1250 N. ORL'NS WDSU	_			E
1320 N. ORL'NS WSME				JK,
Me. 620 BANGOR WLBZ			1	M9
940 PORTLAND WCSH		B		BEO
Md. 1060 BALTIMORE*WBAL	_	_	CD	M9 EG
Mass. 990 Springfield WBZ			GH	W
590 BOSTON WEE	4	<u> </u>	1	
1230 BOSTON WNAC	1	1 -		
1200 WORCEST'R WORC			CD	
580 WORCESTER WTAC				
Mich.1410 BAY CITY WBCM		AB	CD	
1240 DETROIT WXYZ		AIVI		E
750 DETROIT WJ.		NW	-	
Minn. 810 MINNEAP WCCC		H	CD	
1460 ST. PAUL KSTI		A	1-	-
Miss. 1270 JACKSON WJD				JK
Mo. 950 KAN. CITY KMBC		AB	W	-
610 KAN. CITY WDA				
1090 ST. LOUIS KMO				
550 ST. LOUIS *KSI				
1350 ST. LOUIS KWI	( X	X	X	JK



Eastern Standard Time 6 to 6:30 P. M. A Central Standard Time 5 to 5:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

A Black and Gold Room Orchestra Concert music; director, Ludwig Laurier, NBC, New York.

3 Dance Music NBC, N. Y. (First 15 min, of period A.)

Sports

Dramatic

Variety

W Comic

 Dance Music CBS, from New York

News Educational

Children's feature

Religious X On the air

Eastern Standard Time 6:30 to 7 P. M. Central Standard Time 5:30 to 6 P. M. CHAIN PROGRAMS THIS HALF-HOUR

A Black and Gold Room Orchestra

Concert music; director, Ludwig Laurier. NBC, N. Y. (First 15 min. of period B.)

**B** Uncle Abe and David

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

Literary Digest Topics in Brief News by Floyd Gibbons. (Last 15 miu.)

B CBS Feature from New York

Dance Music
NBC N. Y. (First 15 min. of period B.)

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



NBC MUSIC APPRECIATION COURSES OPEN SECOND YEAR, FRIDAY, OCTOBER 10, AT 11 A. M., E. S. T.

MERICA'S most popular music-teacher will be back at his desk this fall. Ten A million schoolchildren are expected to listen attentively to his works and to the music of a symphony orchestra under his direction.

Which is by way of saying that the second year in the National Broadcasting Company's three-year series of Music Appreciation concerts for young American students will be inaugurated October 10.

Walter Damrosch, musical counselor of NBC and dean of American symphony conductors, will conduct the series.

This year, as last, the concerts will be divided into four classes. The first class will be for children just beginning to understand music; the second class for grammar-school pupils; the third class for high-school ages, and the fourth class for college students, music clubs and adults seriously interested in music.

The concerts will be broadcast every Friday morning from eleven o'clock until noon, Eastern Standard Time. Each concert will be divided into two parts in order that two classes may be presented each week.

A new departure in the class for advanced students has been announced for the 1930-31 series of concerts. They will be devoted to a chronological study of twelve important composers of orchestra music, beginning with Bach and ending with Stravinsky.

Three complete symphonies will be broadcast during the series which ends Apr. 17, 1931. Beethoven's Symphony No. 5 will be given in two parts, and Schubert's Unfinished Symphony and Haydn's Symphony in B Flat will be presented in single concerts.

Manuals to be used by teachers in connection with the series are being prepared, and letters received indicate that schools in every State in the Union will make the Music Appreciation courses a part of the regular course.

As in previous concerts, Dr. Damrosch will explain the music and the instrumentation, speaking from a piano bench, and then will direct the large orchestra in the rendition of the music he has just explained.

### Eastern Standard Time 7 to 7:30 P. M. Central Standard Time 6 to 6:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

Ramblers Trio

Henry Shope, William Daniels, tenors; Walter Preston, baritone. (First 15 min.)

Arcadie Birkenhalz

Violinist with concert orchestra; direction, Hugo Miriani, (Last 15 min. of period C.)

- The Pepsodent Program Amos 'n' Andy. (First 15 min.)
- To Be Announced (Last 15 min.)
- The Crockett Mountaineers (First 15 min.)
- D Dance Music

(Last 15 min, of period.)

- Eastern Standard Time 7:30 to 8 P. M. Central Standard Time 6:30 to 7 P. M. CHAIN PROGRAMS THIS HALF-HOUR
- Phil Cook, the Quaker Man (First 15 min. of period.)
- Brown Bilt Footlights
- Evangeline Adams
  - Astrologer. (First 15 min. of period.) The Sinclair Oil Company Program

## MUSICAL PROGRAMS

- M 1. Band.M 2. Classical, Operatic.M 3. Dance. M 4. Religious. M 5. Novelty Music.
- M 6. Popular, Modern.
  M 7. Symphonic.
  M 8. Organ.
  M 9. Semi-classical.
  M Variety.

3, 3	<b>O</b> c 10, 1	tobe <sub>1</sub>	4, 3	FRIDAY
A	В	C	D	TIME
6	30	7	30	EASTERN
5	30	6	30	CENTRAL
4	30	5	30	MOUNTAIN
8	E			KFAB LINCOLN 770 Neb.
O		X	X	*WOW OMAHA 590
С	D	D	M 6	WPG ATL TIC CITY 1100 N. J. WOR NEWARK 710
0	A	C	111.0	WGR. BUFFALO 550 N.Y.
0	AB	CD	E	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
0	AB	CD	EG	WABC NEW YORK 860
0	AB	CD	X	WEAF NEW YORK 660
<b>©</b>	EF	GH	JK	WJZ NEW YORK 760
	F	GH	J	WHAM ROCH'TER 1150
	В	CD	E	*WHEC ROCH'TER 1440 WGY SCHEN'D Y 790
X	В	D D	E	WFBL SYRACUSE 1360
O	В	C	E	WBT CHARLOTTE1080 N.C.
		G	JK	WPTF RALEIGH 680
0	A B	CD	E	WWNC ASHEVILLE 570
0	AB	D	X	WDAY FARGO 940 N.D.
0	VN	С	EG	WADC AKRON 1320 Ohio
			rc	WFJC AKRON 1450
B.4		C	EG M9	WKRC CINCINNATI 550 WLW CINCINNATI 700
M	F	G	IVI 9	WSAI CINCINNATI 700 WSAI CINCINNATI 1330
	В	M	EG	WHK CLEVEL'D 1390
-				WTAM CLEVEL'D 1070
0	AB	M 9	Е	WAIU COLUMB'S 640
			EG	WSPD TOLEDO 1340
	В	С		*WKBN YO'NGST-N 570
			E	KFJF OKLA CITY 1480 Okla.
		<u> </u>	J	*KVOO TULSA 1140
0	AB	CD		*WHP HARRISB'G 1430 Pa.
0		CD	1	WLBW OIL CITY 1260
N	W		E	WCAU PHILAD. 1170
X				WFAN-WIP PHIL.610
N	В	D	X	*WLIT-WFI PHIL. 560
X	F	G	M	KDKA PITTSB'GH 980
0	AB	CD	X	WCAE PITTSB'GH 1220
M9	M9	CD	E	WJAS PITTSB'GH 1290 WEAN PROVID'NCE 780 R. I.
NS NS	-	D	M5	WJAR PROVIDINCE 890
6	AB	CD	E	WDOD CHATTA. 1280 Tenn.
			K	WMC MEMPHIS 780
0	AB	CD		*WREC MEMPHIS 600
	1	R	Y	WLAC NASHV'LE 1470
0	A	X		WSM NASHV'LE 650
0	AB	1 -	G	*KRLD DALLAS 1040 Tex.
0	A	C	JK	WFAA Dallas 800 WBAP Ft. Worth 800 XPRC HOUSTON 920
			אנ	*KTSA S. ANTONIO 1290
		-	JK	WOAL S, ANTONIO 1190
0	AB	CD		*WTAR NORFOLK 780 Va.
M 6		G	4.	WRVA RICHM'D 1110
0	A	CD		WDBJ ROANOKE 930
		1 0-	JK	WEBC SUPERIOR 1290 WISC.
0	A	CD		WISN MILW KEE1120
		1	JK	WTMJ MILW'KEE 620

October **EDIDAV** 

	FRIDAY	3, 10	Octo ), 17	ber , 24	, 31
	TIME	A	В	C	D
	EASTERN	8	30	9	30
	CENTRAL	7	30	8	30
	MOUNTAIN	6	30	7	30
	Can - 690 TORONTO CKGW	0	0	2	M6
	ada 730 MONTREAL CKAC	M	M	M1	M1
	Ala. 1140 BIRM'GH'M *WAPI			6	<b>3</b>
	930 BIRM'GH'M WBRO	M3	0	X	M 8
	Ark. 1040 HOT SP'GS *KTHS				
	1390 LIT'LE R'CK *KLRA	0	0	X	X
ı	Colo. 830 DENVER KOA	0	0	<b>6</b>	<b>6</b>
	560 DENVER KLZ Conn.1060 HARTFORD *WTIC	0	9	M2	M2
	Conn. 1060 HARTFORD *WTIC D. C. 630 WASH'GT'N WMAL	0	0	0	<u>8</u>
	950 WASH'GT'N WRO	0	0	<b>8</b>	<u>8</u>
1	Fla. 620 Clearwater WFLA St.Petersb'g WSUN	M8	MO	OW	X
	900 JACKS' NV'E WJAX	M 9	В	A	<b>(3)</b>
	1300 MIAMI B. WIOD		В	6	0
	560 MIAMI WQAM	M	M	M	M
	Ga. 890 ATLANTA WGST				
	740 ATLANTA WSB			6	0
	III. 1020 CHICAGO KYW	0	0	6	<b>③</b>
ı	770 CHICAGO *WBBM		2.5	14.	
	870 CHI WENR-WLS	MW	M	M 5	
	720 CHICAGO WGN	•	D		<b>©</b>
	560 CHICAGO WMAO	X	B	<b>2</b>	6
	Ind. 1160 FT. WYNE*WOWO	A	0	<b>©</b>	<b>8</b>
	1230 IND'P'LIS *WFBM	0	9	0	0
	Iowa 1260 C.NCIL BL'FS KOIL	0	2	6	8
	1000 Davenport WOC*WHO	0	0	0	8
	600 WATERLOO WMT	0	X	X	X
	Kans.1220 LAWRENCE*WREN	<b>3</b>	AB	6	0
	580 TOPEKA *WIBW	0	NM	V	M3
	1300 WICHITA *KFH	X	X	X	X
	Ky. 1490COVINGTON*WCKY	4		9	M3
	940 HOPKINSY'EWFIW				_
	820 LOUISVILLE WHAS La. 1250 N. ORL'NS WDSU			6	9
	1250 N. ORL'NS WDSU 1320 N. ORL'NS WSMB			B	<u>(3)</u>
	Me. 620 BANGOR WLBZ	0	ച	X	X
	940 PORTLAND WCSH	0	0	0	<u>e</u>
	Md. 1060 BALTIMORE*WBAL		J		
	600 BALTIMORE WCAO	M9	М3	<b>©</b>	8
	Mass. 990 SPRINGFIELD WBZ	0	В	6	3
	590 BOSTON WEEL		0	0	8
۱	1230 BOSTON WNAC		0	<b>©</b>	0
۱	1200 WORCEST'R WORC	0	9		
ı	580 WORCESTER WTAG	0	0	M.C.	€ MC
	Mich. 1410 BAY CITY WBCM 1240 DETROIT WXYZ	0	0	M6	
-	750 DETROIT WAYA	X	<b>2</b>	<b>6</b>	<b>©</b>
	920 DETROIT WWJ		A A	9	<u>0</u>
	Minn. 810 MINNEAP WCCO	0	0		_
	1460 ST. PAUL KSTP	0	0	6	<b>3</b>
	Miss. 1270 Jackson WJDX				0
	Mo. 950 KAN. CITY KMBC	0	0	0	0
	610 KAN. CITY WDAF	0	0		8
	1090 ST. LOUIS KMOX		X	0	0
1	550 ST. LOUIS *KSD	0	0	0	<u> </u>
	1350 ST. LOUIS KWK	0	B	<b>6</b>	<b>(3)</b>



S we write, a number of radio stations, A plus the chains, are sharing the anxiety of several National League Club managers over the final disposition of the pennant race. The World's Series will be broadcast by NBC and CBS, of course, plus whom? By the time these lines are read, that phase of the problem will be no more, but how the boys will be humping to get the best equipment installed in the most strategic places! It will be less than a week now until the roar of the World's Series crowd crashes your loud-speaker. Bet-

ter be sure all your tubes are up to par.

If Ted Husing keeps his assignment for the Challenge Cup Race, he will have succeeded in reducing some dozen or more pounds. Ted was slated to handle the CBS transmitter aboard the Goodyear dirigible Defender, but his delight over his good luck fell apace when he learned that to qualify he must weigh in, plus equipment, at 160 pounds. For two weeks now each morning before breakfast, heavily wrapped in sweaters, he has run six miles around the Central Park wall, gauged his eating by the Hollywood diet and spent the afternoon at a Turkish bath.

In covering the games for the chain this fall, Columbia plans to use a tiny, portable transmitter to convey referee decisions, interviews with players and officials from the field, etc., directly from the playing-field to the broadcasting booth on top of the stadium, where Ted Husing and his helpers will be stationed to give the play-by-play story.

As usual, Chicago stations will cover home games of Northwestern, Chicago, Michigan and Notre Dame.

KDKA, at Pittsburgh, reaching out with its new transmitter, will keep most of the coun-

try, east of the Mississippi at least, informed as to the fortunes of University of Pittsburgh and Carnegie Tech.

WBBM, Chicago, enrolled Pat Flanagan, its sports announcer, in Maj. John L. Griffith's coaching school at Northwestern this summer.

The Standard Oil Company of Ohio has arranged to broadcast all the football games in which Ohio State engages this fall over WLW, Cincinnati, and WTAM, Cleveland.

American sports broadcasts in September seriously disturbed the repose of sports fans in Europe, Australia and New Zealand. While our "World's Serious" and big football games in October will probably draw a larger audience throughout North America, the Challenge Cup Race and the amateur golf championship, to say nothing of the International Track Meet and the Harnsworth Cup Race, held the sports-loving Britisher the world over close to his short-wave set.

Robert Brown, WLW announcer, will not forget the last week in August and the first day of September in a hurry. He was assigned the task of handling Station KHILO, a special transmitter installed in the mammoth Crosley plane in which Capt. William S. Brock flew from Los Angeles to Chicago in the nonstop event of the National Air Races. Just before the racer reached Chicago, KHILO ceased to function, and, in attempting repairs in the air, Brown narrowly escaped being severely burned. However, Labor Day found him accompanying Captain Brock about a mile and a half above the airport at Cleveland, from which point of vantage he very successfully described the start of the Bennett International Balloon Races for the combined audiences of WLW and WTAM.

Eastern Standard Time 8 to 8:30 P. M. Central Standard Time 7 to 7:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

Cities Service Orchestra Soloists; orchestra director, Rosario Bourdon.

Nestle Chocolateers Nat Brusiloff's orchestra, a yodeler and a Broadway star.

Nit-Wit Hour

Religious

N

Fun for all and all for fun. CBS, from New York.

News

0 Educational Children's feature

Sports Dramatic Variety W Comic

X On the air

Eastern Standard Time 8:30 to 9 P. M. Central Standard Time 7:30 to 8 P. M. CHAIN PROGRAMS THIS HALF-HOUR

Cities Service Orchestra

Le Trio Morgan Frances, violinist; Marguerite, pianist; Virginia, harpist.

Natural Bridge Program Famous Loves—romantic sketch. Musical background. (Last 15 min. of period B.)

U. S. Army Band CBS, from Washington, D. C.

### MUSICAL PROGRAMS

M 6. Popular, Modern.
M 7. Symphonic.
M 8. Organ.
M 9. Semi-classical.
Variety. Band. Classical, Operatic. Dance.

M 1. Band.
M 2. Classical, Opera
M 3. Dance.
M 4. Religious.
M 5. Novelty Music.



Football program at 10:30 P. M., Fridays, over CBS.

Three of the most famous football coaches in the country-Knute Rockne, Tad Jones and "Pop" Warner-are featured on these programs. Each Friday evening one of them will discuss the chances of the major teams doing battle

on the gridiron the following Saturday, and will endeavor to predict the winners in every

case.

It isn't just a guessing game. These three men, who constitute the All-American Football Board, are probably better qualified than any other group of experts of the game of football to judge teams all over the country, for Jones represents the East, Rockne the middle West, and Warner the far West.

Christy Walsh, prominent sports authority and newspaper man, will interview them before the microphone.

Central Standard Time 9 to 9:30 P. M. 8 to 8:30 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

Clicquot Club Eskimos

Orchestra director, Harry Reser. NBC, from New York.

A Interwoven Program

Billy Jones and Ernie Hare in comedy patter and songs. Orchestra director, Will C. Perry. NBC, from New York.

True Story Hour

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

Eastern Standard Time 9:30 to 10 P. M. Central Standard Time 8:30 to 9 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

Wahl Pen Company Program

Dance orchestra; handwriting expert; male quartet or trio,

Armour Program

Soloists; mixed chorns of thirty voices; orchestra direction, Josef Koestner.

True Story Hour

Adventures of Mary and Bob.

3,	10,	17, 5	24, 3	<sup>1</sup> FRIDAY
A	В	C	D	TIME
8	30	9	30	EASTERN
7	30	8	30	CENTRAL
$\frac{6}{2}$	30	7	30	MOUNTAIN
0	AB	6	0	KFAB LINCOLN 770 Neb.
0	·M	<b>2</b> M 9	<b>€</b> M3	WPG ATLTIC CITY 1100 N. J.
M	M	M	M	WOR NEWARK 710
0	0		<b>©</b>	WGR. BUFFALO 550 N.Y.
0	X	X	X	WKBW BUFFALO 1480
_		0	0	*WMAK BUFFALO 900
0	0	<b>3</b>	<b>©</b>	WABC NEW YORK 860
0	AB	<b>9</b>	<u> </u>	WEAF NEW YORK 660 WJZ NEW YORK 760
0	AB	<b>B</b>	<u>o</u>	WHAM ROCH'TER 1150
O	0			*WHEC ROCHTER 1440
		9	<b>©</b>	WGY SCHEN'D Y 790
0	9	0	0	*WFBL SYRACUSE 1360
0	0	X		WBT CHARLOTTE1080 N.C.
	B	v	<b>3</b>	WPTF RALEIGH 680
0	9	X	X M1	WWNC ASHEVILLE 570 WDAY FARGO 940 N.D.
0	M6	A (3)	(S)	WADC AKRON 1320 Ohio
			8	*WFJC AKRON 1450
0		<b>②</b>	<b>©</b>	WKRC CINCI NNATI 550
M9	W	6	T	WLW CINCINNATI 700
0	0	9	8	WSAI CINCIN NATI 1330
0	X	<b>©</b>	0	WHK CLEVEL'D 1390
0	0			WTAM CLEVEL'D 1070 WAIU COLUMB'S 640
0	9			WODD
		90.0	6C 8	WSPU TOLEDO 1340 1
	3	6	8	WSPD TOLEDO 1340 *WKBN YO'NGST-N 570
	8	6	6	
0	0		<b>6</b>	*WKBN YO'NGST-N 570 KFJF OKLA.CITY 1480 Okla. WKY OKLA.CITY 900
0	0	9	3	*WKBN YO'NGST-N 570  KFJF OKLA.CITY 1480 OKla.  WKY OKLA.CITY 900  *KVOO TULSA 1140
0	0	<b>S</b>	Image: Control of the control of the	*WKBN YO'NGST-N 570  KFJF OKLA CITY 1480 Okla.  WKY OKLA CITY 900  *KYOO TULSA 1140  *WHP HARRISB'G 1430 Pa.
0	0 0	€ R €	<b>6</b> R <b>⊗</b>	*WKBN YO'NGST-N 570  KFJF OKLA CITY 1480 OKla.  WKY OKLA CITY 900  *KYOO TULSA 1140  *WHP HARRISB'G 1430 Pa.  WLBW OIL CITY 1260
0	0	<b>S</b>	Image: Control of the control of the	*WKBN YO'NGST-N 570  KFJF OKLA CITY 1480 Okla.  WKY OKLA CITY 900  *KYOO TULSA 1140  *WHP HARRISB'G 1430 Pa.
0	0000	€ R €	(a) R (c) (d)	*WKBN YO'NGST-N 570  KFJF OKLA-CITY 1480 OKla.  WKY OKLA-CITY 900  *KVOO TULSA 1140  *WHP HARRISB'G 1430 Pa.  WLBW OIL CITY 1260  WCAU PHILAD. 1170
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FRIDAY 3, 10, 17, 24, 31

r-KIDA I	3, 10	, 17	, 24	, 31
TIME	A	В	C	D
EASTERN	10	30	11	30
CENTRAL	9	30	10	30
MOUNTAIN	8	30	9	30
Can - 690 TORO NTO CKGW	M 6	M 6	C	6
ada 730 MONTREAL CKAC	M2	M3		0
Ala. 1140 BIRM'GH'M *WAPI		-		
930 BIRM'CH'M WBRC	M 5	M3	M 5	0
Ark. 1040 HOT SP'GS *KTHS	4	ค	В	D
1390 LIT'LE R'CK *KLRA	X	В	DE	0
Colo. 830 DENVER KOA	4		BC	D
560 DENVER KLZ	0	В	DE	0
Conn.1060 HARTFORD *WTIC	M 5	M 2	M 2	8
D. C. 630 WASH'GT'N WMAL	0	AB	DE	0
950 WASH'GT'N WRC		0	C	<b>3</b>
Fla. 620 Clearwater WFLA St. Petersb'g WSUN	M2	0	TW	_
900 JACKS' NV'E WJAX	M4	10	B	M9
1300 MIAMI B. WIOD	X	9	В	M3
560 MIAMI WQAM	M·3	M3	X	_ ~
Ga. 890 ATLANTA WGST 740 ATLANTA WSB	0	B	DE	0
733	0	M3	NM	D
To chicago *WBBM	4	A	14141	U
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720 CHICAGO WGN				
560 CHICAGO *WIBO		2	B	
670 CHICAGO WMAQ	0	X	MV	D
Ind. 1160 FT. WYNE*WOWO	0	A	·	
1230 IND'P'LIS *WFBM				
Iowa 1260 C.NCIL BL'FS KOIL	0	AB	DE	0
1000 Davenport WOC*WHO		<u> </u>	A	_
600 WATERLOO WMT Kans.1220 LAWRENCE*WREN	X	В	DE	9
580 TOPEKA *WIBW	4 E	B	DE	DE
1300 WICHITA *KFH		B	X	X
Ky. 1490COVINGTON*WCKY	М	_	11	
940 HOPKINSV'EWFIW				
820 LOUISVILLE WHAS	4			D
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB		2	BA	D
Me. 620 BANGOR WLBZ	X	В	DE	0
940 PORTLAND WCSH				,
Md. 1060 BALTIMORE*WBAL		4 D	DE	
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590 BOSTON WEEL		9	N	
1230 BOSTON WNAC	0	AB	E	
1200 WORCEST'R WORC			DE	0
580 WORCESTERWTAG		0	N	
Mich.1410 BAY CITY WBCM		В	DE	0
1240 DETROIT WXYZ		AB		0
750 DETROIT WJR		X	M 9	DE
920 DETROIT WWJ		<b>9</b>	DE	<u> </u>
1460 ST. PAUL KSTP		6	B	D
Miss. 1270 JACKSON WJDX		0	BA	D
Mo. 950 KAN. CITY KMBO	0	AB	DE	0
610 KAN. CITY WDAF		0	A	D
1090 ST. LOUIS KMOX		A	X	X
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1350 ST. LOUIS KWK	0	M 3	В	DE

STUDIO GOSSIP

Young Leo O'Rourke, tenor heard on NBC programs, relates the slightly ironical experience of serving a year in the United States Navy, during which he never saw the water. He was stationed in Vermont.

According to George Engles, vice-president in charge of programs for the National Broadcasting Company, there are four *veteran* daily presentations of this chain: Slumber Music, Cheerio, Tower Health Exercises, and Jolly Bill and Jane.

Neel Enslen, NBC announcer, was one of the twelve singers selected by George Eastman to form the nucleus of his American Opera Company. The chosen few were paid a salary from the start, in addition to receiving additional musical training free of charge.

Wallace Butterworth, popular announcer of the Chicago studios of the National Broadcasting Company, started, when still in grammar school, to grasp every opportunity to broaden his knowledge of good music. At this early age he clerked in a department store in order to earn money necessary for voice cultivation.

Wendell Hall, radio's original wandering minstrel and traveling troubador, now host of the Shell program, is a vaudeville show all by himself. Many times in the past, when he played interlocutor and both end men in his one-man minstrel show, fans wrote in addressing their letters to the "Wendell Hall Troupe."

Harking back to the time and scene of his first public appearance, Sam Herman, NBC xylophonist, tells an interesting story of himself, when, as a small boy, he played for a discriminating audience in a beer garden in Williamsburgh. Undoubtedly he gave a pleasing performance, for he was three dollars richer at the close.

SOLD TO PEPSODENT FOR FIVE YEARS



The middle of the past August, when the year's contract between Amos 'n' Andy—Charles J. Correll and Freeman Gosdon—and the Pepsodent Company reached its close, the real proof of this pair's popularity came. At this time the National Broadcasting Company, exclusive agent for the team, signed a five-year contract with their program sponsors, netting them the largest amount ever paid radio entertainers.

**NBC** 

Although James Wallington, NBC announcers is already familiar with Italian, Spanish, German and French, he is now busy with the study of Polish.

Margaret Olsen, soprano heard on NBC programs, has her name emblazoned where few Broadway stars could hope to see theirs. Her father is Capt. O. Olsen, operator of a fleet of tugs plying in New York Harber, and one of the tugboats bears the name "Margaret Olsen.'

The town of Skowhegan, Me., to show its appreciation for the wholesome, free advertising given it by the "Uncle Abe and David" program handled by the NBC network and sponsored by the Goodrich Tire Company, allowed free entrance to the County Fair to all vehicles equipped with Goodrich tires.

Little wonder that Raymond Scudder's NBC thriller. "East of Cairo," often makes one's hair stand on end The author's own experiences in the Far East run : close parallel to his story. In south India he lived with the natives, sitting with them on the floors of their homes and eating curry so hotly seasoned that tears poured from his eyes, and chewing betel nut with them until his mouth became dry and puckered.

## THE "MAKIN'S" OF RADIO SERIALS

Reared in North Carolina, Lula Vollmer, author of NBC's gripping radio scrial, "Moonshine and Honeysuckle," began writing about the hill folk when she was twelve years old.

Although Harlem negroes are the first to resent clumsy parodies of their manner and speech, all Har-lem agrees that Amos 'n' Andy, NBC's headliners, are true to the types which they portray.

An author who "knows her story and sticks to it" is Mrs. Gertrude Berg, author of the NBC serial, "The Rise of the Goldbergs." She draws her material from long observation of the predominant clothes merchant of Manhattan.

Phillips H. Lord, author of the two widely popular rural sketches presented over NBC's network, "Sunday at Seth Parker's" and "Uncle Abe and David," entered radio because he resented the shallow "hick" characterizations of a rural burlesque which he happened to hear over the air at the home of a friend.

Burr Cook, author of National's "Harbor Lights" sketches, gleans much of his data from residents of an old sailors' home.

Happy are the authors of the "Empire Builders" sketches, radiated from NBC's network throughout the winter months; they are privileged to spend the entire summer season studying material and atmosphere firsthand from the great Northwest.

Eastern Standard Time 10 to 10:30 P.M. A Central Standard Time 9 to 9:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

## O Underneath the Southern Stars

Concert orchestra; Rosalie Wolfe, soprano; male octet.

## Armstrong Quakers

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

## Radio Follies

Guy Lombardo and his orchestra; famous Broadway stars.

Eastern Standard Time 10:30 to 11 P.M. B Gentral Standard Time 9:30 to 10 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

RKO Program

G Under the Jolly Roger

Dramatic sketch: musical background. NBC.

A Wrigley Football Program

Football prediction interviews; Christie Walsh, Knute Rockne, Tad. Jones or Glenn Warner, about to-morrow's games.

B Dancing Yesterdays

(Last 15 min. of period B.)

## MUSICAL PROGRAMS

M 1. Band. M 6. Popular, Modern.
M 2. Classical, Operatic. M 7. Symphonic.
M 3. Dance. M 8. Organ.
M 4. Religious. M 9. Semi-classical.
M 5. Novelty Music. M Variety.



A still from Eddie Cantor's Broadway hit, "Whoopee."

CBS FRIDAYS AT 10 P. M.

"A BROADWAY SHOW ON THE AIR." . . . DIRECTED BY HERMAN HOOVER, GENERAL STAGE DIRECTOR FOR EARL "A BROADWAY SHOW ON THE AIR." CARROLL. . . . CONTINUITY BY HENRIETTE K. HARRISON.

## By HENRIETTE K. HARRISON

HE stage is set! 'The Radio Follies' are on the air!" With these words one of radio's newest, liveliest features got off to a snappy start on Friday evening, September 26. Over a coast-to-coast hook-up of the Columbia Broadcasting System, the entire populas of the United States who own radios, or who listened in on their neighbors', heard that inimitable comedian and master whoopee - maker, Eddie Cantor, whoop his way over the ether, singing songs that only Eddie Cantor can sing in his own particular way. And many a foot tripped the light fantastic while Guy Lombardo's Radio Follies Orchestra played irresistible tunes in an irresistible style. A bit of Broadway on the air! A glimpse of the gay White Way and lovely ladies, without having to pay a ticket scalper-all this the Radio Follies brought into your homes.

In the words of another famous comedian, "You ain't heard nuthin' yet!" Friday night's broadcast was just the first of thirteen—each one to be bigger and better and full of surprises. Guy and his Radio Follies Orchestra will be on hand every week.

Dame Rumor hath it that there is talk of a transcontinental broadcast direct from Holland; and the old stager tells us that Weber and Fields are about town, younger and funnier than ever-not to mention a lot of other rumors we've been hearing, but shan't divulge, for surprises are much more fun. If you want to be "up" on the newest thing in radio, listen in next Friday, at ten, to one of the stations on the Columbia network—wherever you might be-and hear that scintillating, radiating, pulsating Radio Follies. The signature song by one of the Lombardos is yours for the asking.

- Eastern Standard Time 11 to 11:30 P.M. Central Standard Time 10 to 10:30 P.M. CHAIN PROGRAMS THIS HALF-HOUR
- Vincent Lopez and Orchestra
- NBC, New York.
- Uncle Abe and David NBC, N. Y. (Last 15 min. of period C.)
- Elgin Program
  - NBC Service, Chicago and New York studios. (First 15 min. of period C.)
- Slumber Music
- New York Herald Tribune Observer
- News flashes. (First 15 min. of period C.) D Dance Music
  - (First 15 min.)
- E Heywood Broun
- (Last 15 min.)

- Eastern Standard Time 11:30 to 12 P.M. Central Standard Time 10:30 to 11 P.M. CHAIN PROGRAMS THIS HALF-HOUR
- 3 Vincent Lopez and His Hotel St. Regis Orchestra
  - NBC, New York.
- 6 Slumber Music
  - String ensemble: direction, Ludwig Laurier.
- Pepsodent Program
  - Amos 'n' Andy (First 15 min. of period D.)
- Literary Digest Topics in Brief (Last 15 min. of period D.)
- Will Osborne and His Orchestra CBS Service, New York.

3,	Oc 10,	tobe 17, 2	r 14, 3	FRIDAY
A	В	C	D	TIME
10	30	11	30	EASTERN
9	30	10	30	CENTRAL
8	30	9	30	MOUNTAIN
<u> </u>	-	В	-	KFAB LINCOLN 770 Neb.
X	2	A	8	*WOW OMAHA 590
0	-	DE	M3	WPG ATLITIC CITY 1100 N. J.
TW				WOR NEWARK 710
	2	1120	1120	WGR. BUFFALO 550 N.Y.
0	AB	DE	M3	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
0	AB	CE	9	WABC NEW YORK 860
0	2	6	8	WEAF NEW YORK 660
0	9	BC	<u> </u>	WJZ NEW YORK 760
ŏ	6	B		WHAM ROCH'TER 1150
0				*WHEC ROCH'TER 1440
3	2			WGY SCHEN'D Y 790
	0	E	0	*WFBL SYRACUSE 1360
0	0	D	0	WBT CHARLOTTE1080 N.C.
9	3		3	WPTF RALEIGH 680
X	В	DE	0	WWNC ASHEVILLE 570
X	В		0	WDAY FARGO 940 N.D.
0	AB		0	WADC AKRON 1320 Ohio
3	2	A	3	WFJC AKRON 1450
-	0	E		WKRC CINCI NNATI 550
4	W	В	M3	WLW CINCINNATI 700
X	2	A	1113	WSAI CINCIN NATI 1330
n	A	X	X	WHK CLEVEL'D 1390
0	Α.	7 %	71	WTAM CLEVEL'D 1070
_				WAIU COLUMB'S 640
ค	AB	DF	-	WSPD TOLEDO 1340
0	11.0	72		*WKBN YO'NGST-N 570
				KFJF OKLA. CITY 1480 Okla.
0	2	В	D	WKY OKLA.CITY 900
	0	В		*KV00 TULSA 1140
0				*WHP HARRISB'G 1430 Pa.
0	AB	D	0.	WLBW OIL CITY 1260
ก	AB	D	2	WCAU PHILAD. 1170
0			0	*WFAN-WIP PHIL.610
X	വ	M 3	M3	*WLIT-WFI PHIL 560
4	6	В		KDKA PITTSB'GH 980
V	2	6		WCAE PITTSB'GH 1220
0	AB	M 2		WJAS PITTSB'GH 1290
0	AB	E	M3	WEAN PROVIDENCE 780 R.L.
X	2	NS		WJAR PROVID'NCE 890
0	В	DE	0	WDOD CHATTA, 1280 Tenn.
4	ค	BA	D	WMC MEMPHIS 780
0	B	DE	9	*WREC MEMPHIS 600
0		DE	0	*WLAC NASHV'LE 1470
0	X	B	D	WSM NASHV'LE 650
0				*KRLD DALLAS 1040 Tex.
0	9	В	D	WFAA Dallas 800 WBAP Ft. Worth 800
0	X	В	D	KPRC HOUSTON 920
				*KTSAs. ANTONIO 1290
0	2	В	D	WOAL S. ANTONIO 1190
0	В	DE	9	*WTAR NORFOLK 780 Va.
	2	В	M3	WRYA RICHM'D 1110
0	B	DE	2	WDBJ ROANOKE 930
0		BA	D	*WEBC SUPERIOR 1290 Wisc.
0			-	HEND OUI THINK IND HINGE
0	B	DF	0	WISN MILW YEELING
0	В	DE	<b>2</b> D	WISN MILW KEE1120 WTMJ MILW KEE 620

SATURDAY		4, 1	etobe 1, 18	er 8, 25
TIME	A	В	C	D
EASTERN	6	30	7	30
CENTRAL	5	30	6	30
MOUNTAIN	4	30	5	30
Can - 690 TORO NTO CKGW	AB	C	G	<u> </u>
ada 730 MONTREAL CKAC	NM	M 2	OM	M3
Ala. 1140 BIRM'GH'M *WAPI	****			
930 BIRM'GH'M WBRC	AB	C	EF	X
Ark. 1040 HOT SP'GS *KTHS			_	X
1390 LIT'LE R'CK *KLRA	AB	CD	EF	X
Colo. 830 DENVER KOA	AB	С	O	a
560 DENVER KLZ	AB	CD	EF	V
Conn.1060 HARTFORD *WTIC	PN	M 6	n	M 6
D. C. 630 WASH'GT'N WMAL	AN	X	E	X
950 WASH'GT'N WRC	В	CD	G	2
Fla. 620 Clearwater WFLA St. Petersb'g WSUN			G	OM
900 JACKS' NV'E WJAX	X	X	G	X
1300 MIAMI B. WIOD	X	X	G	M5
560 MIAMI WQAM	NV	V	MP	M
Ga. 890 ATLANTA WGST	AB	C		
740 ATLA NTA WSB				
II. 1020 CHIC AGO KYW	M2	P	M3	<b>①</b>
770 CHICAGO *WBBM	A			
870 CHI WENR-WLS				
720 CHICAGO WGN				
560 CHICAGO *WIBO				
670 CHICAGO WMAQ	P	P	X	X
Ind. 1160 FT. WYNE*WOWO		D	F	X
1230 IND'P'LIS *WFBM				_
lowa 1260 C.NCIL BL'FS KOLL				
1000 Davenport WOC*WHO	1.0	CD	r r	<u> </u>
600 WATERLOO WMT	AB	CD	EF	X
Kans.1220 LAWRENCE*WREN 580 TOPEKA *WIBW	X	CD	EF	0
	AB	CD	EF	X
Ky. 1490 COVINGTON*WCKY	AD	MS	اناحا	Λ
940 HOPKINSVEWFIW		1113	UП	
820 LOUISVILLE WHAS				
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB				
Me. 620 BANGOR WLBZ	X	X	EF	M 6
940 PORTLAND WCSH				2
Md. 1060 BALTIMORE*WBAL			0	0
600 BALTIMORE WCAO	M 6	M 6	M 9	M9
Mass. 990 SPRINGFIELD WBZ		EF		4
590 BOSTON WEEL		CD	X	
1230 BOSTON WNAC			F	0
1200 WORCEST'R WORC			EF	0
580 WORCESTERWTAG	M 9	D	0	0
Mich.1410 BAY CITY WBCM			EF	
1240 DETROIT WXYZ				
750 DETROIT WJR		NM	G	0
920 DETROIT WWJ		C	0	8
Minn. 810 MINNEAP WCCO	_		EF	
1460 ST. PAUL KSTP		C	PN	0
Miss. 1270 JACKSON WJDX			_	
Mo. 950 KAN. CITY KMBC		CD	E	X
610 KAN. CITY WDAF		0.5	-	7.
1090 ST. LOUIS KMOX		!		X
550 ST. LOUIS *KSD	AB	C	O X	
	-	-	37	

1350 ST. LOUIS

KWK 🙉

STUDIO CHATTER

Henry Burbig has subscribed to twenty newspapers preparatory to his humorous review of the day's news which he will give as a feature of the new Necco Hour.

Henriette K. Harrison, until recently head of the continuity department of WCAU, is now with the Biow Company of New York City, and is writing the continuity for "Radio Follies."

The stories, poems and anecdotes heard in the "Something for Every One" program broadcast daily over the Columbia network, have been published in book form by Ernest W. Naftzger, conductor of the program.

Vincent Sorey's Gauchos, whose South American tunes have been broadcast over the Columbia network for the past year, will present an elaborate stage show early this fall. Already Sorey has begun rehearsals.

New Yorkers will be treated to the stage antics of Henry Burbig, famous for "Burbig's Syncopated His-tory" broadcast from CBS Mondays, some time this month. It is said that Burbig will open in the Palace.

While Dale Wimbrow, Columbia artist, is decidedly not a mystic, he mystifies us. He has purchased a second-hand motor-car "just for the fun of fixing it;" whereas, when we buy a second-hand motor-car, it is with a silent prayer that it will not require fixing.

Did you know that Phil Maher, the playwright, now adapts scripts for both Bradford and Harry Browne? The former uses them in a burlesqued fashion in the Nit Wit Hours, while the latter uses them, slightly antiquated for color's sake, in the Hank Simmons' Showboat Series.

Colin O'More has accepted an executive post with the Columbia Artists' Bureau. Mr. O'More's beautiful tenor voice is well known to the radio public as well as followers of opera and concert in Europe and America. Late this fall he will again be heard on the air in a new series of programs.

So long as Tiny Ann Leaf leaves the organ in no other hands but those of Esther Leaf when she feels the need of a vacation, she may have leave of absence once or twice a year, so far as we are concerned. Esther presented Ann's regular programs over CBS during part of August and September.

Norman Brokenshire is the master of ceremonies on the new fall and winter series of Van Heusen programs, which began September 18. Brokenshire, one of the

pioneer radio announcers, has one of the largest followings of any radio personality. His broadcasting career began way back in the days when announcers cloaked their identities behind a set of initials, and when it was usual for announcer and artist to foregather in the studio thirty minutes before the broadcast was to begin, determine what was to be presented, and then and there make up the program.

CBS

Can you say "Is this a zither?" three times without getting your tongue all twisted up in a knot? If so, you are pretty good. Harry Von Zell, CBS announcer, accidentally ran across this in a continuity which he was doing on the air. Harry got as far as "Is this a," and then faded off into a series of zzzissses.

Who said announcers don't get anywhere in radio? Julius Seebach, program director of CBS, and Don Clark, continuity director for the same network, both began as announcers. Many other executives in radio started on the ladder of high success from the studios. Many of your present-day announcers are headed in the same direction. They will direct your radio programs of to-morrow.

Immediately following the appearance of her picture in the August number of What's ON THE AIR, Nell Vinick took a six week's vacation from radio. Dozens of readers, both men and women, promptly took ye editor to task. In fact, we were still apologizing when 'Lessons in Loveliness" returned to the air-Wednesdays at 10 A. M.

Frank Knight, CBS announcer, who was recently married to Miss Mildred Wall, actress, received a novel wedding gift from a radio admirer. It was a water color in a gilt frame showing a girl sitting in front of a radio receiver with the tears streaming from her eyes as she listens (presumably) to Mr. Knight's voice coming from the loud-speaker.

Will Osborne, Columbia orchestra leader, to-day describes his engagement to Miss Margaret Eckdahl (Miss America, 1930) as the result of a "radio acquaintance. Osborne said that he had crooned a love ballad at Miss Eckdahl's request over the air the night before she was chosen America's most beautiful girl. Since then she has been listening to his broadcasts every week and they have been "radio sweethearts," he declared.

H. V. Kaltenborn, who edits the news over CBS, and Ernest Naftzger, who conducts an early morning program from the same station, make a practice of answering all of their fan mail personally. Letters pour into the station for them at the rate of more than five hundred weekly. Mr. Naftzger admits that he is weeks behind schedule, but, with one secretary doing nothing else but typing letters, he expects to be caught up by Christmas.

- Eastern Standard Time 6 to 6:30 P. M. A Central Standard Time 5 to 5:30 P. M.
  - CHAIN PROGRAMS THIS HALF-HOUR
- The Jameses

Sketch of American family life. (First 15 min. of period A.)

**B** Black and Gold Room Orchestra

Concert; director, Ludwig Laurier. NE New York. (Last 15 min. of period A.)

- O Dance Music from New York
- A Rhythm Ramblers

Nat. Brusiloff and his orehestra.

B CBS Feature from New York (Last 15 min. of period A.)

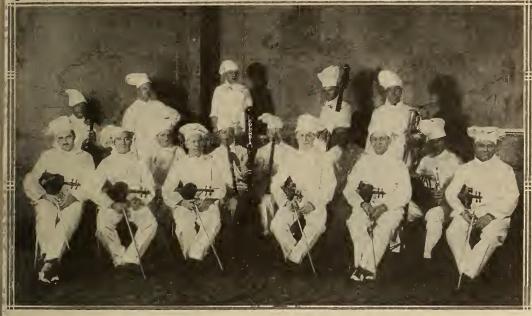
- B Eastern Standard Time Central Standard Time 6:30 to 7 P. M. 5:30 to 6 P. M.
  - CHAIN PROGRAMS THIS HALF-HOUR
- Black and Gold Room Orchestra Concert; director, Ludwig Laurier. (First 15 min. of period B.)
- D Uncle Abe and David (Last 15 min.)
- Dance Music from New York
- Literary Digest Topics in Brief News by Floyd Gibbons. (Last 15 min, of period B.)
- C CBS Feature from New York (First 15 min. of period B.)
- D Tom, Dick and Harry Male trio. (Last 15 min.)

SATURDAY

**EASTERN** 

6

7



THE NECCOLODIANS . . . CBS, SATURDAY AT 7:30 P. M.

ADIO listeners were introduced to the R Necco Surprise Party radio series last month. The new presentations brought several novelties to the Columbia Broadcasting System.

Henry Burbig, for instance, plays one of the stellar roles by giving a resume of the day's news in his best Milt Grossian manner for which he is already famous.

Then there are the Candy Kids—Bill Hansen, tenor; Vincent Howard, first tenor, and Jim Brennan, baritone—whose songs and patter enliven the program considerably. Special arrangements of current musical hits, nationally heralded theme songs and the background music for Henry Burbig's act, are produced by the Neccolodians Orchestra.

No surprise party would be complete without a surprise. The New England Confectionery Company, sponsors of this broadcast, introduce to you each Saturday evening a guest star collected from the ranks of professional radio and theatrical entertainers.

The Candy Kids have had an interesting

background. Howard and Hansen met and formed a duet in New York City four and one-half years ago. They played the vaudeville houses and one or two personal engagements. Five months later they were joined by Iim Brennan.

The trio, it is interesting to note, rehearses daily from six to twelve hours. Their type of songs is considered unusual in that they combine hill-billy and dialect in many of their own arrangements. Their Irish, German and Italian songs are particularly commendable.

It will be recalled that this same team, singing under the caption of the "Three Little Sachs" every Monday night, won the New York Daily Mirror popularity contest.

Henry Burbig needs no introduction to the radio audience.

He was among the first actors of the legitimate stage and vaudeville to enter radio. His weekly comedy skits presented on the Ceco Hour over the Columbia Broadcasting System were met with widespread approval by both public and critics alike.

Eastern Standard Time 7:30 to 8 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

X On the air

6:30 to 7 P. M.

W Comic

Central Standard Time 6 to 6:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR Phil Spitalny's Music

7 to 7:30 P. M.

Whyte's Orchestra

Direction, Peter Steeden. NBC, New York.
Pepsodent Program

Amos 'n' Andy. (First 15 min. of period 0.)

Tastyeast Jesters (Last 15 min.) (Last 15 min.)

The Crockett Mountaineers (First 15 min.)

Ted Fiorito and Orchestra Dance music. (Last 15 min. of period C.)

MUSICAL PROGRAMS

Band, Classical, Operatic, Dance, Religious, Novelty Music,

M 6. Popular, Modern.
M 7. Symphonic.
M 8. Organ.
M 9. Semi-classical.
M Variety.

Earle Spicer, baritone; male quartet; orchestra director, Don Voorhees, Necco Surprise Party Orchestra; male trio and guest artists. Educational Dramatic Children's feature Variety

Central Standard Time

NBC, New York.

🔼 The Fuller Man

Religious

5 6 CENTRAL 30 30 30 5 30 MOUNTAIN 0 KFAB LINCOLN 770 Neb. CXO \*WOW OMAHA 590 WPG ATL'TIC CITY 1100 N. J. D M WOR NEWARK 710 C 0 0 WGR. BUFFALO 550 N.Y. C EF O WKBW BUFFALO 1480 WMAK BUFFALO 900 AB CD EF O WABC **NEW YORK 860** AB CD O 2 WEAF **NEW YORK 660** € EF GH 4 WJZ NEW YORK 760 S EF GH 4 WHAM ROCH'TER 1150 AB CD E WHEC ROCH'TER 1440 D 0 2 WGY SCHEN'D Y 790 C E WFBL SYRACUSE 1360 AB CD EF @ WBT CHARLOTTE1080 N.C. G WPTF RALEIGH 680 AB CD EF X WWNC ASHEVILLE 570 AB CD EF M WDAY FARGO 940 N.D. AB NV EF X WADC AKRON 1320 Ohio WFJC AKRON WKRC CINCINNATIS50 M M GH M6 WLW CINCINNATI 700 WSAI CINCIN NATI 1330 WHK CLEVEL'D 1390 ഉ WTAM CLEVEL'D 1070 AB CD X X WAIU COLUMB'S 640 EF WSPD TOLEDO 1340 AB CD E \*WKBN YO'NGST-N 570 OKLA. CITY 1480 Okla KFJF WKY OKLA.CITY 900 \*KVOO TULSA AB CD EF Q \*WHP HARRISB'G 1430 AB CD EF WLBW OIL CITY 1260 N M3 EF X WCAU PHILAD. 1170 \*WFAN-WIP PHIL.610 0 X WLIT-WFI PHIL 560 M1 F G O KDKA PITTSB'GH 980 AB CD M2 V WCAE PITTSB'GH 1220 B CD EF M3 WJAS PITTSB'GH 1290 M9 M9 M WEAN PROVID'NCE 780 R. L. AB CD 2 WJAR PROVID'NCE 890 AB CD EF WDOD CHATTA. 1280 Tenn. AB C WMC MEMPHIS 780 AB CD EF WREC MEMPHIS 600 RX \*WLAC NASHV'LE 1470 WSM NASHV'LE 650 AB CD E KRLD DALLAS 1040 Tex AB C WFAA Dallas 800 WBAP Ft. Worth 800 KPRC HOUSTON 920 KTSA S. ANTONIO 1290 WOAL S. ANTONIO 1190 B CD M M \*WTAR NORFOLK 780 M6 X G 2 WRVA RICHM'D 1110 AB C EF X WDBJ ROANOKE 930 \*WEBC SUPERIOR 1290 Wisc. AB CD EF WISN MILW KEE1120 WTMJ MILW'KEE 620

## SATURDAY

October

SATURDAY			2, 18	er 3, 25
TIME	A	В	C	D
EASTERN	8	30	9	30
CENTRAL	7	30	8	30
MOUNTAIN	6	30	7	30
Can ~ 690 TORONTO CKGW	M 6	M 6	X	M3
ada 730 MONTREAL CKAC	M6	M 6	M	M
Ala. 1140 BIRM'GH'M *WAPI				8
930 BIRM'GH'M WBRO	M3	M8	X	X
Ark. 1040 HOT SP'GS *KTHS			X	X
1390 LIT'LE R'CK *KLRA	AB		0	0
Colo. 830 DENVER KOA	AB	C		8
Conn.1050 HARTFORD *WTIC	AD	C	0	9
D. C. 630 WASH'GT'N WMAL	В	CD	2	0
950 WASH'GT'N WRC	0	1	2	8
Fla. 620 Clearwater WFLA St.Petersb'g WSUN		NP	X	NM
900 JACKS' NV'E WJAX	M6	X	6	8
1300 MIAMI B. WIOD	M7	0	X	X
560 MIAMI WQAM	M	M	M	M
Ga. 890 ATLANTA WGST			0	0
740 ATLA NTA WSB	4 14			8
III. 1020 CHIC AGO KYW	AB	M3	M	0
770 CHICAGO *WBBM	BA C		BAC	B.A.
870 CHI WENR-WLS	M 6	0	M5	M
720 CHICAGO WGN 560 CHICAGO *WIBO				8
670 CHICAGO WMAQ	X	D	ค	2
Ind. 1160 FT. WYNE*WOWO	В	C	ค	9
1230 IND'P'LIS *WFBM		C	ค	8
lowa 1260 C.NCIL BL'FS KOIL			9	9
1000 Davenport WOC*WHO	0	0	0	0
600 WATERLOO WMT	В	X	0	9
Kans.1220 LAWRENCE*WREN	В	0	6	0
580 TOPEKA *WIBW	AB	NM	0	9
1300 WICHITA *KFH	AB	С	9	<u>0</u>
Ky. 1490COVINGTON*WCKY 940 HOPKINSV'EWFIW			M3	M
820 LOUISVILLE WHAS				8
La. 1250 N. ORL'NS WDSU		D		0
1320 N. ORL'NS WSMB	0	4		8
Me. 620 BANGOR WLBZ	AB	M	ค	2
940 PORTLAND WCSH	0	0	Ö	8
Md. 1060 BALTIMORE*WBAL	AB	M9	6	<b>3</b>
600 BALTIMORE WCAO	AB	C	0	9
Mass. 990 Springfield WBZ	A	M 9	M 6	9
590 BOSTON WEEL	0	0	8	8
1230 BOSTON WNAC	AB	CD	9	9
1200 WORCEST'R WORC	AB	C	9	9
580 WORCESTERWTAG	AB	C	8	8
1240 DETROIT WXYZ	Ab	D	9	9
750 DETROIT WJR	AB	O	X	<b>3</b>
920 DETROIT WWJ	0	0	0	<u></u>
Minn. 810 MINNEAP WCCO	. B	D	0	0
1460 ST. PAUL KSTP	A	X	X	0
Miss. 1270 Jackson WJDX	0	4		
Mo. 950 KAN. CITY KMBC	AB	CD	0	0
610 KAN. CITY WDAF	•	0		<u> </u>
1090 ST. LOUIS KMOX	A	D	9	0
550 ST. LOUIS *KSD	B	0	X	<u>ල</u>
1350 ST. LOUIS KWK		7	Λ	9



NBC . . . SUNDAYS at 8 P. M., E. S.-T.

TALF a century of artistic achievement  $oldsymbol{1}$  and triumph have been brought actively into broadcasting with the advent of Madame Ernestine Schumann-Heink, sixty-eight-yearold grandmother contralto, as a regularly featured artist on the Enna Jettick Melodies pro-

Although she has frequently been identified with radio and for more than a year has held the title of operatic counsel with the National Broadcasting Company, the current engagement is the first sustained series she has ever attempted. In the past she has been on the air three or four times a year, having appeared on two widely separated occasions as guest artist on the Enna Jettick program.

The current series of Schumann-Heink broadcasts, which were inaugurated Sunday, September 7, and scheduled to continue for seventeen consecutive weeks, consists of one song each program. In practically every instance these songs are rendered at the request of listeners.

Program-builders have estimated it would take the great contralto several years, singing one song each week, to fulfill the requests that poured in following the initial broadcast of the series.

Schumann-Heink's triumphs include successes scored from operatic and concert stages in virtually all of the civilized nations over a fifty-three-year period. She was born in Austria, and had scored in the music capitals of Europe before she came to this country in early womanhood.

When she reached the United States she was already the mother of seven children, her eighth being born four weeks after her American debut in Chicago. In the American debut she was recalled twenty times, singing the role of "Ortrud" at a Metropolitan Opera Company performance of "Lohengrin." That was Jan. 9, 1899, and since then she has become an American institution.

At the conclusion of her farewell tour two years ago, the contralto declared she would devote her time largely to helping spread the influence of music and to helping young sing-

The present engagement brings her in close contact with one of the young singers she ha. helped. Several years ago, when Mary Hopple, contralto in the Enna Jettick mixed quartet, was a schoolgirl in Pennsylvania, Schumann - Heink gave her valuable advice and words of encouragement that were even more valuable.

Since the two have been appearing regularly on the same program, that earlier advice and encouragement have been renewed.

Schumann-Heink and the Enna Jettick Melodies program are heard each Sunday night at eight o'clock through an NBC network that extends from one coast to the other and into Canada.

- Eastern Standard Time 8 to 8:30 P. M. A Central Standard Time 7 to 7:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR
- 1 "Pop" Concerts Salon Singers; concert orchestra; direction, Cesare Sodero.
- Dixies Circus Incidents in the lives of a circus family: clown and circus band. (First 15 min. of period A.)
- Wonder Dog Dramatization; incidental music. (Last 15 min. of period A.)

  A Columbia Educational Features
- "Exploring the Jungle for Science."
  15 min. of period A.)
  Columbia Educational Features
  - Industrial America, from Washington, D. C. (Last 15 min. of period A.)

- B Eastern Standard Time 8:30 to 9 P. M. Central Standard Time 7:30 to 8 P. M.
  - CHAIN PROGRAMS THIS HALF-HOUR
- 1 "Pop" Concerts (Until October 11.) Salon Singers; concert orchestra; direction, Cesare Sodero.
  - Sign of the Shell

New program series beginning October 11.

1 The Pickard Family

Southern folk songs; novelty orchestra.

C Johns Manville

Script act. (First 15 min.)

D Wallace Silversmiths

(Last 15 min.)

NBC . . . SATURDAY NIGHT

ROADWAY LIGHTS, a Saturday night **D** NBC offering, does feature two of Broadway's brighter lights. They are Muriel Pollock and Vee Lawnhurst, known to radio listeners as the "Lady Bugs."

The program is a brief one—only fifteen minutes-but it is rated as one of the most pleasing periods on the air. The studio set-up for the program is simple. There are two pianos and there is a microphone at each piano. Miss Pollock plays one piano and Miss Lawnhurst the other. All their piano selections are special arrangements made for the two instruments, and all their vocal numbers are specially arranged to harmonize with the special piano arrangements. Though the numbers they do are familiar, the way they do them is decidedly different.

Listeners hear Miss Pollock's own compositions too. She is rapidly becoming one of the

best-known popular composers in New York. Among her most recent compositions, "Creole Lullaby" and "Shadows of the Teche" have brought favorable comment.

Miss Pollock began two-piano work several years ago and was featured in the Ziegfeld production of "Rio Rita." Her partner then was Constance Mering.

Miss Lawnhurst for several years has had her name emblazoned on radio's aerial Broadway and is one-half the reason for the success of "Broadway Lights."

How the team came to be known as the "Lady Bugs" is an interesting story.

Miss Pollock and Miss Lawnhurst were on their way to the studios to broadcast their first program.

"We've got to have a good name," said Miss Pollock.

"And it should identify us as girls," said Miss Lawnhurst.

"I have it," Miss Pollock explained. "We do things differently, so perhaps they'll think we're slightly cracked-bugs, in other words. We'll be the Lady Bugs."

And the Lady Bugs they are!

Eastern Standard Time 9 to 9:30 P. M. Central Standard Time 8 to 8:30 P. M.

CHAIN PROGRAMS THIS HALF-HOUR

Silver Flute

Tales of a wandering gypsy.

6 Edwin Stanley Seder Organist. NBC, Chicago.

Hank Simmons' Showboat

Old-time melodrama. CBS, New York.

MUSICAL PROGRAMS

M 1. Band.
M 2. Classical, Opera
M 3. Dance.
M 4. Religious.
M 5. Novelty Music. Band. Classical, Operatic.

 Popular, Modern.
 Symphonic.
 Organ.
 Semi-classical. Variety

Eastern Standard Time 9:30 to 10 P. M. Central Standard Time 8:30 to 9 P. M. CHAIN PROGRAMS THIS HALF-HOUR

General Electric Band

Arthur Pryor conducting; Science," Floyd Gibbons. "Adventures in

Outch Masters Minstrels As the name implies. NBC, New York.

Hank Simmons' Showboat Old-time melodrama. CBS, New York.

Educational Children's feature

Religious

Sports Dramatic Variety W Comie

X On the air

Page 47 October 4, 11, 18, 25 SATURDAY BCD TIME **EASTERN** 8 CENTRAL 30 30 7 | 30 MOUNTAIN KFAB LINCOLN 770 Neb. \*WOW OMAHA 590 0 0 0 M @ WPG ATLTIC CITY 1100 N. J T M8 D WOR NEWARK 710 1 2 8 WGR. BUFFALO 550 N.Y C 8 8 WKBW BUFFALO 1480 WMAK BUFFALO 900 AB CD 2 2 WABC **NEW YORK 860** 1 2 8 WEAF **NEW YORK 660** AB 4 6 WJZ NEW YORK 760 (3) WHAM ROCH'TER 1150 WHEC ROCH'TER 1440 1 2 3 WGY SCHEN'D Y 790 A C 2 WFBL SYRACUSE 1360 WBT CHARLOTTE1080 AB CD O WPTF RALEIGH 680 WWNC ASHEVILLE 570 C 6 6 C 2 WDAY FARGO 940 N.D C 9 9 WADC AKRON 1320 Ohio WFJC AKRON C 2 WKRC CINCINNATI 550 A M M 6 WLW CINCINNATI 700 0 0 0 WSAI CINCIN NATI 1330 0 0 WHK CLEVEL'D 1390 S WTAM CLEVEL'D 1070 CX AB WAIU COLUMB'S 640 C WSPD 2 2 TOLEDO 1340 X 9 9 \*WKBN YO'NGST-N 570 KFJF OKLA. CITY 1480 Okla V M7 8 WKY OKLA.CITY 900 KV00 TULSA \*WHP HARRISB'G 1430 AB C 8 8 C 8 8 WLBW OIL CITY 1260 D 8 8 WCAU PHILAD. 1170 O X WFAN-WIP PHIL.610 X WLIT-WFI PHIL. 560 S (S KDKA PITTSB'GH 980 4 WCAE PITTSB'GH 1220 0 8 8 AB CD 2 2 WJAS PITTSB'GH 1290 AB M 2 2 WEAN PROVIDENCE 780 WJAR PROVID'NCE 890 C 8 8 WDOD CHATTA, 1280 Tenn. WMC MEMPHIS 780 \*WREC MEMPHIS 600 ପ ପ AB C Q Q \*WLAC NASHV'LE 1470 M M M WSM NASHV'LE 650 B KRLD DALLAS 1040 WFAA Dallas 800 WBAP Ft, Worth 800 KPRC HOUSTON 920 KTSA S. ANTONIO 1290 XX WOAL S. ANTONIO 1190 C 2 WTAR NORFOLK 780 XX WRVA RICHM'D 1110 C 0 0 WDBJ ROANOKE 930 \*WEBC SUPERIOR 1290 Wisc. C 0 0 \*WISN MILW'KEE1120

**WTMJ** 

MILW'KEE 620

## SATURDAY

SATURDAT		4, 1	1, 18	, 25
TIME	A	В	C	D
EASTERN	10	30	11	30
CENTRAL	9	30	10	30
MOUNTAIN	8	30	9	30
Can - 690 TORO NTO CKGW	DE	8	4	M3
ada 730 MONTREAL CKAC	M3	M3	•	1110
Ala. 1140 BIRM'CH'M *WAPI	n		Á	-
930 BIRM'GH'M WBRO	0	2	<b>6</b>	0
Ark. 1040 HOT SP'GS *KTHS	9	0	M3	F
1390 LIT'LE R'CK *KLRA	Ð	9	6	0
Colo. 830 DENVER KOA	0	0	4	F
560 DENVER KLZ	0	9	8	0
Conn. 1060 HARTFORD *WTIC				Ţ
D. C. '630 WASH'GT'N WMAL	0	0	0	0
950 WASH'GT'N WKC	6	0	AB	2
Fla. 620 Clearwater WFLA St.Petersb'g WSUN	ก	ก	M	
900 JACKS'NY'E WJAX	0	ก	M 6	M6
1300 MIAMI B. WIOD	0	0	A	X
560 MIAMI WQAM	M 8	M3	X	
Ga. 890 ATLANTA WGST	0	0	8	0
740 ATLANTA WSB	0	0	C	F
III. 1020 CHICAGO KYW	M	M3	NM	F
770 CHICAGO *WBBM				_
870 CHI WENR-WLS	M	M	C	
720 CHICAGO WGN	n	ก		
560 CHICAGÓ *WIBO				G
670 CHICAGO WMAQ	PM	PM	PM	F
Ind. 1160 FT. WYNE*WOWO	0	0		
1230 IND'P'LIS *WFBM	0	0	C	
Iowa 1260 C.NCIL BL'FS KOIL	6	2	0	0
1000 Davenport WOC*WHO	6	0	C	
600 WATERLOO WMT	0	ค	8	0
Kans.1220 LAWRENCE*WREN	DE	8	0	FG
580 TOPEKA *WIBW	0	0	0	0
1300 WICHITA *KFH	õ	0	X	
Ky. 1490COVINGTON*WCKY		_		
940 HOPKINSV'EWFIW				
820 LOUISVILLE WHAS	1—	0	C	F
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB	0	0	AC	F
Me. 620 BANGOR WLBZ		0	:	-
940 PORTLAND WCSH		0		
Md. 1060 BALTIMORE*WBAL	_		0	F
600 BALTIMORE WCAO	0	0	8	0
Mass. 990 SPRINGFIELD WBZ				_
590 BOSTON WEE	0	0	N	
1230 BOSTON WNAC	0	0	C	0
1200 WORCEST'R WORC	0	0	<u>i                                    </u>	
580 WORCESTERWTAG	0	0	N	1
Wich 1410 BAY CITY WBCM	0	0	X	0
1240 DETROIT WXYZ		0	-	
750 DETROIT WJF		8	1	
920 DETROIT WY		0	C	
Minn. 810 MINNEAP WCCC		0	8	
1460 ST. PAUL KSTF	_	0	-	
Miss. 1270 JACKSON WJD)			1	
Mo. 950 KAN. CITY KMBO	1	0	8	
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1090 ST. LOUIS KMOX	0	10	€	0
		1	1	
550 ST. LOUIS *KSI	_			
	_		1 -	FG



(Continued from page 5)

"pull" things. Queerest one I ever had: One evenin' I was singin' two numbers on a program, both of them 1 and 2 (that is, 1 verse 'n' 2 choruses). The show was too long, so I offered to cut, tellin' the production man · I'd cut my first number to 1 'n' 1, and do the second number 1 'n' 2 - Everythin' was supposedly settled - The orchestra director understood and agreed - Came the show - the first number was played 1 'n' 2, instead of 1 'n' 1, 'n' I 'bout choked tryin' to continue; then the second number was played 1 'n' 1, which nearly made me swallow a tonsil tryin' to keep from continuin'. Well - I blamed the production man, the production man blamed the orchestra director, the orchestra director blamed me, so you see it's an endless chain, or "circle of circumstances" that make the politician pretty safe — if he's clever. Whenever things are dependent upon the human element there are bound to be mistakes, that's why they put little rubber mats around "garboons." - But with the "petty politician" mistakes are usually made accidentally on purpose.

BUZZED 'round one o' my old hang-around towns a short while ago — Dee-troit, 'n' boy, what a sweet town! I've been in 'n'

out o' there since 1917, in the show business, 'n' I've an awful lot o' friends there — This time, as usual, I rushed in 'n' rushed out (I'm "Rushin'" 'n' Red, but not Sovietly!). - I appeared at WWJ Aug. 20th on their 10th Anniversary - Think of it! - I didn't know I'd been in the business that long. - The old Detroit News station has always been an attraction to me, 'n' I've worked myself blue in the face for old "Ty Tyson," who's been there from the very start. Appearin' on this WWJ Anniversary Program was Eddie Guest, always one of my idols. One of my greatest thrills in radio was last year while introducin' to the radio audience the man I had admired 'n' wanted to be like ever since I was knee high to a toad - the finest gentleman and the most regular of fellas that I believe I have ever had the pleasure of meetin' - a real man - Edgar A. Guest. Others were there, includin' the Hudson Singers (a great quartet, incidentally, now with Pure Oil), 'n' oh, so many mo' - it was a "large evenin" 'n' a representative show - I'm "tickled pink" that they should have called on "little I'm" - long live WWJ 'n' more power to 'em!

CO until then — see yo' pretty soon pretty sooooon — pretty so-o-o-oooon. Nite Owl. Sincerely, endell

### AGENTS WANTED!

Take orders for "What's on the Air" subscriptions in your community. Every radio home a good prospect. Your friends and neighbors will enjoy this new radio program directory and magazine. Full or part time work. Liberal offer to both men and women.

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CIRCULATION MANAGER, "What's on the Air,"

Ninth and Cutter Sts., Cincinnati, O.

Eastern Standard Time 10 to 10:30 P.M. A Central Standard Time 9 to 9:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR

- Rolfe and Lucky Strike Orchestra
- D Cub Reporter

Comedy skit with Aline Berry and Peter Dixon. (First 15 min. of period A.)

- Broadway Lights (Last 15 min.) Muriel Pollock and Vee Lawnhurst.
- 1 Chicago Variety Program Dance and novelty music.

## MUSICAL PROGRAMS

- M 1. Band.
  M 2. Classical, Operatic.
  M 3. Dance.
  M 4. Religious.
  M 5. Novelty Music.
- M 6. Popular, Mode M 7. Symphonic. M 8. Organ. M 9. Semi-classical. M Variety.

- B Eastern Standard Time 10:30 to 11 P.M. Central Standard Time 9:30 to 10 P.M. CHAIN PROGRAMS THIS HALF-HOUR
- 🚺 B. A. Rolfe and His Lucky Strike Orchestra
- Dance music. NBC, New York. 3 The Miniature Theatre
- NBC, New York. 2 Jesse Crawford

Children's feature

Religious

- Poet of the Organ. KEY News Educational
- Sports Dramatic Variety W Comic
- X On the air



Menser, NBC production man and former head of the dramatic department of Knox College in Galesburg, Ill.

Productions of this theatre of the air last only thirty minutes and are selected from available one-act plays by contemporary authors. Among the most successful offerings have been George Ade's "Speaking to Father" and "The Mayor and the Manicure." George Kelly's "Finders Keepers" was produced, and was the first script by Kelly ever to go on the air.

Menser's work on his dramatic program never ends, for he is constantly reading plays and manuscripts in search of material adaptable to broadcasting. The majority of the plays have only two or three characters, and the voice characteristics are so pronounced that the listener has no trouble in identifying the actors or actresses.

Rehearsals for Miniature Theatre are long, but never uninteresting. The director drills his players until they actually live the parts they are playing. This thorough absorption of the character is necessary to convincing radio drama, Menser believes, as the thought behind the spoken word has a distinct effect on the sound itself.

Simple situations and characters that are easy to understand are favorites in the Miniature Theatre. Melodramatic plots are avoided and character interpretation is stressed.

While Menser uses sound effects when necessary, he avoids using effects that might be misinterpreted, and prefers to explain a sound or a situation by a word from an actor rather than to leave some doubt in his listener's mind.

Thus painstakingly Mr. Menser has overcome the faults that mar many attempts to put dramatic productions on the air.

## Eastern Standard Time 11 to 11:30 P.M. Central Standard Time 10 to 10:30 P.M. CHAIN PROGRAMS THIS HALF-HOUR

- Troubadour of the Moon
  - Lanley Ross, tenor, with string trio. (First 15 min. of period C.)
- Don Bigelow and His Hotel Park
- Central Orchestra
- NBC. (Last 15 min. of period C.)

  Uncle Abe and David

  Rural sketch with Phillips Lord and Arthur Allen. (Last 15 min. of period C.)
- Slumber Music
  - String ensemble; direction, Ludwig Laurier. News flashes.
- A New York Herald Tribune Observer tlashes.
- Will Osborne and His Orchestra

- Eastern Standard Time 11:30 to 12 P.M. Central Standard Time 10:30 to 11 P.M. CHAIN PROGRAMS THIS HALF-HOUR
- Don Bigelow and His Hotel Park Central Orchestra
  - Dance music from New York.
- Slumber Music
  - String ensemble; direction, Ludwig Laurier.
- The Pepsodent Program
  Amos 'n' Andy. (First 15 min. of period D.)
- G The Literary Digest Topics in Brief News by Floyd Gibbons. (Last 15 min. of program.)
- O Dance Music CBS, from New York.

October	CATIIDDAN
4, 11, 18, 25	SATURDAY

	11, 1	er 8, 2:	5	SATURDAY
A	В	C	D	TIME
10	30	11	30	EASTERN
9	30	10	30	CENTRAL
8		9		MOUNTAIN
0	30		30	
		46		KFAB LINCOLN 770 Neb.
0	0	AC	M3	*WOW OMAHA 590
0	9	M3	M3	WPG ATLTIC CITY 1100 N. J.
D	M	D	M9	WOR NEWARK 710
0	0			WGR. BUFFALO 550 N.Y.
0	0	M3	M3	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
0	9	AC	0	WABC NEW YORK 860
0	0	AB	2	WEAF NEW YORK 660
DE	8	4	0	WJZ NEW YORK 760
	<b>6</b>			WHAM ROCHTER 1150
	9	€	0	*WHEC ROCHTER 1440
0	0	9	9	WGY SCHEN'D Y 790
0		0	0	*WFBL SYRACUSE 1360
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0	9	A		
_				WPTF RALEIGH 680
0	9	8	0	WWNC ASHEVILLE 570
0	0	0	0	WDAY FARGO 940 N.D.
0	0	0	V	WADC AKRON 1320 Ohio
0	0	C		*WFJC AKRON 1450
0	0	C	0	WKRC CINCI NNATI 550
M9	V	M	M3	WLW CINCINNATI 700
0	0	C		WSAI CINCIN NATI 1330
0	0			WHK CLEVEL'D 1390
		C		WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
0	9	€		WSPD TOLEDO 1340
0	9	8	0	*WKBN YO'NGST-N 570
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M3	M3	0		*WFAN-WIP PHIL610
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DE	<b>©</b>	X	X	KDKA PITTSB'CH 980
0	0	V		WCAE PITTSB'GH 1220
0	0	M2		WJAS PITTSB'GH 1290
0	0	C	0	WEAN PROVIDINCE 780 R.L.
0	0	NS		WJAR PROVID'NCE 890
0	9	3	0	WDOD CHATTA. 1280 Tenn.
0	0	C	F	WMC MEMPHIS 780
0	9	8	0	WREC MEMPHIS 600
0	0	8	0	•WLAC NASHV'LE 1470
M	M	M	F	WSM NASHV'LE 650
IAI	141	TAT	1	*KRLD DALLAS 1040 Tex
		M	E	WFAA Dallas 800
0	0	_	F.	WADO
0	0	X	F	KPRC HOUSTON 920
9			F.C.	*KTSA S. ANTONIO 1290
9		X		WOAL S. ANTONIO 1190
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0000	000	M3 <b>⊙</b>	M3	WRVA RICHM'D 1110 WDBJ ROANOKE 930
0 0 0	0000	M3 <b>②</b> <b>C</b>	M3 O F	WRVA RICHM'D 1110 WDBJ ROANOKE 930 "WEBC SUPERIOR 1290 WISC

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WGR—Buffalo, N. Y.
WKRC—Cincinnati, O.

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KXA—Seattle, Wash.
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WKBN—Youngstown, O.
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WSYR—Syracuse, N. Y.

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WOBU—Charleston, W. Va.
WGAZ—Huntington, W. Va.
WTAG—Worcester, Mass.

590 KC., 508.2 Meters KHQ—Spokane, Wash. WCAJ—Lincoln, Neb. WEEI—Boston, Mass. WEMC—Berrien Spgs., Mich. WOW—Omaha, Neb.;

600 KC., 499.7 Meters WCAO—Baltimore, Md.
KFSD—San Diego, Calif.
WOAN—Lawreneeburg,
WREC—Memphis, Tenn.
WGBS—New York City.
WMT—Waterloo, Ia.
WCAC—Storrs, Conn.

610 KC., 491.5 Meters KFRC—San Francisco, Calif. WDAF—Kansas .City, Mo. WFAN—Philadelphia, Pa. WIP—Philadelphia, Pa. WJAY—Cleveland, O.

620 KC., 483.6 Meters WFIA—Clearwater, Fla.
WSIN—St. Petersburg, Fla.
WYTMI—Milwaukee, Wis.
KTAR—Phenix, Ariz.
WLBZ—Bangor, Me.

630 KC., 475.9 Meters KFRU—Columbia, Mo. WGBF—Evansville, Ind. WOS—Jefferson City, Mo. WMAL—Washington, D. C.

640 KC., 468.5 Meters KFI—Los Angeles, Calif. WAIU—Columbus, O. WOI—Ames, Ia.

650 KC., 461.3 Meters WSM-Nashville, Tenn.

660 KC., 454.3 Meters WEAF—New York City. WAAW—Omaha, Neb.

670 KC., 447.5 Meters WMAQ-Chicago, Ill.

680 KC., 440.9 Meters KFEQ—St. Joseph, Mo. KPO—San Francisco, Calif. WPTF—Raleigh, N. C.

690 KC., 434.5 Meters NAA-Arlington, Va.

700 KC., 428.3 Meters WLW-Cincinnati, O.

710 KC., 422.3 Meters WOR-Newark, N. J.

720 KC., 416.4 Meters WGN-Chlcago, Ill.

740 KC., 405.2 Meters KMMJ—Clay Center, Ncb. WSB—Atlanta, Ga.

750 KC., 399.8 Meters WJAR-Detrolt, Mich.

760 KC., 394.5 Meters KVI—N. Des Moines, Wash. WEW—St. Louis, Mo. WJZ—Boundbrook, N. J.

770 KC., 389.4 Meters KFAB—Lincoln, Neb. WBBM—Chicago, Ill. WJBT—Chicago, Ill.

780 KC., 384.4 Meters KELW-Burbank, Callf.
WMC—Memphis, Tenn.
WPOR—Suffolk, Va.
WTAR—Norfolk, Va.
KTM—Santa Monica, Calif.
WEAN—Providence, R. I.
WISJ—Madison, Wis.

790 KC., 379.5 Meters KGO-Oakland, Calif. WGY-Schenectady, N. Y.

800 KC., 374.8 Meters WBAP-Ft. Worth, Tex. WFAA-Dallas, Tex.

810 KC., 370.2 Meters WCCO-Minneapolis, Minn. WPCH-New York City.

820 KC., 365.5 Meters WHAS-Louisville, Ky.

830 · KC., 361.2 Meters KOA—Denver, Col. WRUF—Gainesville, Fla. WHDH—Gloucester, Mass

850 KC., 352.7 Meters KWKH—Shreveport, La. WWL—New Orleans, La.

860 KC., 348.6 Meters KFQZ—Hollywood, Calif. WABC—New York City. WHB—Kansas City, Mo.

870 KC., 344.6 Meters WENR—Chleago, Ill. WLS—Chicago, Ill.

880 KC., 340.7 Meters WSUI—Iowa City, Ia.
KFKA—Greeley, Col.
KLX—Oakland, Calif.
KPOF—Denver, Col.
WCOC—Meridian, Miss.
WGBI—Scranton, Pa.

890 KC., 336.9 Meters KFNF—Shenandoah, Ia.
KUSD—Vermillion, S. D.
WGST—Atlanta, Ga.
WMAZ—Macon, Ga.
WMMN—Fairmont, W. Va.
WILL—Utbana, Ill.
WKAQ—San Juan, P. R.
WJAR—Providence, R. I.
KGJF—Little Rock, Ark.

900 KC., 333.1 Meters KHJ—Los Angeles, Calif. WAX—Jacksonville, Fla. WKY—Oklahoma City, Okla. WKBL—Stevenspoint, Wis. WMAK—Martinsville, N. Y. KGBU—Ketchikan, Alaska. KSEI—Pocatello, Ida.

920 KC., 325.9 Meters KFXF—Denver, Col.
KOMO—Seattle, Wash.
WAAF—Chicago, Ill.
WWJ—Detroit, Mich.
WBSO—Needham, Mass.
KFRC—Huston, Tex.
KFEL—Denver, Col.

930 KC., 322.4 Meters KFWI—San Francisco, Calif.
KFWNI—Oakland, Calif.
KGBZ—York, Neb.
KMA—Shenandoah, Ia.
WBBC—Birmingham, Ala.
WDBJ—Roanoke, Va.

940 KC., 319.0 Meters WOSH—Portland, Ore.
WCSH—Portland, Me.
WDAY—Fargo, N. D.
WFIW—Honkinsville, Ky.
WHA—Madison, Wis.
KGU—Honolufu, Hawaii,
WAAT—Jersey City, N. J.

950 KC., 315.6 Meters KFWB—Hollywood, Calif. KGHL—Billings, Mont. KMBC—Independence, Mo. WRC—Washington, D. C.

970 KC., 309.1 Meters KJR—Seattle, Wash. WCFL—Chleago, Ill.

980 KC., 305.9 Meters KDKA-E, Plttsburgh, Pa.

990 KC., 302.8 Meters WBZ-Springfield, Mass.

1000 KC., 299.8 Meters WHO—Des Moines, Ia. WOC—Davenport, Ia. KFVD—Culver City, Calif.

1010 KC., 269.9 Meters KGGF—Picher, Okla.
KGW—San Jose, Calif.
WNAD—Norman, Okla.
WPAP—Cliffside, N. J.
WIS—Columbia, S. C.
WRNY—New York City.
WQAO—New York City.

1020 KC., 293.9 Meters KFKX—Chicago, Ill. KYW—Chicago, Ill. WRAX—Philadelphia, Pa.

1040 KC., 288.3 Meters KRLD—Dallas, Tex. KTHS—Hot Springs, Ark. WKAR—E. Lansing, Mich. WKEN—S. Buffalo, N. Y.

1050 KC., 285.5 Meters KNX-Hollywood, Calif. KFKB-Milford, Kan.

1060 KC., 282.8 Meters KWJJ—Portland, Ore. WBAL—Baltimore, Md. WJAG—Norfolk, Neb. WTIC—Hartford, Conn.

1070 KC., 280.2 Meters WTAM—Cleveland, O. WDZ—Tuscola, Ill.

1080 KC., 277.6 Meters WBT—Charlotte, N. C. WCBD—Zion, Ill. WMBI—Addison, Ill.

1090 KC., 275.1 Meters KMOX—St. Louis, Mo. KFQA—St. Louis, Mo.

1100 KC., 272.6 Meters WLWL—New York City. WPG—Atlantic City, N. J. KGDM—Stockton, Calif.

1110 KC., 270.1 Meters KSOO—Sioux Falls, S. D. WRVA—Richmond, Va.

1120 KC., 267.7 Meters KMIC—Inglewood, Calif.
KFSG—Los Angeles, Calif.
WDBO—Orlando, Fla.
WDEL—Wilmington, Del.
WTAW—College Station, Tex.
WISN—Milwaukee, Wis.
KTRH—Houston, Tex.

1130 KC., 265.3 Meters KSL—Salt Lake City, Utah. WJJD, Mooseheart, Ill. WOV—New York City.

1140 KC., 263.0 Meters KVOO—Tulsa, Okla. WAPI—Birmingham, Ala.

1150 KC., 267.7 Meters WHAM-Rochester, N. Y.

1160 KC., 258.5 Meters WOWO-Ft. Wayne, Ind. WWVA-Charleston, W. Va.

1170 KC., 256.3 Meters WCAU—Philadelphia, Pa. KTNT—Muscatine, Ia.

1180 KC., 254.1 Meters KEX—Portland, Ore. KOB—State College, N. M. WDGY—Minneapolis, Minn. WHDI—Minneapolis, Minn.

1190 KC., 252.0 Meters WICC-Bridgeport, Conn. WOAI-San Antonio, Tex.

1200 KC., 249.9 Meters 1200 KC., 249.9 Meters
KBTM—Paragould, Ark.
KFHA—Gunnison, Col.
KFJB—Marshalltown, Ia.
KFWF—St. Louis, Mo.
KGCU—Mandan, N. D.
KGDE—Fergus Falls, Minn.
KGDY—Oldham, S. D.
KGEK—Yuma. Col.
KGEK—Yuma. Col.
KGEK—Fort Morgan, Col.
KGFJ—Los Angeles, Calif.
KGFF—Hallock, Minn.
KGHI—Little Rock, Ark.
KGY—Laccy, Wash.
KSMR—Santa Maria, Calif.
KVOS—Bellingham, Wash.

KWG—Stockton, Calif.
KXO—El Centro, Calif.
KXO—El Centro, Calif.
KXO—El Centro, Calif.
WABI—Bangor, Me.
WABZ—New Orleans, La.
WBBY—Charleston, S. C.
WBBZ—Ponca City, Okla.
WCAT—Rapid City, S. D.
WCAX—Burlington, Vt.
WCLO—Kenosha, Wis.
WCOD—Harrisburg, Pa.
WFBC—Knoxville, Tenn.
WFBC—Knoxville, Tenn.
WFBC—Cincinnati, O.
WHBC—Canton, O.
WHBC—Canton, O.
WHBC—Canton, O.
WHBC—Canton, O.
WHBC—La Salle, Ill.
WJBC—La Salle, Ill.
WJBC—La Salle, Ill.
WJBC—La Salle, Ill.
WJBC—Lancaster, Pa.
WLAP—Lourisville, Ky.
WLBG—Petersburg, Va.
WMAY—St. Louis, Mo.
WNBO—Washington, Pa.
WNBW—Carbondale, Pa.
WNBW—Carbondale, Pa.
WNBW—Carbondale, Pa.
WNBW—Carbondale, Pa.
WNBW—Carbondale, Pa.
WNBW—Carbondale, Pa.
WNBW—Flint, Mich.
WRAF—La Porte, Ind.
WRAF—La Porte, Ind.
WRAF—La Porte, Ind.
WRBL—Columbus, Ga.
WWAE—Hammond, Ind.

1210 KC., 247.8 Meters

KDFN—Casper, Wyo.

KDLR—Devil's Lake, N. D.

KFOR—Lincoln, Neb.

KFVS—Cape Girardeau, Mo.

KFXM—S. Bernardino. Calif.

KGCR—Watertown. S. D.

KGMY—Elk City, Okla.

KGNO—Dodge City, Kan.

KMS—Fresno, Calif.

KPPC—Pasadena, Calif.

KWEA—Shreveport, La

WBAX—Wilkes-Barre, Pa.

WBBL—Richmond, Va.

WBBL—Richmond, Va.

WCOH—Vonkers, N. Y.

WCRW—Chicago, Ill.

WEBE—Cambridge, O.

WEBG—Harrisburg, Ill.

WEDC—Chicago, Ill.

WEBG—Harrisburg, Ill.

WEBG—Arcel Sand, Ill.

WBBL—Rev Band, N. J.

WHBF—Rock Island, Ill.

WBBL—Levisburg, Ill.

WBBL—Levisburg, Ill.

WBBL—Levisburg, Ill.

WBBL—Levisburg, Ill.

WBBL—Levisburg, Ill.

WBBL—Red Bank, N. J.

WBBL—Red Bank, N. J.

WHSP—Rock Island, Ill.

WBBL—Red Bank, N. J.

WHSP—Rock Island, Ill.

WBB—Red Bank, N. J.

WHSP—Rock Island, Ill.

WBB—Red Bank, N. J.

WHSP—Rock Island, Ill.

WHSP—Red Bank, N. J.

WHSP—Red 1210 KC., 247.8 Meters

1220 KC., 245.8 Meters KFKU—Lawrence, Kan. WCAD—Canton, N. Y. WCAE—Pittsburgh, Pa. WDAE—Tampa, Fla. WREN—Lawrence, Kan.

1230 KC., 243.8 Meters KYA—San Francisco, Calif. WFBM—Indianapolis, Ind. WNAC—S. Boston, Mass. WPSC—State College, Pa. WSBT—South Bend, Ind. KGGM—Albuquerque, N. M.

1240 KC., 241.8 Meters WXYZ—Detroit, Mich. WACO—Waco. Tex. KSAT—Ft. Worth, Tex.

1250 KC., 239.9 Meters

KFMX—Northfield, Minn.
WCAL—Northfield, Minn.
WDSU—New Orleans, La.
WGCP—Newark, N. J.
WGMS—Minneapolis, Minn.
WLB—Minneapolis, Minn.
WDDA—Paterson, N. J.
WRHM—Minneapolis, Minn.
KFOX—Long Beach, Calif.
KIDO—Boise, Ida.
WAAM—Newark, N. J.

1260 KC., 238.0 Meters KOIL—Council Bluffs, Ia. KRGV—Harlingen, Tex. KWWG—Brownsville, Tex. WLBW—Oil City, Pa. -KVOA—Tucson, Ariz. WTOC—Savannah, Ga.

1270 KC., 236.1 Meters KFUM—Col. Springs, Col.
KWLC—Decorah, Ia.
KTW—Scattle, Wash,
WEAI—Ithaca, N. Y.
WOOD—Grand Rapids, Mich.
WASH—Grand Rapids, Mich.
WJDX—Jackson, Miss.
WFBR—Baltimore, Md. 1280 KC., 234.2 Meters WCAM—Camden, N. J.
WCAP—Ashbury Park, N. J.
WCAP—Ashbury Park, N. J.
WDOD—Chattanooga, Tenn.
WOAX—Trenton, N. J.
WRR—Dallas, Tex.
KFBB—Great Falls, Mont.
WIBA—Madison, Wis.

1290 KC., 232.4 Meters KDVI—Salt Lake City, Utah. KFUL—Galveston, Tex. KTSA—San Antonio, Tex. WEBC—Superior, Wis. WJAS—Pittsburgh, Pa.

1300 KC., 230.6 Meters 1300 KC., 230.6 Meters
KGEF-Los Angeles, Calif.
KFH-Wichita, Kan.
KFJR-Portland, Ore.
WBBR-Rossville, N. Y.
KTBI-Los Angeles, Calif.
KTBR-Portland, Ore.
WEVD-Forest Hills, N. Y.
WHAP-New York City.
WHAZ-Troy. N. Y.
WIOD-Miaml Beach, Fla.
WOQ-Kansas City, Mo.

1310 KC., 228.9 Meters
KCRIJ-Jerome, Ariz.
KEPK—Sacramento, Calif.
KEQD—Boone, Ia.
KEQD—Boone, Ia.
KEQD—Boone, Ia.
KEQD—Boone, Ia.
KEQD—Boone, Ia.
KEQD—Boone, Ia.
KEQD—Bould, Tex.
KETY—Ft. Dodge. Ia.
KETY—Ft. Dodge. Ia.
KETY—Ft. Dodge. Ia.
KETY—Bould, Ia.
KETY—Bould, Ia.
KETY—Bould, Ia.
KETY—Bould, Ia.
KETY—Bould, Ia.
KETY—Bould, Mont.
KGEX—Kalispell, Mont.
KGEX—Wolf Point. Mont.
KGEX—Wolf Point. Mont.
KGEX—Kalispell, Mont.
KGEX—Ravenna, Neb.
KIT—Yakima, Wash.
KMED. Medford. Ore.
KMED. Medford. Ore.
KMED—Shreveport, La.
KTSM—El Paso, Tex.
KWCR—Cedar Rapids, Ia.
KXRO—Aberdeen, Wash.
WAGM—Shreveport, Id.
WENS—Wilkes-Barse, Pa.
WCLS—Jollet, Ill.
WBRE—Wilkes-Barse, Pa.
WCLS—Jollet, Ill.
WERN—Pilladelphia, Pa.
WGAL—Laneaster, Pa.
WGAL—Laneaster, Pa.
WGAL—Laneaster, Pa.
WHAT—Philadelphia, Pa.
WHAT—Philadelphia, Pa.
WHAT—Philadelphia, Pa.
WHAT—Philadelphia, Pa.
WHAT—Philadelphia, Pa.
WHAT—Philadelphia, Pa.
WHAT—Billadelphia, Pa.
WHAT—B 1310 KC., 228.9 Meters

1320 KC., 227.1 Meters WADC—Akron, O.
WSMB—New Orleans, La.
KID—Idaho Falls, Ida.
KGMB—Honolulu, Hawaii.
KGIQ—Twin Falls, Ida.
KGHF—Pueblo, Col.

1330 KC., 225.4 Meters KGB—San Diego, Calif. KSCJ—Sioux City. Ia. WDRC—New Haven, Conn. WSAI—Cincinnati, O. WTAQ—Eau Claire, Wis.

1340 KC., 223.7 Meters KFPY—Spokane, Wash. WCOA—Pensacola, Wash. WSPD—Toledo, O.

1350 KC., 221.1 Meters KWK—St. Louis, Mo. WBNY—New York City. WCDA—New York City. WKBR—New York City. WMSG—New York City.

1360 KC., 220.4 Meters WFBL—Syracuse, N. Y. KPSN—Pasadena, Calif, WGES—Chicago, Ill. KGIR—Butte, Mont, WJK—Gary, Ind. WQBC—Vicksburg, Miss.

1370 KC., 218.8 Meters KCRC—Enid, Okla.
KFBI,—Everett, Wash.
KFJI—Astoria, Ore.
KFJM—Grand Forks, N. D.
KFJZ—Ft. Worth, Tex.
KFLX—Galveston, Tex. KGAR—Tucson, Ariz.

KGAR—Tucson, Ariz.

KGCI—San Antonio, Tex.

KGCI—Mitchell, S. D.

KGFC—Mitchell, S. D.

KGFC—Raton City. Okla.

KGFL—Raton City. Okla.

KGCI—San Antonio, Tex.

KOH—Reno, Nev.

KONO—San Antonio, Tex.

KONO—San Antonio, Tex.

KOO—Marshiteld, Ore.

KGC—Gan Arshiteld, Ore.

KGE—Berkeley, Calif.

KYL—Seattle, Wash.

KWKC—Kansas City. Mo.

WBTM—Danville, Va.

WCBM—Baltimore, Md.

WELK—Philadelphla, Pa.

WGLW—Port Wayne, Ind.

WHDP—Rome, Ga.

WGL—Fort Wayne, Ind.

WHBD—Mount Orab, O.

WHBQ—Memphis, Tenn.

WHBD—Jackson, Mich.

WHBF—Lexington, Mass.

WUFW—Lexington, Mass.

WVDC—Patchogue, N. T.

WQDM—St. Albans, Vt.

WRAK—Williamsport, Pa.

WRBI—Hattlesburg, Miss.

WRBT—Williamsport, Pa.

WRBI—Hattlesburg, Miss.

WRBT—Williamsport, N. C.

WRND—Racine, Wis.

WSVS—Buffalo, N. Y.

1380 KC., 217.3 Meters KQV—Pittsburgh, Pa. KSO—Clarinda, Ia. WKBH—La Crosse, WIs. WSMK—Dayton, O.

1390 KC., 215.7 Meters KLRA—Little Rock, Ark. KUOA—Fayetteville, Ark. WHK—Cleveland. O. KOY—Phœnlx, Ariz.

1400 KC., 214.2 Meters KLO—Ogden, Utah.
KOCW—Chickasha, Okla.
WCMA—Culver, Ind.
WCGU—Coney Island, N. Y.
WBAA—West Lafayette, Ind.
WBBC—Brooklyn, N. Y.
WKBF—Indianapolls, Ind.
WLTH—Brooklyn, N. Y.
WSGH—Brooklyn, N. Y.

1410 KC., 212.6 Meters 1410 KC., 212.6 Meters
IGRS—Amarillo, Tex.
KFLV—Rockford, Ill.
WDAG—Amarillo, Tex.
WHBL—Sheboygan, Wis.
WBCM—Hampton Townshlp,
WLEX—Lexington, Mass.
WODX—Springhill, Ala.
WSFA—Montgomery, Ala.
WSSH—Boston, Mass.
WMAF—Dartmouth, Mass.

1420 KC., 211.1 Meters

1420 KC., 211.1 Meters

KBPS—Portland, Ore.

KFIZ—Fond du Lac, Wis.

KFQU—Holy City, Calif.

KFQW—Seattle, Wash.

KFXD—Perome, Ida.

KFXY—Flagstaff, Arlz.

KFYO—Abliene, Tex.

KGFF—Alva, Okla.

KGCC—San Francisco, Calif.

KGIW—Trinidad, Col.

KGIW—Trinidad, Col.

KGIW—Trinidad, Col.

KGIX—Las Vegas, Nev.

KGKX—Sand Point, Ida.

KICK—Red Oak, Ia.

KICK—Red Oak, Ia.

KICK—Red Oak, Ia.

KICK—Eugene, Ore.

KTAP—San Antonio, Tex.

KXI—Portland, Ore.

WEDH—Erie, Pa.

WEHS—Evanston, III.

WELIJ—Battle Creek, Mich.

WEDW—Taliadega, Ala.

WHDI—Tupper Lake, N. Y.

WHPC—Cicero, Ill.

WHDL—Tupper Lake, N. Y.

WHPC—Cicero, Ill.

WHIS—Bluefield, W. Va.

WIAS—Ottumwa, Ia.

WKBI—Chicago, Ill.

WKBI—Chicago, Ill.

WHBF—Steubenville, O.

WIBM—Steubenville, O.

WHENG—Cucumberland, Md.

1430 KC., 209.7 Meters WNBR—Memphls, Tenn. KECA—Los Angeles, Calif. WCAH—Columbus, O. WBRL—Tilton, N. H. WBAK—Harrisburg, Pa. WGKC—Memphis, Tenn. WHP—Harrisburg, Pa.

1440 KC., 208.2 Meters KLS—Oakland, Calif.
WSAN—Allentown, Pa.
WABO—Rochester, N. Y.
WHBC—Rochester, N. Y.
WHBD—Peorla Heights, Ill.
WNRC—Greensboro, N. C.
WOKO—Mt. Beacon, N. Y.
WTAD—Quincy, Ill.
WCBA—Allentown, Pa. 1450 KC., 206.8 Meters
WCSO—Springfield, O.
WFJC—Akton, O.
WTFI—Toccoa, Ga.
KTBS—Shrevport, La.
WBMS—Ft. Lee, N. J.
WHOM—Jersey City, N. J.
WKBO—Jersey City, N. J.
WNJ—Newark, N. J.
WSAR—Fall River, Mass.

1450 KC., 206.8 Meters 1460 KC., 205.4 Meters KSTP—St. Paul, Minn. WJSV—Alexandria, Va.

> 1470 KC., 204.0 Meters WLAC--Nashville, Tenn. WTNT--Nashville, Tenn. KGA--Spokane, Wasb.

KFJF—Oklahoma City, Okla. WKBW—Amherst, N. Y.

1490 KC., 201.6 Meters KGJZ—Grant City, Mo. KGKB—Brownwood, Tex. KGJZ—draint, N. KGKY—Scottsbluff, Neb. KGKY—Scottsbluff, Neb. KGKY—Connersville, Ind. WJAZ—Chicago, Ill. WJAZ—Chicago, Ill. WCKY—Covington, Ky. KPQ—Wenatchee, Wasb.

WCHI—Deerfield, Ill. KPQ—Wenatchee, Wasb.

## II. STATIONS LISTED ALPHABETICALLY

STATIONS LISTED ALPHABETICALLY	II. STATIONS LISTED ALPHABETICALLY													
## 645   15   15   15   15   15   15   15	Dial	Call	Kilo-	City	Dial	Call	Kilo-	City	Dial Call	Kilo-	City	Dial Call	Kilo-	City
Color   Colo		KCRC	1370	Enid, Okla.		KQV	1380	Pittsburgh, Pa.	WEBI	1310	Buffalo, N. Y.	WLWL	1100	New York, N. Y.
The color of the		KCRJ KDKA	980	Pittsburgh, Pa.		KRGV	1260	Harlingen, Tex.	WEEL	590	Boston, Mass.	WMAF	1410	Dartmouth, Mass.
Color   15   Section   15   Sectio		KDYL	1210	Salt Lake City, Utab		KROW	930	Richmond, Calif.	WEH	1420	Evanston, Ill.	WMAL WMAD	630	Washington, D. C.
Fig. 25   January Street   1998   1		KELW	780	Burbank, Calif.		KSCJ	1330	Sioux City, Ia.	WELL	1420	Battle Creek, Mich.	WMAY WMAZ	1200	St. Louis, Mo. Macon, Ga.
		KFAB	770	Lincoln, Neb.		KSEI	900	Pocatello, Ida.	WENI	870	Chicago, Ill.	WMBA WMBC	1500	Newport, R. I. Detroit, Mich.
Section   Sect		KFDM	560	Beaumont, Tex.		KSO	1380	Clarinda, Ia.	WEW WFA	760 800	St. Louis, Mo. Dallas, Tex.	WMBD	1440	Peoria Heights, Ill Richmond, Va.
		KFEL	920 680	Denver, Col.		KSTP KTAB	1460	St. Paul, Minn. Oakland. Calif.	WFAI WFBE	610 1200	Philadelphia, Pa. Cincinnati, O.	WMBH WMBI	1420	Joplin, Mo. Chicago, Ill.
Fig. 120   Galletine St. St. St. St. St. St. St. St. St. St.		KFGQ KFH	1310	Boone, Ia. Wichita, Kan.		KTAP KTAR	1420 620	San Antonio, Tex. Phœnix, Ariz.	WFBC WFBJ	1310 1370	Altoona, Pa. Collegeville, Minn.	WMBJ WMBO	1500 1310	Wilkinsburg, Pa. Auburn, N. Y.
1985   1986		KFHA KFI	1200	Gunnison, Col. Los Angeles, Calif.		KTAT KTBI	1240 1300	Fort Worth, Tex. Los Angeles, Calif.	WFBI WFBM	1360 1230	Syracuse, N. Y. Indianapolis, Ind	WMBQ WMBR	1500 1370	Brooklyn, N. Y. Tampa, Fla.
Column		KFIZ KFJB	1420 1200	Fond du Lac, Wls. Marshalltown, Ia.		KTBR KTBS	$1300 \\ 1450$	Portland, Ore. Shreveport, La.	WFBF WFDF	1270 1310	Baltimore, Md. Flint, Mich.	WM C WM CA	780 570	Memphis, Tenn. New York, N. Y.
Column		KFJF KFJM	1480 1370	Oklahoma Clty, Okla. Grand Forks, N. D.		KTHS KTIC	1040 1310	Hot Springs, Ark. Houston, Tex.	WFDV	1420 560	Philadelphia, Pa.	WMILL	1500 890	Fairmont, W. Va
Color   Colo		KFJR KFJY	$\begin{array}{c} 1300 \\ 1310 \end{array}$	Portland, Ore. Fort Dodge, Ia.		KTM KTNT	780 1170	Muscatine, Ia.	WFJC	1450	Akron, O.	WMRJ	$\frac{1500}{1210}$	Jamaica, N. Y.
Section   Company   Comp		KFIZ	1370 880	Greeley, Col.		KTKH	1290	San Antonio, Tex.	WFLA	620	Clearwater, Fla.	WMT	600	Waterloo, Ia.
Secretary   Company   Co		KFKU	1220	Lawrence, Kan.		KTSM	1310	El Paso, Tex.	WGBE	1210	Freeport, N. Y.	WNAD	1010	Norman, Okla, Yankton S D
Str. 2		KFLV	1410	Rockford, Ill.		KTW	1270	Seattle, Wash.	WGBI	630	Evansville, Ind. Scranton, Pa.	WNBF	1500	Binghamton, N. Y. New Bedford, Masa
Street   15		KFMX	1250	Northfield, Minn.		KUSD	890 1500	Vermillion, S. D. Austin, Tex.	WGBS	600 1 1210	New York, N. Y. Gulfport, Miss.	WNBO WNBR	1200	Washington, Pa. Memphis, Tenn.
Color Of the Color Col		KFOR KFOX	1210 1250	Lincoln, Neb. Long Beach, Calif.		KVI	760 1260	Tacoma, Wasb. Tucson, Ariz.	WGCF	$\frac{1250}{1360}$	Newark, N. J. Chicago, Ill.	WNBX WNBZ	$\frac{1200}{1290}$	Springfield, Vt. Saranac Lake, N. Y.
Color   150   Anterest Alabas   Color   150   November	KFPL KFPY	1310 1340	Dublin, Tex. Spokane, Wash.		KV00 KWCR	$\frac{1140}{1310}$	Tulsa, Okla. Cedar Rapids, Ia.	WGH WGL	$1310 \\ 1370$	Newport News, Va. Ft. Wayne, Ind.	WNJ WNOX	1450 560	Knoxville, Tenn.	
Series   10   Series   10		KFQD KFQZ	1230 860	Anchorage, Alaska. Hollywood, Calif.		KWEA KWJJ	1210 1060	Shreveport, La. Portland, Ore.	WGN WGR	720 550	Chicago, Ill. Buffalo, N. Y.	WNRC	1440 570	New York, N. Y.
Part   100		KFRC KFRU	610 630	San Francisco, Calif. Columbia, Mo.		KWK KWKC	$1350 \\ 1370$	St. Louis, Mo. Kansas City, Mo.	WGST	890 790	Schenectady, N. Y.	WOAI WOAX	1190 1280	San Antonio, Tex. Trenton, N. J.
Company   Comp		KFSD KFSG	$\begin{array}{c} 600 \\ 1120 \end{array}$	San Diego, Calif. Los Angeles, Calif.		KWKH	$\frac{850}{1270}$	Decorah, Ia.	WHA	940	Milwaukee, Wis.	WORT	1310 580	Charleston, W. Va.
Series   130		KFUL	$1290 \\ 1270$	Colorado Springs, Col.		KWSC	1220	Brownsville, Tex.	WHAI	1300	New York, N. Y.	HOCT HOCT	$\frac{1000}{1210}$	Jamestown, N. Y.
Carry   130   Carryon   Ma.   VAA   26   Carryon   Ma.   VAA   VAA   26   Carryon   Ma.   VAA   VAA   26   Carryon   Ma.   VAA   V		KEUU	1310	Denver, Col.		KYA	1230	San Francisco, Calif.	WHA	1310	Philadelphia, Pa.	WODX	I 410	Mobile, Ala.
Service   120   Schella, Mon.   WAAT   100   Journal of the Company   120   Service   120		KEVS	1210	Cape Girardeau, Mo.		WAAF	920	Chicago, Ill.	WHB	860	Kansas City, Mo.	Woko	1440	Poughkeepsle, N. Y.
Cornell   Corn		KFWF	1200	St. Louis, Mo.		WAAT	940	Jersey City, N. J.	WHBI	1210	Rock Island, Ill.	LWOM.	1210	Manitowoe, Wis.
SETY   102   Piecella Aff.   Wild   103   New Column. La   Wild	KEXE	920	Denver, Col.		WABC	860	New York, N. Y. Bangor, Me.	WHE	1370	Memphis, Tenn.	WOPI	1500	Bristol, Va.	
Sept		KFXY	1420	Flagstaff, Ariz.		WABZ	1200	New Orleans, La. Waco, Tex.	WHB	1200	Green Bay, Wis.	WORG	710	Newark, N. J. Worcester, Mass.
RGAR   150   Pissen, Arie.   WALH   210   Zonewille, O. 14.   WFF   140   Resident, N. Y.   WF		KFYR KGA	550 1470	Blsmarck, N. D. Spokane, Wash.		WADC	1320	Akron, O. Columbus, O.	WHD	H 830	Gloucester, Mass. Minneapolis, Minn.	WORD WOS	1490	Chicago, Ill. Jefferson Clty, Mo.
MCGIU 960   Eccalban, Alabla   WAST 177   Grad Roule, Mich.   Wills 1250   State, No. 7   Wills 1250   State, No		KGAR KGB	1370 1330	Tucson, Ariz. San Diego, Calif.		WALR WAPI	I2I0 1140	Zanesville, O. Birmingham, Ala.	WHE	1440	Rochester, N. Y. Cicero, Ill.	4.0 A	1130 590	New York, N. Y. Omaha, Neb.
KGIZ   150   Note   N		KGBU KGBX	$\begin{smallmatrix} 900 \\ 1310 \end{smallmatrix}$	Ketchikan, Alaska St. Joseph, Mo.		WASH WBAA	1270 1400	Grand Rapids, Micb. Lafayette, Ind.	WHIS WHK	I 420 1390	Bluefield, W. Va. Cleveland, O.	W.OW.C	1160	Fort Wayne, Ind. New York, N. Y.
RGCU 1990   Montiform, N. D.   Wille, 1919   Wille, 2017, P.		KGBZ KGCI	930 1370	York, Neb. San Antonio, Tex.		WBAK WBAL	1430	Harrisburg, Pa. Baltimore, Md.	WHN WHO	1010	New York, N. Y. Des Moines, Ia.	WPAW	1210 560	Chicago, Ill.
CODA   375   Middell R. D. D.   WHILL   121   All College   122   All College   123   All College   123   All College   123   All College   123   All College   124   All College   124   All College   125	KGCK	1210	Watertown, S. D. Mandan, N. D.		WBAP	1210	Wilkes-Barre, Pa.	WHO	1 1450 1430	Harrisburg, Pa.	WPCII	810 1500	Philadelphia, Pa.	
Comparison   Com		KGDA	1370	Mitchell, S. D.		WBBL	1210	Richmond, Va.	WIBA	1280	Madison, Wls.	WPOE	1370	Patchogue, N. Y.
RGER   1300   Jone   Beach, Califf.   WPIN   1410   July City, Mich.   WPIN   150   July Cit		KGDM	1100	Stockton, Calif.		WBBR	1300	Brooklyn, N. Y.	WIBO	560	Chicago, Ill.	WPTF	680	Raleigh, N. C.
RGEP   1310   Fellagell, Mon.   WBN   1300   New York, N. Y.   WILL   1300   Bridgeport, Conn.   Will   1300   Viceburg, Miss.   WILL   1300   New York, N. Y.   WILL   1300   New York, Miss.   WILL   1300   WILL   WILL   1300   WILL   WILL   1300   WILL   1300   WILL   WILL   WILL   WILL   WILL   1300   WILL   WIL		KGER	1360	Long Beach, Calif.		WBCM	1410	Bay City, Mich.	WIBW	580	Topeka, Kan.	WQAN WQAN	880	Scranton, Pa.
KGF9   3570   Olitabems City, Olita   WHRC   3950   Birsingham, Ala   WILL   1890   Change City, Olitabems C		KGEZ	1310	Kalispell, Mont.		WBNY	1350	New York, N. Y.	Wicc	1190	Bridgeport, Conn. St. Louis Mo	WORK	1360	Vicksburg, Mlss.
RGFW   310   Ravenna, Nob.		KGFG KGFI	1370	Oklahoma City, Okla. Corpus Christl, Tex.		WBRC	930	Birmingham, Ala. Wilkes-Barre, Pa.	HILL	890 1420	Urbana, Ill. Wilmington, Del.	WRAF	1200	La l'orte, Ind. Williamsport, Pa.
RGGF   1010   Pelcher, Ohla.   WiFT   1880   Charlotte, N. C.   WiFT   1810   Charlotte, N. C.   WiFT   1810   Then, Ga.   WiFT   1220   Public, Col.   N. W. WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   Fall of the Col.   WiFT   1820   WiFT   1820   Fall of the Col.   WiFT   1820   WiFT   18		KGFW KGFX	1310 580	Ravenna, Neb. Plerre, S. D.		WBRL WBSO	1430 920	Tilton, N. H. Wellesley Hills, Mass.	WIDI	1300 610	Miami Beach, Fla. Philadelphia, Pa.	WRAW WRAX	1310	Reading, Pa. Philadoiphia, Pa.
RGHF   1320   Pueblo, Col.   Will.   200   Seringfield, Mas.   WISN   1120   Milwauke, Wis.   Will.   1200   Columbus, Ga.		KGGF KGGM	$\begin{smallmatrix} 1010\\1230\end{smallmatrix}$	Plcher, Okla. Albuquerque, N. M.		WBT WBTM	1080 1370	Charlotte, N. C. Danville, Va.	WIS	1010 780	Columbia, S. C. Madison, Wis.	WRBI WRBJ	1310	Tifton, Ga. Hattlesburg, Miss.
Refill   150		KGHF	$\frac{1320}{1200}$	Pueblo, Col, Little Rock, Ark.		WBZ	990	Springfield, Mass. Storrs, Conn.	WISN	1120 1310	Milwaukee, Wls. Johnstown, Pa.	WRBI	$\frac{1200}{1210}$	Greenville, Miss.
RCIW   1420		KGHL	1320	Twin Falls, Ida.		WCAD	1220	Pittsburgh, Pa.	WJAG	890	Providence, R. 1.	WRBI	1370	Gastonia, N. C.
RGIF   1899   Lillet Rock, Ark.   WCAM   1220   Camden, N. J.   WAZ   1490   Chicago, Ill.   WRIS   1220   Lawrence, Kan.   RGIK   1370   San Angelo, Tex.   WCAO   600   Baltimore, Md.   WIS   1210   Red Bank, N. J.   WRIS   1270   Racing, Wis.   WRIS   Racing, Wis.   WRIS   Racing, Wis.   WRIS   Racing		KGIW	1420	Trinidad, Col.		WCAH	590	Lincoln, Neh.	WJAZ	900	Jacksonville, Fla.	WRDV	7 1500	Augusta, Ga.
RGKG   1370   San Angelo, Teg.   WCAP   1280   Asbury Farf., N. J.   Wilk   1210   Decatur, III.   Wilk   Fails, Teg.   WCAP   1280   Rapid City, S. D.   Wilk   1200   Decatur, III.   Wilk   1210   Decatur, III.   Wilk   1280   Dallas, Tex.   Wilk   Milk   Wilk   Milk   Wilk   Dallas, Tex.   Wilk   Milk   Wilk   Wilk   Milk   Wilk   Milk   Wilk	KGJF	890	Little Rock, Ark.		WCAN	1280	Camden, N. J.	WJAZ	1490	Chicago, Ill.	WRES	1220	Lawrence, Kan.	
RGRX   1420   Sand Folin, Ida.   WCAU   1170   Fulladelphib, Pa.   WJBU   1250   New Orleans, La.   WIRI   1250   Dallas, Tex.   WGR   1270   Lewisburg, Pa.   WJBU   1270   Lewisburg,		KGKL KGKO	1370 570	San Angelo, Tex. Wichita Falls, Tex.		WCAP	1280	Asbury Park, N. J. Rapid City, S. D.	WJBI	1210	Red Bank, N. J.	WRJN	1370	Racine, Wis.
KGRS   1410   Annarillo   Tex.   WCB   1440   Allentown, Pa.   WJDX   1270   Jackson, Mlss.   WRVA   1110   Circhmatt, Va.   WCB   1040   Zion, III.   WCB   Mosteriart, III.   WCB   1100   Zion, III.   WCB   Mosteriart,		KGKX KGO	1420 700	Sand Point, Ida. Oakland, Callf.		WCAU	1170	Philadelphia, Pa. Burlington, Vt.	WJB0 WJB1	1420 1210	New Orleans, La. Lewisburg, Pa.	WRR	1280	Dallas, Tex. Galnesville, Fla.
RGW   629   Fortland, Ore.   WCBM   1370   Balthnore, Md.   WJRS   1360   Gary, Ind.   WSA1   1310   Grove City, Pa.   KILO   100		KGRS KGU	1410 040	Amarillo, Tex. Honolulu, Hawall		WCBA	1440 1080	Allentown, Pa. Zion, Ill.	WIL	1270 1090	Jackson, Mlss. Mooseheart, Ill.	WRVA WSA1	1110 1330	Richmond, Va. Cinclinati, O.
Name		KHJ	000	Los Angeles, Calif.		WCBM	$\frac{1370}{1210}$	Baltimore, Md. Springfield, Ill.	WJR	750 750	Gary, Ind. Detroit, Mich.	WSAJ WSAN	1310	Allentown, Pa.
KIDO   125		RICK	1420	Red Oak, Ia.		WCCO	1350	New York, N. Y.	MIM	1210	Mansheld, O.	WSAZ	1450 580	Mass. Mass. Mass. W. Va
KLO   1400   Ogden, Utah   WCKY   1490   Owington, Ky   WKAV   1310   Leconta, N. F.   Montgonery, Alik   KLP   1420   Minot, N. D.   WCLB   1500   Long Beach, N. Y.   WKBB   1310   Jollet, Ill.   WSDI   1410   Brocking, N. Y.   WKBL   1440   Minot, N. D.   WCLB   1500   Long Beach, N. Y.   WKBB   1310   Montgonery, Alik   WSDI   1400   Brocking, N. Y.   WKBB   1440   Minot, N. D.   WSDI   1410   Brocking, N. Y.   WSDI   1410   Brocking, N.		KIDO	1250	Boise, Ida.		WCGU	1400	Coney Island, N. Y.	WKA	Q 890	San Juan, Porto Rico	WSBC	1210	Chleago, Ill.
KLRA   1390		KLO	1400	Ogden, Utah		WCKY	1490	Covington, Ky.	WKA	V 1310	Laconla, N. H.	WSFA	1410	Montgomery, Ala.
KLX   \$89		KLRA KLS	1390	Little Rock, Ark.		WCLO	1200	Janesvillo, Wis.	WKB	1310 1310	Birmingham, Ala	WSIX	1210	Springfield, Tenn.
KMA		KLX KLZ	880 560	Oakland, Calif. Denver. Col.		WCMA	1400	Culver, Ind.	WKB	1380	La Crosse, WIs.	WSM	650	Nashville, Tenn.
KMINJ   740   Clay Center, Neb.   WCRW   1210   Evanston, III.   WKBS   1350   New York, N. V   WSPI   1440   Tolesho, O   St. Louis, Mo.   WCRC   1360   Charleston, S. C.   WKBV   1500   Connersville, Ind   WSFI   850   New City, 1a   KMN   1000   St. Louis, Mo.   WCSC   1360   Charleston, S. C.   WKBV   1500   Connersville, Ind   WSFI   850   New City, 1a   St. Louis, Mo.   WSFI   850   New City, Mo.   WSFI   850   New City, 1a   St. Louis, Mo.   WSFI   850   New City, 1a   New City, 1a   St. Louis, Mo.   WSFI   850   New City, 1a   New	1	KMA KMBC	030	Shenandoah, Ia. Kansas City. Mo		WCOC	880 1200	Meridian, Miss. Harrisburg, Pa.	WKB	V 570	Youngstown, O Jersey City, N. J	WSMI	1380	Dayton, O. Spartansburg, S. C.
KMOX   1090   St. Louits, No.   WCSC   1360   Charleston, S. C.   WKRV   1500   Connersville, Ind   WSt   820   lova City, Ia   KMTR   570   Hollywood, Calif.   WCSO   1450   Springfold, O.   WKEN   1480   Buffalo, N. Y   WSYR   570   St. Petersburg, Fia   KMTR   570   Hollywood, Calif.   WCSO   1450   Springfold, O.   WKEN   1040   Buffalo, N. Y   WSYR   570   WSY		KM1C KMMJ	1120 740	Inglewood, Callf. Clay Center, Neb.		WCOH	$\frac{1210}{1210}$	Yonkers, N. Y. Evanston, Ill.	WKB	3 1350 3 1310	New York, N. V Galesburg, Ill.	WSPI	1340	Toledo, O Boston, Mass.
KMTR   570   Hollywood, Callf.   WCSO   1450   Springfold, O.   WKFN   1040   Buffalo, N. Y   WSYR   570   Springfold, O.   WLSO   Lancaster, Pa   WSYR   570   Springfold, O.   WCSO   1450   Lancaster, Pa   WSYR   570   Springfold, O.   WCSO   1450   Lancaster, Pa   WSYR   570   WSYR   57		KM0 KM0X	860 1000	Tacoma, Wash. St. Louis, Mo.		WCSC	1360	Charleston, S. C. Portland, Me.	WKB	V 1500 V 1480	Connersville, Ind Buttalo, N. Y	WSUN	880 620	lowa City, la. St. Petersburg, Fla
NOAC   550   Denver, Col.   WDAF   610   Kansas City, Mo.   WKRC   550   Circulinati, O.   WTAG   580   Corvalis, Ore.   WDAF   610   Amarillo, Tox.   WKY   000   Oklahoma City, Okla   WTAM   1070   Circulandi, O.		KNX	1050	Hollywood, Calif. Los Angeles, Calif.		WCSO	$\frac{1450}{1220}$	Springfield, O. Tampa, Fla.	WKE	N 1040	Buffalo, N. Y Lancaster, Pa.	WSYR	570 1440	Syracuse, N. Y Quincy, 11I.
ROD   1100   Ridle College, N. M.   WDAI   1310   El Paso, Tex.   WLAC   1470   Mashville, Tenn.   WTAI   1330   Enu Calre, Wls.   KOK   1370   Reno, Nev.   WDBJ   930   Roanoke, Va.   WLBF   1420   Reno, Nev.   WTAI   1310   Reno, Nev.   WDBJ   930   Roanoke, Va.   WLBF   1420   Reno, Nev.   WTAI   1310   College Station, Tex   WTAI   1420   College Station, Tex   College Station, Tex   WTAI   1420   College Station, Tex   College Statio		KOAC	550	Corvallis, Ore.		WDAF WDAG	610 1410	Kansas City, Mo. Amarillo, Tox.	WKR	C 550	Cincinnati. O. Oklahoma City, Okla	WTAG	580 1 1070	Worcester, Mass. Cleveland, O.
ROLL   1260   Council Bluffs, Ia.   WDR0   1220   Orlando, Fla.   WLBG   1200   Petersburg, Va.   WTW   1420   Counberland, Md.   WLBG   1200   Petersburg, Va.   WTW   1420   Counberland, Md.   WTW   WTW   WTW   WTW   WTW   Market   Counberland, Md.   WTW	KOCW	1400	Cilcitasha, Okla.		MDYA	040	Fargo, N. D.	W.TB	1470 1250	Minneapolls, Minn.	WTAC WTAI	1330	Norfolk, Va.	
ROL   1270   Seattle, Wash.   WDG   1180   Minneapolis, Minn   WLBW   1260   Oil City, Pa   WTf   1450   Tocca, Ga.		KOIL	1260	Council Bluffs, Ia.		M.DBO M.DB1	1120	Orlando, Fla.	WTB	1420	Ransas City, Kan Petersburg, Va.	WTAV	1120	Cumberland, Md.
KONO   1370   San Antonio, Tex.   WDRC   1330   New Haven, Conn.   WLBZ   620   Rangor, Me.   WTNT   1470   Miwairee, Wis.   Mashellie, Tenn.   WLBZ   620   Rangor, Me.   WTNT   1470   Miwairee, Wis.   Missingle   Missin		KOL	1270	Seattle, Wash.		WDGY	1180	Minneapolls, Minn	WLB	N 1260	Oil City. Pa	WTFI	1060	Hartford, Cenn
ROY   1390   Phenlx, Arlz,   WDWF   1210   Providence, R. I   WLEY   1370   Lexington, Mass   WW.AE   1290   Rammond, Ind.		KONO	1370	San Antonio, Tex.		WDRC	1330	New Haven, Conn.	WLB	X 620	Bangor, Me.	WTNT	1470	Nashville, Tenn.
RPJM   1500   Prescott, Ariz.   WEAF   660   New York, N. Y   WLOE   1500   Boston, Mass.   WWL   850   New Orleans, La		KOOS	1390	Phœnlx, Arlz, Marshfield, Ore		WDWF	1210	Providence, R. I	WIL	1370	Lexington, Mass Philadelphia Pa	11.11.7	E 1200	Ranmond, Ind.
KPOF         880         Denver, Col.         WEAN         780         Providence, R. 1         WLSI         1210         Providence, R. 1         WWRI, ISa0         Woodside, N.Y.           KPRC         920         Houston, Tex,         WEAO         570         Columbus, O         WLTH         1400         Brooklyn, N.Y.         WWWA         1160         Charleston, W. Va.           KPSN         1360         Pasadena, Calif.         WEBQ         1290         Duluth, Superlor         WLVA         1370         Lynchburg, Va.         WXYZ         1240         Detroit, Mich.           KPWF         1490         Westminster, Calif.         WEBQ         1210         Harrisburg, Ill.         WLW         700         Cincinnati, O.         WXYZ         1240         Detroit, Mich.		KPJM KPO	1500 680	Prescott, Arlz. San Francisco, Calif.		WEAF WEAI	660	New York, N. Y Ithaca, N. Y.	WLS	E 1500	Boston, Mass. Chicago, 111	11.11.7. 11.11.7	\$50 570	New Orleans, La
KPSN 1360 Pasadena, Callf. WEBC 1290 Duluth-Superlor WLVA 1370 Lynchburg, Va. WXYZ 1240 Detroit, Mich. WEBQ 1210 Harrisburg, Ill. WLW 700 Cincinnati, O.		KPOF KPRC	880 920	Denver. Col. Houston, Tex.		WEAN WEAO	780 570	Providence, R. 1 Columbus, O	WLS	1210 H 1400	Providence, R. 1 Brooklyn, N. Y	WWR	L 1500	Woodslde, N. Y. Charleston, W. Va.
		KPSN	1360	Westminster, Callf.		WEBC	1290 1210	Duluth Superior Harrisburg, 111.	WLW	A 1370	Lynchburg, Va. Cincinnati, O.	WXX.	1240	Petrolt. Mich.

