

What's on the Air

Fifteen Cents



OCTOBER
1930

Vol. 1.

HALF HOUR OF NBC

No. 12

WAVE-LENGTH GUIDE

CHANNEL	COLUMBIA BROADCASTING SYSTEM	NATIONAL BROADCASTING COMPANY	KCYLES	METERS	DIAL READING
1	WKRC	WGR-KSD	550	545	←
2	KLZ-WQAM	WFI-WIBO	560	535	←
3	WWNC-WKBN		570	526	←
4	WIBW-WNAX	WTAG	580	517	←
5	WMT	WOW-WEEI	590	508	←
6	WCAO-WREC		600	500	←
7	WFAN	WDAF	610	492	←
8	WLBZ	WTMJ-WFLA	620	484	←
9	WMAL		630	476	←
10	WAIU		640	468	←
11		WSM	650	461	←
12		WEAF	660	454	←
13	WMAQ		670	447	←
14		WPTF-CKGW	680	441	←
16		WLW	700	428	←
17			710	422	←
18	CKAC	WGN	720	416	←
20		WSB	740	405	←
21		WJR	750	400	←
22		WJZ	760	394	←
23	WBBM	KFAB	770	389	←
24	WTAR-WEAN	WMO	780	384	←
25		WGY	790	379	←
26		WFAA-WBAP	800	375	←
27	WCCO		810	370	←
28		WHAS	820	366	←
29		KOA	830	361	←
32	WABC		860	349	←
33		WLS-WENR	870	345	←
35	WGST	WJAB	890	337	←
36		WKY-WJAX	900	333	←
38		WWJ-KPRO	920	326	←
39	WDBJ-WBRC		930	322	←
40	WDAY-WFIW	WCSH	940	319	←
41	KMBC-CFRB	WRO	950	316	←
44		KDKA-WOFL	980	306	←
45		WBZ-WBZA	990	303	←
46		WOC-WHO	1000	300	←
48		KYW-KFKX	1020	294	←
50	KRLD	KTTH	1040	288	←
52		WTIC-WBAL	1060	283	←
53		WTAM	1070	280	←
54	WBT		1080	278	←
55	KMOX-WJJD		1090	275	←
57	WPG-WDBO	WRVA	1110	270	←
58	WISN-KTRH		1120	268	←
60		WAPI-KVOO	1140	263	←
61		WHAM	1150	261	←
62	WOWO		1160	258	←
63	WCAU		1170	256	←
65	WORC	WOAI	1190	252	←
68	WDAE	WCAE-WREN	1220	246	←
69	WNAO-WFBM		1230	244	←
70	WXYZ-WDSU		1240	242	←
72	WLBW-KOIL		1260	238	←
73	WTOC	WJDX	1270	236	←
74	WDOD-WRR		1280	234	←
75	WJAS-KTSA	WEBC	1290	232	←
76	KFH-WGH	WIOD	1300	231	←
78	WADC	WSMB	1320	227	←
79	KSCJ	WSAI	1330	225	←
80	WSPD		1340	224	←
81	WFBL	KWK	1350	222	←
85	WHK-KLRA		1390	216	←
87	WBOB-WOAH		1410	212	←
91	WHP-WHEC	WFJC	1450	207	←
92		KSTP	1460	205	←
93	WLAC		1470	204	←
94	WKBW-KFJF		1480	203	←
95		WCKY	1490	201	←

WHAT'S ON THE AIR

(Registered in U. S. Patent Office)

Vol. I. MAGAZINE FOR THE RADIO LISTENER No. 12

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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

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.

WHAT'S ON THE AIR

THE MAGAZINE FOR THE RADIO LISTENER

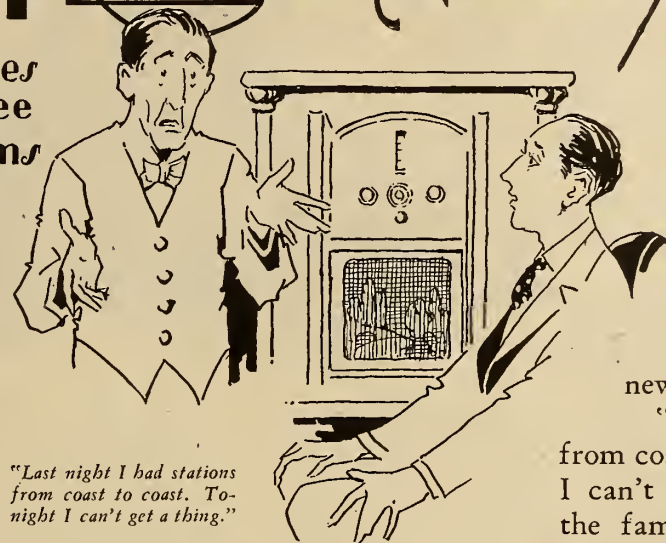
VOLUME I.

OCTOBER, 1930

No. 12

Hints for Radio Newlyweds

By Charles Magee Adams



"Last night I had stations from coast to coast. To-night I can't get a thing."

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 honeymoon 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, highboy, 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 interference. 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 chagrined 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 aials 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.

Ramblin' Round Radioland

with Wendell Hall

Red Headed Music Maker



HELLO, 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 set-up 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 'n' 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-la-carte! What dy'a think o' those?

JES' 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 Buick-like" 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!



BOY, what AIN'T radio Ba-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 *nuthin'*. — 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!

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

[Continued on page 48]



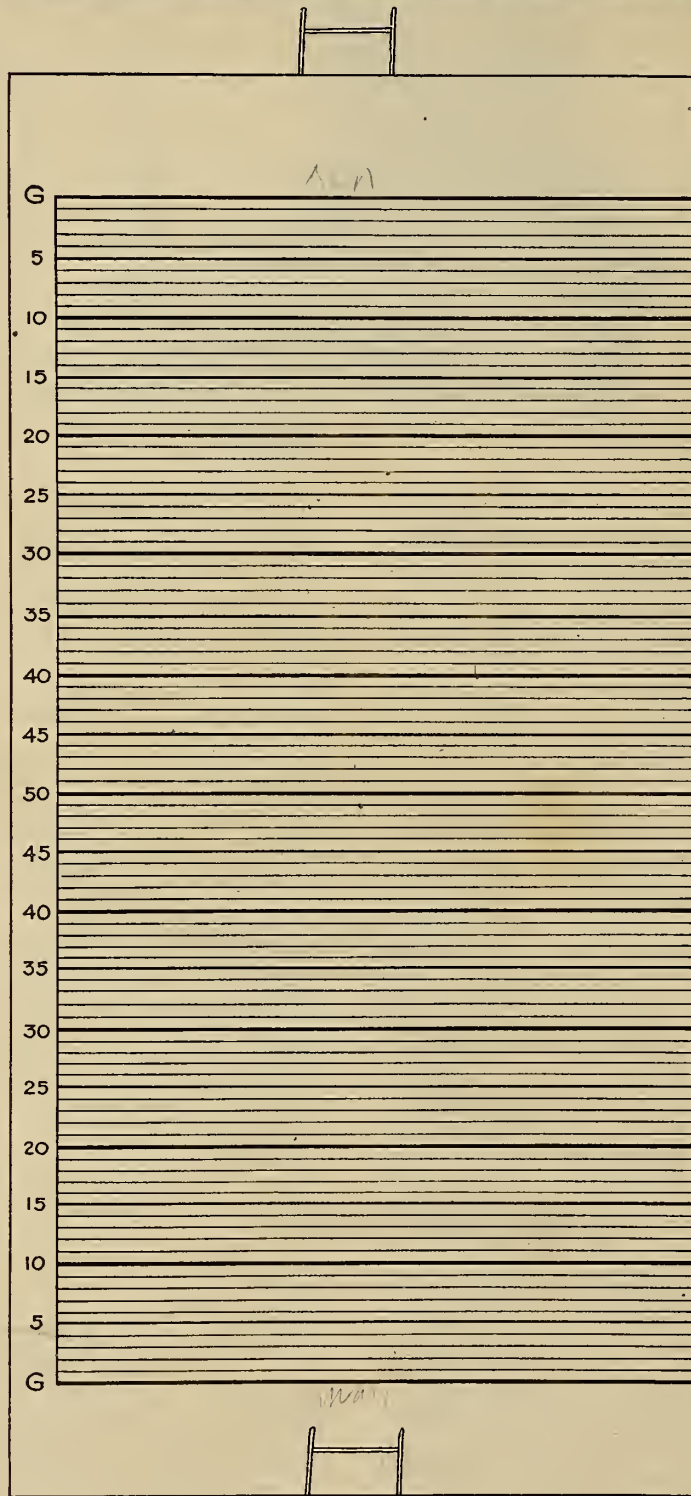
TED HUSING
Announcing for
C.B.S.

HOW TO ENJOY FOOTBALL BY RADIO



GRAHAM McNAMEE
Announcing for
NBC

October 4	
SOUTH. METH.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
NOTRE DAME	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
October 11	
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	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
October 18	
ARMY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
HARVARD	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
October 25	
NOTRE DAME	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
PITTSBURGH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
November 1	
PRINCETON	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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October 11	
ARMY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
SWARTHMORE	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
NAVY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
NOTRE DAME	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
October 18	
HARVARD	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
ARMY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
October 25	
ARMY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
YALE	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
HARVARD	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
DARTMOUTH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
November 1	
DARTMOUTH	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
YALE	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
PRINCETON	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
CHICAGO	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
November 1	
KENTUCKY	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
ALABAMA	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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Other Scores	
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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 where the ball is received at the kick-off. For running plays, use a continuous line, thus ———. For passes, use similar lines, with small 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.



Erich
Kleiber



Arturo
Toscanini

FOR 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.



SUNDAY

October 5, 12, 19, 26

Radio broadcast schedule grid with columns for Time (Eastern, Central, Mountain) and stations for various cities. Includes call letters, program times, and index letters (A, B, C, D, etc.) indicating program types.

Our Baffle-board

WRITE AND TELL THEM

NOW, 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 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.

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

3 Nomads

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

1 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.

2 The Pilgrims

Mixed sextet. NBC, New York.

3 Spanish Dreams

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

4 The Fusileers

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

9 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.

N News S Sports
O Educational T Dramatic
P Children's feature V Variety
R Religious 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.

October 5, 12, 19, 26

SUNDAY

many words, but most listeners do their opinion-expressing 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.
2 to 3 P. M.
4 Three Little Sachs
Songs and chatter by Al Llewelyn and Brad Brown, with Harry Grey at piano.
5 Ann Leaf at the Organ
CBS, New York.
6 Ballad Hour
Old and new ballads.
5 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.
3 to 4 P. M.
7 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.
7 New York Philharmonic Orchestra
Symphonic concerts from Carnegie Hall.

Grid containing time slots (A, B, C, D) for stations (e.g., KFAB, WOV, WPG, WOR, WGR, WKBW, WMAK, WABC, WJZ, WHAM, WHEC, WGY, WFBL, WBT, WPTF, WWNC, WDAY, WADC, WVIC, WKRC, WLW, WSAI, WHK, WTAM, WAIU, WSPD, WKBN, KFJF, WKY, KYOO, WHP, WLBW, WCAU, WFAN, WIP, WJAS, WEAN, WJAR, WDOD, WMC, WREC, WLAC, WSM, KRDL, WFAA, WBAP, KPRC, KTSA, WOAI, WTAR, WRVA, WDBJ, WEBC, WISN, WTMJ) across various time zones (EASTERN, CENTRAL, MOUNTAIN, N.Y., N.C., Ohio, Okla., Pa., Tenn., Tex., Va., Wis.).

October 5, 12, 19, 26

SUNDAY

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.

5 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.

3 Fox Fur Trappers

Orchestra with Earle Nelson, crooning fur-trapper; 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.

7 to 8 P. M.

6 Iodent Big Brother Club

Featuring Bob Emery; novelty orchestra directed by Joe Ryan.

7 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.

5 The Golden Hour of the Little Flower

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

Radio broadcast schedule grid with columns for time slots (A-D) and station call letters (e.g., KFAB, WOV, WPG, etc.)

October 5, 12, 19, 26

SUNDAY

9 to 10 P. M.

3 "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.

4 Majestic Theatre of the Air Variety program.

10 to 11 P. M.

4 Atwater Kent Hour Concert and grand opera artists; orchestra direction, Josef Pasternack. Announcer, Graham McNamee.

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

7 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 A "Modern Thousand and One Nights;" dramatic tale of Arabia.

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

11 to 12 P. M.

7 Sunday at Seth Parker's NBC, New York.

8 Sam Herman, Xylophonist Assisted by Frank Banta, pianist. NBC, New York.

9 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.

3 New York Herald Tribune Observer

4 Back Home Hour from Buffalo Religious service with symphony orchestra, quartet and soloists. Sermon, Rev. Clinton H. Churchill.

Grid of radio station call letters and frequencies for various cities across the country, including Eastern, Central, and Mountain time zones.

MONDAY

October 6, 13, 20, 27

Handy Index to Major Evening Programs

Major Evening Programs of NBC and CBS

Table with columns: TIME, EASTERN, CENTRAL, MOUNTAIN, and stations (A, B, C, D) for various cities and programs.

List of programs including Amer. Pro-Art String Quartet, Globe Trotter, Ponce Sisters, Quaker Oats, and many others with their respective times and stations.

Eastern Standard Time 6 to 6:30 P.M. Central Standard Time 5 to 5:30 P.M. CHAIN PROGRAMS THIS HALF-HOUR. 1 Black and Gold Room Orchestra. 3 Mormon Tabernacle Choir and Organ. 4 Carl Rupp and His WXYZ Captivators.

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. B Uncle Abe and David. E Literary Digest. A Carl Rupp and His WXYZ Captivators. B CBS Program from New York.

MONDAY

October 6, 13, 20, 27

Stromberg-Carlson Program



Rochester Civic Orchestra, Guy Fraser Harrison conducting.

A grid table showing broadcast times and station call letters for various cities and programs. Columns include TIME, A, B, C, D, and station names like TORONTO (CKGW), MONTREAL (CKAC), etc.

ONE 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 criterion.

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.

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

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

KEY
N News S Sports
O Educational T Dramatic
P Children's feature V Variety
R Religious W Comic
X On the air

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

- 2 A. & P. Gypsies
Orchestra; director, Harry Horlick; vocal soloists. NBC.
5 Ipana Troubadours and Ingram Shavers
Dance music.
2 U. S. Service Band
CBS, from Washington.

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.

An Evening in Paris



Domenico Savino



"Bourjois Quartet"



Bobby Reinhart



Duilio Sherbo

IF last year you spent many "An Evening in Paris" with your radio dial turned to a CBS station, you will rejoice at the prospect now at hand to sit down by the radio at 9:30 Monday evenings, and, instead of rubbing the traditional lamp, let this trustworthy slave transport you to gay Páree.

None of the glamor has been lost from last year's program; in fact, some interesting innovations add brilliance. There are weekly broadcasts of the latest Paris fashions, for which milady can thank Bobby Reinhart, Jr., producer of the new series, and A. Bourjois

& Company, sponsors. The most significant addition to this hour is Domenico Savino. The famous Italian musician has no superior in the field of orchestration, and his unusual and beautiful 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.

C 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.
- 3 Minneapolis Honeywell Symphony Orchestra**
From Minneapolis, Minn. Direction, Henri Verbruggen.

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

- 3 General Motors Family Party**
Orchestra; direction, Don Voorhees; soloists. NBC, New York.
- 7 Chesebrough Real Folks**
Sketch of small-town life, George Frame Brown; novelty band.
- 4 An Evening in Paris**
Music; dialogue; latest fashion tips from Paris.

October 6, 13, 20, 27

MONDAY

A	B	C	D	TIME
8	30	9	30	EASTERN
7	30	8	30	CENTRAL
6	30	7	30	MOUNTAIN
4	5			KFAB LINCOLN 770 Neb.
1	2	2	3	*WOW OMAHA 590
1	X	M	M9	WPG ATL'TIC CITY 1100 N. J.
T	M3	M6	M2	WOR NEWARK 710
1	2	2	3	WGR. BUFFALO 550 N.Y.
1	X	3	4	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
1	2	3	4	WABC NEW YORK 860
1	2	2	3	WEAF NEW YORK 660
4	5	6	7	WJZ NEW YORK 760
4	5	6	7	WHAM ROC'H'TER 1150
1				*WHEC ROC'H'TER 1440
	2	2	3	WGY SCHEN'D Y 790
X	2	3	4	*WFBL SYRACUSE 1360
1	0	3	4	WBT CHARLOTTE 1080 N.C.
1	5			WPTF RALEIGH 680
1	2	X	X	WWNC ASHEVILLE 570
1	2	TM	X	WDAY FARGO 940 N.D.
1	2	3	4	WADC AKRON 1320 Ohio
1				*WFJC AKRON 1450
1	2	3	4	WKRC CINCINNATI 550
X	5	X	7	WLW CINCINNATI 700
1	2	2	3	WSAI CINCIN NATI 1330
1	2	3	4	WHK CLEVEL'D 1390
	2	2	3	WTAM CLEVEL'D 1070
X	X	X		WAIU COLUMB'S 640
	2	3	4	WSPD TOLEDO 1340
				*WKBN YO'NGST-N 570
				KFJF OKLA. CITY 1480 Okla.
1	5	6	3	WKY OKLA. CITY 900
1		6		*KVOO TULSA 1140
1	2			*WHP HARRISB'G 1430 Pa.
1	2	3	4	WLBW OIL CITY 1260
1	2	3	4	WCAU PHILAD. 1170
				*WFAN-WIP PHIL. 610
1	2	2	3	*WLIT-WFI PHIL. 560
M1	5	6	7	KDKA PITTSB'GH 980
1	2	2	3	WCAE PITTSB'GH 1220
1	2	3	4	WJAS PITTSB'GH 1290
1	2	3	4	WEAN PROVID'NCE 780 R. I.
1	2	2	3	WJAR PROVID'NCE 890
1	2	M6	X	WDOD CHATTA. 1280 Tenn.
	5	6		WMC MEMPHIS 780
				*WREC MEMPHIS 600
1	M	M	X	*WLAC NASH'LE 1470
4	5	6	3	WSM NASH'LE 650
1	M6	6	3	*KRDL DALLAS 1040 Tex.
1	5	6	3	WFAA Dallas 800 WBAP Ft. Worth 800
1	5	6	3	KPRC HOUSTON 920
				*KTSa S. ANTONIO 1290
1	5	6	3	WOAI S. ANTONIO 1190
1	2	X	X	*WTAR NORFOLK 780 Va.
M6	5	M9	M4	WRVA RICHM'D 1110
1	2	X	X	WDBJ ROANOKE 930
	5	6		*WEBC SUPERIOR 1290 Wisc.
1	2	3		*WISN MILW'KEE 1120
	5	6	3	WTMJ MILW'KEE 620

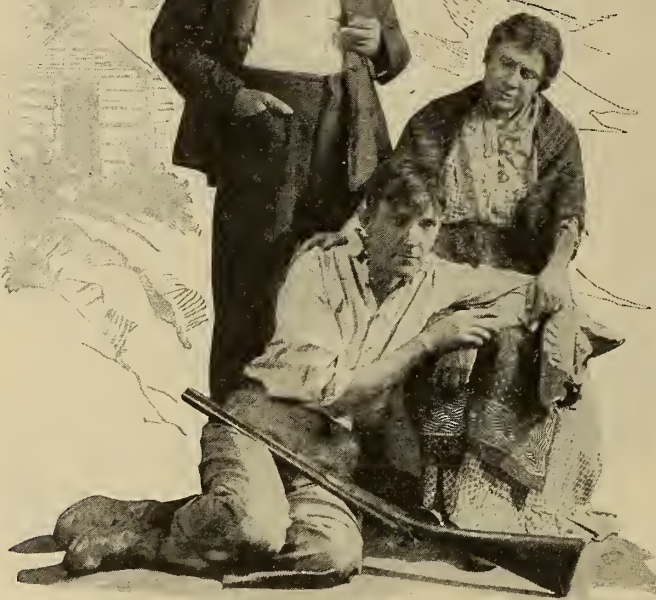
MONDAY

October
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TIME	A	B	C	D
EASTERN	10	30	11	30
CENTRAL	9	30	10	30
MOUNTAIN	8	30	9	30
Can - 690 TORONTO CKGW	M6	M6	M3	M3
ada 730 MONTREAL CKAC	M3	M3	M3	
Ala. 1140 BIRM'GH'M *WAPI				A
930 BIRM'GH'M WBRC	X	M3	③	③
Ark. 1040 HOT SP'GS *KTHS	⑤		M3	B
1390 LIT'LE R'CK *KLRA	X	X	BC	③
Colo. 830 DENVER KOA	⑤	②		B
560 DENVER KLZ	①	X	BC	③
Conn.1060 HARTFORD *WTIC	T	②	M6	M6
D. C. 630 WASH'GT'N WMAL	①	④	BC	③
950 WASH'GT'N WRC	①	②	③	④
Fla. 620 Clearwater WFLA St. Petersburg WSUN	⑤	M2	V	M5
900 JACKS' NVE WJAX	⑤	②	X	
1300 MIAMI B. WIOD	⑤	②	M1	M3
560 MIAMI WQAM	X			
Ga. 890 ATLANTA WGST			BC	
740 ATLANTA WSB	⑤	②	A	B
Ill. 1020 CHICAGO KYW	⑤	⑥	NM	B
770 CHICAGO *WBBM		②		
870 CHI WENR-WLS		②	A	C
720 CHICAGO WGN				
560 CHICAGO *WIBO				⑦
670 CHICAGO WMAQ	①	M3	WM	B
Ind. 1160 FT. WYNE*WOWO	①	X		
1230 IND'PLIS *WFBM	①		BC	③
Iowa 1260 C.NCIL BLFS KOIL	①	②	BC	③
1000 Davenport Des Moines WOC*WHO	①	②		
600 WATERLOO WMT	X	②	BC	③
Kans.1220 LAWRENCE*WREN	⑤	⑥	⑦	BC
580 TOPEKA *WIBW	E	E	B	③
1300 WICHITA *KFH	X	X	BC	③
Ky. 1490 COVINGTON*WCKY	⑤			
940 HOPKINS'VE WFIW				
820 LOUISVILLE WHAS	⑤	②		B
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB	⑤	②	A	B
Me. 620 BANGOR. WLBZ	ON	④	BC	③
940 PORTLAND WCSH	①	②		
Md. 1060 BALTIMORE*WBAL				
600 BALTIMORE WCAO	①	④	BC	③
Mass. 990 SPRINGFIELD WBZ	⑤	⑥	NM	
590 BOSTON WEEL	①	②	N	
1230 BOSTON WNAC	①	④	B	③
1200 WORCEST'R WORC			BC	③
580 WORCESTER WTAG	①	②	N	
Mich.1410 BAY CITY WBCM	M6	M6	BC	③
1240 DETROIT WXYZ	①	X	BC	③
750 DETROIT WJR	⑤	⑥	W	BC
920 DETROIT WWJ	①	②	A	④
Minn. 810 MINNEAP WCCO	①	②	BC	③
1460 ST. PAUL KSTP	⑤	②	M	B
Miss. 1270 JACKSON WJDX	⑤	②	A	B
Mo. 950 KAN. CITY KMBC	①	X	BC	③
610 KAN. CITY WDAF	①	②		B
1090 ST. LOUIS KMOX	①	X	B	X
550 ST. LOUIS *KSD	①	②		
1350 ST. LOUIS KWK	⑤	⑥	X	BC

Moonshine and Honeysuckle

NBC
MONDAY NIGHT



John Mason, Anne Sutherland and Louis Mason.

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 Jeanie Begg.

There is another character in the series which is immensely popular with listeners, though it doesn't exist except on the air. The character is Bones, Clem's hound dog. His "woof-woof" 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 Schrader-town Band, Soconyland Sketch-

IF 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.

ers, 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.

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

CHAIN PROGRAMS THIS HALF-HOUR

① Moonshine and Honeysuckle
Serial drama with Louis Mason. NBC, N. Y.

⑤ Stromberg Carlson Program

① Robert Burns Panatela Program
Guy Lombardo's Orchestra; soloists. CBS, New York.

KEY
N News S Sports
O Educational T Dramatic
P Children's feature V Variety
R Religious W Comic
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

② To Be Announced

⑥ Empire Builders
Tales of the great Northwest.

② Don Amaizo

④ Grand Opera Miniature

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.

Chase and Sanborn

Choral Orchestra



Phil Dewey



Jack Parker



Frank Luther

NBC SUNDAY NIGHT

GLANCE 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.

Black's arrangements make this possible. In planning the programs, he takes both popular and semi-classical 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.



Gitla Erstinn



Gus Haenschen

Frank Black

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

CHAIN PROGRAMS THIS HALF-HOUR

- 3** Dance Music
NBC, New York.
- A** Uncle Abe and David
Rufal sketch with Phillips Lord and Arthur Allen. NBC. (Last 15 min. of period C.)
- 7** Slumber Music
String ensemble; direction, Ludwig Laurier. NBC.
- A** New York Herald Tribune Observer
News flashes.
- B** Dance Music
CBS, New York. (First 15 min. of period C.)
- C** Heywood Broun's Radio Column
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

- 4** Dance Music
NBC, New York.
- 7** Slumber Music
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.)
- 3** Dance Music
CBS, New York.

October
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MONDAY

A	B	C	D	TIME
10	30	11	30	EASTERN
9	30	10	30	CENTRAL
8	30	9	30	MOUNTAIN
			BC	KFAB LINCOLN 770 Neb.
1	2	A	4	*WOW OMAHA 590
M5	4	M3	M3	WPG ATL'IC CITY 1100 N. J.
X	O	M	M	WOR NEWARK 710
1	2			WGR. BUFFALO 550 N.Y.
1	X	M3	M3	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
1	2	AC	3	WABC NEW YORK 860
1	2	3	4	WEAF NEW YORK 660
5	6	7	7	WJZ NEW YORK 760
5	6			WHAM ROCH'TER 1150
		BC	3	*WHEC ROCH'TER 1440
1	2	3		WGY SCHEN'D Y 790
1	X	BC	3	*WFBL SYRACUSE 1360
1	2	BC	3	WBT CHARLOTTE 1080 N.C.
5	2			WPTF RALEIGH 680
X	4	BC	3	WWNC ASHEVILLE 570
M	2	BC	3	WDAY FARGO 940 N.D.
1	2	M	3	WADC AKRON 1320 Ohio
				*WFJC AKRON 1450
1	2	C		WKRC CINCINNATI 550
M5	6	V	T	WLW CINCINNATI 700
1	2	A		WSAI CINCINNATI 1330
1	2	X	3	WHK CLEVEL'D 1390
	2	A		WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
1	2	BC		WSPD TOLEDO 1340
	2	BC	3	*WKBN YO'NGST-N 570
				KFJF OKLA.CITY 1480 Okla.
5	X	M	B	WKY OKLA.CITY 900
5				*KVOO TULSA 1140
	2			*WHP HARRIS'B'G 1430 Pa.
1	2	M6	3	WLBW OIL CITY 1260
1	2	BC	3	WCAU PHILAD. 1170
				*WFAN-WIP PHIL.610
X	2	M3	M3	*WLIT-WFI PHIL. 560
5	X	7	M6	KDKA PITTSB'GH 980
1	2	3		WCAE PITTSB'GH 1220
1	2	M2		WJAS PITTSB'GH 1290
1	4	C	3	WEAN PROVID'NCE 780 R.I.
1	2	N		WJAR PROVID'NCE 890
M3	M5	BC	3	WDOD CHATTA. 1280 Tenn.
5	2	A	B	WMC MEMPHIS 780
		BC	3	*WREC MEMPHIS 600
X	X	BC	3	*WLAC NASHV'LE 1470
5	2	X	B	WSM NASHV'LE 650
				*KRLD DALLAS 1040 Tex.
			B	WFAA Dallas 800
			B	WBAP Ft. Worth 800
5			B	KPRC HOUSTON 920
				*K TSA S. ANTONIO 1290
5	X	BC		WOAI S. ANTONIO 1190
M3	4	BC	3	*WTAR NORFOLK 780 Va.
5	2	M3	M3	WRVA RICHM'D 1110
1	4	BC	3	WDBJ ROANOKE 930
5	2	A		*WEBC SUPERIOR 1290 Wis.
	2	BC	3	*WISN MILW'KEE 1120
	6	A	B	WTMJ MILW'KEE 620

TUESDAY

October
7, 14, 21, 28

TIME	A	B	C	D
EASTERN	6	30	7	30
CENTRAL	5	30	6	30
MOUNTAIN	4	30	5	30
Can - 690 TORONTO CKGW	①	A	K	M6
ada 730 MONTREAL CKAC	NM	M9	M	M3
Ala. 1140 BIRM'GH'M *WAPI	①	A	D	L
930 BIRM'GH'M WBRC	①	AB	CD	②
Ark. 1040 HOT SP'GS *KTHS				L
1390 LIT'LE R'CK *KLRA	①	AB	CD	②
Colo. 830 DENVER KOA	①	A	C	L
560 DENVER KLZ	①	AB	CD	②
Conn.1060 HARTFORD *WTIC	MN	MT	M5	②
D. C. 630 WASH'GT'N WMAL	①	M3	C	②
950 WASH'GT'N WRC	①	AB	KD	L
Fla. 620 Clearwater WFLA			KD	L
St. Petersburg WSUN				L
900 JACKS' N'VE WJAX	X	X	KD	L
1300 MIAMI B. WIOD	X	M8	K	L
560 MIAMI WQAM	NV	V	MP	W
Ga. 890 ATLANTA WGST	①	A		
740 ATLANTA WSB				L
Ill. 1020 CHICAGO KYW	M2	P	M3	SM
770 CHICAGO *WBBM	①			
870 CHI WENR-WLS				L
720 CHICAGO WGN				
560 CHICAGO *WIBO				
670 CHICAGO WMAQ	P	B	C	X
Ind. 1160 FT. W'YNE*WOWO	①	AB	D	②
1230 IND'P'LIS *WFBM			CD	②
Iowa 1260 C.NCIL BL'FS KOIL				
1000 Davenport Des Moines WOC*WHO	①	A		
600 WATERLOO WMT	①	AB	CD	X
Kans.1220 LAWRENCE*WREN	X	X	X	L
580 TOPEKA *WIBW	①	B	CD	N
1300 WICHITA *KFH	①	A	C	②
Ky. 1490 COVINGTON*WCKY		MS	K	
940 HOPKINS'VE WFIW				
820 LOUISVILLE WHAS	①	A	D	L
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB				L
Me. 620 BANGOR WLBY	X	X	CD	②
940 PORTLAND WCSH		B		②
Md. 1060 BALTIMORE*WBAL				
600 BALTIMORE WCAO	M6	M6	CD	②
Mass. 990 SPRINGFIELD WBZ	G	H	J	K
590 BOSTON WEEL	X	B	M8	②
1230 BOSTON WNAC	①	AB	D	②
1200 WORCESTER WORC			CD	②
580 WORCESTER WTAG	NM	B	D	②
Mich.1410 BAY CITY WBCM	①	AB	CD	X
1240 DETROIT WXYZ	①	A	X	X
750 DETROIT WJR	M	NW	K	X
920 DETROIT WWJ				
Minn. 810 MINNEAP WCCO	①	AB	CD	②
1460 ST. PAUL KSTP	①	A	D	L
Miss. 1270 JACKSON WJDX				L
Mo. 950 KAN. CITY KMBC	①	AB	W	X
610 KAN. CITY WDAF				
1090 ST. LOUIS KMOX	X	X	C	X
550 ST. LOUIS *KSD			D	
1350 ST. LOUIS KWK	F	X	X	L

THE RADIO WORLD'S
FAIR IS IN SEARCH
OF A QUEEN

And here are some of the girls entered in the contest to choose the year's most beautiful radio artist to preside at Madison Square Garden, September 22-27.



Homay Bailey
WBBM, Chicago



Ruth Glenn
WOR, Newark, N.J.



Sue Fulton - KFH, Wichita, Kan.



Louise Gillhouse
KGW, Portland, Ore.



Dorothy Dimm - KGO
San Francisco



Annette Hastings
KGO, San Francisco



Bernadine Hayes
WBBM, Chicago



Zona Gale Thaden
WFLA, Clearwater, Fla.

A Eastern Standard Time 6 to 6:30 P. M. Central Standard Time 5 to 5:30 P. M.	B Eastern Standard Time 6:30 to 7 P. M. Central Standard Time 5:30 to 6 P. M.
CHAIN PROGRAMS THIS HALF-HOUR	
① Black and Gold Room Orchestra Concert music; director, Ludwig Laurier.	A Black and Gold Room Orchestra Concert music; direction, Ludwig Laurier. (First 15 min. of period B.)
F Richard Maxwell Tenor with string trio. (First 15 min.)	B Uncle Abe and David (Last 15 min.)
G Savannah Liners' Orchestra Harold Sanford, director. (Last 15 min.)	H Savannah Liners' Orchestra Harold Sanford, director. (First 15 min.)
① CBS, from New York Concert music.	J Literary Digest Topics in Brief News flashes. (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 National Security League Broadcast Series Educational talks. (First 15 min. of period B.)	B CBS Feature from New York

The American School of the Air

CBS . . . EACH SCHOOL-DAY AT 2:30 P. M.

WHEN the American School of 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 greatly enlarged program of supplementary education-by-radio.

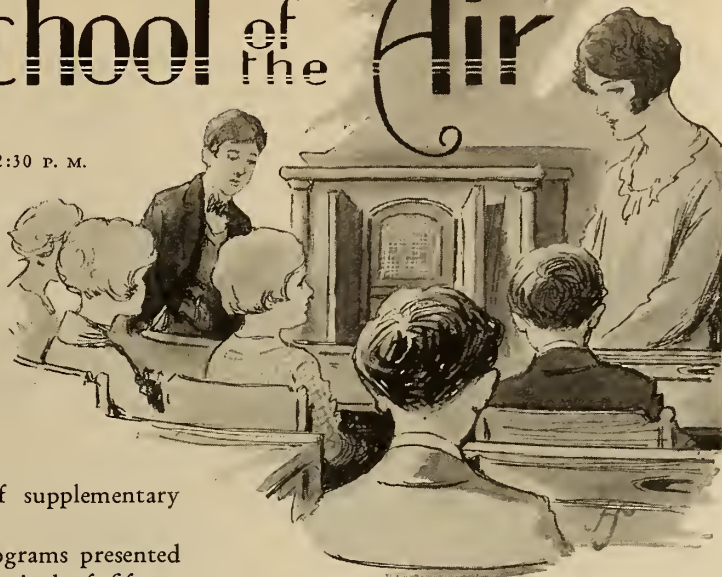
So successful were the programs presented during the experimental period of fifteen weeks, from February to May, that both the Columbia Broadcasting System and the Grigsby-Gruncow Company of Chicago, co-sponsors of the American School of the Air, decided to present this school year a total of 130 specially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

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

October
7, 14, 21, 28

TUESDAY

A	B	C	D	TIME
6	30	7	30	EASTERN
5	30	6	30	CENTRAL
4	30	5	30	MOUNTAIN
F			L	KFAB LINCOLN 770 Neb.
O		D	M3	*WOW OMAHA 590
				WPG ATL'IC CITY 1100 N. J.
C	S	M	M	WOR NEWARK 710
①	A	CD	②	WGR. BUFFALO 550 N.Y.
①	AB	CD	②	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
①	AB	CD	②	WABC NEW YORK 860
①	AB	CD	②	WEAF NEW YORK 660
FG	HJ	K	L	WJZ NEW YORK 760
		J	K	WHAM ROCHESTER 1150
①	AB	C	②	*WHEC ROCHESTER 1440
①	AB	D	②	WGY SCHEN'D Y 790
X	X	C	X	*WFBL SYRACUSE 1360
①	AB	C	②	WBT CHARLOTTE1080 N.C.
		KD	L	WPTF RALEIGH 680
①	AB	CD	②	WWNC ASHEVILLE 570
①	AB	CD	②	WDAY FARGO 940 N.D.
①	VN	CD	X	WADC AKRON 1320 Ohio
			C	*WFJC AKRON 1450
			②	WKRC CINCINNATI 550
M6	J	K	M3	WLW CINCINNATI 700
				WSAI CINCINNATI 1330
VM	B	CD	②	WHK CLEVEL'D 1390
				WTAM CLEVEL'D 1070
①	AB	X	②	WAIU COLUMB'S 640
				WSPD TOLEDO 1340
①	AB	C	②	*WKBN YO'NGST-N 570
				KFJF OKLA. CITY 1480 Okla.
①	A	D	L	WKY OKLA. CITY 900
			L	*KVOO TULSA 1140
①	AB	CD	②	*WHP HARRIS'B'G 1430 Pa.
①	AB	CD	②	WLBW OIL CITY 1260
N	X	CD	X	WCAU PHILAD. 1170
X			②	*WFAN-WIP PHIL. 610
N	B	CD		*WLIT-WFI PHIL. 560
F	J	K	M4	KDKA PITTS'B'GH 980
①	AB	M9	M2	WCAE PITTS'B'GH 1220
①	AB	CD	②	WJAS PITTS'B'GH 1290
M9	M9	NM	M5	WEAN PROVID'NCE 780 R. I.
①	AB	D	②	WJAR PROVID'NCE 890
①	AB	CD	②	WDOD CHATTA. 1280 Tenn.
				WMC MEMPHIS 780
①	AB	CD		*WREC MEMPHIS 600
		R	X	*WLAC NASHV'LE 1470
①	A	V	L	WSM NASHV'LE 650
①	AB			*KRDL DALLAS 1040 Tex.
①	A		L	WFAA Dallas 500
			L	WBAP Ft. Worth 800
			L	KPRC HOUSTON 920
		D	L	*KTSA S. ANTONIO 1290
M6	AB	CD	②	WOAI S. ANTONIO 1190
M6	X	K	L	*WTAR NORFOLK 780 Va.
①	X	CD	②	WRVA RICHM'D 1110
		D	L	WDBJ ROANOKE 930
		D	L	*WEBC SUPERIOR 1290 Wisc.
	AB	C	②	*WISN MILW'KEE1120
		D	L	WTMJ MILW'KEE 620

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

CHAIN PROGRAMS THIS HALF-HOUR

C Le Trio Morgan

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.)

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

CHAIN PROGRAMS THIS HALF-HOUR

② Soconyland Sketches

Dramatized stories of New York and New England. NBC.

L Quaker Oats Program

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

② Jack Denny and His Orchestra

From Montreal. Dance music.

KEY

N News
O Educational
P Children's feature
R Religious
S Sports
T Dramatic
V Variety
W Comic
X On the air

TUESDAY

October 7, 14, 21, 28

TIME	A	B	C	D
EASTERN	8	30	9	30
CENTRAL	7	30	8	30
MOUNTAIN	6	30	7	30
Can - 690 TORONTO CKGW	M6	X	6	M3
ada 730 MONTREAL CKAC	M	M	M2	M2
Ala. 1140 BIRM'GH'M *WAPZ	5			
930 BIRM'GH'M WBRC	M3	M8	X	3
Ark. 1040 HOT SP'GS *KTHS	M5	2		
1390 LIT'L'R'CK *KLRA	X	X	X	X
Colo. 830 DENVER KOA		2	3	4
560 DENVER KLZ	X	B	X	X
Conn.1060 HARTFORD *WTIC				
D. C. 630 WASH'GT'N WMAL	1	AB	2	3
950 WASH'GT'N WRC	1	2	3	4
Fla. 620 Clearwater WFLA	M9	2	M	WM
St.Petersb'g WSUN				
900 JACKS'N'VE WJAX	5	2	M6	M6
1300 MIAMI B. WIOD	M	2	X	X
560 MIAMI WQAM	V	B	M	M7
Ga. 890 ATLANTA WGST		B		3
740 ATLANTA WSB	5	2	3	4
Ill. 1020 CHICAGO KYW	5	M3	6	M3
770 CHICAGO *WBBM			2	3
870 CHI. WENR-WLS	MW	MS	M4	
720 CHICAGO WGN		2	3	
560 CHICAGO *WIBO				4
670 CHICAGO WMAQ	X	A	2	3
Ind. 1160 FT. WYNE*WOWO	X	AB	2	3
1230 IND'P'LIS *WFBI				
Iowa 1260 C.NCIL BL'FS KOIL	1	AB	2	3
1000 Davenport WOC*WHO		2	3	4
Des Moines				
600 WATERLOO WMT	1	X	X	3
Kans.1220 LAWRENCE*WREN	5	AB	6	X
580 TOPEKA *WIBW	M6	V	V	E
1300 WICHITA *KFH	X	X	2	3
Ky. 1490 COVINGTON*WCKY			6	M3
940 HOPKINS'VE WFIW				
820 LOUISVILLE WHAS			3	4
La. 1250 N. ORL'NS WDSU		B		3
1320 N. ORL'NS WSMB		2	3	4
Me. 620 BANGOR WLBZ	M	NM	M	X
940 PORTLAND WCSH	1	2	3	4
Md. 1060 BALTIMORE*WBAL	5	M	6	M9
600 BALTIMORE WCAO	1	B	2	3
Mass. 990 SPRINGFIELD WBZ	X	M6	6	M9
590 BOSTON WEEL	1	X	3	4
1230 BOSTON WNAC	1	AB	2	3
1200 WORCESTER WORC				
580 WORCESTER WTAG	M	2	X	4
Mich.1410 BAY CITY WBCM	M6	M6	X	X
1240 DETROIT WXYZ	1	AB	2	3
750 DETROIT WJR	5	B	M5	M6
920 DETROIT WWJ	1	2	3	4
Minn. 810 MINNEAP WCCO	1	AB	2	3
1460 ST. PAUL KSTP	5	2	X	4
Miss. 1270 JACKSON WJDX	5	2	3	
Mo. 950 KAN. CITY KMBC	1	AB	2	3
610 KAN. CITY WDAF	1	2	3	4
1090 ST. LOUIS KMOX	X	AB	2	3
550 ST. LOUIS *KSD		2	3	4
1350 ST. LOUIS KWK	5	AB	6	X

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.

DAY	SUBJECT	ELEMENTARY GRADES						JUNIOR H.S.			SENIOR H.S.		
		1	2	3	4	5	6	7	8	9	10	11	12
MONDAY	HISTORY SOCIAL SCIENCE												
TUESDAY	STORY TELLING- MUSIC APP.												
TUESDAY ALTERNATE	STORY TELLING- MUSIC APP.												
WEDNESDAY	ENGLISH AND AMERICAN LITERATURE												
WEDNESDAY ALTERNATE	ENGLISH AND AMERICAN LITERATURE												
THURSDAY 20 MINUTES	MUSIC APPRECIATION												
THURSDAY 20 MINUTES	MUSIC APPRECIATION												
FRIDAY 15 MINUTES	CURRENT EVENTS												
FRIDAY 15 MINUTES	VOCATIONAL GUIDANCE												

PROGRAM BASICALLY INTENDED FOR THESE GRADES
 PROGRAM OF PRIMARY SUPPLEMENTAL INTEREST
 PROGRAM OF SECONDARY SUPPLEMENTAL INTEREST
 PROGRAM OF SECONDARY INTEREST TO DULLER PUPILS

<p>A Eastern Standard Time 8 to 8:30 P. M. Central Standard Time 7 to 7:30 P. M.</p> <p style="text-align: center;">CHAIN PROGRAMS THIS HALF-HOUR</p> <p>1 Troika Bells Genia Fornariova, soprano. Russian folk songs; Balalaika orchestra. NBC.</p> <p>5 Pure Oil Orchestra Wayne King conducting. NBC, Chicago.</p> <p>1 Blackstone Program Musical program featuring Julia Sanderson and Frank Crumit.</p>	<p>B Eastern Standard Time 8:30 to 9 P. M. Central Standard Time 7:30 to 8 P. M.</p> <p style="text-align: center;">CHAIN PROGRAMS THIS HALF-HOUR</p> <p>2 Florsheim Frolic Coon-Sanders dance orchestra.</p> <p>A Two Troupers (First 15 min.) Helen Handin and Marcella Shields.</p> <p>B Hoppin' Bells Comedy skits portraying life of two hotel bell-hops. (Last 15 minutes of period B.)</p> <p>A Kaltenborn Edits the News CBS, N. Y. (First 15 min. of period B.)</p> <p>B Premier Salad Dressers Symphonic orchestra and guest artists. CBS, N. Y. (Last 15 min. of period B.)</p>
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KEY

N	News
O	Educational
P	Children's feature
R	Religious
S	Sports
T	Dramatic
V	Variety
W	Comic

X On the air

Melody a-la King



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.

October
7, 14, 21, 28

TUESDAY

A	B	C	D	TIME
8	30	9	30	EASTERN
7	30	8	30	CENTRAL
6	30	7	30	MOUNTAIN
5				KFAB LINCOLN 770 Neb.
X	X	3	4	*WOW OMAHA 590
X	M	M	2	3 WPG ATL'TIC CITY 1100 N. J.
TM	M	M	M	6 WOR NEWARK 710
1	2	3	4	WGR. BUFFALO 550 N.Y.
1	AB	2	3	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
1	AB	2	3	WABC NEW YORK 860
1	2	3	4	WEAF NEW YORK 660
5	AB	6	CD	WJZ NEW YORK 760
5	AB	6		WHAM ROCH'TER 1150
1				*WHEC ROCH'TER 1440
	2	3	4	WGY SCHEN'D Y 790
1	AB	2	3	*WFBL SYRACUSE 1360
O	M	X	3	WBT CHARLOTTE 1080 N.C.
5				WPTF RALEIGH 680
M	9	O	X	X WWNC ASHEVILLE 570
M	X	X	X	WDAY FARGO 940 N.D.
1	AB	2	3	WADC AKRON 1320 Ohio
		3	4	*WFJC AKRON 1450
	AB	2	3	WKRC CINCINNATI 550
M	2	M	M	M WLW CINCINNATI 700
1	2	3	4	WSAI CINCINNATI 1330
1	AB	2	3	WHK CLEVEL'D 1390
		3	4	WTAM CLEVEL'D 1070
1	X	X	X	WAIU COLUMB'S 640
1	AB	2	3	WSPD TOLEDO 1340
			3	*WKBN YO'NGST-N 570
V	2	MW	4	KFJF OKLA.CITY 1480 Okla.
			4	WKY OKLA.CITY 900
			4	*KVOO TULSA 1140
1	AB	2	3	*WHP HARRISE'G 1430 Pa.
1	AB	2	3	WLBW OIL CITY 1260
1	AB	2	3	WCAU PHILAD. 1170
X	M	6	M	9 WFSM PHIL. 610
1	2	3	4	*WLIT-WFI PHIL. 560
5	AB	6	M	8 KDKA PITTS'B'GH 980
1	2	3	4	WCAE PITTS'B'GH 1220
1	AB	2	3	WJAS PITTS'B'GH 1290
1	AB	2	3	WEAN PROVID'NCE 780 R. I.
M	3	2	3	4 WJAR PROVID'NCE 890
M	6	P	M	3 X WDOD CHATTA. 1280 Tenn.
5	2	3	4	WMC MEMPHIS 780
			4	*WREC MEMPHIS 600
M	B	X	X	*WLAC NASH'LE 1470
5	2	3	M	WSM NASH'LE 650
	B		3	*KRDL DALLAS 1040 Tex.
	2	4	4	WFAA Dallas 500
	2	4	4	WBAP Ft. Worth 800
	2	4	4	KPRC HOUSTON 920
			3	*KTSAS. ANTONIO 1290
M	9	2	X	X WOAI S. ANTONIO 1190
M	9	OM	M	3 *WTAR NORFOLK 780 Va.
5	2	M	1	4 WRVA RICHM'D 1110
M	X	M	6	M 5 WDBJ ROANOKE 930
5			4	*WEBC SUPERIOR 1290 Wisc.
		2	3	*WISN MIL'W'KEE 1120
5			4	WTMJ MIL'W'KEE 620

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

CHAIN PROGRAMS THIS HALF-HOUR

3 Eveready Program

Orchestra director, Nathaniel Shilkret; Guardsmen quartet; guest artists.

6 Tek Music

Orchestra direction, Murray Kellner; soloists, vocal and instrumental.

2 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.

C Bonnie Laddies

(First 15. min. of period B.)

D Pewee and Windy

3 Philco Symphony Concert

Howard Barlow and his symphony orchestra.

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. |

TUESDAY

October 7, 14, 21, 28

Vacation Days

By Bernard Sobel

INVISIBILITY sometimes deprives people of 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 freedom.

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."

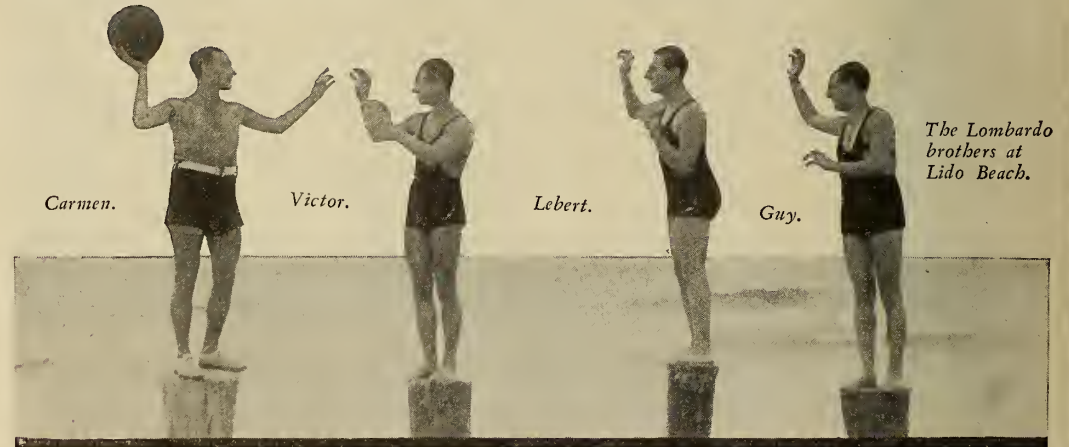
Other Columbia Broadcasting artists took more specific vacations. Barbara Maurel, contralto, went to the Adirondack Mountains, swam, golfed and read books, particularly "The Woman of Ambrose," by Thornton Wilder. Adele Vasa, soprano, went to the seashore and spent her spare moments cooking for visiting 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.

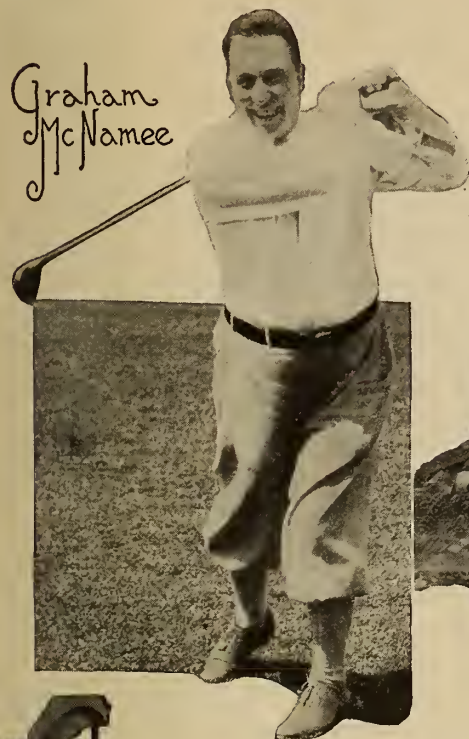
Ida Bailey Allen spent her vacation in an edifice constructed to meet her own ideas. She called it a summer room, and its purpose was to take the owner away from the limitations of the customary summer-house and give her a primitive freedom.

TIME	A	B	C	D
EASTERN	10	30	11	30
CENTRAL	9	30	10	30
MOUNTAIN	8	30	9	30
Can - 690 TORONTO CKGW	M6	M6	4	1
ada 730 MONTREAL CKAC	M9	M5	M3	
Ala. 1140 BIRM'GH'M *WAP				C
930 BIRM'GH'M WBRC	A	X	M6	2
Ark. 1040 HOT SP'GS *KTHS		5	M3	
1390 LIT'LE R'CK *KLRA	A	X	DE	2
Colo. 830 DENVER KOA	2	5	AB	D
560 DENVER KLZ	AB	1	E	2
Conn.1060 HARTFORD *WTIC				
D. C. 630 WASH'GT'N WMAL	AB	1	E	2
950 WASH'GT'N WRC	AB	5		
Fla. 620 Clearwater WFLA	2	5	X	M3
St.Petersb'g WSUN	2	5	X	
900 JACKS'NVE WJAX	2	5	X	
1300 MIAMI B. WIOD	2	5	M3	M3
560 MIAMI WQAM	B	1	X	
Ga. 890 ATLANTA WGST	A		E	2
740 ATLANTA WSB	2	5	C	D
Ill. 1020 CHICAGO KYW	2	SM	NM	D
770 CHICAGO *WBBM	A		D	
870 CHI WENR-WLS			C	E
720 CHICAGO WGN				
560 CHICAGO *WIBO	A			
670 CHICAGO WMAQ	X	M9	WM	D
Ind. 1160 FT. WYNE*WOWO	AB	1		
1230 IND'P'LIS *WFBM	AB	1	DE	2
Iowa 1260 C.NCIL BL'FS KOIL	AB	1	DE	2
1000 Davenport Des Moines *WOC*WHO	A	5	AC	1
600 WATERLOO WMT	B	1	DE	2
Kans.1220 LAWRENCE*WREN	2	3	4	DE
580 TOPEKA *WIBW	B	1	E	2
1300 WICHITA *KFH	AB	1	X	X
Ky. 1490COVINGTON*WCKY	2	M3		
940 HOPKINSVE WFIW				
820 LOUISVILLE WHAS		5	C	D
La. 1250 N. ORL'NS WDSU	A		D	
1320 N. ORL'NS WSMB	2	5	AC	D
Me. 620 BANGOR WLWZ	B	1	E	2
940 PORTLAND WCSH	AB	5		
Md. 1060 BALTIMORE*WBAL	2	M8	M3	D
600 BALTIMORE WCAO	AB	1	E	2
Mass. 990 SPRINGFIELD WBZ	2	3	NS	
590 BOSTON WEEL	A	5	N	
1230 BOSTON WNAC	AB	1	E	
1200 WORCESTR WORC			E	2
580 WORCESTER WTAG	AB	5	N	
Mich.1410 BAY CITY WBCM	B	1	E	2
1240 DETROIT WXYZ	AB	1	D	2
750 DETROIT WJR	2	3	M9	DE
920 DETROIT WWJ	AB	5	AC	
Minn. 810 MINNEAP WCCO	AB	1	DE	2
1460 ST. PAUL KSTP	2	5	M6	1
Miss. 1270 JACKSON WJDX		5	AB	D
Mo. 950 KAN. CITY KMBC	AB	1	DE	2
610 KAN. CITY WDAF	AB	5	C	D
1090 ST. LOUIS KMOX	AB	1	D	X
550 ST. LOUIS *KSD	AB	5	AC	
1350 ST. LOUIS KWK	2	3	X	DE



<p>A Eastern Standard Time 10 to 10:30 P.M. Central Standard Time 9 to 9:30 P.M. CHAIN PROGRAMS THIS HALF-HOUR.</p> <p>A Enna Jettick Songbird Salon orchestra; direction, Geo. Dilworth; soprano soloist. (First 15 min. of period A.)</p> <p>B Cuddles and Monty Humorous skit. (Last 15 min. of period A.)</p> <p>2 Westinghouse Salute Little symphony orchestra; male quartet; Frederick G. Rodgers, narrator.</p> <p>A Graybar—Mr. and Mrs. Dramatization of "Joe and Vi," Briggs' comic; CBS, New York. (First 15 min. of period A.)</p> <p>B Paramount Publix Radio Playhouse Guest stars of the screen; large orchestra. (Last 15 min. of period A.)</p>	<p>B Eastern Standard Time 10:30 to 11 P.M. Central Standard Time 9:30 to 10 P.M. CHAIN PROGRAMS THIS HALF-HOUR.</p> <p>5 Radio-Keith-Orpheum Program RKO Theatre of the Air. Stars of stage and screen. NBC.</p> <p>3 Cuckoo Burlesque skit; direction, Raymond Knight. NBC.</p> <p>1 Paramount Publix Radio Playhouse Guest stars of the screen; large orchestra.</p>
KEY	
N News	S Sports
O Educational	T Dramatic
P Children's feature	V Variety
R Religious	W Comic
X On the air	

VACATION SNAPSHOTS



Graham McNamee



Mrs. Darlow

Howard Darlow
Conductor Philco Symphonic Orchestra



D A Rolfe
Without the Lucky Strike
Dance Orchestra



Jessica Dragonette

October
7, 14, 21, 28

TUESDAY

A	B	C	D	TIME
10	30	11	30	EASTERN
9	30	10	30	CENTRAL
8	30	9	30	MOUNTAIN
			DE	KFAB LINCOLN 770 Neb.
A	5	AC		*WOW OMAHA 590
B	1	E	M3	WPG ATL'IC CITY 1100 N. J.
M	M	D	M	WOR NEWARK 710
A	5			WGR. BUFFALO 550 N.Y.
AB	1	M3	M3	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
AB	1	CE	2	WABC NEW YORK 860
AB	5	AB	1	WEAF NEW YORK 660
2	3	4	4	WJZ NEW YORK 760
2				WHAM ROCH'TER 1150
AB	1			*WHEC ROCH'TER 1440
A	5	AB		WGY SCHEN'D Y 790
AB	1	E	2	*WFBL SYRACUSE 1360
B	1	E	2	WBT CHARLOTTE1080 N.C.
				WPTF RALEIGH 680
AB	1	E	2	WWNC ASHEVILLE 570
B	1	E	2	WDAY FARGO 940 N.D.
AB	1	V	2	WADC AKRON 1320 Ohio
A	5	C		*WFJC AKRON 1450
AB	1	E	2	WKRC CINCINNATI550
M	M	M	M2	WLW CINCINNATI 700
A	5	AC		WSAI CINCINNATI 1330
AB	1	D	M6	WHK CLEVEL'D 1390
A	5	AC		WTAM CLEVEL'D 1070
A				WAIU COLUMB'S 640
AB	1	DE	2	WSPD TOLEDO 1340
A		E	2	*WKBN YO'NGST-N 570
AB	1	D		KFJF OKLA.CITY 1480 Okla.
2	5	M6	D	WKY OKLA.CITY 900
2	5			*KVOO TULSA 1140
B	1	E	2	*WHP HARRIS'B'G 1430 Pa.
AB	1	E	2	WLBW OIL CITY 1260
AB	1	E	2	WCAU PHILAD. 1170
M3	X	M3		*WFAN-WIP PHIL.610
AB	5	AB	1	*WLIT-WFI PHIL. 560
2	3	4	M6	KDKA PITTS'B'GH 980
A	5	AB		WCAE PITTS'B'GH 1220
AB	1	M2		WJAS PITTS'B'GH 1290
AB	1	E	M3	WEAN PROVID'NCE 780 R.L.
AB	5	NS		WJAR PROVID'NCE 890
B	1	DE	2	WDOD CHATTA. 1280 Tenn.
2	5	AC	D	WMC MEMPHIS 780
AB	1	DE	2	*WREC MEMPHIS 600
AB	1	E	2	*WLAC NASHV'LE 1470
2	5	C	D	WSM NASHV'LE 650
A				*KRLD DALLAS 1040 Tex.
M5	5	M9	D	WFAA Dallas 800
2	X	D		WBAP Ft. Worth 800
A		D		KPRC HOUSTON 920
2	5	X	DE	*KTSA S. ANTONIO 1290
AB	1	E	2	WOAI S. ANTONIO 1190
2	5	M2	M2	*WTAR NORFOLK 780 Va.
AB	1	E	2	WRVA RICIM'D 1110
2	5	C	D	WDBJ ROANOKE 930
AB	1	E		*WEBC SUPERIOR 1290 Wisc.
2	5	C	D	*WISN MILW'KEE1120
2	5	C	D	WTMJ MILW'KEE 620

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

CHAIN PROGRAMS THIS HALF-HOUR

- A** Vincent Lopez and Orchestra
(First 15 min. of period C.)
- B** 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 Caboch. 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.
- 5** 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.)
- 2** Chicago Variety Program
Dance and novelty music.

WEDNESDAY October 1, 8, 15, 22, 29

Tales Out of School



TIME	A	B	C	D
EASTERN	6	30	7	30
CENTRAL	5	30	6	30
MOUNTAIN	4	30	5	30
Can - 690 TORONTO CKGW	①	M6	H	K
ada 730 MONTREAL CKAC	NM	M9	M8	H
Ala. 1140 BIRM'GH'M *WAPI	③	EG	②	KD
930 BIRM'GH'M WBRC	A	D	E	GH
Ark. 1040 HOT SP'CS *KTHS				KD
1390 LIT'LE R'CK *KLRA	B	CD	E	G
Colo. 830 DENVER KOA	③	EG	②	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		M6	H	K
St. Petersburg WSUN				
900 JACKS' N'VE WJAX	X	X	H	KD
1300 MIAMI B. WIOD	X	X	H	K
560 MIAMI WQAM	NV	V	MP	M
Ga. 890 ATLANTA WGST				GH
740 ATLANTA WSB				K
Ill. 1020 CHICAGO KYW	M2	P	M3	L
770 CHICAGO *WBBM	B	C		
870 CHI WENR-WLS			②	K
720 CHICAGO WGN				
560 CHICAGO *WIBO				D
670 CHICAGO WMAQ	P	X	X	GH
Ind. 1160 FT. W'YNE *WOWO				G
1230 IND'P'LIS *WFBM				G
Iowa 1260 C.NCIL BL'FS KOIL				G
1000 Davenport Des Moines WOC *WHO	①	A		CD
600 WATERLOO WMT	AB	CD	E	X
Kans.1220 LAWRENCE *WREN	③	G	X	KL
580 TOPEKA *WIBW	A	D	E	
1300 WICHITA *KFH	AB	CD	E	
Ky. 1490 COVINGTON *WCKY		MS	H	
940 HOPKINS'VE WFIW				
820 LOUISVILLE WHAS	③	E		
La. 1250 N. ORL'NS WDSU				G
1320 N. ORL'NS WSMB				K
Me. 620 BANGOR WLBZ	X	X	E	X
940 PORTLAND WCSH		B		D
Md. 1060 BALTIMORE *WBAL	③	EF	H	KL
600 BALTIMORE WCAO	AB	CD	E	GH
Mass. 990 SPRINGFIELD WBZ	S	F	H	KL
590 BOSTON WEEL	P	B	X	X
1230 BOSTON WNAC	M3	M3	F	GH
1200 WORCEST'R WORC				E
580 WORCESTER WTAG	M9	B	M9	D
Mich.1410 BAY CITY WBCM	AB	CD	E	H
1240 DETROIT WXYZ	AB	C		G
750 DETROIT WJR	M	NW	H	X
920 DETROIT WWJ				
Minn. 810 MINNEAP WCCO			E	GH
1460 ST. PAUL KSTP	③	MP	PN	KL
Miss. 1270 JACKSON WJDX				K
Mo. 950 KAN. CITY KMBC	AB	CD	W	X
610 KAN. CITY WDAF		A		D
1090 ST. LOUIS KMOX	X	X	E	H
550 ST. LOUIS *KSD		A	②	CD
1350 ST. LOUIS KWK	M3	E	X	KL

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, football-like, and slid over in a corner on his back. The mike was saved, and, excepting ye scribe, no one witnessed the incident.



Jim Whipple, Columbia actor and continuity writer, who left on his sloop *Quevida* 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

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.



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 violinist.

"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. It 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 Gratten 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.



A Eastern Standard Time 6 to 6:30 P. M.	B Eastern Standard Time 6:30 to 7 P. M.
Central Standard Time 5 to 5:30 P. M.	Central Standard Time 5:30 to 6 P. M.
CHAIN PROGRAMS THIS HALF-HOUR	
① Black and Gold Room Orchestra Concert music; director, Ludwig Laurier, NBC, New York.	A The Vikings Male quartet; direction, William Wirges.
③ Dance Music NBC, New York.	B Uncle Abe and David Rural sketch with Phillips Lord and Arthur Allen. (Last 15 min. of period B.)
A Bill Schudt's "Going to Press" A prominent newspaper man speaks. CBS. (First 15 min. of period A.)	E Talk John B. Kennedy. (First 5 min. of period B.)
B Dance Music CBS, New York. (Last 15 min. of period A.)	F Literary Digest Topics in Brief News flashes. (Last 15 min. of period B.)
KEY	
N News	S Sports
O Educational	T Dramatic
P Children's feature	V Variety
R Religious	W Comic
X On the air	
G Dance Music from New York (Ten min. of period B.)	C Dance Music CBS, N. Y. (First 15 min. of period B.)
D CBS Feature from New York (Last 15 min. of period B.)	

DICA-DOO Entertainers

October 1, 8, 15, 22, 29 **WEDNESDAY**



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 full-sized NBC network.

Vocal and instrumental novelties, interspersed with catchy dance rhythms, make up each fifteen-minute 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.



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

CHAIN PROGRAMS THIS HALF-HOUR

2 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

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

CHAIN PROGRAMS THIS HALF-HOUR

C The Twilight Voices

Women's octet; orchestra, George Dilworth.

D Back of the News in Washington

Wm. Hard. NBC, Washington.

K Phil Cook, the Quaker Man

NBC, N. Y. (First 15 min. of period D.)

L The Dic-a-Doo Entertainers

Piano duo; girls' trio; mixed octet.

G Evangeline Adams

Astrologer. CBS. (First 15 min. of period D.)

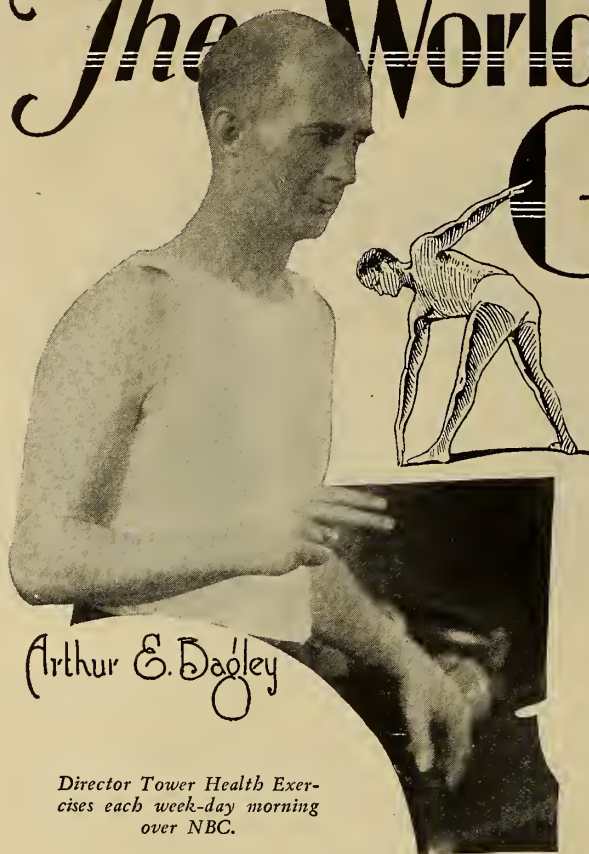
H Eskimo Pie Program

A	B	C	D	TIME
6	30	7	30	EASTERN
5	30	6	30	CENTRAL
4	30	5	30	MOUNTAIN
3	EG	KL	KFAB LINCOLN 770 Neb.	
O		X D	*WOW OMAHA 590	
			WPG ATL'IC CITY 1100 N. J.	
C	D	M6	D WOR NEWARK 710	
1			WGR BUFFALO 550 N.Y.	
AB	CD	E	GH WKBW BUFFALO 1480	
			*WMAK BUFFALO 900	
AB	CD	EF	GH WABC NEW YORK 860	
1	AB	2	CD WEAJ NEW YORK 660	
3	EF	HJ	KL WJZ NEW YORK 760	
	F	H	KL WHAM ROC'H'TER 1150	
	D	EF	GH *WHEC ROC'H'TER 1440	
1	B		D WGY SCHEN'D Y 790	
AB	C	E	G *WFBL SYRACUSE 1360	
B	CD	S	GH WBT CHARLOTTE1080 N.C.	
		H	K WPTF RALEIGH 680	
AB	CD	E	G WWNC ASHEVILLE 570	
AB	D	E	H WDAY FARGO 940 N.D.	
AB	NV	E	G WADC AKRON 1320 Ohio	
			D *WFJC AKRON 1450	
		E	GH WKRC CINCINNATI 550	
M	F	H	M3 WLW CINCINNATI 700	
		O	D WSAI CINCINNATI 1330	
V	D	X	GH WHK CLEVEL'D 1390	
1			WTAM CLEVEL'D 1070	
B	CD	X	G WAIU COLUMB'S 640	
A			G WSPD TOLEDO 1340	
AB	C	E	*WKBN YO'NGST-N 570	
			G KFJF OKLA.CITY 1480 Okla.	
		R	KD WKY OKLA.CITY 900	
		K	*KVOO TULSA 1140	
A	D	E	G *WHP HARRIS'B'G 1430 Pa.	
A	D	E	G WLBW OIL CITY 1260	
N	X	EF	GH WCAU PHILAD. 1170	
A	C		*WFAN-WIP PHIL.610	
N	B	H	X *WLIT-WFI PHIL. 560	
X	X	H	KL KDKA PITTS'B'GH 980	
1	B	M2	D WCAE PITTS'B'GH 1220	
AB	CD	E	GH WJAS PITTS'B'GH 1290	
M9	M9	N	G WEAN PROVID'NCE 780 R.I.	
1	B	2	C WJAR PROVID'NCE 890	
AB	CD	E	G WDOD CHATTA. 1280 Tenn.	
			WMC MEMPHIS 780	
AB	CD	E	G *WREC MEMPHIS 600	
		R	G *WLAC NASH'Y'LE 1470	
3	E	M9	K WSM NASH'Y'LE 650	
AB	CD		*KRLD DALLAS 1040 Tex.	
	M2	X	M6 WFAA Dallas 500	
			WBAP Ft. Worth 800	
			KD KPRC HOUSTON 920	
			*KTSA S. ANTONIO 1290	
			K WOAI S. ANTONIO 1190	
B	CD	E	GS *WTAR NORFOLK 780 Va.	
M6	X	H	KD WRVA RICHM'D 1110	
AB	C	E	M WDBJ ROANOKE 930	
			KL *WEBC SUPERIOR 1290 Wisc.	
AB	CD	E	G *WISN MILW'KEE1120	
			K *WTMJ MILW'KEE 620	

WEDNESDAY October 1, 8, 15, 22, 29

TIME	A	B	C	D
EASTERN	8	30	9	30
CENTRAL	7	30	8	30
MOUNTAIN	6	30	7	30
Can - 690 TORONTO CKGW	M6	M6	3	M6
ada 730 MONTREAL CKAC	M3	M3	M1	M1
Ala. 1140 BIRM'GH'M *WAPI				
930 BIRM'GH'M WBRC	1	X	X	M8
Ark. 1040 HOT SP'GS *KTHS				
1390 LIT'LE R'CK *KLRA	1	M	3	X
Colo. 830 DENVER KOA		2	3	4
560 DENVER KLZ	1	M2	3	M
Conn.1060 HARTFORD *WTIC	M9	2	M6	4
D. C. 630 WASH'GT'N WMAL	1	2	3	4
950 WASH'GT'N WRC		2	3	4
Fla. 620 Clearwater WFLA	M	M9	OV	X
St. Petersburg WSUN				
900 JACKS' NV'E WJAX	M6	M6	3	4
1300 MIAMI B. WIOD	M5	M3	X	X
560 MIAMI WQAM	W	W	M	M6
Ga. 890 ATLANTA WGST	1			
740 ATLANTA WSB			3	4
Ill. 1020 CHICAGO KYW	5	6	3	7
770 CHICAGO *WBEM			3	
870 CHI WENR-WLS	MW	M	AB	
720 CHICAGO WGN		2		4
560 CHICAGO *WIBO				
670 CHICAGO WMAQ	1	2	X	4
Ind. 1160 FT. WYNE*WOWO	X	2	3	4
1230 IND'PLIS *WFBM	1	2	3	
Iowa 1260 C.NCIL BL'FS KOIL	1		3	4
1000 Davenport Des Moines WOC*WHO	1	2	3	4
600 WATERLOO WMT	1	X	X	X
Kans.1220 LAWRENCE*WREN	5	6	AB	7
580 TOPEKA *WIBW	1	N	X	M3
1300 WICHITA *KFH	X	X	3	X
Ky. 1490 COVINGTON*WCKY			A	M3
940 HOPKINSV'E WFIW				
820 LOUISVILLE WHAS			3	4
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB	1		3	4
Me. 620 BANGOR WLBZ	1	M	M1	X
940 PORTLAND WCSH	1	2	3	4
Md. 1060 BALTIMORE*WBAL				
600 BALTIMORE WCAO	1	2	3	4
Mass. 990 SPRINGFIELD WBZ	5	6	AB	7
590 BOSTON WEEL	1	2	3	4
1230 BOSTON WNAC	1	2	3	4
1200 WORCEST'R WORC	1			
580 WORCESTER WTAG	X	2	3	4
Mich.1410 BAY CITY WBCM	1	M	X	X
1240 DETROIT WXYZ			3	4
750 DETROIT WJR	5	X	X	7
920 DETROIT WWJ	1	2	3	4
Minn. 810 MINNEAP WCCO	1		3	4
1460 ST. PAUL KSTP	5	M8	3	4
Miss.1270 JACKSON WJDX	1			
Mo. 950 KAN. CITY KMBC	1	X	3	4
610 KAN. CITY WDAF	1	2		
1090 ST. LOUIS KMOX	1	2	3	4
550 ST. LOUIS *KSD		2	3	4
1350 ST. LOUIS KWK	5	6	AB	7

The World's Biggest Gym Class



Director Tower Health Exercises each week-day morning over NBC.

THE 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 microphone 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.

A Eastern Standard Time 8 to 8:30 P. M. Central Standard Time 7 to 7:30 P. M.	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 East of Cairo Dramatic sketch; Oriental music, Sven von Hallberg. NBC, New York.	2 Mobiloil Concert Guest soloists; Henry M. Neely, master of ceremonies.
5 The Yeast Foamers Orchestra; director, Harry Kogen; vocal soloists. NBC, New York.	6 Sylvania Foresters Male quartet; orchestra director, Bernard Altschuler. NBC, New York.
1 Manhattan Moods Combined orchestras; mixed vocal ensemble. CBS.	2 Forty Fathom Trawlers Drama of the sea; quartet; ship's band. CBS, New York.
KEY	
N News O Educational P Children's feature R Religious	S Sports T Dramatic V Variety W Comic
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.

October 1, 8, 15, 22, 29 **WEDNESDAY**



Tom Kennedy

"The Voice of the RKO" as he looks behind the mike—TOM KENNEDY, tenor, who sings "Hello, Hello, the RKO," each Tuesday evening.

The beloved "old-stager," HENRY M. NEELY, of "Mem'ries" fame, is much sought as a guest announcer. Mobiloil secured his services on several broadcasts this summer.

From theological seminary to the microphone was the order of procedure adopted by JAMES WALLINGTON, who is heard announcing many of NBC's major outdoor broadcasts. Mr. Wallington won his radio spurs at WGY, Schenectady.



James Wallington

One of the most recent additions to NBC's staff of announcers is smiling JEFF SPARKS. Jeff has already spent five years, however, before the mike. He joined up with WARS at Brighton Beach, N. Y., in 1925.

Jeff Sparks



Henry M. Neely



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.

A	B	C	D	TIME
8	30	9	30	EASTERN
7	30	8	30	CENTRAL
6	30	7	30	MOUNTAIN
5	6			KFAB LINCOLN 770 Neb.
1	2	3	4	*WOW OMAHA 590
1	M	M1	M5	WPG ATL'IC CITY 1100 N. J.
TM	3	NM	M	WOR NEWARK 710
1	2	3	4	WGR. BUFFALO 550 N.Y.
X	2	3	X	WKBW BUFFALO 1480
			4	*WMAK BUFFALO 900
1	2	3	4	WABC NEW YORK 860
1	2	3	4	WEAF NEW YORK 660
5	6	AB	7	WJZ NEW YORK 760
5	6	AB	7	WHAM ROCH'TER 1150
1	2			*WHEC ROCH'TER 1440
	2	3	4	WGY SCHEN'D Y 790
1	2	3	4	*WFBY SYRACUSE 1360
1	O	M3	M9	WBT CHARLOTTE1080 N.C.
			7	WPTF RALEIGH 680
1	X	X	X	WWNC ASHEVILLE 570
1	X	M1	M0	WDAY FARGO 940 N.D.
1	2	3	4	WADC AKRON 1320 Ohio
	2			*WFJC AKRON 1450
	2	3	4	WKRC CINCINNATI 550
M9	6	M	7	WLW CINCINNATI 700
	2	3	4	WSAI CINCINNATI 1330
X	2	3	4	WHK CLEVEL'D 1390
1	2			WTAM CLEVEL'D 1070
1	X	3		WAIU COLUMB'S 640
1	2	3	4	WSPD TO' EDO 1340
	2			*WKBN YO'NGST-N 570
		3		KFJF OKLA.CITY 1480 Okla.
V	2	3	M6	WKY OKLA.CITY 900
	2	3	4	*KVOO TULSA 1140
1	2			*WHP HARRISB'G 1430 Pa.
1	2	3	4	WLBW OIL CITY 1260
X	2	3	4	WCAU PHILAD. 1170
				*WFAN-WIP PHIL.610
X	2	3	4	*WLIT-WFI PHIL. 560
5	6	AB	7	KDKA PITTSB'GH 980
1	2	3	4	WCAE PITTSB'GH 1220
1	2	3	4	WJAS PITTSB'GH 1290
1	2	3	4	WEAN PROVID'NCE 780 R.I.
1	2	3	4	WJAR PROVID'NCE 890
1	P	M3	X	WDOD CHATTA. 1280 Tenn.
		3	4	WMC MEMPHIS 780
		3	4	*WREC MEMPHIS 600
1	M	3	M	*WLAC NASHY'LE 1470
M3	V	3	4	WSM NASHY'LE 650
				*KRDL DALLAS 1040 Tex.
				WFAA Dallas 800
				WBAP Ft. Worth 800
X	2	M7	4	KPRC HOUSTON 920
	2	3	4	*K TSA S. ANTONIO 1290
X	2	3	4	WOAI S. ANTONIO 1190
1	T	3	M3	*WTAR NORFOLK 780 Va.
MW	MW	3	7	WRVA RICHM'D 1110
1	X	3	M6	WDBJ ROANOKE 930
5				*WEBC SUPERIOR 1290 Wisc.
1		3	4	*WISN MILW'KEE1120
5		3	4	W TMJ MILW'KEE 620

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

CHAIN PROGRAMS THIS HALF-HOUR

3 Halsey Stuart Program

Orchestra; direction, George Daseh; 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.)

3 Gold Medal Fast Freight

Wheatco's 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

4 Palmolive Hour

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

7 Camel Pleasure Hour

Orchestra director, Charles Previn.

4 La Palina Smoker

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

WEDNESDAY October 1, 8, 15, 22, 29

TIME	A	B	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	M7		
Ala. 1140 BIRM'GH'M *WAPI				
930 BIRM'GH'M WBRC	M3	M3	B	3
Ark. 1040 HOT SP'GS *KTHS	X	2	M3	B
1390 LIT'LE R'CK *KLRA	1	1	B	3
Colo. 830 DENVER KOA	1	2		B
560 DENVER KLZ	1	1	B	3
Conn. 1060 HARTFORD *WTIC	1	2	M8	M6
D. C. 630 WASH'GT'N WMAL	1	1	BC	3
950 WASH'GT'N WRC	1	2	3	4
Fla. 620 Clearwater WFLA St. Petersburg WSUN	M2	X	3	M5
900 JACKS' N'VE WJAX	1	2	V	V
1300 MIAMI B. WIOD	M7	2	M3	X
560 MIAMI WQAM	X	X		
Ga. 890 ATLANTA WGST			BC	3
740 ATLANTA WSB	1	2	A	B
Ill. 1020 CHICAGO KYW	5	2	NM	B
770 CHICAGO *WBBM				
870 CHI WENR-WLS			A	C
720 CHICAGO WGN	1			
560 CHICAGO *WBBO				
670 CHICAGO WMAQ	1	1	B	WM
Ind. 1160 FT. WYNE *WOWO	1	1	BC	
1230 IND'P' LIS *WFBM	1	1	BC	3
Iowa 1260 C. NCIL BL'FS KOIL	1	1	BC	3
1000 Davenport Des Moines WOC *WHO	1	2	A	4
600 WATERLOO WMT	X	X	BC	3
Kans. 1220 LAWRENCE *WREN	5	6	X	C
580 TOPEKA *WIBW	1	1	BC	3
1300 WICHITA *KFH	1	1	X	X
Ky. 1490 COVINGTON *WCKY	M3			
940 HOPKINS'VE WFIW				
820 LOUISVILLE WHAS	1	2	A	B
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB	1	2	A	B
Me. 620 BANGOR WLBZ	1	1	BC	3
940 PORTLAND WCSH	1	2		
Md. 1060 BALTIMORE *WBAL				
600 BALTIMORE WCAO	1	1	BC	3
Mass. 990 SPRINGFIELD WBZ	5	M2	SN	
590 BOSTON WEEL	1	2	N	
1230 BOSTON WNAC	1	1	C	3
1200 WORCEST'R WORC	1	1	BC	3
580 WORCESTER WTAG	1	2	N	
Mich. 1410 BAY CITY WBCM	X	X	BC	3
1240 DETROIT WXYZ	1	1	B	3
750 DETROIT WJR	5	6	X	BC
920 DETROIT WWJ	1	2	A	
Minn. 810 MINNEAP WCCO	1	1	BC	3
1460 ST. PAUL KSTP	1	2	A	B
Miss. 1270 JACKSON WJDX	1	2	A	B
Mo. 950 KAN. CITY KMBC	1	1	BC	3
610 KAN. CITY WDAF		2	A	B
1090 ST. LOUIS KMOX	1	1	X	X
550 ST. LOUIS *KSD	1	2	A	
1350 ST. LOUIS KWK	5	X	X	BC



Frank Knight

CBS Senior Announcer

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 career!

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 air.

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!

<p>A Eastern Standard Time 10 to 10:30 P. M. Central Standard Time 9 to 9:30 P. M.</p> <p>CHAIN PROGRAMS THIS HALF-HOUR</p> <p>1 Palmolive Hour NBC, New York.</p> <p>5 Camel Pleasure Hour</p> <p>1 Rainbow Revels A radio revue. CBS.</p>	<p>B Eastern Standard Time 10:30 to 11 P. M. Central Standard Time 9:30 to 10 P. M.</p> <p>CHAIN PROGRAMS THIS HALF-HOUR</p> <p>2 Coca Cola Program Sports interviews by Grantland Rice. Male chorus; orchestra; direction, Len Joy. NBC.</p> <p>6 Poems in Song Vocal ensemble; concert orchestra; direction, Cesare Sodero.</p> <p>1 Rainbow Revels A radio revue. CBS.</p>
<p>KEY</p> <p>N News S Sports O Educational T Dramatic P Children's feature V Variety R Religious W Comic</p> <p>X On the air</p>	
<p>MUSICAL PROGRAMS</p> <p>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.</p>	

Want to be a Radio Announcer?



WHEREAS 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 least—the requirements are more severe than those confronting the applicant for a place on the artists' staff.

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 Menuhin, while Ernestine Schumann-Heink will sing the Erl King of Franz Schubert.

... the fiery Russian, Peter Ilyitch Tchaikowsky, 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 or 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.



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

CHAIN PROGRAMS THIS HALF-HOUR

- ③ 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.)
- ⑦ Slumber Music
String ensemble; direction, Ludwig Laurier. NBC, New York.
- A New York Herald Tribune Observer
News flashes. CBS, New York. (First 15 min. of period C.)
- B Dance Music
CBS, N. Y. (First 15 min. of period C.)
- C Heywood Broun's Radio Column
CBS, N. Y. (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

- ④ Dance Music from New York
Via NBC.
- ⑦ Slumber Music
String ensemble; direction, Ludwig Laurier. NBC, New York.
- B Pepsodent Program
Amos 'n' Andy. (First 15 min. of period.)
- C Literary Digest Topics in Brief
News by Floyd Gibbons. (Last 15 min. of period.)
- ③ California Melodies
Orchestra and movie celebrities. CBS, from California.

October 1, 8, 15, 22, 29 **WEDNESDAY**

A	B	C	D	TIME
10	30	11	30	EASTERN
9	30	10	30	CENTRAL
8	30	9	30	MOUNTAIN
			BC	KFAB LINCOLN 770 Neb.
①	②	A		*WOW OMAHA 590
①	①	M3	M3	WPG ATL TIC CITY 1100 N. J.
TM	ME	M	M	WOR NEWARK 710
①	②			WGR. BUFFALO 550 N.Y.
①	①	M	M3	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
①	①	AC	③	WABC NEW YORK 860
①	②	③	④	WEAF NEW YORK 660
⑤	⑥	⑦	⑦	WJZ NEW YORK 760
⑤	⑥			WHAM ROCH'TER 1150
④	①			*WHEC ROCH'TER 1440
①	②			WGY SCHEN'D Y 790
X	X	C	③	*WFBL SYRACUSE 1360
①	①	BC	③	WBT CHARLOTTE1080 N.C.
⑤				WPTF RALEIGH 680
①	①	BC	③	WWNC ASHEVILLE 570
①	①	BC	③	WDAY FARGO 940 N.D.
①	①	X	③	WADC AKRON 1320 Ohio
		A		*WFJC AKRON 1450
①	①	C		WKRC CINCINNATI 550
⑤	M	M	M9	WLW CINCINNATI 700
①	②	A		WSAI CINCINNATI 1330
①	①	M3	M3	WHK CLEVEL'D 1390
		②	A ④	WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
①	①	BC		WSPD TOLEDO 1340
				*WKBN YO'NGST-N 570
①	①			KFJF OKLA.CITY 1480 Okla.
M5	②	③	B	WKY OKLA.CITY 900
①	②			*KVOO TULSA 1140
				*WHP HARRIS'B'G 1430 Pa.
①	①	C	③	WLBW OIL CITY 1260
①	①	BC	③	WCAU PHILAD. 1170
				*WFAN-WIP PHIL.610
①	②	M3	M3	*WLIT-WFI PHIL. 560
⑤	⑥	⑦	M6	KDKA PITTS'B'GH 980
①	②	③		WCAE PITTS'B'GH 1220
①	①	M2		WJAS PITTS'B'GH 1290
①	①	C	③	WEAN PROVID'NCE 780 R. I.
①	②	NS		WJAR PROVID'NCE 890
M6	MT	BC	③	WDOD CHATTA. 1280 Tenn.
①	②	A	③	WMC MEMPHIS 780
		BC	③	*WREC MEMPHIS 600
①	①	BC		*WLAC NASH'VE 1470
①	②	A	B	WSM NASH'VE 650
①	①			*KRLD DALLAS 1040 Tex.
①		B		WFAA Dallas 800
				WBAP Ft. Worth 800
①	②	X	B	KPRC HOUSTON 920
				*KTSAS. ANTONIO 1290
①	②	W	BC	WOAI S. ANTONIO 1190
①	①	BC	③	*WTAR NORFOLK 780 Va
⑤	②	M3	M3	WRVA RICHM'D 1110
①	①	BC	③	WDBJ ROANOKE 930
		②	A B	*WEBC SUPERIOR 1290 Wisc
①	①	BC	③	*WISN MILW'KEE 1120
①	②		B	WTMJ MILW'KEE 620

THURSDAY October 2, 9, 16, 23, 30

RADIO BRIEFS

GENERAL

TIME	A	B	C	D
EASTERN	6	30	7	30
CENTRAL	5	30	6	30
MOUNTAIN	4	30	5	30
Can - 690 TORONTO CKGW	①	M6	F	M6
ada 730 MONTREAL CKAC	NO	VO	VM	M9
Ala. 1140 BIRM'GH'M *WAPI	④			J
930 BIRM'GH'M WBRC	①	A	X	X
Ark. 1040 HOT SP'GS *KTHS				H
1390 LIT'LE'R'CK *KLRA	①	AB		
Colo. 830 DENVER KOA	①	A	②	HJ
560 DENVER KLZ	①	AB	M2	V
Conn.1060 HARTFORD *WTIC	SM	M6	M6	M2
D. C. 630 WASH'GT'N WMAL	①	MO	M5	MX
950 WASH'GT'N WRC	①	AB	F	H
Fla. 620 Clearwater WFLA			F	HJ
St. Petersburg WSUN				
900 JACKS' NY'E WJAX	X	X	F	HJ
1300 MIAMI B. WIOD	X	M5	F	HJ
560 MIAMI WOAM	NV	V	MP	M
Ga. 890 ATLANTA WGSI	①	AB		
740 ATLANTA WSB				HJ
Ill. 1020 CHICAGO KYW	M2	P	M3	SM
770 CHICAGO *WBBM	①	A		
870 CHI WENR-WLS				HJ
720 CHICAGO WGN				
560 CHICAGO *WIBO			②	
670 CHICAGO WMAQ	P	X	X	X
Ind. 1160 FT. WYNE*WOWO	①	AB	X	X
1230 IND'PLIS *WFBM				
Iowa 1260 C.NCIL BL'FS KOIL				
1000 Davenport Des Moines WOC*WHO	①	A		
600 WATERLOO WMT	①	AB	X	X
Kans.1220 LAWRENCE*WREN	④	X	X	HJ
580 TOPEKA *WIBW	①	AB		
1300 WICHITA *KFH	①	AB	X	X
Ky. 1490 COVINGTON*WCKY		MS	FG	
940 HOPKINS'E WFIW				
820 LOUISVILLE WHAS	④		②	J
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB				HJ
Me. 620 BANGOR WLBZ	X	X	②	M
940 PORTLAND WCSH	①	B		
Md. 1060 BALTIMORE*WBAL				
600 BALTIMORE WCAO	M6	M6	M	③
Mass. 990 SPRINGFIELD WBZ	S	X	F	H
590 BOSTON WEEL	P	B	X	X
1230 BOSTON WNAC	①	AB	②	③
1200 WORCEST'R WORC				②
580 WORCESTER WTAC	M9	B	X	X
Mich.1410 BAY CITY WBCM	①	AB	X	M6
1240 DETROIT WXYZ	①	A		③
750 DETROIT WJR	M	NW	F	M9
920 DETROIT WWJ			②	
Minn. 810 MINNEAP WCCO				
1460 ST. PAUL KSTP	X	A	P	H
Miss. 1270 JACKSON WJDX				HJ
Mo. 950 KAN. CITY KMBC	①	AB	W	X
610 KAN. CITY WDAF				
1090 ST. LOUIS KMOX	X	X	X	③
550 ST. LOUIS *KSD		A	②	
1350 ST. LOUIS KWK	X	X	X	HJ

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; K TSA, 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 "super-power" 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.

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 50,000-watt transmitter at Saxonburg is reaching us with plenty of volume and splendid modulation in pleasing contrast with the persistent fading of the old transmitter.

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 programs.

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 education.

In advance of the special addresses, the topics will be made public and the schoolmen will be requested to submit 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 parent-teachers' 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.

A Eastern Standard Time 6 to 6:30 P. M.
B 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.
- ④ **Dance Music**
NBC, New York.
- ① **Dance Music**
CBS, New York.

KEY

- N News
- O Educational
- P Children's feature
- R Religious
- S Sports
- T Dramatic
- V Variety
- W Comic

X On the air

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

CHAIN PROGRAMS THIS HALF-HOUR

- A Dandies of Yesterday**
Male quartet. (First 15 min. of period B.)
- B Uncle Abe and David**
Rural sketch with Phillips Lord and Arthur Allen. (Last 15 min. of period B.)
- C Ponce Sisters**
Ethel and Dorothea.
- D 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**

Ponce Sisters

A POPULAR SUNDAY NIGHT PROGRAM OVER NBC DURING THE PAST SUMMER.



MEET the Ponce Sisters. This one is Dorothea 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.

They have had a date with 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 programs, 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.

October 2, 9, 16, 23, 30 THURSDAY

A	B	C	D	TIME
6	30	7	30	EASTERN
5	30	6	30	CENTRAL
4	30	5	30	MOUNTAIN
④			HJ	KFAB LINCOLN 770 Neb.
O		X	X	+WOW OMAHA 590
				WPG ATL'IC CITY 1100 N. J.
C	SM	M	D	WOR NEWARK 710
	A	②	③	WGR BUFFALO 550 N.Y.
X	X	②	M7	WKBW BUFFALO 1480
				+WMAK BUFFALO 900
①	AB	CD	③	WABC NEW YORK 860
①	AB	②	③	WEAF NEW YORK 660
④	CD	FG	HJ	WJZ NEW YORK 760
			F	WHAM ROCH'TER 1150
①	AB	②		+WHEC ROCH'TER 1440
①	AB		③	WGY SCHEN'D Y 790
X	X	②	③	+WFLB SYRACUSE 1360
①	AB	O	X	WBT CHARLOTTE1080 N.C.
			F H J	WPTF RALEIGH 680
①	AB	X	X	WWNC ASHEVILLE 570
①	B	O	M	WDAY FARGO 940 N.D.
①	NV	X	X	WADC AKRON 1320 Ohio
				+WFJC AKRON 1450
				WKRC CINCI'NNATI 550
M	D	F	M6	WLW CINCI'NNATI 700
				WSAI CINCI'NNATI 1330
X	B	M4	③	WHK CLEVEL'D 1390
				WTAM CLEVEL'D 1070
①	AB	X	M4	WAIU COLUMB'S 640
①	A			WSPD TOLEDO 1340
①	AB	X	③	+WKBN YO'NGST-N 570
				KFJF OKLA.CITY 1480 Okla.
			H	WKY OKLA.CITY 900
			H	WVVO TULSA 1140
①	AB	X	W	+WHP HARRIS'B'G 1430 Pa.
①	AB	C	M6	WLBW OIL CITY 1260
①	A	N	③	WCAU PHILAD. 1170
①			X	+WFAN-WIP PHIL.610
N	B	X	X	+WLIT-WFI PHIL. 560
O	M8	F	H	KDKA PITTS'B'GH 980
①	AB	M2	M5	WCAE PITTS'B'GH 1220
①	AB	M2	③	WJAS PITTS'B'GH 1290
M	M	②	③	WEAN PROVID'NCE 780 R. I.
NS	B	②	V	WJAR PROVID'NCE 890
①	AB	M3	X	WDOD CHATTA. 1280 Tenn.
		②	J	WMC MEMPHIS 780
①	AB			+WREC MEMPHIS 600
		R	X	+WLAC NASHV'LE 1470
④	N	M9	HJ	WSM NASHV'LE 650
①	A			KRLD DALLAS 1040 Tex.
		M5	H	WFAA Dallas 800
			H	WBAP Ft. Worth 800
			X H	KPRC HOUSTON 920
				+KTSA S. ANTONIO 1290
			H	WOAI S. ANTONIO 1190
①	AB	M5	M9	+WTAR NORFOLK 780 Va.
M6	X	F H J		WRVA RICHM'D 1110
①	A	X	M	WDBJ ROANOKE 930
			H	+WEBC SUPERIOR 1290 Wis.
①	A			+WISN MIL W'KEE1120
			H	WTMJ MILW'KEE 620

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

CHAIN PROGRAMS THIS HALF-HOUR

- ② Mid-week Federation Hymn Sing
By a mixed quartet. Arthur Billings Hunt, director. NBC, from New York.
- F Pepsodent Program
Amos 'n' Andy, black-face comedians.
- G Tastyest Jesters
Dwight Latham, Wamp Carleson, Guy Bonham; songs with mandolite accompaniment; stories in Swedish dialect. (Last 15 min. of program.)
- C The Crockett Mountaineers
Mountain songs. (First 15 min. of period.)
- D Westchester County Salon Orchestra
- ② Fro-Joy Novelty Dance Program

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

CHAIN PROGRAMS THIS HALF-HOUR

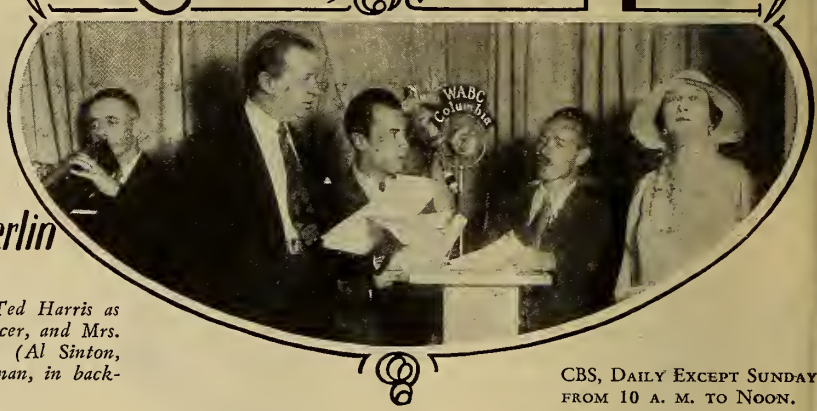
- ③ Niagara Hudson Program
Dramatic sketch with incidental music. NBC.
- H Phil Cook, the Quaker Man
NBC, N. Y. (First 15 min. of period D.)
- J The Jarman Shoe Company Program
(Last 15 min. of period D.)
- ③ Ward's Tip Top Club
Variety program. CBS, from New York.

MUSICAL PROGRAMS

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

THURSDAY ^{October} 2, 9, 16, 23, 30

Twentieth Century Home-Makers



by
Eve M. Conradt Eberlin

Mr. Coburn as Tinker, Ted Harris as Ogle, Dave Ross, announcer, and Mrs. Coburn as Mrs. Tinker. (Al Sinton, Columbia's "big noise" man, in background.)

CBS, DAILY EXCEPT SUNDAY FROM 10 A. M. TO NOON.

TIME	A	B	C	D
EASTERN	8	30	9	30
CENTRAL	7	30	8	30
MOUNTAIN	6	30	7	30
Can - 690 TORONTO	CKGW	① ①	②	M6
ada 730 MONTREAL	CKAC	M	M5 M3	M3
Ala. 1140 BIRM'GH'M	*WAPI	① ①	②	⑥
930 BIRM'GH'M	WBRC	③	M8	X X
Ark. 1040 HOT SP'GS	*KTHS	① ①		
1390 LIT'LE R'CK	*KLRA	③	M	X X
Colo. 830 DENVER	KOA	① ①	②	⑥
560 DENVER	KLZ	③	M3 M3	X
Conn.1060 HARTFORD	*WTIC			
D. C. 630 WASH'GT'N	WMAL	③	CD	① ②
950 WASH'GT'N	WRC	① ①	②	③
Fla. 620 Clearwater	WFLA	M9	NP	M WM
St. Petersburg	WSUN			
900 JACKS' N'VE	WJAX	① ①	②	⑥
1300 MIAMI B.	WIOD	① ①	②	⑥
560 MIAMI	WQAM	③	M	M M
Ga. 890 ATLANTA	WGST	③		①
740 ATLANTA	WSB	① ①	②	⑥
Ill. 1020 CHICAGO	KYW	④ ④	②	⑥
770 CHICAGO	*WBBM	③		②
870 CHI	WENR-WLS	MW	M	M
720 CHICAGO	WGN			
560 CHICAGO	*WIBO			⑤ ③
670 CHICAGO	WMAQ	X	C	X X
Ind. 1160 FT. W'YNE	*WOWO	③	CD	① ②
1230 IND'P'LLIS	*WFBM	③		①
Iowa 1260 C. NCL BL'FS	KOIL	③	CD	① ②
1000 Davenport	Des Moines	WOC*WHO	① ①	②
600 WATERLOO	WMT	③	X	X X
Kans.1220 LAWRENCE	*WREN	④ ④	⑤	⑥
580 TOPEKA	*WIBW	③	NM	M3 V
1300 WICHITA	*KFH	③	X	X M
Ky. 1490 COVINGTON	*WCKY			⑤ M3
940 HOPKINS'VE	WFIW			
820 LOUISVILLE	WHAS	① ①		⑥
La. 1250 N. ORL'NS	WDSU			①
1320 N. ORL'NS	WSMB	① ①	②	⑥
Me. 620 BANGOR	WLBZ	③	ON	X X
940 PORTLAND	WCSH	① ①	②	③
Md. 1060 BALTIMORE	*WBAL	④ ④	⑤	⑥
600 BALTIMORE	WCAO	M	CD	① ②
Mass. 990 SPRINGFIELD	WBZ	X	X	⑤ ⑥
590 BOSTON	WEEL	① ①	②	X
1230 BOSTON	WNAC	③	CD	① ②
1200 WORCEST'R	WORC	③		
580 WORCESTER	WTAG	① ①	②	③
Mich.1410 BAY CITY	WBCM	③	M	X X
1240 DETROIT	WXYZ		CD	① ②
750 DETROIT	WJR	④ ④	⑤	⑥
920 DETROIT	WWJ	① ①	②	③
Minn. 810 MINNEAP	WCCO	③	C	①
1460 ST. PAUL	KSTP	① ①	②	⑥
Miss. 1270 JACKSON	WJDX	① ①	②	
Mo. 950 KAN. CITY	KMBC	X	CD	① ②
610 KAN. CITY	WDAF	① ①	②	
1090 ST. LOUIS	KMOX	X	CD	① ②
550 ST. LOUIS	*KSD	① ①	②	
1350 ST. LOUIS	KWK	④ ④	⑤	⑥

BROADENING the interests of home-makers 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 like—teach 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 dur-

ing 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-in-chief of *Theater Magazine*, on Thursday, October 9, at 11:30 A. M.

A Eastern Standard Time 8 to 8:30 P. M. Central Standard Time 7 to 7:30 P. M. CHAIN PROGRAMS THIS HALF-HOUR	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 Fleischmann Hour Rudy Vallee and his orchestra. NBC.	① Fleischmann Hour Rudy Vallee and his orchestra. NBC, from New York.
④ B. A. Rolfe and His Lucky Strike Dance Orchestra	④ B. A. Rolfe and His Lucky Strike Dance Orchestra
③ Mardi Gras CBS feature.	NBC.
	C Kaltenborn Edits the News CBS, N. Y. (First 15 min. of period B.)
	D Hamilton Watch Company Program

Food & Cuts



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



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.

Mayme—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.

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.



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 predicament?
Maiden Aunt—No, dear, but heaven knows I've tried!



"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."

October 2, 9, 16, 23, 30 THURSDAY

A	B	C	D	TIME	
8	30	9	30	EASTERN	
7	30	8	30	CENTRAL	
6	30	7	30	MOUNTAIN	
4	4			KFAB LINCOLN 770 Neb.	
1	1	2	M	*WOW OMAHA 590	
3	M8	X	M	WPG ATL'TIC CITY 1100 N. J.	
	T	M	M	X WOR NEWARK 710	
		2	3	WGR BUFFALO 550 N.Y.	
3	CD	1	2	WKBW BUFFALO 1480	
				*WMAK BUFFALO 900	
3	CD	1	2	WABC NEW YORK 860	
1	1	2	3	WEAF NEW YORK 660	
4	4	5	6	WJZ NEW YORK 760	
4	4	5		WHAM ROCH'TER 1150	
3		1		*WHEC ROCH'TER 1440	
1	1	2	3	WGY SCHEN'D Y 790	
	A	CD	1	2	*WFBL SYRACUSE 1360
3	X	M5	2	WBT CHARLOTTE 1080 N.C.	
1	1	2	6	WPTF RALEIGH 680	
3	X	X	X	WWNC ASHEVILLE 570	
3	M8	WM	X	WDAY FARGO 940 N.D.	
3	CD	1	2	WADC AKRON 1320 Ohio	
1	1			*WFJC AKRON 1450	
3	CD	1	2	WKRC CINCINNATI 550	
	M	X	T	6 WLW CINCINNATI 700	
1	1	2	3	WSAI CINCINNATI 1330	
	X	D	1	2	WHK CLEVEL'D 1390
1	1		3	WTAM CLEVEL'D 1070	
	X	X		WAIU COLUMB'S 640	
3	CD	1	2	WSPD TOLEDO 1340	
3	X	X	X	*WKBN YO'NGST-N 570	
				KFJF OKLA.CITY 1480 Okla.	
1	1	2	6	WKY OKLA.CITY 900	
				*KVOO TULSA 1140	
3	X	1	2	*WHP HARRISBG 1430 Pa.	
3	CD	1	2	WLBW OIL CITY 1260	
3	CD	1	2	WCAU PHILAD. 1170	
3	X	X	M3	*WFAN-WIP PHIL.610	
1	1	2	3	*WLIT-WFI PHIL. 560	
4	4	5	6	KDKA PITTSB'GH 980	
1	1	2	3	WCAE PITTSB'GH 1220	
3	CD	1	2	WJAS PITTSB'GH 1290	
3	CD	1	2	WEAN PROVID'NCE 780 R. I.	
1	1	2	3	WJAR PROVID'NCE 890	
3	P	X	M3	WDOD CHATTA. 1280 Tenn.	
1	1	2	6	WMC MEMPHIS 780	
				*WREC MEMPHIS 600	
X	X	X	M	*WLAC NASH'LE 1470	
1	1	2	6	WSM NASH'LE 650	
				*KRLD DALLAS 1040 Tex	
1	1	2	6	WFAA Dallas 800	
1	1	X	6	WBAP Ft. Worth 800	
1	1			KPRC HOUSTON 920	
				*KTSAS. ANTONIO 1290	
1	1	2	6	WOAI S. ANTONIO 1190	
3	M6	X	V	*WTAR NORFOLK 780 Va.	
1	1	2	6	WRVA RICHM'D 1110	
3	X	X	X	WDBJ ROANOKE 930	
1	1	2	6	*WEBC SUPERIOR 1290 Wisc.	
3				*WISN MIL'W'KEE 1120	
				WTMJ MIL'W'KEE 620	

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

CHAIN PROGRAMS THIS HALF-HOUR

- 2 Arco Birthday Party
Male quartet and string ensemble. NBC, New York.
- 5 Knox-Dunlap Program
Orchestra. NBC, New York.
- 1 Van Heusen Program

KEY

- N News
- O Educational
- P Children's feature
- R Religious
- S Sports
- T Dramatic
- V Variety
- W Comic
- X On the air

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

CHAIN PROGRAMS THIS HALF-HOUR

- 3 Jack Frost's Melody Moments
Orchestra; vocal and instrumental soloists. NBC, from New York.
- 6 Maxwell House Ensemble
Orchestra direction, Willard Robinson; male quartet; piano duo. NBC, New York.
- 2 Detective Story Magazine
CBS, New York.

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.

THURSDAY October 2, 9, 16, 23, 30

TIME	A	B	C	D
EASTERN	10	30	11	30
CENTRAL	9	30	10	30
MOUNTAIN	8	30	9	30
Can - 690 TORONTO CKGW	4	4	5	3
ada 730 MONTREAL CKAC	M2	M2	M3	
Ala. 1140 BIRM'GH'M *WAPI	1	1		
930 BIRM'GH'M WBRC	1	2	B	3
Ark. 1040 HOT SP'GS *KTHS	1	1	M3	
1390 LIT'LER'CK *KLRA	M	2	BC	3
Colo. 830 DENVER KOA	1	1	5	B
560 DENVER KLZ	1	2	BC	3
Conn.1060 HARTFORD *WTIC				
D. C. 630 WASH'GT'N WMAL	1	2	BC	3
950 WASH'GT'N WRC	1	1	2	3
Fla. 620 Clearwater WFLA	1	1	5	M6
St. Peterab'g WSUN	1	1	5	M6
900 JACKS'NVE WJAX	1	1	X	3
1300 MIAMI B. WIOD	1	1	M3	X
560 MIAMI WQAM	M3	M3	X	
Ga. 890 ATLANTA WGST			B	3
740 ATLANTA WSB	1	1	A	
Ill. 1020 CHICAGO KYW	1	1	NM	B
770 CHICAGO *WBBM	1	2		
870 CHI WENR-WLS			A	
720 CHICAGO WGN				
560 CHICAGO *WIBO				
670 CHICAGO WMAQ	X	X	WM	WM
Ind. 1160 FT. W'YNE *WOWO	1	X	BC	
1230 IND'P'LIS *WFBM				
Iowa 1260 C.NCIL BL'FS KOIL	1	2		3
1000 Davenport Des Moines WOC *WHO			A	3
600 WATERLOO WMT	X	2	BC	3
Kans.1220 LAWRENCE *WREN	4	4	5	BC
580 TOPEKA *WBW	X	2	BC	3
1300 WICHITA *KFH	M	2	BC	3
Ky. 1490 COVINGTON *WCKY	M3			
940 HOPKINS'VE WFIW				
820 LOUISVILLE WHAS	1	1	A	B
La. 1250 N. ORL'NS WDSU	1			
1320 N. ORL'NS WSMB	1	1	A	
Me. 620 BANGOR WLBY	X	2	BC	3
940 PORTLAND WCSH	1	1		
Md. 1060 BALTIMORE *WBAL	4	4	5	B
600 BALTIMORE WCAO	1	2	BC	3
Mass. 990 SPRINGFIELD WBZ	O	M8	NS	
590 BOSTON WEEL	1	1	N	
1230 BOSTON WNAC	1	2	C	3
1200 WORCEST'R WORC		2	BC	3
580 WORCESTER WTAC	1	1	N	
Mich.1410 BAY CITY WBCM	1	2	BC	3
1240 DETROIT WXYZ	1		BC	
750 DETROIT WJR	X	W	W	BC
920 DETROIT WWJ	1	1	2	3
Minn. 810 MINNEAP WCCO	1	2	BC	3
1460 ST. PAUL KSTP	1	1	A	B
Miss.1270 JACKSON WJDX	1	1	A	3
Mo. 950 KAN. CITY KMBC	1	2	BC	3
610 KAN. CITY WDAF	1	1		B
1090 ST. LOUIS KMOX	1	2	X	X
550 ST. LOUIS *KSD	1	1	A	3
1350 ST. LOUIS KWK	X	X	X	BC

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. "Wife 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.*



MacGregor—Are you the man who cut my hair the last time?
Barber—I don't think so, sir; I've only been here six months.

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 hope-chests 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?
Mrs. Hinks—Oh, about midnight.

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

CHAIN PROGRAMS THIS HALF-HOUR

- 1 RCA Hour
 Guest artists; concert; orchestra direction, Rosario Bourdon, NBC, New York.
- 4 Victor Herbert Opera Series
- 2 Columbia Educational Features
 National Radio Forum from Washington, D. C. CBS.
- 1 Lutheran Layman's League 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.

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

CHAIN PROGRAMS THIS HALF-HOUR

- 1 RCA Hour
 See description for period A.
- 4 Victor Herbert Opera Series
- 2 Columbia Educational Features
 National Radio Forum from Washington, D. C. CBS.

KEY

- N News
- O Educational
- P Children's feature
- R Religious
- S Sports
- T Dramatic
- V Variety
- W Comic
- X On the air

NBC . . . THURSDAY NIGHT

October 2, 9, 16, 23, 30 **THURSDAY**

Victor Herbert

Operetta Series



Harold Sanford

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.

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

2 Dance Music from New York

A Uncle Abe and David

Rural sketch with Phillips Lord and Arthur Allen.

5 Slumber Music

String ensemble; direction, Ludwig Laurier.

A New York Herald Tribune Observer

News flashes. CBS. (First 15 min. of period C.)

B Rhythm Ramblers

Novelty dance orchestra, directed by Nat. Brusiloff.

C Heywood Broun's Radio Column

(Last 15 min.)

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

3 Don Bigelow and His Hotel Park Central Orchestra

Dance music. NBC.

5 Slumber Music

String ensemble; direction, 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.)

5 Dance Music

CBS, from New York.

A	B	C	D	TIME
10	30	11	30	EASTERN
9	30	10	30	CENTRAL
8	30	9	30	MOUNTAIN
		5	BC	KFAB LINCOLN 770 Neb.
1	1	A	3	*WOW OMAHA 590
MW	2	M3	M3	WPG ATL'TIC CITY 1100 N. J.
M	M6	D	M	WOR NEWARK 710
1	1	2	3	WGR. BUFFALO 550 N.Y.
1	2	M3	M3	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
1	2	AC	3	WABC NEW YORK 860
1	1	2	3	WEAF NEW YORK 660
4	4	5	5	WJZ NEW YORK 760
4	4	5		WHAM ROCH'TER 1150
	2	BC	3	*WHEC ROCH'TER 1440
1	1			WGY SCHEN'D Y 790
1	2	C	3	*WFBL SYRACUSE 1360
S	2	X	3	WBT CHARLOTTE1080 N.C.
				WPTF RALEIGH 680
X	X	BC	3	WWNC ASHEVILLE 570
1	2	BC	3	WDAY FARGO 940 N.D.
1	M	X	3	WADC AKRON 1320 Ohio
1	1	A		*WFJC AKRON 1450
1	2	BC		WKRC CINCINNATI 550
M9	M9	V	M6	WLW CINCINNATI 700
1	1	A		WSAI CINCINNATI 1330
1	X	X	X	WHK CLEVEL'D 1390
1	1	A		WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
	2	BC	3	WSPD TOLEDO 1340
1	2	BC	3	*WKBN YO'NGST-N 570
				KFJF OKLA.CITY 1480 Okla.
1	1	M	B	WKY OKLA.CITY 900
				*KVOO TULSA 1140
1	2	BC	3	*WHP HARRISB'G 1430 Pa.
1	2	BC	3	WLBW OIL CITY 1260
1	M3	BC	3	WCAU PHILAD. 1170
M3	2	M3		*WFAN-WIP PHIL.610
1	1	2	3	*WLIT-WFI PHIL. 560
4	4	5	M6	KDKA PITTS'GH 980
1	1	2		WCAE PITTS'GH 1220
1	2	M2		WJAS PITTS'GH 1290
1	2	C	3	WEAN PROVID'NCE 780 R. I.
1	1	NS		WJAR PROVID'NCE 890
M4	2	BC	3	WDOD CHATTA. 1280 Tenn.
		A	B	WMC MEMPHIS 780
		BC	3	*WREC MEMPHIS 600
X	2	BC		*WLAC NASHV'LE 1470
1	1		B	WSM NASHV'LE 650
1				*KRDL DALLAS 1040 Tex.
1	1	M5	B	WFAA Dallas 800
1	1	X	B	WBAP Ft. Worth 800
1	1	X	B	KPRC HOUSTON 920
				*KTSA S. ANTONIO 1290
1	1	X	BC	WOAI S. ANTONIO 1190
1	2	BC	3	*WTAR NORFOLK 780 Va.
1	1	MW	MW	WRVA RICHM'D 1110
X	2	BC	3	WDBJ ROANOKE 930
1	1	A	B	*WEBC SUPERIOR 1290 Wisc.
	2	BC	3	*WISN MILW'KEE1120
		A	B	WTMJ MILW'KEE 620

FRIDAY October 3, 10, 17, 24, 31

TIME	A	B	C	D
EASTERN	6	30	7	30
CENTRAL	5	30	6	30
MOUNTAIN	4	30	5	30
Can - 690 TORONTO CKGW	①	A	G	M6
ada 730 MONTREAL CKAC	NM	M9	M3	M
Ala. 1140 BIRM'GH'M *WAPI				JK
930 BIRM'GH'M WBRC	①	A	CD	E
Ark. 1040 HOT SP'GS *KTHS				JK
1390 LIT'LE R'CK *KLRA	①	AB	CD	E
Colo. 830 DENVER KOA			D	JK
560 DENVER KLZ	①	AB	CD	V
Conn.1060 HARTFORD *WTIC				
D. C. 630 WASH'GT'N WMAL	①	A	X	E
950 WASH'GT'N WRC	①	A	GD	J
Fla. 620 Clearwater WFLA			G	JK
St. Petersburg WSUN				
900 JACKS'N'VE WJAX	X	X	G	JK
1300 MIAMI E. WIOD	X	X	G	JK
560 MIAMI WQAM	NV	V	MP	M
Ga. 890 ATLANTA WGSI	①	AB		E
740 ATLANTA WSB				JK
Ill. 1020 CHICAGO KYW	M	P	M3	SM
770 CHICAGO *WBBM	①	A		
870 CHI WENR-WLS				JK
720 CHICAGO WGN				
560 CHICAGO *WIBO				
670 CHICAGO WMAQ	P	X	X	EG
Ind. 1160 FT. W'YNE*WOWO				E
1230 IND'P'NIS *WFBM				E
Iowa 1260 C.NCIL BL'FS KOIL				EG
1000 Davenport Des Moines WOC*WHO				
600 WATERLOO WMT	①	AB	CD	X
Kans.1220 LAWRENCE*WREN	③	E	X	JK
580 TOPEKA *WIBW	①	AB	CD	
1300 WICHITA *KFH	①	AB	C	
Ky. 1490 COVINGTON*WCKY		MS	G	K
940 HOPKINS'VE WFIW				
820 LOUISVILLE WHAS	①	A	C	JK
La. 1250 N. ORL'NS WDSU				E
1320 N. ORL'NS WSMB				JK
Me. 620 BANGOR WLBZ	X	X	CD	M9
940 PORTLAND WCSH		B	C	
Md. 1060 BALTIMORE*WBAL	M9	F	G	M9
600 BALTIMORE WCAO	①	A	CD	EG
Mass. 990 SPRINGFIELD WBZ	SM	X	GH	W
590 BOSTON WEEI	P	B	M8	P
1230 BOSTON WNAC	①	AB	D	E
1200 WORCEST'R WORC			CD	
580 WORCESTER WTAC	M9	B	C	X
Mich.1410 BAY CITY WBCM	①	AB	CD	M6
1240 DETROIT WXYZ				E
750 DETROIT WJR	M	NW	G	M
920 DETROIT WWJ	①	A	CD	
Minn. 810 MINNEAP WCCO			CD	E
1460 ST PAUL KSTP	①	A	P	J
Miss. 1270 JACKSON WJDX				JK
Mo. 950 KAN. CITY KMBC	①	AB	W	X
610 KAN. CITY WDAF				
1090 ST. LOUIS KMOX	X	X	C	G
550 ST. LOUIS *KSD	①	A	CD	
1350 ST. LOUIS KWK	X	X	X	JK



Maude Sheridan

Marcella Shields

We meant to say—
Mrs. W. Bruce Macnamee.

MAUDE SHERIDAN, known as "Sherry, the sunshine girl from down South," was for five years leading contralto soloist for WFLA and WSUN down in Florida. Now she is appearing frequently as guest soloist over NBC.

And now little MARCELLA SHIELDS is married. The lucky man is W. Bruce Macnamee, also of NBC. Marcella has been the "chatterbox" of "Two Troublers" and the "Two Witches" recently.

The Empire Builders are with us again, and the "Old Pioneer" is again in his glory, telling about the Northwest every Monday night. HARVEY HAYS came to radio from the Broadway stage to win a mighty host of new friends and keep most of his old ones.



Harvey Hays

Art Kassel

ART KASSEL, conductor of the well-known "Kassels in the Air," heard each Monday night in the Sign of the Shell program, heads a group of musicians which has become famous for its delightful dance melodies. In addition to his ability as a musician, he has written important song hits, including "Around the Corner" and "Doodle de Doo." His orchestra is one of the most popular and busiest in the Chicago area.

PHIL DEWEY, baritone, is not only known as the Adonis of radioland, but also as one of the hardest-working songsters on the air. Each week he is heard, either as soloist or as a member of a harmony group, with the Chase and Sanborn Choral program on Sunday nights, on Monday during the General Motors Hour, on Thursday and Saturday nights during the Lucky Strike program, and on Friday nights during the Kodak week-end broadcast.

Phil Dewey

A Eastern Standard Time 6 to 6:30 P. M. Central Standard Time 5 to 5:30 P. M.	B Eastern Standard Time 6:30 to 7 P. M. Central Standard Time 5:30 to 6 P. M.
CHAIN PROGRAMS THIS HALF-HOUR	
① Black and Gold Room Orchestra Concert music; director, Ludwig Laurier. NBC, New York.	A Black and Gold Room Orchestra Concert music; director, Ludwig Laurier. NBC, N. Y. (First 15 min. of period B.)
③ Dance Music NBC, N. Y. (First 15 min. of period A.)	B Uncle Abe and David Rural sketch with Phillips Lord and Arthur Allen. (Last 15 min. of period B.)
④ Dance Music CBS, from New York	E Dance Music NBC N. Y. (First 15 min. of period B.)
KEY	
N News	S Sports
O Educational	T Dramatic
P Children's feature	V Variety
R Religious	W Comic
X On the air	
A Dance Music CBS, N. Y. (First 15 min. of period B.)	F Literary Digest Topics in Brief News by Floyd Gibbons. (Last 15 min.)
B CBS Feature from New York	



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

AMERICA'S most popular music-teacher will be back at his desk this fall. Ten 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.

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

CHAIN PROGRAMS THIS HALF-HOUR

C Ramblers Trio

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

D Arcadie Birkenhalz

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

G The Pepsodent Program

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

H To Be Announced

(Last 15 min.)

C The Crockett Mountaineers (First 15 min.)

D Dance Music

(Last 15 min. of period.)

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

CHAIN PROGRAMS THIS HALF-HOUR

J Phil Cook, the Quaker Man

(First 15 min. of period.)

K Brown Bilt Footlights

Dance orchestra.

E Evangeline Adams

Astrologer. (First 15 min. of period.)

G The Sinclair Oil Company Program

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. |

October 3, 10, 17, 24, 31 **FRIDAY**

A	B	C	D	TIME
6	30	7	30	EASTERN
5	30	6	30	CENTRAL
4	30	5	30	MOUNTAIN
③	E	JK		KFAB LINCOLN 770 Neb.
O		X X		*WOW OMAHA 590
				WPG ATL'IC CITY 1100 N. J.
C	D	D	M6	WOR NEWARK 710
①	A	C		WGR. BUFFALO 550 N.Y.
①	AB	CD	E	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
①	AB	CD	EG	WABC NEW YORK 860
①	AB	CD	X	WEAF NEW YORK 660
③	EF	GH	JK	WJZ NEW YORK 760
	F	GH	J	WHAM ROCH'TER 1150
	B	CD	E	*WHEC ROCH'TER 1440
		D		WGY SCHEN'D Y 790
X	B	D	E	*WFBL SYRACUSE 1360
①	B	C	E	WBT CHARLOTTE 1080 N.C.
		G	JK	WPTF RALEIGH 680
①	AB	CD	E	WWNC ASHEVILLE 570
①	AB	D	X	WDAY FARGO 940 N.D.
①	VN	C	EG	WADC AKRON 1320 Ohio
				*WFJC AKRON 1450
		C	EG	WKRC CINCINNATI 550
M	F	G	M9	WLW CINCINNATI 700
				WSAI CINCINNATI 1330
	B	M	EG	WHK CLEVEL'D 1390
				WTAM CLEVEL'D 1070
①	AB	M9	E	WAIU COLUMB'S 640
			EG	WSPD TOLEDO 1340
	B	C		*WKBN YO'NGST-N 570
			E	KFJF OKLA. CITY 1480 Okla.
			J	WKY OKLA. CITY 900
			J	KVOO TULSA 1140
①	AB	CD	G	*WHP HARRIS'B G 1430 Pa.
①	AB	CD	E	WLBW OIL CITY 1260
N	W	X	E	WCAU PHILAD. 1170
X				*WFAN-WIP PHIL. 610
N	B	D	X	*WLIT-WFI PHIL. 560
X	F	G	M	KDKA PITTS'B'GH 980
①	AB	CD	X	WCAE PITTS'B'GH 1220
①	A	CD	E	WJAS PITTS'B'GH 1290
M9	M9	N	E	WEAN PROVID'NCE 780 R. I.
NS	B	D	M5	WJAR PROVID'NCE 890
①	AB	CD	E	WDOD CHATTA. 1250 Tenn.
			K	WMC MEMPHIS 780
①	AB	CD	E	*WREC MEMPHIS 600
		R	E	*WLAC NASHV'LE 1470
①	A	X	JK	WSM NASHV'LE 650
①	AB	C	G	*KRIL DALLAS 1040 Tex.
①	A	C	J	*FAA Dallas 800
			JK	*BAP Ft. Worth 800
			JK	*PRC HOUSTON 920
			JK	*KTSAS. ANTONIO 1250
			JK	WOAI S. ANTONIO 1190
①	AB	CD	E	*WTAR NORFOLK 780 Va.
M6	M	C	JK	WRVA RICHM'D 1110
①	A	CD	E	WDBJ ROANOKE 930
			JK	*WEBC SUPERIOR 1290 Wisc.
①	A	CD	E	*WISN MILW'KEE 1120
			JK	WTMJ MILW'KEE 620

FRIDAY, October 3, 10, 17, 24, 31



Sports



(See page 6 for football schedules.)

TIME	A	B	C	D
EASTERN	8	30	9	30
CENTRAL	7	30	8	30
MOUNTAIN	6	30	7	30
Can - 690 TORONTO CKGW	1	1	2	M6
ada 730 MONTREAL CKAC	M	M	M1	M1
Ala. 1140 BIRM'GH'M *WAP			5	6
930 BIRM'GH'M WBRC	M3	2	X	M8
Ark. 1040 HOT SP'GS *KTHS				
1390 LIT'LER'CK *KLRA	1	2	X	X
Colo. 830 DENVER KOA	1	1	5	6
560 DENVER KLZ	1	2	M2	M2
Conn. 1060 HARTFORD *WTIC	1	1	2	3
D. C. 630 WASH'GT'N WMAL	1	2	3	3
950 WASH'GT'N WRQ	1	1	2	3
Fla. 620 Clearwater WFLA St. Petersburg WSUN	M8	MO	OW	X
900 JACKS'N'VE WJAX	M9	B	5	6
1300 MIAMI B. WIOD		B	5	6
560 MIAMI WQAM	M	M	M	M
Ga. 890 ATLANTA WGST				
740 ATLANTA WSB			5	6
Ill. 1020 CHICAGO KYW	1	1	5	6
770 CHICAGO *WBMM				
870 CHI WENR-WLS	MW	M	M5	
720 CHICAGO WGN				3
560 CHICAGO *WIBO	4	B	2	
670 CHICAGO WMAQ	X	2	3	3
Ind. 1160 FT. W'YNE *WOWO	1	2	3	3
1230 IND'P'NIS *WFBM	1	2		
Iowa 1260 C.NCIL BL'FS KOIL	1	2	3	3
1000 Davenport Des Moines WOC *WHO	1	1	2	3
600 WATERLOO WMT	1	X	X	X
Kans. 1220 LAWRENCE *WREN	4	AB	5	6
580 TOPEKA *WIBW	1	NM	V	M3
1300 WICHITA *KFH	X	X	X	X
Ky. 1490 COVINGTON *WCKY	4		5	M3
940 HOPKINS'VE WFIW				
820 LOUISVILLE WHAS			5	6
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB			5	6
Me. 620 BANGOR WLBZ	1	2	X	X
940 PORTLAND WCSH	1	1	2	3
Md. 1060 BALTIMORE *WBAL				
600 BALTIMORE WCAO	M9	M3	3	3
Mass. 990 SPRINGFIELD WBZ	4	B	5	6
590 BOSTON WEEL	1	1	2	3
1230 BOSTON WNAC	N	2	3	3
1200 WORCEST'R WORC	1	2		
580 WORCESTER WTAG	1	1	2	3
Mich. 1410 BAY CITY WBCM	1	2	M6	M6
1240 DETROIT WXYZ		2	3	3
750 DETROIT WJR	X	X	5	6
920 DETROIT WWJ	1	1	2	3
Minn. 810 MINNEAP WCCO	1	2		
1460 ST. PAUL KSTP	1	1	5	6
Miss. 1270 JACKSON WJDX				6
Mo. 950 KAN. CITY KMBC	1	2	3	3
610 KAN. CITY WDAF	1	1		3
1090 ST. LOUIS KMOX	1	X	3	3
550 ST. LOUIS *KSD	1	1	2	3
1350 ST. LOUIS KWK	4	B	5	6

As we write, a number of radio stations, 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. Better 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 non-stop 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.

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

CHAIN PROGRAMS THIS HALF-HOUR

- 1 Cities Service Orchestra
Soloists; orchestra director, Rosario Bourdon.
- 4 Nestle Chocolateers
Nat Brusloff's orchestra, a yodeler and a Broadway star.
- 1 Nit-Wit Hour
Fun for all and all for fun. CBS, from New York.

KEY

- N News
- O Educational
- P Children's feature
- R Religious
- S Sports
- T Dramatic
- V Variety
- W Comic

X On the air

B Eastern Standard Time 8:30 to 9 P. M.
Central Standard Time 7:30 to 8 P. M.

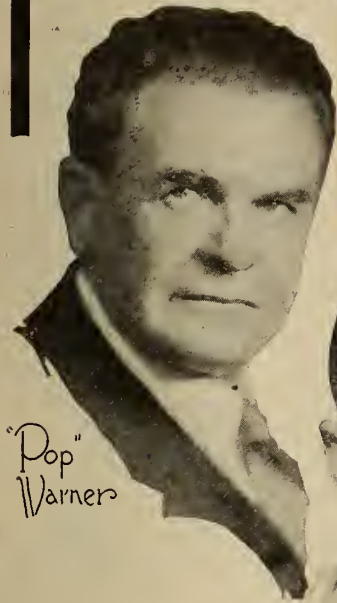
CHAIN PROGRAMS THIS HALF-HOUR

- 1 Cities Service Orchestra
- A Le Trio Morgan
Frances, violinist; Marguerite, pianist; Virginia, harpist.
- B Natural Bridge Program
Famous Loves—romantic sketch. Musical background. (Last 15 min. of period B)
- 2 U. S. Army Band
CBS, from Washington, D. C.

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.

Football Predictions



Pop Warner

WRIGLEY FOOTBALL PROGRAM
CBS . . . FRIDAYS AT 10:30 P. M.



Tad Jones

Knute Rockne



Christy Walsh

NEXT to going to see a good football game, there is no more fun than trying to pick the winners of the major contests that take place every Saturday throughout the golden months of October and November. With the first whiff of smoke from a pile of burning leaves, every red-blooded American citizen is transformed into a self-appointed football expert, and football discussion becomes the chief indoor sport of the American home.

One of the most interesting programs on the air to every football fan—and who isn't a football fan?—is the Wrigley 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.

October 3, 10, 17, 24, 31 **FRIDAY**

A	B	C	D	TIME
8	30	9	30	EASTERN
7	30	8	30	CENTRAL
6	30	7	30	MOUNTAIN
4	AB			KFAB LINCOLN 770 Neb.
1	1	2	3	*WOW OMAHA 590
1	M	M9	M3	WPG ATL'TIC CITY 1100 N. J.
	M	M	M	WOR NEWARK 710
1	1		3	WGR. BUFFALO 550 N.Y.
1	X	X	X	WKBW BUFFALO 1480
		3	3	*WMAK BUFFALO 900
1	2	3	3	WABC NEW YORK 860
1	1	2	3	WEAF NEW YORK 660
4	AB	5	6	WJZ NEW YORK 760
4	AB	5	6	WHAM ROCH'TER 1150
1	2			*WHEC ROCH'TER 1440
		2	3	WGY SCHEN'D Y 790
1	2	3	3	*WFBL SYRACUSE 1360
1	2	X	M9	WBT CHARLOTTE1080 N.C.
	B		6	WPTF RALEIGH 680
1	2	X	X	WWNC ASHEVILLE 570
1	2	X	M1	WDAY FARGO 940 N.D.
1	M6	3	3	WADC AKRON 1320 Ohio
			3	*WFJC AKRON 1450
1		3	3	WKRC CINCI'NATI 550
M9	W	5	T	WLW CINCINNATI 700
1	1	2	3	WSAI CINCINNATI 1330
1	X	3	3	WHK CLEVEL'D 1390
1	1			WTAM CLEVEL'D 1070
1	2			WAIU COLUMB'S 640
1	2	3	3	WSPD TOLEDO 1340
				*WKBN YO'NGST-N 570
				KFJF OKLA. CITY 1480 Okla.
1	1	5	6	WKY OKLA. CITY 900
				*KVOO TULSA 1140
1	2	R	R	*WHP HARRISB'G 1430 Pa.
1	2	3	3	WLBW OIL CITY 1260
X	2	3	3	WCAU PHILAD. 1170
				*WFAN-WIP PHIL.610
1	1	2	3	*WLIT-WFI PHIL. 560
M	B	5	6	KDKA PITTSB'GH 980
1	1	2	3	WCAE PITTSB'GH 1220
1	2	3	3	WJAS PITTSB'GH 1290
M	2	3	3	WEAN PROVID'NCE 780 R. I.
1	1	2	3	WJAR PROVID'NCE 890
1	2	M6	X	WDOD CHATTA. 1280 Tenn.
		5	6	WMC MEMPHIS 750
1				*WREC MEMPHIS 600
1	2	M	X	*WLAC NASHV'LE 1470
M	M	5	6	WSM NASHV'LE 650
1				*KRLD DALLAS 1040 Tex
1	1	5	6	WFAA Dallas 800
1	1	5	X	WBAP Ft. Worth 800
				KPRC HOUSTON 920
				*KTSA S. ANTONIO 1290
1	1	5	6	WOAI S. ANTONIO 1190
1	2	R	R	*WTAR NORFOLK 780 Va.
M9	B	5	6	WRVA RICHM'D 1110
1	2	RM	X	WDBJ ROANOKE 930
1	1	5	6	*WEBC SUP ERIOR 1290 Wisc.
		2		*WISN MILW'KEE1120
1	1	5	6	WTMJ MILW'KEE 620

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

CHAIN PROGRAMS THIS HALF-HOUR

2 **Clisquot Club Eskimos**
Orchestra director, Harry Reser. NBC, from New York.

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

3 **True Story Hour**
Adventures of Mary and Bob. CBS, from New York.

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

CHAIN PROGRAMS THIS HALF-HOUR

3 **Wahl Pen Company Program**
Dance orchestra; handwriting expert; male quartet or trio.

6 **Armour Program**
Soloists; mixed chorus of thirty voices; orchestra direction, Josef Koestner.

3 **True Story Hour**
Adventures of Mary and Bob.

FRIDAY

October 3, 10, 17, 24, 31

STUDIO GOSSIP

TIME	A	B	C	D
EASTERN	10	30	11	30
CENTRAL	9	30	10	30
MOUNTAIN	8	30	9	30
Can - 690 TORONTO CKGW	M6	M6	C	⑤
ada 730 MONTREAL CKAC	M2	M3		
Ala. 1140 BIRM'GH'M *WAPL				
930 BIRM'GH'M WBRC	M5	M3	M5	②
Ark. 1040 HOT SP'GS *KTHS	④	②	B	D
1390 LIT'L'R'CK *KLRA	X	B	DE	②
Colo. 830 DENVER KOA	④		BC	D
560 DENVER KLZ	①	B	DE	②
Conn.1060 HARTFORD *WTIC	M5	M2	M2	③
D. C. 630 WASH'GT'N WMAL	①	AB	DE	②
950 WASH'GT'N WRC		②	C	⑥
Fla. 620 Clearwater WFLA	M2	②	TW	
St. Petersburg WSUN				
900 JACKS'NV'E WJAX	M4	②	B	M9
1300 MIAMI B. WIOD	X	②	B	M3
560 MIAMI WQAM	M3	M3	X	
Ga. 890 ATLANTA WCST	①	B	DE	②
740 ATLANTA WSB	④	②	BA	D
Ill. 1020 CHICAGO KYW	④	M3	NM	D
770 CHICAGO *WBBM		A		
870 CHI WENR-WLS			A	E
720 CHICAGO WGN				
560 CHICAGO *WIBO		②	B	
670 CHICAGO WMAQ	①	X	MV	D
Ind. 1160 FT. WYNE *WOWO	①	A		
1230 IND'P'NIS *WFBM				
Iowa 1260 C.NCIL BL'FS KOIL	①	AB	DE	②
1000 Davenport WOC *WHO		②	A	
Des Moines				
600 WATERLOO WMT	X	B	DE	②
Kans.1220 LAWRENCE *WREN	④	⑤	B	DE
580 TOPEKA *WIBW	E	B	DE	②
1300 WICHITA *KFH		B	X	X
Ky. 1490 COVINGTON *WCKY	M			
940 HOPKINSV'E WFIW				
820 LOUISVILLE WHAS	④			D
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB	④	②	BA	D
Me. 620 BANGOR WLBZ	X	B	DE	②
940 PORTLAND WCSH				
Md. 1060 BALTIMORE *WBAL				
600 BALTIMORE WCAO	①	AB	DE	②
Mass. 990 SPRINGFIELD WBZ	④	⑤	B	
590 BOSTON WEEL	X	②	N	
1230 BOSTON WNAC	①	AB	E	
1200 WORCEST'R WORC		B	DE	②
580 WORCESTER WTAG	X	②	N	
Mich.1410 BAY CITY WBCM	X	B	DE	②
1240 DETROIT WXYZ	①	AB	DE	②
750 DETROIT WJR	④	X	M9	DE
920 DETROIT WWJ		②	A	③
Minn. 810 MINNEAP WCCO	①	B	DE	②
1460 ST. PAUL KSTP	④	⑤	B	D
Miss. 1270 JACKSON WJDX		②	BA	D
Mo. 950 KAN. CITY KMBC	①	AB	DE	②
610 KAN. CITY WDAF		②	A	D
1090 ST. LOUIS KMOX	①	A	X	X
550 ST. LOUIS *KSD		②	A	
1350 ST. LOUIS KWK	④	M3	B	DE

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 Ensen, 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 Gosden—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.

Although James Wallington, NBC announcer, 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 Harbor, 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 serial, "Moonshine and Honey-suckle," 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 Harlem 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 first-hand from the great Northwest.

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

CHAIN PROGRAMS THIS HALF-HOUR

① Underneath the Southern Stars

Concert orchestra; Rosalie Wolfe, soprano; male octet.

④ Armstrong Quakers

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

① Radio Follies

Guy Lombardo and his orchestra; famous Broadway stars.

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

CHAIN PROGRAMS THIS HALF-HOUR

② RKO Program

⑤ 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 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.



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

CBS FRIDAYS AT 10 P. M.
 "A BROADWAY SHOW ON THE AIR." . . . DIRECTED BY
 HERMAN HOOVER, GENERAL STAGE DIRECTOR FOR EARL
 CARROLL. . . CONTINUITY BY HENRIETTE K. HARRISON.

By HENRIETTE K. HARRISON

THE 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 populus 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.

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

- 3** Vincent Lopez and Orchestra
NBC, New York.
- A** Uncle Abe and David
NBC, N. Y. (Last 15 min. of period C.)
- B** Elgin Program
NBC Service, Chicago and New York studios.
(First 15 min. of period C.)
- C** Slumber Music (Last 15 min.)
- C** 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.)

D 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.
- D** Pepsodent Program
Amos 'n' Andy (First 15 min. of period D.)
- E** Literary Digest Topics in Brief
(Last 15 min. of period D.)
- 2** Will Osborne and His Orchestra
CBS Service, New York.

October 3, 10, 17, 24, 31 **FRIDAY**

A	B	C	D	TIME
10	30	11	30	EASTERN
9	30	10	30	CENTRAL
8	30	9	30	MOUNTAIN
		B DE		KFAB LINCOLN 770 Neb.
X 2	A 3			*WOW OMAHA 590
1	TM	DE M3		WPG ATLANTIC CITY 1100 N. J.
TW	M6	M3 M9		WOR NEWARK 710
	2			WGR. BUFFALO 550 N.Y.
1	AB	DE M3		WKBW BUFFALO 1480
				*WMAK BUFFALO 900
1	AB	CE 2		WABC NEW YORK 860
1	2	3 3		WEAF NEW YORK 660
4	5	BC 6		WJZ NEW YORK 760
4	5	B		WHAM ROCH'ER 1150
1				*WHEC ROCH'ER 1440
	2			WGY SCHEN'D Y 790
	1	E 2		*WFBL SYRACUSE 1360
1	1	D 2		WBT CHARLOTTE 1080 N.C.
				WPTF RALEIGH 680
X	B	DE 2		WWNC ASHEVILLE 570
X	B	DE 2		WDAY FARGO 940 N.D.
1	AB		2	WADC AKRON 1320 Ohio
	2	A		*WFJC AKRON 1450
	1	E		WKRC CINCINNATI 550
4	W	B M3		WLW CINCINNATI 700
X 2	A			WSAI CINCINNATI 1330
1	A	X X		WHK CLEVEL'D 1390
				WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
1	AB	DE		WSPD TOLEDO 1340
				*WKBN YO'NGST-N 570
				KFJF OKLA.CITY 1480 Okla.
4	2	B D		WKY OKLA.CITY 900
		B		*KVOO TULSA 1140
1				*WHP HARRIS'B'G 1430 Pa.
1	AB	D 2		WLBW OIL CITY 1260
1	AB	D 2		WCAU PHILAD. 1170
				*WFAN-WIP PHIL.610
X 2		M3 M3		*WLIT-WFI PHIL. 560
4	5	B X		KDKA PITTS'B'GH 980
V	2	3		WCAE PITTS'B'GH 1220
1	AB	M2		WJAS PITTS'B'GH 1290
1	AB	E M3		WEAN PROVID'NCE 780 R.L.
X 2		NS		WJAR PROVID'NCE 890
1	B	DE 2		WDOD CHATTA. 1280 Tenn.
4	2	BA D		WMC MEMPHIS 780
1	B	DE 2		*WREC MEMPHIS 600
1		DE 2		*WLAC NASHV'LE 1470
4	X	B D		WSM NASHV'LE 650
1				*KRLD DALLAS 1040 Tex.
4	2	B D		WFAA Dallas 800 WBAP Ft. Worth 800
4	X	B D		KPRC HOUSTON 920
				*KTSAS. ANTONIO 1290
4	2	B D		WOAI S. ANTONIO 1190
1	B	DE 2		*WTAR NORFOLK 780 Va.
X 2	B	M3		WRVA RICHM'D 1110
1	B	DE 2		WDBJ ROANOKE 930
4		BA D		*WEBC SUPERIOR 1290 Wisc.
1	B	DE 2		*WISN MILW'KEE 1120
4		D		WTMJ MILW'KEE 620

SATURDAY

October 4, 11, 18, 25

STUDIO CHATTER

TIME	A	B	C	D
EASTERN	6	30	7	30
CENTRAL	5	30	6	30
MOUNTAIN	4	30	5	30
Can - 690 TORONTO CKGW	AB	C	G	4
ada 730 MONTREAL CKAC	NM	M2	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	C	1	4
560 DENVER KLZ	AB	CD	EF	V
Conn. 1060 HARTFORD *WTIC	PN	M6	1	M6
D. C. 630 WASH'GT'N WMAL	AN	X	E	X
950 WASH'GT'N WRC	B	CD	G	2
Fla. 620 Clearwater WFLA			G	OM
St. Petersburg WSUN				
900 JACKS'N'VE 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 ATLANTA WSB				
Ill. 1020 CHICAGO KYW	M2	P	M3	4
770 CHICAGO *WBBM	A			
870 CHI WENR-WLS				
720 CHICAGO WGN				
560 CHICAGO *WIBO	P	P	X	X
Ind. 1160 FT. WYNE *WOWO		D	F	X
1230 IND'P'LS *WFBM				
Iowa 1260 C.NCIL BL'FS KOIL				
1000 Davenport Des Moines WOC *WHO				2
600 WATERLOO WMT	AB	CD	EF	X
Kans. 1220 LAWRENCE *WREN	X	X	X	4
580 TOPEKA *WIBW	AB	CD	EF	
1300 WICHITA *KFH	AB	CD	EF	X
Ky. 1490 COVINGTON *WCKY		MS	GH	
940 HOPKINS'VE WFIW				
820 LOUISVILLE WHAS				
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB				
Me. 620 BANGOR WLBZ	X	X	EF	M6
940 PORTLAND WCSH		D	1	2
Md. 1060 BALTIMORE *WBAL				
600 BALTIMORE WCAO	M6	M6	M9	M9
Mass. 990 SPRINGFIELD WBZ	3	EF	G	4
590 BOSTON WEEL	AB	CD	X	X
1230 BOSTON WNAC			F	1
1200 WORCEST'R WORC			EF	1
580 WORCESTER WTAG	M9	D	1	2
Mich. 1410 BAY CITY WBCM	AB	CD	EF	
1240 DETROIT WXYZ	AB	C		
750 DETROIT WJR	M	NM	G	4
920 DETROIT WWJ	AB	C	1	2
Minn. 810 MINNEAP WCCO			EF	
1460 ST. PAUL KSTP	B	C	PN	4
Miss. 1270 JACKSON WJDX				
Mo. 950 KAN. CITY KMBC	AB	CD	E	X
610 KAN. CITY WDAF				
1090 ST. LOUIS KMOX	AB	CD	X	X
550 ST. LOUIS *KSD	AB	C	1	
1350 ST. LOUIS KWK	3	E	X	4

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 History" 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.

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 zzzisses.

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.

A Eastern Standard Time 6 to 6:30 P. M. Central Standard Time 5 to 5:30 P. M.	B Eastern Standard Time 6:30 to 7 P. M. Central Standard Time 5:30 to 6 P. M.
CHAIN PROGRAMS THIS HALF-HOUR	
A The Jameses Sketch of American family life. (First 15 min. of period A.)	C Black and Gold Room Orchestra Concert; director, Ludwig Laurier. (First 15 min. of period B.)
B Black and Gold Room Orchestra Concert; director, Ludwig Laurier. NBC, New York. (Last 15 min. of period A.)	D Uncle Abe and David (Last 15 min.)
3 Dance Music from New York	E Dance Music from New York
A Rhythm Ramblers Nat. Brusiloff and his orchestra.	F Literary Digest Topics in Brief News by Floyd Gibbons. (Last 15 min. of period B.)
B CBS Feature from New York (Last 15 min. of period A.)	C CBS Feature from New York (First 15 min. of period B.)
	D Tom, Dick and Harry Male trio. (Last 15 min.)

Necco Surprise Party



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

RADIO listeners were introduced to the 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 Jim 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.

October 4, 11, 18, 25 SATURDAY

A	B	C	D	TIME	
6	30	7	30	EASTERN	
5	30	6	30	CENTRAL	
4	30	5	30	MOUNTAIN	
③	E		④	KFAB LINCOLN 770 Neb.	
AB	C	X	②	*WOW OMAHA 590	
				WPG ATTLIC CITY 1100 N. J.	
C	S	D	M	WOR NEWARK 710	
B	C	①	②	WGR. BUFFALO 550 N.Y.	
AB	C	E	F	①	WKBW BUFFALO 1480
					*WMAK BUFFALO 900
AB	CD	E	F	①	WABC NEW YORK 860
AB	CD	①	②	WEAF NEW YORK 660	
③	E	F	G	④	WJZ NEW YORK 760
③	E	F	G	④	WHAM ROCH'TER 1150
AB	CD	E	①	*WHEC ROCH'TER 1440	
A	D	①	②	WGY SCHEN'D Y 790	
AB	C	E	①	*WFBL SYRACUSE 1360	
AB	CD	E	F	①	WBT CHARLOTTE 1080 N.C.
			G	WPTF RALEIGH 680	
AB	CD	E	F	X	WWNC ASHEVILLE 570
AB	CD	E	F	M	WDAY FARGO 940 N.D.
AB	NV	E	F	X	WADC AKRON 1320 Ohio
					*WFJC AKRON 1450
			E	WKRC CINCINNATI 550	
M	M	G	H	M6	WLW CINCINNATI 700
					WSAI CINCINNATI 1330
			D		WHK CLEVEL'D 1390
				②	WTAM CLEVEL'D 1070
AB	CD	X	X	WAIU COLUMB'S 640	
A		E	F	WSPD TOLEDO 1340	
AB	CD	E	①	*WKBN YO'NGST-N 570	
					KFJF OKLA.CITY 1480 Okla.
					WKY OKLA.CITY 900
					*KVOO TULSA 1140
AB	CD	E	F	①	*WHP HARRIS'B'G 1430 Pa.
AB	CD	E	F	WLBW OIL CITY 1260	
N	M3	E	F	X	WCAU PHILAD. 1170
A				①	*WFAN-WIP PHIL.610
AB	CD	①	X	*WLIT-WFI PHIL. 560	
M1	F	G	④	KDKA PITTSB'GH 980	
AB	CD	M2	V	WCAE PITTSB'GH 1220	
B	CD	E	F	M3	WJAS PITTSB'GH 1290
M9	M9	M	①	WEAN PROVID'NCE 780 R.I.	
AB	CD	①	②	WJAR PROVID'NCE 890	
AB	CD	E	F	WDOD CHATTA. 1280 Tenn.	
AB	C			WMC MEMPHIS 780	
AB	CD	E	F	*WREC MEMPHIS 600	
			R	X	*WLAC NASH'LE 1470
					WSM NASH'LE 650
AB	CD	E		*KRLD DALLAS 1040 Tex.	
AB	C			WFAA Dallas 800	
				WBAP Ft. Worth 500	
				④	KPRC HOUSTON 920
					*KTSA S. ANTONIO 1290
				X	WOAI S. ANTONIO 1190
B	CD	M	M	*WTAR NORFOLK 780 Va.	
M6	X	G	②	WRVA RICHM'D 1110	
AB	C	E	F	X	WDBJ ROANOKE 930
				④	*WEBC SUPERIOR 1290 Wis.
AB	CD	E	F		*WISN MIL'W'KEE 1120
				④	WTMJ MIL'W'KEE 620

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

CHAIN PROGRAMS THIS HALF-HOUR

- ① Whyte's Orchestra
 Direction, Peter Steeden. NBC, New York.
- G Pepsodent Program
 Amos 'n' Andy. (First 15 min. of period C.)
- H Tastyeast Jesters (Last 15 min.)
- E The Crockett Mountaineers (First 15 min.)
- F Ted Fiorito and Orchestra
 Dance music. (Last 15 min. of period C.)

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.

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

CHAIN PROGRAMS THIS HALF-HOUR

- ② Phil Spitalny's Music
 NBC, New York.
- ④ The Fuller Man
 Earle Spicer, baritone; male quartet; orchestra director, Don Voorhees.
- ① Necco Surprise Party
 Orchestra; male trio and guest artists.

KEY

- N News
- O Educational
- P Children's feature
- R Religious
- S Sports
- T Dramatic
- V Variety
- W Comic
- X On the air

SATURDAY

October
4, 11, 18, 25

TIME	A	B	C	D
EASTERN	8	30	9	30
CENTRAL	7	30	8	30
MOUNTAIN	6	30	7	30
Can - 690 TORONTO CKGW	M6	M6	X	M3
ada 730 MONTREAL CKAC	M6	M6	M	M
Ala. 1140 BIRM'GH'M *WAPI				③
930 BIRM'GH'M WBRC	M3	M8	X	X
Ark. 1040 HOT SP'GS *KTHS			X	X
1390 LIT'LE R'CK *KLRA	AB	C	②	②
Colo. 830 DENVER KOA	①	①		③
560 DENVER KLZ	AB	C	②	②
Conn.1050 HARTFORD *WTIC				
D. C. 630 WASH'GT'N WMAL	B	CD	②	②
950 WASH'GT'N WRC	①	①	②	③
Fla. 620 Clearwater WFLA		NP	X	NM
St. Peterab'g WSUN				
900 JACKS'NVE WJAX	M6	X	⑤	③
1300 MIAMI B. WIOD	M7	O	X	X
560 MIAMI WQAM	M	M	M	M
Ga. 890 ATLANTA WCST			②	②
740 ATLANTA WSB				③
Ill. 1020 CHICAGO KYW	AB	M3	M	⑥
770 CHICAGO *WBBM				
870 CHI WENR-WLS	M6	④	M5	M
720 CHICAGO WGN				
560 CHICAGO *WIBO				③
670 CHICAGO WMAQ	X	D	②	②
Ind. 1160 FT. W'YNE *WOWO	B	C	②	②
1230 IND'PLIS *WFBM		C	②	②
Iowa 1260 C.NCIL BL'FS KOIL			②	②
1000 Davenport Des Moines WOC *WHO	①	①	②	③
600 WATERLOO WMT	B	X	②	②
Kans.1220 LAWRENCE *WREN	B	④	⑤	⑥
580 TOPEKA *WIBW	AB	NM	②	②
1300 WICHITA *KFH	AB	C	②	②
Ky. 1490 COVINGTON *WCKY			M3	M
940 HOPKINS'VE WFIW				
820 LOUISVILLE WHAS				③
La. 1250 N. ORL'NS WDSU		D		
1320 N. ORL'NS WSMB	①	④		③
Me. 620 BANGOR WLBZ	AB	M	②	②
940 PORTLAND WCSH	①	①	②	③
Md. 1060 BALTIMORE *WBAL	AB	M9	⑤	⑥
600 BALTIMORE WCAO	AB	C	②	②
Mass. 990 SPRINGFIELD WBZ	A	M9	M6	⑥
590 BOSTON WEEL	①	①	②	③
1230 BOSTON WNAC	AB	CD	②	②
1200 WORCEST'R WORC	AB	C	②	②
580 WORCESTER WTAG	①	①	②	③
Mich.1410 BAY CITY WBCM	AB	C	②	②
1240 DETROIT WXYZ	A	D		
750 DETROIT WJR	AB	O	X	⑥
920 DETROIT WWJ	①	①	②	③
Minn. 810 MINNEAP WCCO	B	D	②	②
1460 ST. PAUL KSTP	A	X	X	③
Miss. 1270 JACKSON WJDX	①	④		
Mo. 950 KAN. CITY KMBC	AB	CD	②	②
610 KAN. CITY WDAF	①	①		③
1090 ST. LOUIS KMOX	A	D	②	②
550 ST. LOUIS *KSD	①	①	②	③
1350 ST. LOUIS KWK	B	④	X	⑥

Schumann-Heink Broadcasts



Madame Ernestine Schumann-Heink

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

HALF a century of artistic achievement and triumph have been brought actively into broadcasting with the advent of Madame Ernestine Schumann-Heink, sixty-eight-year-old grandmother contralto, as a regularly featured artist on the Enna Jettick Melodies program.

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 singers.

The present engagement brings her in close contact with one of the young singers she has 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.

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

- ① "Pop" Concerts
Salon Singers; concert orchestra; direction, Cesare Sodero.
- A** Dixies Circus
Incidents in the lives of a circus family; clown and circus band. (First 15 min. of period A.)
- B** Wonder Dog
Dramatization; incidental music. (Last 15 min. of period A.)
- A** Columbia Educational Features
"Exploring the Jungle for Science." (First 15 min. of period A.)
- B** 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.
- ④ **The Pickard Family**
Southern folk songs; novelty orchestra.
- C** Johns Manville
Script act. (First 15 min.)
- D** Wallace Silversmiths (Last 15 min.)

Broadway Lights



VEE LAWNHURST
AND
MURIEL POLLOCK



NBC . . . SATURDAY NIGHT

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!

October 4, 11, 18, 25 **SATURDAY**

A	B	C	D	TIME	
8	30	9	30	EASTERN	
7	30	8	30	CENTRAL	
6	30	7	30	MOUNTAIN	
B	4			KFAB LINCOLN 770 Neb.	
1	1	2	3	*WOW OMAHA 590	
A	M	2	2	WPG ATLIC CITY 1100 N. J.	
M	T	M	D	WOR NEWARK 710	
1	1	2	3	WGR. BUFFALO 550 N.Y.	
AB	C	2	2	WKBW BUFFALO 1480	
				*WMAK BUFFALO 900	
AB	CD	2	2	WABC NEW YORK 860	
1	1	2	3	WEAF NEW YORK 660	
AB	4	5	6	WJZ NEW YORK 760	
AB	4		6	WHAM ROCH'TER 1150	
				*WHEC ROCH'TER 1440	
1	1	2	3	WGY SCHEN'D Y 790	
A	C	2	2	*WFBL SYRACUSE 1360	
AB	CD	2	2	WBT CHARLOTTE 1080 N.C.	
				WPTF RALEIGH 680	
AB	C	2	2	WWNC ASHEVILLE 570	
AB	C	2	2	WDAY FARGO 940 N.D.	
B	C	2	2	WADC AKRON 1320 Ohio	
				*WFJC AKRON 1450	
AB	C	2	2	WKRC CINCINNATI 550	
A	M	M	6	WLW CINCINNATI 700	
1	1	2	3	WSAI CINCINNATI 1330	
		2	2	WHK CLEVEL'D 1390	
			3	WTAM CLEVEL'D 1070	
AB	C	X		WAIU COLUMB'S 640	
AB	C	2	2	WSPD TOLEDO 1340	
X	X	2	2	*WKBN YO'NGST-N 570	
				KFJF OKLA. CITY 1480 Okla.	
A	V	M	7	3	WKY OKLA. CITY 900
A					*KVOO TULSA 1140
AB	C	2	2	*WHP HARRIS'B'G 1430 Pa.	
AB	C	2	2	WLBW OIL CITY 1260	
X	D	2	2	WCAU PHILAD. 1170	
RB	C	O	X	*WFAN-WIP PHIL. 610	
1	1	X	3	*WLIT-WFI PHIL. 560	
AB	4	5	6	KDKA PITTS'B'GH 980	
1	1	2	3	WCAE PITTS'B'GH 1220	
AB	CD	2	2	WJAS PITTS'B'GH 1290	
AB	M	2	2	WEAN PROVID'NCE 780 R.I.	
1	1	2	3	WJAR PROVID'NCE 890	
AB	C	2	2	WDOD CHATTA. 1280 Tenn.	
			3	WMC MEMPHIS 780	
		2	2	*WREC MEMPHIS 600	
AB	C	2	2	*WLAC NASHV'LE 1470	
M	M	M	M	WSM NASHV'LE 650	
B				*KRLD DALLAS 1040 Tex.	
A			3	WFAA Dallas 800	
A			3	WBAP Ft. Worth 800	
				KPRC HOUSTON 920	
				*KTSA S. ANTONIO 1290	
A	X	X	3	WOAI S. ANTONIO 1190	
AB	C	2	2	*WTAR NORFOLK 750 Va.	
X	X	X	3	WRVA RICHM'D 1110	
AB	C	2	2	WDBJ ROANOKE 930	
			3	*WEBC SUPERIOR 1290 Wisc.	
AB	C	2	2	*WISN MILW'KEE 1120	
1	1	3		WTMJ MILW'KEE 620	

BROADWAY LIGHTS, a Saturday night 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

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

CHAIN PROGRAMS THIS HALF-HOUR

- 2 Silver Flute
Tales of a wandering gypsy.
- 5 Edwin Stanley Seder
Organist. NBC, Chicago.
- 2 Hank Simmons' Showboat
Old-time melodrama. CBS, New York.

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.

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

CHAIN PROGRAMS THIS HALF-HOUR

- 3 General Electric Band
Arthur Pryor conducting; "Adventures in Science," Floyd Gibbons.
- 6 Dutch Masters Minstrels
As the name implies. NBC, New York.
- 2 Hank Simmons' Showboat
Old-time melodrama. CBS, New York.

KEY

- N News
- O Educational
- P Children's feature
- R Religious
- S Sports
- T Dramatic
- V Variety
- W Comic
- X On the air

SATURDAY

October 4, 11, 18, 25



(Continued from page 5)

TIME	A	B	C	D
EASTERN	10	30	11	30
CENTRAL	9	30	10	30
MOUNTAIN	8	30	9	30
Can - 690 TORONTO CkGW	DE	3	4	M3
ada 730 MONTREAL CKAC	M3	M3		
Ala. 1140 BIRM'GH'M *WAP	1	1	A	
930 BIRM'GH'M WBRC	1	2	3	4
Ark. 1040 HOT SP'GS *KTHS			M3	F
1390 LIT'LE R'CK *KLRA	1	2	3	4
Colo. 830 DENVER KOA	1	1	4	F
560 DENVER KLZ	1	2	3	4
Conn.1060 HARTFORD *WTIC				
D. C. '630 WASH'GT'N WMAL	1	2	3	4
950 WASH'GT'N WKO	1	1	AB	2
Fla. 620 Clearwater WFLA	1	1	M	
St. Peterab'g WSUN	1	1	M6	M6
900 JACKS'NVE WJAX	1	1	A	X
1300 MIAMI B. WIOD	1	1	A	X
560 MIAMI WQAM	M8	M3	X	
Ga. 890 ATLANTA WGST	1	2	3	4
740 ATLANTA WSB	1	1	C	F
Ill. 1020 CHICAGO KYW	M	M3	NM	F
770 CHICAGO *WBBM				
870 CHI WENR-WLS	M	M	C	
720 CHICAGO WGN	1	1		
560 CHICAGO *WIBO				G
670 CHICAGO WMAQ	PM	PM	PM	F
Ind. 1160 FT. WYNE*WOWO	1	2		
1230 IND'P'LIS *WFBM	1	2	C	
Iowa 1260 C.NCIL BL'FS KOIL	1	2	3	4
1000 Davenport Des Moines WOC*WHO	1	1	C	
600 WATERLOO WMT	1	2	3	4
Kans.1220 LAWRENCE*WREN	DE	3	4	FG
580 TOPEKA *WIBW	1	2	3	4
1300 WICHITA *KFH	1	2	X	
Ky. 1490 COVINGTON*WCKY	M3			
940 HOPKINS'VE WFIW				
820 LOUISVILLE WHAS	1	1	C	F
La. 1250 N. ORL'NS WDSU	1	1	AC	F
1320 N. ORL'NS WSMB	1	1	AC	F
Me. 620 BANGOR WLBZ	1	2	3	4
940 PORTLAND WCSH	1	1		
Md. 1060 BALTIMORE*WBAL	M9	3	4	F
600 BALTIMORE WCAO	1	2	3	4
Mass. 990 SPRINGFIELD WBZ	M3	M3	SN	
590 BOSTON WEEL	1	1	N	
1230 BOSTON WNAC	1	2	C	4
1200 WORCEST'R WORC	1	2	3	4
580 WORCESTER WTAG	1	1	N	
Mich.1410 BAY CITY WBCM	1	2	X	4
1240 DETROIT WXYZ	1	2	X	
750 DETROIT WJR	X	3	M8	FG
920 DETROIT WWJ	1	1	C	
Minn. 810 MINNEAP WCCO	1	2	3	4
1460 ST. PAUL KSTP	1	1	C	F
Miss. 1270 JACKSON WJDX	1	1	C	F
Mo. 950 KAN. CITY KMBC	1	2	3	4
610 KAN. CITY WDAF	1	1	AC	F
1090 ST. LOUIS KMOX	1	2	3	4
550 ST. LOUIS *KSD	1	1		
1350 ST. LOUIS KWK	DE	3	X	FG

"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!

SO until then — see yo' pretty soon — pretty pretty soooooon — pretty so-o-o-ooooon. Nite-Owl.

Sincerely,

Mendell Hall

AGENTS WANTED!

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

Write for our proposition to agents.

CIRCULATION MANAGER,

"What's on the Air,"

Ninth and Cutter Sts., Cincinnati, O.

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

- 1 Rolfe and Lucky Strike Orchestra
- D Cub Reporter
Comedy skit with Aline Berry and Peter Dixon. (First 15 min. of period A.)
- E 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, Modern.
- 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

- 1 B. A. Rolfe and His Lucky Strike Orchestra
Dance music. NBC, New York.
- 3 The Miniature Theatre
NBC, New York.
- 2 Jesse Crawford
Poet of the Organ.

KEY

- N News
- O Educational
- P Children's feature
- R Religious
- S Sports
- T Dramatic
- V Variety
- W Comic
- X On the air

Miniature Theatre

NBC . . . SATURDAY NIGHT



C. L. Menser
DIRECTOR.

THE only curtains in the Miniature Theatre hang on the walls and are officially classified as drapes. There aren't any footlights and the stage is a studio in the National Broadcasting Company building in New York. Yet the audience that attends performances in the Miniature Theatre is a large and appreciative one and is steadily growing.

The Miniature Theatre is one of NBC's most interesting experiments in dramatic broadcasts. The idea originated with Mr. C. L. 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.

October 4, 11, 18, 25 SATURDAY

A	B	C	D	TIME
10	30	11	30	EASTERN
9	30	10	30	CENTRAL
8	30	9	30	MOUNTAIN
		4	FG	KFAB LINCOLN 770 Neb.
1	1	AC	M3	*WOW OMAHA 590
1	2	M3	M3	WPG ATL'TIC CITY 1100 N. J.
D	M	D	M9	WOR NEWARK 710
1	1			WGR. BUFFALO 550 N.Y.
1	2	M3	M3	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
1	2	AC	4	WABC NEW YORK 860
1	1	AB	2	WEAF NEW YORK 660
DE	3	4	4	WJZ NEW YORK 760
	3			WHAM ROCH'TER 1150
	2	3	4	*WHEC ROCH'TER 1440
1	1			WGY SCHEN'D Y 790
1	2	3	4	*WFBL SYRACUSE 1360
1	2	X		WBT CHARLOTTE1080 N.C.
				WPTF RALEIGH 680
1	2	3	4	WWNC ASHEVILLE 570
1	2	3	4	WDAY FARGO 940 N.D.
1	2	3	V	WADC AKRON 1320 Ohio
1	1	C		*WFJC AKRON 1450
1	2	C	1	WKRC CINCINNATI 550
M9	V	M	M3	WLW CINCINNATI 700
1	1	C		WSAI CINCIN NATI 1330
1	2			WHK CLEVEL'D 1390
		C		WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
1	2	3		WSPD TOLEDO 1340
1	2	3	4	*WKBN YO'NGST-N 570
1	1	M	F	KFJF OKLA.CITY 1480 Okla.
				*KVOO TULSA 1140
1	2	3	4	*WHP HARRIS'B'G 1430 Pa.
1	2	3	4	WLBW OIL CITY 1260
1	2	M3	4	WCAU PH'LAD. 1170
M3	M3	3		*WFAN-WIP PHIL610
1	1	AB	2	*WLIT-WFI PHIL. 560
DE	3	X	X	KDKA PITTS'B'GH 980
1	1	V		WCAE PITTS'B'GH 1220
1	2	M2		WJAS PITTS'B'GH 1290
1	2	C	4	WEAN PROVID'NCE 780 R.I.
1	1	NS		WJAR PROVID'NCE 890
1	2	3	4	WDOD CHATTA. 1280 Tenn.
1	1	C	F	WMC MEMPHIS 780
1	2	3	4	*WREC MEMPHIS 600
1	2	3	4	*WLAC NASH'LE 1470
M	M	M	F	WSM NASH'LE 650
				*KRLD DALLAS 1040 Tex.
1	1	M	F	WFAA Dallas 800
1	1	X	F	WBAP Ft. Worth 800
1	1	X	F	KPRC HOUSTON 920
1	1	X	FG	*KTSAS. ANTONIO 1290
1	2	C	4	WOAI S. ANTONIO 1190
1	2	C	4	*WTAR NORFOLK 780 Va.
1	1	M3	M3	WRVA RICHM'D 1110
1	2	3	4	WDBJ ROANOKE 930
1	1	C	F	*WEBC SUPERIOR 1290 Wisc.
1	2	3	4	*WISN MILW'KEE1120
1	1	C	F	WTMJ MILW'KEE 620

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

A Troubadour of the Moon
Lanley Ross, tenor, with string trio. (First 15 min. of period C.)

B Don Bigelow and His Hotel Park
Central Orchestra

NBC. (Last 15 min. of period C.)

C Uncle Abe and David
Rural sketch with Phillips Lord and Arthur Allen. (Last 15 min. of period C.)

4 Slumber Music
String ensemble; direction, Ludwig Laurier. News flashes.

A New York Herald Tribune Observer
News flashes.

3 Will Osborne and His Orchestra

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

2 Don Bigelow and His Hotel Park
Central Orchestra
Dance music from New York.

4 Slumber Music
String ensemble; direction, Ludwig Laurier.

F 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.)

4 Dance Music
CBS, from New York.

For the Radio Listener

What's On the Air Monthly Radio Program Guide

Listing
the programs
of over 100 broad-
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humor of radioland.

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