

# What's on the Air

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Annette  
Hanshaw  
CBS

Vol. 2. No. 1

November  
1930

**WAVE-LENGTH  
GUIDE**

CHANNEL	COLUMBIA BROADCASTING SYSTEM	NATIONAL BROADCASTING COMPANY	KVCS	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	WMC	780	384	←
25		WGY	790	379	←
26		WFAA-WBAP	800	375	←
27	WCCO		810	370	←
28		WHAS	820	366	←
29		KOA	830	361	←
32	WABC		860	349	←
33		WLS-WENB	870	345	←
35	WGST	WJAR	890	337	←
36		WKY-WJAX	900	333	←
38		WWJ-KPRO	920	326	←
39	WDBJ-WBRC		930	322	←
40	WDAY	WCSH	940	319	←
41	KMBC-CFRB	WRC	950	316	←
44		KDKA-WCFL	980	306	←
45		WBZ-WBZA	990	303	←
46		WOC-WHO	1000	300	←
48		KYW-KFKX	1020	294	←
50	KRLD	KTHS	1040	288	←
52		WTIC-WBAL	1060	283	←
53		WTAM	1070	280	←
54	WBT		1080	278	←
55	KMOX-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	WBOM-WCAH		1410	212	←
91	WHP-WHEC	WFJO	1450	207	←
92		KSTP	1460	205	←
93	WLAC		1470	204	←
94	WKBW-KFJF		1480	203	←
95		WCKY	1490	201	←

# WHAT'S ON THE AIR

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

"ENTERED AS SECOND-CLASS MATTER APR. 19, 1930, AT THE POST-OFFICE AT CINCINNATI, O., UNDER THE ACT OF MARCH 3, 1879."

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

The program-finding service covers the hours of 6 to 12 P. M. for each day in the month, Eastern Standard Time, or from 5 to 11 P. M., Central Time. Simply turn to the page bearing date and hour when program is wanted. Select from index in panels at center 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 center of page until you locate type of program for which your particular mood calls.

## 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.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,**  
Of "What's on the Air," published monthly at Cincinnati, O., for October 1, 1930, State of Ohio, County of Hamilton.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Willard Mohorter, who, having been duly sworn according to law, deposes and says that he is the editor of the "What's on the Air," and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are: Publisher, The Standard Publishing Company, Box 5, Sta. N, Cincinnati, O.; editor, Willard Mohorter, Box 6, Sta. N, Cincinnati, O.; managing editor, Willard Mohorter; business managers, Russell Errett, John P. Errett.

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3. That the known bondholders, mortgagees, and other security holders owning or holding one per cent. or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is ..... (This information is required for daily publications only.)

WILLARD MOHORTER,  
Sworn to and subscribed before me this 26th day of September, 1930.

[SEAL.] J. O. S. MOELLER,  
(My commission expires February 11, 1933.)

# WHAT'S ON THE AIR

THE MAGAZINE FOR THE RADIO LISTENER

VOLUME II.

NOVEMBER, 1930

No. 1

## The Mysteries of Radio

By  
Charles  
Magee Adams

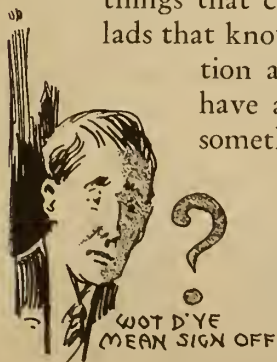
CAN you remember, 'way back when broadcasting first started, how people used to talk about the mystery of radio? It may be a giggle now. But, believe me, it wasn't then, because radio was plenty of a mystery.

The awe-struck neighbors who'd never heard one would come in, gaze spellbound at the contraption on your living-room table, listen to the music (all tangled up with static and squeals) that blatted out of your horn speaker, and just sit there, dumbfounded. Then, after awhile, they'd say: "But how does it work, anyway? How can you hear music from away off there with nothing but that box and those batteries and a wire up on the roof?"

Maybe you were no too sure yourself. But you told them; about grid-leaks and regeneration and inductive coupling or anything else that sounded deep; and they said, "Oh, yes, I see," and went home, still thinking the whole thing was pretty spooky.

All that's changed now. These days there's no mystery about how radio works. Too many people know, and even those that can't tell a power pack from a voice coil have stopped thinking there's anything mysterious about the shiny piece of furniture that brings them programs from most anywhere.

Just the same, there's still a lot of mysteries in radio, outside of how it works; all kinds of queer things that can't be explained even by the lads that know about screen-grid amplification and band-pass tuning. I may have an enlarged curiosity gland or something. But it seems to me it's time for the Charlie Chans and Philo Vances to get to the bottom of these mysteries before the tabloids begin spreading dark rumors that won't do radio any good.



For instance, who signs what when a station signs off? Here's a fair sample of the unsolved cases I'm talking about.

You've heard them say, "We are now signing off," hundreds of times. But do you know who signs, and what? Neither does anybody else—on the outside.

The whole thing strikes me as needing plenty of explaining. The stations may have nothing to conceal. But till they know the truth, people are bound to talk, and nobody can blame them.

Next, why do so many of these broadcasting outfits dress up just to do their stuff in front of a mike?

You know what I mean. There's a quartet that always sings in spotless white bakers' clothes; an orchestra that plays in fur arctic suits, and three or four more that romp through their tunes in gleaming knights' armor. The announcers tell you all about them every time they're on the air.

Of course white bakers' clothes would be just the thing in summer, and fur arctic suits in winter. But these fellows wear 'em the year 'round, and if they're uncomfortable half the time, how must the fellows feel that have to do their stuff in stiff, steel armor?



Dressing up before the mike.

Maybe, though, wearing these get-ups puts them in the right mood for their programs. Artists are temperamental, you know. Still, that's just a guess.

Anyway, the reason can't be because people can see them. Television hasn't turned the corner it's been just around all these years. Nobody except the control operators and a few visitors peeping through the studio windows could tell what kind of clothes they're wearing. So why do they do it?

Yes, and speaking of orchestras, how can they march in and out of studios and keep on playing? You've heard them do it every now and then. But how? That's what I want to know.

Of course it's no trick at all for the fellows with trumpets and clarinets and even violins. They can march and play at the same time easy enough. But how can anybody march while he's playing a 'cello or bass viol or piano? There's the real mystery of the thing.

Another thing: Why do sports announcers always have to eat lunch just at the most exciting part of a game?

I've got a pretty healthy appetite myself, and I can generally struggle along for two or three hours without emergency rations. But as sure as a hot spot turns up about the fifth or sixth inning in baseball, or the third quarter in football, some of these big-shot announcers are all tied up with a hot dog. And of course they can't tell you what's happened till they've cleaned up their mess-kits.

Sometimes I just wonder if they aren't putting in a sly plug for the hot-dog manufacturers, though they don't mention the breed of the perspiring puppies. Or maybe they're advertising how hungry the climate makes people. You know—Chamber of Commerce stuff.

Then there's the puzzle of why so many stations decide to broadcast the same piece the same night.

I don't mean just dance stuff, either. You can figure that out part of the way. Every bunch of fire-eaters on the air is trying to get the latest hot tune first, of course, though when you're trying to escape it you wonder why all of them have to play it at once. But the heavier stuff is just as bad.

For instance, there's that song about "pale hands I love," which must have been written before the sun-tan epidemic struck. Maybe you haven't heard it for two or three weeks. But if you happen to

pick it up some evening, it's a hundred to one you'll hear it anyhow four or five more times before the night's over.

I want to know whether that's thought-waves or if the stations have union rules about such things, or just what is the answer. So far, it's all plenty of a mystery.

Next, I crave to know why some people like the programs they do.

Now don't get me wrong. I'm not saying they shouldn't like whatever they want to. This is a free country—in some ways. I'm just curious, that's all.

Oh, yes, they say there's no accounting for tastes. But that's no answer. There's too many cases where they haven't any taste. For instance, I even know people that like—well, maybe I'd better not say what. I might be stepping on your own corns. Call in the psychological detectives. They seem to be the only hope.

And speaking of programs, who told the stations that broadcasting a tap dance is entertainment? Here's another high-power mystery for somebody to solve.

As far as the great, invisible audience is concerned, there's enough static most nights and enough riveting-hammer serenades most days without putting on more noise through a loud-speaker. But a lot of the broadcasters seem to think feet thumping on a floor is something to write home about. The needle, Watson!

Then there's the puzzle of why atmospheric conditions are always rotten whenever you want to show off your set. Did you ever know it to fail?

You've had KFI or KNX every night for two weeks straight, loud enough to let the neighbors hear. You've mentioned the matter—modestly, of course—to a few friends, and they've hinted, as even the best of friends will, that hearing is believing. So you bring them in to show them just what the old set'll do. And you're lucky to get as far west as Chicago.

But I still haven't mentioned the granddaddy of all these radio mysteries: who this man Request is that writes so much of the music they broadcast.

Not a night goes by without our hearing anyway three or four pieces they say are by Request. I wish somebody'd print his picture and tell us all about him. A lot of his pieces are mighty good.

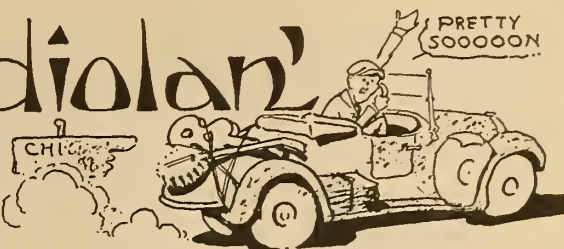
MYSTERY OF

THE MARCHING ORCHESTRA



# Ramblin' Roun' Radiolan'

With Wendell Hall  
red headed music-maker.



HELLO, Folks! How are yo' all this evenin'? — Yeah? — Save yo' money; it's gettin' to be quite popular! — We're off! Rampant and Rarin' into R-Tickle No. 6 — head over heels in S-A's. — Been hearin' 'n' *seein'* some mighty mean football games this season, 'n' as the sportsmen say, "Interest is at a white heat" — White me eye, it's black and *spotted* 'cause most of us are sufferin' from "Football *eye-strain*" — Eighty-five thousand people, 'n' that *pigeon* should pick on me! — Oh-o! — wait a minute — where were we? — NBC busted into their new studios atop Chicago's new Merchandise Mart. Ladies and Gentlemen, lend me yo' ears — this gala array of studios is without equal anywhere in this wide old world o' ours. The most *blase* of experienced broadcasters, on enterin' this *Sanctum Sanctorum*, is struck dumb, petrified, stopped in his tracks! Yes, Suh! Why, yo' know when yo' look at that mess o' radio business a-spillin' all over two whole floors atop the world's largest buildin', it's hard to realize that little radio has *grown* to such gigantic proportions. — To say "it's the last word" is inadequate — it's a "dream come true," 'n' one must *see* it to *realize* it! — 15 or 20 chain programs already saturatin' the ether out o' Chi — 'fore long there'll be *beaucoup* mo'! — *Ted Pearson's* a youngster announcer with a great future — Yo' hear him on Maytag, Armour 'n' Shell out of Chicago. — Yo' know, in the Fall there's nothin' that makes an "outside lookin' in" radio artist feel more "*giv-in-ee*" than a fat commercial contract. Yes, indee-dee. — *Vaughn De Leath*, "The Original Radio Girl," is now with WTAM, Cleveland, one of the smartest of independent stations — Wonder how they *moved* Vaughn from New York?

SAY, the old "U. S. A. 'sters" are sho' gettin' a lot mo' "*Music Lee*" inclined o' late. Proof? Look at the popular songs o' to-day 'n' take a long look at the "*Lees*"! Al Jolson's "*Liza Lee*," yes,

'n' Rudy Vallee's "*Washington & Lee* Swing," um-huh; 'n' Walter Donaldson's "*Sweet Jennie Lee*," yep, 'n' not forgettin' "*Virginia Lee*" — Think when I render 'em on the radio, while thumpin' my little old "*Ukule-Lee*," that I'll dedicate the "*Med-Lee*" to *Lee* Morse, *Lee* Schubert 'n' *Harriet Lee* — Wonder why some one don't write a song 'bout "*Lea* 'n' *Perrins*" — Ho-hum — Hi *Lee*, Hi *Lo*! — I suppose over in China now they'll be writin' *one mo' Lee* song, 'n' label it "*WON LEE MOE*." Ugh! Who threw that!!

WELL, Suh, have yo' all set down to a large evenin' with a new Hetrodyne? Boy! — They *tune in* everything from the kitchen sink to Bombay 'n' I don't Desdemona! They bring in anythin' yo' little heart desires at any time, any place, anywhere. They're *true*, too (too true) — Friend of mine sez: "I defy yo' to get a *harmonica* on that set" — (How about a Jew's Harp?) Why, these dagone new sets are so selective 'n' *sensitive* that, should an artist get too close to the "Mike," these sets is gonna make him look as "*natural*" as does one o' these Amusement Park Mirrors! But pity the "*Poor Production Men*" now — These birds are in charge of *seein'* that the program goes out "*right*," 'n' when the listener begins to start hearin' these funny noises — distortions, blasts, peaks, etc. — on this new "Hetty" set — well, the old P. P. M. jes' better go back to his "collar 'n' tie" business — 'cause he's *finis*. But really, the ability of these new "House of David" sets to reproduce *faithfully* should revolutionize the business! 'N'



These new sets should bring back "fishin'" as a national fad.

*above all*, because they're so *selective*, they should bring back "*fishin'*" as a national fad! National fishin' interest will again bring back *call letters* on each announcement. O' course the Advertiser drove out call letters 'cause he, in payin' for the time, wanted *all* of it — But — Public interest in fishin' will again force back the letters; at least, it will bring back "*P*."

D. Q. — *Bangor*, the next number is etc." We shall see what we shall see what we shall see.

EVERY time you turn on yo' radio lately yo' hear sumbuddy spoutin' out 'bout the inroads o' unemployment, even so everybuddy seems to be still playin' on these "in a *minute you're through*" Gnat Golf courses. Without a doubt the Pee-Wee fad has hurt the show business bad, 'n' has *socked* radio interest. Well, I s'pose next they'll be lightin' up the *Big Outdoor Golf Courses* for "night work" — *that'd* be somethin' different. 'Course yo' couldn't use *electric* lights, 'cause the wires 'n' the lights would get in the way o' the drives — Then, too, with so many lights it'd be impractical, for yo'd have to charge too much to keep the lights *lit*, 'n' o' course yo' couldn't *cut* expenses by lightin' up only *part* o' the course, 'cause folks couldn't play on only half a course — now could they? — 'Course not! — So here's an idea 'n' here's how! Put up a *radio tower* out in the middle o' the Big Golf course — then hire some bird to set up there all evenin' 'n' toss out Big Bombs like they used in lightin' up the last War. It'd be tough on Public Utility stocks, but the great army of unemployed would sho' go for a job like that — easy 'n' cool a-settin' up there all eve a-sippin' things 'n' a-listenin' to the radio — 'n' think of it — a guy wouldn't even have to *get up* to roll the bomb over — *no* — jes' push 'em out with yo' left hind foot! *There'd* be a "PO-SITION" — a "Golf Course Bomb Tossor" — THAT IN ITSELF would remedy the unemployment situation.



called Modernistic is the Bunk! O' late most of these "*high-falootin' arrangements*" have sounded like the arranger had gone jes' a wee bit "nerts" — well, guess most o' 'em *have*, for, in jugglin' that maze o' notes 'n' Fortississimos 'round — their minds and moods are BOUND to become a bit confused 'n' "woozy" — The Modernistics or Futuristics have served their purpose 'n' have had their day as a "fad." Why not drop them from the popular radio hours and let them stay in the Concert Hall with Gershwin and Whiteman, instead o' forcin' these "*misinterpretations*" on a public that can't make head nor tail out o' 'em anyway? As far as *that* goes, I'll take a bet that 90% o' the *musicians THEMSELVES* don't know what it's all about! The average musician usually only

knows the music that comes in front o' his nose — he knows his nose, but his ear is bad, due to modernizin'! Still he *plays* all those "misplaced notes" in front o' him jes' 'cause they are on the score.

WELL, I gotta "scram" — space is gettin' short — but jes' wanted to tell yo': Yep! I'm still at the old *Shell game* — Still Toastmaster (do yo' prefer dry or buttered?) for Shell Oil — Fella wrote in 'n' said our program is kind of a "Duke's Mixture" presented in "that nutty Southern flavor." — Well, Variety is the spice of life — 'n' seriously in this sorry condition of the market, what we *all* need is More Mirth & Melody with Longer & Louder Laughs. — Now, don't we? — How do yo' feel 'bout it — drop a fella a line. — So until then see yo' pretty soon — pretty soooooon — pretty so-o-o-oon. Nite Owl.

Sincerely,

WAYNE KING and his Radio Orchestra is leadin' in popularity 'round the middle West on "*Sweet Stuff*" — Art Kassel's Orchestra is way ahead in pop fancy on "*Novelty Stuff*" — Finally 'n' thankfully the *Modernistic* Orch. is passin' out o' the radio picture. Most of the orch. directors have awakened to the fact that the so-



A Radio Slant on Ye old Time-Honored Stunts



Arthur Murray

# Formality in Dancing

by Arthur Murray  
America's Foremost Dancing Teacher

LAST season began it very definitely, and this season it is firmly established—formality, you know. Not only formality of dress, but formality of behavior, of appearance and of manner, and, of most importance to us, formality of dancing.

Even the gayest Junior at Yale now dances in smooth, gliding rhythm. Very rarely does one see the exaggerated swing and pronounced syncopation that used to be so prevalent with fast-time jazz. After all, it would surely be incongruous to see a lady, beautifully gowned in ivory satin, wearing long gloves and heirloom pearls, tripping about the floor in steps that used to be appropriate for the short-haired, short-skirted, insouciant little girls who came out three seasons ago.

There is perhaps no dance smoother and lovelier and in every way more suited to the modern penchant for formality than is the tango. There is something about its slow, liquid rhythm and its perfect precision that is eminently suited to flowing frocks, white ties and tails.

This summer has seen it definitely recognized on the cool roofs of smart hotels, or in the gay clubs in Westchester and on Long Island. Any orchestra, when requested, will play a tango, and many of them regularly include tangos in their programs. And when the season in town opens, with smart New Yorkers dining and dancing in the hotel grill-rooms, or dancing after the theatre at very correct night clubs, we feel very safe in prophesying that those who do not tango will feel distinctly out of things.

A brief word as to just what is meant by the tango. A great many people refer to several different tangos. There is only one tango, the Argentine. The true Argentine tango is a dance involv-

ing a great deal of knee and heel work and showy open steps too elaborate for ballroom use. The so-called French and American tangos are modifications of these steps.

The basic element of tango is its rhythm. One can not put too much emphasis on this point. After one has mastered the time which is unique to tango, the steps are comparatively easy to learn, and simply a matter of practice. It is in good taste to avoid steps which are widely open; that is, steps in which the partners are not in regular ballroom position.

I am suggesting the two following tango steps because of their simplicity and the ease with which they can be done on a crowded ballroom floor.

## ONE WALKING AND THREE RUNNING STEPS

This is a combination of slow and fast steps, or walking and running steps.

Learning the man's part, as well as her own, will do much to teach the lady to follow in the steps.

*First part:* Begin with right foot and walk forward one long, slow step.

Run forward three short, quick steps, begin left foot.

*Second part:* Begin with right foot and walk forward one long, slow step.

Run forward three short, quick steps, begin left foot.

## LADY'S PART

*First part:* Begin with the left foot and walk backward one long, slow step.

Run backward three short, quick steps, begin right foot.

*Second part:* Begin with the left foot and walk backward one long, slow step.

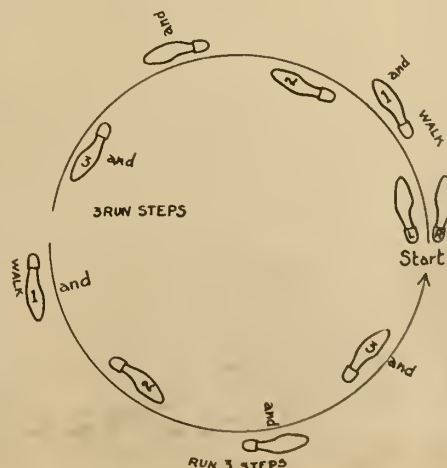
Run backward three short, quick steps, begin right foot.

## THE CORTEZ

1. Place the left foot forward quickly. And quickly draw the right foot up to the left.

2, 3. Quickly step back on the left foot, holding weight on left

[Continued on page 47]



SUNDAY November 2, 9, 16, 23, 30

CHAIN PROGRAMS

November 2, 9, 16, 23, 30 SUNDAY

Red symbols denote NBC; black symbols CBS

E. S. T. 6 to 7 P. M. C. S. T. 5 to 6 P. M.

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

4 Raising Junior Aline Berry and Peter Dixon.

5 Margaret Olsen Soprano.

6 An Hour with Shakespeare Dramatic program.

1 Fox Fur Trappers Orchestra with Earle Nelson, crooning fur-trapper; Helen Barr, soprano, and three harmonizers. CBS, N. Y.

2 Howard Dandies James J. Corbett, Freddie Rich, Diana Howard, Ben Alley.

E. S. T. 7 to 8 P. M. C. S. T. 6 to 7 P. M.

2 Iodent Big Brother Club Dramatic sketch with Bob Emery.

3 Major Bowes' Family From Capitol Theatre, New York City.

7 Lew White Organ Recital Genia Fonariova, soprano.

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

3 The Golden Hour of the Little Flower Sermon by the Rev. Father Charles E. Coughlin; Detroit Symphony Orchestra.

AFTERNOON PROGRAMS

CBS.

E. S. T. 12:30 P. M., International Broadcast. 12:45 P. M., Jewish Art Program. 1:30 P. M., Conclave of Nations. 2:00 P. M., Cathedral Hour. 3:00 P. M., New York Philharmonic Orchestra.

NBC.

2:00 P. M., Roxy Symphony Concert (WJZ). 3:00 P. M., National Youth Conference (WJZ). 4:00 P. M., Cathedral Hour (WEAF). 4:00 P. M., South Sea Islanders (WJZ). 4:15 P. M., Canadian Pacific Musical Couriers (WJZ). Orchestra director, Alfred Heather. 4:45 P. M., "Your Eyes" (WJZ). 5:00 P. M., National Religious Service (WJZ). 5:00 P. M., Davey Tree Hour (WEAF).

KEY TO LOCAL PROGRAMS

N News M 1. Band O Educational M 2. Classical P Children's M 3. Dance feature M 4. Religious R Religious M 5. Novelty. S Sports M 6. Popular T Dramatic M 7. Symphonic V Variety M 8. Organ W Comic M 9. Semi-classical X On the air M Variety

Grid for Sunday programs (Eastern and Central time zones) listing stations and broadcast times.

Grid for Sunday programs (Eastern and Central time zones) listing stations and broadcast times.



# Last Minute Program Announcements

**L**OWELL THOMAS, new voice of the *Literary Digest*, will be heard nightly, not only over NBC stations, but over a CBS network. Columbia stations which have definitely accepted the program at this writing are the following: WFBL, WKBW, WADC, WMAQ, KMBC, KOIL, KMOX, WSPD, KTSA, KFJF, KRLD, WREC, WBRC, WGST, WXYZ. Several other Midwest stations will probably carry this feature scheduled for 7 P. M. to 7:15, Central Standard Time. This information reached us after our schedule pages had been plated, so that station listings could not be given in proper place this issue.

In answer to numerous inquiries: Gene and Glenn are on the air over WTAM, Cleveland, from 7 to 7:30, E. S. T., on Mondays, Tuesdays and Wednesdays, and from 8 to 8:30 on Thursdays and Fridays. "Jake" and "Lena" are in exceptional voice this winter.

Anthony Wons, for years associated with WLS, Chicago, and WLW, Cincinnati, has opened his famous "Tony's Scrap-book" at CBS headquarters. He broadcasts each evening except Sunday at 6:45 P. M., E. S. T.

The master of ceremonies for the "Vermont Lumberjacks," a program broadcast every morning except Sunday at 8:30, E. S. T., for Eastern stations, and at 8:30, C. S. T., for Midwest stations, is John Whitcomb, a real lumberjack who had never before appeared on the air nor seen New York until he came on for his audition.

October 30, from 4:45 to 5:15 P. M., E. S. T., the Prince of Wales' welcoming address to the delegates attending the British Imperial Conference will be broadcast over CBS.

CBS informs us that there is a possibility that "Arabesque" and Mayhew Lake programs may trade times on the air regularly,

The switch will be made in any event whenever the Majestic program is largely dramatic, in order to prevent conflict of interest.

The Davey Tree program returns to the air for a Sunday afternoon hour—from 5 to 6, E. S. T.—over WEAJ and associated stations.

Following Madame Louise Homer, Richard Bonelli, Giovanni Martinelli and Lucrezia Boni, guest artists at October concerts, the Atwater Kent Hour will present such favorites of the musical world as Beniamino Gigli, Kathryn Meisle, Josef Hofmann, Rosa Ponselle, Lawrence Tibbett, Maria Kurenko, Elizabeth Rethberg and Anna Case this winter and spring. Busolina Giagninni and the Kedroff Quartet—Russian artists comparatively new to American audiences—will also be presented during the series of 9:15 Sunday evening concerts over WEAJ and associates.



LEOPOLD STOKOWSKI,  
Conductor Philadelphia Symphony.

The November radio recital by Leopold Stokowski and the Philadelphia Symphony Orchestra will be given Sunday, November 16, from 5 to 6 P. M., E. S. T., over a nation-wide network. This is the series in which Mr. Stokowski is trying out new broadcasting methods (NBC).

nings from 7:45 to 8.

The inside story of America's part in the World War, prepared from the confidential files of Newton D. Baker, Secretary of War in the Wilson Cabinet, will be presented to listeners throughout the country by Frederick Palmer, famous war correspondent and author, in a series of twelve programs which will be broadcast by the National Broadcasting Company. High lights of this story will be brought before the microphone once each month, beginning Sunday evening, October 26. Palmer will speak over a coast-to-coast network from 7:30 to 8 o'clock, E. S. T.

Young magazines often run into production problems, and WHAT'S ON THE AIR has been having this experience this issue. Our rapid growth in circulation necessitated a speedier manufacturing process in order to insure delivery to our readers by October 28. Change of presses, after editorial work was under way, has necessitated a change of style for this issue at least. We believe the program end of our service is improved. What do you think?

We are always glad to hear from you, and hundreds are uniting in presenting their program queries. Many require considerable research before an answer is available. Please be patient, especially if your question is an intimate one about some radio artist. Chances are we have had to write directly to the artist to get the answer.

Judging by the first returns, although Lowell Thomas is welcome (his "With Lawrence in Arabia" alone had won him the American public before he began to broadcast), a very considerable number of the listening public is not going to be satisfied until some one puts Floyd Gibbons back on the air with a news-flash service.

As we go to press there seems little likelihood that the Federal Radio Commission will make any important changes in station listings at the close of the present license period, October 31. Practically every ruling the Commission made before the summer period is still tied up in the Court of Appeals. We predict that long before these lines are read existing licenses will have been renewed for a three-month period. If events prove us mistaken, we shall issue a special bulletin and mail it to our readers.

Write in "Becks Brevities" in place of "Crockett Mountaineers" at 7 to 7:30 P. M., Thursday, over CBS. The news of this new program featuring Ginger Rogers and Willie Howard reached us too late for inclusion in our schedule pages.

November, 1930—our first birthday! It's been a real pleasure getting started in this heretofore neglected field of telling listeners "What is on the air and who put it there." Pleasure because we've had the help of so many of our readers.

Phil Cook, the morning and evening "one-man show," has painted his own picture and that of some of his studio playmates for our next issue. Watch for it November 28.



SUNDAY

November 2, 9, 16, 23, 30

CHAIN PROGRAMS

November 2, 9, 16, 23, 30

SUNDAY

Table with columns for TIME, EASTERN, CENTRAL, and stations A, B, C, D. Includes programs like Major Bowes' Family, Chase and Sanborn Choral Orchestra, Enna Jettick Melodies, Collier's Hour, The World's Business, U. S. School of Music Program, Kaltenborn Edits the News, Jesse Crawford, Majestic Theatre of the Air, Arabesque, Our Government, Atwater Kent Hour, Collier's Hour, The Vikings, and Floyd Gibbons.

Red symbols denote NBC; black symbols CBS

E. S. T. 8 to 9 P. M. C. S. T. 7 to 8 P. M.

- 1 Major Bowes' Family
2 Chase and Sanborn Choral Orchestra
5 Enna Jettick Melodies
6 Collier's Hour
1 The World's Business
2 U. S. School of Music Program
3 Kaltenborn Edits the News
4 Jesse Crawford

E. S. T. 9 to 10 P. M. C. S. T. 8 to 9 P. M.

- 5 Majestic Theatre of the Air
6 Arabesque
3 Our Government
4 Atwater Kent Hour
6 Collier's Hour
7 The Vikings
8 Floyd Gibbons

Select from this list the program you prefer at the given time. Locate in the panels to the left and right the nearest station to you carrying it, and tune in. Enjoy what you want when you want it.

KEY TO LOCAL PROGRAMS

- N News M 1. Band
O Educational M 2. Classical
P Children's feature M 3. Dance
R Religious M 4. Religious
S Sports M 5. Novelty
T Dramatic M 6. Popular
V Variety M 7. Symphonic
W Comic M 8. Organ
X On the air M 9. Semi-classical M Variety

Table with columns for TIME, EASTERN, CENTRAL, and stations A, B, C, D. Includes programs like Major Bowes' Family, Chase and Sanborn Choral Orchestra, Enna Jettick Melodies, Collier's Hour, The World's Business, U. S. School of Music Program, Kaltenborn Edits the News, Jesse Crawford, Majestic Theatre of the Air, Arabesque, Our Government, Atwater Kent Hour, Collier's Hour, The Vikings, and Floyd Gibbons.

# CBS International Broadcasts



Hendrick  
Van  
Loon



H. G.  
Wells Author



Norman  
Angell



Sir Arbuthnot  
Lane

How H. G. Wells envisions civilization fifty years hence; what an internationally renowned economist thinks of the effect of peace on the relations between England and America; a talk on disease prevention by a noted British physician and surgeon; a discussion of "Science and Religion" by a distinguished European scientist—are among the features that will be brought to the American radio audience Sundays in November in the series of International Broadcasts over a CBS coast-to-coast network.

- November 2—H. G. Wells, "The World of Our Grandchildren."
- November 9—Norman Angell, "Peace and Anglo-American Relations."
- November 16—Sir Arbuthnot Lane, "Prevention of Disease."
- November 23—Sir Arthur Eddington, "Science and Religion."
- November 30—William Thomas Cosgrove, of Irish Free State, or Gen. James B. M. Hertzog, of South Africa.

Time—12:30 P. M., E. S. T., except on November 23, when the period begins at 12:45.  
Friday, November 14, during the Radio Follies program at 10 P. M., E. S. T., Hendrick Van Loon will speak from Holland on "Diamonds."

PETER DIXON and his wife, Aline Berry, have brought the adventures of the "Cub Reporter" to a close in order to inaugurate a new daily program, "Raising Junior," at 6 P. M., over WJZ. Here's hoping Wheateana will soon make these humorous, domestic skits available to a wider audience.

"Do you know how to make a peach cordial?"

"Sure, send her a box of candy."

Of course, sometimes the radio programs that come to us through the airshaft aren't so good, but the acoustics are wonderful.

Will Osborne is now able to hire himself and his orchestra. They will entertain regularly in a supper club, a recent acquisition of Osborne's.

"Do you suffer with rheumatism?"  
"Certainly; what else could I do with it?"—Judge.

Kathleen Stewart, staff pianist of the NBC, is a skilled equestrian and enjoys nothing more than a close polo match.

Louis Dean is a recruit on NBC's announcers' staff, but in point of service to radio he is a veteran, having served six years as announcer at WGY, Schenectady, and WGR, Buffalo. He was program director, also, for the latter station.

That radio reception improves as altitude increases is an observation offered by Commissioner Lafount, of the F. R. A. According to Mr. Lafount, at an altitude of eleven thousand feet in the Rockies he was able this summer to listen in enjoyably to the daytime programs of thirty-two stations.

So marked has been the success of the Westinghouse people in sending KDKA's programs via short wave to practically all parts of the world that they are now seeking to receive authority from the Federal Radio Commission to transmit commercially sponsored programs to Latin America.

The National Broadcasting Company has a regular listener of which it is justly proud. This listener is Joseph T. Tasker, an English prospector in the jungles of British Guiana, who writes of his extreme indebtedness for the entertaining and informative programs.



SUNDAY

November 2, 9, 16, 23, 30

CHAIN PROGRAMS

November 2, 9, 16, 23, 30

SUNDAY

Table with columns for Time, Eastern, Central, and stations A, B, C, D. Rows include programs like 690 Toronto Ckgw, 730 Montreal Ckac, etc.

Red symbols denote NBC; black symbols CBS. 1 Atwater Kent Hour, 2 Studebaker Champions, 3 Sunday at Seth Parker's, 6 El Tango Romantico, 7 Harbor Lights, 8 Ponce Sisters, 9 Mayhew Lake and His Band, 2 Around the Samovar, 3 Be Square Motor Club, 3 Sunday at Seth Parker's, 4 Sam Herman, Xylophonist, 5 Russian Cathedral Choir, 9 Kaffee Hag Program, A Reminiscences, 4 Back Home Hour from Buffalo.

Table with columns for Time, Eastern, Central, and stations A, B, C, D. Rows include programs like KFAB Lincoln 770, \*WOW Omaha 590, WPG Atlantic City 1100, etc.

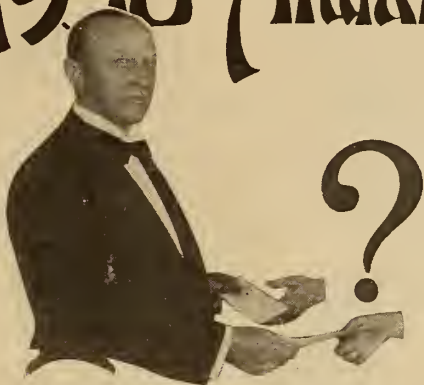
KEY TO LOCAL PROGRAMS: N News, O Educational, P Children's feature, R Religious, S Sports, T Dramatic, V Variety, W Comic, X On the air. 1. Band, 2. Classical, 3. Dance, 4. Religious, 5. Novelty, 6. Popular, 7. Symphonic, 8. Organ, 9. Semi-classical, M Variety.

RADIO habitues throughout the United States will, from time to time, hear a familiar announcement from their favorite stations, followed by the presentation of a dozen or more young men and women who hope to share the cash awards and the scholarships offered by the Atwater Kent Foundation in the fourth of its National Radio Auditions. Everywhere in the United States during September and October tens of thousands of eager young people between the ages of eighteen and twenty-

five years have presented themselves for the hundreds of local auditions and the fifty-three "State" auditions preliminary to the five geographical district elimination tests for the national finals. The records of the Foundation show that the number of local auditions in the fourth of the competitions sponsored by it increased approximately 30 per cent.

Since 1927, when the first of the National Radio Auditions was held, to this year, the event has become a national institution, and to its success countless men and women of distinction have given their time and enthusiasm. To the radio stations thousands of hitherto unknown singers have come for auditions that have been broadcast, from which the stations have acquired valuable additions to their staffs. Many of the local or community auditions have been broadcast, and all of the State and the five district auditions are broadcast and the radio audience invited to assist the judges in selecting the best singers. The national finals are made a feature of an Atwater Kent Radio Hour

# 1930 Atwater Kent Auditions



in December, and are broadcast from coast to coast, while a board of judges made up of internationally famous artists, critics, composers and teachers decides on the ranking of the voices of the ten finalists thus heard.

Each community is allowed two contestants for the State auditions; from the contestants so gathered one young man and one young woman are selected to represent their State in the district semi-finals.

The two young people selected from the district contests become national finalists, and each of them shares in the final awards, which include:

Winners of first place (one boy and one girl), \$5,000 each and two years' tuition in an American conservatory or its equivalent.

Winners of second place, \$3,000 each and one year's tuition.

Winners of third place, \$2,000 each and one year's tuition.

Winners of fourth place, \$1,500 each and one year's tuition.

Winners of fifth place, \$1,000 each and one year's tuition.

Each State winner receives a silver medal and each district winner a gold medal. The national finalists are assembled in Washington, D. C., as guests of the Atwater Kent Foundation, and are entertained in the National Capital and later in New York, where the final audition is held.

Two national first-prize winners, who have become very well known to radio listeners and motion-picture fans, are among those who failed on their first try, only to win out the second year. These are Miss Hazel Arth, contralto, of Washington, D. C., who lost in the Eastern district audition of 1927, only to win first national prize in 1928, and Donald Novis, tenor, of Pasadena, Calif., who lost in the Pacific Coast district competition of 1927, and won both district and national finals in 1928.

The prize winners themselves have been

required to devote most of their time to study—and, with the means at their disposal from the generous prizes, have gone enthusiastically to work. Some of them have become nationally famous in the concert field or through radio or on the stage. Miss Agnes Davis, of Denver, winner of the woman's first prize in 1927, is expected to make her debut as a coloratura prima donna with the Philadelphia Civic Opera Company this season. Wilbur Evans, basso, of Philadelphia, who won the men's prize in 1927, has become a concert artist of note and has also been presented in musical comedy. Miss Arth, the 1928 winner, has probably become the best known, nationally, of the young women winners by reason of her selection by the famous Father Finn as contralto soloist of the mixed choir the internationally known, clerical, music master organized for the Catholic Hour broadcast from coast to coast by the National Broadcasting Company every Sunday afternoon. The most spectacular success of any of the contestants so far has been achieved by Donald Novis, the young Pasadena tenor who won first place for men in 1928, and who has become a singing picture star, having been co-starred with many of the greatest artists of the silver screen in the productions of Paramount, United Artists and others. Novis has also been given a contract by the Victor Talking Machine Company to make records.



HAZEL CECILIA ARTH,  
Contralto of Washington, D. C.  
(1928 Atwater Kent winner.)



GENEVIEVE IRENE ROWE,  
Coloratura Soprano of Wooster, O.  
(1929 Atwater Kent Winner.)

MONDAY

November 3, 10, 17, 24

Table with columns for TIME, A, B, C, D and rows for various stations and programs across different states like Can, Ala, Ark, Colo, Conn, D.C., Fla, Ga, Ill, Ind, Iowa, Kans, Ky, La, Me, Md, Mass, Mich, Minn, Miss, Mo.

CHAIN PROGRAMS

Red symbols denote NBC features. Black symbols denote CBS features

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

- 1 Black and Gold Room Orchestra Concert. NBC, New York.
3 Mormon Tabernacle Choir and Organ NBC, Salt Lake City.

1 The Captivators Dance music. CBS.

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

1 Black and Gold Room Orchestra Concert. NBC, New York. (First 15 min.)

C Rise of the Goldbergs Humorous dramatic sketch depicting life struggles from Hester Street to Park Avenue. (First 15 min. of period B.)

D Literary Digest News flashes. (Last 15 min. of period B.)

A My Bookhouse Story-time (First 15 min. of period B.)

B The Vagabonds Music of Italy, played by Emery Deutsch's orchestra. (First 15 min. of period B.)

C Tony's Scrapbook (Last 15 min. of period B.)

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

D Current Events H. V. Kaltenborn in a resume of week's major events. (First 15 min. of period C.)

E The Town Crier Alexander Woolcott. (Last 15 min. of period C.)

F The Rhythm Kings Freddie Rich's orchestra.

A Rosalie Wolfe Soprano with instrumental quartet. (First 15 min. of period C.)

B The World To-day Talk by James G. McDonald.

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

F Tasty Yeast Jesters Male trio; Swedish dialect songs and stories. (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.

2 Colonial Beacon Lights Robt. L. Ripley, 'Believe It or Not' cartoonist entertainer; male quartet.

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

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

G Evangeline Adams Astrologer. CBS, New York. (First 15 min. of period D.)

KEY TO LOCAL PROGRAMS

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

MUSICAL

- 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.

November 3, 10, 17, 24

MONDAY

Table with columns for TIME, A, B, C, D and rows for various stations and programs across different states like Neb, N.J., N.Y., N.C., Okla., Pa., Tenn., Tex., Va., Wisc.

# National Farm and Home Program



NBC . . . WEEK-DAYS AT 12:45 P. M., E. S. T.

A WIDE variety of special events has been included in the National Farm and Home program during the past few weeks.

For five days, beginning October 13, National Broadcasting Company engineers switched the key station of the program's thirty-eight-station network from Chicago to St. Louis to broadcast directly from the arena of the National Dairy Exposition.

Another diversion from the regular schedule, consisting usually of timely talks from specialists of the United States Department of Agriculture, with instrumental and vocal music, came with broadcasts from the American Country Life Conference. This conference was held at Madison, Wis., Octo-



Wallace Butterworth  
Announcer

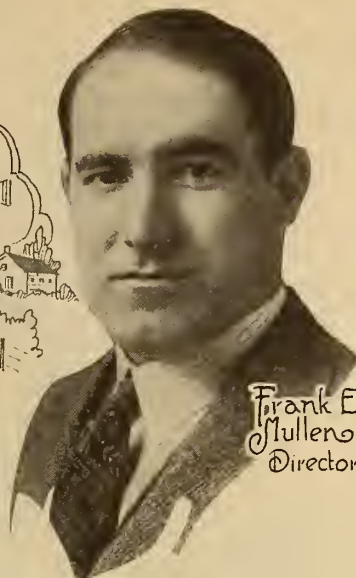
ber 8 and 9, with the NBC microphone picking up various high lights for the National Farm and Home program.

The next step in the plan to diversify the program was the installation of a microphone in a cornfield for the National Corn-husking Bee.

A climax to the series of special events is the week's program direct from the International Live Stock Exposition in Chicago. Plans were made to move the entire Farm and Home program cast, including the Pickard family and announcer Wallace Butterworth, to the Union Stockyards for these broadcasts.

In addition to the regular programs and special timely broadcasts, the National Farm and Home Hour offers, on scheduled Saturdays each month, programs from nationally known agricultural organizations. These features include, on the first Saturday of each month, a National 4-H Club program; second Saturday, Land Grant College broadcast; third Saturday, National Grange program, and fourth Saturday, American Farm Bureau Federation program. The Farmers' Union is heard on the third Wednesday of each month.

Similarly, Federal Farm Board speakers are scheduled as a regular Friday feature.



Frank E. Mullens  
Director

NATIONALLY known artists featured on each Maytag Orchestra program add variety to the musical numbers by Victor Young and his Maytag Orchestra. Entertaining and enjoyable new programs and artists are planned for each succeeding week of the Maytag period, heard between 9 and 9:30 P. M., E. S. T., each Monday.

The little that Robert Brown, WLW announcer, will tell about the airplane trip negotiated (maybe navigated) by himself and Capt. William S. Brock, in Powel Crosley, Jr.'s plane, which took fourth place in the non-stop flight of the National Air Races, is interesting. The radio transmitter, KHILO, failed to function at Kingman, Ariz., and Brown says, "I suffered"—that is all. He and Brock wrote fifteen hundred notes to each other during the eleven-hour trip, utilizing a carrier system between cockpit and cabin.

Writing poetry is one of the hobbies of Vee Lawnhurst, pianist-vocalist, heard in many NBC programs. Another is not reading it to her friends.

Paul Oliver, of the Palmolive Hour, is radio's heaviest tenor. He weighs 250.

Passenger—Have I time to say good-by to my wife?

Conductor—I don't know, sir; how long have you been married?—Arizona.

A new record for radio telephony was believed to have been established recently when an extended conversation took place between an aviator, flying five thousand feet above Buenos Aires, and a radio engineer in the general post-office in Sydney, Austral., some fourteen thousand miles distant.

Three Parisienne radio enthusiasts went direct to WABC's studios (the sending end of W2XE), upon disembarking from the *Ille de France*. They arrived in time to witness the Nit Wit broadcast. Bet they think William Randolph Hearst has something to do with it.

Paul Greene, formerly technical director of CBS and later assistant to Sam Pickard, that chain's genial vice-president, was recently appointed night manager for Columbia.

Father—Well, Willie, I received a note from your teacher to-day.

Willie—Is that so, pop? Give me a quarter and I won't breathe a word about it to mother.



LEO O'ROURKE, tenor heard on NBC programs, gives a side-splitting account of an experience when he, with John Seagle, Robert Stevens and Darrell Woodyard, comprising the famous "National Cavaliers" quartet, was appearing in vaudeville. The stage setting depicted a tramp scene, with only the singers' heads appearing through holes in painted canvas. During their second song, O'Rourke suddenly lurched forward, all but bringing the stage setting down on them. The song closed with Woodyard carrying the melody and the others in hysterics. A chorus girl had stuck O'Rourke with a pin.

Presenting a vivid contrast to all this is O'Rourke's start in life. Born in the little village of West Rutland, Vt., his father died when he was in the lower grades, necessitating his helping with the family earnings after school hours. Somehow the lad found time to practice regularly on the village church organ.

His opportunity came when Mme. Schumann-Heink heard him sing and secured him a scholarship at Cincinnati Conservatory.



**MONDAY**

November 3, 10, 17, 24

**CHAIN PROGRAMS**

November 3, 10, 17, 24

**MONDAY**

TIME	A	B	C	D
EASTERN	8	30	9	30
CENTRAL	7	30	8	30
Can - 690 TORONTO CKGW	4	M6	M6	7
ada 730 MONTREAL CKAC	M3	M6	M6	M6
Ala. 1140 BIRM'GH'M *WAPI				
930 BIRM'GH'M WBRC	1	2	O	M9
Ark. 1040 HOT SP'GS *KTHS	4	5	6	
1390 LIT'LE R'CK *KLRA	1	2	X	X
Colo. 830 DENVER KOA	1	5	6	3
560 DENVER KLZ	1	2	M7	M
Conn.1060 HARTFORD *WTIC	M2	2	2	3
D. C. 630 WASH'GT'N WMAL	1	2	3	4
950 WASH'GT'N WRC	1	2	2	3
Fla. 620 Clearwater WFLA	1	5	X	M9
St. Petersburg WSUN				
900 JACKS'NVE WJAX	1	5	M6	3
1300 MIAMI B. WIOD	1	5	M	7
560 MIAMI WQAM	M9	T	T	M8
Ga. 890 ATLANTA WCST				4
740 ATLANTA WSB	4	5	6	3
Ill. 1020 CHICAGO KYW	1	5	6	7
770 CHICAGO *WBBM			3	4
870 CHI WENR-WLS	MW	M	M	M7
720 CHICAGO WGN	M	2	2	3
560 CHICAGO *WIBO				
670 CHICAGO WMAQ	1	2	X	X
Ind. 1160 FT. WYNE *WOWO			3	4
1230 IND'P'LIS *WFBM	1			
Iowa 1260 C.NCL BL'FS KOIL	1	2	3	4
1000 Davenport Des Moines WOC	1	2	X	3
600 WATERLOO WMT	1	2	X	X
Kans.1220 LAWRENCE *WREN		5	6	7
580 TOPEKA *WIBW	1	2	M5	M3
1300 WICHITA *KFH	1			X
Ky. 1490 COVINGTON *WCKY			6	M
820 LOUISVILLE WHAS				3
La. 1250 N. ORL'NS WDSU				4
1320 N. ORL'NS WSMB	1	5	6	
Me. 620 BANGOR WLBZ	1	2		
940 PORTLAND WCSH	M	2	2	3
Md. 1060 BALTIMORE *WBAL				
600 BALTIMORE WCAO	1	2	3	4
Mass. 990 SPRINGFIELD WBZ	4	5	6	7
590 BOSTON WEEL	X	2	2	3
1230 BOSTON WNAC	1	2	3	4
1200 WORCESTR WORC	1	2	X	X
580 WORCESTER WTAG	1	2	2	3
Mich.1410 BAY CITY WBCM	1	2	M	M
1240 DETROIT WXYZ	1	2	3	4
750 DETROIT WJR	W	5	6	7
920 DETROIT WWJ	1	2	2	3
Minn. 810 MINNEAP WCCC	1	2	3	4
1460 ST. PAUL KSTP	M9	X	6	3
Miss.1270 JACKSON WJDX	1		6	
Mo. 950 KAN. CITY KMBC	1	2	3	4
610 KAN. CITY WDAF	1	2	2	3
1090 ST. LOUIS KMOX	T	M8	3	4
550 ST. LOUIS *KSD	1	2	2	3
1350 ST. LOUIS KWVK	4	5	6	7

Red symbols denote NBC features. Black symbols denote CBS features

- A** Eastern Standard Time 8 to 8:30 P. M.  
Central Standard Time 7 to 7:30 P. M.
- 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. Or  
Literary Digest Program See page 9.
- B** Eastern Standard Time 8:30 to 9 P. M.  
Central Standard Time 7:30 to 8 P. M.
- 2** A. & P. Gypsies  
Orchestra; director, Harry Horlick; vocal soloists.  
NBC.
- 5** Ipana Troubadours and Ingram Shavers  
Dance music.
- 2** Mardi Gras  
Large Orchestra, directed by Freddie Rich; girls' trio;  
male chorus; Ben Alley, tenor, and the Round Town-  
ers.
- C** Eastern Standard Time 9 to 9:30 P. M.  
Central Standard Time 8 to 8:30 P. M.
- 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 Verbrug-  
ghen.
- D** Eastern Standard Time 9:30 to 10 P. M.  
Central Standard Time 8:30 to 9 P. M.
- 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. CBS.

**KEY TO LOCAL PROGRAMS**

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

**MUSICAL**

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.

**NBC—DAILY EXCEPT SUNDAY**

- Charlie Hamp—Quaker Early Bird  
7:30 A. M., E. S. T., on Eastern chain through WJZ.  
7:30 A. M., C. S. T., on Central West stations of blue  
network.
- Phil. Cook—The Quaker Man  
8 A. M., E. S. T., on Eastern chain through WEAJ.  
8 A. M., C. S. T., on Midwest chain through red net-  
work.
- Jolly Bill and Jane—Children's Program  
7:45 A. M., E. S. T., over WJZ.
- Cheerio  
8:30 A. M., E. S. T., over WEAJ and chain.
- Vermont Lumberjacks  
8:30 A. M., E. S. T., over WJZ and Eastern chain.  
8:30 A. M., C. S. T., over Midwest group.
- Radio Household Institute (Except Saturday)  
11:15 A. M., E. S. T., through WEAJ.
- National Farm and Home Hour  
12:45 P. M., E. S. T., through WJZ.

A	B	C	D	TIME
8	30	9	30	EASTERN
7	30	8	30	CENTRAL
M	5			KFAB LINCOLN 770 Neb.
1	2	2	3	*WOW OMAHA 590
1	2	3	4	WPG ATL'IC CITY 1100 N. J.
				WOR NEWARK 710
1	2	2	3	WGR. BUFFALO 550 N.Y.
1	2	3	4	WKBW BUFFALO 1480
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	M9	6	7	WHAM ROCHT'ER 1150
				*WHEC ROCHT'ER 1440
	2	2	3	WGY SCHEN'D Y 790
1	2	3	4	*WFBL SYRACUSE 1360
1	OM	3	4	WBT CHARLOTTE 1080 N.C.
1				WPTF RALEIGH 680
1	2	X	X	WWNC ASHEVILLE 570
1	2	M	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
M5	5	M3	7	WLW CINCINNATI 700
1	2	2	3	WSAI CINCINNATI 1330
1	2	3	4	WHK CLEVEL'D 1390
	2	2	3	WTAM CLEVEL'D 1070
1				WAIU COLUMB'S 640
1	2	3	4	WSPD TOLEDO 1340
				*WKBN YO'NGST-N 570
1	2	M	4	KFJF OKLA. CITY 1480 Okla.
1	5	6	3	WKY OKLA. CITY 900
1	M	6	M	*KVOO TULSA 1140
				*WHP HARRIS'B'G 1430 Pa.
1	2	3	4	WLBW OIL CITY 1260
M	2	3	4	WCAU PHILAD. 1170
M	X	M3	M2	*WFAN-WIP PHIL. 610
M	2	2	3	*WLIT-WFI PHIL. 560
B	5	6	7	KDKA PITTS'B'GH 980
1	2	2	3	WCAE PITTS'B'GH 1220
1	2	3	4	WJAS PITTS'B'GH 1290
1	2	3	4	WEAN PROVID'NCE 780 R. I.
1	2	2	3	WJAR PROVID'NCE 890
1	2	X	M9	WDOD CHATTA. 1280 Tenn.
	5	6	3	WMC MEMPHIS 780
1	2			*WREC MEMPHIS 600
1	2	M	M	*WLAC NASHV'LE 1470
4	5	6	3	WSM NASHV'LE 650
X	X	X	4	*KRDL DALLAS 1040 Tex.
M9	M9	X	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			*WTAR NORFOLK 780 Va.
	5			WRVA RICHM'D 1110
1	2			WDBJ ROANOKE 930
M2	5	6	W	*WEBC SUPERIOR 1290 Wisc.
1	2	3	X	*WISN MILW'KEE 1120
X	5	M	3	WTMJ MILW'KEE 620





Every Wednesday at 4 p. m., E. S. T., the RADIO GUILD presents a notable play over WJZ and a coast-to-coast network. To the left is a scene from a rehearsal. Included in the cast are (left to right): Charles Warburton, Sheila Hayes, Jeanne Owens, Florence Malone, Charles Webster, Leo Stark, Harry Neville and Vernon Radcliffe, director, who is timing the action.



"The Girl on the Cover."

ANNETTE HANSHAW first sang in public at the age of six, when, induced by an offer of candy, she allowed herself to be placed upon a chair so that her tiny voice might be heard to better advantage. The song she selected was "The Man in the Moon," and though she was extremely nervous and shy—even for one of her immature years—it is recorded that she scored a sensational success.

To-day the "blues" singing of Miss Hanshaw is familiar to radio audiences throughout the country, but she has lost none of that nervousness, nor has she gained self-confidence since her above-mentioned debut. And yet she has always given a highly commendable performance.

Miss Hanshaw is from a socially prominent Westchester family, and, according to her mother, she could hum over fifteen melodies when she was two years of age. Ever since her schooldays she has entertained at innumerable society functions, appearing frequently at the home of the Vanderbilts with whom she is a great favorite.

After attending several fashionable boarding-schools, she entered the National School of Design, and, upon graduation from that institution, she dabbled in commercial art for a time—that is, until she made her bow as a radio artist over a Florida station four years ago. The program was sponsored by a real-estate firm, and the newcomer received a handsome monetary reward for her interpretation of the "St. Louis Blues." Except on one occasion, she has always been paid for broadcasting, and that exception occurred when she appeared on a program under the auspices of a local charity.

She has recorded for various phonograph companies under her own appellation and such *non de plumes* as Patsy Young, Gay Ellis and Dot Dare. At one time she was sole proprietor of a music store in New Rochelle, N. Y.

"Little Miss Van Heusen," as she is often called by her fellow-artists, likes broadcasting better than any other form of entertainment—this with all her nervous agitation. So reticent and unassuming is she that, when the Van Heusen broadcast is concluded, she dashes into the control-room, where she waits for the studio guests to depart. She'd rather do this than listen to the customary praise.

One of these days she may be persuaded to sing a composition of her own, but she is so modest that she never mentions her avocation to any one—and it has already resulted in two popular hits, "Sweet One" and "Till Your Happiness Comes Along."



THE GOLDBERGS AT HOME. Little Rosie, played by Roslyn Silber; Mollie, played by Gertrude Berg; Jake, as portrayed by James R. Waters, and Sammy, in the person of Alfred Corn, are shown during rehearsal of the NBC program, "The Rise of the Goldbergs," which recently graduated to the vaudeville stage. The Goldbergs are heard each Monday night at 6:30, E. S. T.



The REX COLE MOUNTAINEERS are heard daily except Sunday at 5:45 p. m., over WEAF. Of course they specialize in old-time melodies and folk-lore songs. When not practicing musically, they are hanging horse-shoes round a peg, preferring a good game to the bright lights of Broadway.

MEMORIES of his childhood days in Uruguay crowd the mind of Hugo Mariani when he directs El Tango Romantico each Sunday night for the weekly NBC broadcast.

For the haunting lilt of the tango is the music dearest to the Mariani heart. He was born and reared in South America, the birthplace of the tango, and his one hope is to spend the final years of his life there. Meanwhile he is happy in teaching America, through the all-reaching medium of radio, the joyousness and rhythm of El Tango Romantico.

Mariani has been in the United States since 1919. He has been in radio for several years, and for the past year has been personnel director of the orchestral department of NBC.

The arrival in New York was preceded by an extensive career in South American music circles, beginning at the age of six, and at the age of eleven he toured all South America as a "child wonder." He resigned the conductorship of the National Symphony Orchestra in his home city to come to America.



MONDAY

November 3, 10, 17, 24

CHAIN PROGRAMS

November 3, 10, 17, 24

MONDAY

Table with columns for TIME, EASTERN, CENTRAL, and various station call letters (e.g., CKGW, CKAC, WAPI) and their corresponding broadcast times.

Red symbols denote NBC features. Black symbols denote CBS features

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

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

5 Stromberg Carlson Program Rochester Symphony Orchestra.

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

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

2 Symphonic Rhythm Makers

6 Empire Builders Tales of the great Northwest.

2 Nit-Wit Hour Fun for all and all for fun. CBS, from New York.

3 American Maize Program Adventures of Don Amazo.

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

3 Dance Music NBC, New York.

7 Slumber Music String ensemble; direction, Ludwig Laurier. NBC.

A Dance Music CBS, New York. (First 15 min. of period C.)

B 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.

4 Dance Music NBC, New York.

7 Slumber Music String ensemble; director, Ludwig Laurier.

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

4 Dance Music CBS, New York.

KEY TO LOCAL PROGRAMS

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

MUSICAL

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.

CBS-DAILY EXCEPT SUNDAY

Organ Reveille - Popular Music by Fred Feibel 8 A. M. Morning Devotions - Religious Services Led by New York Clergymen 8:30 A. M. Something for Every One - Music, News, Hymns, Poetry, by Ernest Naftzger 9 A. M. Radio Home-Makers' Club - Feature Periods for Women 10 to Noon, by Ida Bailey Allen Music - A Succession of Orchestras, Choruses, Quartets Noon to 2:30 P. M. School of the Air - A Nation-wide Educational Program. 2:30 (School-days)

Table with columns for TIME, EASTERN, CENTRAL, and various station call letters (e.g., KFAB, \*WOW, WPG) and their corresponding broadcast times.

# Tastyeast Jesters



NBC . . . MONDAY, THURSDAY AND SATURDAY AT 7:15 P. M., E. S. T. . . . WJZ

**W** RITING Swedish dialect is no simple matter, but putting the words down on paper is a cinch compared to getting them across vocally in song or story.

If any doubt exists regarding this statement, the doubter has only to ask "Wamp" Carlson, Swedish dialectician of the Tastyeast Jesters. Carlson usually manages to get one Swedish dialect story across three times each week in the Jesters' broadcast through a National Broadcasting Company network.

"But I know that I've done some work at the end of each program," Carlson says.

The dialect exponent with Dwight Latham and Guy Bonham are the entire Tastyeast Jesters program, consisting of comedy patter, novelty instrumentation and songs set to especially arranged music.

Carlson, Latham and Bonham write the patter, deliver it, play the instruments, arrange the music and sing the songs—all in an informal, breezy style which sets the pro-

grams apart from any other style of broadcasts.

All three comedians had much experience at WTIC, in Hartford, before joining the NBC network cast. The instruments used in each program include mandolin, guitar, ukulele and an instrument called the "mandolute." The Tastyeast programs, under the sponsorship of Green Brothers, Incorporated, of Springfield, Mass., are directed by Arthur Daly.

In addition to these direct broadcasts, "Pep," "Vim" and "Vigor" are heard at spot periods over a large number of stations in recorded programs. Here is an opportunity for interested listeners to compare specifically direct broadcasting with "canned" or "electrical transcription," as the announcers prefer to call it. A very interesting experience is to locate two stations, one carrying the chain broadcast and the other a "recorded" program at the same period.



**F**OR the past few months radio listeners have thrilled, judged by the voluminous fan mail, to the strains of the Studebaker theme song broadcast as part of the program every Sunday evening from the Chicago NBC studios, 8:15 to 8:45, Central Standard Time.

This song was composed expressly for the Studebaker "Champions" orchestra by its musical director, Victor Young. "Falling in Love with You" is but one of Young's composition successes. He also composed "Can't You Understand," "Just Because It's You" and that popular lyric "Sweet Sue."

Victor Young and his orchestra have gathered a vast audience of followers in this greatly favored broadcast. Besides being director of the Studebaker "Champions" orchestra, he is considered an outstanding figure in the field of popular music and has been influential in the careers of many present-day stars in the field of popular melodies.

**B**ECAUSE of the demand from the South for the music of Guy Lombardo and his Royal Canadians, the General Cigar Company, sponsors of the Robert Burns Panatela programs heard Mondays at 10 P. M., E. S. T., over WABC and the Columbia network, has extended its radio network so that this hour will be routed to the Houston, San Antonio, Dallas and Oklahoma City stations of the system.

☪

Monkey business is just what Raoul Marlow, author of the CBS Rainbow Revels, believes in. In fact, Marlow owns a monkey ranch out in California and keeps one of the older "boys" with him for a pet.

☪

Little Jack Little, nationally known comedian, had but a local reputation until he obtained permission from WLW to have things his own way. His way proved the most amusing way possible to his listeners, and this powerful station introduced him to a delighted nation.

☪

Of particular interest is the alertness manifested by leading American publications in accepting radio, which has proven a veritable "fairy god-mother" to them. Among these (weeklies for the most part) is *Time*, which is doing no mean type of advertising in its "News Acting" heard over ninety-three independent stations.

☪

*Mose*—Big boy, Ah wondah was George Washington as honest as dey sez he was?

*Sam*—I tell yo', niggah, George was the honestest man dat ever was born.

*Mose*—Den, how come dey close de banks on his birthday?

☪

Phillips H. Lord says he has received only one "mash note," inspired by his Sunday night semi-religious programs. It came from an old lady, eighty years of age, who said she'd had three husbands. She'd listened to Lord on his "Seth Parker" program over the NBC, thought he was eighty instead of twenty-eight, liked his voice, and said she'd be willing to take him for No. 4.

☪

Picture a lady talking through a microphone when a mouse suddenly makes his public bow before her. Such an episode, Ida Bailey Allen avers, is a daily one during her Radio Home-Makers' Club's food broadcast, on which occasions radio etiquette restrains her from a primitive urge to most anything but an observance of radio etiquette.



TUESDAY

November 4, 11, 18, 25

CHAIN PROGRAMS

November 4, 11, 18, 25

TUESDAY

Red symbols denote NBC features. Black symbols denote CBS features

Table with columns for TIME, EASTERN, CENTRAL, and station call letters (A, B, C, D) for various cities including Toronto, Montreal, Birm'gh'm, etc.

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

Black and Gold Room Orchestra Concert music; director, Ludwig Laurier.

Raising Junior Domestic skit with Aline Berry and Peter Dixon. NBC. (First 15 min. of period A.)

Richard Maxwell Tenor with string trio. (First 15 min.)

Savannah Liners' Orchestra Harold Sanford, director. (Last 15 min.)

CBS, from New York Concert music.

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

Black and Gold Room Orchestra Concert music; direction, Ludwig Laurier. (First 15 min. of period B.)

Vocal and Instrumental Soloists NBC, New York.

Savannah Liners' Orchestra Harold Sanford, director. (First 15 min.)

Literary Digest Topics in Brief News flashes. (Last 15 min. of period B.)

A Dance Music CBS, from New York.

B Tony's Scrapbook Eastern Standard Time 7 to 7:30 P. M. Central Standard Time 6 to 6:30 P. M.

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

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

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

Vocal and Instrumental Music

Beurus Orchestra

C Political Situation in Washington To-night Frederic William Wile.

D Westchester Salon Orchestra

E Dance Music from New York Eastern Standard Time 7:30 to 8 P. M. Central Standard Time 6:30 to 7 P. M.

Soconyland Sketches Dramatized stories of New York and New England.

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

O Adventures of Polly Preston

F Wise Shoe Program Walter Winchell.

G The Early Book Worm Alexander Woolcott.

KEY TO LOCAL PROGRAMS

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

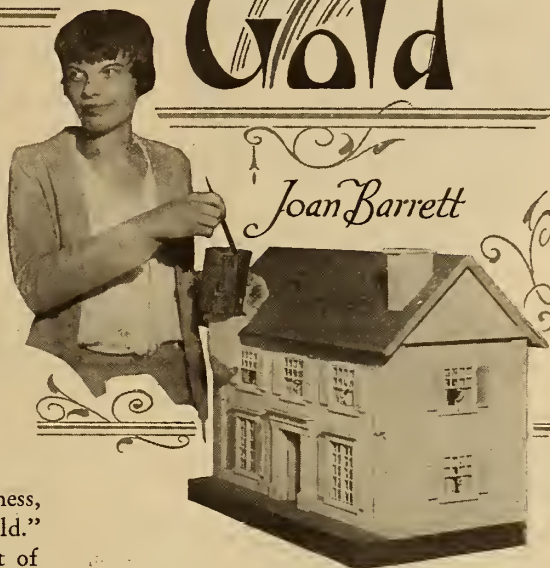
MUSICAL

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.

Table with columns for TIME, EASTERN, CENTRAL, and station call letters (A, B, C, D) for various cities including Lincoln, Omaha, Newark, Buffalo, etc.

# The Pot of Gold

RADIO HOME-MAKERS  
DAILY EXCEPT SUNDAY AND  
SATURDAY, 10 A. M.  
TO NOON



JOAN BARRETT, of the Radio Home-Makers' Club, recalled a belief from her not so distant childhood when they were trying to find a name for her fifteen-minute period on Tuesdays at 11:45 A. M.; at that time she tells hundreds of thousands of women how they can make money at home. She thought of the rainbow, symbol of hope and happiness, and they called the program "Pot of Gold."

Now, the pot of gold is no longer out of reach at the end of the rainbow, but easily accessible through the wave-length that brings the Radio Home-Makers' Club to you. Thousands of women have written in since Miss Barrett started the program two years ago, telling that her talks have proved a veritable pot of gold to them.

Every Tuesday Joan describes a new way by which home-makers can add to the family income through some fascinating industry to be carried on at home. Among recent suggestions were "Mushroom Farming," "A Tourists' Inn," "Home Weaving," "Personal Shopping," "A Day Nursery"—ideas for town and country dwellers.

Miss Barrett never recommends anything that has not first been actually tried and proved. Whenever she hears of a woman who is carrying on a business at home, she immediately gets in touch with her and goes thoroughly into the plan. Because of her own experience with running an interior decorating service at home, she is able to judge the possibilities of the business, and she often suggests improvements to the originator.

Though Joan Barrett is still in her early

twenties, she has already tried so many angles of the business world that one could not choose a better confidante when faced with the necessity—or desire—to fatten a slim purse. After finishing a course in applied arts at the Pratt Institute, New York, she worked her way to Paris and studied interior decorating at L'Ecole des Beaux Arts, in Fontainebleau, while earning her expenses by writing for magazines at home.

She became a member of the staff of the Radio Home-Makers' Club two years ago, to direct the interior decorating broadcasts.

A few weeks after Joan joined the club, Ida Bailey Allen, the president, decided to install a pin-money department. Joan Barrett offered to do the first broadcast. She became so imbued with the idea behind the new program that she asked to be allowed to continue the period—and she's been directing it ever since, together with her interior-decoration program, "Harmonies and Contrasts," on Mondays at 10:30 A. M., and a weekly arts and crafts period, called "Busy Fingers," on Thursdays at the same hour.



**EVA LA GALLIENE!** To the American public that name symbolizes an elevated type of stage (and now radio) production that is vital, wholesome and startlingly fine.

"Saint Eva" is what her company fondly call Miss La Galliene. The title is pertinent; few mere humans are possessed of the volcanic energy that has made of this slight person a master producer; an actress without a flaw; master of French, German, Russian and Danish, with a passing knowledge of Italian, Greek and Spanish; possessing superlative musicianship; playing the piano, piccolo, guitar and harp.

Miss La Galliene at first found radio acting difficult, which is usually the experience of good actors and actresses. Even now, though she is quite at home before the microphone, Miss La Galliene seems to be enacting her role for the benefit of a visible audience. She has a theory that it takes twenty years to make an actor, ten of which should be given to self-improvement. Five months of radio acting, she thinks, equals five years on the stage.

WHEN the manufacturers of Johnson and Johnson products decided they had enough melodrama in their radio programs a few months ago, they began to cast about for a musical program.

"What the radio listener wants is lively, snappy melody, delivered by artists who combine personality with ability," was the conclusion they eventually reached.

A search for such artists immediately began and resulted in the signing of Vee Lawnhurst, pianist and vocalist; Don Byron, tenor; Lucien Schmidt, cellist, and Murray Kellner, orchestra leader.

With this cast of characters the building of Tek Music programs, heard every Tuesday night through an extensive National Broadcasting Company network, began. That the program builders guessed right in their selection of talent and type of program was immediately evidenced in the volume of mail reaching stations broadcasting the programs.

Miss Lawnhurst is among the most colorful of the artists on the broadcasts. She accompanies herself at the piano in her vocal selections. Singing and playing the piano are the two things she likes to do above all others, and she never "has a case of blues that can't be sung away."

"The Solemn Old Judge" seems a strange cognomen for George Dewey Hay, director and chief announcer for WSM, the Nashville station; rather a contradictory one, as the young man's slogan is, "Never fail to broadcast a smile," and to date, after seven years of announcing, he has not been found wanting. But the title was one under which he wrote his quaint dialect stories for the *Commercial Appeal* before his radio debut, and it stuck. His own fine personality, coupled with a keen wit and discernment of human nature, won for him in 1924 the first annual cup award as the most popular announcer, presented to him at the first Radio World's Fair.

Guy Lombardo, director of the Robert Burns Panatela program on CBS, started on his radio career in Chicago playing in a night club across from a cemetery. One can possibly see the advantages in such a location.

Don Amaizo, new CBS character who is brought to radio by the American Maize Products Company, will never be seen nor will his voice ever be heard. As a violinist only will the listeners be conscious of his presence. WHAT'S ON THE AIR mail should now be deluged with requests for his picture.

Did we tell you about the CBS visitor who thought remote control was a new-fangled phrase for hypnotism?



**TUESDAY**

November  
4, 11, 18, 25

**CHAIN PROGRAMS**

November  
4, 11, 18, 25

**TUESDAY**

Red symbols denote NBC features. Black symbols denote CBS features

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

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

**A Troika Bells**  
Genia Fornariova, soprano. Russian folk songs; Bala-laika orchestra. NBC. (First 15 min.)

**B Pewee and Windy**  
**5** Pure Oil Orchestra  
Wayne King conducting. NBC, Chicago.

**1 Blackstone Program**  
Musical program featuring Julia Sanderson and Frank Crumit. Or  
**Literary Digest Program**  
See page 9.

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

**2 Florsheim Frolic**  
Coon-Sanders dance orchestra.

**6 Big Guns**  
Dramatic sketch; incidental music.

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

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

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

**3 Eveready Program**  
Orchestra director, Nathaniel Shilkret; Guardsmen quartet; guest artists.

**7 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.

**4 Happy Wonder Bakers**  
Orchestra director, Frank Black; vocal trio; singing violins.

**8 Death Valley Days**  
Dramatic sketch with Virginia Gardiner, William Shelley, Jack McBride; John White, novelty vocalist; orchestra direction, Josef Bonime. NBC.

**3 Philco Symphony Concert**  
Howard Barlow and his symphony orchestra.

**KEY TO LOCAL PROGRAMS**

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

**MUSICAL**

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-DAYTIME**

Forecast School of Cookery  
11 A. M., Tuesday, Wednesday, Thursday (WJZ).

Josephine B. Gibson—Food Talk  
10:45 A. M., Tuesday and Friday, WJZ, WBZ, WHAM, WCKY, KDKA, KWK, WSM, WMC, WSB, WAPL, WSMB, WREN, KSTP, WEBC, WRVA, WIBO, WIOD, KTHS, KVOO, WBAP, KPRC, WOAI, KFAB, WKY, WTMJ, WHAS, WPTF.

O'Cedar Time  
10:30 A. M., over WABC, W2XE, WEAN, WNAC, WCAU, W3XAU, WCAO, WMAL, WJAS, WLBW, WFBL, WKBW, WADC, WHX, WKRC, WOWO, WBBM, KMOX, KOIL, KMBC, WISN, WCCO, WBCM, WSPD, WGST, WBRC, WDOD, WREC, WLAC, WDSU, KRID, KLRA, KFJF, K TSA, WXYZ, KTRH, WPG, WBT.

TIME	A	B	C	D
EASTERN	8	30	9	30
CENTRAL	7	30	8	30
KFAB LINCOLN 770 Neb.	5	M7		
*WOW OMAHA 590	X	2	3	4
WPG ATL'IC CITY 1100 N. J.	1	AB	M	3
WOR NEWARK 710				
WGR. BUFFALO 550 N.Y.		2	3	4
WKBW BUFFALO 1480	1	AB	2	3
WABC NEW YORK 860	1	AB	2	3
WEAF NEW YORK 660	AB	2	3	4
WJZ NEW YORK 760	5	6	7	8
WHAM ROCH'TER 1150	5	M6	7	M3
*WHEC ROCH'TER 1440	1			3
WGY SCHEN'D Y 790		2	3	4
*WFBL SYRACUSE 1360	1	AB	2	3
WBT CHARLOTTE1080 N.C.	1	B	M2	3
WPTF RALEIGH 680	5			
WWNC ASHEVILLE 570	O	X	X	X
WDAY FARGO 940 N.D.	1	O	S	X
WADC AKRON 1320 Ohio	1	AB	2	3
*WFJC AKRON 1450	X	X	3	4
WKRC CINCI'NATI 550		AB	2	3
WLW CINCI'NATI 700	M3	M9	M3	MO
WSAI CINCI'NATI 1330	A	2	3	4
WHK CLEVEL'D 1390	1	AB	2	3
WTAM CLEVEL'D 1070			3	4
WAUI COLUMB'S 640	1	X	X	X
WSPD TOLEDO 1340	1	AB	2	3
*WKBN YO'NGST'N 570	M	X	X	X
KFJF OKLA.CITY 1480 Okla.	M	M	M	M
WKY OKLA.CITY 900	V	2		4
*KVOO TULSA 1140	M	M	M	4
*WHP HARRIS'B'G 1430 Pa.	1	2		
WLBW OIL CITY 1260	1	B	2	3
WCAU PHILAD. 1170	1	AB	2	3
*WFAN-WIP PHIL610				
*WLIT-WFI PHIL. 560	A	2	3	4
KDKA PITTS'B'GH 980	5	M	M	8
WCAE PITTS'B'GH 1220	X	2	3	4
WJAS PITTS'B'GH 1290	1	AB	2	3
WEAN PROVID'NCE 780 R.I.	1	AB	2	3
WJAR PROVID'NCE 890	M	2	3	4
WDOD CHATTA. 1280 Tenn.	P	X	X	M9
WMC MEMPHIS 780	5	2	3	4
*WREC MEMPHIS 600				
*WLAC NASHV'LE 1470	S	B	T	
WSM NASHV'LE 650	5	2	X	M
*KRLD DALLAS 1040 Tex.	X	B	M6	3
WFAA Dallas 800		X		4
WBAP Ft. Worth 800	X	2	X	4
KPRC HOUSTON 920				
*K TSA S. ANTONIO 1290				
WOAI S. ANTONIO 1190	X	2	X	X
*WTAR NORFOLK 780 Va				
WRVA RICHM'D 1110	5	2		4
WDBJ ROANOKE 930				
*WEBC SUPERIOR 1290 Wisc	5	2	M2	4
*WISN MILW'KEE1120	X	X	2	X
WTMJ MILW'KEE 620	5	M2	M	4

# Death Valley Episodes

NBC . . . TUESDAY, 9:30 P. M., E. S. T.

ALL the austere beauty and grim realism of California's ill-famed Death Valley are paraded before the microphone in "Death Valley Episodes," heard each Tuesday night through a National Broadcasting Company network.

Builders of the program have delved deep into the history of the arid section to obtain authentic material for the manuscripts. In Virginia Gardiner, William Shelley and Jack



William  
Shelley

UNUSUAL is the term most applicable to Miss Lillian Bucknam, dramatic soprano of the Columbia Broadcasting System—unusual in the possession of a soprano voice with a range of three octaves and of a merry personality which she substitutes for artistic temperament; unusual in her preferences, which are: life in the country, motoring (whether on land, water or air), golf and puppy dogs.

Miss Bucknam has made her home in New Rochelle, N. Y., since babyhood. She showed marked musical ability at an early age, and her voice and stage presence were much in demand during her college days at New Rochelle. Her voice is undoubtedly a rich inheritance from both parents, as both father and mother were non-professional singers. Strangely coincidental with Lillian's birth was her mother's inability to sing another note.

Just after her graduation, Miss Bucknam took a leading part in the "New Rochelle Nights" broadcast over WEBJ, and this led to a call from a large metropolitan station.



McBride they have a cast amply capable of portraying the incidents uncovered by the historians.

Behind a curtain of music that was known in the days when Death Valley was being conquered, the actors bring to life such famed individuals as Death Valley Scotty, Swamper Ike, Bill Corcoran and Johnny Mills.

Although the program is little more than a month old, its authenticity is already receiving compliments from persons who knew Death Valley in the days when to venture into it was to invite disaster.

The music in the programs is provided by an orchestra under the direction of Josef Bonime, known to radio listeners through his work in the Edison Hour and other NBC broadcasts. Every selection is carefully orchestrated for the radio orchestra, the arrangements being made under Bonime's personal direction.



Virginia  
Gardiner

ONE of the most distinctive musical programs on the air is offered each week by Wayne King and his Pure Oil Orchestra playing from the Chicago NBC studios between 7:30 and 8 P. M., E. S. T., every Tuesday.

Wayne King's unusual arrangements and fine interpretations of modern harmonies have won national recognition for himself and the orchestra he conducts. His ability comes as a result of many years' experience as a master of popular melodies. Each week he introduces the popular current airs, arranged especially for the Pure Oil series.

Interspersing the program of orchestral numbers, the Pure Oil Service Men, a quartet composed of men who have become famous for their individual as well as quartet singing, produce inviting numbers for the radio audience.

Cyril Pitts, first tenor of the quartet, has been soloist with the New York Philharmonic and other leading orchestras. Herman Larson, baritone, has achieved fame as choral director and concert artist throughout the East and middle West. Thomas Muir, second tenor, has appeared in principal roles with the Palmetto Opera Company and with the Philadelphia Opera. Reinhold Schmidt, basso, has sung principal roles with the Philadelphia and the Grove Park Opera Companies.

Songs by these entertainers are confined to numbers of a popular and semi-popular nature.

✽

"Ah! new car. How's the pick-up?"

"Haven't had much chance to try it yet. My wife rides with me most of the time."

✽

Howard Barlow is proud of his humble beginning as an organ pumper, when eight years of age. The church organ was propelled by motor, but often stopped, and the young man then had to reach in and pull out frogs, tadpoles, water-dogs and other musical inmates. Perhaps this early training helps him keep the frogs, etc., out of his orchestra's performances on the CBS Philco Hour.

✽

Ted Weems, who directs his dance orchestra over the Columbia network from the Minneapolis studio, says: "Every one harbors a desire to lead an orchestra." Illustrating his point, he mentions his introduction to John Coolidge, son of the ex-President, several years ago. Weems and his men were playing at a Yale dance. Young Coolidge was present with a lady companion. Upon being introduced, Weems proffered his baton to John Coolidge, who eagerly accepted, provided Weems would dance with the young lady. Some two hours later, when the dance ended, John Coolidge was still directing the orchestra.



TUESDAY

November 4, 11, 18, 25

CHAIN PROGRAMS

November 4, 11, 18, 25

TUESDAY

Red symbols denote NBC features. Black symbols denote CBS features

Table with columns for TIME, A, B, C, D and rows for various cities and stations including Toronto, Montreal, Birm'gh'm, Hot Sp'gs, Denver, Hartford, Wash'g'tn, Clearwater, Jacks' N'Ve, Miami, Atlanta, Chicago, Ft. Wyne, Ind'polis, Des Moines, Waterloo, Lawrence, Topeka, Wichita, Covington, Louisville, N. Or'l'ns, Bangor, Portland, Baltimore, Springfield, Boston, Worcester, Bay City, Detroit, Wj'ngt'n, Minn'ap, St. Paul, Jackson, Kan. City, St. Louis.

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

A Enna Jettick Songbird Saloon orchestra; direction, Geo. Dilworth; soprano soloist. (First 15 min. of period A.)

B B. A. Rolfe and His Lucky Strike Dance Orchestra NBC. (Begins during last 15 min. of period A.)

3 Westinghouse Salute Frederick G. Rodgers, narrator; symphony orchestra direction, Zoel Parenteau and T. J. Vastine. Announcer, Louis L. Kaufman. NBC.

A Graybar—Mr. and Mrs. Dramatization of "Joe and Vi," Briggs' comic. CBS, New York. (First 15 min. of period A.)

B Paramount Publix Radio Playhouse Guest stars of the screen; large orchestra. (Begins during last 15 min. of period A.)

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

1 B. A. Rolfe and His Lucky Strike Dance Orchestra

4 Cuckoo Burlesque skit; direction, Raymond Knight. NBC.

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

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

5 Slumber Music String ensemble; direction, Ludwig Laurier.

6 Duke Ellington and His Cotton Club Orchestra NBC Service from Cotton Club.

D To Be Announced A Anheuser-Busch Program Tony Cabooch. CBS. (First 15 min. of period C.)

B Heywood Broun's Radio Column (Last 15 min. of period C.)

D What's Wrong with This Picture? Musical program with prizes offered listeners recording intentional errors made by announcer.

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

2 Vincent Lopez and His Hotel St. Regis Orchestra NBC Service from Hotel St. Regis.

5 Slumber Music String ensemble; direction, Ludwig Laurier.

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

3 Dance Music from New York CBS.

KEY TO LOCAL PROGRAMS

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

MUSICAL

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.

Table with columns for A, B, C, D, TIME, EASTERN, CENTRAL and rows for various stations including KFAB, WOW, WPG, WOR, WGR, WKBW, WABC, WEA, WJZ, WHAM, WHEC, WGY, WFBL, WBT, WPTF, WWNC, WDAY, WADC, WFJC, WKRC, WLW, WSAI, WHK, WTAM, WAIU, WSPD, WKBN, KFJF, WKY, KVOO, WHP, WLBW, WCAU, WFAN-WIP, WLIT-WFI, KDKA, WCAE, WJAS, WEAN, WJAR, WDOD, WMC, WREC, WLAC, WSM, KRDL, WFAA, WBAP, KPRC, KTSA, WOAI, WTAR, WRVA, WDBJ, WEBC, WISN, WTMJ.



Lucille Wall



Charles Premmac "Premier Chef"

heard Tuesdays at 8:45 p. m., gets dozens of letters in French; in spite of his accent, that means work for a translator.

Harry C. Brown as Hank Simmons



LUCILLE WALL has begun her second year as "Polly" in "Adventures of Polly Preston," Tuesdays at 7:45, over NBC. Miss Wall is also popular as "Collier's Love-story Girl."

Yes, indeed, HARRY BROWN was a success in the movies before radio fascinated him. He has played featured roles with Mae Murray, Hazel Dawn, Constance Talmage and Mary Pickford. Remember him, movie fans?

Edward K. Jewett



James J. Corbett "Gentleman Jim"

brings a rich fund of anecdotes to the radio audience each Sunday at 6 p. m., when he is master of ceremonies for the Howard Dandies over CBS.

EDWARD K. JEWETT, one of the latest additions to NBC's staff of announcers, is one of the early birds at the studio. He announces "Jolly Bill and Jane" daily at 7:45 a. m.



James Whipple, who successfully navigates "Forty Fathom Trawlers" over Columbia's air waves, has not been so fortunate with his forty-foot sloop *Querida*. After numerous mishaps, Whipple can still speak kindly of the old vessel. "It's a good boat," he says, "but very nautical."

It's always a pleasure to hear the strains of the "Tinker's Song" floating over the Columbia network on a Saturday evening. It means more good music is to follow by the "Wallace Silversmiths" under Harry Salter's baton.

Cynga Conly, whom Robert Ripley introduced recently on the Beacon Oil program of the National Broadcasting Company as the world's fastest speaker, broke her own record on that program when she delivered Lincoln's Gettysburg address in thirty-three seconds flat. Her former record was thirty-six seconds. The occasion was Miss Conly's first appearance before the microphone.

Congratulations to Marie Gerard and to Charles Touchette, if plans made when this magazine went to press materialized! These were the principals (or shall be) of another of the famous radio weddings for which the CBS studios are speedily becoming famous.

Nila Mack, a latecomer on the CBS continuity staff, is a young lady of glorious past achievement, as witness: her work as a movie playwright, vaudeville artist, heroine of Golden's "Eva the Fifth," and program director of a Midwest broadcasting station.

A letter was recently received by the Denver station imploring aid in locating a missing husband. The request seemed genuine enough, and KOA, had in past located two hundred missing persons, but business policy dictated an accurate check before it be broadcasted; therefore a letter was dispatched to the woman whose husband had "walked out on her," to get her appeal O. K.'d by the local chief of police. The result was an indignant reply from the woman, who affirmed that her husband had shown no inclination to desert. A trouble-maker had sent the first letter.

When Phil Cook, dialectician and twice-a-day broadcaster, finishes a program, he hurries straight home to get Mrs. Cook's reaction.



THEY say that it is a far cry from the pulpit to the stage, but radio has certainly disproven it. The Three Vagabonds, one of Columbia's male trios, is a shining example. While their fathers were filling roles from circuit riders to ministers of large city congregations, three youthful vagabonds were kicking up their heels in shady pastures and thinking how delightful it would be if they might only go through life singing and playing.

The history of these three ministers' sons is one of small beginnings and great achievement. From an obscure act on a long-forgotten station in 1920, they gradually worked up to a feature group on the Columbia Broadcasting System. The feature which they themselves have developed is known as "The Nation-wide Vagabond Club." When membership was offered to listeners the response was instantaneous. Five hundred letters came in by return mail, and at the end of three months the membership has grown to five thousand. They share a program with Tony Cabooch every Tuesday night in "Anheuser-Busch Antics."



WEDNESDAY November 5, 12, 19, 26

CHAIN PROGRAMS

November 5, 12, 19, 26 WEDNESDAY

Red symbols denote NBC features. Black symbols denote CBS features

Table with columns for TIME, EASTERN, CENTRAL, and stations A, B, C, D. Includes programs like TORONTO, MONTREAL, BIRMINGHAM, HOT SPICES, DENVER, HARTFORD, WASHINGTON, JACKSONVILLE, MIAMI, ATLANTA, CHICAGO, WYNE, INDIANAPOLIS, WATERLOO, LAWRENCE, WICHITA, COVINGTON, LOUISVILLE, N. ORLANS, BANGOR, PORTLAND, BALTIMORE, SPRINGFIELD, BOSTON, WORCESTER, BAY CITY, DETROIT, MINNEAPOLIS, ST. PAUL, JACKSON, KANSAS CITY, ST. LOUIS.

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

Black and Gold Room Orchestra Concert music; director, Ludwig Laurier. NBC, N. Y.

Raising Junior Domestic skit with Aline Berry and Peter Dixon. NBC. (First 15 min. of period A.)

Whyte's Orchestra Direction, Peter van Steeden. NBC. (Next 10 min. of period A, then)

Talk John B. Kennedy. (Last 5 min. of period B.)

Bill Schudt's "Going to Press" A prominent newspaper man speaks. CBS. (First 15 min. of period A.)

Dance Music CBS, New York. (Last 15 min. of period A.)

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

Black and Gold Room Orchestra (First 15 min. of period B.)

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

Gloria Gays Affairs Dramatic skit. (First 15 min. of period B.)

Whyte's Orchestra from New York

Literary Digest Topics in Brief News flashes. (Last 15 min. of period B.)

Dance Music CBS.

My Bookhouse Story-time CBS.

Tony's Scrapbook CBS.

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

Instrumental Soloists NBC. (First 15 min. of Period C.)

Radio Luminaries Welcome Lewis, contralto; Andy Sannella, instrumentalist; Breen and de Rose, novelty duo. NBC. (Last 15 min.)

Pepsodent Program Amos 'n' Andy. NBC. (First 15 min.)

National Surety's Secret Cases Stories about criminals.

The Crockett Mountaineers (First 15 min. of period C.) CBS, N. Y.

Edward Tailoring Program Script act.

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

Radio Luminaries (First 15 min. of period C.)

Back of the News in Washington Wm. Hard. NBC, Washington.

Phil Cook, the Quaker Man NBC, N. Y. (First 15 min. of period D.)

The Dic-a-Doo Entertainers Piano duo; girls' trio; mixed octet.

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

Eskimo Pie Program Adventures of Sandy and Lil.

Table with columns for TIME, EASTERN, CENTRAL, and stations A, B, C, D. Includes programs like LINCOLN, OMAHA, ATLANTIC CITY, NEWARK, BUFFALO, NEW YORK, ROCHESTER, SYRACUSE, CHARLOTTE, RALEIGH, ASHEVILLE, FARGO, AKRON, CINCINNATI, CLEVELAND, OKLA. CITY, TULSA, HARRISBURG, OIL CITY, PHILAD., PHIL., PITTSBURGH, PITTSBURGH, PROVIDENCE, CHATTAHOOCHEE, MEMPHIS, NASHVILLE, DALLAS, HOUSTON, SAN ANTONIO, SAN ANTONIO, NORFOLK, RICHMOND, ROANOKE, SUPERIOR, MILWAUKEE, MILWAUKEE.

# Al and Pete

## Spend the Summer at Home



**A**N event outstanding in the history of radio entertainment in Detroit was signaled with the return to that town of "Al and Pete," now riding the crest of a wave of popularity nation-wide in scope, who were brought back to their old home town by Chevrolet.

Both entertainers were pioneers on the air back in the days when a few dollars for a full evening's work was considered heavy money, and both have since graduated through national chains into the front rank of radio talent commanding salaries which would have seemed fabulous in the old days.

Both first went on the air in Detroit and both have fittingly returned to the town which gave them their start to achieve a notable climax to a career of consistent upward climbing. They come on the air each evening except Sunday at 6:15, in quarter-hour programs of song and chatter sponsored by the Chevrolet dealers of Detroit.

The programs are broadcast simultaneously over Stations WWJ, WXYZ and WJR. The contract extends from the latter part of July until early autumn, Chevrolet officials announced.

In private life their names are Al Cameron and Pete Bontsema. Al is a native of Indiana, where he attended DePauw University, and Pete hails from Kalamazoo, Mich. Both made their radio debut in Detroit back in the early 1920's. At that time Al was one of the first entertainers to appear over WWJ shortly after its installation. He also was a member of the old Red Apple Club which

used to broadcast each Tuesday evening over WCX; and Pete, with his band at Hotel Tuller, broadcast over the first remote control station in Detroit.

The quality of their Detroit programs in the early days brought them a reputation throughout the central West and carried them on to Chicago at a time when sponsored programs were coming into general vogue. They appeared on several chains, including the Columbia chain, and, in addition to their radio work, they published many songs and made innumerable recordings.

Al and Pete are known in the profession as hard workers. They reached the top of the ladder by putting behind their programs hours and hours of painstaking rehearsal.

The two inimitable entertainers have been associated together for the past five years, and it is safe to assert that a poll of Detroit listeners would reveal a unanimous wish that the association continue indefinitely.

**Y**ES, indeedy!" Charlie Hamp is the "Quaker Early Bird" to be heard over WJZ and associated stations every morning except Sunday at 7:30 A. M., E. S. T. Smiling Charles comes to his new program after a summer spent at WTAM, where he subbed successfully for that station's outstanding feature, "Gene and Glenn." Most of the time since his overseas days on the French and Italian fronts, Hamp has been on the "big time" in vaudeville. While in Hollywood, doing some work for the pictures, he broke into radio and landed the chief announcer's berth at KMTR.

✂

Vee Lawnhurst, featured crooner on several NBC programs, has a little boy, John, three and a half years old, who gives promise even now of being her best friend and severest critic.

Every night Vee sings, John listens at home. One night recently, after she had returned from the studio, he seemed very upset.

"Mamma," he asked, "have you a cold?"

"Why, no, dear," she replied. "Why?"

"Well, it sounded like it."

"That was probably static you heard, dear."

"What's static, mamma?"

"Why, dear," Vee began, "static is—"

"Oh, I know what you mean," the youngster cut in; "our radio has hay fever. Well, I'm glad to hear that it's the radio and not you, mamma, because I was a little worried."

✂

Al Gleason, singer and saxophonist, who with Fred Stone is heard in a duet act over an NBC network, lost a perfectly good girl once because of a ukulele.

He tells it this way:

"I was piano accompanist for Texas Guinan in the Beaux Arts Night Club, New York. At the time I was going with a girl who was an accomplished uke player.

"Tex decided that she, too, wanted to learn how to play the uke, promising to return it in short order.

"Tex has that uke to this day. She soon learned to play it, but forgot to return it. I hesitated to ask her for it, but my girl didn't hesitate to give me the air."

✂

Herbert Glover, WABC's busy remote-control man, played opposite the pilot of an amphibian plane recently, in a Robinson Crusoe play, that was not entirely to his liking. Flying from Roosevelt Field to Lakehurst, N. J., the plane developed engine complaint and was brought to a forced landing (or watering) in the ocean. Although the pilot and Glover waved frantically to passing craft, their occupants only waved gaily in return, and it was not until late afternoon that the castaways were towed in by a Coast Guard cutter.



**T**HIS charming young lady is Miss Gloria Gay herself, who plays the lead in "Gloria Gay's Affairs" which originate in the WJZ studio every Wednesday at 6:30 P. M., E. S. T.

This is one of the 1931 season's smarter dramatic offerings. For Gloria Gay is just about the most irrepressible modern youngster who ever stepped before a microphone.

Gloria Gay's boy friends and would-be boy friends are legion. But there is one loyal, unimaginative standby—Jimmie Williams, to wit. Gloria and Jimmie are forever getting into hilarious scrapes that tax Gloria's ingenuity when it comes to extricating themselves.

In private life Gloria Gay is none other than Frances Wilcox, whose beauty and charm and skillful acting have made her a Broadway favorite.

Unfortunately, the present arrangement does not provide an opportunity for listeners away from the Eastern coast to hear Miss Gloria regularly.

WEDNESDAY November 5, 12, 19, 26

CHAIN PROGRAMS

November 5, 12, 19, 26 WEDNESDAY

Red symbols denote NBC features. Black symbols denote CBS features

Table with columns: TIME, EASTERN, CENTRAL, and stations A, B, C, D. Lists programs for various cities like Toronto, Montreal, Birm'gh'm, etc.

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

1 East of Cairo Dramatic sketch; Oriental music, Sven von Hallberg. NBC, New York.

5 The Yeast Foamers Orchestra; director, Harry Kogen; vocal soloists. NBC, New York.

1 Toscha Seidel and Concert Orchestra Or Literary Digest Program See page 9.

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

2 Mobiloil Concert Guest soloists; Henry M. Neely, master of ceremonies.

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

2 Forty Fathom Trawlers Drama of the sea; quartet; ship's band. CBS, N. Y.

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

3 Halsey Stuart Program Orchestra; direction, George Dasch; financial advice by "Old Counsellor." NBC, Chicago.

A Wadsworth Program Musical drama. (First 15 min. of period C.)

B O'Cedar Time NBC from Chicago. (Last 15 min. of period C.)

3 Gold Medal Fast Freight Wheatees 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.

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.

KEY TO LOCAL PROGRAMS

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

MUSICAL

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.

WEDNESDAY-DAYTIME

Mary Hale Martin's Household Period 10:45 A. M., over WJZ, WBZ, WBAL, WMC, WSM, WSMB, WSB, WAPI, WLW, KDKA, WREN, WHAS, KFKX, WHAM, KWK, WJDX.

Betty Crocker 10:30 A. M., over WEA, WEEL, WJAR, WTAG, WCSH, WSM, WFL, WRC, WGY, WGR, WBAP, WOAI, WSB, WMC, WHAS, WJAX, WOC, WHO, WDAF, WRVA, WWJ, WPTF, WSAI, KFKX, KVOO, WKY, KPRC, WAPI, WIOD.

National Home Hour 10 A. M., Wednesday and Friday, over WEA, WEEL, WJAR, WFL, WTAG, WCSH, WRC, WGY, WGR, WWJ, WSAI, KFKX, WCAE, WTAM.

The Kirkman Interlude 4 P. M., WEA, WJAR, WTAG, WGY, WGR.

Table with columns: TIME, EASTERN, CENTRAL, and stations A, B, C, D. Lists programs for various cities like Lincoln, Omaha, Atlantic City, Newark, Buffalo, etc.



Marion Keeler

MARION KEELER, who left Roxy's gang to join the Chicago NBC forces, is heard as guest artist on Maytag and other NBC programs originating in Chicago.



Bernadine Flynn

BERNADINE FLYNN, already a favorite with listeners on the "Wonder Dog" program, has accepted a call to be leading lady in the 1930-31 Empire Builders playlets.

EVANGELINE ADAMS proved so popular in her readings of the stars for Eastern listeners that Forban's has arranged to extend the network carrying her talks every Monday, Wednesday and Friday at 7:30 p. m., E. S. T., as far west as Oklahoma City.



Ray Perkins and George M. Malcolm

RAY PERKINS and his friend, the NBC Building doorman, are in New York, while WENDELL HALL and the beautiful DEL RIO are in Chicago. Yet each Saturday night, at "The Sign of the Shell," Ray and Wendell engage in an old-fashioned "kidding" match.

Eddie and Elizabeth Wragge



EDDIE and ELIZABETH WRAGGE are young, but have many past radio parts to remember. At present they are both engaged each afternoon at 5 in "The Lady Next Door," NBC children's feature.

Evangeline Adams

Wendell Hall and Dolores Del Rio



THE National Broadcasting Company recently conducted an experiment. For three years the Slumber Hour had been a regular feature. Conducted by Ludwig Laurier, a former concert master in the Metropolitan Opera Orchestra, the program offered six nights a week an hour of soft, soothing music—music that lulled and was restful.

Almost without warning the program was changed. A male quartet was substituted for the gentle violins and wood winds that had provided Slumber Music. With equally as little warning a storm of protest blew up. Listeners wrote, telephoned and came in person. They wrote to their favorite radio editors, who in turn took up the battle.

At the end of a very short period the broadcasters decided the experiment had gone far enough and the original program was reinstated. Immediately there was no storm. All was peaceful and quiet as the placid voice of Milton Cross announced the numbers for the Slumber ensemble.

The program had been heard six nights a week. Shortly after the experiment of its removal had been concluded, the manufacturers of Kaffee Hag negotiated with NBC for permission to include a Slumber ensemble, under the baton of Laurier, as part of the Sunday night broadcasting schedule.

Now there is Slumber Music on Sunday nights, and those who build programs have taken a "no more experimenting" pledge.

"Where goest thou, my pretty maiden?"  
 "Home from an auto-ride."  
 "Oh, for goodness' sake!"  
 "Yes."—Exchange.

During the initial broadcast of KMOX's new 50,000-watt station, clear reception was reported from thirty-one States and two Provinces of Canada.

Rudy Vallee, love and college songster, has found that washing his face in vinegar before exposure to the sun not only prevents burn, but provides "that healthy glow." It is conceded to be a healthy "pickling."

Although she's considered among the tiniest of all the radio family, Jessica Dragonette, soprano in the Cities Service programs, doesn't like miniature golf. And why should she?

Sambo—Mandy, what do ye mean by washin' your hands with my new sixty-cent tube of toothpaste?

Mandy—It says on the tube "Forhan's," don't it?



THERE is one man in radio whose power in shaping musical programs for broadcasting is almost czaristic; he is Keith McLeod, music supervisor for the National Broadcasting Company, and every week his department builds on an average 150 new musical programs.

The singer or musician who aspires to radio fame in most cases must pass under the scrutiny of McLeod's department.

McLeod has composed many of the famous "signature" songs heard in NBC broadcasts. Notable among these are "Slumber On," "My Reveries," "Golden Gem," "Twilight Voices" and "Southern Skies," the latter now a part of standard repertoire.

McLeod was born in Loveland, Col., and started playing the piano at the age of seven. He intended to become a lawyer and worked his way through Denver University by playing the piano and organ. After graduating in 1917, he devoted his entire time to music. In the summer of 1923 he decided to try his luck in the new "racket," radio, and found it worth while.

**WEDNESDAY** November 5, 12, 19, 26

**CHAIN PROGRAMS**

November 5, 12, 19, 26 **WEDNESDAY**

TIME	A	B	C	D
EASTERN	10	30	11	30
CENTRAL	9	30	10	30
Can - 690 TORONTO CKGW	M6	M6	M3	M3
ada 730 MONTREAL CKAC	X	X	M7	M7
Ala. 1140 BIRM'GH'M *WAPI	①	②	X	
930 BIRM'GH'M WBRC	①	①	AB	②
Ark. 1040 HOT SP'GS *KTHS	M	②	M	C
1390 LIT'LE'R'CK *KLRA	①	①	AB	②
Colo. 830 DENVER KOA	①	②	X	C
560 DENVER KLZ	①	①	A	②
Conn.1060 HARTFORD *WTIC	①	②	M8	M3
D. C. 630 WASH'GT'N WMAL	①	①	AB	②
950 WASH'GT'N WRCA	①	②	③	④
Fla. 620 Clearwater WFLA	X	V	③	
St.Petersb'g WSUN				
900 JACKS'N'VE WJAX	①	②	M6	SM
1300 MIAMI B. WIOD	X	②	M3	X
560 MIAMI WQAM				
Ga. 890 ATLANTA WGST				
740 ATLANTA WSB	①	②	X	C
Ill. 1020 CHICAGO KYW	⑤	②	SM	C
770 CHICAGO *WBBM				
870 CHI WENR-WLS	M1	M1	X	V
720 CHICAGO WGN	①	X	NO	M
560 CHICAGO *WIBO				
670 CHICAGO WMAQ	①	①	TM	C
Ind. 1160 FT. W'YNE*WOWO	①	①	AB	
1230 IND'PLIS *WFBM	①	①	AB	②
Iowa 1260 C.NCIL BL'FS KOIL	①	①	AB	②
1000 Davenport WOC*WHO	①	②	AB	④
Des Moines WMT	①	①	AB	②
600 WATERLOO WMT	①	①	AB	②
Kans.1220 LAWRENCE*WREN	⑤	⑥	X	C
580 TOPEKA *WBW	①	①	AB	②
1300 WICHITA *KFH			AB	②
Ky. 1490 COVINGTON*WCKY	X	⑥	M3	
820 LOUISVILLE WHAS	①		X	C
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB	①	②	X	C
Me. 620 BANGOR WLBZ	①	①	A	②
940 PORTLAND WCSH	①	②	N	
Md. 1060 BALTIMORE*WBAL				
600 BALTIMORE WCAO	①	①	AB	②
Mass. 990 SPRINGFIELD WBZ	⑤	M9	OM	M
590 BOSTON WEEL	①	②	N	
1230 BOSTON WNAC	X	X	B	②
1200 WORCEST'R WORC	①	①	AB	②
580 WORCESTER WTAG	①	②	N	
Mich.1410 BAY CITY WBCM	①	①	AB	②
1240 DETROIT WXYZ	①	①	AB	②
750 DETROIT WJR	⑤	⑥	⑦	X
920 DETROIT WWJ	①		X	
Minn. 810 MINNEAP WCCO	①	①	AD	②
1460 ST. PAUL KSTP	①	②	③	C
Miss. 1270 JACKSON WJDX	②	②	③	C
Mo. 950 KAN. CITY KMBC	①	①	AB	
610 KAN. CITY WDAF	①	②	③	C
1090 ST. LOUIS KMOX	T	VV	M	M3
550 ST. LOUIS *KSD	①	②	③	M3
1350 ST. LOUIS KWK	⑤	M3		C

Red symbols denote NBC features. Black symbols denote CBS features

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

① **Palmolive Hour**  
NBC, New York.

⑤ **Camel Pleasure Hour**

④ **Voice of Columbia**  
Semi-classical program.

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

② **Coca Cola Program**  
Sports interviews by Grantland Rice. Male chorus; orchestra; direction, Len Joy. NBC.

⑥ **Wayside Inn**  
Male quartet.

④ **Voice of Columbia**  
Semi-classical program.

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

③ **Vincent Lopez and His St. Regis Hotel Orchestra**  
Dance music.

⑦ **Slumber Music**  
String ensemble; direction, Ludwig Laurier. NBC, New York.

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

**B** **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.

④ **Dance Music from New York**  
Via NBC.

⑦ **Slumber Music**  
String ensemble; direction, Ludwig Laurier. NBC, New York.

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

② **California Melodies**  
Orchestra and movie celebrities. CBS, from California.

**KEY TO LOCAL PROGRAMS**

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

**MUSICAL**

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.

**School of the Air**

2:30 P. M., E. S. T. Monday—American history dramatizations, alternately for fifth and sixth grades and high school. Tuesday—Music appreciation for Junior and Senior high school. Wednesday—Literature dramatizations alternately for fifth and sixth grades and high school. Thursday—Story telling and music appreciation for the first, second and third grades. Friday—Current events, fifteen minutes for fifth and sixth grades and vocational information, fifteen minutes for eleventh and twelfth grades.

TIME	A	B	C	D	TIME
EASTERN	10	30	11	30	EASTERN
CENTRAL	9	30	10	30	CENTRAL
			⑦	C	KFAB LINCOLN 770 Neb.
	①	②	③		*WOW OMAHA 590
	①	①	AB	②	WPG ATL'IC CITY 1100 N. J.
					WOR NEWARK 710
	①	②	M3	M3	WGR. BUFFALO 550 N.Y.
	①	①	T	M3	WKBW BUFFALO 1490
	①	①	AB	②	WABC NEW YORK 860
	①	②	③	④	WEAF NEW YORK 660
	⑤	⑥	⑦	⑦	WJZ NEW YORK 760
	⑤	⑥	M3	M3	WHAM ROCHESTER 1150
	①	①	AB	②	*WHEC ROCHESTER 1440
	①	②	③		WGY SCHEM'D Y 790
	①	①	AB	②	*WFBL SYRACUSE 1360
	①	①	X	X	WBT CHARLOTTE 1080 N.C.
					WPTF RALEIGH 680
	M	M	AB	②	WWNC ASHEVILLE 570
	①	①	AB	②	WDAY FARGO 940 N.D.
	①	①	M5	M3	WADC AKRON 1320 Ohio
	⑤				*WFJC AKRON 1450
	①	①	X	②	WKRC CINCINNATI 550
	⑤	M3	M3	T	WLW CINCINNATI 700
	①	②	③		WSAI CINCINNATI 1330
	①	①	AB	②	WHK CLEVEL'D 1390
	①	②	③	④	WTAM CLEVEL'D 1070
					WAIU COLUMB'S 640
	①	①	AB	M6	WSPD TOLEDO 1340
			AB	②	*WKBN YO'NGST'N 570
	①	①	AB	②	KFJF OKLA.CITY 1480 Okla.
	X	②	M3	C	WKY OKLA.CITY 900
	X				*KVOO TULSA 1140
					*WHP HARRIS'B'G 1430 Pa.
	①	①	AB	②	WLBW OIL CITY 1260
	①	①	M9	②	WCAU PHILAD. 1170
	M3	M3	M3	M8	*WFAN-WIP PHIL. 610
	①	②	M3	X	*WLIT-WFI PHIL. 560
	⑤	⑥	⑦	M6	KDKA PITTS'B'GH 980
	①	②	③		WCAE PITTS'B'GH 1220
	①	①			WJAS PITTS'B'GH 1290
	①	①	B	M3	WEAN PROVID'NCE 780 R. I.
	①	②	N		WJAR PROVID'NCE 890
	①	①	AB	②	WDOD CHATTA. 1230 Tenn.
	①	②	X	C	WMC MEMPHIS 780
	①	①	AB	②	*WREC MEMPHIS 600
	①	①			*WLAC NASH'VE 1470
	①	②	X	C	WSM NASH'VE 650
	①	①	X	X	*KRLD DALLAS 1040 Tex.
	①				WFAA Dallas 800
					WBAP Ft. Worth 800
	①	②	X	C	KPRC HOUSTON 920
	①	②	W	C	*KTSA S. ANTONIO 1290
	①	①	AB	②	WOAI S. ANTONIO 1190
	⑤	②			*WTAR NORFOLK 780 Va.
	①	①	AB		WRVA RICH'M'D 1110
	①	①	AB		WDBJ ROANOKE 930
	M6	②	X	C	*WEBC SUPERIOR 1290 Wisc.
	①	①	AB	②	*WISN MIL'W'KEE 1120
	①	M	③	C	WTMJ MIL'W'KEE 620

# Royal York Orchestra



CANADA, associated in the minds of Americans with the prohibition question, moose hunting and winter sports, is giving American radio listeners one of the most popular dance programs on the air.

The program, which originates in the Royal York Hotel in Toronto, is sponsored by the Canadian Pacific Railway Company, and is picked up by CKGW, NBC outlet in Toronto.

Fred Culley is conductor of the orchestra and holds the same place in Canadians' esteem as Rudy Vallee or Vincent Lopez holds in the United States.

Culley was born in Toronto thirty-three years ago. He served with the Canadian armies during the World War, and when he left the service directed an orchestra in one of Toronto's large theaters.

In 1926 he was assistant conductor of Waring's Pennsylvanians and accompanied that orchestra on a tour of Europe. He also played the violin in the Toronto Symphony.

Before making his radio debut he was in talking pictures.

The Royal York Hotel, where Culley plays, is not only the largest hotel in Toronto, but is said to be the largest in the British Empire.

While Culley's programs are largely made up of American dance selections, he frequently introduces compositions by Canadian composers, as well as tunes that have come to Canada from England. The tempo of his orchestra is pronounced, and is perfect for dancing, according to those who tune in at midnight (E. S. T.) Wednesdays on Stations WJZ, New York; WBZ, Springfield; WHAM, Rochester; KDKA, Pittsburgh; WJR, Detroit; WLW, Cincinnati; WIBO, Chicago; KWK, St. Louis; WREN, Lawrence, Kan.

The Canadian Pacific Musical Crusaders—Alfred Heather, director—had its premiere on October 5, and is now established as a favorite Sunday afternoon program for thousands of Americans who are enabled to listen in through NBC service to Station WJZ and the blue network. The time for this broadcast is 4:15, E. S. T.



FREDDIE RICH is master of a career and a personality, productive, gracious and surprising, wherewithal he is an unassuming young man not yet thirty.

Born in the East Side, he fraternized with peddlers, policemen and street musicians, but found time to practice daily at the piano—unwillingly at first, until his father, to punish him, stopped his lessons and locked up the instrument. Then Freddie's need for forbidden music made of him a steadfast disciple.

At twelve he had a job on Second Avenue in a "nickelodion;" then followed enjoyable work in the Damrosch Conservatory of Music. In 1922, at the Hotel Astor, he was one of the first dance-orchestra directors to conduct a program over radio. In 1923 he was a recording artist and composed "Animal Crackers," his brilliant arrangement of the "Parade of the Wooden Soldiers" and other numbers.

Now, as one of the principal conductors for Columbia, he does as many as sixteen different programs a week.

SCHUTT and Cornell, piano team, are the weekly feature of the Semi-Hex program which made its debut over WABC from 6:45 to 7 P. M., E. S. T., September 29. This program, which is sponsored by the General Pencil Company, brings to listeners-in a different guest artist each week. Arthur Schutt is a composer and one of the foremost pianists in the present-day radio field. He is primarily a broadcasting star and has been featured with nearly all of the finest orchestras on the air. Cornell is among the world's finest piano accordionists and has toured the country with his own vaudeville act, of which he alone comprised the *personnel*. Together they have been starred on many gala broadcasts.

When Helen Morgan, champion piano-sitter of the stage, works in NBC programs, she stands in front of the microphone, running her fingers through her hair.

Welcome Lewis, contralto heard in many NBC programs, is credited with having the deepest female voice of all the radio folks.

*Grace*—And you say he doesn't know how to kiss?

*Beryl*—I said he didn't know how to kiss.

*Modern Masculine Wife* (to effeminate husband)—I think, Horace dear, you should grow a mustache. The baby doesn't seem able to differentiate between us.

That report about Amos 'n' Andy entering the movies must be an error. Doesn't Pepsodent remove the film?

Ever since John H. Crockett, with his five sons, made their sensational appearance as radio entertainers of the front rank under the CBS standard, New York City's historians have busied themselves to learn whether or not this family of hardy mountaineers were descendants of Davy Crockett, of Alamo fame. All records vehemently establish this relationship!

Dr. Arthur Torrance turns movie director, as Paramount is utilizing his jungle tales told over WABC for a "wild" series of pictures.

*Timid Loter*—I have a half mind to kiss you.

*Modern Flapper*—If you had a whole mind, you would have done it an hour ago.



THURSDAY

November 6, 13, 20, 27

CHAIN PROGRAMS

November 6, 13, 20, 27

THURSDAY

Red symbols denote NBC features. Black symbols denote CBS features

Table with columns for TIME, A, B, C, D and rows for various stations and programs like 690 TORONTO, 730 MONTREAL, etc.

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

Black and Gold Room Orchestra Concert music; director, Ludwig Laurier. NBC, N. Y.

Raising Junior Domestic skit with Aline Berry and Peter Dixon. NBC. (First 15 min. of period A.)

Whyte's Orchestra Direction, Peter van Steeden. NBC. (Last 15 min. of period A.)

Columbia Educational Features Lecture.

Concert Music CBS.

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

Black and Gold Room Orchestra Direction, Ludwig Laurier. (First 15 min. of period B.)

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

Whyte's Orchestra (First 15 min. of period B.)

Literary Digest Topics in Brief NBC. (Last 15 min. of period B.)

Dance Music from New York CBS.

Tony's Scrapbook

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

Mid-week Federation Hymn Sing By a mixed quartet. Arthur Billings Hunt, director. NBC, from New York.

Pepsodent Program Amos 'n' Andy, black-face comedians.

Tastyeast Jesters Dwight Latham, Wamp Carleson, Guy Bonham; songs with mandolite accompaniment. (Last 15 min.)

The Crockett Mountaineers Mountain songs. (First 15 min. of period.)

Westchester County Salon Orchestra

Fro-Joy Novelty Dance Program

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

Niagara Hudson Program Dramatic sketch with incidental music. NBC.

Phil Cook, the Quaker Man NBC, N. Y. (First 15 min. of period D.)

The Jarman Shoe Company Program (Last 15 min. of period D.)

Ward's Tip Top Club Variety program. CBS, from New York.

KEY TO LOCAL PROGRAMS

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

MUSICAL

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.

Table with columns for TIME, A, B, C, D and rows for various stations and programs like KFAB LINCOLN, \*WOW OMAHA, etc.



# Special Events CBS Broadcasts

THERE is a job and a man on the Columbia Broadcasting System that fit each other to a T. The job is that of arranging special events broadcasts, and the man is Herb Glover. Glover has all the essentials required by this most exacting of positions, and the job gives Herb an outlet for his immense store of initiative, alertness and keen insight into the news and radio "games."

To Glover falls the responsibility of focusing the giant "lens" of Columbia's network onto all events of national importance, so that they go to Mr. A. Farmer out in Lone Rock, Ia., "red hot."

Although Herb was in the radio picture way back in 1922, when he was just twenty-five, prior to this he had spent twenty-seven months overseas with the A. E. F., and returned thrice wounded and otherwise decorated for bravery, and had "made his mark" as a reporter for the *Post* and the *Associated Press*.

It was while Herb Glover was associated with a credit concern, doing financial writing, that an advertisement met his eye. It read: "Wanted: A radio announcer." Later, the same morning, he went to the beach for a swim, picked up a stray newspaper, and his eye again caught the ad for a radio announcer. That evening, sitting in a restaurant, he happened to glance at a paper. There was the ad again! He then and there made up his mind that, if he saw that ad once more, he would answer it. He saw it the next morning at the breakfast table and took the next train to New York.

Glover was one of five hundred applicants for the post and proved *the one*, thereby joining with Milton Cross, Norman Brokenshire and Louis Reid at WJZ, to become one of that famous quartet known as the "four horsemen of radio." For about



Herb  
Glover

a year he shared with them the announcing duties of WJZ. During this time New York University was contemplating a course in radio announcing, and a committee of experts were privately recording daily radio announcements. Glover was adjudged by them the best announcer in the business. It is characteristic of him that, immediately after winning this distinction, he decided to quit announcing.

He became publicity director for his station; quit that to start his own radio publicity agency, and then accepted Major White's invitation to become director of publicity for Columbia.

In the meantime the broadcasting of public and sports events was increasing in scope. By 1926 the business of handling remote-control broadcasts was demanding a man familiar with newspaper work, radio announcing and radio engineering. A large order! And no one was better qualified for it than Glover, and, although it meant the relinquishing of his position as publicity director, he accepted it eagerly. It is the kind of a job that Glover was made for—the job that Fate intended he should have.



THERE are twenty-five thousand different kinds of music. There really are even more types, but twenty-five thousand classifications are sufficient to enable radio-program builders to find exactly what they want when they want it.

These twenty-five thousand classifications are used by the Musical and Literary Research Department of the National Broadcasting Company in filing the huge volumes of music on its shelves.

Under the direction of Nicholas de Vore, a musical veteran who is a former editor of the *Musical World* and the *Musical Monitor and World*, this department is the "power behind the microphone" in virtually every NBC musical broadcast.

On demand, the bright young people who do the bidding of de Vore can pull out the music of every nationality and time known to men, or a song suited to any need.

His study of music over a period of years has given de Vore a keen insight into the musical tastes of America.

OUTBURSTS of human emotions, resulting from small-town gossip and intimacies, characterize the experiences of Buck Harkins, young cub reporter, and his sweetheart, Alice, dramatized over NBC associated stations each week immediately following the National Farm and Home Hour, 12:30 p. m., Central Standard Time, on Saturdays.

These weekly *Keystone Chronicle* broadcasts carry the radio audience through the experiences of the youthful newspaper worker who is in love with Alice, daughter of old Jim Dudley, the editor. Throughout the radio episodes Buck employs various astounding methods to win Alice's affections, and his plans, typically boyish in mood, are invariably attended by much excitement and fun. Carefully planned and carried out with endless pain and precaution, Buck's schemes more often than not bring disaster and humiliation to their perpetrator.

The creator of this now famous character was a "find" among the NBC music librarians. Drafted for a voice test, William Barth was so successful with his first characterizations that he was immediately given a permanent role as Buck Harkins.

Alice Dudley is impersonated by Esther Ludwig, who was chosen to fill the part of Buck's sweetheart. Her role is played with realistic and vivid impersonation.

"Clorine," said Clorine's mistress, "I've heard about your hard luck and I'm terribly sorry."

"Deed, ma'am, Ah ain't had no hahd luck."

"Why—wasn't your husband killed in a railroad accident yesterday?"

"Oh, yes, ma'am—but dat's his hahd luck, not mine."

When she started a recent vaudeville tour, Baby Rose Marie, six-year-old NBC star, knew ninety-four songs. At the end of a month on the road she had learned twenty-five additional songs.

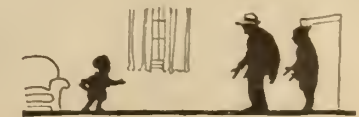
Vaughn de Leath, the "Original Radio Girl" who recently transferred from the NBC network to WTAM, Cleveland, is heard on at least four programs a week through that station.

David Dixon, three-year-old son of Aline Berry (Mrs. Dixon) and Peter Dixon is peevish.

David heard the first episode in the Dixons' new series, "Raising Junior," which is broadcast every night from an NBC studio. When his parents got home after the broadcast he met them at the door.

"Where's my baby brother?" he said.

And you can't convince him that Aline and Peter aren't holding out on him.



THURSDAY

November 6, 13, 20, 27

CHAIN PROGRAMS

November 6, 13, 20, 27

THURSDAY

Table listing radio stations and their broadcast times for Thursday. Columns include station call letters, time slots (A, B, C, D), and program details.

Red symbols denote NBC features. Black symbols denote CBS features

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

1 Fleischmann Hour Rudy Vallee and his orchestra. NBC.

4 B. A. Rolfe and His Lucky Strike Dance Orchestra

A Literary Digest Program See page 9.

B Romany Patteran Emery Deutsch, Gypsy music.

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

1 Fleischmann Hour Rudy Vallee and his orchestra. NBC, from New York.

4 B. A. Rolfe and His Lucky Strike Dance Orchestra NBC.

C Kaltenborn Edits the News CBS, New York. (First 15 min. of period B.)

D Hamilton Watch Company Program Script act.

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

2 Arco Birthday Party Male quartet and string ensemble. NBC, New York.

5 Knox-Dunlap Program Orchestra. NBC, New York.

1 Van Heusen Program Musical program with Norman Brokenshire as master of ceremonies, Annette Hanshaw (see cover), soloist.

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

3 Jack Frost's Melody Moments Orchestra; vocal and instrumental soloists. NBC, from New York.

6 Maxwell House Ensemble Orchestra direction, Willard Robison; male quartet; piano duo. NBC, New York.

2 Detective Story Magazine CBS, New York.

KEY TO LOCAL PROGRAMS

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

MUSICAL

- 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.

THURSDAY-DAYTIME

Ceresota Program—Dr. Royal S. Copeland
10 A. M., over WEA, WJAR, WTAG, WWSH, WFI, WRC, WGR, WGY, WCAE, WWJ, WSAI, KYW, KSTP, WRVA.

Best Foods Round Table
10:30 A. M., over WEA, WEEI, WJAR, WTAG, WWSH, WFI, WRC, WGY, WGR, WWJ, WSAI, KYW, WOV, WHAS, WSM, WDAF, WSB, WAPI, WSMB, KVOO, WKY, KPRC, WOAI, WJDX, WRVA, WPTF, WJAX, WIOD.

The Toddy Party
5:30 P. M., over WEA, WEEI, WJAR, WTAG, WWSH, WLIT, WRC, WGY, WGR, WCAE, WSAI, KYW, CKGW, WTIC.

Table listing radio stations and their broadcast times for Thursday. Columns include station call letters, time slots (A, B, C, D), and program details.

# The Hamilton Watchman

**PERCY MOORE**, now playing in "Young Sinners," will be heard in several Hamilton programs. He is a Canadian, a graduate of McGill.

**JOHN KNIGHT'S** last theatrical appearance was in support of Margaret Anglin in "Electra."

**ANNE SUTHERLAND** is one of the theatre's most versatile character women.

**ARTHUR CAMPBELL**, of "What Price Glory" fame, will be heard every week.

**WALTER KINGSFORD**, well-known English actor, will appear in several episodes.

**PEGGY ALLENBY** will be heard in many of the playlets.

**SELENA ROYLE** as the cave woman in "The Finger of Darkness."



**T**HE story of man's efforts to record time from the dawn of history to the present is being portrayed in the series of playlets known as the Hamilton Watchman Program, broadcast over CBS Thursdays at 8:45 P. M., E. S. T. Weeks of research preceded the presentation of these programs, and each episode is built around some well-authenticated fact found in ancient volumes.

Thus came to light the story of the young lover of Nuremberg as told in one of the earlier playlets.

So, too, was discovered the story, related in another episode, of the rivalry between an English and a Dutch ship-owner for rich cargoes from the West Indies. Resorting to

the use of the chronometer, newly invented by Harrison, the Englishman followed a more direct course and beat his rival to port with a valuable cargo, assuring for himself preference among the traders of the day.

Unlike many radio programs, the Hamilton Watchman requires casts differing widely in numbers and personnel for each presentation. To meet this need it has been necessary to draw extensively, but carefully, upon the best dramatic talent in and near New York, where the playlets are presented from the studios of WABC, with the result that each of the entertaining little dramas is a finished gem as carefully worked out as the study and research which made it possible.



**BERNADINE HAYES**, staff singer of Columbia's Chicago station, WBBM, "picks up" titles more readily than Tilden or "Bobby" Jones, her latest acquisition being the coveted "Miss Radio of 1930." Miss Hayes' admiring radio public, however, is loath to give her up as that "redhead of the air" who first won their hearts with her blues singing. Some twenty years ago nature bestowed on a diminutive lass a gift of a dazzling copper-red hue, and this, "Queen Bernadine" finds, is a far more beautiful and becoming crown than could be produced by human artifice. The judges of the fair at the Radio World's Fair were equally impressed with the beauty of Bernadine's large, blue eyes and fair skin; in fact, all of her five feet three and a half inches of loveliness.

Miss Hayes made her first public appearance in a St. Louis theater when eighteen. This engagement was followed by a vaudeville contract, and subsequently she drifted into radio, where she has been ever since.

**B**EGINNING October 13, the extremely popular Bourjois-Evening in Paris programs were extended to include the Don Lee Pacific Coast radio chain and many of the principal CBS stations in the South and Northwest. Heretofore this feature has only been routed to New York and the basic Columbia chain.

Evening in Paris has been a familiar program to radio listeners in the East and middle West for the last two years. However, the general theme of the presentations has been somewhat altered this season. One of the features which the listeners are enjoying is the Style Radiogram, a service sent from Paris to the New York office of Bourjois, which outlines the latest fashion developments of the week. This is read to listeners during the intermission in the musical program and arrives at Columbia's key station by radio a few minutes before it is read over the air, thus giving Evening in Paris listeners the speediest fashion service yet devised.

From an entertainment standpoint, Evening in Paris is presenting a large orchestra; a quartet; M. Pierre Bruggnon, master of ceremonies and tenor soloist, as well as the familiar personality, Taylor Buckley, baritone. At the present time Lucien Schmidt, an internationally known cellist, is conducting the Evening in Paris orchestra in the absence of Domenico Savino.

Faced with a docket of 350 applications for new stations or for modification of existing licenses, the Federal Radio Commission is busier than Floyd Gibbons' tongue. Visitors not summoned on specific cases will be received only on Wednesdays this fall and winter.

Andy—Ah suah was dumbfounded.  
Amos—Dumbfoun'ed; what am dat?  
Andy—Dat means Ah foun' mah-se'f dumb.  
Amos—Dat's nuthin'; Ah's foun' yo' dat away evah sence Ah knowed yo'.

When Floyd Gibbons opens a broadcast he pulls his hat far down over his eyes. After he starts talking, he pushes the headgear far back, where it remains until the finish.

The HCB Club, promoted by Jolly Bill and Jane as part of their morning program, has raised its membership to more than a million since its initiation.

Dogs are the favorite pets of Mary Hopple, NBC contralto. She can't keep live ones in New York apartments, so she gathers toy ones. She has a collection running into the dozens, each named for a different radio artist.



THURSDAY

November 6, 13, 20, 27

CHAIN PROGRAMS

November 6, 13, 20, 27

THURSDAY

Table with columns for TIME, A, B, C, D and rows for various stations and programs across different time zones (Eastern, Central).

Red symbols denote NBC features. Black symbols denote CBS features

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

1 RCA Hour Guest artists; concert; orchestra direction, Nathaniel Shilkret. NBC, New York.

4 Victor Herbert Opera Series

1 Lutheran Layman's League Program

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

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.

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

6 Dance Music from New York

5 Slumber Music String ensemble; direction, Ludwig Laurier.

A Dance Music from New York CBS.

B 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.

2 Dance Music from New York

5 Slumber Music String ensemble; direction, Ludwig Laurier.

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

3 Dance Music CBS, from New York.

KEY TO LOCAL PROGRAMS

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

MUSICAL

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.

THURSDAY-DAYTIME

Brazilian-American Program 5 P. M., over WJZ, WENR, WHAM, WBZ, KDKA, WLW, KWK, WREN, KFAB.

O' Cedar Time 10:15 A. M., over WJZ, WBZ, WHAM, KDKA, WJR, WLW, WREN, WBC, WRVA, WPTF, WJAX, WIOD, WFLA, KPFX, WTMJ, KWK, WSB, WJDX, WSMB, KVOO, KPRC, WKY, WSM, WMC, WAPI.

Chats with Peggy Winthrop 8:15 A. M., Thursday, Friday and Saturday, over WJZ, WBZ, KDKA, WHAM.

Table with columns for TIME, A, B, C, D and rows for various stations and programs across different time zones (Eastern, Central).

# Detective Story Broadcast



**Y**OUR announcer . . . is *The Shadow!*!" This bit of phraseology might be termed the signature of radio's mystery thriller, Detective Story Magazine Hour on CBS Thursdays at 9:30 P. M.

Mystery melodrama is well adapted to radio presentation and has met with instant approval from listeners.

The Detective Story Broadcasts are dramatized from the stories appearing in current issues of the Street and Smith publication of the same name. Bill Sweets, experienced playwright and familiar to radio listeners for many years because of his excellent work on the True Story Hour, has handled the mystery scripts since the inception of the program.

Actual production and selection of cast, etc., is handled by David Christman, director of radio for Ruthrauff and Ryan, and Dana Noyes, of the same organization.

It is interesting to note that in these presentations the only character heard regularly is *The Shadow*, that sinister voice whose identity is veiled in mystery. For each show a complete new cast is selected.

Messrs. Christman, Noyes and Sweets collaborate on the selection of the proper actors and actresses to portray the widely varied parts found in these stories.

Auditions are given only to experienced thespians. Voice tests are given to between 150 and 200 applicants weekly to obtain just the right intonation for the part.

"Scenes must be depicted simply, or the plot becomes involved," Sweets says in commenting on his dramatizations of the detective stories.

Listeners who would fully enjoy the detective plays should turn down or turn out altogether the lights in the room. This greatly intensifies the effect. Try it some time.



**T**HE Landt Trio and White, NBC's popular harmony team, all hail from Scranton, Pa., where three years ago each was engaged in that "all-American" pursuit of making a living.

Dan Landt, twenty-nine, the eldest, was a house painter; Carl Landt taught chemistry in the public schools; Howard White ran a bakery, and the boy, Jack Landt, was just entering high school, at the age of fourteen, when the quartet, encouraged by the plaudits of their townspeople, decided to "crash the gates" of the big town.

The day they arrived in New York they were given an audition at the NBC studios, and a commercial buyer, happening to hear, offered them a contract on a program which was then carrying the largest network on the air.

None of the three brothers ever had a vocal lesson, and White, who plays the piano entirely by ear, says: "I hit the black keys most of the time."

They are one of the hardest-working teams in radio.

**T**EN millions for talent and twenty millions for operation are M. H. Aylesworth's estimates on the cost of NBC sponsored and sustaining programs scheduled for 1931.

"We plan to make the year 1931 the most interesting and progressive in radio broadcasting," said Mr. Aylesworth. "Owners of radio sets can be assured of front seats at a continuous 365-day-and-night performance of the world's finest entertainers, together with high lights of public events, sports and public affairs, with impressive programs in religious, educational and agricultural broadcasting. In other words, the year 1931 will bring to the people of the United States greater public service through radio broadcasting."

❦

*Blinks* (waiting with friend)—Was your wife ever on time?

*Jinks*—Well, once she sat on my watch.

❦

Three hundred 'phone calls to WBBM was Chicago's rejoinder to broadcast appeal for volunteers to save a lad's life through blood transfusion.

❦

While substituting for the Interwoven Pair this summer, Lew Conrad had his head sculptured. The artist was Alyse Reynes, young New Orleans clay worker. So now Lew has a head of mud and is proud of it.

❦

Toscha Seidel esteems Bach's Concerto in A Minor as a talisman in his career. When nine years of age he interpreted it at the Berlin Sterusches Conservatorium and lately used it to delight radio listeners over the Columbia network.

❦

Brad Browne and Al Llewelyn, partners in the La Palina Hour over CBS, have been saying, "Well, well, well," so much that wherever they go one is likely to emit this nonsensical nonsense unconsciously, much to the embarrassment of both.

"You can imagine my embarrassment," says Brad, "when, after the lady had narrated upon her operation," etc.

❦

*Lum Bago* (boastfully)—All that I am I owe to my mother!

*Addie Noyd*—Why don't you send her thirty cents and square the account?

❦

And here, ladies, is open revolt. William J. F. Daley, in speaking of his radio series, "The Care and Feeding of Men" (over CBS), opines that "too long men have been sacrificed on the altar of the woman's viewpoint." Maggie, please pass the *souffle*.



FRIDAY

November 7, 14, 21, 28

CHAIN PROGRAMS

November 7, 14, 21, 28

FRIDAY

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

Red symbols denote NBC features. Black symbols denote CBS features

**A** Eastern Standard Time 6 to 6:30 P.M.  
Central Standard Time 5 to 5:30 P.M.

**①** Black and Gold Room Orchestra  
Concert music; director, Ludwig Laurier. NBC, N. Y.

**E** Raising Junior  
Domestic skit with Aline Berry and Peter Dixon. NBC. (First 15 min. of period A.)

**F** Dance Music  
NBC, N. Y. (Last 15 min. of period A.)

**①** Dance Music  
CBS, from New York.

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

**A** Black and Gold Room Orchestra  
Male voices. (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.)

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

**H** Literary Digest Topics in Brief  
News flashes. (Last 15 min.)

**A** Dance Music  
CBS, New York.

**B** My Bookhouse Story-time

**C** Tony's Scrapbook

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

**C** Talk by Montrose Moses  
NBC, New York.

**D** Arcadie Birkenhalz  
Violinist with concert orchestra; direction, Hugo Mirani. (Last 15 min. of period C.)

**J** The Pepsodent Program  
Amos 'n' Andy. (First 15 min.)

**K** Football Forecasts  
Parke H. Davis.

**D** Crockett Mountaineers  
(First 15 min. of period C.)

**E** Dance Music  
CBS from New York.

**F** The Town Crier  
Alexander Woolcott. (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.

**②** Old Company's Program  
Charles Harrison, Lambert Murphy, tenors; William Wirges, pianist and conductor; Walter Preston, baritone; Frank Croxton, base. NBC.

**L** Phil Cook, the Quaker Man  
(First 15 min. of period.)

**N** Brown Bilt Footlights  
Dance orchestra.

**G** Evangeline Adams  
Astrologer. (First 15 min. of period.)

KEY TO LOCAL PROGRAMS

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

MUSICAL

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	B	C	D	TIME
6	30	7	30	EASTERN
5	30	6	30	CENTRAL
F	G	K	LN	KFAB LINCOLN 770 Neb.
OP		X	X	*WOW OMAHA 590
				WPG ATL'IC CITY 1100 N. J.
				WOR NEWARK 710
①	T	V	②	WGR. BUFFALO 550 N.Y.
①	C	DE	G	WKBW BUFFALO 1480
①	AC	DF	G	WABC NEW YORK 860
①	AB	CD	②	WEAF NEW YORK 660
EF	GH	JK	LN	WJZ NEW YORK 760
N	H	J	L	WHAM ROCHESTER 1150
①	N		G	*WHEC ROCHESTER 1440
	AB			WGY SCHEN'D Y 790
①	C	D	G	*WFLB SYRACUSE 1360
①	X	M6	G	WBT CHARLOTTE 1030 N.C.
		J	N	WPTF RALEIGH 680
①	C	DE	G	WWNC ASHEVILLE 570
①	N	DE	O	WDAY FARGO 940 N.D.
			G	WADC AKRON 1320 Ohio
X	X			*WFJC AKRON 1450
X	C	DE	G	WKRC CINCINNATI 550
M3	H	J	X	WLW CINCINNATI 700
		CD	M3	WSAI CINCINNATI 1330
NS	B	M6	G	WHK CLEVEL'D 1390
				WTAM CLEVEL'D 1070
NS	C	X	G	WAIU COLUMB'S 640
MN	C	DE	G	WSPD TOLEDO 1340
X				*WKBN YO'NGST-N 570
①	C	DE	G	KFJF OKLA. CITY 1480 Okla.
	D	M	M	WKY OKLA. CITY 900
P	M6		L	*KVOO TULSA 1140
①	C	DE		*WHP HARRIS'B'G 1430 Pa.
①	C	DE	G	WLBW OIL CITY 1260
N	M	DE	G	WCAU PHILAD. 1170
MS	M3	P	P	*WFAN-WIP PHIL. 610
	AB	CD	M3	*WLIT-WFI PHIL. 560
X	H	J	LN	KDKA PITTS'B'GH 980
①	AB	CD	M6	WCAE PITTS'B'GH 1220
M5	C	DE	G	WJAS PITTS'B'GH 1290
M	M	M9	G	WEAN PROVID'NCE 780 R.I.
N	AB	M3	②	WJAR PROVID'NCE 890
①	X	DE	G	WDOD CHATTA. 1280 Tenn.
		N	G	WMC MEMPHIS 780
			G	*WREC MEMPHIS 600
		R	G	*WLAC NASHV'LE 1470
①	B	NM	N	WSM NASHV'LE 650
①	X	NM	G	*KRLD DALLAS 1040 Tex
①	M9	P	M	WFAA Dallas 800 WBAP Ft. Worth 800
		X	N	KPRC HOUSTON 920
				*KTSAS. ANTONIO 1290
	N	M3	N	WOAI S. ANTONIO 1190 Va
	C	DE	G	*WTAR NORFOLK 780
		J	N	WRVA RICHM'D 1110
①		DE	G	WDBJ ROANOKE 930
M6	M6	M6	LN	*WIBC SUPERIOR 1290 Wisc
①	C	DE	G	*WISN MILW'KEE 1120
P	B	M	LN	WTMJ MILW'KEE 620

# Station WREN of Lawrence Kansas



Ernest Pontius



Morton H. Diels



Vernon H. Smith



Conrad McGrew

## FIRST PUBLISHED PICTURES OF WREN ANNOUNCERS

ERNEST PONTIUS, head announcer, covers events of public interest. CONRAD MCGREW, formerly professor of violin at University of Kansas, is also program director. VERNON H. SMITH is manager of WREN. His record of drawing over 350,000 pieces of mail in a year by means of a 6:30 a. m. program is still a high mark for daylight features. MORTON (Brick) DIELS has been at WREN less than a year, but has won the esteem of his audience. WREN's announcing

microphones are never less than six feet from the studio floors. "Men and sunflowers grow tall in Kansas."

ESTEEMED as "the Paderewski of the ukulele" by none other than Paul Whiteman, Don Becker, heard wherever WLW is heard, revels in rendering difficult passages on this long-abused instrument. He is not content with simple strumming as an accompaniment for the songs with which he also entertains the WLW audiences, but broadcasts ukulele versions of Kreisler's "Caprice Vienois," Godard's "Lullaby," Toselli's "Serenade." So favorable has been the reception of his original rhapsody, "Ukulele in Blue," which Becker has composed for the four-stringed instrument, that it has been arranged for a full orchestra.

Don Becker is perhaps more famed for his week-end Satires run through his "Irrational Broadcasting Company" and "Lavender Network" than for any other thing he does. Once one has listened in on this radio burlesque, he never misses another. Becker has made famous his clients, the "Dolly Dimple Steam-roller Corporation of Podunk" and the "Pansy School for Discontented Cows."



OZZIE NELSON and his orchestra, who have completed a five-month engagement at the Glen Island Casino, New Rochelle, N. Y., will play for the winter season at the Hotel Warwick, Philadelphia, whence they will broadcast twice weekly over the Columbia network. Their music will be heard every Saturday, from 5 to 5:45 p. m., E. S. T., and every Friday, from 6 to 6:30 p. m., E. S. T.

Nelson is a graduate of Rutgers University, where he starred in football, boxing, swimming and lacrosse. He also won the collegiate welter-weight boxing championship, and in 1926 was chosen by many sporting writers as All-American quarter-back.

American radio manufacturers last year sold over a half-million dollars' worth of receiving sets and parts in Brazil. Argentina, however, is our best South American customer, its radio purchases from the U. S. A. approaching closely the \$2,000,000 mark. World exports of radio equipment from the United States last year were \$23,122,000. Preliminary reports indicate that the 1930 turnover of all branches of the radio industry will pass the billion-dollar mark. Included in this figure is the sale of 3,500,000 receiving sets valued at approximately \$400,000,000.

College credit will be given those radio listeners who enroll and pass examination on a lecture course in "Music Appreciation" offered by Central Missouri State Teachers' College over Station WOS at Jefferson City, each Wednesday evening.

Willie—Pa, what's a garden plot?  
Pa—The bugs and worms planning to eat your stuff up. —Canadian Homestead.

Archie Coates, recruit to Columbia's continuity staff, formerly assisted the late Deems Taylor, renowned for his composition, "The King's Henchman."

Surely Brad Browne and the "Mrs.," formerly Peggy Young, assistant program director for WABC, will not allow the stigma of a Nit Wit to fall on that wonderful new son of theirs.

The sad-looking man at the corner table had been waiting a long time for his order. Finally his waiter approached, and, with a flourish, said: "Your fish will be coming in a minute or two now, sir."

The sad man looked interested. "Tell me," he said, "what bait are you using?"



FRIDAY

November 7, 14, 21, 28

CHAIN PROGRAMS

November 7, 14, 21, 28

FRIDAY

Red symbols denote NBC features. Black symbols denote CBS features

Table with columns for TIME, EASTERN, CENTRAL, and stations (A, B, C, D) for various cities including Toronto, Montreal, Birmingham, Chicago, Atlanta, etc.

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

1 Cities Service Orchestra Soloists; orchestra director, Rosario Bourdon.

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

1 Grand Opera Miniature Or Literary Digest Program See page 9.

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

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

2 Clicquot Club Eskimos Orchestra director, Harry Reser. NBC, from N. Y.

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.

3 Wahl Pen Company Program Dance orchestra; handwriting expert; made 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.

KEY TO LOCAL PROGRAMS

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

MUSICAL

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.

FRIDAY—DAYTIME

Tetley Program 5 P. M., WJZ, WBZ, KDKA, WHAM, WLW, KYW, WRVA, WPTF, WJAX, WIOD, WFLA, WSUN, WHAS, WSM, WMC, WSB.

Music Appreciation Hour 11 A. M., Walter Damrosch in "Musical University of the Air," WJZ, WEA, WBEI, WJAR, WTAG, WOSH, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, WGN, KYW, WENR, WIBO, KSP, WOC, WHO, WOW, WDAF, GKGW, WTMJ, KSTP, WEBC, WRVA, WPTF, WJAX, WIOD, WFLA, WSUN, WHAS, WSM, WMC, WSB, WAPI, WJDX, WSMB, KVOO, WFAA, KPRC, WKY, WOAI, KOA, KSL, WBZ, WBZA, WBAL, WHAM, KDKA, WJR, WLW, KVK, WREN, KFAB.

Table with columns for TIME, EASTERN, CENTRAL, and stations (A, B, C, D) for various cities including Lincoln, Omaha, New York, Buffalo, etc.



# Aboard the Showboat



**T**HOUGH they are only known to the radio audience as Hank Simmons, DeWitt Schuyler, Maybelle and other stage appellations, the "Showboat" players have an impressive background that warrants a compiling of a "Who's Who in Hank Simmons' Showboat."

*Harry C. Browne.....Hank Simmons*

Mr. Browne embarked on a stage career after returning from the Spanish-American War, playing in comedy, drama and musical comedy with such well-known actresses as Lillian Russell, Rose Stahl, Frances Starr, Edith Talliaferro and Irene Bordoni.

Mr. Browne became associated with the Columbia Broadcasting System in 1927, and several months later introduced Hank Simmons' Showboat to the radio audience.

*Edith Thayer.....Jaue McGrew*

Miss Thayer's first stage appearance was at the age of two, when she sang for a town meeting. Subsequently she sang and acted her way through the Emerson College of Oratory. After studying voice with the late Jean de Reszke for four years, she made her professional debut in England, and, upon her return to the United States, starred in operettas for three years under the guidance of the late Oscar Hammerstein.

*Brad Sutton.....Frank Miller*

Brad Sutton was a stage ventriloquist and magician until an irate landlady seized his trunks in lieu of the rent. Since that time he has been in stock, minstrels, circuses, burlesque shows and on the lecture platform, in addition to frequent

dips into other vocations. He entered radio dramatic work in 1929, playing leads in such features as Physical Culture Hour, Forty Fathom Trawlers (in which he is Captain Haft), Globe Trotters and other Columbia presentations.

*Elsie May Gordon.....Maybelle*

Miss Gordon is a graduate of the Emerson College of Oratory. During her undergraduate days she played at the Little Theatre in Boston, and appeared in the role of monologist and diseuse at clubs and private parties. Her school-days over, she went on the Chautauqua circuit, playing in every State in the Union and most of Canada. After seven years of trooping Miss Gordon came to New York. Following appearances in several Broadway plays and vaudeville she entered radio, being one of the pioneer broadcasting artists. In "Showboat" she usually acts the weeping heroine.

*James F. Ayres.....George Morris*

James F. Ayres began his stage career with the old Harry Davis Stock Company in Pittsburgh. He has been connected with the theatre for twenty-five years, playing with the late Richard Mansfield in repertoire, with Wright Lorimer in "The Shepherd King," and with the Klaw and Erlanger in "Ben Hur." In "Showboat" he plays "heavies."

*Lawrence Grattan*

*DeWitt Schuyler*

After starring on the road, Lawrence Grattan assumed the role of manager-director and star of the Lawrence Grattan Stock Company that for several years played to capacity houses through the country. Subsequently he created the name part in a dramatic version of "Par-sifal" and the central character in William Gilette's "The Red Owl."

*Harry Swan.....Joe Carroll*

Harry Swan was a singer and vaudeville entertainer before the call to arms in 1917 temporarily interrupted his career. After his return from the war he was occupied at various times as a salesman, sailor, song writer and monologist, until his entrance into radio several years ago. He is particularly well known as a dialectician and character actor.

*Frank Readick.....Happy Jack Lewis*

Frank Readick made his debut on the stage at the age of two. The only recorded fact about his first performance, he says, was that he made himself heard throughout the entire house. He has been in show business ever since, and, while still very young, distinguished himself in Broadway productions.



*Left to right: James Ayres, Edith Thayer, Brad Sutton, Ma Simmons, Harry Browne, Elsie May Gordon, Frank Readick, Lawrence Grattan, Harry Swan.*

FRIDAY

November 7, 14, 21, 28

Table with columns for TIME, EASTERN, CENTRAL, and stations A, B, C, D. Lists programs for various cities like Toronto, Montreal, Birm'gh'm, etc.

CHAIN PROGRAMS

Red symbols denote NBC features. Black symbols denote CBS features

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

1 Crime Prevention Program

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.

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 tomorrow's games.

B Phoenix Hosiery Program

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

3 Vincent Lopez and Orchestra

(First 15 min. of period C.)

C Elgin Program

NBC Service, Chicago and New York studios. (First 15 min. of period C.)

D Slumber Music

String ensemble; direction, Ludwig Laurier. (Last 15 min.)

C Dance Music

(First 15 min.)

D Heywood Brown

(Last 15 min.)

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

3 Vincent Lopez and His Hotel St. Regis Orchestra

NBC, New York.

6 Slumber Music

String ensemble; direction, Ludwig Laurier.

E Pepsodent Program

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

2 Will Osborne and His Orchestra

CBS Service, New York.

KEY TO LOCAL PROGRAMS

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

MUSICAL

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.

FRIDAY-DAYTIME

Elgin Program

Noon, over WEA, WJAR, WTAG, WCSH, WRC, WGY, WWJ, WSAI, KYW, KSD, WOC, WAPI, WHO, KSTP, WEBC, WRVA, WPTF, WJAX, WIOD, WFLA, WSUN, WSM, WMC, WSMB, WJDX, KTHS, KVOO, KPRC, WOAI, WKY, KOA, WDAF, WSB.

Pacific Feature Hour

4 P. M., guest artists; orchestra direction, Charles Hart. NBC service from San Francisco studios to WJZ, WBAL, WHAM, WLW, WMC, KYW, KWK, KFAB, KOMO, KPSD, KSTP, WAPI, KOA, KGO, KGW, WSMB.

Tetley Program

5 P. M., over WJZ, WBZ, WBZA, KDKA, WHAM, WLW, KYW, WRVA, WPTF, WJAX, WIOD, WFLA, WSUN, WHAS, WSM, WMC, WSB.

November 7, 14, 21, 28

FRIDAY

Table with columns for TIME, EASTERN, CENTRAL, and stations A, B, C, D. Lists programs for various cities like Lincoln, Omaha, New York, etc.



# Sports



(See page 45 for football schedules.)

By JOSEPH R. ATOR

IT'S happened before, so it's pretty certain that it will again—that you'll pick up your paper some Saturday morning this month to discover that Coach What's-his-name is going to be the announcer that afternoon of the big intersectional football game broadcast.

The idea is so tempting on the face of it that more than one program director, often of a major station, has fallen for it. In their enthusiasm for giving their listeners the expert opinion of some famous football authority on every play as it is run off on the gridiron, they have overlooked the major requirement of any good sports broadcast. That is, that no coach, no matter how famous, has yet exhibited any talent for the rapid-fire, accurate presentation of the actual facts of play as they are unfolded before him. That's a job for the professional announcer, and only the leaders of that profession, at that.

In fact, the technical alertness of these famous coaches has been the principal factor in the past which has made their broadcasts a vast and amusing success, provided you were willing to go out after the game and buy a newspaper to find out who made the touchdowns. The writer remembers vividly the description which one nationally famous coach gave a year or so ago of one of the Notre Dame-Southern California games. Throughout the game the coach, noted on the practice field for his explosive and staccato manner, rambled on something like this:

"Carodio kicks for Notre Dame, and the ball is downed on Southern California's fourteen-yard line. Southern California lines up with the backs in tandem formation—look at that California left halfback—he's three steps out of formation. He's going to get in

the fullback's way when the ball is snapped.

"And that Notre Dame left tackle is playing too far out. He could be boxed out on a cut-back play. The play of the tackle is one of the most important tactics in defensive football. A team with slow or inexperienced tackles is a set-up for an open attack. Notre Dame now has the ball on its own forty-yard line. Look at that left tackle now. He was standing up on the last play and his man got through to take out the quarter-back. I wonder why Rockne don't take him out of there. Mullen makes three yards through right guard and the ball is on Southern California's two-yard line."

So it went throughout the game. There was some very illuminating comment on the erring tackle, but mighty little on who was winning the football game.

That criticism, of course, can not be directed at Tad Jones, "Pop" Warner and Knute Rockne, who are appearing every Friday night throughout the present season over the Columbia chain in the interests of Mr. Wrigley's chewing-gum. With no end runs to distract them, the three famous coaches have predicted the outcome of the next afternoon's contests, with technical comment which has assisted thousands of their listeners in understanding the play better, whether they are in the stadium on Saturday or at home before the radio.

Pat Flanagan, sports announcer over WBBM at Chicago, breathed a sigh of relief when the baseball season ended. He was then privileged to give his imagination a rest until next April. Two years ago Pat started giving broadcasts of the out-of-town games of the Chicago Cubs from the ticker tape.

Without any attempt to deceive his listen-

[Continued on page 47]



COLUMBIA'S young and popular bandmaster, Paul Tremaine, likes to think back on the days of his boyhood which were filled with the enjoyment of his father's companionship. His father, himself a popular bandmaster, was the boy's teacher in both music and the outdoor life; opportunity a-plenty for the latter, as young Tremaine was brought up on his father's ranch in Colorado.

Through with schooling, the young man rushed into professional musical life, but his first experience almost ended his career. He went one night with a small local orchestra to fill his maiden professional engagement, playing at a dance in the local schoolhouse in Williamsburg, Col.

At midnight, just when Paul was doing his best work as a professional director, striking miners, to add to the gaiety, turned machine-guns on the schoolhouse.

Twenty minutes later Paul and his band were discovered behind an upright piano amid the debris.

IN a program presented every Saturday evening at 7:15, E. S. T., Rin Tin Tin, famous dog, leads the radio audience to a thrilling fifteen-minute episode in which the dog plays a leading role that usually results in almost human demonstrations by the dog hero.

From dramatic rescues to displays of marvelous intelligence, Rin Tin Tin gives listeners over NBC stations opportunity to almost feel the spirit which moves the dog to perform services of inestimable value for his owner.

Recently added to the list of characters which take part in the radio episodes featuring Rin Tin Tin is Bernardine Flynn, well-known youthful stage actress who has had a wealth of experience on the stage. Her early stage experience included major parts in productions of the Wisconsin players. This was followed by additional actual experience in the New York productions.

Sound effects for the program, requiring considerable skill in their guidance, are planned by F. G. Ibbett, NBC sound-effects man in the Chicago studios. Through the efforts of this staff of actors and radio experts, Rin Tin Tin, dog hero of radio fame, is carried to a thrilling climax once each week for the enjoyment of radio listeners.

❧

The Baird Television Company has developed its broadcasting experiments in connection with the British Broadcasting Company sufficiently to have awakened active interest of British theaters and movie houses. More than twenty offers for installations have been made. The Television Company has decided to accept but one for the present, and in the near future will equip one West End London theater for a short season of television public experimentation.

❧

"Radio acting is my business, and I never disclose business secrets." This to numerous requests that Bill, of KOA's daily bride-and-groom skit, "Bill and Jean Early," tell whether the good-morning kiss is real or a radio-sound effect. Neither "Bill" nor "Jean" is married; that is, to each other.

❧

Bob Longstreet, youngest and newest of Columbia's announcers, broke into radio on his own initiative. Three years ago his high-school team at Asbury Park, N. J., was to play the Toms River aggregation. Bob suggested a broadcast of the game; his work was so well done that the resort station "took him on" as a permanent announcer. Now he is on big time.

❧

He—She has quite a large repertoire, hasn't she?

She—Yes, and that dress she's wearing makes it look all the worse.



SATURDAY 1, 8, 15, 22, 29 November

CHAIN PROGRAMS

November 1, 8, 15, 22, 29 SATURDAY

Red symbols denote NBC features. Black symbols denote CBS features

Table with columns for TIME, EASTERN, CENTRAL, and various city call letters (A, B, C, D) for stations across different states.

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

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

B Black and Gold Room Orchestra Concert; director, Ludwig Laurier. NBC, New York. (Last 15 min. of period A.)

E Raising Junior Domestic skit with Aline Berry and Peter Dixon. NBC. (First 15 min.)

F Dance Music from New York

A Tom, Dick and Harry Male trio.

B Rhythm Ramblers Nat. Brusiloff and his orchestra.

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

C Black and Gold Room Orchestra Concert; director, Ludwig Laurier. (First 15 min. of period B.)

D Uncle Abe and David Phillips Lord and Arthur Allen in rural sketch. (Last 15 min.)

J Snoop and Peep (First 15 min. of period B.)

K Literary Digest Topics in Brief News. (Last 15 min. of period B.)

E Rhythm Ramblers Nat Brusiloff and his orchestra. (First 15 min. of period B.)

F Tony's Scrapbook Sense and nonsense gleaned from everywhere.

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

1 Whyte's Orchestra Direction, Peter van Steeden. NBC, New York.

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

N Tastyeast Jesters (Last 15 min.)

C The Crockett Mountaineers Hill-billy numbers played and sung by family of six Crocketts. (Last 15 min.)

D Romance of American Industry CBS. Educational feature; lectures by leaders in industry.

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

2 Silver Flute Legends of a wandering gypsy.

2 Necco Surprise Party Orchestra; male trio and guest artists.

KEY TO LOCAL PROGRAMS

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

MUSICAL

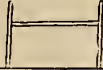
M 1. Band. M 6. Popular, Modern. M 2. Classical, Operatic. M 7. Symphonic. M 3. Dance. M 8. Organ. M 4. Religious. M 9. Semi-classical. M 5. Novelty Music. M Variety.

Table with columns for TIME, EASTERN, CENTRAL, and various city call letters (A, B, C, D) for stations across different states.



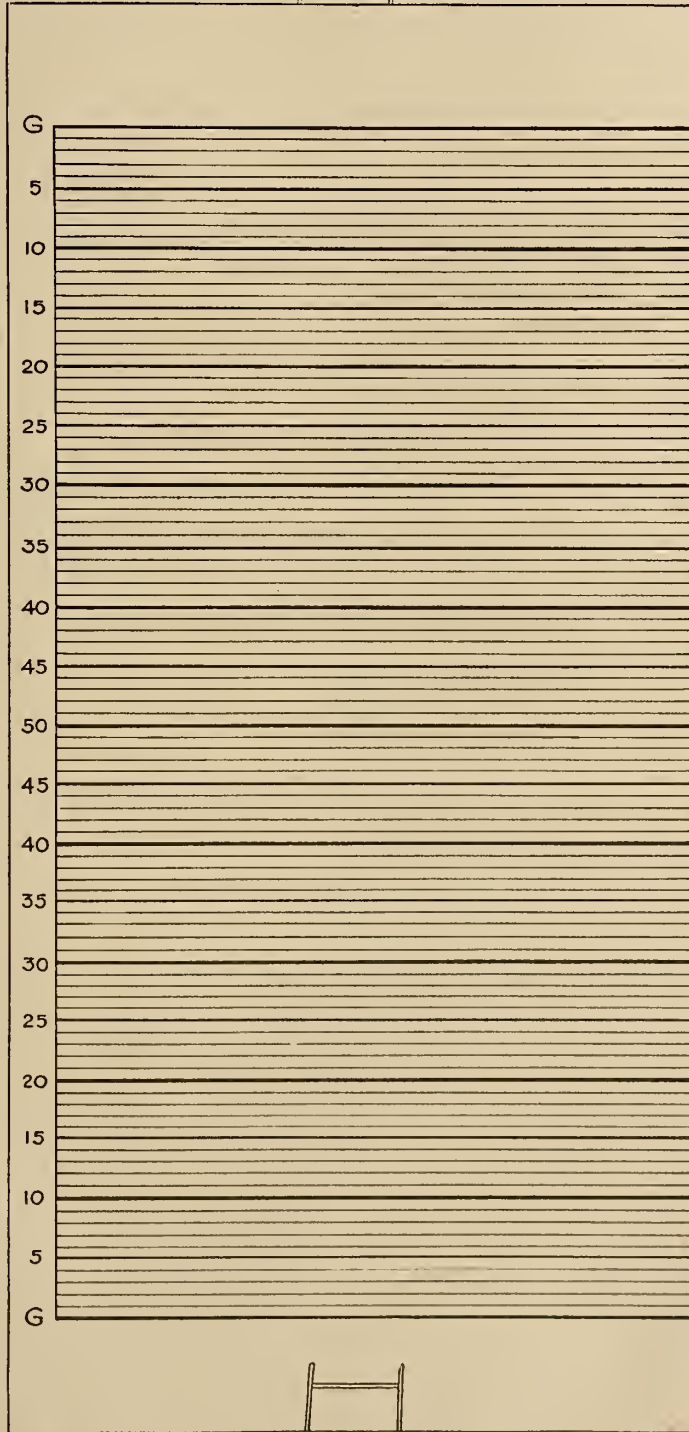
TED HUSING  
Announcing for  
C. B. S.

# HOW TO ENJOY FOOTBALL BY RADIO



GRAHAM McNAMEE  
Announcing for  
N B C

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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.

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

**CHAIN PROGRAMS**

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

Red symbols denote NBC features. Black symbols denote CBS features

	TIME	A	B	C	D
	EASTERN	8	30	9	30
	CENTRAL	7	30	8	30
Can - 690 TORONTO	CKGW	M6	8	X	M3
ada 730 MONTREAL	CKAC	M7	V	M	M
Ala. 1140 BIRM'GH'M	*WAPI		4	5	5
-930 BIRM'GH'M	WBRC	B	C		X
Ark. 1040 HOT SP'GS	*KTHS			M4	M
1390 LIT'LE R'CK	*KLRA	AB			X
Colo. 830 DENVER	KOA	1	3	5	5
560 DENVER	KLZ	AB	M8		X
Conn. 1060 HARTFORD	*WTIC				
D. C. 630 WASH'GT'N	WMAL		D		X
950 WASH'GT'N	WRC	X	4	5	5
Fla. 620 Clearwater	WFLA	M9	4	V	X
St. Petersburg	WSUN				
900 JACKS' NV'E	WJAX	M6	4	5	5
1300 MIAMI B.	WIOD	V	4	T	X
560 MIAMI	WQAM	M9	M8	M6	M6
Ga. 890 ATLANTA	WGST		C		
740 ATLANTA	WSB		4	5	5
Ill. 1020 CHICAGO	KYW	AB	4	OM	7
770 CHICAGO	*WBBM				
870 CHI	WENR-WLS	MW	M	M9	T
720 CHICAGO	WGN	M	MN	5	5
560 CHICAGO	*WIBO		8	5	5
670 CHICAGO	WMAQ	X	CD	1	X
Ind. 1160 FT. W'YNE	*WOWO	AB	C		X
1230 IND'P'LIS	*WFBM	AB			X
Iowa 1260 C. NCIL BL'FS	KOIL	AB	C		X
1000 Davenport	WOC*WHO	1	4	X	5
Des Moines					
600 WATERLOO	WMT	AB	M2		X
Kans. 1220 LAWRENCE	*WREN	B	8	5	7
580 TOPEKA	*WIBW	AB	M5		X
1300 WICHITA	*KFH	AB	C		X
Ky. 1490 COVINGTON	*WCKY			M3	M
820 LOUISVILLE	WHAS		4	5	5
La. 1250 N. ORL'NS	WDSU		CD		
1320 N. ORL'NS	WSMB	1	4	5	5
Me. 620 BANGOR	WLBZ	AB			X
940 PORTLAND	WCSH	1	4	5	5
Md. 1060 BALTIMORE	*WBAL	AB	8	6	7
600 BALTIMORE	WCAO	AB	C		X
Mass. 990 SPRINGFIELD	WBZ	AB	8	M6	7
590 BOSTON	WEEI	1	4	5	5
1230 BOSTON	WNAC	AB	CD	1	X
1200 WORCEST'R	WORC	AB	X		X
580 WORCESTER	WTAG	1	4	5	5
Mich. 1410 BAY CITY	WBCM	AB	X	X	X
1240 DETROIT	WXYZ	A	CD	1	X
750 DETROIT	WJR	O	8	M	7
920 DETROIT	WWJ	1	4	5	5
Minn. 810 MINNEAP	WCCO	AB	CD	1	X
1460 ST. PAUL	KSTP	A	M	X	X
Miss. 1270 JACKSON	WJDX	1	4		
Mo. 950 KAN. CITY	KMBC	AB	D		X
610 KAN. CITY	WDAF	1	4	M2	5
1090 ST. LOUIS	KMOX	B	CD	1	X
550 ST. LOUIS	*KSD	1	4	5	5
1350 ST. LOUIS	KWK	B	8	6	7

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

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** Dixie Echoes  
Negro spirituals with Taylor Gordon, tenor.

**B** Literary Digest Program  
See page 9.

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

④ Sign of the Shell

⑧ The Fuller Man  
Earle Spicer, baritone; male quartet; orchestra direction, Don Voorhees.

**C** Johns Manville Fire Fighters  
Script act. (First 15 min.)

**D** Wallace Silversmiths  
Harry Salter's Orchestra with soloist. (Last 15 min.)

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

⑤ General Electric Band  
Arthur Pryor conducting; "Adventures in Science," Floyd Gibbons.

⑥ Edwin Stanley Seder  
Organist, NBC, Chicago.

① Carborundum Program  
Orchestra and guest soloists.

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

⑤ General Electric Band  
Arthur Pryor conducting; "Adventures in Science," Floyd Gibbons.

⑦ Dutch Masters Minstrels  
As the name implies. NBC, New York.

② Hank Simmons' Show Boat  
Old-time melodrama. CBS, New York.

KEY TO LOCAL PROGRAMS

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

MUSICAL

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.

SATURDAY—DAYTIME

Talks—Helen Chase, Winifred S. Carter, Helen Howe, Beatrice Herford and Mrs. Reiley

10:15 A. M., over Stations WEAf, WEEI, WJAR, WTAG, WCSH, WFL, WRC, WGY, WGR, WCAE, WFJG, WWJ, WSAI, KYW, KSD, WOC, WHO, WOW.

Keystone Chronicle

1:30 P. M., dramatic sketch over KDKA, WLW, WLS, KWK, WREN, KFAB, WOW, WDAF, KOA.

Football Games

From 2:30 to 5:30 over both CBS and NBC (see page 45).

	A	B	C	D	TIME
	8	30	9	30	EASTERN
	7	30	8	30	CENTRAL
	X	3	5	5	KFAB LINCOLN 770 Neb.
①	4				*WOW OMAHA 590
		C	X	X	WPG ATL'IC CITY 1100 N. J.
					WOR NEWARK 710
①	4	5	5		WGR. BUFFALO 550 N.Y.
AB	C	1	X		WKBW BUFFALO 1480
AB	CD	1	2		WABC NEW YORK 860
①	4	5	5		WEAF NEW YORK 660
AB	8	6	7		WJZ NEW YORK 760
AB	8	X	7		WHAM ROCHESTER 1150
					*WHEC ROCHESTER 1440
①	4	5	5		WGY SCHEN'D Y 790
X	C	X	X		*WFBL SYRACUSE 1360
X	CD	X	X		WBT CHARLOTTE 10380 N.C.
					WPTF RALEIGH 680
AB	M	X	X		WWNC ASHEVILLE 570
AB	X	X	X		WDAY FARGO 940 N.D.
AB		X	X		WADC AKRON 1320 Ohio
	X		X		*WFJC AKRON 1450
AB	C	X	X		WKRC CINCINNATI 550
M3	8	M6	7		WLW CINCINNATI 700
①	4	5	5		WSAI CINCINNATI 1330
X	C	1	X		WHK CLEVEL'D 1390
		5	5		WTAM CLEVEL'D 1070
					WAIU COLUMB'S 640
AB	CD	X	X		WSPD TOLEDO 1340
AB	X		X		*WKBN YO'NGST-N 570
AB	M	1	X		KFJF OKLA. CITY 1480 Okla.
A	M		5		WKY OKLA. CITY 900
					*KVOO TULSA 1140
AB		X			*WHP HARRISB'G 1430 Pa.
AB	X		X		WLBW OIL CITY 1260
A	D	1	X		WCAU PHILAD. 1170
B	O	M9	W		*WFAN-WIP PHIL. 610
①	4	5	5		*WLIT-WFI PHIL. 560
AB	8	6	7		KDKA PITTS'GH 980
①	4	5	5		WCAE PITTS'GH 1220
AB	CD		X		WJAS PITTS'GH 1290
AB	C	X			WEAN PROVID'NCE 780 R. I.
①	4	5	5		WJAR PROVID'NCE 890
AB	M	1	X		WDOD CHATTA. 1280 Tenn.
		4	5		WMC MEMPHIS 780
AB		X			*WREC MEMPHIS 600
AB	M6	X	X		*WLAC NASH'VE 1470
M	M	M6	M6		WSM NASH'VE 650
NO	CD	1	X		*KRLD DALLAS 1040 Tex.
X		5	5		WFAA Dallas 800
A	8	5	5		WBAF Ft. Worth 800
					KPRC HOUSTON 920
		X			*KTSA S. ANTONIO 1290
A	X	5	5		WOAI S. ANTONIO 1190
AB		X	X		*WTAR NORFOLK 780 Va.
		5	5		WRVA RICH'M'D 1110
					WDBJ ROANOKE 930
M8	4	5	5		*WEBC SUPERIOR 1290 Wisc.
AB	X		X		*WISN MIL'W'KEE 1120
M6	M	5	5		WTMJ MIL'W'KEE 620

FORMALITY IN DANCING

(Continued from page 7)

for two counts; lift the right one inch off the floor.

4. Step slowly forward, weight on right foot.

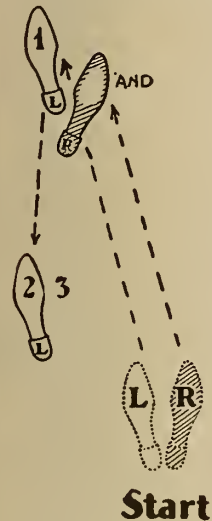
Repeat the entire movement, beginning with left foot.

The current formality has re-established the importance of etiquette. The reaction from casual negligence was inevitable—and

to most of us very welcome. My readers may find the following suggestions pertinent:

The gracious and popular girl dances with each partner that asks for a dance. It is far better to undergo the agony of dancing once with a poor dancer than to lose a friend by a thoughtless slight.

The man does not take the girl's arm when walking in the ballroom, nor the girl the man's.



Not to be able to dance is rather unparadonable when one accepts invitations to dances. It indicates either laziness or indifference. The man who enjoys the social life of balls and dances should learn to dance, for to appear at the supper board of a hostess and enjoy her entertainment without contributing to its success is selfish, to say the least.

SPORTS

(Continued from page 43)

ers as to the source of his facts, he attempted to give the broadcast the same color which it would have had had he been in the press coop where the game was being played, instead of before a microphone hundreds of miles away. With only the skeleton report received over the telegraph wire, Pat man-

aged to keep up a rapid-fire chatter for two hours, day after day—but the strain on his imagination was something terrific.

Like Ted Husing, of the Columbia chain, Pat is a believer in giving his listeners the technical side of the sport which he is broadcasting, as well as the color of the spectacle. With that in view, he went out to Northwestern University during the past summer and took the football coaching course given there by Coach Dick Hanley, so that this fall he would be able to sort the crossbucks out from the cutbacks, and tell who it was who was really responsible for the success of that long run which put over the winning score.

In their attitude toward broadcasting of major prize-fights, the boxing promoters are exhibiting some more of that "public be damned" attitude which has brought the sport lower and lower in public estimation and interest during the past two years. They have not adhered to the policy of the late Tex Rickard, it is true, in banning microphones from the ringside. But by forbidding announcement of broadcasting arrangements until a few hours before the fight, they have managed to do a disservice to thousands of fight fans who failed to see the last-minute announcements and tune in for the broadcasts.

The excuse given—that the broadcasts might hurt gate receipts—has been given the lie lately by the failure of one supposed headline attraction after another to be a box-office success, in spite of the broadcasting restrictions.

Every afternoon except Sunday WCAO, Baltimore, broadcasts a summary of sports events of the day at 5:45 o'clock. These talks are announced by Alexander Gifford, of the sports staff of the Baltimore News. Mr. Gifford is an experienced sports writer, having covered many major sports events for the Baltimore News. In addition to this resume, WCAO reports the progress of ball games, races and other sports at fifteen-minute intervals during the afternoon.



HENRIETTE KERN, staff soprano, WBAL, Baltimore.

PRESENTING what may be literally termed a Pageant of Artists and Entertainers, Station WBAL, of Baltimore, is observing its fifth birthday anniversary on November 1 by broadcasting a gala program from 11 p. m. to 1 a. m.

Close to one hundred artists and musical groups will participate in this program. Each and every member of the staff has been recruited and told to be ready to broadcast a brief program. Not only will the individual artists and entertainers appear, but various studio groups—those who have won a very definite place in the hearts of listeners through their regular appearances from this station—are also scheduled to appear. These include "The Baltimoreans" (who are to open the program), the Romany Trail, the "Masqueraders," the "Merry-makers," the WBAL Concert Orchestra, the WBAL String Quartet, the WBAL Ensemble, the "Calvertons," the "Arundels," and the "Marylanders," who are to close this broadcast with a snappy program of dance music. There will also be special features by those appearing in "Around the Melodeon" and "Musical Memories" program.

Soloists and entertainers who will do their bit before the microphone on this gala night include Elsa Baklor, Henriette Kern and Jane Kirby, sopranos; Maud Albert, contralto; Edward Jendrek, Philip Crist and John Wilbourn, tenors; Walter N. Linthicum and Elmer F. Bernhard, baritones; John R. Hedeman, bass; Nathan Cohen, xylophonist; John H. Eltermann, organist; George Bolek, Sol Sax and LeRoy Evans, pianists; Elise Lee Cohen and Mary Spotswood Warren, recitalists; Michael Weiner and Arthur Morgan, violinists; Rita May Baker and Samuel Maurice Stern, cellists, and Uncle Ed and his Dream Children. Felice Iual, Michael Weiner and John Lederer, conductors of various orchestras at this station, will conduct several ensemble features scheduled to appear during this two-hour broadcast, while the entire program will be put on the air under the direction of Gustav Klemm.

A feature of the evening will be the reading of a special anniversary poem written for WBAL by Sally Bruce Kinsolving, one of the well-known poets of the day, and herself a Baltimorean. The speaker for the evening will be Herbert A. Wagner, president of the Consolidated Gas, Electric Light and Power Company, owners and operators of WBAL.



BRAD BROWNE was born and grew up in North Adams, Mass. The home of Browne was a rendezvous for musicians, with Bradford's father the center of the group. It was thrilling to appear at dances and parties with his father, who played the banjo. At the age of eight, seated on his father's knee, Brad made his first public appearance as a banjoist.

Educated in the public schools of North Adams, Browne studied law at Georgetown University, and in 1913 received the degree of LL.B. When the war came, Bradford Browne went home to New England and enlisted with the 101st Infantry.

Browne did not want to practice law, and, after the war, he worked in the Government service and as a salesman. Eventually he received his opportunity as a radio announcer for the CBS. He has now found a place in the radio world—continuity writer, humorist, banjo specialist, announcer and actor—and he lends zest and originality to broadcasting.

SATURDAY

November 1, 8, 15, 22, 29

CHAIN PROGRAMS

November 1, 8, 15, 22, 29

SATURDAY

Red symbols denote NBC features. Black symbols denote CBS features

Table with columns for TIME, EASTERN, CENTRAL, and stations A, B, C, D. Lists programs for various cities like Toronto, Montreal, Birm'gh'm, etc.

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

1 Rolfe and Lucky Strike Orchestra

D Fred Starr and Al. Glaser

Novelty duo. NBC. (First 15 min.)

E Broadway Lights

Muriel Pollock and Vee Lawnhurst. (Last 15 min.)

1 Hank Simmons' Show Boat

Old-time melodrama. CBS, New York.

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

1 B. A. Rolfe and His Lucky Strike Orchestra

Dance music. NBC, New York.

4 The Miniature Theatre

NBC, New York.

2 Jesse Crawford

Poet of the Organ.

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

A Troubadour of the Moon

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

B Dance Music from New York

5 Slumber Music

String ensemble; direction, Ludwig Laurier.

3 Jack Denny and His Mount Royal Orchestra

Dance music from Canada. CBS.

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

6 Dance Music

NBC.

5 Slumber Music

String ensemble; direction, Ludwig Laurier.

F The Pepsodent Program

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

4 Dance Music

CBS, from New York.

KEY TO LOCAL PROGRAMS

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

MUSICAL

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.

SATURDAY-DAYTIME

New York Philharmonic over CBS Network

Young People's Concerts

11 A. M., E. S. T., on November 1, 15, 29.

Children's Concerts

11 A. M., on November 8, 22.

Musical Appreciation Hour (Fridays)

(For Station List See Page 46.)

Grades 3 and 4 at 11 to 11:30 A. M., and Grades 5 and 6 at 11:30 to noon on November 7 and 21.

Grades 7, 8, 9 at 11 to 11:30 A. M., and Music Clubs at 11:30 to noon on November 14.

Table with columns for TIME, EASTERN, CENTRAL, and stations A, B, C, D. Lists programs for various cities like Lincoln, Omaha, Buffalo, etc.




# Handy Index to Major Evening Programs of NBC and CBS



Atwater-Kent, NBC, Sun. 9.  
 Around the Samovar, CBS, Sun. 10.  
 A. & P. Gypsies, NBC, Mon. 8:30.  
 Anheuser-Busch, CBS, Tues. 11.  
 Armour Program, NBC, Fri. 9:30.  
 Armstrong Quakers, NBC, Fri. 10.  
 An Evening in Paris, CBS, Mon. 9:30.  
 Arco Birthday Party, NBC, Thur. 9.  
 Arabesque, CBS, Sun. 9.  
 Amos 'n' Andy, NBC, daily, 7 and 11:30.  
 American Maize Program, CBS, Mon. 10:30.  
 Adventures of Polly Preston, NBC, Tues. 7:30.  
 Back Home Hour, CBS, Sun. 11.  
 Blackstone Program, CBS, Tues. 8.  
 Broadway Lights, NBC, Sat. 10.  
 Back of the News in Washington, NBC, Wed. 7:30.  
 B. A. Rolfe and Lucky Strike Orchestra, NBC, Tues. 10, Thur. 8 and Sat. 10.  
 Black and Gold Room Orchestra, NBC, daily, 6.  
 Burbig's Synopacted History, CBS, Mon. 8.  
 Brown Bill Footlights, NBC, Fri. 7:30.  
 Benrus Orchestra, NBC, Tues. 7.  
 Big Guns, NBC, Tues. 8:30.  
 Be Square Motor Club, CBS, Sun. 10.  
 Billiken Pickards, NBC, Tues. 7:45.  
 Catholic Hour, NBC, Sun. 6.  
 Colonial Beacon Lights, NBC, Mon. 7:30.  
 Camel Pleasure Hour, NBC, Wed. 9:30.  
 California Melodies, CBS, Wed. 11:30.  
 Cities Service Orchestra, NBC, Fri. 8.  
 Cliquot Club Eskimos, NBC, Fri. 9.  
 Collier's Hour, NBC, Sun. 8.  
 Cuckoo, NBC, Tues. 10:30.  
 Crockett Mountaineers, CBS, Sun. 5, and Thurs., Wed., Thurs., Fri., Sat. 7.  
 Captivators, CBS, Mon. 6.  
 Concert Music, CBS, Thur. 6.  
 Crime Prevention Program, NBC, Fri. 10.  
 Carborundum Program, CBS, Sat. 9.  
 Cathedral Hour, NBC, Sun. 4.  
 Columbia Male Chorus, Fri. 8:30.  
 Chase and Sanborn Choral Orchestra, NBC, Sun. 8.  
 Chesebrough Real Folks, NBC, Mon. 9:30.  
 Coea Cola Top Notchers, NBC, Wed. 10:30.  
 Canadian Pacific Musical Crusaders, NBC, Sun. 4.  
 Dixies Circus, NBC, Sat. 8.  
 Dutch Masters Minstrels, NBC, Sat. 9:30.  
 Detective Story Magazine, CBS, Thur. 9:30.  
 Die-a-Doo Entertainers, NBC, Wed. 7:30.  
 Death Valley Days, NBC, Tues. 9:30.  
 Dixie Echoes, CBS, Sat. 8.  
 Davey Tree, NBC, Sun. 5.  
 Echoes of the Orient, NBC, Sun. 5.  
 El Tango Romantic, NBC, Sun. 10.  
 Eveready Program, NBC, Tues. 9.  
 East of Cairo, NBC, Wed. 8.  
 Elgin Watch Program, NBC, Fri. 11.  
 Empire Builders, NBC, Mon. 10:30.  
 Eskimo Pie Program, CBS, Wed. 7:30.  
 Edwln Stanley Seder, NBC, Sat. 9.  
 Evangeline Adams, CBS, Mon., Wed. and Fri. 7:30.  
 Early Bookworm, CBS, Tues. 7:30.  
 Enna Jettick, NBC, Tues. 10 and Sun. 8.  
 Fox Fur Trappers, CBS, Sun. 6.  
 Forty Fathom Trawlers, CBS, Wed. 8:30.  
 Fro-Joy Flyers, CBS, Thur. 7.  
 Floyd Gibbons, NBC, Sun. 9.  
 Florsheim Frolic, NBC, Tues. 8:30.  
 Fuller Man, NBC, Sat. 8:30.  
 Football Forecasts, NBC, Fri. 7.  
 Fred Starr and Al. Glaser, NBC, Sat. 10.  
 French Trio, CBS, Sun. 5.  
 General Motors, NBC, Mon. 9:30.  
 Gold Medal Fast Freight, CBS, Wed. 9.  
 Graybar's, "Mr. and Mrs.," CBS, Tues. 10.  
 General Electric Hour, NBC, Sat. 9.  
 Golden Hour of the Little Flower, NBC, Sun. 7.  
 Gloria Gay's Affairs, NBC, Wed. 6:30.  
 Grand Opera Melodrama, CBS, Fri. 8.  
 Harbor Lights, NBC, Sun. 10.

Henry-George, CBS, Tues. 9.  
 Happy Wonder Bakers, NBC, Tues. 9:30.  
 Halsey Stuart Program, NBC, Wed. 9.  
 Hamilton Watch, CBS, Thur. 8:30.  
 Hour with Shakespeare, NBC, Sun. 6.  
 Half-hour in Nation's Capital, NBC, Mon. 8.  
 Hank Simmons' Showboat, CBS, Sat. 9:30.  
 Heywood Brown, CBS, daily (except Sat. and Sun.), 11.  
 Howard Dandies, CBS, Sun. 6.  
 Interoven Pair, NBC, Fri. 9.  
 Iodent Big Brother Club, NBC, Sun. 7.  
 Ipana Troubadours, NBC, Mon. 8:30.  
 Instrumental Soloists, NBC, Wed. 7.  
 International Broadcast, CBS, Sun. 12:30.  
 Jewish Art Program, CBS, Sun. 12M.  
 Jameses, NBC, Sat. 6.  
 Jarman Shoe Program, NBC, Thur. 7:30.  
 Johns Manville, CBS, Sat. 8:30 and Sun. 10:30.  
 Jesse Crawford, CBS, Sat. 10:30 and Sun. 8.  
 Jack Frost's Melody Moments, NBC, Thur. 9:30.  
 Jack Denny and Orchestra, CBS, Sat. 11.  
 Knox-Dunlap Program, NBC, Thur. 9.  
 Kaffee Hag Program, NBC, Sun. 11.  
 Kaltenborn, News, CBS, Sun. 8, Tues. 8:30 and Thur. 8:30.  
 Lew White Organ Recital, NBC, Sun. 7.  
 La Palina, CBS, Wed. 9:30.  
 Literary Digest, NBC, daily, 6:30 and CBS, daily, 8.  
 Le Trio Morgan, NBC, Tues. 7 and Fri. 8:30.  
 Lutheran Layman's Program, CBS, Thur. 10.  
 Major Bowes' Family, NBC, Sun. 7.  
 Majestic Theatre, CBS, Sun. 9.  
 Mormon Tabernacle, NBC, Mon. 6.  
 Maytag Orchestra, NBC, Mon. 9.  
 Mobiloil Concert, NBC, Wed. 8:30.  
 Miniature Theatre, NBC, Sat. 10:30.  
 Minneapolis Symphony, CBS, Mon. 9.  
 Mardi Gras, CBS, Mon. 8:30.  
 Mid-week Federation Hymn Sing, NBC, Thur. 7.  
 Maxwell House Melodies, NBC, Thur. 9:30.  
 Moonshine and Honeysuckle, NBC, Mon. 10.  
 My Bookhouse Story Time, CBS, Mon. and Wed. 6:30.  
 Margaret Olsen, NBC, Sun. 6.  
 Mayhew Lake, CBS, Sun. 10.  
 Niagara Hudson, NBC, Thur. 7:30.  
 Nit-Wit Hour, CBS, Mon. 10:30.  
 Natural Bridge Program, NBC, Fri. 8:30.  
 New York Philharmonic Orchestra, CBS, Sun. 3.  
 National Surety's Secret Cases, NBC, Wed. 7.  
 Nestle Chocolaters, NBC, Fri. 8.  
 Necco Surprise Party, CBS, Sat. 7:30.  
 National Religious Service, NBC, Sun. 5.  
 National Youth Conference, NBC, Sun. 3.  
 Our Government, NBC, Sun. 9.  
 O'cedar Time, NBC, Wed. 9.  
 Old Company's Program, NBC, Fri. 7:30.  
 Pure Oil Orchestra, NBC, Tues. 8.  
 Palmolive Hour, NBC, Wed. 9:30.  
 "Pop" Concerts, NBC, Sat. 8.  
 Philco Symphony, CBS, Tues. 9:30.  
 Poems in Song, NBC, Wed. 10:30.  
 Paramount Public Hour, CBS, Tues. 10.  
 Ponce Sisters, NBC, Sun. 10.  
 Premier Salad Dressers, CBS, Tues. 8:30.  
 Peewee and Winby, NBC, Tues. 8.  
 Poffical Situation in Washington, CBS, Tues. 7.  
 Phoenix Hosley Program, CBS, Fri. 10:30.  
 Quaker Oats, NBC, daily, 7:30, except Sat.

Roxy Symphony Orchestra, NBC, Sun. 2.  
 Russian Cathedral Choir, NBC, Sun. 11.  
 Reminiscences, NBC, Sun. 11.  
 Roxy and His Gang, NBC, Mon. 7:30.  
 Robert Burns Panatela, CBS, Mon. 10.  
 Rudy Vallee, NBC, Thur. 8.  
 RCA-Victor Hour, NBC, Thur. 10.  
 Rosafie Wolfe, NBC, Mon. 7.  
 Richard Maxwell, NBC, Tues. 6.  
 R-K-O Hour, NBC, Fri. 10:30.  
 Rainbow Revels, CBS, Wed. 10 (monthly).  
 Rhythm Ramblers, CBS, Sat. 6.  
 Radio Follies, CBS, Fri. 10.  
 Rise of the Goldbergs, NBC, Mon. 6:30.  
 Rhythm Kings, CBS, Mon. 7.  
 Raising Junior, NBC, daily (except Mon.), 6.  
 Radio Luminaries, NBC, Wed. 7.  
 Romany Patteran, CBS, Thur. 8.  
 Silver Masked Tenor, NBC, Sun. 5.  
 Studebaker Champions, NBC, Sun. 10.  
 Sunday at Seth Parker's, NBC, Sun. 10.  
 Sam Herman, NBC, Sun. 11.  
 Stromberg-Carlson, NBC, Mon. 10.  
 Sign of the Shell, NBC, Sat. 8:30.  
 Soenylund Sketches, NBC, Tues. 7:30.  
 Sylvania Foresters, NBC, Wed. 8:30.  
 Slumber Music, NBC, daily 11.  
 Savannah Liners Orchestra, NBC, Tues. 6.  
 Silver Flute, NBC, Sat. 7:30.  
 Symphonie Rhythm Makers, NBC, Mon. 10:30.  
 Snoop and Peep, NBC, Sat. 6:30.  
 South Sea Islanders, NBC, Sun. 4.  
 Sermon, Rev. D. G. Barnhouse, CBS, Sun. 5.  
 Three Little Sacks, CBS, Sun. 5.  
 Tastyest Jesters, NBC, Mon., Thur. and Sat. 7.  
 Troika Bells, NBC, Tues. 8.  
 Tek Music, NBC, Tues. 9.  
 True Story Hour, CBS, Sat. 9.  
 Tea Time Tunes, NBC, Sun. 5.  
 Talk, John B. Kennedy, NBC, Wed. 6.  
 Troubadour of the Moon, Sat. 11.  
 Tony's Scrapbook, CBS, daily, 6:30.  
 Town Crier, CBS, Mon. and Fri. 7.  
 Toscha Seidel, CBS, Wed. 8.  
 Talk, Montrose Moses, NBC, Fri. 7.  
 Uncle Abe and David, NBC, Wed., Thur., Fri. and Sat. 6:45.  
 Under the Jolly Roger, NBC, Fri. 10:30.  
 U. S. School of Music, CBS, Sun. 8.  
 Vincent Lopez, NBC, Tues. 11:30; Wed. and Fri. 11.  
 Van Heusen Program, CBS, Thur. 9.  
 Vikings, NBC, Sun. 9.  
 Victor Herbert Opera Series, NBC, Thur. 10.  
 Vagabonds, CBS, Mon. 6:30.  
 Vocal and Instrumental Soloists, NBC, Tues. 6:30.  
 Voice of Columbia, CBS, Wed. 10.  
 West End Presbyterian Church, CBS, Sun. 12M.  
 Williams Orlomates, NBC, Sun. 7.  
 Westinghouse Salute, NBC, Tues. 10.  
 Wadsworth Watchcase Program, NBC, Wed. 9.  
 Ward's Tip Top Club, CBS, Thur. 7:30.  
 Whyte's Orchestra, NBC, Wed. 6 and Sat. 7.  
 Will Osborne, NBC, Fri. 11:30.  
 Wonder Dog, NBC, Sat. 8.  
 Wrigley Program, CBS, Fri. 10:30.  
 Wahl Co., NBC, Fri. 9:30.  
 Westchester County Orchestra, CBS, Thur. 7 and Tues. 7.  
 Wallace Silversmiths, CBS, Sat. 8:30.  
 World To-day, NBC, Mon. 7.  
 Wise Shoe Program, CBS, Tues. 7:30.  
 What's Wrong with This Picture, CBS, Tues. 11.  
 Wayside Inn, NBC, Wed. 10:30.  
 World's Business, CBS, Sun. 8.  
 Yeast Foamers, NBC, Wed. 8.  
 "Your Eyes," NBC, Sun. 4.

"Tommy, can you tell me one of the uses of cowhide?"  
 "Er, yes, sir. It keeps the cow together."  
 "Gee, Gertie! I think your new boy friend's terribly attractive."  
 "Yeh—but, kid, you should have seen the one that got away!"  
 Mrs. Newwed—I cook and bake for you and what do I get—nothing.  
 Mr. Newwed—You're lucky. I get indigestion.  
 Little Otto—Mother, is that a kingfish?  
 Mother—Yes, dear. Why?  
 Little Otto—Where are Amos 'n' Andy?  
 Passenger—And is this plane absolutely safe?  
 Pilot—Yes, madam; it is the safest on earth.  
 Oshkosb—Why don't you like girls?  
 Kennebunk—They're too biased.  
 Oshkosb—Biased?  
 Kennebunk—Yes, bias this and bias that until I'm broke.  
 Employer—Have you ever done any public speaking?  
 Applicant—I once proposed to a girl over the telephone in my home town.  
 Admiral Gazoof, observing his orderly in a line-up of culprits, flared into rage. "Smythe," he snorted, "what in h— are you doing there?"  
 "Sir," replied Smythe, "I was told to report for using profane language."  
 Willie—Aw, pa, can't you get me a fairy story over the radio?  
 Pa—Sh! Here comes some nice stuff about the stock market.  
 "Mandy, I think I've gwine put on mah bes' clothes and go down to de mahaytah dis ev'nin' to see de chorus ladies."  
 "Rastus, listen heah. If dat am whut yo thinks, then yoh'd bettah think agin. Niggah, yo ain't gwine put on nothin' to go no place no time to see nobody do nothin', never no-how an' not at all. Does yo understand?"  




HEARTY approval has been given the "down East" sketches of Phillips H. Lord, originator of two of the National Broadcasting Company's most important programs, "Sunday at Seth Parker's" and "Uncle Abe and David."  
 While a small child, Lord sensed the picturesqueness of his fellow "State of Mainers." Much of his interest was due to his attachment for his grandfather. Young Phil would sit in the buggy beside the shrewd old Yankee gentleman and drink in every word and inflection as he conversed with his numerous friends.  
 Lord started his weekly broadcast soon after his graduation from Bowdoin College, meeting with instantaneous public acclaim. So true to type is he in his role of an old rural character that it is hard to realize that he is only twenty-eight years of age.  
 He is an inveterate worker, having turned out as many as five books in that number of weeks, as well as the scripts that he must prepare for both his weekly and his daily radio offerings.

# DIRECTORY OF BROADCASTING STATIONS

All Stations East of Rockies Using 100 Watts or More, and All West of Rockies Using More than 100 Watts . . . . . Revised to September 25, 1930

## I. STATIONS CLASSIFIED BY STATE AND TOWN

### ALABAMA

Birmingham, WAPI, 1140.  
Birmingham, WBRC, 930.  
Birmingham, WBKB, 1310.  
Mobile, WODX, 1410.  
Montgomery, WSPA, 1410.  
Talladega, WFDW, 1420.

### ARIZONA

Flagstaff, KFKY, 1420.  
Jerome, KCRJ, 1310.  
Phoenix, KOY, 1390.  
Phoenix, KTAR, 626.  
Prescott, KPJM, 1500.  
Tucson, KGAR, 1370.  
Tucson, KVOA, 1260.

### ARKANSAS

Fayetteville, KTOA, 1390.  
Hot Springs, KTHS, 1040.  
Little Rock, KGH1, 1200.  
Little Rock, KGJF, 890.  
Little Rock, KLRA, 1390.

### CALIFORNIA

Beverly Hills, KMPC, 710.  
Burbank, KELW, 780.  
Culver City, KFI, 1000.  
Hollywood, KPQZ, 860.  
Hollywood, KPWB, 950.  
Hollywood, KMTB, 570.  
Inglewood, KMIC, 1270.  
Los Angeles, KGPF, 1300.  
Long Beach, KPOX, 1250.  
Long Beach, KGER, 1360.  
Los Angeles, KECA, 1430.  
Los Angeles, KFI, 640.  
Los Angeles, KFSG, 1120.  
Los Angeles, KGEF, 1300.  
Los Angeles, KHJ, 1000.  
Los Angeles, KTLX, 1050.  
Los Angeles, KTLB, 1300.  
Los Angeles, KTM, 780.  
Oakland, KROW, 930.  
Oakland, KGO, 790.  
Oakland, KLS, 1440.  
Oakland, KPIX, 840.  
Oakland, KPAB, 560.  
Pasadena, KPSS, 1360.  
San Diego, KFSD, 600.  
San Diego, KGB, 1330.  
San Francisco, KPBC, 610.  
San Francisco, KPWL, 930.  
San Francisco, KPQ, 680.  
San Francisco, KYA, 1230.  
San Jose, KQW, 1010.  
Stockton, KGDM, 1100.  
Westminster, KPWF, 1490.

### COLORADO

Colorado Springs, KFUM, 1270.  
Denver, KFEL, 920.  
Denver, KFPL, 1310.  
Denver, KFXP, 920.  
Denver, KLZ, 560.  
Denver, KOA, 830.  
Denver, KPOF, 880.  
Fort Morgan, KGEW, 1200.  
Greeley, KPFR, 980.  
Gunnison, KFHA, 1200.  
Pueblo, KGHE, 1320.  
Trinidad, KGW, 1420.

### CONNECTICUT

Bridgeport, WICC, 1190.  
Hartford, WTTIC, 1060.  
New Haven, WDRG, 1330.  
Storrs, WCAC, 600.

### DELAWARE

Wilmington, WDEL, 1120.  
Wilmington, WILM, 1420.

### DISTRICT OF COLUMBIA

Washington, WISV, 1460.  
Washington, WMAJ, 630.  
Washington, WOL, 1310.  
Washington, WRC, 950.

### FLORIDA

Clearwater, WFLA, 620.  
Gainesville, WRUF, 830.  
Jacksonville, WJAX, 900.  
Miami, WQAM, 560.  
Miami Beach, WIOD, 1300.  
Orlando, WDBO, 1120.  
Pensacola, WCOA, 1340.  
St. Petersburg, WSNL, 620.  
Tampa, WDAB, 1220.  
Tampa, WDBR, 1000.

### GEORGIA

Atlanta, WGST, 890.  
Atlanta, WSB, 740.  
Augusta, WRD, 1500.  
Columbus, WRBL, 1200.  
Macon, WMAZ, 890.  
Savannah, WTOP, 1260.  
Tifton, WRML, 1310.  
Toccoa, WTEF, 1450.

### IDAHO

Boise, KIDO, 1250.  
Idaho Falls, KID, 1320.  
Pocatello, KSEL, 900.  
Sand Point, KGKX, 1420.  
Twin Falls, KGQJ, 1320.

### ILLINOIS

Chicago, KFKX, 1020.  
Chicago, KMG, 1040.  
Chicago, WAAF, 920.  
Chicago, WBBM, 770.  
Chicago, WCFL, 970.  
Chicago, WCHE, 1490.  
Chicago, WCRW, 1210.

Chicago, WEDC, 1210.  
Chicago, WENR, 870.  
Chicago, WGES, 1360.  
Chicago, WGN, 720.  
Chicago, WIBO, 560.  
Chicago, WJAZ, 1490.  
Chicago, WJJD, 1090.  
Chicago, WKBI, 1420.  
Chicago, WLS, 870.  
Chicago, WMAQ, 670.  
Chicago, WMBI, 1080.  
Chicago, WORD, 1490.  
Chicago, WPEC, 560.  
Chicago, WSBC, 1210.  
Chicago (Evanston), WEHS, 1420.  
Cicero, WHFC, 1420.  
Decatur, WJBL, 1200.  
Galesburg, WKBS, 1310.  
Harrisburg, WEBQ, 1210.  
Joliet, WCFS, 1310.  
Joliet, WKBB, 1310.  
La Salle, WJBC, 1200.  
Peoria, WMBD, 1440.  
Quincy, WTAD, 1440.  
Rockford, KFIV, 1410.  
Rock Island, WFBF, 1210.  
Springfield, WDBS, 1210.  
Tuscola, WDBZ, 1070.  
Urbana, WILL, 890.  
Zion, WCBD, 1080.

### INDIANA

Anderson, WHBU, 1210.  
Connersville, WKBY, 1500.  
Culver, WOMA, 1400.  
Evansville, WGFB, 630.  
Fort Wayne, WGL, 1370.  
Fort Wayne, WOWO, 1160.  
Gary, WJKS, 1360.  
Hammond, WWAJ, 1200.  
Indianapolis, WFBI, 1230.  
Indianapolis, WKBF, 1400.  
Lafayette, WBAA, 1400.  
La Porte, WRAF, 1200.  
South Bend, WSBT, 1230.  
Terre Haute, WBOW, 1310.

### IOWA

Ames, WOI, 640.  
Boon, KFGQ, 1310.  
Cedar Rapids, KWCR, 1310.  
Clarinda, KSO, 1380.  
Council Bluffs, KOIL, 1260.  
Davenport, WOC, 1000.  
Decorah, KWLC, 1270.  
Des Moines, WHO, 1000.  
Fort Dodge, KFJY, 1310.  
Iowa City, WSUI, 880.  
Marshalltown, KFJB, 1200.  
Muscatine, KNTT, 1170.  
Ottumwa, WIAS, 1420.  
Red Oak, KCKK, 1420.  
Shenandoah, KFNF, 890.  
Shenandoah, KMA, 930.  
Stout City, KSCJ, 1330.  
Waterloo, WMT, 600.

### KANSAS

Kansas City, WLBZ, 1420.  
Lawrence, KTKU, 1220.  
Lawrence, WREN, 1220.  
Manhattan, KSAC, 580.  
Milford, KFKB, 1050.  
Topeka, WIBW, 580.  
Wichita, KFH, 1300.

### KENTUCKY

Covington, WKCY, 1490.  
Hopkinsville, WFIW, 940.  
Louisville, WHAS, 820.  
Louisville, WLAP, 1200.

### LOUISIANA

New Orleans, WJBW, 1200.  
New Orleans, WABZ, 1200.  
New Orleans, WDSU, 1250.  
New Orleans, WJBO, 1420.  
New Orleans, WSMB, 1320.  
New Orleans, WWL, 850.  
Shreveport, KTBS, 1450.  
Shreveport, KTSJ, 1310.  
Shreveport, KWEA, 1210.  
Shreveport, KWKH, 850.

### MAINE

Bangor, WABI, 1200.  
Bangor, WLBZ, 620.  
Portland, WCSH, 940.

### MARYLAND

Baltimore, WBAL, 1060.  
Baltimore, WCAQ, 600.  
Baltimore, WCBM, 1370.  
Baltimore, WFER, 1270.  
Cumberland, WTBO, 1420.

### MASSACHUSETTS

Boston, WBES, 1230.  
Boston, WBZ, 990.  
Boston, WEEI, 590.  
Boston, WLOE, 1500.  
Boston, WNAO, 1230.  
Boston, WSSH, 1410.  
Fall River, WJAR, 1450.  
Gloucester, WHDH, 830.  
Lexington, WLEX, 1410.  
Lexington, WLEY, 1370.  
New Bedford, WNBH, 1310.  
South Dartmouth, WMAF, 1410.  
Wellesley, WBSO, 920.  
Worcester, WORC-WPS, 1200.  
Worcester, WPAG, 580.

### MICHIGAN

Battle Creek, WELL, 1420.  
Bay City, WBCM, 1410.  
Berrien Springs, WKZO, 590.  
Calumet, WHDF, 1370.  
Detroit, WXYZ, 1240.  
Detroit, WJR, 750.

Detroit, WMBC, 1420.  
Detroit, WWJ, 920.  
East Lansing, WKAR, 1040.  
Flint, WFDF, 1310.  
Grand Rapids, WASH, 1270.  
Grand Rapids, WOOD, 1270.  
Jackson, WIBM, 1370.  
Lapeer, WMPC, 1500.

### MINNESOTA

Collegedale, WFRJ, 1370.  
Duluth, WEBC, 1290.  
Fergus Falls, KGDE, 1200.  
Minneapolis, WCCO, 810.  
Minneapolis, WGDY, 1180.  
Minneapolis, WHDH, 1180.  
Minneapolis, WLBW-GMS, 1250.  
Minneapolis, WRHM, 1250.  
Northfield, KPMK, 1250.  
Northfield, WCAL, 1250.  
St. Paul, KSTP, 1460.

### MISSISSIPPI

Greenville, WRBQ, 1210.  
Gulfport, WGMG, 1210.  
Hattiesburg, WBBJ, 1370.  
Jackson, WDX, 1270.  
Meridian, WCOC, 880.  
Vicksburg, WQBC, 1360.

### MISSOURI

Gape Girardeau, KFVS, 1210.  
Columbia, KFRU, 630.  
Jefferson City, WOS, 630.  
Joplin, WMBE, 1420.  
Kansas City, KMBC, 950.  
Kansas City, KWKC, 1370.  
Kansas City, WDAF, 610.  
Kansas City, WHB, 860.  
Kansas City, WOO, 1300.  
St. Joseph, KREQ, 680.  
St. Joseph, KGBX, 1310.  
St. Louis, KFUD, 550.  
St. Louis, KFWE, 1200.  
St. Louis, KMOX, 1090.  
St. Louis, KSD, 550.  
St. Louis, KWK, 1350.  
St. Louis, WDW, 760.  
St. Louis, WLL, 1200.  
St. Louis, WMAX, 1200.

### MONTANA

Billings, KGHL, 950.  
Butte, KGIR, 1360.  
Great Falls, KFBB, 1380.  
Kalispell, KGEZ, 1210.  
Wolf Point, KBGX, 1510.

### NEBRASKA

Clay Center, KMMJ, 740.  
Lincoln, KFAB, 770.  
Lincoln, KFOR, 1210.  
Lincoln, WCAJ, 590.  
Norfolk, WJAG, 1060.  
Omaha, WAW, 660.  
Omaha, WOW, 590.  
Ravenna, KGFV, 1310.  
York, KGBZ, 930.

### NEVADA

Las Vegas, KGIX, 1420.  
Reno, KOH, 1370.

### NEW HAMPSHIRE

Laconia, WKAV, 1310.  
Tilton, WBRL, 1430.

### NEW JERSEY

Asbury Park, WCAP, 1280.  
Atlantic City, WFP, 1100.  
Camden, WCAM, 1280.  
Hackensack, WBMS, 1450.  
Hoboken, WPCH, 810.  
Jersey City, WAAT, 940.  
Jersey City, WJOM, 1450.  
Jersey City, WKBP, 1450.  
Newark, WAAM, 1250.  
Newark, WGCP, 1250.  
Newark, WNJ, 1450.  
Newark, WOR, 710.  
Palisade, WJAF, 1010.  
Palisade, WQAD, 1010.  
Paterson, WODA, 1250.  
Red Bank, WJBI, 1210.  
Trenton, WOAX, 1280.

### NEW MEXICO

Albuquerque, KGGM, 1230.  
La Cruces, KOE, 1180.

### NEW YORK

Auburn, WMBO, 1310.  
Beacon, WOKO, 1440.  
Binghamton, WBNF, 1500.  
Brooklyn, WBBB, 1400.  
Brooklyn, WBBR, 1300.  
Brooklyn, WLTH, 1400.  
Brooklyn, WMBQ, 1500.  
Brooklyn, WSGH, 1400.  
Buffalo, WBER, 1310.  
Buffalo, WGR, 550.  
Buffalo, WKBW, 1480.  
Buffalo, WKEN, 1040.  
Buffalo, WMAK, 1040.  
Casenovia, WMAO, 570.  
Canton, WCAD, 1200.  
Coney Island, WCGU, 1400.  
Freeport, WGBE, 1210.  
Ithaca, WEAL, 1270.  
Jamaica, WMRJ, 1210.  
Jamestown, WOCL, 1210.  
Long Beach, WCLB, 1500.  
Long Beach, WML, 1500.  
Long Island, WLKX, 1500.  
New York City, WABC, 860.  
New York City, WBNY, 1350.  
New York City, WCDA, 1350.  
New York City, WEAJ, 660.

New York City, WGBS, 600.  
New York City, WHAP, 1300.  
New York City, WHN, 1010.  
New York City, WJZ, 760.  
New York City, WKBQ, 1350.  
New York City, WLWL, 1100.  
New York City, WMAA, 570.  
New York City, WMSG, 1350.  
New York City, WNYC, 570.  
New York City, WOV, 1130.  
New York City, WPAJ, 1010.  
New York City, WRNY, 1010.  
Pachogue, WPOE, 1370.  
Rochester, WHAM, 1150.  
Rochester, WROC, 1440.  
Saranac Lake, WNBZ, 1290.  
Schenectady, WGY, 790.  
Syracuse, WFBL, 1360.  
Syracuse, WSYR, 570.  
Troy, WHAZ, 1300.  
Utica, WBIX, 1200.  
Woodhaven, WEVD, 1300.  
Woodside, WWRJ, 1500.  
Yonkers, WCOH, 1210.

### NORTH CAROLINA

Asheville, WNCN, 570.  
Charlotte, WBT, 1080.  
Gastonia, WRB, 1210.  
Greensboro, WNCN, 1440.  
Raleigh, WPFF, 680.  
Wilmington, WRBT, 1370.  
Winston-Salem, WSJS, 1310.

### NORTH DAKOTA

Bismarck, WFYR, 550.  
Devil's Lake, KDLR, 1210.  
Fargo, WDAY, 940.  
Grand Forks, KFJM, 1370.  
Mandan, KGO, 1200.  
Minot, KLP, 1420.

### OHIO

Akron, WADC, 1320.  
Akron, WFJC, 1450.  
Cincinnati, WFBE, 1200.  
Cincinnati, WKRC, 550.  
Cincinnati, WLW, 700.  
Cincinnati, WSAJ, 1330.  
Cleveland, WHK, 1390.  
Cleveland, WJAY, 610.  
Cleveland, WTAM, 1070.  
Columbus, WAIU, 640.  
Columbus, WCAL, 1430.  
Columbus, WCAO, 570.  
Columbus, WMAN, 1210.  
Dayton, WSMK, 1380.  
Hamilton, WRK, 1310.  
Mansfield, WJW, 1210.  
Mount Orab, WBBB, 1370.  
Springfield, WPSD, 1450.  
Toledo, WSPD, 1340.  
Youngstown, WKBN, 570.  
Zanesville, WALR, 1210.

### OKLAHOMA

Alva, KGFF, 1420.  
Chickasha, KOCW, 1400.  
Enid, KCRC, 1370.  
Norman, WYAD, 1010.  
Oklahoma City, KFJF, 1480.  
Oklahoma City, KFEX, 1310.  
Oklahoma City, KGFG, 1370.  
Oklahoma City, WKY, 900.  
Picher, KGGF, 1010.  
Fonca City, WBBZ, 1200.  
Tulsa, KVOO, 1140.

### OREGON

Corvallis, KOAC, 550.  
Eugene, KORE, 1420.  
Portland, KEX, 1180.  
Portland, KEB, 1300.  
Portland, KGW, 620.  
Portland, KOIN, 940.  
Portland, KTRB, 1300.  
Portland, KWJJ, 1060.

### PENNSYLVANIA

Allentown, WGBA, 1440.  
Allentown, WSAJ, 1440.  
Allentown, WFBG, 1310.  
Grove City, WESA, 1310.  
Harrisburg, WBAK, 1430.  
Harrisburg, WCOD, 1200.  
Harrisburg, WHP, 1430.  
Johnstown, WJAC, 1310.  
Lancaster, WCAL, 1310.  
Lancaster, WLBZ, 1200.  
Lewistown, WJBU, 1210.  
Oil City, WLWB, 1260.  
Philadelphia, WCAU, 1170.  
Philadelphia, WELK, 1370.  
Philadelphia, WFAN, 610.  
Philadelphia, WFF, 560.  
Philadelphia, WFKD, 1310.  
Philadelphia, WHAT, 1310.  
Philadelphia, WIP, 610.  
Philadelphia, WLTH, 560.  
Philadelphia, WLEX, 1500.  
Philadelphia, WRAK, 1020.  
Pittsburgh, KDKA, 980.  
Pittsburgh, KQV, 1380.  
Pittsburgh, WCAE, 1220.  
Pittsburgh, WJAS, 1290.  
Reading, WRAY, 1310.  
Scranton, WFSB, 880.  
Scranton, WQAN, 880.  
State College, WSPC, 1230.  
Washington, WNBO, 1200.  
Wilkes-Barre, WBAX, 1210.  
Wilkes-Barre, WBRP, 1310.  
Wilkes-Barre, WMBJ, 1500.  
Williamsport, WRAK, 1370.

### RHODE ISLAND

Cranston, WDFW, 1210.  
Newport, WMBM, 1500.  
Pawtucket, WPAW, 1210.  
Providence, WEAN, 780.

Providence, WJAR, 890.  
Providence, WLSI, 1210.

### SOUTH CAROLINA

Charleston, WCSC, 1360.  
Columbia, WIS, 1010.  
Spartanburg, WSPA, 1420.

### SOUTH DAKOTA

Brookings, KFDY, 550.  
Mitchell, KDGA, 1370.  
Pierre, KGFY, 580.  
Rapid City, WCAT, 1200.  
Stoux Falls, KSOO, 1110.  
Vermillion, KUSD, 890.  
Watertown, KGCR, 1210.  
Yankton, WNAK, 570.  
Huron, KGDY, 1200.

### TENNESSEE

Chattanooga, WDDO, 1280.  
Knoxville, WNOX, 560.  
Knoxville, WNBZ, 1310.  
Lawrenceburg, WOAN, 600.  
Memphis, WIBC, 1430.  
Memphis, WBZ, 1370.  
Memphis, WMC, 780.  
Memphis, WNNR, 1430.  
Memphis, WREC, 600.  
Nashville, WLAC, 1470.  
Nashville, WSM, 650.  
Nashville, WWTN, 1470.  
Springfield, WSIX, 1210.  
Union City, WOBT, 1310.

### TEXAS

Ablene, KFYO, 1420.  
Amarillo, KGRS, 1410.  
Amarillo, WDAQ, 1410.  
Austin, KUT, 1500.  
Beaumont, KFDM, 560.  
Brownsville, KVVW, 1260.  
Brownwood, KGKB, 1500.  
College Station, WPAW, 1120.  
Corpus Christi, KGBT, 1500.  
Dallas, KRLD, 1040.  
Dallas, WFAA, 800.  
Dallas, WRR, 1280.  
Dublin, KFPL, 1310.  
El Paso, WDAH, 1310.  
El Paso, KTSM, 1310.  
Fort Worth, KFYZ, 1370.  
Fort Worth, KTAT, 1240.  
Fort Worth, WBP, 800.  
Galveston, KFLX, 1370.  
Galveston, KFUL, 1290.  
Harlingen, KRGV, 1260.  
Houston, KRCR, 920.  
Houston, KTRH, 1310.  
Houston, KTUE, 1420.  
San Angelo, KGKL, 1370.  
San Antonio, KGOT, 1370.  
San Antonio, KONO, 1370.  
San Antonio, KPAP, 1420.  
San Antonio, KTSB, 1290.  
San Antonio, WQAI, 1190.  
Waco, WACO, 1210.  
Wichita Falls, KGKO, 570.

### UTAH

Ogden, KLO, 1400.  
Salt Lake City, KDYL, 1290.  
Salt Lake City, KSL, 1130.

### VERMONT

Burlington, WCAX, 1200.  
Springfield, WNBX, 1200.

### VIRGINIA

Bristol, WOPI, 1500.  
Danville, WBTM, 1370.  
Emory, WEHR, 1200.  
Lynchburg, WLVA, 1370.  
Newport News, WGH, 1310.  
Norfolk, WTAR, 780.  
Petersburg, WLBG, 1200.  
Richmond, WBFL, 1210.  
Richmond, WISB, 1210.  
Richmond, WRVA, 1110.  
Roanoke, WDBJ, 930.

### WASHINGTON

Pullman, KWSC, 1220.  
Seattle, KJR, 970.  
Seattle, KOL, 1270.  
Seattle, KOMO, 920.  
Seattle, KTW, 1270.  
Seattle, KXA, 520.  
Spokane, KFFY, 1340.  
Spokane, KGA, 1470.  
Spokane, KHQ, 590.  
Tacoma, KMT, 890.  
Tacoma, KVI, 760.

### WEST VIRGINIA

Bluefield, WHIS, 1480.  
Charleston, WOBV, 520.  
Fairmont, WMAZ, 890.  
Huntington, WSMN, 580.  
Wheeling, WVVVA, 1160.

### WISCONSIN

Beloit, WISJ, 560.  
Eau Claire, WTAQ, 1330.  
Fond du Lac, KFZZ, 1420.  
Janesville, WCLO, 1200.  
La Crosse, WKWB, 1380.  
Madison, WBAJ, 940.  
Madison, WIRA, 1210.  
Manitowish, WOMET, 1210.  
Milwaukee, WHAD, 1120.  
Milwaukee, WISN, 1120.  
Milwaukee, WTMJ, 620.  
Pewaukee, WISN, 1310.  
Racine, WRJN, 1370.  
Sheboygan, WHBL, 1410.  
Stevens Point, WLBL, 900.  
Superior, WEEB, 1290.  
West De Pere, WHBY, 1200.

WYOMING

Casper, KDFN, 1210.

ALASKA

Anchorage, KFQD, 1230. Ketchikan, KGBU, 900.

HAWAII

Honolulu, KGMB, 1320. Honolulu, KGU, 940.

PORTO RICO

San Juan, WKAA, 890.

CUBA

Havana, CMC, 840. Havana, CMI, 820. Havana, CMK, 1100. Havana, CMW, 600.

CANADA

Red River, Alta., CNRD, 840. Winnipeg, Man., CKY, 780. Winnipeg, Man., CNRW, 780. Toronto, Ont., CFRB, 960.

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II. STATIONS LISTED ALPHABETICALLY

Table with 10 columns: Dial, Call, Kilo-cycle, City, Dial, Call, Kilo-cycle, City, Dial, Call, Kilo-cycle, City, Dial, Call, Kilo-cycle, City. Lists radio stations across various states and countries.

**SUNDAY** December 1, 6, 16, 26, 30

EASTERN TIME	8 8 8 8				9 9 9 9				10 10 10 10				11 11 11 11			
	15 30 45				15 30 45				15 30 45				15 30 45			
ALL 60 BOSTON WAFB	D	D	D	D	R	R	R	R	D	D	D	D	D	D	D	D
ARK 20 BIRMINGHAM WABC	D	D	D	D	R	R	R	R	D	D	D	D	D	D	D	D
ARK 20 BIRMINGHAM KTHS	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
COLO 20 DENVER KOLA	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
COLO 20 DENVER KOA	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
CONN 62 HARTFORD WITIC	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
D.C. 9 WASH TON WHTA	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
FLA 22 JACKSONVILLE WJAX	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
GA 20 ATLANTA WIS	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
ILL 42 CHICAGO WBBM	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
ILL 43 CHICAGO WFLA	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
ILL 43 CHICAGO WESH	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
ILL 48 CHICAGO WLS	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
ILL 43 CHICAGO WMAQ	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
IND 62 FT WRIGHT WOWO	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
IND 51 INDIANAPOLIS WFBM	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
IOWA 72 C. BLAIRS KOLR	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
KANSAS LAWRENCE WREN	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
KY 64 COVINGTON WHW	P	D	D	D	B	B	B	B	C	C	C	C	C	C	C	C
LA 72 N. BREAUX WBSU	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
ME 20 PORTLAND WCHS	X															
MO 62 BALTIMORE WBAL	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
MASS 45 SPRINGFIELD WFSZ	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
MASS 45 BOSTON WEEI	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
MASS 45 BOSTON WJAZ	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
MASS 45 BOSTON WJAZ	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
MICH 20 DETROIT WCHP	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
MICH 20 DETROIT WJRN	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
MICH 20 DETROIT WWAJ	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
MINN 27 MINNEAP. WCCO	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
MO 41 KANS. CITY WBBR	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
MO 7 KANS. CITY WDAF	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
MO 85 ST. LOUIS WMOZ	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
MO 1 ST. LOUIS WSD	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
MO 81 ST. LOUIS WKR	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
NEBR 20 OMAHA WOP	V															
N.J. 12 NEWARK WOR	V															

SELECTIVITY IN TASTE

The average radio listener, who has an average set and whose interest is primarily to hear programs that will fit his mood, has been too long neglected.

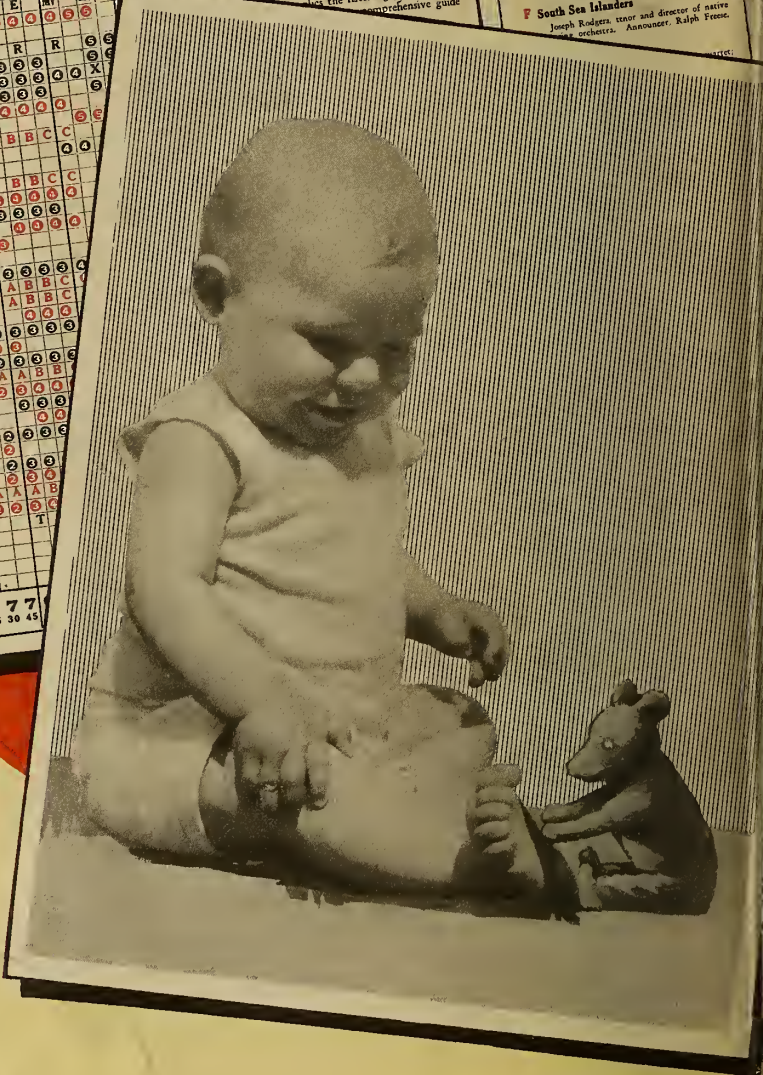
Almost every evening he sits down by his receiver and brings in the program of the first station to respond—too often a filler program—when, just a few dial spaces away, a feature program that would bring him real pleasure and profit is available, did he only know of it.

There is a time in childhood when "just candy" satisfies, but, when one becomes acquainted with the infinite variety of sweets which confectionery affords, one becomes more selective in taste.

So in radio. Whereas, a few years ago it was sufficiently thrilling to hear any program, no matter how unimportant, the average listener to-day is tired with the commonplace and longs for the best and for variety.

What's on the Air is the answer to this longing of the average listener, to be in city or village or countryside. This monthly magazine, issued at a comprehensive guide

- 7 **Russian Cathedral Choir**  
Russian artists. Announcer, Martin Provencher.
- 8 **Sam Herman**  
Xylophonist, assisted by Jack Shilret at the piano. Announcer, Martin Provencher.
- 9 **Enna Jettick Melodias**  
Mixed quartet; string quartet; direction, George Dilworth. Announcer, Alwyn E. W. Bach.
- A **Collier's Radio Hour**  
Dramatization with musical interlude; guest speakers. Announcer, Curt Peterson.
- B **D'Orray's Parisienne Romance**  
Dramatic episode with musical background. Announcer, Alwyn E. W. Bach.
- C **The Fuller Man**  
Earl Spicer, baritone; direction, Louis Katzman. Announcer, Norman Sweetser.
- D **Master Musicians**  
Vocal soloists; eighteen-piece concert orchestra; direction, Harold Sanford. Announcer, Alwyn E. W. Bach.
- F **South Sea Islanders**  
Joseph Rodgers, tenor and director of native song leaders. Announcer, Ralph Freese.



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and  
**Growing**  
every day!

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