

What's on the air

The Magazine for
the Radio Listener



Vol. 1. No. 1.

November 1929

WAVE LENGTH GUIDE

CROSS REFERENCE	KYCLS	METERS
48 56 71 89	550	545
6 84 85	560	535
68	570	526
39	580	517
37 50	590	508
7 34 93	600	500
46 83	610	492
107	620	484
8	630	476
76	640	468
95	650	461
60	660	454
19	670	447
67	680	441
72	700	428
51	710	422
17	720	416
12	740	405
41	750	400
61	760	394
14	770	389
92 102	780	384
64	790	379
3 73 98	800	375
43	810	370
29	820	366
5	830	361
59	860	349
16 18	870	345
90	890	337
58 65 79	900	333
42 99	920	326
2 104	930	322
32	940	319
9 45	950	316
15	970	309
86	980	306
35 36	990	303
23 24	1000	300
13	1020	294
96 97	1040	288
33	1060	283
75	1070	280
66	1080	278
47	1090	275
103	1110	270
106	1120	268
1 80	1140	263
62	1150	261
20	1160	258
82	1170	256
101	1190	252
25 87	1220	246
21 38	1230	244
11 40	1240	242
10 22 81	1260	238
30	1270	236
91 105	1280	234
88 100	1290	232
26 27	1300	231
31 69	1320	227
77	1340	224
49	1350	222
4 74	1390	216
63	1440	208
70	1450	207
44	1460	205
57 78	1470	204
28	1480	203
94	1490	201

WHAT'S ON THE AIR

(Registered in U. S. Patent Office)

MAGAZINE FOR THE RADIO LISTENER

Vol. 1 NOVEMBER No. 1

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

YOUR GUIDE TO THE BEST ON THE AIR

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

HOW TO USE

"WHAT'S ON THE AIR"

To Double the Benefits from Your Radio Set

NEVER, never "just tune in"! You do not go to the first show you pass, nor read the first book you pick up. Is it not just as sensible to be fastidious in your choice of radio entertainment? The hours you spend with your radio are really more important because they constitute a very substantial part of your entire leisure.

WHAT'S ON THE AIR tells you with almost no effort on your part what the big chains and powerful nationally popular stations may be expected to offer at any moment. You not only learn what features are available, but also know what kind of entertainment to expect. For example, if your mood calls for a symphony concert, WHAT'S ON THE AIR tells you where to look for a symphony concert; if your guests want to dance, it immediately gives you a list of dance orchestras on the air at the time—in short, it tells you where to find what you want exactly when you want it.

HOW TO FIND WHAT CHAIN PROGRAMS ARE ON THE AIR AT ANY GIVEN MOMENT

WHAT'S ON THE AIR provides a two-page spread for each two hours of broadcasting during each evening of the week from 6 o'clock to midnight.

Example: Let us assume it is 8:30 o'clock, Tuesday evening. Turn to the spread at the top of which is the caption "8 to 10 P. M., Eastern Time." You will find that the stations are listed alphabetically, according to State and then according to city. Locate the stations in the cities nearest to you. If you live in Eastern Time territory, use the time listings at the tops of the schedules, and if you live in Central Time territory, use those at the bottoms of the schedules. In the column under 8:30 (if you live in the East), or above 8:30 if you live in the Central Zone, you will find the programs of the moment. If your favorite station happens to be broadcasting a chain feature, you will find a white symbol superimposed on a red circle, and a corresponding footnote at the bottom of the page will tell you briefly who is sponsoring the feature and give you a general idea of what type of entertainment to expect. In the same column you will find other symbols, telling you what chain features other stations are broadcasting at the same time. Choose one of these features and tune in. If the type of entertainment offered does not appeal to you, try one of the other chain features. WHAT'S ON THE AIR tells you not only what stations are broadcasting chain features, but also, by means of the wave-length guide on this page, how to tune them in.

HOW TO USE THE WAVE LENGTH GUIDE

This guide (at the left) is designed to enable you to use your knowledge of stations with which you are familiar to tune in others with which you may not be familiar.

The numbers in the "Cross-reference" column are those appearing before the stations listed in the program schedule pages of this issue. For example, the numbers in the first column (48, 56, 71, 89, or Stations KSD, WGR, WKRC, WEAN, as a glance at any schedule page reveals) broadcast on the 550 kilocycle channel.

Whenever you find it convenient, draw a few lines from the arrows opposite the wave lengths of the stations you tune in frequently to the points on the representation of a detector dial to the right, corresponding to points at which these stations "come in."

Naturally, stations having intermediate wave lengths must respond at points between and parallel to the lines you have drawn for guidance.

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 from your scale to the wave length to find the wave length of the station to which you are listening. In this manner you will be able to know, without being obliged to wait for call letters, just what station you are receiving. If two cross-reference numbers are listed, an appropriate chain color index will guide you in making the identification.

By turning back occasionally to your local station to verify the number being sung or played, you can go through the entire list and identify many stations in far less time than would be necessary if you were to wait for call letters

WHAT'S ON THE AIR

THE MAGAZINE FOR THE RADIO LISTENER

VOLUME I.

NOVEMBER, 1929

NO. 1

Do You "TURN ON" or "TUNE IN"?

"If You Want What You Want When You Want It, Then Be Your Own Program Director" Is the Advice of



If the performer does not suit you tune him out

PROGRAM manager or program director has come to be

CHARLES MAGEE ADAMS

Radio Critic, "The Cincinnati Enquirer"

Yet it is astonishing to find how many listeners fail to do even this.

one of the familiar and respected terms in radio. The men — sometimes women also — after whose names this title appears on office-doors and stationery occupy perhaps the most important position in broadcasting, since theirs is the duty of deciding not only what shall go

out on the air, but how and when.

In view of this, it may appear revolutionary, at least, to state that the listener is the actual program manager of radio. Nevertheless, that is the fact.

Here is the situation: The broadcasters do no more than supply programs: opera, jazz, symphony, bands, quartets, drama, continuity productions, sermons by religious leaders, addresses by outstanding figures in politics, science and literature, descriptions of sports contests, and notable public events. But the listener must select what he wants from this rich store offered him.

His position, when he sits down before his receiver, is the same as when he enters a well-stocked library in search of something to read. Here are thousands of volumes — fiction, biography, travel, reference, poetry, history, anecdote. Authors have written them. Publishers have produced them. The library has made them available to him. But he must make his own choice, perhaps by sampling a few pages, glancing at the titles, or on the basis of some friend's recommendation. He does not expect much pleasure or profit from his reading until he has singled out from the mass one or more volumes which he has reason to believe will interest him.

At his radio receiver, he need only turn the knob of the tuning-dial to select the particular program he wants from the many available at any hour of the day or night — surely no laborious or forbid-
dingly difficult process.

For example, I have in mind an old friend, a man of intelligence and good taste considerably above average. But this is what he reports regarding the use of the receiver in his home: "The children keep it going all day and most of the night. There are times when I am tempted to chuck the thing out of the window. Most of what we get is junk. But now and then we do get something really fine, I must admit."

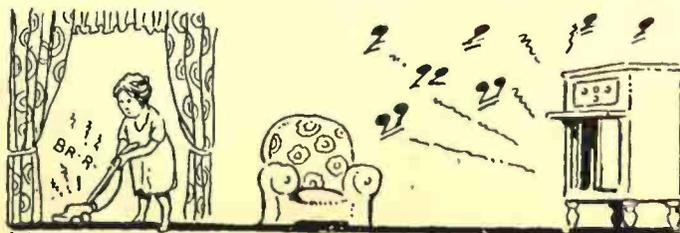
Would these people walk into a library, pick up the first book which came to hand, and take it home to read? The "nos" have it unanimously. Yet thousands of receiver owners "select" their radio programs on just such a ridiculous basis.

I do not mean to say that there are not times when music of any sort is welcome and pleasing as a background to other activities or to break the silence of an empty house. My own receiver frequently performs this useful function. But the usefulness of a receiver merely begins rather than ends here.

With the profusion of splendid programs now made available in every section of the country, and with knowledge of the time and stations at which they can be picked up also available in convenient form, any listener can choose what meets his particular mood or need. But he must choose. The broadcasters provide programs, just as authors and publishers provide books. Yet that is only 50 per cent. of the whole. The other 50 per cent. lies in the listener's hands, the hands which, by the simple turning of a knob, can construct from what is on the air the program which occupies the radio stage in his home.

Let this motto be tacked up above every listener's receiver: "I am the manager of my programs, the director of my radio show."

It is literally true, and, put into practice regularly and intelligently, will add a new and often unsuspected value to a receiver.



Her radio runs from sun to sun

Winter Radio Season Begins This Month

Columbia System to Present Varied Programs of Interest to All

By HERBERT M. GLOVER

NOVEMBER marks the end of the harvest for the farmer, but the great harvest of radio programs just begins. The summer has been considered for many years a dead season for radio broadcasting, and, while improvements in transmitters and radio receivers have done much to conquer the static bugaboo, the tradition still remains, and, after a summer's vacation, it is November before the broadcasting picture assumes its full colors.

In practically every field of entertainment, the Columbia Broadcasting System has arranged outstanding broadcasts during the coming month. In the field of sports, football reigns supreme, and on every Saturday afternoon an outstanding gridiron contest will be described. Ted Husing, who will announce these events for the Columbia's sports audience, has a football background which is unsurpassed by any radio announcer.

For the lighter forms of musical entertainment, Columbia has lined up this month some of the outstanding attractions in that field. The alliance completed last summer between Paramount Publix and Columbia has opened the microphone to stage and screen celebrities who otherwise would not be available. The Paramount Publix Hours, which will be heard every Saturday night at ten o'clock during the month of November, will bring the listening audience many of these celebrities, with a musical background furnished by America's outstanding orchestral units. The Majestic Hours will also present a similar form of entertainment, presenting stage and screen names of note. Wendell Hall, the "red-headed music-maker" and one of the pioneers in broadcasting, will remain as master of ceremonies for this series.

For lovers of straight dance music, the Columbia System has arranged to present some of the outstanding orchestra leaders of the day. Paul Whiteman and his Old Gold Orchestra head the list, which also includes such famous names as Vincent Lopez, Guy Lombardo, Leo Reisman, Paul Specht and others.

On Monday nights another form of diversion will be offered in the Burns Panatela Country Club programs broadcast at ten o'clock. This series will take the listeners to all parts of the country and give to them music by the finest orchestras that can be found in the respective cities, and also brief talks by outstanding names in sports, politics and education.

Among classical programs, Columbia has enlisted the co-operation of many of its old sponsors and some newcomers.

Henry Hadley will direct the Gulbransen Series of classical concerts to be heard during November. He will wield the baton over a large orchestra of instrumentalists recruited from the ranks of the New York Philharmonic and other prominent organizations of similarly high class. The regular Sunday afternoon Symphonic Hour will be continued.

Twenty-five per cent. of Columbia's presentations have been classified as educational, informative and instructive, and November will be no exception. Ida Bailey Allen will continue her courses in domestic science; there will be highly educational features presented in the National Forum and "For Your Information" broad-

casts, and of course educational musical programs.

For those who like novelties, Columbia is continuing such programs as the Nit-Wits, Hank Simmons' Show Boat, in addition to other unique broadcasts.

Taken all in all, November will be one grand radio harvest, so far as Columbia's listeners are concerned.



Columbia Broadcasting System's Newly Dedicated Home.

Looking Ahead with NBC

*November Programs Promise to Make
Radio History According to NBC Official*

By GENE MUHOLLAND

HIGH-LIGHTED by broadcasts celebrating the eleventh anniversary of the signing of the armistice that ended the World War on Nov. 11, 1918, and the Thanksgiving season, November will probably be one of the greatest months in radio history, according to those who have had a peep at advance program schedules.

With the collegiate football season under full swing, two major grid classics are carded for the air each Saturday. Stations associated with the National Broadcasting Company are promised an outstanding collection of broadcast programs, officials say.

Among the nationally famous programs scheduled for the month are the General Motors Family Party, the General Electric Hour, the National Grand Opera Company, Biblical Drama, the Palmolive Hour, Soconyland Sketches, Atwater Kent Concerts, the Capitol Family, Philco Theater Memories, the Pure Oil Band Concerts, the Cities Service Orchestra and The Cavaliers, and many others which have been heard regularly through the summer and early fall months.

Other programs which may be expected to come through the ether during November include Collier's Radio Hour, the Radio-Keith-Orpheum Hour, Real Folks, the Mallory Hatters and an Evening in Paris.

Floyd Gibbons in his "Headline Hunter" series,

the Radio Guild, Harbor Lights, Forty-fathom Trawlers, the Armour program, Around the World with Libby, and many dramatic sketches and dramatic presentations, are other programs that have attracted much comment and which will continue on the air.

It is expected that a general trend toward programs with a dramatic continuity, combined with proper musical accompaniment, will have reached its full strength during this month.

Among the voices radio listeners are due to receive regularly on their home speakers are those of Billy Jones and Ernie Hare, as "The Interwoven Pair;" Vaughn de Leath, "original radio girl," in "The Voice of Firestone;" Jessica Dragonette, radio's most popular soprano; Robert Simmons, newly discovered tenor; Graham McNamee, in his role of sports announcer; Welcome Lewis, latest contralto crooner "find"; Amos 'n' Andy, noted blackface team, and a host of others familiar to every radio-owner, with several who will probably reach broadcast stardom before November chill sharpens the air.

Officials of the NBC announced that the same high quality forenoon and matinee programs will be maintained during the Thanksgiving month, and that many short features, both musical and dramatic, will be added to the programs, while educational and religious talks will continue to be featured.

IN "Back of the News in Washington" NBC has added another to its select number of evening programs that may be logically classified as in the "national interest" group. Sunday evening, at nine, E. S. T., comes David Lawrence with a fifteen-minute intimate presentation of some important, but little known to the general public, activity of our National Government. Monday, at 7:45, come William Hard's fifteen minutes of political news and analysis. Tuesday, at seven, the "Roads of the Sky" program is presented under the auspices of the Aeronautical Chamber of Commerce. World leaders in aviation are the speakers. At 10:30 Monday evenings Floyd Gibbons combines a half-hour of world-wide adventure and information under the title "The Headline Hunter." All of these features use WEAJ as key station. To many they afford a welcome recess from a solid evening of music.



WILLIAM HARD, famous writer and newspaper correspondent, who broadcasts on "Back of the News in Washington" each Monday.



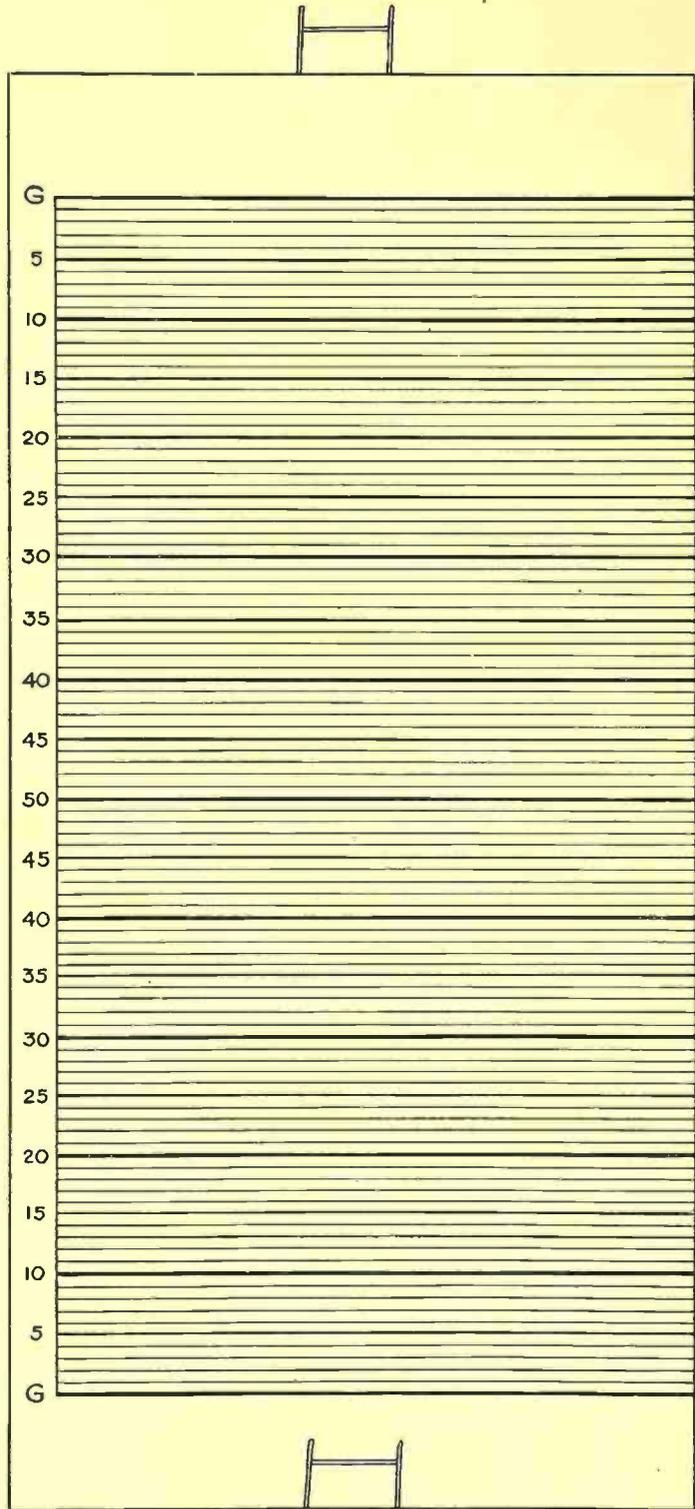
TED HUSING
Announcing for
C.B.S.

HOW TO ENJOY FOOTBALL BY RADIO



BILL MUNDAY
Announcing for
N.B.C.

October 26	
ILLINOIS...	<input type="text"/>
MICHIGAN..	<input type="text"/>
November 2	
PRINCETON..	<input type="text"/>
CHICAGO...	<input type="text"/>
November 9	
N. WESTERN..	<input type="text"/>
OHIO STATE..	<input type="text"/>
November 16	
	<input type="text"/>
November 23	
YALE.....	<input type="text"/>
HARVARD..	<input type="text"/>
Thanksgiving Day	
	<input type="text"/>
November 30	
ARMY.....	<input type="text"/>
NOTRE DAME..	<input type="text"/>



October 26	
HARVARD...	<input type="text"/>
DARTMOUTH	<input type="text"/>
ARMY.....	<input type="text"/>
YALE.....	<input type="text"/>
November 2	
PRINCETON..	<input type="text"/>
CHICAGO....	<input type="text"/>
NAVY.....	<input type="text"/>
PENN.....	<input type="text"/>
November 9	
ARMY.....	<input type="text"/>
ILLINOIS	<input type="text"/>
HARVARD..	<input type="text"/>
MICHIGAN..	<input type="text"/>
November 16	
YALE.....	<input type="text"/>
PRINCETON..	<input type="text"/>
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OHIO STATE..	<input type="text"/>
ILLINOIS...	<input type="text"/>
HARVARD..	<input type="text"/>
YALE.....	<input type="text"/>
Thanksgiving Day	
PENN.....	<input type="text"/>
CORNELL...	<input type="text"/>
November 30	
DARTMOUTH..	<input type="text"/>
NAVY.....	<input type="text"/>
NOTRE DAME..	<input type="text"/>
ARMY.....	<input type="text"/>

HOW TO SCORE A GAME. If you do not care to diagram the complete movements of the ball, merely use two match-sticks, one to indicate the position of the ball and the other "yards to go."
 If you want a complete diagram of the movements of the ball, obtain a sheet of tissue-paper and lay it over this page, folding the top and bottom under. Then you can trace the course of the ball with a lead-pencil, starting at the left, at the point where the ball is received at the kick-off. For running plays, use a continuous line, thus ————. For passes, use similar lines, with small intersecting lines to distinguish them, thus —|—|—|—|. Use two pencils of different colors to distinguish the movements of the two teams. Space is provided in the schedules so that you can mark the scores of the games by quarters. The games broadcast by the chains are indicated, and in the lower half of the schedule space on the left there is a provision for local games not broadcast by the chains, but by local stations.

New Dance Each Month—Keep Your Dancing Up to Broadway

Fascinating New Tango Steps

by ARTHUR MURRAY

“America's Foremost Dancing Instructor”



Mr. Murray

NOVEMBER will see the tango more popular than ever. The latest of the tangoes is a simplified dance, and is a fascinating treat.

At present it is the rage among the better dancers who frequent New York's most fashionable hotels. It is safe to say that what one sees danced in the grill-rooms of these hotels today will be popular everywhere tomorrow. And New York's better dancers can not get enough of the tango. Its weird music, its delightful rhythm, are irresistible!

The new tango is often referred to as the “Waltz Tango” because of the predominance of old-fashioned *waltz steps*. It is most important that one should know the real waltz before learning the tango. The tango *tempo* is very much like the fox-trot time, and these steps may be danced to fox-trot music. It may be danced to 2-4 or 4-4 time. However, we shall not be concerned with technical terms. We shall use the simplest method of counting—that of counting the actual steps taken.

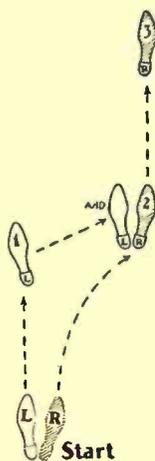
In the tango and fox trot, the steps are divided into slow and quick movements. The slow steps take about a second, and they require two quick beats of the music. The quick steps are twice as fast as the slow steps, and they are given only half a second.

To be sure that you know just how fast to walk, take out your watch and hold it in your hand while walking. Give one second to each slow walking step. Walk around the room for about ten minutes doing the slow steps. Don't let yourself get tired or bored by the monotony of it. Concentrate on results!

After that, walk around the room with watch in hand and do the quick steps, giving a half second to each step. Be sure you learn to walk correctly to tango or slow fox-trot music before going any further. When you instinctively time correctly both the slow and quick steps you are ready to learn:



Position of couple in third step of the Promenade



The Promenade



Fourth step of the Promenade (woman's part)

I. THE TANGO WALK OR PROMENADE

(Sometimes called the Forward Corte.)

MAN'S PART.

BEGIN with the left foot and take four long, slow walking steps forward, 1, 2, 3, 4; these four walking steps are not a part of the Promenade, but it is advisable to do them before actually beginning the Promenade. They are necessary in order to make the step fit the music.

1. Take one slow walking step forward with the left foot, placing weight on left foot.

2. Step forward quickly with right foot, moving it diagonally to the right, about fourteen inches to right of the left foot (see diagram), and quickly draw left foot up to right, weight on left.

3. Take one slow step straight forward with right foot, weight on right.

Study the diagram and read these descriptions again.

Remember that each time you take a step place the weight down on that foot. For instance, if you step forward or sidewise with the left foot, the weight must be placed on the left foot.

Please go back and read the instructions very carefully. Practice this step for about an hour.

LADY'S PART.

It is advisable for the lady to be thoroughly familiar with the man's part before doing her own. This gives her a better appreciation of what she is supposed to do. If you know the man's part, you can appreciate more readily what is expected of you in order to follow him.

The lady always begins with right foot. Remember that in order to follow well you must take long steps. Begin with four long, slow walking steps.

1. Take one long, slow step backward with the right foot.

2. Step backward quickly with the left foot, placing it about fourteen inches to the left of the right foot. (See diagram.)

3. Quickly draw the right foot up to the left foot, weight on right foot.

4. Take a long, slow walking step backward with the left foot, weight on left. That's all.

Note that 1 and 4 are slow steps, while 2 and 3 are done quickly.

Repeat from the beginning.

Please go back and read the instructions very carefully. Practice this step for about an hour.

(Continued on page 50.)

SUNDAY

Sunday Church Services



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

EASTERN TIME		6 6 7 7 30 30			
ALA.	1 BIRM'HAM WAPI		X		2
	2 BIRM'HAM WBRC				
ARK.	3 HOT SPCS. KTHS				2
	4 L'TLE ROCK *KLRA				
COLO.	5 DENVER KOA	X	3	X	X
	6 DENVER KLZ				
CONN.	7 HARTFORD WTIC				
D. C.	8 WASH'TON WMAL				X
	9 WASH'TON WRC	★	★	1	2
FLA.	10 JACK'YLE WJAX		X	X	X
	11 MIAMI B. *WIOD				2
GA.	12 ATLANTA WSB				2
ILL.	13 CHICAGO *KYW		3		4
	14 CHICAGO *WBBM				
	15 CHICAGO WCFL		X	X	X
	16 CHICAGO *WENR	W	W	M	M
	17 CHICAGO WGN	1	P	C	O
	18 CHICAGO WLS				R
	19 CHICAGO WMAQ			M	N
IND.	20 FT. WAYNE WOWO				
	21 IND'PLS WFBM				★
IOWA	22 C. BLUFFS KOIL	X	★		★
	23 DAVENP'T *WOC	★	★		
	24 DESMOINES *WHO	X	X	D	2
KANS.	25 LAWREN'E WREN	5	3	X	4
	26 TOPEKA WIBW				
	27 WICHITA KFH				
KY.	28 COV'TON WCKY				
	29 LOUISVILLE WHAS	M	M	X	2
LA.	30 N. ORLEANS WDSU				
	31 N. ORLEANS WSMB				
ME.	32 PORTLAND WCSH				1
MD.	33 BALT'ORE WBAL	5	3	V	
	34 BALT'ORE WCAO	R	R		
MASS.	35 SPRINGFIELD WBZ	5	3	V	4
	36 BOSTON WBZA	5	3	V	4
	37 BOSTON WEEL		P	1	X
	38 BOSTON *WNAC	1	★	X	D
	39 WORC'TER WTAG	X	X	1	P
MICH.	40 DETROIT WGHP				
	41 DETROIT *WJR	X	3	B	4
	42 DETROIT WWJ		★		2
MINN.	43 MINNEAP. WCCO		X	X	★
	44 ST. PAUL KSTP		3		4
MO.	45 KAN. CITY *KMBC			X	X
	46 KAN. CITY *WDAF			M	M
	47 ST. LOUIS *KMOX				
	48 ST. LOUIS *KSD		★		4
	49 ST. LOUIS *KWK	5	3		
NEBR.	50 OMAHA WOW				2
N. J.	51 NEWARK WOR	M	M	X	X
	52				
	53				
	54				
	55				
CENTRAL TIME		5 5 6 6 30 30			

BAPTIST. 9:30 A. M.—WJR, Detroit, Mich. 10—WSAZ, Huntington, W. Va., and WSSH, Boston, Mass. 10:15—KVOO, Tulsa, Okla., and WIBX, Utca, N. Y. 11—WFBR, Baltimore, Md.; WGBF, Evansville, Ind.; WPTF, Raleigh, N. C.; WRBT, Wilmington, N. C. 11:30—WJKS, Gary, Ind., and WMAZ, Macon, Ga. 11:45—WEBQ, Harri-sburg, Ill.; WNB, Knoxville, Tenn. 12—KFPL, Dublin, Tex.; KGKB, Brownwood, Tex.; WJBY, Gadsden, Ala. 6:30 P. M.—WSSH, Boston, Mass. 7:30—WFBG, Altoona, Pa.; WOB, Charleston, W. Va.; WWVA, Wheeling, W. Va. 8—WEBQ, Harri-sburg, Ill.; WGH, Newport News, Va.; WNB, Knoxville, Tenn. 8:30—WDOD, Chattanooga, Tenn.; WGBF, Evansville, Ind. 8:45—KWKH, Kennonwood, La. 9—KFPL, Dublin, Tex.; KGKB, Brownwood, Tex.; WJBY, Gadsden, Ala. 10—WJR, Detroit, Mich.

CATHOLIC. 11 A. M.—WIBY, West De Pere, Wis.; WJKS, Gary, Ind. 12—WEW, St. Louis, Mo. 12:45—WGES, Chicago, Ill. 8 P. M.—WLWL, New York City.

CHRISTIAN. 10 A. M.—WSPD, Toledo, O. 10:30—WFBM, Indianapolis, Ind. 11:30—WLBC, Muncie, Ind. 8:15—WSM, Nashville, Tenn.

CONGREGATIONAL. 10 A. M.—WKBN, Youngstown, O. 10:30—WNAC, Boston, Mass.; WNBX, Spring-field, Vt. 11—WCSH, Portland, Me.; WDRC, New Haven, Conn. 11:30—WKBZ, Ludington, Mich. 11:45—WOC, Davenport, Ia. 12—KFAB, Lin-coln, Neb.; WKY, Oklahoma City, Okla.; WPCC, Chi-cago, Ill. 8:45—WPCC, Chicago, Ill.

CHRISTIAN SCIENCE. 10:15 A. M.—WGHP, De-troit, Mich. 11—WJAY, Cleveland, O.; WKRC, Cincinnati, O. 12—KMOX, St. Louis, Mo.; WREN, Lawrence, Kan. 7:30 P. M.—WMB, Detroit, Mich.

EPISCOPAL. 9:30 A. M.—WKBW, Buffa'o, N. Y. 10—WLEX, Lexington, Mass. 10:45—WIP, Phila-delphia, Pa. 11—WIBG, Elkins Park, Pa.; WLEY, Lexington, Mass.; WMAK, Buffalo, N. Y.; WNA, Boston, Mass. 11:30—WFDF, Flint, Mich. 7:45 P. M.—WRVA, Richmond, Va.

LUTHERAN. 9:30 A. M.—WKJC, Lancaster, Pa. 10:45—WCCO, Minneapolis, Minn.; WLCI, Ithaca, N. Y. 11—KGDE, Fergus Falls, Minn.; WEDF, Erie, Pa.; WOB, Charleston, W. Va.; WRAW, Readng, Pa. 11:30—WIK, Cleveland, O. 11:45—KFJM, Grand Fork, N. D.; WOWO, Ft. Wayne, Ind. 12—WBC, Bay City, Mich. 6 P. M.—WJR, Detroit, Mich. 9—KGDE, Fergus Falls, Minn. 9:30—WTMJ, Milwaukee, Wis.

METHODIST. 10:45 A. M.—WFI, Philadelphia, Pa. 10:30—WHBD, Bellefontaine, O.; WJW, Mansfield, O.; WRAC, Erie, Pa. 10:45—KTS, San Anto-nio, Tex.; WFBG, Altoona, Pa.; WKFN, Buffa'o, N. Y.; WNBZ, Sarana Lake, N. Y. 11—KGDA, Dell Rapids, S. D.; WQAM, Miami, Fla. 11:45—WCBS, Springfield, Ill.; WIAS, Ottumwa, Ia.; WJBL,

Decatur, Ill. 12—KGRS, Amarillo, Tex.; WCAJ, Lincoln, Neb.; WHB, Kansas City, Mo.; WRHM, Friedley, Minn. 1 P. M.—KPJM, Prescott, Ariz.; KVOA, Tucson, Ariz. 7:30—WHBD, Bellefon-taine, O.; WKBZ, Ludington, Mich.; WPTF, Ra-leigh, N. C. 8—WFBR, Baltimore, Md.; WQAM, Miami, Fla.; WWAE, Hammond, Ind. 8:30—WHBU, Anderson, Ind. 9—WFDF, Flint, Mich.

METHODIST PROTESTANT. 10:30 A. M.—WEBE, Cambridge, O. 11—WMMN, Fairmont, W. Va.; WMPC, Lapeer, Mich. 7:30 P. M.—WEBE, Cam-bridge, O. 8:30—WMPC, Lapeer, Mich.

PRESBYTERIAN. 10:30 A. M.—WIBR, Steubenville, O.; WMBC, Detroit, Mich.; WWVA, Wheeling, W. Va. 10:45—WFIW, Hopkinsville, Ky.; WSPD, Toledo, O. 11—WAAM, Newark, N. J.; WABC, New York City; WGH, Newport News, Va.; WRVA, Richmond, Va. 11:15—WNR, Greensboro, N. C. 11:30—KFJR, Portland, Ore.; WFBC, Knoxville, Tenn. 11:45—WGBF, Evansville, Ind. 12—WBR, Birmingham, Ala.; WDOD, Chattanooga, Tenn.; WIBU, Poynette, Wis.; WIL, St. Louis, Mo.; WOAI, San Antonio, Tex.; WSB, Atlanta, Ga.; WSM, Nashville, Tenn. 7:15 P. M.—WIBR, Steu-benville, O. 7:30—WMMN, Fairmont, W. Va. 7:45—WGR, Buffalo, N. Y. 8—WKBF, Indianap-olis, Ind. 8:30—WCBS, Springfield, Ill.; WIL, St. Louis, Mo.; WJKS, Gary, Ind.; WMT, Water-loo, Ia.

SYNAGOGUE SERVICES. Wednesday, 6:30 P. M., E.—WHN, New York City. Friday, 5:15 P. M., E.—WABC, New York City. 8 P. M., E.—WJAR, Providence, R. I. 9 P. M., E.—WNBR, Memphis, Tenn.

OTHER SERVICES. 10 A. M.—KFJF, Oklahoma City, Okla.; KFLX, Galveston, Tex.; KQV, Pittsburgh, Pa.; WCB, Zion, Ill.; WHBL, Sheboygan, Wis.; WLBZ, Bangor, Me.; WLSI, Cranston, R. I.; WNB, Binghamton, N. Y.; WOW, Omaha, Neb. 10:30—KFH, Wichita, Kan.; WADC, Akron, O.; WBZ, Springfield, Mass.; WBZA, Boston, Mass.; WHAM, Rochester, N. Y.; WTMJ, Milwaukee, Wis.; WWJ, Detroit, Mich. 11—WNB, Washington, Pa.; WKBW, Buffalo, N. Y.; WWAE, Hammond, Ind.; KOIL, Council Bluffs, Ia.; WCAE, Pittsburgh, Pa.; WEAN, Providence, R. I.; WENR, Chicago, Ill.; WHAS, Louisville, Ky.; WJAX, Jacksonville, Fla.; WLW, Cincinnati, O.; WOC, Davenport, Ia.; WORD, Chicago, Ill.; WPSC, State College, Pa.; WRAX, Philadelphia, Pa.; WRC, Washington, D. C.; WWNC, Asheville, N. C. 12—KFDM, Beaumont, Tex.; KFEL, Denver, Col.; KFJB, Marshalltown, Ia.; KGKL, San Angelo, Tex.; KLRA, Little Rock, Ark.; KLZ, Denver, Col.; KTHS, Hot Springs, Ark.; WAPI, Birmingham, Ala.; WBBZ, Ponca City, Okla.; WDAY, Fargo, N. D.; WDSU, New Orleans, La.; WHO, Des Moines, Ia.; WJAG, Norfolk, Neb.; WMC, Memphis, Tenn.; WJBT, Union City, Tenn.; WOQ, Kansas City, Mo.; WSIX, Springfield, Tenn.; WTAG, Worcester, Mass. 7 P. M.—WBRC, Bir-mingham, Ala.; WEDH, Erie, Pa.; WFBG, Altoona, Pa.; WHK, Cleveland, O.; WKBQ, New York City.

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

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

Black ★ CBS Feature from New York
Red ★ NBS Feature from New York
◆ Dance music from New York

1 Fox Fur Trappers

Orchestra with Earle Nelson, crooning tenor; quartet; and guest soloist, in senti-mental melodies.

1 Old Company Songalogue

Male quartet: Charles Harrison, Lambert Murphy, Vernon Archibald, Frank Crox-ton; Arthur Leonard, organist; string quar-tet, harp and vibraphone.

SUNDAY

Shall We Depend on Advertisers?

For Public Instruction?



Johnny's Diploma will need to be a 2'x10' to contain all the credit lines.

IN spite of the fact that radio is essentially an art of the future, radio has already entered definitely the field of education.

The courses that have been offered by extension departments of almost all the colleges and universities, the State-wide broadcasts of several State departments of education, such notable programs as the Damrosch "Musical University of the Air" over the NBC Chain, the Central States "School of the Air" over WLW, and the school broadcasts by WMAQ and others, have borne quick fruitage. Radio has captured the imagination of school administrators in many sections of the country. Thousands of classrooms have been equipped for radio reception. In Ohio, for example, most of the cities have adopted a program which contemplates the equipment of every classroom, and already the schools of 240 communities are so equipped in whole or in part. The big problem to-day is not who will provide the equipment—school boards aided by Parent-Teacher Associations are caring for that—but who is going to determine the type of program best fitted to the schools? What artists and lecturers shall broadcast? Under whose financial sponsorship shall educational broadcasting be permitted?

Unquestionably, the recognized leaders in the educational field should hold the reins, and the highest type of instructors should be obtained. How is a systematic, pedagogically sound, propaganda-free educational program, bringing to the schools the best possible supplemental teaching the country affords, to be achieved without concerted action of educational authorities and a financial sponsorship apart from that of advertising industries?

We may trust our entertainment to the "good will" advertising appropriations of business corporations, but are we prepared to depend, is it fair to depend, upon the same source for an increasingly important phase of our public educational system? This is a question that affects vitally every citizen. What do you think about it?

2 Major Bowes' Family

Capitol Theater Orchestra, assisted by soloists in popular program.

3 Whittall Anglo-Persians

Orchestra under direction of Louis Katzman (see p. 25), in popular and semi-classical selections.

4 At the Baldwin

Pianists and instrumental and vocal soloists of international reputation in classical music.

5 National Religious Services

Dr. Harry Emerson Fosdick, assisted by male quartet and symphony orchestra. (Begins at 5:30, E. S. T.)

6 6 7 7 30 30				EASTERN TIME	
X	★	1	X	WGR	BUFFALO 56 N. Y.
X	X	X	X	WKBW	BUFFALO 57
				WMAK	BUFFALO 58
1	★		★	WABC	NEW YORK 59
★	★	1	2	WEAF	NEW YORK 60
5	3		4	WJZ	NEW YORK 61
5	3		4	WHAM	ROCH'TER 62
				WHEC	ROCH'TER 63
	★	1	2	WGY	SCHEN'DY 64
	★	X	★	WFBL	SYRACUSE 65
X	X	X	X	WBT	CHARLOT 66 N. C.
			2	WPTF	RALEIGH 67
				WWNC	ASHEV'LE 68
X	X	X	X	WADC	AKRON 69 OHIO
			2	WFJC	AKRON 70
			★	WKRC	CINCINNATI 71
5	3	X	4	WLW	CINCINNATI 72
		X	2	WSAI	CINCINNATI 73
1	★	D	R	WHK	CLEVEL'D 74
X	X	D	V	WTAM	CLEVEL'D 75
				WAIU	COLUMB'S 76
	★		★	WSPD	TOLEDO 77
				KFJF	OKLA.CITY 78 OKLA.
			2	WKY	OKLA.CITY 79
				KVOO	TULSA 80
X	R	M	★	WLBW	OIL CITY 81 PA.
5	X	X	D	WCAU	PHILAD. 82
				*WFAN	PHILAD. 83
				*WFI	PHILAD. 84
			1	*WLIT	PHILAD. 85
R	3	R	4	KDKA	PITTSB'GH 86
★	X	X	2	WCAE	PITTSB'GH 87
	★		★	WJAS	PITTSB'GH 88
X	★	X	X	WEAN	PROVID'NCE 89 R. I.
X	★	1	2	WJAR	PROVID'NCE 90
				WDOD	CHATTA. 91 TENN.
			2	WMC	MEMPHIS 92
				*WREC	MEMPHIS 93
				WLAC	NASHV'LE 94
			2	WSM	NASHV'LE 95
				KRLD	DALLAS 96 TEX.
		R	R	WFAA	DALLAS 97
				WBAP	FT.WORTH 98
				KPRC	HOUSTON 99
				KTSA	SANTONIO 100
				WOAI	SANTONIO 101
				WTAR	NORFOLK 102 VA.
P			2	WRVA	RICHM'D 103
X	X	X	X	WDBJ	ROANOKE 104
X	3	X	4	WEBC	SUPER'R 105 WISC.
		X	X	WISN	MILWAU. 106
X	3	D	4	WTMJ	MILWAU. 107
					108
					109
					110

5 5 6 6
30 30

CENTRAL TIME

SUNDAY

EASTERN TIME			8	8	9	9
			30			30
ALA.	1 BIRM'HAM	WAPI	1	2	X	X
	2 BIRM'HAM	WBRC			3	3
ARK.	3 HOT SPGS.	KTHS	1	2		
	4 L'TLE ROCK	*KLRA			3	3
COLO.	5 DENVER	KOA	3	A	5	6
	6 DENVER	KLZ		2	3	3
CONN.	7 HARTFORD	WTIC			4	
D. C.	8 WASH'TON	WMAL	1	2	3	3
	9 WASH'TON	WRC		2	3	6
FLA.	10 JACK'VLE	WJAX	X	X	X	X
	11 MIAMI B.	*WIOD		2		
GA.	12 ATLANTA	WSB	3	2	3	6
ILL.	13 CHICAGO	*KYW	3	A	B	D
	14 CHICAGO	*WBBM		2	3	3
	15 CHICAGO	WCFL	X			
	16 CHICAGO	*WENR	M	M	M	M
	17 CHICAGO	WGN	W	X	5	6
	18 CHICAGO	WLS	R			
	19 CHICAGO	WMAQ	1	M	X	X
IND.	20 FT. WAYNE	WOWO	1	2	3	3
	21 IND'P'LS	WFBM	1	2	3	3
IOWA	22 C. BLUFFS	KOIL	1	2	3	3
	23 DAYENP'T	*WOC		2	5	6
	24 DESMOINES	*WHO	1		4	
KANS.	25 LAWREN'E	WREN	3	A	B	D
	26 TOPEKA	WIBW				
	27 WICHITA	KFH	X	X	X	X
KY.	28 COV'TON	WCKY			C	
	29 LOUISVILLE	WHAS	3	2	4	X
LA.	30 N. ORLEANS	WDSU			3	3
	31 N. ORLEANS	WSMB		2		
ME.	32 PORTLAND	WCSH	X	2	4	
MD.	33 BALT'ORE	WBAL	X	X		
	34 BALT'ORE	WCAO	1	2	3	3
MASS.	35 SPRINGFIELD	WBZ	3	A	B	D
	36 BOSTON	WBZA	3	A	B	D
	37 BOSTON	WEEL	B	B	X	X
	38 BOSTON	*WNAC	1	2	3	3
	39 WORC'TER	WTAG	M	2	4	X
MICH.	40 DETROIT	WGHP	1	2	3	3
	41 DETROIT	*WJR	3	A	B	
	42 DETROIT	WWJ	1	2	5	6
MINN.	43 MINNEAP.	WCCO	1	2	3	3
	44 ST. PAUL	KSTP	3	A	B	
MO.	45 KAN. CITY	*KMBC	1	2	3	3
	46 KAN. CITY	*WDAF		2	5	6
	47 ST. LOUIS	*KMOX	1	2	3	3
	48 ST. LOUIS	*KSD	1	2	3	6
	49 ST. LOUIS	*KWK	3	A	B	D
NEBR.	50 OMAHA	WOW		2	4	
N. J.	51 NEWARK	WOR	V	V	T	T
	52					
	53					
	54					
	55					
CENTRAL TIME			7	7	8	8
			30			30

AN AURAL "BILL OF FARE"

That Includes All the Vitamines

THAT program directors try their best to give every class of listener public a "break" is shown very clearly by an analysis of the programs offered. For example, the past week two key chain stations were on the air 266 hours' combined time. Their program content was approximately as follows:

- Classical music—grand opera, oratorios, vocal and instrumental solos, chamber music, symphony and salon orchestras, concert numbers featuring music that has approval of the most austere musical educators.....74 hours
- Jazz and dance orchestras playing so-called latest hits.....36 hours
- Sentimental melodies—the old favorites both instrumental and vocal, folk songs, negro spirituals, ballads, glee-club and quartet favorites, etc.26 hours
- Radio drama, including sketches incidental to some of the evening sponsored presentations which in their hour seek to cover every sort of listener interest..... 7 hours
- Religious programs and programs of inspirational type.....10 hours
- "National interest"—news, speeches by public men, announcements from Governmental departments, market and weather reports, etc.10 hours
- Children's features 6 hours
- Educational programs—instruction in music, languages, art, literature, science and social science, discussion of current events, agriculture, etc.20 hours
- Women's features—home economics, clothes, beauty, care of children, etc.15 hours
- Health and hygiene.....10 hours
- Sports11 hours
- Alleged comedy—miscellaneous "monkeyshines" designed strictly for laughing purposes, more than a modicum of which we ourselves find highly enjoyable 6 hours
- Miscellaneous—correct time; station advertising and program announcements; dramatic readings, book reviews and a hundred and one things that defy classification35 hours

Of course no station can hope to please all listeners all of the time, but with so well-rounded and extensive a "bill of fare" offered by the first-class transmitters, the listener who takes his radio programs "a la carte" is certain to be pleased.

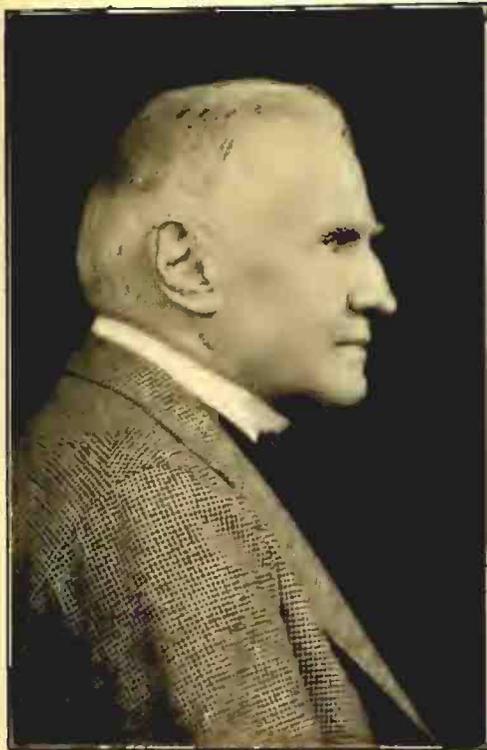
- 1 Major Bowes' Family
Capitol Theater Orchestra and soloists.
- 2 Chase and Sanborn Choral Orchestra
Phil Ohman and Victor Arden, inimitable piano duo; Welcome Lewis, contralto "crooner"; "Muted Singers," harmonizers, and orchestra.
- 3 Our Government (First 15 minutes.)
David Lawrence talks from Washington on activities of Governmental departments.
Atwater Kent Concert (Last 15 minutes.)
Symphony Orchestra, leading artists of concert world.
- 4 Our Government (First 15 minutes.)
Local Feature (Last 15 minutes.)
- 5 Local Feature (First 15 minutes.)
Atwater Kent Concert (Last 15 minutes.)
- 6 Atwater Kent Concert
- 7 Enna Jettick Melodies (First 15 minutes.)
Mixed quartet directed by Geo. Dilworth.
Collier's Radio Hour (Last 15 minutes.)
Orchestra, dramatized stories, speakers prominent in news of day.

Everybody's Opportunity

Walter Damrosch Adds Course in Musical Appreciation for Average Citizen to His "Musical University of the Air"

(Introducing a Series of Articles from Dr. Damrosch Outlining His Program Plans for the Month)

MEN and women who can not read a note of music, as well as those skilled in vocal and instrumental expression, are invited to enroll in Walter Damrosch's course for high schools, colleges and music clubs, to be broadcast alternate Friday noons, beginning November 1. It will be a course aimed to foster love of good music among those who have heretofore lacked opportunity to learn what it was all about. Several of the greatest symphonies will be taken up, explained simply and played before the class.



NOVEMBER PROGRAMS

Continuing his Music Appreciation Hour under the auspices of the National Broadcasting Company, Walter Damrosch plans to cover the following subjects during November.

In Series A for children in the third and fourth grades, on November 8, at eleven o'clock, he will take up the study of the wood-wind instruments, explaining what these instruments are and demonstrating their sound quality. He will also tell for what purposes they are best used. The program which he has selected to illustrate the wood-winds follows:

- Chinese Dance from Nutcracker SuiteTschaikowsky
- Allegretto from Symphony No. 2 (excerpt)Brahms
- Hungarian Rhapsody No. 1.....Liszt

The second November concert for Series A is scheduled

SUNDAY

8 8 9 9 30 30				EASTERN TIME	
	2	4		WGR	BUFFALO 56 N. Y.
				WKBW	BUFFALO 57
1	2	3	3	WMAK	BUFFALO 58
1	2	3	3	WABC	NEW YORK 59
1	2	3	6	WEAF	NEW YORK 60
8	A	B	D	WJZ	NEW YORK 61
8		B		WHAM	ROCHTER 62
				WHEC	ROCHTER 63
1	2	3	6	WGY	SCHEN'DY 64
1	2	3	3	WFBL	SYRACUSE 65
9	X	X	X	WBT	CHARLOT 66 N. C.
1	2			WPTF	RALEIGH 67
		3	3	WWNC	ASHEV'LE 68
1	2	3	3	WADC	AKRON 69 OHIO
1	2	4		WFJC	AKRON 70
1	2	3	3	WKRC	CINCINNATI 71
3	A	B		WLW	CINCINNATI 72
1	2	3	6	WSAI	CINCINNATI 73
R	2	3	3	WHK	CLEVEL'D 74
1				WTAM	CLEVEL'D 75
				WAIU	COLUMB'S 76
1	2	3	3	WSPD	TOLEDO 77
		3	3	KFJF	OKLACITY 78 OKLA.
9	2	4		WKY	OKLACITY 79
9				KVOO	TULSA 80
1	2	3	3	WLBW	OIL CITY 81 PA.
1	2	3	3	WCAU	PHILAD. 82
				*WFAN	PHILAD. 83
		5	6	*WFI	PHILAD. 84
				*WLIT	PHILAD. 85
3	A	B	D	KDKA	PITTSB'GH 86
1	2	3	6	WCAE	PITTSB'GH 87
1	2	3	3	WJAS	PITTSB'GH 88
1	2	3	3	WEAN	PROVID'NCE 89 R. I.
1	2	4		WJAR	PROVID'NCE 90
		3	3	WDOD	CHATTA 91 TENN
9	2	3	6	WMC	MEMPHIS 92
		3	3	*WREC	MEMPHIS 93
X	X	3	3	WLAC	NASHV'LE 94
9		3	6	WSM	NASHV'LE 95
		3	3	KRLD	DALLAS 96 TEX.
9	M	3	6	WFAA	DALLAS 97
				WBAP	FT.WORTH 98
9	2	5		KPRC	HOUSTON 99
C	X	3	3	KTSA	SANTONIO 100
9	2	3	6	WOAI	SANTONIO 101
		3	3	WTAR	NORFOLK 102 VA.
9	2	X	X	WRVA	RICHM'D 103
X	X	3	3	WDBJ	ROANOKE 104
9	X	X		WEBC	SUPER'R 105 WISC.
1	X	3	3	WISN	MILWAU. 106
8	A	B	M	WTMJ	MILWAU. 107
					108
					109
					110
7 7 8 8 30 30				CENTRAL TIME	

- ③ Enna Jettick Melodies
(Followed by local feature.)
- A Collier's Radio Hour
- B Collier's Radio Hour (End of period.)
- C Local Feature (First 15 minutes.)
- D D'Orsay's Parisienne Romance
Dramatic episodes with musical background by Alexandresco's Sherry-Netherland Orchestra. (First 15 minutes.)

The Fuller Man

Earle Spicer, baritone; orchestra directed by Louis Katzman. (Last 15 minutes.)

- ① La Palina Rhapsodizers
Orchestra directed by Freddie Rich, La Palina and vocal chorus in popular and semi-classical numbers.
- ② Sonatron Program
Art Kahn and his Sonatrons. (See p. 45.)
- ③ Majestic Theatre of the Air
Wendell Hall, Arnold Johnson's orchestra and guest artists.

SUNDAY

EASTERN TIME			10	10	11	11
			30	30		30
ALA.	1 BIRM' HAM	WAPI	X	X		
	2 BIRM' HAM	WERC				
ARK.	3 HOT SPGS.	KTHS	M	X	X	O
	4 L'TLE ROCK	*KLRA				
COLO.	5 DENVER	KOA	2	6	5	X
	6 DENVER	KLZ				
CONN.	7 HARTFORD	WTIC	4	7		
D. C.	8 WASH' TON	WMAL	X	X	X	X
	9 WASH' TON	WRC	3	6	5	X
FLA.	10 JACK' V'LE	WJAX	X	8	9	
	11 MIAMI B.	*WIOD		8	9	
GA.	12 ATLANTA	WSB	3			
ILL.	13 CHICAGO	*KYW	1		5	
	14 CHICAGO	*WBBM	X	X	X	X
	15 CHICAGO	WCFL				
	16 CHICAGO	*WENR	M	W	P	P
	17 CHICAGO	WGN		7	N	M
	18 CHICAGO	WLS				
	19 CHICAGO	WMAQ	M	2	5	R
IND.	20 FT. WAYNE	WOWO	X	X	X	X
	21 IND' P'LS	WFBM			3	★
IOWA	22 C. BLUFFS	KOIL	1	2	3	★
	23 DAVENP'T	*WOC	4	6		
	24 DESMOINES	*WHO	3		X	X
KANS.	25 LAWREN'E	WREN	1	4	5	X
	26 TOPEKA	WIBW				
	27 WICHITA	KFH				
KY.	28 COV'TON	WCKY				
	29 LOUISVILLE	WHAS	X	8	9	X
LA.	30 N. ORLEANS	WDSU				
	31 N. ORLEANS	WSMB	3			
ME.	32 PORTLAND	WCSH	4	7		
MD.	33 BALT ORE	WBAL				
	34 BALT' ORE	WCAO	1	2	3	★
MASS.	35 SPRINGFIELD	WBZ	1	X	5	O
	36 BOSTON	WBZA	1	X	5	O
	37 BOSTON	WEEL	3	D	X	
	38 BOSTON	*WNAC	1	2	3	★
	39 WORCTER	WTAG	4			
MICH.	40 DETROIT	WGHP	1	2	3	
	41 DETROIT	*WJR	1		5	
	42 DETROIT	WWJ	2	6	X	X
MINN.	43 MINNEAP.	WCCO	1	2	3	★
	44 ST. PAUL	KSTP	2	7	5	X
MO.	45 KAN. CITY	*KMBC	1	2	3	
	46 KAN. CITY	*WDAF	3	M	5	
	47 ST. LOUIS	*KMOX				
	48 ST. LOUIS	*KSD	3			
	49 ST. LOUIS	*KWK	1		5	
NEBR.	50 OMAHA	WOW	4	7	X	X
N. J.	51 NEWARK	WOR				
	52					
	53					
	54					
	55					
CENTRAL TIME			9	9	10	10
			30	30		30

for November 22, at eleven o'clock. At this time Mr. Damrosch will take up the brass instruments, explaining the use of the horns, trumpets, trombones and bass tuba in an orchestra. His program includes:

- March from Tannhauser.....Wagner
- Song to the Evening Star from Tannhauser.....Wagner
- Introduction from Overture to Der Freischutz.....Weber
- Third Movement from Symphony No. 6 (excerpt).....Tschaikowsky

In Series B, for the fifth and sixth grades, Mr. Damrosch will consider the "Modern Suite" in his program for November 8, at 11:30 o'clock. He will show how the modern suite resembles and differs from the classic suite, illustrating the subjects with dances from Saint-Saen's "Henry VIII." as follow:

- Dances from Henry VIII.....Saint-Saens
- a. Gathering of the Clans.
- b. Scotch Idyl.
- c. Dance of the Gypsy.
- d. Jig.

Series B program for November 22, at 11:30 o'clock, covers the subject of "Rounds and Canons," showing the evolution and the ways in which these forms of "imitation" in music differ from each other.

- Three Old Rounds:
- Three Blind Mice (English).
- Are You Sleeping? (Frere Jacques—French.)
- How I Love to Sit at Evening (German).
- Andante from Symphony No. 1.....Beethoven
- Finale from Sonata for Piano and Violin.....Franck
- (Messrs. Damrosch and Gusikoff.)

Series C, for Grades 7, 8 and 9, is scheduled to have its first concert of this month on November 1, at eleven o'clock. Mr. Damrosch in this program will trace the musical forms from "Minuet to Scherzo." He will describe the origin of the minuet, giving the historical background of this stately dance. He will also explain how this form of music first was introduced into the symphony. This will be followed by an explanation of the character of the scherzo. The program follows:

- Minuet from "Le Bourgeois Gentilhomme".....Lully
- Minuet from Symphony in D (London).....Haydn
- Minuet (Scherzo) from Symphony No. 1.....Beethoven

The November 15 program for Series C will trace the development from "Minuet to Waltz." Damrosch will explain the evolution of the waltz, describing the "laendler" and outlining the development of the waltz by Schubert and Strauss. His selections for this concert are:

- Minuet from Symphony in E Flat.....Mozart
- Waltz in A Flat.....Schubert
- Waltz, "Morning Papers".....Johann Strauss

Series D, for high schools, colleges and music clubs, will have its first program of the month November 1, at 11:30 o'clock. The subjects and program will be a repetition of that in Series B—"Rounds and Canons."

The November 15 program for Series D takes up the Classical Suite. Mr. Damrosch will explain from what the word "suite" is derived, and what the classical suite usually consists of. The solo number will be:

- Suite from "Iphigenia in Aulis".....Gluck

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

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

- Black ★ CBS Feature from New York
- Red ★ NBS Feature from New York
- ◆ NBS Feature from New York

- 1 The Fuller Man (First 15 minutes.)
- 2 Atwater Kent Concert (First 15 minutes.)
Studebaker Champions (Last 15 minutes.)
Jean Goldkette's novelty orchestra, vocal and instrumental soloists.
- 3 Atwater Kent Concert (First 15 minutes.)
- 4 Studebaker Champions (Last 15 minutes.)

NOVEMBER

RED-LETTER DAYS

DECEMBER

6

3

For Lovers of Symphonic Music

Philadelphia Orchestra to Broadcast Concert over Entire NBC Red Network at 5:30 P. M., E. S. T.

THE premier broadcast of the Philadelphia Orchestra on October 6 marked another step in the amazing contribution radio has made to all who appreciate music. Sent out over fifty-two stations, the program was available to more than twelve million sets. Your guess is as good as ours as to how many were actually tuned in at the time, but surely the listeners numbered in the millions.

The Philadelphia Orchestra, now in its twenty-ninth year, and for seventeen consecutive years under the baton of Leopold Stokowski, numbers 110 musicians drawn from the best in the world. Heretofore, to the mass of music lovers America over, this orchestra has been known simply by reputation, except for a few delightful, recorded numbers. Since October 6, Philadelphians share their pride in it with a continent-wide audience who look forward to the concerts of November 3 and December 3 with keen anticipation.

The personality of Stokowski, born of a Polish father and an Irish mother, and educated in Queen's College, Oxford, has had a large part to do with the almost sensational success of the orchestra in recent years.

Officials of the Philadelphia Storage Battery Company, sponsors of the program, state that engagement of the Philadelphia Orchestra, under direction of Stokowski, had nothing to do with continuation of the regular Philco Hour, which will be heard as usual Friday evening.



SUNDAY

10 30	11 30	EASTERN TIME
X 7 X X		WGR BUFFALO 56 N.Y.
1 2		WKBW BUFFALO 57
X X 3	★	WMAK BUFFALO 58
1 2 3	★	WABC NEW YORK 59
2		WEAF NEW YORK 60
1	5	WJZ NEW YORK 61
1 6 5	X	WHAM ROCHTER 62
		WHEC ROCHTER 63
2 7 X X		WGY SCHEN'DY 64
1 2 3	★	WFBL STRACUSE 65
		WBT CHARLOT 66 N.C.
		WPTF RALEIGH 67
		WWNC ASHEV'LE 68
	8 9	WADC AKRON 69 OHIO
1 2 3		WFJC AKRON 70
M V 5 X		WKRC CINCINNATI 71
3		WLW CINCINNATI 72
1 2 D D		WSAI CINCINNATI 73
2 7		WHK CLEVEL'D 74
		WTAM CLEVEL'D 75
		WAIU COLUMB'S 76
1 2 3	★	WSPD TOLEDO 77
3 8 X D		KFJF OKLA.CITY 78 O'LA.
		WKY OKLA.CITY 79
1 2		KVOO TULSA 80
M		WLBW OIL CITY 81 PA.
		WCAU PHILAD. 82
		*WFAN PHILAD. 83
3 7		*WFI PHILAD. 84
		*WLIT PHILAD. 85
1 5		KDKA PITTSB'GH 86
2 6 X		WCAE PITTSB'GH 87
1 2		WJAS PITTSB'GH 88
1 2 3	★	WEAN PROVID'NCE 89 R.I.
4 7		WJAR PROVID'NCE 90
		WDOD CHATTA. 91 TENN.
3		WMC MEMPHIS 92
		*WREC MEMPHIS 93
X X X		WLAC NASHV'LE 94
3		WSM NASHV'LE 95
		KRLD DALLAS 96 TEX.
3		WFAA DALLAS 97
	X X X	WBAP FT.WORTH 98
3		KPRC HOUSTON 99
		KTSA S.ANTONIO 100
3		WOAI S.ANTONIO 101
		WTAR NORFOLK 102 VA.
		WRVA RICHM'D 103
		WDBJ ROANOKE 104
X		WEBC SUPER'R 105 WISC.
4 7 5		WISN MILWAU. 106
1 2 3	★	WTMJ MILWAU. 107
4 7 5	X	
		108
		109
		110
9 30	10 30	CENTRAL TIME

5 The Pepsodent Program

Amos 'n' Andy, black-faced comedians.

**6 Studebaker Champions (First 15 minutes.)
Sunday at Seth Parker's (Last 15 min.)**

Rural sketch depicting "Down East" meeting of semi-religious nature.

**7 Studebaker Champions (First 15 minutes.)
Local Feature (Last 15 minutes.)**

**8 Local Feature (First 15 minutes.)
Sunday at Seth Parker's (Last 15 min.)**

9 Sunday at Seth Parker's

1 Arabesque

A modern thousand and one nights. Radio playlets.

2 Around the Samover

Real Russian music, folk-lore and legends.

3 Brokenshire's Coral Islanders

Walter Kolomokee, director. Hawaiian music.

MONDAY

SPORTS ON THE AIR IN NOVEMBER

By JOSEPH ATOR

Feature Writer, The Chicago Evening Post

EASTERN TIME		6	6	7	7
		30		30	
ALA.	1 BIRM'HAM WAPI	X	X	X	5
	2 BIRM'HAM WBRC				
ARK.	3 HOT SPGS. KTHS				
	4 L'TLE ROCK *KLRA				
COLO.	5 DENVER KOA	4		X	X
	6 DENVER KLZ				
CONN.	7 HARTFORD WTIC				V
D. C.	8 WASH'TON WMAL	X	X	X	X
	9 WASH'TON WRC	1	1	2	5
FLA.	10 JACK'VLE WJAX	X	X	X	X
	11 MIAMI B. *WIOD				5
GA.	12 ATLANTA WSB				5
ILL.	13 CHICAGO *KYW				
	14 CHICAGO *WBBM		★		
	15 CHICAGO WCFL	X	X	X	5
	16 CHICAGO *WENR	C	C		
	17 CHICAGO WGN	M	X	C	D
	18 CHICAGO WLS	1	1	X	X
	19 CHICAGO WMAQ	C	C	M	N
IND.	20 FT. WAYNE WOWO			X	X
	21 IND'PLS WFBM		★		
IOWA	22 C. BLUFFS KOIL		★	X	X
	23 DAVENPT *WOC			X	X
	24 DESMOINES*WHO	X	X	X	X
KANS.	25 LAWREN'E WREN				5
	26 TOPEKA WBW		C	N	M
	27 WICHITA KFH	X			
KY.	28 COV'TON WCKY				
	29 LOUISVILLE WHAS	X	X	X	X
LA.	30 N. ORLEANS WDSU				
	31 N. ORLEANS WSMB				5
ME.	32 PORTLAND WCSH	X	X	X	X
MD.	33 BALT'ORE WBAL	4	M	X	X
	34 BALT'ORE WCAO		★	★	
MASS.	35 SPRINGFIELD WBZ	N	P	T	P
	36 BOSTON WBZA	N	P	T	P
	37 BOSTON WEEL	X	T	C	X
	38 BOSTON *WNAC	N	M	N	P
	39 WORC'ER WTAG	1	1	M	D
MICH.	40 DETROIT WGHP		★		
	41 DETROIT *WJR	X	X	W	5
	42 DETROIT WWJ	1	1		
MINN.	43 MINNEAP. WCCO	X	X	X	X
	44 ST. PAUL KSTP				
MO.	45 KAN. CITY *KMBC		★	X	X
	46 KAN. CITY *WDAF		E	D	D
	47 ST. LOUIS *KMOX				
	48 ST. LOUIS *KSD				2
	49 ST. LOUIS *KWK	4			5
NEBR.	50 OMAHA WOW	X	X	X	X
N. J.	51 NEWARK WOR				
	52				
	53				
	54				
	55				
CENTRAL TIME		5	5	6	6
		30		30	

YOU and a lot of other unfortunate grads are going to be grubbing at a desk one of these Saturday mornings as the last football special leaves for Champaign or Princeton or New Haven or Ann Arbor.

Just one gleam of hope remains, but the broadcasting chains and individual stations of the country have seen to it that this gleam has been fanned from the feeble flicker of a few years ago to a right lusty beacon. Every important football game—beg pardon, we amend that on the protest of the gentleman from Muskingum College, '89—almost every important game will find at least one announcer shooting line bucks and forward passes out over the ether. Some of the headline engagements will find as many as half a dozen stations or chains represented in the broadcast coops.

NBC, for instance, will broadcast two games every week-end during November. Tyro program directors, by the way, might take a hint from the manner in which this chain has made its selections.

Some games, especially the intersectional shindies, are "naturals," no matter how many defeats the participants have suffered in previous engagements. Christian Keener Cagle might have a couple of patellas snatched right off him in mid-October, and Robert Zuppke's whole first team may be quarantined for hives, hoofrot or some other dread malady, but be assured that a million or more sets will be

tuned in anyway when Illinois meets the Army on November 9.

The same goes for Harvard-Michigan on the same day, for Harvard-Yale two weeks later, for the Thanksgiving Day combat so dear to Penn and Cornell men, for Notre Dame and the Army the following Saturday. But football would not be king were it not for its upsets. Games, which in September or early October promise to be regular wows, may be as flat as a flapper's chest when they roll around in late November, and some of the outfits, whose coaches' wails of woe kept the Ag school-cows awake when the season opened, may be in there fighting for sectional titles before it ends.

Accordingly, NBC has left a number of open dates in its football program, to be filled later according to the promise of action in various games available on those dates. A number of individual stations are following the same plan, although with many of them the outstanding school in the immediate vicinity gets the broadcast play, regardless of its record, purely on the strength of its local following.

Boxing is about the only sport to share November broadcasts with the gridiron, and in some cities the fellows who prefer to take their blood and rosin-dust from a cozy post by the family fireside are faced with a thin diet. Some of the fight promoters are directing a decidedly fishy glance at the ringside microphone.

The late Tex Rickard started it. He set up



GRAHAM McNAMEE hard at work telling the world about the "World's Serious."

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

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- E Educational
- G Grand opera
- L Light opera
- M Instrumental (Other than dance)
- N News
- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

- Black ★ CBS Feature from New York
- Red ★ NBS Feature from New York
- ◆ Dance music from New York

1 Black and Gold Room Orchestra

Dinner music directed by Ludwig Laurier.

2 Buck and Wing

Black-face stuff by Phil Cook and Vic Fleming, as Buck and Wing, a small-time vaudeville team.

a howl, after the Tunney-Heeney fight last year proved a financial flop, asserting that the folks didn't buy ringside seats to see Gentleman Gene beat on poor old Thomas Heeney because they could get it free over the radio.

Out in Chicago his ululations were taken up by Paddy Harmon. Faced with the necessity of producing fat dividends on a brand-new \$7,000,000 sport arena, he blamed the radio for his failure to get sell-out houses, and put a ban on it for the future.

If Mr. Harmon will take the trouble to consult the baseball people, they will tell him he is all wrong. At the start of the last season, WLW in Cincinnati ran into the same sort of objection when it sought to broadcast the Reds' home games. Its staff went to stations which had been broadcasting baseball for several years in Chicago and St. Louis. They obtained figures there to show that, far from cutting down attendance, the attendance had increased when the games were put on the air. Furthermore, out-of-town fans wrote in in considerable numbers to say that they had forgotten all about baseball until the accounts began coming through the air. Broadcasting is also credited for booming the attendance at professional football games in Chicago.

So, he and his brother hold-outs, of whom there are several elsewhere, may see the light soon. Jack Dempsey, who wants to break into Chicago as a fight promoter this winter, will allow broadcasts, he says, and, at the last reports, they are to be permitted by the Garden Corporation in New York.

Are you listening in on Graham McNamee's weekly sport reviews? Just at present they are hot with football dope. They are a part of the Gillette programs each Friday night at 8:30.

While the football schedule on page 6 of this issue shows some open dates, nevertheless Columbia has definitely arranged to broadcast thirteen games this season, and NBC nineteen. Both chains are withholding decisions as to games to be covered on certain dates until after the season is actually under way.

Ted Husing, Columbia's sports-announcing ace, is a veteran of the football field, having

played as a professional before entering the radio game. His experience as a football reporter dates back five years. Last season, covering games for Columbia, he established himself as one of the fastest and most accurate describers of gridiron activities before the microphone.

Leave Presidential elections out of the picture and you will find more listeners tuned in on the broadcast of a major-sports event than on any other radio feature. The explanation, if you desire explanations, is right at hand. Action! In fact, there's often more action over the radio than there is in the arena itself. More than one fight crowd has been on the verge of bedding down for the night at the ringside as a couple of humpty-dumpties did their stuff, while the folks at home gripped their chair-arms at the announcer's rapid-fire inventory of jabs and hooks, most of them actually carrying all the venom of a slap with a powder-puff. And yet, when the action is really there, the radio sport fan gets a pretty fair end of the deal. Not only has the announcer the best seat in the house, but he is an expert and often in a position to tell the average fan more about the event than the latter could see, were he present.

Faced with the task of providing those listeners whose prime interest is in sports with entertainment during the occasional seasons when important sports events are scarce, WGN has hit on the scheme of giving synthetic broadcasts of some of the great prize-fights, horse-races and football games of the past. With this in mind, they took a stenographic transcript of Quin Ryan's description of the Tunney-Dempsey "fourteen count" battle at Soldier Field in 1927. It has been reproduced several times since. These events go over big with the listeners, but inevitably bring grief on the heads of the editorial department of the Chicago *Tribune*. Not a single broadcast passes but that some woolly-minded gent calls up to give the sports editor a trimming because his paper didn't have a line on the Jeffries-Johnson fight or the Illinois-Michigan (1924) football game which Quin described in such convincing fashion the night before. One irate person in Cincinnati went so far as to cancel his subscription.

MONDAY

6 6 7 7 30 30				EASTERN TIME
X	X	X	X	WGR BUFFALO 56 N. Y.
X	★	X	X	WKBW BUFFALO 57
X	X	★	X	WMAK BUFFALO 58
	★	★		WABC NEW YORK 59
①	①	②	X	WEAF NEW YORK 60
④	X	X	⑤	WJZ NEW YORK 61
	X	X	⑤	WHAM ROCHESTER 62
		★		WHEC ROCHESTER 63
	X	X	X	WGY SCHEN'DY 64
X	★	★		WFBL SYRACUSE 65
				WBT CHARLOT 66 N. C.
		M	⑤	WPTF RALEIGH 67
				WWNC ASHEV'LE 68
X	X	X	X	WADC AKRON 69 OHIO
				WFJC AKRON 70
				WKRC CINCINNATI 71
④	X	X	X	WLW CINCINNATI 72
			X	WSAI CINCINNATI 73
N	N	P	X	WHK CLEVEL'D 74
		V	V	WTAM CLEVEL'D 75
				WAIU COLUMB'S 76
		★		WSPD TOLEDO 77
				KFJF OKLA.CITY 78 OKLA.
			X	WKY OKLA.CITY 79
				KVOO TULSA 80
X	X	N	X	WLBW OIL CITY 81 PA.
M	D	M	M	WCAU PHILAD. 82
				*WFAN PHILAD. 83
X	X			*WFI PHILAD. 84
		X		*WLIT PHILAD. 85
④	X	P	⑤	KDKA PITTS'GH 86
①	①	②	X	WCAE PITTS'GH 87
		★		WJAS PITTS'GH 88
X	X	X	X	WEAN PROVID'NCE 89 R. I.
X	X	X	X	WJAR PROVID'NCE 90
				WDDO CHATTA. 91 TENN.
				WMC MEMPHIS 92
				*WREC MEMPHIS 93
				WLAC NASHV'LE 94
④			⑤	WSM NASHV'LE 95
				KRLD DALLAS 96 TEX.
		C	M	WFAA DALLAS 97
				WBAP FT.WORTH 98
				KPRC HOUSTON 99
				KTSA S.ANTONIO 100
				WOAI S.ANTONIO 101
				WTAR NORFOLK 102 VA.
P	M	M	M	WRVA RICHM'D 103
	X	X	X	WDBJ ROANOKE 104
	X	X	X	WEBC SUPER'R 105 WISC
	★	X	X	WISN MILWAU. 106
L	C	T	T	WTMJ MILWAU. 107
				108
				109
				110

5 5 6 6
30 30 CENTRAL TIME

③ Back of the News in Washington

William Hard, famous newspaper correspondent, reveals the human forces back of the news in Washington.

④ Mormon Tabernacle Choir

Choir of three hundred voices accompanied by Tracy Y. Cannon, organist, from Salt Lake Tabernacle, Salt Lake City, Utah.

⑤ Roxy and His Gang

Symphony orchestra and soloists, in the Roxy Theater, New York City, under the personal direction of S. L. Rothafel (Roxy himself).

MONDAY

EASTERN TIME		8 8 9 9 30 30			
ALA.	1 BIRM'HAM WAPI	1	X	X	X
	2 BIRM'HAM WBRC				
ARK.	3 HOT SPGS. KTHS	1	X	M	P
	4 L'TLE ROCK *KLRA				
COLO.	5 DENVER KOA	X	X	3	X
	6 DENVER KLZ				
CONN.	7 HARTFORD WTIC	1	5	5	6
D. C.	8 WASH'TON WMAL	X	1	2	
	9 WASH'TON WRC	1	5	5	6
FLA.	10 JACK'V'LE WJAX	1	2	X	6
	11 MIAMI B. *WIOD	1	2		
GA.	12 ATLANTA WSB	1			6
ILL.	13 CHICAGO *KYW	1	2	3	4
	14 CHICAGO *WBBM	★		X	X
	15 CHICAGO WCFL	7	X	X	X
	16 CHICAGO *WENR	E			
	17 CHICAGO WGN	X	5	5	6
	18 CHICAGO WLS	X	X	X	X
	19 CHICAGO WMAQ	★	1	2	★
IND.	20 FT. WAYNE WOWO	X	X	X	X
	21 IND'P'LS WFBM	★			★
IOWA	22 C. BLUFFS KOIL	★	1	2	★
	23 DAVENP'T *WOC	1	5	5	6
	24 DESMOINES *WHO	X	X	X	X
KANS.	25 LAWREN'E WREN	7	2	3	4
	26 TOPEKA WIBW	X	X	X	M
	27 WICHITA KFH	X	X	X	X
KY.	28 COV'TON WCKY				
	29 LOUISVILLE WHAS	1	X	X	6
LA.	30 N. ORLEANS WDSU				
	31 N. ORLEANS WSMB	1			
ME.	32 PORTLAND WCSH	1	5	5	6
MD.	33 BALT'ORE WBAL	X			
	34 BALT'ORE WCAO	X	1	2	W
MASS.	35 SPRINGFIELD WBZ	7	2	3	4
	36 BOSTON WBZA	7	2	3	4
	37 BOSTON WEEI	1	5	5	6
	38 BOSTON *WNAC	★	1	2	★
	39 WORC'TER WTAG	1	5	5	6
MICH.	40 DETROIT WGHP		1	2	
	41 DETROIT *WJR	7	2	3	X
	42 DETROIT WWJ	1	5	5	6
MINN.	43 MINNEAP. WCCO	X	1	X	X
	44 ST. PAUL KSTP	1		3	6
MO.	45 KAN. CITY *KMBC	★	1	2	★
	46 KAN. CITY *WDAF	1	5	5	6
	47 ST. LOUIS *KMOX		1	2	
	48 ST. LOUIS *KSD	1	5	5	6
	49 ST. LOUIS *KWK	7	2	3	4
NEBR.	50 OMAHA WOW	1	X	X	6
N. J.	51 NEWARK WOR	L	L	X	V
	52				
	53				
	54				
	55				
CENTRAL TIME		7 7 8 8 30 30			



VAUGHN DE LEATH, contralto crooner, known as the "original radio girl," sings exclusively in "The Voice of Firestone" each Monday evening at 7 o'clock, E. S. T.

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

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

- ★ CBS Feature from New York
- ★ NBS Feature from New York
- ◆ Dance music from New York

1 Ce Co Couriers

Popular musical program, featuring specialty by Henry Burbig, humorist.

2 Physical Culture Magazine Hour

The adventures of Uncle Joe and Pat.

3 Gulbranson Hour

Classical and semi-classical music.

MONDAY

CALIFORNIA can almost claim Vaughn de Leath, the "original radio girl," as a native daughter. She was educated in that State, to which she removed as a small child from her birthplace, Mt. Pulaski, Ill. Her higher education was obtained at Mills College, where she was pledged to the Epsilon Alpha Tau Fraternity.

Miss de Leath claims the distinction of being the first person to broadcast. Far back in the days when the most visionary did not dream of the radio of to-day, she sang and told stories into an old phonograph horn in the World Tower in Park Row in New York City. Her audience was a few amateurs and wireless operators on ships at sea.

She has been with the National Broadcasting Company since its inception, and is now heard every Monday night in the "Voice of Firestone," an NBC program going through an extensive network of stations.

She is modest, is this original radio girl. She won't tell how many proposals she has had from radio fans, but admits that there have been several. One man used to send her flowers every time she sang. He kept it up for three years and put only his initials on the card. She likes fan mail, particularly the letters she frequently receives from Africa, Australia, Europe and South America, because she has a young cousin who collects stamps. Radio fans used to send her gifts, but she says that custom has "all but died."

As for hobbies, Miss de Leath's hobby is probably even more original than her title. She collects earrings, and her ambition is to acquire the largest and most representative collection of ear ornaments outside of museums. In her collection are a pair which were the gift of an Indian maharajah, and a pair given by an Italian count. Occasionally she wears a single earring, a quaint bit of gold in the shape of a key, which has been in her family for more than one hundred years.

Miss de Leath always wears earrings, and usually selects a pair to harmonize with her mood or with the mood she must use for her work.

"It's really remarkable what earrings will do to one's personality," she explained. "A pair of slender, black ornaments, almost long enough to touch the shoulders, will transform a Sunday-school teacher into a woman with the soul of an adventuress—and every woman wants to feel like an adventuress occasionally."

1 Voice of Firestone

Franklyn Baur, tenor; Vaugh de Leath, contralto; concert orchestra direction, Hugo Mariani.

2 Whitehouse Concert

Thirty-five-piece orchestra under direction of Hugo Mariani.

3 Edison Program

Orchestra direction, Frank Black.

4 Cheseborough Real Folks

Sketch of small-town life, featuring George Frame Brown, Virginia Farmer, Tommy Brown, Edwin Whitney, Elsie Mae Gordon, Phoebe Mackay; Novelty Band.

5 A. & P. Gypsies

String Sextet, soloists. Orchestra directed by Harry Horlick.

6 General Motors Family Party

Concert orchestra, directed by Frank Black, and guest artists.

7 Roxy and His Gang

(See page 15.)

8 8 9 9 30 30				EASTERN TIME
1	5	5	6	WGR BUFFALO 56 N. Y.
X	X	X	X	WKBW BUFFALO 57
★	1	2	★	WMAK BUFFALO 58
★	1	2	★	WABC NEW YORK 59
1	5	5	6	WEAF NEW YORK 60
7	2	3	4	WJZ NEW YORK 61
7	X	3	4	WHAM ROCHTER 62
	1			WHEC ROCHTER 63
1	5	5	6	WGY SCHEN'DY 64
★	1	2	★	WFBL SYRACUSE 65
1	2		6	WBT CHARLOT 66 N. C.
7				WPTF RALEIGH 67
				WWNC ASHEV'LE 68
★	1	2	★	WADC AKRON 69 OHIO
1				WFJC AKRON 70
★	1	2	★	WKRC CINCINNATI 71
★	2	X	4	WLW CINCINNATI 72
1	5	5	6	WSAI CINCINNATI 73
★	1	2	★	WHK CLEVEL'D 74
1	5	5	6	WTAM CLEVEL'D 75
				WAIU COLUMB'S 76
	1	2	★	WSPD TOLEDO 77
				KFJF OKLA.CITY 78 OKLA.
1	X	X	6	WKY OKLA.CITY 79
1				KVOO TULSA 80
X	1	2	★	WLBW OIL CITY 81 PA.
X	1	2	X	WCAU PHILAD. 82
				*WFAN PHILAD. 83
				*WFI PHILAD. 84
1	5	5	6	*WLIT PHILAD. 85
7	2	3	4	KDKA PITTSB'GH 86
1	5	5	6	WCAE PITTSB'GH 87
★	1	2	★	WJAS PITTSB'GH 88
★	1	2	★	WEANPROVID'NCE89 R. I.
1	5	5	6	WJAR PROVID'NCE90
				WDOD CHATTA. 91 TENN.
1			6	WMC MEMPHIS 92
				*WREC MEMPHIS 93
		X	X	WLAC NASHV'LE 94
1			6	WSM NASHV'LE 95
				KRLD DALLAS 96 TEX.
1		M	6	WFAA DALLAS 97
				WBAP FT.WORTH98
1			6	KPRC HOUSTON 99
				KTSA S.ANTONIO100
1	X	X	6	WOAI S.ANTONIO101
				WTAR NORFOLK 102 VA.
1	2	E	P	WRVA RICHM'D 103
X	X	X	X	WDBJ ROANOKE 104
1	X	3	X	WEBC SUPER'R 105 WISC.
★	X	X	★	WISN MILWAU. 106
1	L	3	6	WTMJ MILWAU. 107
				108
				109
				110
7 7 8 8 30 30				CENTRAL TIME

MONDAY

EASTERN TIME		10	10	11	11
		30	30	30	30
ALA.	1 BIRM'HAM WAPI	X	X	D	D
	2 BIRM'HAM WBRC				
ARK.	3 HOT SPGS. KTHS				
	4 L'TLE ROCK *KLRA				
COLO.	5 DENVER KOA	1	X	5	X
	6 DENVER KLZ				
CONN.	7 HARTFORD WTIC	1	2	O	D
D. C.	8 WASH'TON WMAL	1	X	X	X
	9 WASH'TON WRC	1	2	5	X
FLA.	10 JACK'VLE WJAX	1	X	D	D
	11 MIAMI B. *WIOD				
GA.	12 ATLANTA WSB	1		D	D
ILL.	13 CHICAGO *KYW		4	6	
	14 CHICAGO *WBBM		X	X	X
	15 CHICAGO WCFL	X			
	16 CHICAGO *WENR				
	17 CHICAGO WGN	1	2	N	D
	18 CHICAGO WLS	X			
	19 CHICAGO WMAQ	1	2	6	M
IND.	20 FT. WAYNE WOWO	1	X	X	X
	21 IND'P'LS WFBM	1	2	◆	
IOWA	22 C. BLUFFS KOIL	1	2	◆	◆
	23 DAVENP'T *WOC	1	2	X	X
	24 DESMOINES *WHO	X	X	X	X
KANS.	25 LAWREN'E WREN	X	4	5	5
	26 TOPEKA WIBW	M	M		
	27 WICHITA KFH			X	X
KY.	28 COV'TON WCKY				
	29 LOUISVILLE WHAS	1	X	N	X
LA.	30 N. ORLEANS WDSU				
	31 N. ORLEANS WSMB				
ME.	32 PORTLAND WCSH	1			
MD.	33 BALT ORE WBAL				
	34 BALT'ORE WCAO	1	X	◆	◆
MASS.	35 SPRINGFIELD WBZ	3	4	6	D
	36 BOSTON WBZA	3	4	6	D
	37 BOSTON WEEI	1	W		
	38 BOSTON *WNAC	1	2	◆	◆
	39 WORC'TER WTAG	1	2	N	M
MICH.	40 DETROIT WGHP	1	2		
	41 DETROIT *WJR	X	4	6	
	42 DETROIT WWJ	1	2	D	D
MINN.	43 MINNEAP. WCCO	X	2	X	◆
	44 ST. PAUL KSTP		4	6	
MO.	45 KAN. CITY *KMBC	1	X	◆	X
	46 KAN. CITY *WDAF	1	P	6	X
	47 ST. LOUIS *KMOX	1			
	48 ST. LOUIS *KSD	1	2	D	D
	49 ST. LOUIS *KWK		4	6	
NEBR.	50 OMAHA WOW	1	2	D	D
N. J.	51 NEWARK WOR	X	V		
	52				
	53				
	54				
	55				
CENTRAL TIME		9	9	10	10
		30	30	30	30

RADIO GOSSIP

Thirty-five thousand radio sets a day is the estimated output of this country's radio factories for November.

Experiments by scientists of the McGill University Department of Physics, conducted in the Mt. Royal Tunnel in Montreal, have proved the power of low frequency waves to penetrate three hundred feet of sandstone and limestone successfully. High frequency stations, however, could not be tuned in.

The two new U. S. Navy dirigibles, now under construction, will be equipped with transmitting sets and receivers expected to have a range of eight thousand miles. Both engines and radio-room will be shielded.

Paul Dumont is the jack-of-all-trades at the NBC studios. In one week he staged the Dutch Masters Minstrels, for which he had written most of the dialog; took the part of a Scotchman with the A. B. A. Voyagers; announced the Seiberling Singers; took the part of a hermit in the NBC Concert Bureau Hour; announced a sport broadcast and played the part of a Chinaman in a light-opera production.

Leo Stark, who has been playing leads in NBC dramatic broadcasts, will take a vacation from his radio work by playing the lead in "The Student Prince" on tour to the Pacific Coast.

Now that Armour is broadcasting, their well-known joke about utilizing all the hog except the squeal will have to be discarded.—*Talking Machine and Radio Journal.*

During a recent storm on the east coast several radio stations signed off rather abruptly to clear the air for an SOS signal which was being given. Whereupon an excited lady hastily called up one of the studios to say that she had been enjoying their program when suddenly it ceased. She wanted to know whether the station was at fault or whether her set, which had been functioning beautifully and of which she was justly proud, had, alas! failed her. The operator at the station

reassured her and explained that the program had been interrupted because of the SOS signal. The letters "SOS" were evidently foreign to the lady, and the patient operator went on to explain that it was a distress signal broadcast by ships at sea when their vessel and their passengers' lives were in danger. The lady then became profusely sympathetic, and, before hanging up, left her telephone number with the operator, with instructions that, if there was anything she could do to assist the rescuers, "please, my dear, call me up immediately."

As an experiment, a leading radio tube company installed a radio receiving system in its factory and has been furnishing radio music to its one thousand employees while they work. Fatigue has been reduced, the morale of employees bolstered and production increased, the factory records show. The company has adopted the use of the radio as a permanent policy.

If you prefer soft, slow music, you have nine hundred listeners on your side at Mt. Clemens, Mich., where the Detroit Creamery Company has installed a radio receiving system in its dairy barns. According to the company veterinarian, all the nine hundred cows on the model farm enjoy the radio programs and the radio, installed to entertain the men doing the milking, has resulted in increased milk production.

One of the most important performers on the Lucky Strike Dance Orchestra Hour is never heard by the millions who listen in on this popular program of "tunes that made Broadway Broadway." This mysterious artiste is Rosalie Adele Nelson, nationally known as "The Lucky Girl," whose graceful dancing sets the tempo for the Lucky Strike musicians when millions hear them play. In smart night clubs it is the custom of New York orchestra leaders to pick out some particularly skillful couple and time their music to the dancers' steps. Consequently, when the Lucky Strike Dance Orchestra inaugurated its programs, a dancer of unusual ability was sought as a guide for B. A. Rolfe in directing his musicians. His need resulted in the selection of Miss Nelson, whose charming features were already familiar throughout the country as the model who posed for Guy Hoff's poster portrait of "The Lucky Girl."

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

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

- Black ★ CBS Feature from New York
- Red ★ NBS Feature from New York
- ◆ Dance music from New York

- 1 General Motors Family Party
Concert orchestra, directed by Frank Black, and guest artists.
- 2 Floyd Gibbons
Headline Hunters. (Famous newspaper correspondent.)
- 3 Kenrad Cabin Nights
Dramatic and musical scenes of Southern negro life; direction, Don Bernard.
- 4 Empire Builders
Historical sketch with Harvey Hayes. Musical background.

Daytime Chain Programs of Particular Appeal to Women

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

MONDAY

10:00 A. M.—National Radio Home-makers Club. (Ida Bailey Allen.) WABC, W2XE, WGHP, WMAL, KMBC, WCCO, WFBL, WEAN, WNAC, WBBM, WMAK, WCAU, WCAO, WJAS, WADC, WKRC, KMOX, KOIL, WSPD, WHK, WLBW, WISN, WOWO.

11:15 A. M.—Radio Household Institute. WEA, WEEL, WJAR, WTAG, WCSH, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, KSD, KFKX, WTMJ, KSTP.

2:30 P. M.—National Farm and Home Hour. From Chicago and Washington to WJZ, WBZ, WBZA, WHAM, WJR, WLW, KYW, KWK, WREN, WRC, WOC, WTMJ, KSTP, WEBC, WDAF, KDKA, WRVA, WBT, WFAA, WPTF, WIOD, WSM, WMC, WOW, WHAS, KPRC, WKY, KOA, WJAX, KVOO, WOAI, WBAL.

TUESDAY

10:00 A. M.—National Radio Home-makers Club. WABC, W2XE, WCAU, WNAC, WEAN, WFBL, WCAO, WJAS, WADC, WGHP, WBBM, WOWO, KMBC, KOIL, WSPD, WHK, WLBW, WMAL, KMOX, WKBW, WAIU, WKRC.

10:30 A. M.—National Radio Home-makers Club. (Beauty.) WABC, W2XE, WJAS, WKRC, WGHP, WBBM, KMOX, WHK, WRHM.

11:00 A. M.—Forecast School of Cookery. WJZ, WBZ, WBZA, WHAM, KDKA, WLW, KWK, WREN.

11:00 A. M.—Duco Decorators. WEA, WTIC, WJAR, WTAG, WCAE, WCSH, WLIT, WRC, WGY, WGR, WTAM, KYW, KSD, WOC, WDAF, KSTP, WEBC, WRVA, WPTF, WBT, WJAX, WIOD, WHAS, WSM, WMC, WSB, WAPI, WSMB, KVOO, WKY, KPRC, WOAI, KTHS.

11:15 A. M.—Radio Household Institute. WEA, WEEL, WTIC, WJAR, WTAG, WCSH, WLIT, WRC, WGY, WGR, WCAE, WTMJ, WTAM, WWJ, WSAI, KSD, WOC, KSTP, WDAF, KFKX, WOW, WBT, WHAS, WSM, WMC, WSB, KVOO, WOAI, WKY, KPRC, WBAP, WJAX, WRVA, WEBC.

2:30 P. M.—National Farm and Home Hour. From Chicago and Washington to WJZ, WBZ, WBZA, WHAM, WJR, WLW, KYW, KWK, WREN, WRC, WOC, WTMJ, KSTP, WEBC, WRVA, WDAF, WJAX, WSM, WMC, WOW, WHAS, KOA, WOAI, WFAA, KPRC, WKY, WPTF, WIOD, KVOO, KDKA.

WEDNESDAY

10:00 A. M.—National Radio Home-makers Club. (Ida Bailey Allen.) WABC, W2XE, WCAU, WNAC, WEAN, WFBL, WMAK, WCAO, WJAS, WADC, WGHP, WBBM, WOWO, KMBC, KOIL, WSPD, WHK, WLBW, WMAL, WRHM, WKRC.

10:30 A. M.—National Radio Home-makers Club. (Interior Decorating.) Talk on interior decorating, with supporting musical program. WABC, W2XE, WCAU, WNAC, WEAN, WMAK, WCAO, WJAS, WADC, WGHP, WOWO, KMOX, KOIL, WSPD, WHK, WLBW, WMAL, WFBM, WBBM, WISN, WFBL, WKRC.

11:00 A. M.—Forecast School of Cookery. WJZ, WBZ, WBZA, WHAM, KDKA, WLW, KWK, WREN, WJR.

11:15 A. M.—Radio Household Institute. WEA, WEEL, WTAG, WJAR, WCSH, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, KSD, WHO, WDAF, KSTP, WTMJ, WHAS, WSM, WSB, WBT, KVOO, WOAI, WKY, WOW, WMC, KPRC, WBAP, KFKX, WEBC.

2:30 P. M.—National Farm and Home Hour. From Chicago and Washington to WJZ, WBZ, WBZA, WHAM, KDKA, WJR, WLW, KWK, WREN, WRC, WHO, WTMJ, KYW, KSTP, WEBC, WDAF, WRVA, WBT, WFAA, WJAX, WOW, WMC, WHAS, WPTF, WIOD, WSM, KVOO, WKY, KOA, WBAL, WOAI, KPRC.

THURSDAY

10:00 A. M.—National Radio Home-makers Club. (Ida Bailey Allen.) WABC, W2XE, WCAU, WNAC, WEAN, WFBL, WCAO, WJAS, WADC, WGHP, WBBM, WOWO, WSPD, WHK, WMAL, WLBW, WKBW, WKRC.

11:00 A. M.—Forecast School of Cookery. WJZ, WBZ, WBZA, WHAM, KDKA, WREN, WLW, KWK.

11:15 A. M.—Radio Household Institute. WEA, WEEL, WTIC, WJAR, WTAG, WCSH, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, KSD, WDAF, WHAS, WSB, WBT, KVOO, WBAP, WJAX, WKY, KPRC, WOC, WOW, KFKX, WTM, WMC, WRVA, WJAX, KSTP, WSM.

2:30 P. M.—National Farm and Home Hour. From Chicago and Washington to WJZ, WBZ, WBZA, WHAM, WJR, WLW, KYW, KWK, WREN, WRC, WOC, WTMJ, KSTP, WEBC, WDAF, KDKA, WRVA, WBT, WFAA, WPTF, WIOD, WSM, WMC, WOW, WHAS, KPRC, WKY, KOA, WJAX, KVOO, WOAI.

FRIDAY

10:00 A. M.—National Home Hour. WEA, WEEL, WJAR, WTAG, WCSH, WEJ, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, KYW, WHO.

10:00 A. M.—National Radio Home-makers Club. (Ida Bailey Allen.) WABC, W2XE, WCAU, WNAC, WEAN, WFBL, WMAK, WCAO, WJAS, WADC, WGHP, WBBM, WOWO, KMBC, KOIL, WSPD, WHK, WLBW, WMAL, KMOX, WKRC.

11:00 A. M.—Mary Hale Martin's Household Period. From Libby's Model Kitchen. Chicago to WJZ, WBZ, WBZA, WMC, WSB, WAPI, WJR, WHAM, KDKA, WLW, KYW, KWK, WREN, WHAS, KFKX.

11:45 A. M.—Radio Beauty Talks. Beauty talks by Jean Carroll and Helen Chase, and an organ recital by Arthur Gibson. WABC, W2XE, WCAU, WNAC, WEAN, WFBL, WMAK, WCAO, WJAS, WADC, WKRC, WGHP, WBBM, WOWO, KOIL, WHK, WLBW, WMAL, WSPD, KMBC, KMOX.

2:30 P. M.—National Farm and Home Hour. From Chicago and Washington to WJZ, WBZ, WBZA, WHAM, KDKA, WJR, WLW, KYW, KWK, WREN, WRC, WDAF, WRVA, WFAA, WRC, WHO, WTMJ, KSTP, WEBC, WOW, WHAS, WMC, WPTF, WJAX, WIOD, WSM, KPRC, WKY, KOA, WOAI.

SATURDAY

11:15 A. M.—Radio Household Institute. WEA, WEEL, WTIC, WJAR, WTAG, WCSH, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, KSD, WOC, WOW, WDAF, KFKX, WTMJ, KSTP, WBT, WHAS, WSM, WMC, WSB, WKY, KVOO, WBAP, KPRC, WOAI.

2:30 P. M.—National Farm and Home Hour. From Chicago and Washington to WJZ, WBZ, WBZA, WHAM, KDKA, WJR, WLW, KWK, WREN, WRC, WOC, WOW, WTMJ, KSTP, WEBC, WDAF, WBT, WFAA, WPTF, WJAX, WIOD, WHAS, WSM, WMC, KVOO, KPRC, WKY, WOAI, KOA, KSL, KPO, KGO, KFI, KGW, KOMO, KHQ.

MONDAY

10 ³⁰		11 ³⁰		EASTERN TIME	
1		D	D	WGR	BUFFALO 56 N. Y.
X	X	◆	◆	WKBW	BUFFALO 57
1	2	X	X	WMAK	BUFFALO 58
1	2	◆	◆	WABC	NEW YORK 59
1	2	D	D	WEAF	NEW YORK 60
3	4	5		WJZ	NEW YORK 61
X	4	5		WHAM	ROCH'TER 62
				WHEC	ROCH'TER 63
1	2			WGY	SCHEN'DY 64
1	2	◆	X	WFBL	SYRACUSE 65
1	2			WBT	CHARLOT 66 N. C.
				WPTF	RALEIGH 67
				WWNC	ASHEV'LE 68
1	2	X	X	WADC	AKRON 69 OHIO
		D	D	WFJC	AKRON 70
1	2	◆	◆	WKRC	CINCINNATI 71
X	4	6	X	WLW	CINCINNATI 72
1	X	X	X	WSAI	CINCINNATI 73
1	2	◆	◆	WHK	CLEVEL'D 74
1				WTAM	CLEVEL'D 75
				WAIU	COLUMB'S 76
1	2	◆	◆	WSPD	TOLEDO 77
				KFJF	OKLA.CITY 78 OKLA.
1	4	D	D	WKY	OKLA.CITY 79
				KVOO	TULSA 80
1	2	◆		WLBW	OIL CITY 81 PA.
1	X	X	X	WCAU	PHILAD. 82
				*WFAN	PHILAD. 83
				*WFI	PHILAD. 84
1				*WLIT	PHILAD. 85
X	4	5	X	KDKA	PITTSB'GH 86
1	2	D	D	WCAE	PITTSB'GH 87
1	2	◆		WJAS	PITTSB'GH 88
1	2	◆	◆	WEAN	PROVID'NCE 89 R. I.
1	X			WJAR	PROVID'NCE 90
				WDOD	CHATTA 91 TENN.
1	2	D	D	WMC	MEMPHIS 92
				*WREC	MEMPHIS 93
X	X	X	X	WLAC	NASHV'LE 94
1				WSM	NASHV'LE 95
				KRLD	DALLAS 96 TEX.
1	4			WFAA	DALLAS 97
X	X	X	X	WBAP	FT.WORTH 98
1	4			KPRC	HOUSTON 99
1	4	X	X	KTSA	SANTONIO 100
				WOAI	SANTONIO 101
				WTAR	NORFOLK 102 VA.
D	D	D	D	WRVA	RICHM'D 103
X	X	X	X	WDBJ	ROANOKE 104
X	4	D	D	WEBC	SUPER'R 105 WISC.
X	2	◆	◆	WISN	MILWAU. 106
1	4	6	X	WTMJ	MILWAU. 107
					108
					109
					110

9 ³⁰		10 ³⁰		CENTRAL TIME	
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5 The Pepsodent Program

First 15 minutes: Amos 'n' Andy, black-face comedians.

Slumber Music

Second 15 minutes: String ensemble; direction, Ludwig Laurier.

6 Pepsodent Program

(First 15 minutes.)

Local Program

(Last 15 minutes.)

1 Burns Panatela Country Club

Guy Lombardo and his orchestra.
A speaker of national prominence in the field of sports.

2 CBS Feature from New York

(To be announced.)

TUESDAY

EASTERN TIME		6	6	7	7
		30			30
ALA.	1 BIRM' HAM WAPI	X	X	2	X
	2 BIRM' HAM WERC				
ARK.	3 HOT SPGS. KTHS				
	4 L'TLE ROCK *KLRA				
COLO.	5 DENVER KOA	X	X	2	6
	6 DENVER KLZ				
CONN.	7 HARTFORD WTIC	1	M		
D. C.	8 WASH' TON WMAL	X	X	X	X
	9 WASH' TON WRC	1	1	2	
FLA.	10 JACK' V LE WJAX	X	X	X	X
	11 MIAMI B. *WIOD			2	6
GA.	12 ATLANTA WSB				
ILL.	13 CHICAGO *KYW				
	14 CHICAGO *WBBM	1			
	15 CHICAGO WCFL	X	X	X	X
	16 CHICAGO *WENR	C	C		
	17 CHICAGO WGN	M	X	C	D
18 CHICAGO WLS	X	X	2	X	
19 CHICAGO WMAQ	C	C	M	N	
IND.	20 FT. WAYNE WOWO			X	X
	21 IND' P' LS WFBM				
IOWA	22 C. BLUFFS KOIL		X	X	X
	23 DAVENP'T *WOC		X		
	24 DESMOINES *WHO	X	X	2	
KANS.	25 LAWREN'E WREN				6
	26 TOPEKA WIBW		C	N	M
	27 WICHITA KFH	X			
KY.	28 COV'TON WCKY				
	29 LOUISVILLE WHAS	X	X	2	X
LA.	30 N. ORLEANS WDSU				
	31 N. ORLEANS WSMB				
ME.	32 PORTLAND WCSH	X	X	2	3
MD.	33 BALT' ORE WBAL			M	
	34 BALT' ORE WCAO		T	X	X
MASS.	35 SPRINGFIELD WBZ	N	5	X	X
	36 BOSTON WBZA	N	5	X	X
	37 BOSTON WEEI	X	T	C	3
	38 BOSTON *WNAC	P	X	X	X
	39 WORC'TER WTAG	1	1	2	3
MICH.	40 DETROIT WGHP	1			
	41 DETROIT *WJR	X	X	X	X
	42 DETROIT WWJ	1	1	2	
MINN.	43 MINNEAP. WCCO	X	X	X	X
	44 ST. PAUL KSTP			2	
MO.	45 KAN. CITY *KMBC	1		X	X
	46 KAN. CITY *WDAF		E		
	47 ST. LOUIS *KMOX				
	48 ST. LOUIS *KSD				
	49 ST. LOUIS *KWK	4		6	
NEBR.	50 OMAHA WOW			X	X
N. J.	51 NEWARK WOR		C	X	M
	52				
	53				
	54				
	55				
CENTRAL TIME		5	5	6	6
		30			30



Ready! EDWIN FRANKO GOLDMAN and his Purol Band launch into a stirring program of band music played with symphonic effects. (Tuesday night feature over NBC.)

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

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

- Black ★ CBS Feature from New York
- Red ★ NBS Feature from New York
- ◆ Dance music from New York

1 Show Folks

Experiences of old-time troupers.

1 Black and Gold Room Orchestra

Dinner music.

TUESDAY

RADIO GOSSIP

David Ross, Columbia announcer, confesses to one pet aversion and declares the fiddler or 'cellist who grunts during the negotiation of extremely dramatic or difficult passages should be legislated against.

David Droller, Roxy's latest discovered tenor, is of French and Italian parentage and was born in the South Sea Islands. Before coming to America, he had sung in grand opera in Italy and had taken leading parts with the Opera Comique in Paris.

That the Japanese are great followers of broadcasting is well demonstrated by the increasing numbers of bamboo poles, used as antenna supports, to be seen on every hand. The Government's tax of one yen (50 cents) per month on the ownership of a receiving set has had little discouraging influence on the spread of radio.

A new Columbia afternoon feature heard daily, except Sunday and Wednesday, at three o'clock, E. S. T., is entitled "For Your Information." As its title suggests, it is educational in trend. Speakers already booked to appear on the new hours are: Eric Berg, editor-in-chief of the "Musical Encyclopedia;" Edward Russell Perry; Martha Sears, who will speak on "Finance for Women;" Archbishop Leighton; Leicester Harrison, astrologist; Madame Gertrude Bianca, telling true stories of dogs; Pauline Cleaver, psychologist; Ethel Elizabeth De Zon, Columbia's fashion director, and many others.

Even present-day radio achievements are hardly realized by the so-called man in the street. Few of us realize the extent of the broadcasting institution created less than a decade ago. We can not grasp the significance of over seven hundred broadcasters catering to an audience of well over thirty-five million. We overlook the thirteen thousand miles of wire employed by one network alone in grouping together far-flung stations for simultaneous broadcasting of programs. We never give thought to an industry that has grown from an annual income of about \$2,000,000 to one of \$600,000,000 yearly. We forget the trans-oceanic radio circuits that reach out from New York City and San Francisco to almost every part of the world. We only think of marine radio when some ship happens to break in on our favorite broadcast programs with its

dot-dash tongue. Few of us realize that radio programs are flashed across oceans and continents by short-wave transmitters. The present of the radio art is indeed wonderful, but it is nothing compared with its future.—Dr. Lee DeForest.

Amateurs, operating on the short-wave band, are getting a real thrill out of communicating with some of the various American expeditions now located in the far-away parts of the world. No amateur can foretell when his set will suddenly prove to be exceptionally situated to reach a remote territory. For example, W9US, in Illinois, has proved remarkably successful in communicating with the Byrd Expedition encamped in Latitude 78 degrees, 34s S. Often W9US is in communication with WFA, the Byrd Expedition transmitter, for an hour at a time, and handles all the expedition's middle-West messages. Among other expeditions which amateurs are reaching are WSBS, Yacht *Carnegie*, now in the vicinity of Cape Town; WDDE, Schooner *Bowdoin*, of the MacMillan Expedition to northern Labrador; PMZ, base station of All-American Lyric Malaysian Expedition in Borneo; WHDC, Yacht *Nomad*, now in South Seas; WIDS, Yacht *Temptress*, on Tahiti cruise; KVUA, Ford Motor Company rubber plantation base in Brazil.

Out at Grand Island, Neb., the U. S. Department of Commerce is building a monitor station to be used in checking radio frequencies of broadcasting stations of from 7 to 30,000 meters the world over. The Government reservation which will house the monitor is a tract of land containing fifty acres. Above this the antenna, running in all directions, will extend in some cases for two miles in length at a height of seventy feet. In checking, if the operator of any station thinks his signals are veering from their allotted wave length, he calls the central station at Grand Island. The monitor outside the city is consulted and the frequency is checked. If the station has gotten off the beaten path, the operator is advised and put on the right track. This system of checking frequencies has been three years in the making. It has been developed by the radio division of the Department of Commerce. The service will be available to any commercial, ship or amateur station. The plant, which will house many delicate instruments used in making the check, will be run by a force of about twenty men. It will be self-sustaining and will generate its own power.

6 6 7 7 30 30				EASTERN TIME
X	X	X	3	WGR BUFFALO 56 N. Y.
X	X	X	X	WKBW BUFFALO 57
				WMAK BUFFALO 58
1				WABC NEW YORK 59
1	1	2	3	WEAF NEW YORK 60
4	5		6	WJZ NEW YORK 61
	M	X	X	WHAM ROCHESTER 62
				WHEC ROCHESTER 63
		X	3	WGY SCHEN'DY 64
1	X	X	X	WFBL SYRACUSE 65
				WBT CHARLOT 66 N. C.
T		2	6	WPTF RALEIGH 67
				WWNC ASHEV'LE 68
X	X	X	X	WADC AKRON 69 OHIO
				WFJC AKRON 70
1				WKRC CINCINNATI 71
X	X	X	X	WLW CINCINNATI 72
				WSAI CINCINNATI 73
N	N	P	E	WHK CLEVEL'D 74
		P	P	WTAM CLEVEL'D 75
				WAIU COLUMB'S 76
				WSPD TOLEDO 77
			6	KFJF OKLA.CITY 78 OKLA.
			2	WKY OKLA.CITY 79
X	X	E	★	KVOO TULSA 80
N	X	T	T	WLBW OIL CITY 81 PA.
				WCAU PHILAD. 82
				*WFAN PHILAD. 83
1	1	2	X	*WFI PHILAD. 84
			X	*WLIT PHILAD. 85
X	P	R	X	KDKA PITTSB'GH 86
1	1	2	X	WCAE PITTSB'GH 87
				WJAS PITTSB'GH 88
1	X	X	X	WEAN PROVID'NCE 89 R. I.
X	X	X	3	WJAR PROVID'NCE 90
				WDOD CHATTA. 91 TENN.
				WMC MEMPHIS 92
				*WREC MEMPHIS 93
				WLAC NASHV'LE 94
			2	WSM NASHV'LE 95
				KRLD DALLAS 96 TEX.
				WFAA DALLAS 97
		X	X	WBAP FT.WORTH 98
			2	KPRC HOUSTON 99
			2	KTSA SANTONIO 100
			X	WOAI SANTONIO 101
				WTAR NORFOLK 102 VA.
M	M	M	E	WRVA RICHM'D 103
	X	X	X	WDBJ ROANOKE 104
	X	X	X	WEBC SUPER'R 105 WISC.
1		X	X	WISN MILWAU. 106
L	C	M	M	WTMJ MILWAU. 107
				108
				109
				110
5 5 6 6 30 30				CENTRAL TIME

2 Roads of the Sky

Speakers prominent in the field of aviation. Male octet and orchestra under the direction of George Delivorth. (This series terminates November 19.)

3 Soconyland Sketches

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

4 Old Man Sunshine

Bob Pierce in song and stories.

5 Savannah Liners Orchestra

Ship's Orchestra with marine sounds as background. Direction of Harold Sanford.

6 Lew White's Organ Recital

TUESDAY

EASTERN TIME		8	8	9	9
		30		30	
ALA.	1 BIRM'HAM WAPI	X	X	X	X
	2 BIRM'HAM WBRC			③	③
ARK.	3 HOT SPGS. KTHS	D	D		
	4 L'TLE ROCK *KLRA			③	③
COLO.	5 DENVER KOA	X	X	X	X
	6 DENVER KLZ			③	③
CONN.	7 HARTFORD WTIC				
D. C.	8 WASH'TON WMAL	X	②	③	③
	9 WASH'TON WRC	①	②	③	③
FLA.	10 JACK'V'LE WJAX	④	X	X	X
	11 MIAMI B. *WIOD				
GA.	12 ATLANTA WSB	④	⑤	③	③
ILL.	13 CHICAGO *KYW	④	⑤	⑥	⑦
	14 CHICAGO *WBBM	①	②	③	③
	15 CHICAGO WCFL	X			
	16 CHICAGO *WENR				
	17 CHICAGO WGN	X	D	③	③
	18 CHICAGO WLS	X	②	M	M
	19 CHICAGO WMAQ	E	M	E	P
IND.	20 FT. WAYNE WOWO	X	②	③	③
	21 IND'PLS WFBM			③	③
IOWA	22 C. BLUFFS KOIL	①	②	③	③
	23 DAVENP'T *WOC				
	24 DESMOINES *WHO	X	②	③	③
KANS.	25 LAWREN'E WREN	④	⑤	⑥	⑦
	26 TOPEKA WIBW	X	X	X	M
	27 WICHITA KFH	X	X	③	③
KY.	28 COV'TON WCKY				
	29 LOUISVILLE WHAS	④	⑤	③	③
LA.	30 N. ORLEANS WDSU			③	③
	31 N. ORLEANS WSMB		⑤		
ME.	32 PORTLAND WCSH	①	②	X	X
MD.	33 BALT'ORE WBAL	④	⑤	⑥	⑦
	34 BALT'ORE WCAO	①	②	③	③
MASS.	35 SPRINGFIELD WBZ	T	⑤	⑥	⑦
	36 BOSTON WBZA	T	⑤	⑥	⑦
	37 BOSTON WEEL	①	②	③	③
	38 BOSTON *WNAC	①	②	③	③
	39 WORC'TER WTAG	①	②	M	P
MICH.	40 DETROIT WGHP	①	②	③	
	41 DETROIT *WJR	④	⑤	⑥	⑦
	42 DETROIT WWJ	X	②	③	③
MINN.	43 MINNEAP. WCCO	①	X	③	X
	44 ST. PAUL KSTP	④	X	③	③
MO.	45 KAN. CITY *KMBC	①	②	③	③
	46 KAN. CITY *WDAF	①	②	③	③
	47 ST. LOUIS *KMOX		②	③	③
	48 ST. LOUIS *KSD	①	②	③	③
	49 ST. LOUIS *KWK	④	⑤	⑥	⑦
NEBR.	50 OMAHA WOW	①	②	M	V
N. J.	51 NEWARK WOR	T	T	V	V
	52				
	53				
	54				
	55				
CENTRAL TIME		7	8	8	8
		30		30	

Jack Mc Bride and Marcella Shields



EVEREADY Entertainers

ON the evening of Nov. 20, 1924, the eve of the sixth anniversary of the armistice which ended hostilities of the World War, radio listeners all over the country realized suddenly that something new was coming over the air. The "Eveready Hour" was immortalizing in words and music the most gigantic human conflict of all time.

Of necessity it was a bit sketchy. It consumed only an hour's time. But it told by word picture, by dialog and by carefully selected music the story of the World War from a typical American viewpoint. It was a thing that will live through the annals of radio, though another generation of radio enthusiasts may not view it as essentially a technical masterpiece.

The "Eveready Group" did more bits of narrative, romance and history in the months that followed, and to-day the entire radio world is familiar with such productions as the "Galapagos Program," "The Golden Wedding," the radio production of "Evangeline," "Shanghai," the radio story of "Lincoln," "A College Night," "The Old Showman," "The Ages

of Man," the radio story of "Peer Gynt," "Rime of the Ancient Mariner," "Spring Symphony," and half a dozen others. They are the early landmarks along the trail of radio broadcasting accomplishment.

Famous stars of the stage and of opera in recent years have participated in the Eveready Hour broadcasts. Constantly seeking innovations, sponsors of the hour recently developed a new type of program—musical biographies of the great composers. These have proved so popular that they are to be continued during the present season.

"Under the Gaslight," a revival of one of the famous thrillers of the sixties, full of dark villainy, pompous "asides," fainting ladies and haircloth furniture, was a recent Eveready hit that served to illustrate the vast progress of American drama since Gettysburg.

After six years—almost the lifetime of radio—public attestation has vindicated the first faltering steps into the new field of continuity entertainment. Some of the Eveready Hour broadcasts have become hardy perennials, repeated each year because of thousands of requests.

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

Black ★ CBS Feature from New York
 Red ★ NBS Feature from New York
 ◆ Dance music from New York

- ① United Symphony Orchestra
 Howard Barlow, director, with Geo. Rymer, tenor.
- ② Flying Stories
 Aviation news; dramatized stories.
- ③ Old Gold (Paul Whiteman Hour)
 Dance orchestra, nation-wide hook-up.

King of Syncopation and His Merry Ministers

Hold Court Over the Columbia Broadcasting System during Old Gold Hour Each Tuesday Night

JAZZ," says Paul Whiteman, "is what we see on our city streets—the rush and turmoil of our life expressed in musical terms.

"Further, jazz has been a factor in bringing to the masses a sense of appreciation for the music of the masters. Take 'Cho-Cho-San,' the fox trot based on the melodies by Puccini; the 'Song of India,' adapted from Rimsky-Korsakow, and the 'Meditation,' from Thais; another fox trot by Massenet-Grofe, all of which have been popularized through special arrangements made for syncopated bands.

"As for the future of jazz, it is impossible to tell what the demands will be to-morrow, and changes are being made from day to day in popular musical forms.

"What interests me most about my extended broadcast venture is what the public is going to teach me about music. Let us have a nation-wide jury of music critics on my series of concerts in the Old Gold-Paul Whiteman Hour on Tuesday nights."



1 Michelin Men

Louise Bave, soprano; Taylor Buckley and Irving Kaufman, baritones; Howard Phillips, tenor; orchestra direction, Louis Katzman.

2 Prophylactic Program

Male trio; orchestra direction, Victor Arden.

3 Eveready Hour

Dance orchestra, drama, talks by prominent people, instrumental and vocal soloists.

4 Pure Oil Band

Direction, Edwin Franko Goldman.

5 Around the World with Libby

Geography and history told in song. Orchestra background direction, Joseph Pasternack.

6 Johnson & Johnson Program

Musical melodrama. Orchestra direction, Gene Rodemich.

7 Dutch Masters Minstrels

Steele Jamison, tenor; Emil Cote, bass; Al Bernard and Paul Dumont, end men; Billy Carlino, banjo soloist; Carson Robison, novelty vocalist; orchestra direction, Harold Sanford.

TUESDAY

8 8 9 9 30 30				EASTERN TIME
1	2	3	3	WGR BUFFALO 56 N. Y.
1	2	3	3	WKBW BUFFALO 57
				WMAK BUFFALO 58
1	2	3		WABC NEW YORK 59
1	2	3	3	WEAF NEW YORK 60
4	5	6	7	WJZ NEW YORK 61
4	5	6	7	WHAM ROCHTER 62
				WHEC ROCHTER 63
1	2	3	3	WGY SCHEN'DY 64
1	2	3	3	WFBL SYRACUSE 65
4				WBT CHARLOT 66 N. C.
T				WPTF RALEIGH 67
		3	3	WWNC ASHEV'LE 68
1	2	3	3	WADC AKRON 69 OHIO
1	X	X	X	WFJC AKRON 70
1		3	3	WKRC CINCINNATI 71
X	5	6	X	WLW CINCINNATI 72
1	2	X	X	WSAI CINCINNATI 73
1	2	3	3	WHK CLEVEL'D 74
P	P	3	3	WTAM CLEVEL'D 75
	2			WAIU COLUMB'S 76
1	2	3	3	WSPD TOLEDO 77
		3	3	KFJF OKLA.CITY 78 OKLA.
X	P	X	X	WKY OKLA.CITY 79
		3	3	KVOO TULSA 80
1	2	3	3	WLBW OIL CITY 81 PA.
T	2	3	3	WCAU PHILAD. 82
				*WFAN PHILAD. 83
1	2	3	3	*WFI PHILAD. 84
				*WLIT PHILAD. 85
4	5	6	7	KDKA PITTSB'GH 86
1	2	3	3	WCAE PITTSB'GH 87
1	2	3	3	WJAS PITTSB'GH 88
1	2	3	3	WEAN PROVID'NCE 89 R. I.
1	2	3	3	WJAR PROVID'NCE 90
		3	3	WDOD CHATTA. 91 TENN.
4	5	3	3	WMC MEMPHIS 92
		3	3	*WREC MEMPHIS 93
		3	3	WLAC NASHV'LE 94
4	5	3	3	WSM NASHV'LE 95
		3	3	KRLD DALLAS 96 TEX.
				WFAA DALLAS 97
X	X	X	X	WBAP FT.WORTH 98
				KPRC HOUSTON 99
		3	3	KTSA S.ANTONIO 100
X	X	3	3	WOAI S.ANTONIO 101
		3	3	WTAR NORFOLK 102 VA.
4	X	X	X	WRVA RICHN'D 103
X	X	3	3	WDBJ ROANOKE 104
4	X	3	3	WEBC SUPER'R 105 WISC
1	X	3	3	WISN MILWAU. 106
4	L	M	7	WTMJ MILWAU. 107
				108
				109
				110
7 7 8 8 30 30				CENTRAL TIME

TUESDAY

EASTERN TIME			10	10	11	11
			30	30	30	30
ALA.	1 BIRM'HAM	WAPI	X	2	2	X
	2 BIRM'HAM	WBRC				
ARK.	3 HOT SPCS.	KTHS	X	2	2	D
	4 L'TLE ROCK	*KLRA	1	2		
COLO.	5 DENVER	KOA	1	5	2	X
	6 DENVER	KLZ				
CONN.	7 HARTFORD	WTIC				
D. C.	8 WASH'TON	WMAL	1	X		
	9 WASH'TON	WRC	1	2	2	3
FLA.	10 JACK'V'LE	WJAX	1	2	2	
	11 MIAMI B.	*WIOD		2	2	
GA.	12 ATLANTA	WSB	1	2	2	
ILL.	13 CHICAGO	*KYW	1	5		
	14 CHICAGO	*WBBM	1	X	5	X
	15 CHICAGO	WCFL				
	16 CHICAGO	*WENR	M	M	P	P
	17 CHICAGO	WGN	4	W	N	D
	18 CHICAGO	WLS				
	19 CHICAGO	WMAQ	X	M	X	X
IND.	20 FT WAYNE	WOWO	1	X	X	X
	21 IND'PLS	WFBM	1	2	3	
IOWA	22 C. BLUFFS	KOIL	1		3	★
	23 DAVENP'T	*WOC	X	X	X	X
	24 DESMOINES	*WHO	1	2	2	X
KANS.	25 LAWREN'E	WREN	4	5	6	6
	26 TOPEKA	WIBW	T			
	27 WICHITA	KFH			X	X
KY.	28 COV'TON	WCKY				
	29 LOUISVILLE	WHAS	1	2	2	X
LA.	30 N. ORLEANS	WDSU				
	31 N. ORLEANS	WSMB		2	2	
ME.	32 PORTLAND	WCSH	1	2	2	X
MD.	33 BALT'ORE	WBAL	4	5	D	D
	34 BALT'ORE	WCAO	1	X	3	★
MASS.	35 SPRINGFIELD	WBZ	4	5	N	P
	36 BOSTON	WBZA	4	5	N	P
	37 BOSTON	WEEL	1	2	2	X
	38 BOSTON	*WNAC	1	2	3	★
	39 WORCTER	WTAG	1	2	2	N
MICH.	40 DETROIT	WGHP	1			★
	41 DETROIT	*WJR	X	5	X	X
	42 DETROIT	WWJ	1	2	2	3
MINN.	43 MINNEAP.	WCCO	1	2	3	★
	44 ST. PAUL	KSTP	1	5	2	X
MO.	45 KAN CITY	*KMBC	1	2	3	★
	46 KAN. CITY	*WDAF	1	2	2	P
	47 ST. LOUIS	*KMOX	1			
	48 ST. LOUIS	*KSD	1	2	2	
	49 ST. LOUIS	*KWK	4	5		
NEBR.	50 OMAHA	WOW	1	2	2	X
N. J.	51 NEWARK	WOR				
	52					
	53					
	54					
	55					
CENTRAL TIME			9	9	10	10
			30	30	30	30



HARRY RESER and his Clicquot Club Eskimos at WEAF, all dressed up for the zero moment, nine o'clock, Tuesday evening (E. S. T.). But where are the huskies?

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- B Band music
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- E Educational
- G Grand opera
- L Light opera
- M Instrumental (Other than dance)
- N News
- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

Black ★ CBS Feature from New York
 Red ★ NBS Feature from New York
 ◆ Dance music from New York

- 1 **Clicquot Club Eskimos**
 Popular and dance music; orchestra direction, Harry Reser.
- 2 **Radio Keith Orpheum Hour**
 Graham McNamee, announcer. Stage stars.
- 3 **Harbor Lights**
 Dramatic tales of an old sea captain.

TUESDAY



"IN A PERSIAN GARDEN" heralds another concert by the Whittall Anglo-Persians (a Sunday evening feature). Louis Katzman and orchestra enjoy their "Persian feathers."

4 Williams Oilomatics

Fred Waldner, tenor; Wallace Bradley and George Edwards, pianists; twenty-five-piece novelty orchestra; direction, Josef Koestner.

5 Freed Orchestradians

Orchestra direction, Phil Spitalny.

6 Slumber Music

String ensemble; direction, Ludwig Laurier.

1 Fada Orchestra

Under the direction of David Mendoza.

2 Story in a Song

Well-known songs in dramatized form.

3 Jesse Crawford

The poet of the organ, in a novelty program.

10 10 11 11				EASTERN TIME	
30 30 30 30					
1	2	3	3	WGR	BUFFALO 56 N. Y.
1	2	3	★	WKBW	BUFFALO 57
				WMAK	BUFFALO 58
1	2	3	★	WABC	NEW YORK 59
1	2	3	3	WEAF	NEW YORK 60
4	5	X	6	WJZ	NEW YORK 61
4	5	0	0	WHAM	ROCHTER 62
				WHEC	ROCHTER 63
1	2	2	0	WGY	SCHEN'DY 64
1	2	3	★	WFBL	SYRACUSE 65
1	2	2		WBT	CHARLOT 66 N. C.
				WPTF	RALEIGH 67
				WWNC	ASHEV'LE 68
1	2	3	X	WADC	AKRON 69 OHIO
	2	2	3	WFJC	AKRON 70
1	2	3	★	WKRC	CINCINNATI 71
X	X	X	X	WLW	CINCINNATI 72
1	2	2		WSAI	CINCINNATI 73
1	2	M	M	WHK	CLEVEL'D 74
E				WTAM	CLEVEL'D 75
				WAIU	COLUMB'S 76
1	2	3	★	WSPD	TOLEDO 77
1				KFJF	OKLA.CITY 78 OKLA.
1	2	2	N	WKY	OKLA.CITY 79
	2	2		KVOO	TULSA 80
1	2	3	★	WLBW	OIL CITY 81 PA.
1				WCAU	PHILAD. 82
				*WFAN	PHILAD. 83
1	2	3	3	*WFI	PHILAD. 84
				*WLIT	PHILAD. 85
4	5	D	6	KDKA	PITTSB'GH 86
1	2	3	3	WCAE	PITTSB'GH 87
1	2	3		WJAS	PITTSB'GH 88
1	2	3	★	WEAN	PROVID'NCE 89 R. I.
1	2	2	X	WJAR	PROVID'NCE 90
				WDOD	CHATTA. 91 TENN.
1	2	2		WMC	MEMPHIS 92
				*WREC	MEMPHIS 93
X	X	X	X	WLAC	NASHV'LE 94
1	2	2		WSM	NASHV'LE 95
1				KRLD	DALLAS 96 TEX.
	2	2	M	WFAA	DALLAS 97
1				WBAP	FT.WORTH 98
1	2	2		KPRC	HOUSTON 99
1				KTSA	SANTONIO 100
1	2	2	X	WOAI	SANTONIO 101
				WTAR	NORFOLK 102 VA.
1	2	2	3	WRVA	RICHM'D 103
X	X	X	X	WDBJ	ROANOKE 104
1	2	2	3	WEBC	SUPER'R 105 WISC.
1	2	3	★	WISN	MILWAU. 106
1	2	2	X	WTMJ	MILWAU. 107
					108
					109
					110
9 9 10 10				CENTRAL TIME	
30 30 30 30					

WEDNESDAY

EASTERN TIME		6 ⁶ 7 ⁷ 30 30			
ALA.	1 BIRM'HAM	WAPI			
	2 BIRM'HAM	WBRC			
ARK.	3 HOT SPGS.	KTHS			
	4 L'TLE ROCK	*KLRA			
COLO.	5 DENVER	KOA			X
	6 DENVER	KLZ			
CONN.	7 HARTFORD	WTIC	X	X	D X
D. C.	8 WASH' TON	WMAL	X	X	X X
	9 WASH' TON	WRC	①	①	X X
FLA.	10 JACK'Y'LE	WJAX			
	11 MIAMI B.	*WIOD	X	X	X X
GA.	12 ATLANTA	WSB			
ILL.	13 CHICAGO	*KYW			
	14 CHICAGO	*WBBM		★	
	15 CHICAGO	WCFL	X	X	X X
	16 CHICAGO	*WENR	C	C	
	17 CHICAGO	WGN	M	X	C X
	18 CHICAGO	WLS		P	X N
	19 CHICAGO	WMAQ	C	C	M N
IND.	20 FT. WAYNE	WOWO			X X
	21 IND'P'LS	WFBM		★	
IOWA	22 C. BLUFFS	KOIL		★	X X
	23 DAYEN'T	*WOC		X	N N
	24 DESMOINES	*WHO	X	X	
KANS.	25 LAWREN'E	WREN		X	X X
	26 TOPEKA	WIBW		C	N M
	27 WICHITA	KFH	X		
KY.	28 COV'TON	WCKY			
	29 LOUISVILLE	WHAS	X	X	D X
LA.	30 N. ORLEANS	WDSU			
	31 N. ORLEANS	WSMB			
ME.	32 PORTLAND	WCSH	X	X	X X
MD.	33 BALT ORE	WBAL	V	T	X X
	34 BALT'ORE	WCAO		★	M X
MASS.	35 SPRINGFIELD	WBZ	N	E	M E
	36 BOSTON	WBZA	N	E	M E
	37 BOSTON	WEEL	X	T	C W
	38 BOSTON	*WNAC	X	M	D E
	39 WORC'TER	WTAG	①	①	P X
MICH.	40 DETROIT	WGHP		★	
	41 DETROIT	*WJR	X	X	X X
	42 DETROIT	WWJ	①	①	X X
MINN.	43 MINNEAP.	WCCO		X	X X
	44 ST. PAUL	KSTP	X	X	X X
MO.	45 KAN. CITY	*KMBC	★	★	X X
	46 KAN. CITY	*WDAF		E	X X
	47 ST. LOUIS	*KMOX			
	48 ST. LOUIS	*KSD			
	49 ST. LOUIS	*KWK			
NEBR.	50 OMAHA	WOW	E	E	N C
N. J.	51 NEWARK	WOR		C	X N
	52				
	53				
	54				
	55				
CENTRAL TIME		5 ⁵ 6 ⁶ 30 30			



THE HAPPY WONDER BAKERS, who also broadcast under the title of the Luther Trio. They are heard exclusively through the National Broadcasting Company System. From left to right they are: Jack Parker, Will Donaldson, Frank Luther and Phil Duey. Hear them Wednesdays.

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

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

- Black ★ CBS Feature from New York
 Red ★ NBS Feature from New York
 ◆ Dance music from New York

WEDNESDAY



SENORITA LA PALINA, whose entrance and beautiful voice are always so eagerly awaited by both guest artists and listeners at each La Palina party. No wonder the well-known actors, who are featured from week to week on this hour, are so willing to share the honors with her. Off the air, La Palina is Zimaida Nicolina.

6 6 7 7 30 30				EASTERN TIME
X	X	X	X	WGR BUFFALO 56 N. Y.
X	X	X	X	WKBW BUFFALO 57
X	X	X	X	WMAK BUFFALO 58
★	★			WABC NEW YORK 59
①	①			WEAF NEW YORK 60
				WJZ NEW YORK 61
		X	P	WHAM ROCH'TER 62
				WHEC ROCH'TER 63
N	D	X	X	WGY SCHEN'DY 64
★	★	X	X	WFBL SYRACUSE 65
				WBT CHARLOT 66 N. C.
O		P	W	WPTF RALEIGH 67
				WWNC ASHEV'LE 68
X	X	X	X	WADC AKRON 69 OHIO
				WFJC AKRON 70
★				WKRC CINCINNATI 71
X	M	X	X	WLW CINCINNATI 72
				WSAI CINCINNATI 73
N	N	P	P	WHK CLEVEL'D 74
		P		WTAM CLEVEL'D 75
				WAIU COLUMB'S 76
		★		WSPD TOLEDO 77
				KFJF OKLA.CITY 78 OKLA.
			X	WKY OKLA.CITY 79
				KVOO TULSA 80
D	D	T	P	WLBW OIL CITY 81 PA.
X	X	M	T	WCAU PHILAD. 82
				*WFAN PHILAD. 83
X				*WFI PHILAD. 84
			X	*WLIT PHILAD. 85
X	D	X	X	KDKA PITTSB'GH 86
①	①	X	X	WCAE PITTSB'GH 87
★				WJAS PITTSB'GH 88
★	★	N	O	WEAN PROVID'NCE 89 R. I.
	X	X	X	WJAR PROVID'NCE 90
				WDOD CHATTA. 91 TENN.
				WMC MEMPHIS 92
				*WREC MEMPHIS 93
				WLAC NASHV'LE 94
				WSM NASHV'LE 95
				KRLD DALLAS 96 TEX.
			C	WFAA DALLAS 97
				WBAP FT.WORTH 98
				KPRC HOUSTON 99
				KTSA S.ANTONIO 100
			X	WOAI S.ANTONIO 101
				WTAR NORFOLK 102 VA.
M	M	P	R	WRVA RICHM'D 103
	X	X	X	WDBJ ROANOKE 104
	X	X	X	WEBC SUPER'R 105 WISC.
	★	X	X	WISN MILWAU. 106
L	C	X	D	WTMJ MILWAU. 107
				108
				109
				110

5 5 6 6
30 30 CENTRAL TIME

<p>① Black and Gold Room Orchestra Dinner music from New York.</p>	<p>★ Dinner Music from New York (CBS.)</p>
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WEDNESDAY

EASTERN TIME		8 8 9 9 30 30			
ALA.	1 BIRM'HAM WAPI				
	2 BIRM'HAM WBRC				
ARK.	3 HOT SPCS. KTHS		P		
	4 L'TLE ROCK *KLRA				
COLO.	5 DENVER KOA	①		③ ④	
	6 DENVER KLZ				
CONN.	7 HARTFORD WTIC	①	②	③ ④	
D. C.	8 WASH'TON WMAL			② ③	
	9 WASH'TON WRC	①	②	③ ④	
FLA.	10 JACK'VE WJAX				④
	11 MIAMI B. *WIOD				
GA.	12 ATLANTA WSB			③ ④	
ILL.	13 CHICAGO *KYW	⑤	⑥	⑧	
	14 CHICAGO *WBBM				
	15 CHICAGO WCFL	①			⑦
	16 CHICAGO *WENR				
	17 CHICAGO WGN	X	D	③ ④	
	18 CHICAGO WLS	X	②	X X	
	19 CHICAGO WMAQ	①	①	② ③	
IND.	20 FT. WAYNE WOWO			② ③	
	21 IND'P'LS WFBM	①	①		
IOWA	22 C. BLUFFS KOIL	①	①	② ③	
	23 DAVENP'T *WOC	①	②	③ ④	
	24 DESMOINES *WHO				
KANS.	25 LAWREN'E WREN	⑤	⑥		⑦
	26 TOPEKA WIBW	X	X	X M	
	27 WICHITA KFH				
KY.	28 COV'TON WCKY				
	29 LOUISVILLE WHAS	X	X	③ ④	
LA.	30 N. ORLEANS WDSU				
	31 N. ORLEANS WSMB				④
ME.	32 PORTLAND WCSH	①	②	③ ④	
MD.	33 BALT'ORE WBAL				
	34 BALT'ORE WCAO			② ③	
MASS.	35 SPRINGFIELD WBZ	⑤	⑥	⑧ ⑦	
	36 BOSTON WBZA	⑤	⑥	⑧ ⑦	
	37 BOSTON WEEL	①	②	③ ④	
	38 BOSTON *WNAC	①	①	② ③	
	39 WORC'TER WTAG	①	②	③ ④	
MICH.	40 DETROIT WGHP			② ③	
	41 DETROIT *WJR	⑤	⑥	T ⑦	
	42 DETROIT WWJ	①	②	③ ④	
MINN.	43 MINNEAP. WCCO	①	①		③
	44 ST. PAUL KSTP	⑤	②	③ ④	
MO.	45 KAN. CITY *KMBC	①	①	② ③	
	46 KAN. CITY *WDAF	①	②	③ ④	
	47 ST. LOUIS *KMOX			② ③	
	48 ST. LOUIS *KSD	①	②	③ ④	
	49 ST. LOUIS *KWK	⑤	⑥	⑧ ⑦	
NEBR.	50 OMAHA WOW	①	②	③ ④	
N. J.	51 NEWARK WOR	P	V	X P	
	52				
	53				
	54				
	55				
CENTRAL TIME		7 7 8 8 30 30			



WHEN charming Olive Palmer, coloratura soprano of the Palmolive Hour, first gained a part in grand opera, she landed it over the phone.

After declining an invitation to become a member of the Paris Opera Company, Miss Palmer had returned to the United States after two years of study abroad. At her home in Louisville, Ky., she heard that William Wade Hinshaw was planning the revival of twenty operas at the Park Theater in New York.

Although she had never met the impresario, she impulsively called him on the long-distance phone. "But I must decide at once," the director told her.

"Well, then, wait a minute! I'll sing for you right now!"

Then, over the wire, to Hinshaw's ears came Olive Palmer's mellifluous voice singing "The Bell Song from Dinorah." When she had finished, she had the job.

Later, when radio broadcasting began, Olive Palmer recalled this incident. If her voice carried clearly over the wire, why did not radio open up new opportunities to her? She set earnestly about studying the microphone's requirements, and in time developed a radio technique which has caused musical critics to hail her as the outstanding radio personality on the air to-day.

Recently Miss Palmer signed a contract to sing exclusively for the Palmolive Hour. By its terms she receives the largest sum ever paid any radio performer—a salary that rivals that of the foremost headliners of the opera, stage and screen.



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

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

- Black ★ CBS Feature from New York
- Red ★ NBS Feature from New York
- ◆ Dance music from New York

- ① **Voice of Columbia**
Orchestra and singers, classical and semi-classical music.
- ② **McFadden Red Seal Hour**
Dramatized stories.
- ③ **La Palina Smoker**
Informal entertainment and music given at a smoker. La Palina and guest artists.

WEDNESDAY



OLIVE PALMER, soprano of the Palmolive Hour (the Red Chain each Wednesday evening at 8:30, E. S. T.), won her first grand opera engagement by singing over the telephone.

8 8 9 9 30 30				EASTERN TIME
1	2	3	4	WGR BUFFALO 56 N. Y.
1	1			WKBW BUFFALO 57
		2	3	WMAK BUFFALO 58
1	1	2	3	WABC NEW YORK 59
1	2	3	4	WEAF NEW YORK 60
5	6	8	7	WJZ NEW YORK 61
5	6	8	7	WHAM ROCH'TER 62
				WHEC ROCH'TER 63
	2	3	4	WGY SCHEN'DY 64
1	1	2	3	WFBL SYRACUSE 65
	6	3	4	WBT CHARLOT 66 N. C.
D				WPTF RALEIGH 67
				WWNC ASHEV'LE 68
1	1	2	3	WADC AKRON 69 OHIO
1	2			WFJC AKRON 70
1	1	2	3	WKRC CINCINNATI 71
5	6	X	7	WLW CINCINNATI 72
1	2	3	4	WSAI CINCINNATI 73
1	1	2	3	WHK CLEVEL'D 74
1			4	WTAM CLEVEL'D 75
				WAIU COLUMB'S 76
		2	3	WSPD TOLEDO 77
				KFJF OKLA.CITY 78 OKLA.
1	2			WKY OKLA.CITY 79
1	2	3	4	KVOO TULSA 80
1	1	2	3	WLBW OIL CITY 81 PA.
X	T	2	3	WCAU PHILAD. 82
				*WFAN PHILAD. 83
				*WFI PHILAD. 84
1	2		4	*WLIT PHILAD. 85
5	6	8	7	KDKA PITTSB'GH 86
1		3	4	WCAE PITTSB'GH 87
		2	3	WJAS PITTSB'GH 88
1	1	2	3	WEAN PROVID'NCE 89 R. I.
1	2	3	4	WJAR PROVID'NCE 90
				WDOD CHATTA. 91 TENN.
		2	3	WMC MEMPHIS 92
				*WREC MEMPHIS 93
				WLAC NASHV'LE 94
		3	4	WSM NASHV'LE 95
				KRLD DALLAS 96 TEX.
1	2	P	4	WFAA DALLAS 97
		3		WBAP FT. WORTH 98
1	2	3	4	KPRC HOUSTON 99
				KTSA S. ANTONIO 100
1	2	3	4	WOAI S. ANTONIO 101
				WTAR NORFOLK 102 VA.
		6		WRVA RICHM'D 103
				WDBJ ROANOKE 104
5				WEBC SUPER'R 105 WISC.
1	1		3	WISN MILWAU. 106
5	2	3	4	WTMJ MILWAU. 107
				108
				109
				110
7 7 8 8 30 30				CENTRAL TIME

1 Mobiloil Concert

Symphony orchestra under baton of Erno Rapee and guest soloists.

2 Happy Wonder Bakers

Male quartet directed by Frank Black, pianist, assisted by orchestra.

3 Ipana Troubadours

Orchestra dance music.

4 Palmolive Hour

Orchestra; male quartet; Olive Palmer, soprano.

5 The Yeast Foamers

Orchestra directed by Harry Kogen. (NBC System from Chicago.) Instrumental and vocal soloists on popular music.

6 Sylvania Foresters

Male quartet, directed by Roy Close; women's trio, orchestra direction by Bernie Altschuler; semi-classical music.

7 Forty Fathom Trawlers

Dramatic yarns of the sea; direction, Vernon Radcliffe; orchestra direction, Frank Vagnoni.

8 Smith Bros. The duo.

WEDNESDAY

EASTERN TIME			10	10:30	11	11:30
ALA.	1 BIRM' HAM	WAPI	X	X	X	X
	2 BIRM' HAM	WBRC				
ARK.	3 HOT SPCS.	KTHS	D	3		
	4 L'TLE ROCK	*KLRA				
COLO.	5 DENVER	KOA	1	3	4	X
	6 DENVER	KLZ	1			
CONN.	7 HARTFORD	WTIC	1	2	X	X
D. C.	8 WASH' TON	WMAL	1	X	X	X
	9 WASH' TON	WRC	1	X	4	X
FLA.	10 JACK' V'LE	WJAX	1	3		
	11 MIAMI B.	*WIOD		3		
GA.	12 ATLANTA	WSB	1	3		
ILL.	13 CHICAGO	*KYW		3	4	
	14 CHICAGO	*WBBM	X	X	X	X
	15 CHICAGO	WCFL				
	16 CHICAGO	*WENR			W	W
	17 CHICAGO	WGN	1	D	D	X
	18 CHICAGO	r. WLS				
	19 CHICAGO	WMAQ	1	★	4	X
IND.	20 FT. WAYNE	WOWO	1			
	21 IND' P'LS	WFBM			2	2
IOWA	22 C. BLUFFS	KOIL	1	★	2	2
	23 DAVENP'T	*WOC	1	X	X	X
	24 DESMOINES	*WHO				
KANS.	25 LAWREN'E	WREN	★	3	4	X
	26 TOPEKA	WIBW	M			
	27 WICHITA	KFH	X	X	X	
KY.	28 COV'TON	WCKY				
	29 LOUISVILLE	WHAS	X	X	X	X
LA.	30 N. ORLEANS	WDSU				
	31 N. ORLEANS	WSMB	1	3		
ME.	32 PORTLAND	WCSH	1	X	X	
MD.	33 BALT ORE	WBAL				
	34 BALT'ORE	WCAO	1	★	◆	◆
MASS.	35 SPRINGFIELD	WBZ	★	3	4	D
	36 BOSTON	WBZA	★	3	4	D
	37 BOSTON	WEEI	1	X	X	
	38 BOSTON	*WNAC	1	★	2	2
	39 WORC'TER	WTAG	1	O		
MICH.	40 DETROIT	WGHP	1	★	X	X
	41 DETROIT	*WJR	★	3	4	
	42 DETROIT	WWJ	1	2	X	X
MINN.	43 MINNEAP.	WCCO	1	★	X	X
	44 ST. PAUL	KSTP	1	3	4	X
MO.	45 KAN. CITY	*KMBC	1	X	2	2
	46 KAN. CITY	*WDAF	1	X	4	X
	47 ST. LOUIS	*KMOX	1			
	48 ST. LOUIS	*KSD	1	2	2	2
	49 ST. LOUIS	*KWK	★	3	4	
NEBR.	50 OMAHA	WOW	1	2	X	X
N. J.	51 NEWARK	WOR	M	M		
	52					
	53					
	54					
	55					
CENTRAL TIME			9	10	10	30

Here is your **Ticket** Dial-Any Red Station NBC GRAND OPERA Every Wednesday Evening at 10:30-E.S.T. for the Opera Season

Lovers of grand opera are dated up with their radio sets every Wednesday evening until May 28, except when a local performance of first merit is available.

On September 18, NBC began an opera season during which thirty-three of the world's most famous operas will be presented over a coast-to-coast network. The productions will be under the direction of Cesare Sodero, and will be an hour and a half in length, beginning at 10:30 P. M., E. S. T., each Wednesday.

The schedule for the balance of the season follows:

Nov. 6	Aida	Verdi
13	Pagliacci	Leoncavallo
20	Faust	Gounod
27	Samson and Delilah	Saint-Saens
Dec. 4	The Light from St. Agnes	Herlig
11	Martha	Von Flotow
18	Boris Godounov	Moussorgsky
25	Hansel and Gretel	Humperdinck
1930		
Jan. 1	Gala Operatic Concert	
8	Le Coq D'Or	Rimsky-Korsakoff
15	La Gioconda	Ponchielli
22	Romeo and Juliette	Gounod
29	La Forza del Destino	Verdi
Feb. 5	Pearl Fishers	Bizet
12	Russian Shadows, Part 1	Sodero
19	Russian Shadows, Part 2	Sodero
26	Carmen	Bizet
March 5	Snegouritchka	Rimsky-Korsakoff
12	Der Freischutz	Von Weber
19	La Navarraise	Massenet
26	Mignon	Thomas
Apr. 2	Il Trovatore	Verdi
9	Prince Igor	Borodine
16	Natoma	Herbert
23	Pagliacci	Leoncavallo
30	The Magic Flute	Mozart
May 7	Norma	Bellini
14	The Sun Bride	Skilton
21	La Favorita	Donizetti
28	Halka	Moniuszka

Members of the National Grand Opera Company, many of whom have spent the summer studying under European masters, are all noted radio artists and were heard during past seasons.

Among the leading artists are Astrid Fjelde, soprano; Devora Nadworney, contralto; Alma Kitchell, contralto; Genia Zielinska, soprano; Paula Hemminghaus, contralto; Muriel Wilson, soprano; Theodore Webb, baritone; Edward Wolter, baritone; Steele Jamison, tenor; Frank Croxton, basso; Julian Oliver, tenor; Nino Fucile, baritone, and others.

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- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

- ★ CBS Feature from New York
- ★ NBS Feature from New York
- ◆ Dance music from New York

- ① Kolster Radio Hour
Orchestra with soloists.
- ② Dance Music from New York

WEDNESDAY



POPULAR COLUMBIA ANNOUNCERS.

Norman Brokenshire, Ralph Wentworth (above) and Ted Husing (below).

1 Palm Olive Hour

Orchestra, male quartet, Olive Palmer.

2 National Grand Opera

(See above for operas sung during November.)

3 Stromberg-Carlson Program

Forty-eight-piece orchestra directed by Guy Fraser Harrison.

4 The Pepsodent Program

Amos 'n' Andy, black-face comedians.

10 ³⁰ 11 ³⁰				EASTERN TIME	
1	X	X	X	WGR	BUFFALO 56 N. Y.
X	X	2	2	WKBW	BUFFALO 57
1	★			WMAK	BUFFALO 58
1	★	2	2	WABC	NEW YORK 59
1	2	2	2	WEAF	NEW YORK 60
★	3	4		WJZ	NEW YORK 61
★	3	4	D	WHAM	ROCHTER 62
				WHEC	ROCHTER 63
X	X	D	D	WGY	SCHEN'DY 64
1	★	2	2	WFBL	SYRACUSE 65
1	3			WBT	CHARLOT 66 N. C.
				WPTF	RALEIGH 67
				WWNC	ASHEVLE 68
1	★	X	X	WADC	AKRON 69 OHIO
				WFJC	AKRON 70
1	★	2	2	WKRC	CINCINNATI 71
X	X	4	X	WLW	CINCINNATI 72
1	2	2	2	WSAI	CINCINNATI 73
1	W	2	2	WHK	CLEVEL'D 74
1	G			WTAM	CLEVEL'D 75
				WAIU	COLUMB'S 76
1	★	2	2	WSPD	TOLEDO 77
				KFJF	OKLA.CITY 78 OKLA.
X	3	X	D	WKY	OKLA.CITY 79
1	3			KVOO	TULSA 80
1	★	2	2	WLBW	OIL CITY 81 PA.
1				WCAU	PHILAD. 82
				*WFAN	PHILAD. 83
				*WFI	PHILAD. 84
1	X	X	X	*WLIT	PHILAD. 85
★	3	4		KDKA	PITTSB'GH 86
1	2		2	WCAE	PITTSB'GH 87
1	★			WJAS	PITTSB'GH 88
1	★	2	2	WEAN	PROVID'NCE 89 R. I.
1	X			WJAR	PROVID'NCE 90
				WDOD	CHATTA. 91 TENN.
1	3			WMC	MEMPHIS 92
				*WREC	MEMPHIS 93
X	X	X	X	WLAC	NASHV'LE 94
1	3			WSM	NASHV'LE 95
				KRLD	DALLAS 96 TEX.
1				WFAA	DALLAS 97
X	3	X	X	WBAP	FT.WORTH 98
1	3			KPRC	HOUSTON 99
				KTSA	SANTONIO 100
1	3	X	X	WOAI	SANTONIO 101
				WTAR	NORFOLK 102 VA.
X	3	D	D	WRVA	RICHM'D 103
X	X			WDBJ	ROANOKE 104
X	3	4	X	WEBC	SUPER'R 105 WISC.
X	★	2	2	WISN	MILWAU. 106
1	3	4	D	WTMJ	MILWAU. 107
					108
					109
					110
9 ³⁰ 10 ³⁰				CENTRAL TIME	

THURSDAY

EASTERN TIME		6 ³⁰ 6 ³⁰ 7 ³⁰ 7 ³⁰			
ALA.	1 BIRM' HAM WAPI	X	X	X	X
	2 BIRM' HAM WBRC				
ARK.	3 HOT SPCS. KTHS				
	4 L'TLE ROCK *KLRA				
COLO.	5 DENVER KOA	①	①	②	X
	6 DENVER KLZ				
CONN.	7 HARTFORD WTIC	M	M	X	③
D. C.	8 WASH' TON WMAL	X	X	X	X
	9 WASH' TON WRC	①	①	②	X
FLA.	10 JACK' V' LE WJAX	X	X	X	X
	11 MIAMI B. *WIOD				
GA.	12 ATLANTA WSB				
ILL.	13 CHICAGO *KYW				④
	14 CHICAGO *WBBM	①	★		
	15 CHICAGO WCFL	X	X	X	X
	16 CHICAGO *WENR	C	C		
	17 CHICAGO WGN	M	X	C	D
	18 CHICAGO WLS		①	X	X
	19 CHICAGO WMAQ	C	C	M	N
IND.	20 FT. WAYNE WOWO			X	X
	21 IND' P' LS WFBM		★		
IOWA	22 C. BLUFFS KOIL		X	X	X
	23 DAVENP' T *WOC		X		
	24 DESMOINES *WHO	X	M	X	P
KANS.	25 LAWREN' E WREN			X	④
	26 TOPEKA WIBW		C	N	M
	27 WICHITA KFH	X			
KY.	28 COV' TON WCKY				
	29 LOUISVILLE WHAS	X	X	②	D
LA.	30 N. ORLEANS WDSU				
	31 N. ORLEANS WSMB				
ME.	32 PORTLAND WCSH	X	X	②	③
MD.	33 BALT' ORE WBAL			M	
	34 BALT' ORE WCAO	X	T	X	D
MASS.	35 SPRINGFIELD WBZ	N	P	P	④
	36 BOSTON WBZA	N	P	P	④
	37 BOSTON WEEI	X	T	C	③
	38 BOSTON *WNAC	N	M	X	★
	39 WORC' TER WTAG	①	①	E	③
MICH.	40 DETROIT WGHP		★		
	41 DETROIT *WJR	P	X	V	④
	42 DETROIT WWJ	X	X	X	X
MINN.	43 MINNEAP. WCCO	X	X	X	X
	44 ST. PAUL KSTP	X	X	X	④
MO.	45 KAN. CITY *KMBC	①	★	X	X
	46 KAN. CITY *WDAF		E		
	47 ST. LOUIS *KMOX				
	48 ST. LOUIS *KSD				
	49 ST. LOUIS *KWK				④
NEBR.	50 OMAHA WOW	E	E	N	P
N. J.	51 NEWARK WOR		C	X	X
	52				
	53				
	54				
	55				
CENTRAL TIME		5 ³⁰ 5 ³⁰ 6 ³⁰ 6 ³⁰			



President and founder of the National Radio Home-makers Club.

RADIO HOME-MAKING

By IDA BAILEY ALLEN

Ida Bailey Allen and her associates broadcast week-day mornings from the studios of the National Radio Home-makers Club over the stations of the Columbia Broadcasting System. On Mondays, Tuesdays, Wednesdays, Thursdays and Fridays, at 10 A. M. (Eastern Standard Time), on Foods and Cooking; on Tuesdays, at 10:30 A. M., on Beauty, and on Wednesdays, at 10:30 A. M., on Interior Decorating.

IF a prophecy had been made ten years ago that in this year of our Lord, 1929, the policies of the homes of a nation were to be swayed and molded by radio, the most astute would have said, "Impossible." But that is exactly what is taking place.

Five years ago, when I first began to broadcast, if I held a balanced-ration contest and asked the listeners-in to send in a day of written balanced meals, it was almost impossible to find one among hundreds that would even qualify as being balanced. To-day, when such a contest is held, the majority of the menus are properly equalized and worth careful consideration for the prizes. This rapid growth in mastering the fundamental basis of nutrition can be traced to the almost daily help the women of the nation have had over the radio in learning how to apply a principle that had seemed difficult to them.

It is comparatively rare to-day for us here at the National Radio Home-makers Club headquarters to receive a letter asking what the balanced ration is. Instead, the letters show a desire to advance further than the balanced ration along nutritional lines. For example:

1. What are five per cent. vegetables?
2. I am overweight and my husband is too thin. How can I plan meals for us both that will help to overcome these conditions and yet call for no extra cooking?
3. I am nervous and overweight. It occurred to me that my food might be too stimulating. Please give us, over the air, a sedative diet.

It is clear, from such questions as these, that women are no less interested in cooking, but they are more interested in co-ordinated and more advanced food education explained in language they understand.

It is quite apparent that, when a woman asks what five per cent. vegetables are, she is interested in definite food values and realizes that vegetables which contain a higher amount of starch and sugar than five per cent. are to be considered as carbohydrate in figuring the calories to a meal. She wants to learn what type of meals can be built around the five per cent. vegetables to provide adequate nutrition.

If a woman states that she is overweight and that her husband is too thin and wants to know how to cook meals that demand no extra work and that will adequately take care of both their needs, one can be sure that she is thinking beyond the foods she cooks to the person who eats them. She wants to know—and should be told that carbohydrates should be limited for the woman to the requirements of the balanced ration, and larger amounts should be furnished the man who is too thin. He should perhaps also have cream on his dessert. Cream would be omitted for the woman. Such meals can be planned without a bit of extra cooking, and when the listener-in realizes this, and the idea is presented to her in a human way, she realizes that she can put the suggestion into immediate operation.

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

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

- Black ★ CBS Feature from New York
- Red ★ NBS Feature from New York
- ◆ Dance music from New York

① Twilight Round Table

Closing market prices. Bill Schudt's "Going to Press."

As to the letter from the woman who states that she needed a sedative diet, what could be more helpful to the general overwrought women of the United States than a talk on keeping quiet? This would, of course, explain the stimulating foods and bring out the fact that red meats, coffee, tea and cocoa are all stimulants, as are meat broths and concentrated meat soups, and so should be avoided by the overly nervous — although they are advantageous to the rest of us. A diet rich in cereals, fruits and vegetables, with plenty of milk and cheese and the right amount of sugar for energy, with fats for reserve force, would tend to relax the overwrought nerves.

The questions on home decorating that we receive at the Home Decorating Studio of the National Radio Home-makers Club from listeners-in cover an unbelievable scope, each bringing a different problem. For instance, the top two letters on a pile of mail yesterday contained the following questions:

1. I have a painted chest that looks too modern for the rest of my furniture. I would like to antique it. How can this be done?
2. Please tell me if it is practical to turn a cellar into a playroom. How can I do it? My cellar is nice and dry.
3. I have just ten dollars to spend in fixing up my little girl's bedroom. The wall-paper is whole, but faded; the furniture, except the iron bed, is golden oak, and the rugs and curtains are worn-out. Please tell me how to do it.

These questions are decidedly interesting from both the decorative standpoint and that of the home-maker who wishes to make the most of what she has. There isn't a woman in the country that would not be interested in learning how to antique painted furniture. Directions for doing this would have to be very slowly given in a broadcast, so that not a word would be missed, otherwise a flood of letters would come, asking for the method. It is very simple. Apply a coat of glazing liquid slightly tinted with raw umber in oil. Stipple this on lightly with a soft brush, or dab it onto the painted furniture with a little cheesecloth. Before the glazing liquid sets, wipe the edges and high spots of the article with a soft cloth. This will remove the tinted glaze and gives the impression of an old and worn surface.

We have received a great many letters regarding the waste cellar space in most homes. If the cellar is "nice and dry," as the writer of the letter I quoted was careful to state, it can

easily be turned into a playroom. First of all, the listeners-in should be told in a broadcast that the cellar must be cleared of all rubbish and thoroughly cleaned. The furnace can be painted so that it looks attractive and shining, or can be encased in a room by itself with beaverboard, or perhaps an oil-burner could be installed. The cellar walls should be covered with a tinted cold-water paint, perhaps a soft yellow, and the floors covered with paint that is suitable to use on cement. Shelves for toys, a big table for ping-pong and some chairs painted in a bright enamel, and some narrow, gay chintz curtains at the windows, would make this room one of the most popular in the house.

The stimulation of good health, through improved food and cookery knowledge, undoubtedly paved the way for the beautified homes. This, in turn, because harmony is a law of nature, has undoubtedly made women introspective. With health and a beautiful home, they feel—and rightly—that they themselves should be charming, attractive and in harmony with their surroundings.

This has made them reach out for beauty and practical beauty methods. It seems an incredible thing that the most profound of beauty secrets are now being "whispered" over the radio, and that the attainment of beauty is possible to all. But it is none the less true. Women throughout the country sit in their homes and give themselves beauty treatments as they listen, in accordance with the directions that are broadcast. They have not taken time from necessary work to do this, for they have learned over the air how to save time by applying speed cooking and housekeeping methods, so they have a just amount left for themselves.

Are they grateful?
The radio letter-bag tells the story.

Mrs. Allen will be glad to receive comments from the readers of WHAT'S ON THE AIR relative to the subject-matter of her department, and each month will answer questions of general interest. Address letters to Radio Home-making Dept., care of WHAT'S ON THE AIR, 11 W. Forty-second St., New York City.

THURSDAY

6 6 7 7 30 30				EASTERN TIME
X	X	X	X	WGR BUFFALO 56 N. Y.
X	★	X	X	WKBW BUFFALO 57
				WMAK BUFFALO 58
①	★			WABC NEW YORK 59
①	①	②	③	WEAF NEW YORK 60
			④	WJZ NEW YORK 61
		D	④	WHAM ROCHTER 62
				WHEC ROCHTER 63
M	M	X	X	WGY SCHEN'DY 64
①	★	X	X	WFBL SYRACUSE 65
				WBT CHARLOT 66 N. C.
			T	WPTE RALEIGH 67
				WWNC ASHEV'LE 68
X	X	X	X	WADC AKRON 69 OHIO
				WFJC AKRON 70
①				WKRC CINCINNATI 71
M	X	X	X	WLW CINCINNATI 72
			X	WSAI CINCINNATI 73
N	N	E	O	WHK CLEVEL'D 74
		P	T	WTAM CLEVEL'D 75
				WAUI COLUMB'S 76
①	★			WSPD TOLEDO 77
X	X	X	④	KFJF OKLA.CITY 78 OKLA.
				WKY OKLA.CITY 79
				KVOO TULSA 80
D	D	E	P	WLBW OIL CITY 81 PA.
X	X	D	★	WCAU PHILAD. 82
				*WFAN PHILAD. 83
X	X	X	X	*WFI PHILAD. 84
				*WLIT PHILAD. 85
M	M	X	④	KDKA PITTSB'GH 86
①	X	X	X	WCAE PITTSB'GH 87
	★			WJAS PITTSB'GH 88
X	★	X	X	WEAN PROVID'NCE 89 R. I.
X	X	②	③	WJAR PROVID'NCE 90
				WDOD CHATTA. 91 TENN.
		②		WMC MEMPHIS 92
				*WREC MEMPHIS 93
				WLAC NASHV'LE 94
				WSM NASHV'LE 95
			④	KRLD DALLAS 96 TEX.
		X	X	WFAA DALLAS 97
			④	WBAP FT.WORTH 98
				KPRC HOUSTON 99
		X	④	KTSA SANTONIO 100
				WOAI SANTONIO 101
				WTAR NORFOLK 102 VA.
M	M	M	M	WRVA RICHM'D 103
	X	X	X	WDBJ ROANOKE 104
	X	X	④	WEBC SUPER'R 105 WISC.
①	★	X	X	WISN MILWAU. 106
L	C	M	④	WTMJ MILWAU. 107
				108
				109
				110
5 5 6 6 30 30				CENTRAL TIME

① Black and Gold Room Orchestra

Dinner music from New York.

② Mid-week Federation Hymn Sing

Mixed quartet. Arthur Billings Hunt, baritone and director; Carlton Boxill, tenor; Helen Janke, contralto; Muriel Wilson, soprano; George Vause, accompanist.

③ Coward Comfort Music

String quartet; orchestra directed by William McKenna; semi-classical music ending with hymn.

④ United Reproducers Program

Vincent Lopez and his Kyletroneers; dance music.

THURSDAY

EASTERN TIME		8	8	9	9
		30			30
ALA.	1 BIRM'HAM WAPI	X	X	5	X
	2 BIRM'HAM WBRC				
ARK.	3 HOT SPGS. KTHS	P	1		
	4 L'TLE ROCK *KLRA				
COLO.	5 DENVER KOA	1	1	X	6
	6 DENVER KLZ				
CONN.	7 HARTFORD WTIC				
D. C.	8 WASH'TON WMAL	2	X	4	5
	9 WASH'TON WRC	1	1	2	3
FLA.	10 JACK'VE WJAX	1	1	5	6
	11 MIAMI B. *WIOD	1	1		
GA.	12 ATLANTA WSB	1	1	5	6
ILL.	13 CHICAGO *KYW	4	7	2	6
	14 CHICAGO *WBBM	2	★	4	5
	15 CHICAGO WCFL	1	1	5	
	16 CHICAGO *WENR	E			
	17 CHICAGO WGN	X	D	X	X
	18 CHICAGO WLS	X	X	M	3
	19 CHICAGO WMAQ	E	P	P	P
IND.	20 FT. WAYNE WOWO	2	X	4	5
	21 IND'PLS WFBM	3	★	4	
IOWA	22 C. BLUFFS KOIL	2	★	4	5
	23 DAVEN'PT *WOC				
	24 DESMOINES *WHO	1	1	2	6
KANS.	25 LAWREN'E WREN	4	7	5	X
	26 TOPEKA WIBW	X	X	X	M
	27 WICHITA KFH	X	X	X	X
KY.	28 COV'TON WCKY				
	29 LOUISVILLE WHAS	1	1	5	6
LA.	30 N. ORLEANS WDSU				
	31 N. ORLEANS WSMB	1	1	5	
ME.	32 PORTLAND WCSH	1	1	2	3
MD.	33 BAL'TORE WBAL	4	7	5	6
	34 BAL'TORE WCAO	1		4	5
MASS.	35 SPRINGFIELD WBZ	4	7	5	6
	36 BOSTON WBZA	4	7	5	6
	37 BOSTON WEEL	1	1	2	T
	38 BOSTON *WNAC	1	★	4	5
	39 WORC'TER WTAG	1	1	2	3
MICH.	40 DETROIT WGHP	2		4	5
	41 DETROIT *WJR	4	E	5	6
	42 DETROIT WWJ	1	1	2	3
MINN.	43 MINNEAP. WCCO	2	X	X	X
	44 ST. PAUL KSTP	X	X	5	6
MO.	45 KAN. CITY *KMBC	1	X	X	5
	46 KAN. CITY *WDAF	M	1	2	6
	47 ST. LOUIS *KMOX	2		4	5
	48 ST. LOUIS *KSD	1	1	2	6
	49 ST. LOUIS *KWK	4	7	5	
NEBR.	50 OMAHA WOW	1	1	2	5
N. J.	51 NEWARK WOR	M	M	T	M
	52				
	53				
	54				
	55				
CENTRAL TIME		7	7	8	8
		30			30



FRANK BLACK and the four "Singing Violins," feature of the "Seiberling Singers," a National Broadcasting Company Thursday evening program.

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

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

- Black ★ CBS Feature from New York
 Red ★ NBS Feature from New York
 ◆ Dance music from New York

1 Fleischmann Sunshine Hour

Graham McNamee; Welcome Lewis, contralto crooner; National Cavaliers, male quartet; Ben Pollack and his orchestra.

2 Seiberling Singers

Male quartet; singing violins; orchestra directed by Frank Black.

3 Jack Frost's Melody Moments

Concert with dramatic setting.

4 Lehn & Fink Serenade

Male trio; orchestra direction, Jack Shilkret.

THURSDAY

RADIO GOSSIP

The largest chain of radio stations in America is that of the U. S. War Department. Its hook-up at Bolling Field, Washington, D. C., controls 212 land stations.



During the first six months of this year, President Hoover addressed the radio audience six times, and eight members of his Cabinet have spoken over the air one or more times.



In Germany the Post-office Department collects a tax of fifty cents per month from every owner of a radio receiving set. The income from this source amounts to fifteen million dollars annually.



The Radio Voters' Service, conducted jointly by the National League of Women Voters and NBC, has outlined an extensive educational program for the opening months of 1930. Full details will appear in an early issue.



The average coast-to-coast broadcast program employs the services of about two hundred radio engineers. About half of these are used in studios of the various stations of the network, while the rest are engaged in the distributing by telephone wires.



Mr. and Mrs. Bradford Browne, of "Nit Wit Hour" fame, have returned from their honeymoon in New England, and are now busily engaged in house-hunting, as indeed who in New York is not. Mrs. Browne was Margaret Young, and has appeared in the Nit Wit Hour ever since its first broadcast.



Replies, received from thirty thousand farmer listeners to a questionnaire sent out by a prominent radio manufacturer, reveals that the greatest farm audience is on the air at 8:30 P. M. Not even the radio, popular as it is in rural sections, has lured the agriculturists from their "early to bed, early to rise," life-time habit.



"The McKesson News Reel of the Air," an innovation in radio entertainment, had its premier over the Columbia Broadcasting System at five o'clock Sunday afternoon, September 29, and is appearing regularly each week at the same time. This radio program presents to listeners previews of the odd, interesting items of news collected from all parts of the

world after the manner of motion-picture news reels. For screen pictures it substitutes words and music, which bring to the listener human-interest items from places near and far away.



Floyd Gibbons, noted war correspondent who is entertaining the radio audience with his experiences in a series of programs over the National Broadcasting Company system, believes in making his talks as informal as possible. Most talkers stand for the microphone, but Gibbons chooses the most comfortable chair in the studio, and oftentimes parks his feet on the table that holds the "mike."



NBC production managers are hailing a new genius of their craft. He is John Wiggin. In the weekly "Whispering Tables" program the script called for the merry tinkling of ice in a glass. The production managers scratched their heads. How were they to reproduce that sound for the microphone? For pistol-shots they used drums, for clashing swords they used table silver, but what could they do about ice in a glass? "Why not," asked Wiggin, "get a glass and some ice?"



Harry Swan, radio-effects man for the Columbia Broadcasting System, has been presented with a title, and now sports the avuncular prefix. The young thespians who broadcast during the children's dramatic periods from WABC have decided Harry shall be known as uncle, despite the weird noises he turns out on short notices for the broadcasts. Incidentally, "Static," the studio cat, not long ago happened on a loud-speaker in the control-room just as Harry was imitating a particularly active dog, and since that one dreadful moment, when it seemed her doom was upon her, pussy hasn't been seen about the studios.



The problem of "trade-ins" is becoming almost as serious for the radio dealer as for the automobile agency. Dealers in Cincinnati and in St. Louis have recently used the antiquated receivers on their hands for a novel advertising stunt. In both cities they secured well-located sites for a gigantic public bonfire, built an immense pyre of all the receivers they could induce the public to trade in at a \$10 allowance, and invited the citizens to watch the fun. In both cities set-owners who saw the conflagrations are impressed with the fact that they can not expect much of a trade-in allowance when purchasing a set that is fairly priced.

8 8 9 9 30 30				EASTERN TIME
1	1	2	3	WGR BUFFALO 56 N. Y.
1	★	4	5	WKBW BUFFALO 57
				WMAK BUFFALO 58
1	★	4	5	WABC NEW YORK 59
1	1	2	3	WEAF NEW YORK 60
4	7	5	6	WJZ NEW YORK 61
4	7	5	6	WHAM ROCH'TER 62
				WHEC ROCH'TER 63
1	1	2	3	WGY SCHEN'DY 64
1	★	4	5	WFBL SYRACUSE 65
1	1	5	6	WBT CHARLOT 66 N. C.
1	1	5		WPTF RALEIGH 67
				WWNC ASHEV'LE 68
1	★	4	5	WADC AKRON 69 OHIO
1	1	2		WFJC AKRON 70
1	★	4	5	WKRC CINCINNATI 71
4	7	X	6	WLW CINCINNATI 72
1	1	2		WSAI CINCINNATI 73
2	R	4	5	WHK CLEVEL'D 74
P	P	2	3	WTAM CLEVEL'D 75
				WAIU COLUMB'S 76
	★	4	5	WSPD TOLEDO 77
				KFJF OKLA.CITY 78 OKLA.
4	1	5	X	WKY OKLA.CITY 79
				KVOO TULSA 80
1	★	4	5	WLBW OIL CITY 81 PA.
X	D	4	5	WCAU PHILAD. 82
2				*WFAN PHILAD. 83
1	1	2	3	*WFI PHILAD. 84
				*WLIT PHILAD. 85
4	7	5	6	KDKA PITTSB'GH 86
1	1	2	3	WCAE PITTSB'GH 87
1	★	4	5	WJAS PITTSB'GH 88
1	★	4	5	WEANPROVID'NCE89 R. I.
1	1	2	3	WJAR PROVID'NCE90
				WDOD CHATTA 91 TENN.
1	1	5	6	WMC MEMPHIS 92
				*WREC MEMPHIS 93
			X X	WLAC NASHV'LE 94
1	1	5	6	WSM NASHV'LE 95
				KRLD DALLAS 96 TEX.
				WFAA DALLAS 97
4	7	5	6	WBAP FT.WORTH98
4	7	5	6	KPRC HOUSTON 99
			P P	KTSA S.ANTONIO100
4	1	5	X	WOAI S.ANTONIO 101
				WTAR NORFOLK 102 VA.
1	1	5	6	WRVA RICHM'D 103
X	X	X	X	WDBJ ROANOKE 104
1	1	5	6	WEBC SUPER'R 105 WISC.
1	★	X	X	WISN MILWAU. 106
1	1	5	6	WTMJ MILWAU. 107
				108
				109
				110
7 7 8 8 30 30				CENTRAL TIME

5 Veedol Program

Male trio; Richard Maxwell, tenor; orchestra direction, David Buttolph.

6 Maxwell House Program

Concert; direction, Rosario Bourdon.

7 Champion Sparkers

1 Tower Health Period (First 15 minutes.)

Vocal trio; instrumental trio.

Frederick William Wile (Last 15 minutes.)

"The Political Situation in Washington Tonight."

2 Tower Health Period (First 15 minutes.)

Local Feature (Last 15 minutes.)

3 Local Feature (First 15 minutes.)

4 True Detective Mysteries

Dramatized detective stories.

5 The Gold Seal Hour

Dialog with musical background.

THURSDAY

EASTERN TIME			10	10	11	11
			30	30	30	30
ALA.	1 BIRM' HAM	WAPI				
	2 BIRM' HAM	WBRC				
ARK.	3 HOT SPCS.	KTHS		②		
	4 L'TLE ROCK	*KLRA				
COLO.	5 DENVER	KOA	①	②	⑤	★
	6 DENVER	KLZ				
CONN.	7 HARTFORD	WTIC				
D. C.	8 WASH' TON	WMAL	①	X		
	9 WASH' TON	WRC	①	②	⑤	X
FLA.	10 JACK' VLE	WJAX	①	②		
	11 MIAMI B.	*WIOD	X	②	③	
GA.	12 ATLANTA	WSB	①	②		
ILL.	13 CHICAGO	*KYW	①	②	⑤	
	14 CHICAGO	*WBBM	①	②	②	③
	15 CHICAGO	WCFL				
	16 CHICAGO	*WENR				
	17 CHICAGO	WGN	④	B	N	D
	18 CHICAGO	WLS	D	D	D	D
	19 CHICAGO	WMAQ	X	X	⑤	X
IND.	20 FT. WAYNE	WOWO	①	X		
	21 IND' PLS	WFBM	①			
IOWA	22 C. BLUFFS	KOIL	①	②	②	③
	23 DAVENP'T	*WOC				
	24 DESMOINES	*WHO	①	②	X	X
KANS.	25 LAWREN'E	WREN	④	④	⑤	
	26 TOPEKA	WIBW	M			
	27 WICHITA	KFH			X	X
KY.	28 COV'TON	WCKY				
	29 LOUISVILLE	WHAS	①	②	N	D
LA.	30 N. ORLEANS	WDSU				
	31 N. ORLEANS	WSMB	①	②		
ME.	32 PORTLAND	WCSH	①	②	X	
MD.	33 BALT ORE	WBAL	X	X	M	O
	34 BALT' ORE	WCAO	①	②	②	③
MASS.	35 SPRINGFIELD	WBZ	④	④	⑤	D
	36 BOSTON	WBZA	④	④	⑤	D
	37 BOSTON	WEEL	X	X	X	
	38 BOSTON	*WNAC	①	②	②	X
	39 WORC'TER	WTAG	①	②	N	
MICH.	40 DETROIT	WGHP	①	②	②	
	41 DETROIT	*WJR	④	④	⑤	
	42 DETROIT	WWJ	①	②	③	★
MINN.	43 MINNEAP.	WCCO	①	②	②	
	44 ST. PAUL	KSTP	①		⑤	
MO.	45 KAN. CITY	*KMBC	①	X	X	X
	46 KAN. CITY	*WDAF	X	X	X	X
	47 ST. LOUIS	*KMOX	①			
	48 ST. LOUIS	*KSD	①	②	③	
	49 ST. LOUIS	*KWK	④	④	⑤	
NEBR.	50 OMAHA	WOW	①	②	X	X
N. J.	51 NEWARK	WOR	M	P		
	52					
	53					
	54					
	55					
CENTRAL TIME			9	9	10	10
			30	30	30	30



MARY and BOB, the interesting young couple of True Story Hour, whose own true story is as engaging as those that are broadcast over the Columbia Broadcasting System every Friday evening.

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

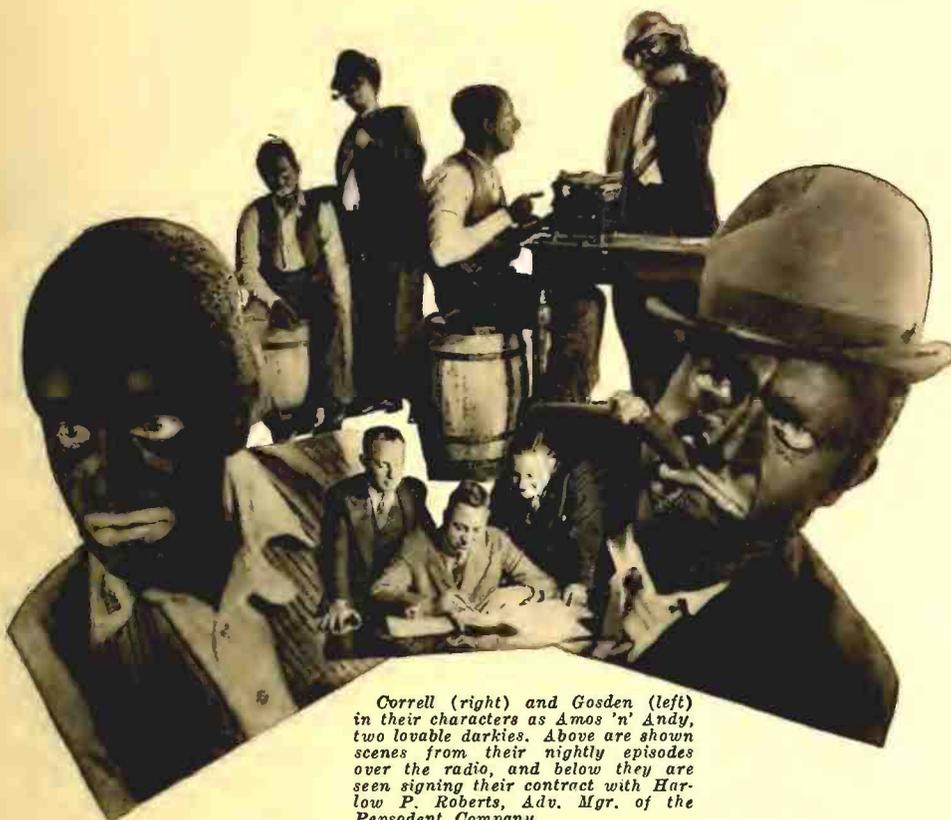
- | | |
|-----------------------------------|--|
| B Band music | N News |
| C Children's features | P Popular music (With vocal solos) |
| D Dance music | R Religious |
| E Educational | T Theatrical |
| G Grand opera | V Vocal ensembles |
| L Light opera | W Wit, comedy |
| M Instrumental (Other than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

- Black ★ CBS Feature from New York
 Red ★ NBS Feature from New York
 ◆ Dance music from New York

- ① Temple Radio Hour
Orchestra, popular music.
- ② Hank Simmons' Show Boat
Radio melodrama.
- ③ Dance Music from New York

Amos 'n' Andy—A Great Hit Over NBC Network

THURSDAY



Correll (right) and Gosden (left) in their characters as Amos 'n' Andy, two lovable darkies. Above are shown scenes from their nightly episodes over the radio, and below they are seen signing their contract with Harlow P. Roberts, Adv. Mgr. of the Pepsodent Company.

THE most popular radio comic feature on the air" is the expression given to Amos 'n' Andy episodes after only a few weeks of broadcasting over the blue network of the National Broadcasting Company.

Within two years this amusing pair, Correll and Gosden, have achieved the most phenomenal success that has ever come to a radio artist. Unknown, without stage or movie background, these men have reached the front ranks of comedians. They are known as Amos 'n' Andy, proprietors of the Fresh Air Taxicab Company of America, "Incorporated," to millions and millions of listeners.

Two years ago they assumed the names of Amos 'n' Andy and began broadcasting over Station WMAQ at Chicago. Their popularity grew, and WMAQ soon had requests from other stations for this feature. To comply with these requests, the Amos 'n' Andy episodes were recorded on phonograph records and soon were being heard from nearly twenty stations throughout the country.

To get still further coverage and make their feature still better, Amos 'n' Andy decided to broadcast from the NBC Chain. As records had to be made six weeks in advance, they felt that with instantaneous broadcasting the feature would be fresher and have the advantage of following current events more closely.

On August 19 they began broadcasting over the blue network of seventeen stations through the sponsorship of the Pepsodent Company, makers of the famous dentifrice. In the short time that this feature has been on the air, thousands and thousands of letters have been received from all over the country acclaiming the broadcast. It is one of the outstanding successes on the air.

This amazing popularity rests upon the adventures of a lovable pair of darkies from Dixie, their love entanglements and their business and club affairs, when they emerge in the business life of metropolitan Harlem. Correll and Gosden, the creators of Amos 'n' Andy, know the colored people of both the North and South, and they are able to portray them with a sympathy and understanding that but few actors have ever approached.

This feature is broadcast every evening except Tuesday, at 11 P. M., Eastern Standard Time, from the following stations: WJZ, New York; WBZ, Springfield, Mass.; WBZA, Boston; WHAM, Rochester; KDKA, Pittsburgh; WJR, Detroit; KYW and WMAQ, Chicago; KWK, St. Louis; WDAF and WREN, Kansas City; WTMJ, Milwaukee; KSTP, St. Paul; WEBC, Superior, Wis.; KOA, Denver; KSL, Salt Lake; WRC, Washington, D. C. It lasts for fifteen minutes, beginning and ending with orchestral music.

1 Halsey Stewart Program

"The Old Counselor" advises on matters of investment; orchestra directed by Andy San-nella.

2 The Victor Program

Orchestra direction, Nathaniel Shilkret.

3 The National Broadcasting Concert Bureau

Vocal soloists of the NBC staff; concert orchestra, direction of Hugo Mariani.

4 Atwater Kent Mid-week Program

Dance orchestra.

5 The Pepsodent Program

Amos 'n' Andy, comedy patter.

10 ³⁰ 11 ³⁰				EASTERN TIME	
1	2	3	X	WGR	BUFFALO 56 N. Y.
1	2	2	3	WKBW	BUFFALO 57
				WMAK	BUFFALO 58
1	2	2	D	WABC	NEW YORK 59
1	2	3	★	WEAF	NEW YORK 60
4	4	5		WJZ	NEW YORK 61
X	X	X	X	WHAM	ROCH'TER 62
				WHEC	ROCH'TER 63
1	2	3	O	WGY	SCHEN'DY 64
1	2	2	X	WFBL	SYRACUSE 65
1	2			WBT	CHARLOT 66 N. C.
				WPTF	RALEIGH 67
				WWNC	ASHE'VE 68
1	2	2	X	WADC	AKRON 69 OHIO
		2	3	WFJC	AKRON 70
1	2	3	3	WKRC	CINCINNATI 71
X	X	5	X	WLW	CINCINNATI 72
1	2	X	D	WSAI	CINCINNATI 73
1	2	2	3	WHK	CLEVEL'O 74
T	2			WTAM	CLEVEL'O 75
1				WAIU	COLUMB'S 76
1	2	2		WSPD	TOLEDO 77
				KFJF	OKLA.CITY 78 OKLA.
1	X	3		WKY	OKLA.CITY 79
				KVOO	TULSA 80
1	2	2		WLBW	OIL CITY 81 PA.
1				WCAU	PHILAO. 82
				*WFAN	PHILAO. 83
1	2	3		*WFI	PHILAO. 84
				*WLIT	PHILAD. 85
4	4	5	X	KDKA	PITTSB'GH 86
1	2	3	X	WCAE	PITTSB'GH 87
1	2	2		WJAS	PITTSB'GH 88
1	2	2	3	WEAN	PROVID'NCE 89 R. I.
1	2	X		WJAR	PROVID'NCE 90
				WDOD	CHATTA. 91 TENN.
1	2	3		WMC	MEMPHIS 92
				*WREC	MEMPHIS 93
X	X	X	X	WLAC	NASHV'LE 94
				WSM	NASHV'LE 95
				KRLD	OALLAS 96 TEX.
V	M	X	P	WFAA	OALLAS 97
1	2			WBAP	FT.WORTH 98
1	2			KPRC	HOUSTON 99
M	M			KTSA	SANTONIO 100
X	X	X	X	WOAI	SANTONIO 101
				WTAR	NORFOLK 102 VA.
1	2	3	X	WRVA	RICHM'D 103
				WDBJ	ROANOKE 104
X	2	5	X	WEBC	SUPER'R 105 WISC.
X	2	2	3	WISN	MILWAU. 106
1	D	5	D	WTMJ	MILWAU. 107
					108
					109
					110
9 ³⁰ 10 ³⁰				CENTRAL TIME	

FRIDAY

EASTERN TIME			6	6	7	7
			30			30
ALA.	1 BIRM' HAM	WAPI	X	X	X	X
	2 BIRM' HAM	WBRC				
ARK.	3 HOT SPGS.	KTHS				
	4 L'TLE ROCK	*KLRA				
COLO.	5 DENVER	KOA		X	X	X
	6 DENVER	KLZ				
CONN.	7 HARTFORD	WTIC				N
D. C.	8 WASH' TON	WMAL	X	X	X	X
	9 WASH' TON	WRC	①	②	X	X
FLA.	10 JACK' V'LE	WJAX	X	X	X	X
	11 MIAMI B.	*WIOD				
GA.	12 ATLANTA	WSB				③
ILL.	13 CHICAGO	*KYW				③
	14 CHICAGO	*WBBM				
	15 CHICAGO	WCFL	X	X	X	X
	16 CHICAGO	*WENR	C	C		
	17 CHICAGO	WGN	M	X	C	D
	18 CHICAGO	WLS		X	X	X
	19 CHICAGO	WMAQ	C	C	★	N
IND.	20 FT. WAYNE	WOWO			X	X
	21 IND' P'LS	WFBM				
IOWA	22 C. BLUFFS	KOIL		X	X	X
	23 DAVENP'T	*WOC	X	X	X	X
	24 DESMOINES	*WHO				
KANS.	25 LAWREN'E	WREN		X	X	X
	26 TOPEKA	WIBW		C	N	M
	27 WICHITA	KFH	X			
KY.	28 COV'TON	WCKY				
	29 LOUISVILLE	WHAS	X	X	D	③
LA.	30 N. ORLEANS	WDSU				
	31 N. ORLEANS	WSMB				
ME.	32 PORTLAND	WCSH		②	X	X
MD.	33 BAL'T ORE	WBAL		V	X	③
	34 BAL'T ORE	WCAO	E	X	X	P
MASS.	35 SPRINGFIELD	WBZ	N	P	X	③
	36 BOSTON	WBZA	N	P	X	③
	37 BOSTON	WEEL		T	C	T
	38 BOSTON	*WNAC	M	X	N	★
	39 WORC'TER	WTAG		②	N	P
MICH.	40 DETROIT	WGHP				
	41 DETROIT	*WJR	X	X	X	③
	42 DETROIT	WWJ	①	X	X	X
MINN.	43 MINNEAP.	WCCO		X	X	X
	44 ST. PAUL	KSTP	X	X	X	X
MO.	45 KAN. CITY	*KMBC	①		X	X
	46 KAN. CITY	*WDAF		E		
	47 ST. LOUIS	*KMOX				
	48 ST. LOUIS	*KSD				
	49 ST. LOUIS	*KWK				
NEBR.	50 OMAHA	WOW	E	E	N	X
N. J.	51 NEWARK	WOR		C	X	X
	52					
	53					
	54					
	55					
CENTRAL TIME			5	5	6	6
			30			30



Fade Outs

The material on this page was caught on the air during the past two weeks. Unfortunately, our fisherman for humor in the air streams failed to credit the particular sources. He hopes for a better catch and a string carefully labeled next issue.—THE EDITORS.

Ernie—Why do dentists call their rooms "parlors"?
 Billy—Well, it would hardly pay them to call them "drawing-rooms," would it?

Ernie—Hey, Bill is your girl a positive or a negative type?
 Billy—She's both.
 Ernie—Impossible!
 Billy—Well, last night I proposed to her and she said, "Positively no!"

Ernie—Every dollar I have was made honestly.
 Billy—By whom?

Ernie—Why do you wear your glasses to bed?
 Billy—I'm getting so short-sighted I can't recognize the people I dream about.

Whifflebaum (phoning down from his room)—Is this the night clerk?
 Clerk (awakened from sleep)—Well, what's biting you?
 Whifflebaum—That's what I want to know.

"Angel, in the moonlight your teeth are just like pearls!"
 "Oh, indeed! And when were you in the moonlight with Pearl?"

Irate Father—What is that stuff on my new car? Where have you been?
 Calm Son—That's only traffic jam.

"How about some nice horse-radish?" said the grocer to the bride.
 "Oh, no, indeed! We keep a car."

Abie—Do you play golf vit knickers?
 Levi—No, vit de white people.

"It takes some pull these days," remarked the flapper, as she tried to adjust her skirt to cover her knees.

Nutt—Let's have some ginger-ale.
 Butt—Pale?
 Nutt—Oh, no, just a glass will do.

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

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

- Black ★ CBS Feature from New York
- Red ★ NBS Feature from New York
- ◆ Dance music from New York

① Black and Gold Room Orchestra

Dinner music from New York.

② Raybestos Twins

Al Bernard and Billy Beard, comedy team; orchestra direction, Dave Grupp.

Guard (to visitor going through prison)—These cells are all sanitary. Hot and cold running water, electric-lights, everything modern. Here is where we keep the—
Voice from Above—Bull—

✧

She—He's so romantic! Whenever he speaks to me he starts, "Fair lady."

He—Shucks! There's nothing romantic about that. That's just force of habit. He used to be a conductor.

✧

"Do you know, old fellow, that I've always had a wonderful ear for music?"

"Is that so?"

"Yes, at the age of two I used to play on the linoleum."

✧

A minister, while telling his congregation of a collection he had recently taken, reached the climax when, with tears in his voice, he said: "The thing that touched me most was when the dear little, six-year-old daughter of Widow Brown walked slowly down the aisle and laid an egg on the altar."

✧

"Doctor, my eyes are bothering me a bit; see what you can do for me in the way of glasses."

"Take a seat, sir. And now tell me what kind you've been wearing."

"None; I've never worn glasses in my life; never needed 'em before."

"Indeed! You will pardon my mistake, but I judge from the mark on the bridge of your nose that you—"

"Oh! that mark? I got that from drinking homebrew out of fruit-jars."

✧

Ben Bernie tells of a Scotchman's golden-wedding party. He invited three Scotch friends. One brought a package of Old Gold cigarets, another had a goldfish, and the third brought along his friend, Goldberg.

HENRY BURBIG tells the *Ceco Courier* audience how he happened into radio: "I needed a job and then I heard a radio. I says to myself: 'By golly! there is a good racket! No matter how bad you are, you can never get hit wid da wegetables.' So I looked up Mr. Broken-shinner."

✧

AL BERNARD, of the Dutch Masters Minstrels, calls his dog "Hardware" because every time he gets kicked he makes a bolt for the door. He says his purp is unusually intelligent; every time Al calls the dog he says, "Are you comin' or ain't you?" and the dog "either comes or he don't."

✧

"What's a ten-letter word meaning 'holdup'?"

"I'll bite. What is it?"

"Suspenders!"

✧

Customer—I don't want to buy your crackers; they tell me the mice are always running over them.

Grocer—That ain't so; why, the cat sleeps in the barrel every night.

✧

College Boy—Do you pet?

The Girl—Sure, animals.

College Boy—Go ahead, then; I'll be the goat.

✧

She—I suppose you know the barber of Seville.

He—Nope! I do my own shaving.

✧

Lounge—Ever been pinched for speeding?

Lizard—No, but I've been slapped for going too fast.

✧

Izzy (at art gallery)—Hurry, papa; look at "Custer's Last Charge"!

Papa—Oi! did he do a credit pizziness?

FRIDAY

6 6 7 7 30 30				EASTERN TIME
X	X	X	X	WGR BUFFALO 56 N. Y.
X	X	X	X	WKBW BUFFALO 57
X	X	X	X	WMAK BUFFALO 58
①				WABC NEW YORK 59
①	②			WEAF NEW YORK 60
		④		WJZ NEW YORK 61
		X	W	WHAM ROCH'TER 62
				WHEC ROCH'TER 63
N	②	E	W	WGY SCHEN'DT 64
①	X	X	X	WFBL STRACUSE 65
			③	WBT CHARLOT 66 N. C.
T			W	WPTF RALEIGH 67
				WWNC ASHEV'LE 68
X	X	X	X	WADC AKRON 69 OHIO
				WFJC AKRON 70
①				WKRC CINCINNATI 71
M	M	X	③	WLW CINCINNATI 72
			X	WSAI CINCINNATI 73
N	N	N	D	WHK CLEVEL'D 74
		②		WTAM CLEVEL'D 75
				WAIU COLUMB'S 76
①				WSPD TOLEDO 77
				KFJF OKLA.CITY 78 OKLA.
		X	X	WKY OKLA.CITY 79
				KVOO TULSA 80
D	D	N	P	WLBW OIL CITY 81 PA.
X	X	X	X	WCAU PHILAD. 82
				*WFAN PHILAD. 83
X				*WFI PHILAD. 84
			X	*WLIT PHILAD. 85
X	X	X	③	KDKA PITTSB'GH 86
①	②	X	X	WCAE PITTSB'GH 87
				WJAS PITTSB'GH 88
X	X	X	X	WEAN PROVID'NCE 89 R. I.
X	②	X	X	WJAR PROVID'NCE 90
				WDOD CHATTA. 91 TENN.
			③	WMC MEMPHIS 92
				*WREC MEMPHIS 93
				WLAC NASHV'LE 94
			③	WSM NASHV'LE 95
				KRLD DALLAS 96 TEX.
			C	WFAA DALLAS 97
			D	WBAP FT.WORTH 98
				KPRC HOUSTON 99
				KTSA SANTONIO 100
			X	WOAI SANTONIO 101
				WTAR NORFOLK 102 VA.
M	M	X	E	WRVA RICHM'D 103
X	X	X	X	WDBJ ROANOKE 104
X	X	X	X	WEBC SUPER'R 105 WISC.
①		X	X	WISN MILWAU. 106
M	C	M	M	WTMJ MILWAU. 107
				108
				109
				110
5 5 6 6 30 30				CENTRAL TIME



Phil Cook
 "Buck" of
 the Buck
 and Wing
 Black face
 Team



Henry Burbig
 Ceco Couriers



<p>③ Dixie Circus Bob Sherwood, circus stories; novelty band.</p> <p>④ Campus Carollers</p>	<p>① Twilight Round Table</p>
--	-------------------------------

FRIDAY

EASTERN TIME		8	8	9	9
		30	30	30	30
ALA.	1 BIRM'HAM WAPI	X	X	5	X
	2 BIRM'HAM WBRC			2	2
ARK.	3 HOT SPGS. KTHS	P			
	4 L'TLE ROCK *KLRA			2	2
COLO.	5 DENVER KOA	1	1	5	6
	6 DENVER KLZ			2	2
CONN.	7 HARTFORD WTIC	1	1	2	3
D. C.	8 WASH'TON WMAL	X	X	2	2
	9 WASH'TON WRC	1	1	2	3
FLA.	10 JACK'V'LE WJAX	X	7	5	X
	11 MIAMI B. *WIOD		7	5	
GA.	12 ATLANTA WSB			5	6
ILL.	13 CHICAGO *KYW	1	1	5	6
	14 CHICAGO *WBBM			X	X
	15 CHICAGO WCFL	4			6
	16 CHICAGO *WENR	E			
	17 CHICAGO WGN	X	D	X	P
18 CHICAGO WLS	X	X	X	X	
19 CHICAGO WMAQ	X	★	2	2	
IND.	20 FT. WAYNE WOWO	X	X	2	2
	21 IND'P'LS WFBM	1	★		
IOWA	22 C. BLUFFS KOIL	1	★	2	2
	23 DAVENP'T *WOC	1	1	2	3
	24 DESMOINES*WHO				
KANS.	25 LAWREN'E WREN	4	X	5	6
	26 TOPEKA WIBW	X	X	X	M
	27 WICHITA KFH	X	X	2	2
KY.	28 COV'TON WCKY				
	29 LOUISVILLE WHAS	X	X	5	X
LA.	30 N. ORLEANS WDSU			2	2
	31 N. ORLEANS WSMB			5	6
ME.	32 PORTLAND WCSH	X	X	2	3
MD.	33 BAL'T'ORE WBAL	X			
	34 BAL'T'ORE WCAO	1	X	2	2
MASS.	35 SPRINGFIELD WBZ	4	7	5	6
	36 BOSTON WBZA	4	7	5	6
	37 BOSTON WEEI	1	1	2	3
	38 BOSTON *WNAC	1	★	2	2
	39 WORCTER WTAG	P	P	2	3
MICH.	40 DETROIT WGHP			2	2
	41 DETROIT *WJR	4	7	X	6
	42 DETROIT WWJ	1	1	2	3
MINN.	43 MINNEAP. WCCO	X	X	2	2
	44 ST. PAUL KSTP	1	1	X	6
MO.	45 KAN. CITY *KMBC	1	★	2	2
	46 KAN. CITY *WDAF	1	1	2	3
	47 ST. LOUIS *KMOX			2	2
	48 ST. LOUIS *KSD	1	1	2	3
49 ST. LOUIS *KWK	4	7	5	6	
NEBR.	50 OMAHA WOW	1	1	2	3
N. J.	51 NEWARK WOR	P	P	V	P
	52				
	53				
	54				
	55				
CENTRAL TIME		7	7	8	8
		30	30	30	30



The "ARMOUR Hour"

TUNEFUL melodies, appearances of stars of the stage and musical world, songs of to-day and yesterday, are skillfully blended to form the "Armour Hour"—a Friday night NBC coast-to-coast program.

In addition to frequent guest artists, there are always present Josef Koestner and his concert orchestra, the Armour Chorus of eighteen mixed voices, the male harmony trio, and Fred Waldner, tenor soloist. In consequence, Armour's Hour has one of the finest musical ensembles of the middle West, and is one of the few nationally appreciated features originating from Chicago instead of New York.

The program arrangement shows a desire on the part of the director to interest the whole family. In addition to semi-classical favorites from orchestra and chorus, the trio presents on its appearances groups of current song hits.

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

Black ★ CBS Feature from New York
 Red ★ NBS Feature from New York
 ◆ Dance music from New York

- 1** National Forum from Washington
 Discussions by speakers of national prominence.
- 2** True Story Hour
 The adventures of Mary and Bob, with dramatized true stories.
- 1** Cities Service Concert Orchestra and the Cavaliers
 Male quartet. George Green, xylophonist; Leo O'Rourke, tenor; orchestra direction, Rosario Bourdon.

FRIDAY



CITIES SERVICE CAVALIERS, heard Friday evenings through the National Broadcasting Company System. From left to right they are: Robert Stevens; David Buttolph, director and accompanist; Leo O'Rourke, John Seagle and Darrell Woodyard. The Cavaliers have a very loyal radio audience.

8 8 9 9 30 30				EASTERN TIME
1	1	2	3	WGR BUFFALO 56 N. Y.
1	X	X	X	WKBW BUFFALO 57
X	X	2	2	WMAK BUFFALO 58
1	★	2	2	WABC NEW YORK 59
1	1	2	3	WEAF NEW YORK 60
4	7	5	6	WJZ NEW YORK 61
4	7	5	6	WHAM ROCH'TER 62
		2	2	WHEC ROCH'TER 63
X	X	2	3	WGY SCHEN'DY 64
1	★	2	2	WFBL SYRACUSE 65
	7	5		WBT CHARLOT 66 N. C.
V				WPTF RALEIGH 67
		2	2	WWNC ASHEV'LE 68
1	★	2	2	WADC AKRON 69 OHIO
		2	3	WFJC AKRON 70
1	★	2	2	WKRC CINCINNATI 71
4	7	5	X	WLW CINCINNATI 72
X	X	2	3	WSAI CINCINNATI 73
E	★	2	2	WHK CLEVEL'D 74
1	1			WTAM CLEVEL'D 75
				WAIU COLUMB'S 76
1		2	2	WSPD TOLEDO 77
		2	2	KFJF OKLA.CITY 78 OKLA.
1	1	5	X	WKY OKLA.CITY 79
				KVOO TULSA 80
1	★	2	2	WLBW OIL CITY 81 PA.
D	X	2	2	WCAU PHILAD. 82
				*WFAN PHILAD. 83
				*WFI PHILAD. 84
1	1	2	3	*WLIT PHILAD. 85
4	7	5	6	KDKA PITTSB'GH 86
1	1	2	3	WCAE PITTSB'GH 87
1	★	2	2	WJAS PITTSB'GH 88
1	★	2	2	WEAN PROVID'NCE 89 R. I.
X	X	2	3	WJAR PROVID'NCE 90
		2	2	WDOO CHATTA. 91 TENN.
		5	6	WMC MEMPHIS 92
		2	2	*WREC MEMPHIS 93
		2	2	WLAC NASHV'LE 94
		5		WSM NASHV'LE 95
		2	2	KRLD DALLAS 96 TEX.
1	1	5	M	WFAA DALLAS 97
				WBAP FT.WORTH 98
		5	6	KPRC HOUSTON 99
		2	2	KTSA SANTONIO 100
X	X	5	6	WOAI S.ANTONIO 101
		2	2	WTAR NORFOLK 102 VA.
X	7	5	6	WRVA RICHM'D 103
X	X	2	2	WDBJ ROANOKE 104
X	X	X	X	WEBC SUPER'R 105 WISC.
1	★	X	X	WISN MILWAU. 106
1	1	M	6	WTMJ MILWAU. 107
				108
				109
				110
7 7 8 8 30 30				CENTRAL TIME

2 An Evening in Paris

Night life in a cafe, with musical background.

3 Schradertown Band

Arthur Allen and Louis Mason as "Gus and Louie;" brass band direction, Arthur Pryor.

4 Triadors

Chester Gaylord, vocal soloist; orchestra direction, Joe Rines.

5 Interwoven Pair

Ernie Hare, baritone, and Billy Jones, tenor; orchestra direction, Will C. Perry.

6 Philco Theatre Memories

Jessica Dragonette, soprano; Colin O'More, tenor; orchestra direction, Harold Sanford.

7 Famous Loves of History

Dramatic episodes in the lives of historic characters. (Last 15 minutes.)

FRIDAY

EASTERN TIME			10	10	11	11
			30	30	30	30
ALA.	1 BIRM'HAM	WAPI				
	2 BIRM'HAM	WBRC				
ARK.	3 HOTSPGS.	KTHS		3		
	4 L'TLE ROCK	*KLRA				
COLO.	5 DENVER	KOA	2	3	5	X
	6 DENVER	KLZ				
CONN.	7 HARTFORD	WTIC	1	X	7	7
D. C.	8 WASH'TON	WMAL	1	X		
	9 WASH'TON	WRC	1	X	4	X
FLA.	10 JACK'YLE	WJAX	X	3	X	X
	11 MIAMI B.	*WIOD			6	
GA.	12 ATLANTA	WSB	2	3		
ILL.	13 CHICAGO	*KYW	1	3	5	
	14 CHICAGO	*WBBM	X	X	X	X
	15 CHICAGO	WCFL				
	16 CHICAGO	*WENR				
	17 CHICAGO	WGN	1	X	N	D
	18 CHICAGO	WLS	X	X	X	T
	19 CHICAGO	WMAQ	1	2	5	X
IND.	20 FT.WAYNE	WOWO	1	X	X	X
	21 IND'PLS	WFBM				
IOWA	22 C. BLUFFS	KOIL	1	2	★	★
	23 DAVENP'T	*WOC	1	X	7	7
	24 DESMOINES	*WHO	1			
KANS.	25 LAWREN'E	WREN	2	3	4	X
	26 TOPEKA	WIBW	M			
	27 WICHITA	KFH			X	X
KY.	28 COV'TON	WCKY				
	29 LOUISVILLE	WHAS	2	3	X	X
LA.	30 N. ORLEANS	WDSU				
	31 N. ORLEANS	WSMB	2	3	6	
ME.	32 PORTLAND	WCSH	X			
MD.	33 BAL'TORE	WBAL				
	34 BAL'TORE	WCAO	1	2	★	★
MASS.	35 SPRINGFIELD	WBZ	2	3	5	P
	36 BOSTON	WBZA	2	3	5	P
	37 BOSTON	WEEL	1	X		
	38 BOSTON	*WNAC	1	2	★	★
	39 WORC'TER	WTAG	1		N	
MICH.	40 DETROIT	WGHP	1	2		
	41 DETROIT	*WJR	2	3	5	X
	42 DETROIT	WWJ	1	X	7	7
MINN.	43 MINNEAP.	WCCO	X	X	★	★
	44 ST. PAUL	KSTP	2	X	5	X
MO.	45 KAN. CITY	*KMBC	1	2	X	X
	46 KAN. CITY	*WDAF	1		T	D
	47 ST. LOUIS	*KMOX	1			
	48 ST. LOUIS	*KSD	1		7	7
	49 ST. LOUIS	*KWK	2	3	5	
NEBR.	50 OMAHA	WOW	1	P	7	7
N. J.	51 NEWARK	WOR				
	52					
	53					
	54					
	55					
CENTRAL TIME			9	10	10	
			30	30	30	

JESSICA DRAGONETTE deliberately forsook a stage career that promised to be as bright as any, to seek her future before the radio microphone. Thus with one gesture she proved that radio could attract artists of first-rate ability even in those early days when radio was not as highly regarded as it is now, and at the same time stepped to the fore rank of the artists who have associated themselves with the new medium.

It was a little more than two years ago when Miss Dragonette made her bow to the radio audience, an audience that has since expressed its approval of her by making her one of its highest paid and brightest stars. The National Broadcasting Company was casting about for a young soprano for a light opera and musical comedy company it was assembling.

"There's a beautiful young girl who knocked them out of their seats in 'The Student Prince,'" a Broadway expert told the NBC program directors. The girl, it turned out, was Miss Jessica Dragonette, then known as the most promising of the young musical comedy voices, but entirely unknown to radio. She was invited to sing in audition. She accepted, more out of curiosity than anything else, she has since confessed.

Miss Dragonette came to New York from Lakewood, N. J., where she had spent her youth and where she had received her musical training. She was just another young soprano then, looking for a stage and an audience. Max Reinhardt, the famous German director, was in New York preparing his American production of "The Miracle." He was looking for a young soprano voice to sing the only solo part. Miss Dragonette was one of a hundred young women who had auditions. But she was the one selected.

From above the stage at the old Century Theater came the voice of an angel in song. The angel, played by Miss Dragonette, never actually appeared before the audience. She was always in the clouds, singing down. Chaliapin, the famous Russian basso, hailed by critics as possessing the greatest operatic voice of his day, attended "The Miracle."

"The angel," he said later, "is the best voice. It is a beautiful voice, a superb voice."

After "The Miracle," Miss Dragonette had no difficulty in obtaining a place in the Broadway cast of "The Student Prince." And she sang Kathie, the prima-donna part. In the 1926 Grand Street Follies she was soprano ingenue. Then came the radio offer that lured her away from the stage.

To-day Miss Dragonette repeats what she told those skeptical friends who urged her some two years ago to stay with the stage and forget about radio.

"I'm young and radio is young," said Miss Dragonette. "I believe radio's advancement will be as rapid as was that of the moving picture, and I think its technique will be equal to the pictures in a shorter time. I hope to arrange my career so that I may develop with the new art and in time become outstanding in the field."

Survey the place of Jessica Dragonette in the radio world to-day. "Outstanding" seems hardly the word to apply now, after more than two years before the microphone.

Miss Dragonette was born in Calcutta, India. Until she was six she traveled with her parents, visiting the remote corners of the earth.

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- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

- Black ★ CBS Feature from New York
- Red ★ NBS Feature from New York
- ◆ Dance music from New York

1 Planters Singers and Orchestra
Songs of the southland; negro spirituals.

2 Armstrong Quakers
Orchestra direction, Victor Arden. Male quartet; Lois Bennett, soprano; Mary Hopple, contralto; Andy Sammella, guitar soloist.

3 Armour Program
Orchestra direction, Joseph Koestner; mixed chorus of eighteen voices; vocal trio; Fred Waldner, tenor.

SATURDAY

"THIS IS THE Radio Household Institute"

By ELIZABETH CARTER

EASTERN TIME			6 6 7 7 30 30			
ALA.	1 BIRM'HAM	WAPI		X	X	X
	2 BIRM'HAM	WBRC				
ARK.	3 HOT SPGS.	KTHS			R	
	4 L'TLE ROCK	*KLRA				
COLO.	5 DENVER	KOA			X	④
	6 DENVER	KLZ				
CONN.	7 HARTFORD	WTIC	②	②		④
D. C.	8 WASH'TON	WMAL	X	X	X	X
	9 WASH'TON	WRC	②	②	X	④
FLA.	10 JACK'VE	WJAX	X	X	X	X
	11 MIAMI B.	*WIOD				
GA.	12 ATLANTA	WSB				
ILL.	13 CHICAGO	*KYW				
	14 CHICAGO	*WBBM	★	★		
	15 CHICAGO	WCFL	X	X	X	X
	16 CHICAGO	*WENR	C	C		
	17 CHICAGO	WGN	M	X	C	X
	18 CHICAGO	WLS	X	X	X	X
	19 CHICAGO	WMAQ	C	C	M	N
IND.	20 FT. WAYNE	WOWO			X	X
	21 IND'PLS	WFBM	★			
IOWA	22 C. BLUFFS	KOIL	★	X	X	
	23 DAVENPT	*WOC	X			
	24 DESMOINES	*WHO	X	X	X	④
KANS.	25 LAWREN'E	WREN				
	26 TOPEKA	WIBW		C	N	M
	27 WICHITA	KFH	X			
KY.	28 COV'TON	WCKY				
	29 LOUISVILLE	WHAS	X	X	D	X
LA.	30 N. ORLEANS	WDSU				
	31 N. ORLEANS	WSMB				
ME.	32 PORTLAND	WCSH	X	X	X	X
MD.	33 BALT'ORE	WBAL			M	V
	34 BALT'ORE	WCAO	★	★	X	X
MASS.	35 SPRINGFIELD	WBZ	N	①	M	M
	36 BOSTON	WBZA	N	①	M	M
	37 BOSTON	WEEI	X	T	C	④
	38 BOSTON	*WNAC	M	X	N	X
	39 WORC'TER	WTAG		②	P	
MICH.	40 DETROIT	WGHP	★	★		
	41 DETROIT	*WJR	X	X	X	X
	42 DETROIT	WWJ	②	②	X	④
MINN.	43 MINNEAP.	WCCO		X	X	X
	44 ST. PAUL	KSTP	X	X	X	X
MO.	45 KAN. CITY	*KMBC	★	★	X	X
	46 KAN. CITY	*WDAF		X	X	X
	47 ST. LOUIS	*KMOX				
	48 ST. LOUIS	*KSD				④
	49 ST. LOUIS	*KWK				
NEBR.	50 OMAHA	WOW	②	②	N	X
N. J.	51 NEWARK	WOR	X	C	X	T
	52					
	53					
	54					
	55					
CENTRAL TIME			5 5 6 6 30 30			

IT is 11:15 in the morning by Eastern Time, 10:15 by Central Time, and alert housewives are getting out pencil and paper, and, drawing up a chair, are turning on the radio to catch the words sent to them across hundreds of miles: "This is the Radio Household Institute, broadcasting its regular morning program."

The Radio Household Institute specializes in variety! Domestic drama, talks by famous people, musical programs, home economics—there are a dozen different types of entertainment, but every program, no matter how it is presented, deals with some problem of the subject dearest to every woman—her home!

And there are a lot of these problems! For instance, there's the matter of meals. Most families eat three meals a day, which means that 1,095 meals have to be planned and prepared in a single year—breakfasts, lunches, dinners—for particular husbands and ravenous youngsters! Is it any wonder that listeners-in are eager for new and different ideas about cooking and meal-planning?

Then, there's the important question of the family wash—something that has to be attended to week in, week out. Naturally women are interested in easier and better laundry methods, planned to save them time, energy and expense.

And how about entertaining? Every woman likes to have company—gets a thrill out of giving bridge parties, and afternoon teas, and Sunday night suppers—not to mention special festivities for the children! She wants her parties to be charming, but they must also be economical, and planned so that they don't run way over

the family expense budget, nor demand too much time and energy.

And we haven't even mentioned that all-important business of raising a family, with all of the problems and worries and questions that face every mother the world over!

The programs of the Radio Household Institute are planned to cover all of these different home-making problems, and a great many others besides. And, in addition to the regular morning broadcasts, the Institute maintains a special department of trained writers to prepare bulletins on every conceivable home-making question, while the Institute kitchen is busy every minute originating delicious new recipes and menus.

Service! Definite answers to questions! Actual help on running a home, and raising a family, and making one dollar do the work of two! That's what the Radio Household Institute offers to its audience—an audience which has grown, in less than two years, from a few hundred to many thousand enthusiastic listeners-in.

The Radio Household Institute gives you delightful entertainment and a jolly good time every single morning, but the alert individuals who make up the Institute family never forget that their watchword is service, and they want most of all to be of real help to every listener-in.

"This is the Radio Household Institute, broadcasting its regular morning program"—and in thousands of homes all over the country chairs are drawn up to the radio, and pencils poised over paper, to take down the latest suggestions for building a happy home!



ELIZABETH CARTER, of the Radio Household Institute Staff.

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- N News
- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

- ★ CBS Feature from New York
- ★ NBS Feature from New York
- ◆ Dance music from New York

① Gold Spot Orchestra

Direction, Hans Barth; Naoum Blinden, violin soloist.

Recording Artists featured on SONATRON Hour EVERY SUNDAY NIGHT



Wayne King and his Sonatron Orchestra furnish tuneful melodies which delight.



Son and Tron, the Sonatron boys, whose whimsical melodies and excellent harmony are a feature of every Sonatron program.

AT 8:30 to 9:00 P. M., Eastern Standard Time, the Sonatron Division of the National Union Radio Corporation presents a popular program over a coast-to-coast network of the Columbia Chain.

One of the features of the Sonatron program is Wayne King and his Sonatrons — a Victor recording orchestra. Unique arrangements of popular dance tunes, musical comedy hits and old-time favorites make this orchestra one of the best liked on the air.

Another feature of the Sonatron program is Al and Pete in the roles of Son and Tron, the Sonatron boys. These harmonizers record for Brunswick and are specialists for their crooning, rhythmic songs. They are also a delight to hear in comedy and ballads.

The Sonatron Hour is interesting and entertaining, and has built a tremendous radio audience through its clever interpretation of each selection that goes on the air.

② **Black and Gold Room Orchestra**
Dinner music from New York City.

③ **The Nation's Business**
Merle Thorpe interviews persons prominent in the business world.

④ **Phil. Spitalny's Dance Music**
From Hotel Pennsylvania, New York City.

SATURDAY

6 6 7 7 30 30				EASTERN TIME
★	★	X	X	WGR BUFFALO 56 N. Y.
				WKBW BUFFALO 57
				WMAK BUFFALO 58
★	★			WABC NEW YORK 59
②	②	③	④	WEAF NEW YORK 60
	①			WJZ NEW YORK 61
X	X	X	O	WHAM ROCHESTER 62
				WHEC ROCHESTER 63
M	M	X	④	WGY SCHEN'DY 64
★	X	X	X	WFBL SYRACUSE 65
				WBT CHARLOT 66 N. C.
P			④	WPTF RALEIGH 67
				WWNC ASHEV'LE 68
★	X	X	X	WADC AKRON 69 OHIO
				WFJC AKRON 70
★	★			WKRC CINCINNATI 71
M	①	X	X	WLW CINCINNATI 72
			④	WSAI CINCINNATI 73
N	N	P	N	WHK CLEVEL'D 74
				WTAM CLEVEL'D 75
				WAIU COLUMB'S 76
★	★			WSPD TOLEDO 77
				KFJF OKLA.CITY 78 OKLA.
X	X	X	X	WKY OKLA.CITY 79
				KVOO TULSA 80
D	D	D	★	WLBW OIL CITY 81 PA.
N	D	D	T	WCAU PHILAD. 82
				*WFAN PHILAD. 83
X	X	X	④	*WFI PHILAD. 84
				*WLIT PHILAD. 85
X	①	X	X	KDKA PITTSB'GH 86
②	②		④	WCAE PITTSB'GH 87
★				WJAS PITTSB'GH 88
	★	X	X	WEAN PROVID'NCE 89 R. I.
	X	X	④	WJAR PROVID'NCE 90
				WDOD CHATTA. 91 TENN.
				WMC MEMPHIS 92
				*WREC MEMPHIS 93
				WLAC NASHV'LE 94
			④	WSM NASHV'LE 95
				KRLD DALLAS 96 TEX.
				WFAA DALLAS 97
		X	X	WBAP FT.WORTH 98
				KPRC HOUSTON 99
				KTSA S.ANTONIO 100
			X	WOAI S.ANTONIO 101
				WTAR NORFOLK 102 VA.
M	M	X	X	WRVA RICHM'D 103
	X	X	X	WDBJ ROANOKE 104
	X	X	X	WEBC SUPER'R 105 WISC.
		X	X	WISN MILWAU. 106
T	C	M	M	WTMJ MILWAU. 107
				108
				109
				110
5 5 6 6 30 30				CENTRAL TIME

SATURDAY

EASTERN TIME			8 8 9 9 30 30			
ALA.	1 BIRM'HAM	WAPI	1	4	3	3
	2 BIRM'HAM	WBRC			2	
ARK.	3 HOT SPCS.	KTHS	1	4	P	D
	4 L'TLE ROCK	*KLRA				
COLO.	5 DENVER	KOA	1	4	3	3
	6 DENVER	KLZ			2	
CONN.	7 HARTFORD	WTIC				
D. C.	8 WASH'TON	WMAL		★	2	3
	9 WASH'TON	WRC	1	4	3	3
FLA.	10 JACK'V'LE	WJAX	1	4	3	3
	11 MIAMI B.	*WIOD	1	4		
GA.	12 ATLANTA	WSB	1	4	3	3
ILL.	13 CHICAGO	*KYW	1	2		
	14 CHICAGO	*WBBM	1	★		★
	15 CHICAGO	WCFL				
	16 CHICAGO	*WENR			M	M
	17 CHICAGO	WGN	X	D	X	D
	18 CHICAGO	WLS		4	3	3
	19 CHICAGO	WMAQ	E	T	2	3
IND.	20 FT. WAYNE	WOWO		★	2	3
	21 IND'P'LS	WFBM	1	★	2	★
IOWA	22 C. BLUFFS	KOIL	1	★	2	★
	23 DAVENP'T	*WOC		4		
	24 DESMOINES	*WHO	1	4	3	3
KANS.	25 LAWREN'E	WREN		2	5	
	26 TOPEKA	WIBW	X	X	X	M
	27 WICHITA	KFH			2	
KY.	28 COV'TON	WCKY				
	29 LOUISVILLE	WHAS	1	4	3	3
LA.	30 N. ORLEANS	WDSU			2	
	31 N. ORLEANS	WSMB	1	4	3	3
ME.	32 PORTLAND	WCSH	1	4	3	3
MD.	33 BALT'ORE	WBAL	M	2		
	34 BALT'ORE	WCAO	1	★	2	3
MASS.	35 SPRINGFIELD	WBZ	X	2	M	X
	36 BOSTON	WBZA	X	2	M	X
	37 BOSTON	WEEL	1	4	3	3
	38 BOSTON	*WNAC	T	★	2	3
	39 WORC'TER	WTAG	1	4	3	3
MICH.	40 DETROIT	WGHP	1	★	2	3
	41 DETROIT	*WJR		2		
	42 DETROIT	WWJ	1	4	3	3
MINN.	43 MINNEAP.	WCCO	X	★	2	3
	44 ST. PAUL	KSTP	1	X	3	3
MO.	45 KAN. CITY	*KMBC	1	★	2	3
	46 KAN. CITY	*WDAF	1	4	3	3
	47 ST. LOUIS	*KMOX			2	3
	48 ST. LOUIS	*KSD	1	4	3	3
	49 ST. LOUIS	*KWK		2		
NEBR.	50 OMAHA	WOW	1	4	3	3
N. J.	51 NEWARK	WOR	T	M	T	B
	52					
	53					
	54					
	55					
CENTRAL TIME			7 7 8 8 30 30			



DOLORES CASSINELLI, soprano, is heard in many NBC programs, including the Marvin Musicians period every Saturday night. She loves a red, red rose, but its presence in the picture was her press agent's idea.

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- X Station on air, but program variable

Black ★ CBS Feature from New York
 Red ★ NBS Feature from New York
 ◆ Dance music from New York

1 Nit-Wit Hour

"Fun for All, and All for Fun," burlesque on everything sensible.

2 Clare Briggs

His famous cartoon characters, "Joe and Vi," personified in Graybar Hour.

3 The Gulbransen Hour

Symphony orchestra conducted by the well-known American composer-director, Dr. Henry Hadley.

SATURDAY

THE small, but select, audience of convent students indicated approval by much hand-clapping and some discreet foot-stamping. A dark-eyed young miss in Indian costume bowed low before her "public," bowed again and then bowed thrice.

Though the applause continued, the fourth bow wasn't forthcoming. In the wings of the convent "theater" the girl in Indian costume stood silent before a stern-faced nun.

"Sin of vanity," said the nun, "and if you don't get that flash out of your eyes you'll go to hell."

Not many months later Dolores Cassinelli, star of the convent production of "Hiawatha," went to New York and became a movie luminary.

The incident of the thwarted fourth bow is one of the "big moments" remembered by Miss Cassinelli, who now is heard in National Broadcasting Company programs. In her recollections it stands out with her concert debut with the great Martinelli and with the time she was almost caught when she hid under the seats to listen to a rehearsal of an opera company in the vast Auditorium in Chicago. All her "big moments," as she recalls them, had to do with music or acting.

Miss Cassinelli, motion-picture press agents to the contrary, was born in New York. She remembers her first public appearance as dancing to hurdy-gurdy music on the now immortal sidewalks of Manhattan.

She was still a child when her parents moved to Chicago, where she attended a convent school. When she wasn't in school, the child stayed close to the theaters housing opera companies. She confesses that she knew of half a dozen different ways to slip into the Auditorium in order to crawl under the seats and hear rehearsals, and once she even climbed to the roof of the building and made her entrance through a ventilating shaft.

The incident of the fourth bow that wasn't allowed occurred shortly before her introduction to a motion-picture director. That introduction resulted in the trip to New York and a good part in "Lafayette, We Come," a thriller of the war days. Her Latin beauty attracted immediate attention and soon she was a star.

The movies held her for five or six years, but she never lost her love of music. Then, almost at the height of her career in films, she tossed it over and started serious study of music. Her first important appearance as a concert singer—she's a soprano—was in Baltimore with Martinelli. The critics liked her. Her New York debut followed, and, after a successful season as a soloist, she made her radio debut on a National Broadcasting and Concert Bureau program. She has placed herself among the outstanding radio artists.

Miss Cassinelli spends her spare time at the opera and is back-stage as often as she is on the audience's side of the footlights. She likes to play tennis, but neglects sports during the opera season. She also is an accomplished fencer.

She likes bright colors and she likes to wear mantillas, though her ancestry is Italian, and not Spanish.

She plays the piano and the guitar, and is fond of Spanish music and dancing.

She likes to embroider, but doesn't like to play bridge. She enjoys spending an evening listening to radio programs.

- 1 The Lyric Challengers**
Dramatic incidents in the lives of great men.
- 2 The Marvin Musicians**
A concert orchestra under baton of Hugo Mariani.
- 3 The General Electric Hour**
A concert orchestra directed by Nathaniel Shilkret.

- 4 Laundry Land Lyrics**
- 5 The Cub Reporter** (First 15 minutes.)
Interesting experiences of a cub reporter.
Bonnie Laddies (Last 15 minutes.)

8 8 9 9 30 30				EASTERN TIME	
1	4	3	3	WGR	BUFFALO 56 N. Y.
1	★	2	★	WKBW	BUFFALO 57
			3	WMAK	BUFFALO 58
1	★	2	3	WABC	NEW YORK 59
1	4	3	3	WEAF	NEW YORK 60
	2	5		WJZ	NEW YORK 61
P	2	5		WHAM	ROCH'TER 62
				WHEC	ROCH'TER 63
1	4	3	3	WGY	SCHEN'DY 64
1	★	2	3	WFBL	SYRACUSE 65
1	4	3	3	WBT	CHARLOT 66 N. C.
1				WPTF	RALEIGH 67
		2		WWNC	ASHEV'LE 68
1	★	2	3	WADC	AKRON 69 OHIO
1				WFJC	AKRON 70
1	★	2	3	WKRC	CINCINNATI 71
P	2	T	X	WLW	CINCINNATI 72
1	4	3	3	WSAI	CINCINNATI 73
1	★	2	3	WHK	CLEVEL'D 74
T		3	3	WTAM	CLEVEL'D 75
				WAIU	COLUMB'S 76
1	★	2		WSPD	TOLEDO 77
				KFJF	OKLA.CITY 78 OKLA.
1	4	3	3	WKY	OKLA.CITY 79
				KVOO	TULSA 80
1	★	2	3	WLBW	OIL CITY 81 PA.
T	T	2	3	WCAU	PHILAD. 82
				*WFAN	PHILAD. 83
1	V	3	3	*WFI	PHILAD. 84
				*WLIT	PHILAD. 85
X	2	5	3	KDKA	PITTSB'GH 86
1	4	3	3	WCAE	PITTSB'GH 87
1	★	2	3	WJAS	PITTSB'GH 88
		★	2	WEAN	PROVID'NCE 89 R. L.
1	4	3	3	WJAR	PROVID'NCE 90
		2		WDOD	CHATTA. 91 TENN.
1	4	3	3	WMC	MEMPHIS 92
		2		*WREC	MEMPHIS 93
		2		WLAC	NASHV'LE 94
1	4	3	3	WSM	NASHV'LE 95
		2		KRLD	DALLAS 96 TEX.
				WFAA	DALLAS 97
1	4	3	3	WBAP	FT.WORTH 98
1	4	3	3	KPRC	HOUSTON 99
		2		KTSA	SANTONIO 100
1	4	3	3	WOAI	SANTONIO 101
		2		WTAR	NORFOLK 102 VA.
1	4	3	3	WRVA	RICHM'D 103
		2		WDBJ	ROANOKE 104
1	4	3	3	WEBC	SUPER'R 105 WISC.
1	X	2	3	WISN	MILWAU. 106
1	4	3	3	WTMJ	MILWAU. 107
					108
					109
					110
7 7 8 8 30 30				CENTRAL TIME	

SATURDAY



EVEN—

the Preacher's Children "Listen In"

When B. A. Rolfe and His Orchestra Begin the Lucky Strike Dance Hour Saturday Nights

THAT the coast-to-coast broadcasts of the Lucky Strike Dance Orchestra literally appeal to millions is accounted for by the fact that the programs are planned to please the largest element of American music-lovers, rather than the tastes of trained musicians, according to B. A. Rolfe, popular Lucky Strike director.

"The basic thought behind these programs," said Rolfe, "is to play selections and to produce effects which will delight the general public. By this I mean music of a homely nature which goes straight to the heart. That such music is ever popular may be accounted for by the fact that it has the stamina to live. Any musical composition which continues through the years must have that subtle, universal attraction which touches a responsive chord in the hearts of all mankind.

"Consequently it has been the effort of the Lucky Strike Dance Orchestra to make the entertainments a medley of those present-day 'tunes that made Broadway Broadway,' and such old-time favorites as are worthy of repetition. Primarily dance tunes have the greatest appeal to all peoples because such airs naturally inspire happiness and optimism. Therefore it is the aim of our Lucky Strike programs to promote a feeling of happiness and good fellowship on the part of all who hear them—and the fact that millions throughout the nation dance with us each Saturday evening is evidence that they do."

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- P Popular music (With vocal solos)
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

- Black ★ CBS Feature from New York
- Red ★ NBS Feature from New York
- ◆ NBS Feature from New York

1 B. A. Rolfe and His Lucky Strike Orchestra

One of the largest dance orchestras on the air.

2 Lew White Organ Recital

◆ Dance Music from New York

3 Radio Guild

Dramatic adaptations by Vernon Radcliffe.

EASTERN TIME		10	10	11	11
		30	11	30	
ALA.	1 BIRM'HAM WAPI	1	1		
	2 BIRM'HAM WBRC	1	1		
ARK.	3 HOT SPCS. KTHS				
	4 L'TLE ROCK *KLRA	1	1		
COLO.	5 DENVER KOA	1	1	5	X
	6 DENVER KLZ	1	1		
CONN.	7 HARTFORD W TIC				
D. C.	8 WASH'TON WMAL	1	1		
	9 WASH'TON WRC	1	1	4	
FLA.	10 JACK'VLE WJAX	1	1		
	11 MIAMI B. *WIOD	1	1	2	D
GA.	12 ATLANTA WSB	1	1		
ILL.	13 CHICAGO *KYW			5	
	14 CHICAGO *WBBM	X	X	2	X
	15 CHICAGO WCFL				
	16 CHICAGO *WENR	X	X	X	X
	17 CHICAGO WGN	1	1	N	D
	18 CHICAGO WLS	D	D	D	D
	19 CHICAGO WMAQ	1	1	R	D
IND.	20 FT. WAYNE WOWO	1	1	X	X
	21 IND'P'LS WFBM	1	1	2	2
IOWA	22 C. BLUFFS KOIL	1	1	2	2
	23 DAVENP'T *WOC				
	24 DESMOINES *WHO	1	1	2	D
KANS.	25 LAWREN'E WREN	X	X	4	4
	26 TOPEKA WIBW	M			
	27 WICHITA KFH	1	1	X	X
KY.	28 COV'TON WCKY	3	3		
	29 LOUISVILLE WHAS	1	1	X	X
LA.	30 N. ORLEANS WDSU	1	1		
	31 N. ORLEANS WSMB	1	1		
ME.	32 PORTLAND WCSH	1	1	X	
MD.	33 BALT ORE WBAL	X	X	6	D
	34 BALT'ORE WCAO	1	1	2	2
MASS.	35 SPRINGFIELD WBZ	M	D	5	
	36 BOSTON WBZA	M	D	5	
	37 BOSTON WEEI	1	1	X	X
	38 BOSTON *WNAC	1	1	2	2
	39 WORC'TER WTAG	1	1		
MICH.	40 DETROIT WGHP	1	1	2	2
	41 DETROIT *WJR	3	3	5	X
	42 DETROIT WWJ	1	1	2	X
MINN.	43 MINNEAP. WCCO	1	1	2	2
	44 ST. PAUL KSTP	1	1		
MO.	45 KAN. CITY *KMBC	1	1	2	X
	46 KAN. CITY *WDAF	1	1	5	D
	47 ST. LOUIS *KMOX				
	48 ST. LOUIS *KSD	1	1		
	49 ST. LOUIS *KWK	3	3	5	
NEBR.	50 OMAHA WOW	1	1	2	D
N. J.	51 NEWARK WOR	V			
	52				
	53				
	54				
	55				
CENTRAL TIME		9	9	10	10
		30	10	30	

SATURDAY

Paramount
Publix



Jeanette
McDonald



Lilian
Roth



Hal
Skelly

THE recent hook-up of Paramount Publix and Columbia Broadcasting interests brings a new coterie of talent before the microphone. Each Saturday night a group of Paramount stars present a headline hour over the Columbia Chain. For example, a single recent program featured all three of the well-known movie and musical-comedy stars pictured on this page.

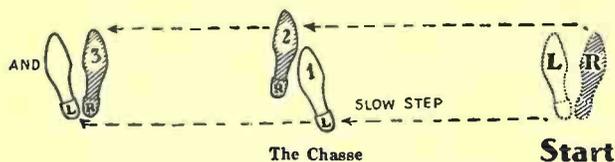
- ④ Pepsodent Program (First 15 minutes.)
Amos 'n' Andy.
Slumber Music (Last 15 minutes.)
String ensemble; direction, Ludwig Laurier.
- ⑤ Pepsodent Program (First 15 minutes.)
Local Program (Last 15 minutes.)
- ⑥ Slumber Music (Last 15 minutes.)

- ① Paramount Publix Hour
Music and drama; orchestra, soloists, male quartet and vaudeville stars.
- ② Dance Music from New York

10	10	11	11	EASTERN TIME
30	30	30	30	
1	1			WGR BUFFALO 56 N. Y.
1	1	2	2	WKBW BUFFALO 57
				WMAK BUFFALO 58
1	1	2	2	WABC NEW YORK 59
1	1	2	D	WEAF NEW YORK 60
3	3	4		WJZ NEW YORK 61
X	X	5	X	WHAM ROCH'TER 62
1	1			WHEC ROCH'TER 63
1	1	D	D	WGY SCHEN'DY 64
1	1	2	X	WFBL SYRACUSE 65
1	1			WBT CHARLOT 66 N. C.
				WPTF RALEIGH 67
1	1			WWNC ASHEV'LE 68
1	1	X	X	WADC AKRON 69 OHIO
1	1			WFJC AKRON 70
1	1	2	2	WKRC CINCINNATI 71
X	X	5	X	WLW CINCINNATI 72
1	1			WSAI CINCINNATI 73
1	1	V	P	WHK CLEVEL'D 74
				WTAM CLEVEL'D 75
				WAIU COLUMB'S 76
1	1	2	2	WSPD TOLEDO 77
1	1		1	KFJF OKLA.CITY 78 OKLA.
1	1	2	D	WKY OKLA.CITY 79
				KVOO TULSA 80
1	1			WLBW OIL CITY 81 PA.
1	1	X	X	WCAU PHILAD. 82
				*WFAN PHILAD. 83
1	1	2		*WFI PHILAD. 84
				*WLIT PHILAD. 85
3	3	5	X	KDKA PITTSB'GH 86
1	1	2	D	WCAE PITTSB'GH 87
1	1	2		WJAS PITTSB'GH 88
1	1	2	3	WEAN PROVID'NCE 89 R. I.
1	1			WJAR PROVID'NCE 90
1	1			WDOD CHATTA. 91 TENN.
1	1	2		WMC MEMPHIS 92
1	1			*WREC MEMPHIS 93
1	1	X	X	WLAC NASHV'LE 94
				WSM NASHV'LE 95
1	1			KRLD DALLAS 96 TEX.
		D		WFAA DALLAS 97
1	1			WBAP FT.WORTH 98
1	1			KPRC HOUSTON 99
1	1			KTSA S.ANTONIO 100
1	1	2		WOAI S.ANTONIO 101
1	1			WTAR NORFOLK 102 VA.
X	X	X	X	WRVA RICHN'D 103
3	1	1	X	WDBJ ROANOKE 104
1	1	5	X	WEBC SUPER'R 105 WISC.
3	1	2	2	WISN MILWAU. 106
1	1	5	D	WTMJ MILWAU. 107
				108
				109
				110
9	9	10	10	CENTRAL TIME
30	30	30	30	

FASCINATING TANGO STEPS

(Continued from page 7.)



II. AMERICAN CHASSE

THE Chasse has always been the most difficult of all tango steps, but it has been simplified by having the man begin with the left foot instead of the right. It is one of the open-position steps, in which the dancers stand about six inches apart; both dancers look in the same direction.

The steps are taken sidewise. The man has his back to the center of the room as he progresses to his left. The lady faces the center of the room and her steps are taken sidewise to her right.

If you know the two-step, you will find that learning the Chasse is very simple. The movement consists of a two-step to the left and one slow walking step.

First read the description, and then study the diagram. Study the steps carefully before attempting to do them. The Chasse is perhaps the most difficult step, and if you can learn it you will be able to dance any ballroom dance.



Position of couple in second step of Chasse

MAN'S PART.

1. Slide left foot to left side.
2. Draw right foot up to left.
3. Slide left foot to left side.
4. Cross right foot in front of left. This is a slow step. (See illustration, which shows the position of the feet on the fourth step.)

Repeat the entire step three more times. Note that all of the steps are taken sidewise, to the man's left.

LADY'S PART.

Read the man's part. Note also that the man has his back to the center of the room. The lady faces the center and takes her steps to the right.

1. Slide right foot to right.
2. Draw left up to right.
3. Slide right foot to right.
4. Cross left foot in front of right. (See illustration.)

Repeat entire movement three more times.



The El Sharon

III. THE EL SHARON

THE El Sharon is made up of slow walking steps. It is included in this course principally because of its value in developing poise, balance and rhythm.

There are two features which distinguish the El Sharon from the ordinary steps:

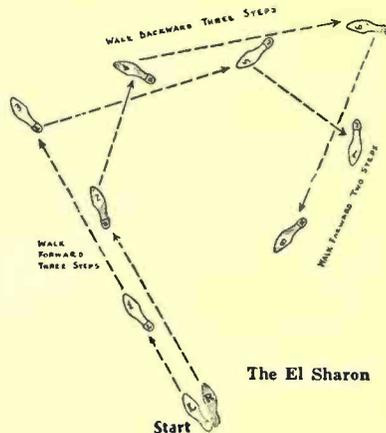
First, the feet are crossed in a very exaggerated manner. When walking forward or backward one foot is crossed directly in front or behind the other foot.

The second point of distinction is the dancing position of the couple. Instead of standing directly in front of your partner, the lady stands slightly to the right of the man; her right shoulder is close to his right shoulder.

The man begins with his left foot and takes three very slow walking steps toward the upper left-hand corner of the room, 1, 2, 3.

He then walks backward three steps, beginning with the right foot, 4, 5, 6.

Beginning with the left foot, walk forward two steps toward the starting-point, 7, 8.



The El Sharon

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Bridge players are to have a page in the near future, supplementing the afternoon Radio Bridge programs.

Log-books for the DX hounds; radio magazines for the technicians; WHAT'S ON THE AIR for the lovers of good programs.

The Walter Damrosch series of articles, scheduled for WHAT'S ON THE AIR this winter, will parallel his radio courses on musical appreciation.

The music of the month report will be an interesting feature of the near future. It will cover in radio programs a place similar to the "ten best sellers" in the world of books.

First returns, next issue, on our readers' favorite programs. Don't fail to take your part in this nation-wide effort to make a common-sense contribution to program betterment.

We are preparing to specialize in radio humor, gossip and personalities. There will be plenty of pictures—but not so many large ones—and more interesting reading-matter next month.

All of us have our favorites among local stations and are familiar with some of their programs to which we like to listen. WHAT'S ON THE AIR, however, being of national circulation, has to limit its space largely to the programs which are available to all the nation.

Do You Want Better Programs?

Do You Care Enough to Write a Letter? If so, Write It To-day!

UNDOUBTEDLY nearly all of us listeners agree with George M. Cohan, actor and playwright, that some of the radio programs we hear "are wonderful and some are just programs." Further, we believe that even the program directors of the broadcasting stations feel the same way about it. Certainly the stations seem eager for criticism and suggestion, and express themselves as anxious to reduce the time given to features not generally appreciated.

If we listeners can adopt some fair way of letting the broadcasters know what programs are pleasing us, we have every reason to believe that we are going to be pleased more often.

At present we, the average American listeners, are at a great disadvantage. We are tolerant of the other fellow's opinion, know that there must be much broadcasting for folks of different tastes than our own and simply pass up programs that displease us, hoping we'll get our share in the long run.

This, our attitude, leaves the program directors largely at the mercy of the somewhat fanatical groups whose own interests are always their hobbies. Sam Jones exhausts the dictionary in selecting adjectives to condemn a program, while Sam Smith goes to similar extremes in praising it. Neither gentleman is really speaking for us. We see a place for both Mr. Damrosch and the Lucky Strike Dance Orchestra on the air (and probably enjoy them both), but have our own preferences.

The fact is that program directors are literally

wallowing in severe criticism and fulsome praise of particular programs, neither of which give them any real insight into our viewpoint.

WHAT'S ON THE AIR proposes to all its readers a somewhat different approach to the problem of getting the listener-public's reaction before the men and women who are planning the nation's radio programs. We call for a referendum on the present chain programs. It will cost the listeners individually no more than two cents, and, when fully tabulated and presented to the chain-program management, may mean many hours of added pleasure from our radio sets to all who participate.

Here is the idea in a nutshell. Instead of expressing our dislikes (which deep down may be, after all, some personal prejudice and not quite fair), let's all of us simply name the present chain programs we do like to hear. That would be a real democratic, fair-minded American form of expression. If all of WHAT'S ON THE AIR readers will participate, this referendum will result in a constructive expression representative of the listening public, on which program directors can build intelligently.

If you haven't already made this slight contribution to the betterment of radio broadcasting, do it TO-DAY. Just take a sheet of paper and write down the chain features you like best to hear—mark them in order of your preference, if you wish—sign your name and address, and mail it to WHAT'S ON THE AIR, Ninth and Cutter Sts., Cincinnati, O.

The Best on the Air

WE come to the radio listeners America over as their guide to the best on the air, specializing on the programs the nation shares.

We make our bow and present our readers with a complete index to the programs by 110 representative stations for every thirty-minute period—from 6 to 12 P. M., Eastern Standard Time, and from 5 to 11, Central Standard Time—for every evening from November 1 to November 30.

Our aim is to bring real selectivity to the radio listener, now lost in a maze of good, bad or indifferent programs, enabling him with confidence to tune in that which he wants when he wants it.

We believe we are a necessity. We believe we are the link too long missing between the radio listener and the best on the air. We believe we are inaugurating a service which will, month by month, become increasingly accurate, far-reach-

ing and imperative to the enjoyment of radio programs.

We propose to give every radio-set owner who possesses us and who will take the trouble to read and understand the few simple rules of operation of our guide to the month's programs which appear on the inside cover-page, just the help he needs to select from the maze of simultaneous programs the one most suited to his mood at any evening period.

Try us out.

Better to Come

THAT WHAT'S ON THE AIR comes into existence as answer to a general need is proved by the fact that our initial appearance is made to more than a hundred thousand radio-set owners and probably a half-million radio fans.

Unlike the show producer who tries out his play in the so-called "sticks," we must come out full-fledged before the most discriminating of the radio public.

We have no opportunity to practice our act and iron out the kinks before our first issue is in your hands.

Moreover, the first issue of a magazine, unlike any in mechanical details that has ever before been offered to the public, has demanded a time allowance for production problems that will be greatly shortened for succeeding issues.

Individual radio stations and program directors of the chain systems have gone to the limit in giving us their heartiest co-operation; but the time element for an initial issue has taken all by surprise. The wealth of program detail wanted by the station and chain program directors has had to be ruthlessly sacrificed from this issue. More will appear in the December number, and co-ordination between program makers, editors and production and circulation managers will be perfected. We are sure, by January.

Meanwhile your constructive criticisms will be appreciated. Our interests coincide with yours.

Jack and Jill at Home and Abroad

Abroad they know
what they want
and get it



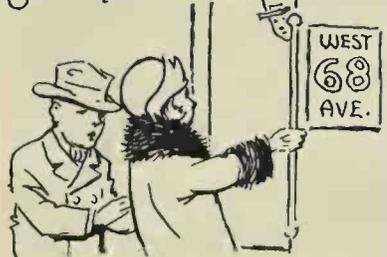
At the telephone—
insist upon the right number



At the library—
select a specific book



At the grocery—
get a particular brand



Going home, they board
a particular street car

What's on the Air

As indispensable
an accessory to
Radio as your
Directory to
your Telephone

Get the kind of
Program you want,
don't tune in on
wrong numbers

Order to day from
your Radio Dealer
or send direct to
the Publisher at 9th
and Cutter Streets
Cincinnati, Ohio.
\$1.50 the year—
15 cents the copy

At home they know
what they want but
take what they get



Turn on the Radio
and get market report
when they wanted dance music



Hunt for Newspaper—
can't find the radio page



What's On the Air
arrives — and —
Now they get what
they want when they
want it



What's on the Air will double
Your Radio enjoyment