

The Magazine for the Radio Listener 15 cents

# What's On the Air

1930  
25  
15c

Will  
Rogers

Vol. 1. No. 7

May, 1930

## WAVE-LENGTH GUIDE

CHANNEL	COLUMBIA BROADCASTING SYSTEM	NATIONAL BROADCASTING COMPANY	KYCIS	METERS	DIAL READING
1	WKRC	WGR-KSD	550	545	←
2	KLZ	WFI-WIBO	560	535	←
3	WWNC-WKBN		570	528	←
4	WIBW	WTAG	580	517	←
5		WOW-WEEI	590	508	←
6	WCAO-WREC		600	500	←
7	WFAN	WDAF	610	492	←
8	WLBZ	WTMJ	620	484	←
9	WMAL		630	476	←
10	WATU		640	468	←
11		WSM	650	461	←
12		WEAF	660	454	←
13	WMAQ		670	447	←
14		WPTF-CKGW	680	441	←
16		WLW	700	428	←
17	WOR (Independent)		710	422	←
18	CKAC	WGN	720	416	←
20		WSB	740	405	←
21		WJR	750	400	←
22		WJZ	760	394	←
23	WBBM	KFAB	770	389	←
24	WTAR-WEAN	WMC	780	384	←
25		WGY	790	379	←
26		WFAA-WBAP	800	375	←
27	WCCO		810	370	←
28		WHAS	820	366	←
29		KOA	830	361	←
32	WABC		860	349	←
33		WLS-WENR	870	345	←
35	WGST	WJAR	890	337	←
36	WMAK	WKY-WJAX	900	333	←
38		WWJ-KPRO	920	326	←
39	WDBJ-WBEC		930	322	←
40		WOSH	940	319	←
41	KMBC	WRC	950	316	←
44		KDKA	980	306	←
45		WBZ-WBZA	990	303	←
46		WOC-WHO	1000	300	←
48		KYW-KFKX	1020	294	←
50	KRLD	KTHS	1040	288	←
52		WTIC-WBAL	1060	283	←
53		WTAM	1070	280	←
54		WBT	1080	278	←
55	KMOX		1090	275	←
57		WRVA	1110	270	←
58	WISN		1120	268	←
60		WAPI-KVOO	1140	263	←
61		WHAM	1150	261	←
62	WOWO		1160	258	←
63	WCAU		1170	256	←
65		WOAI	1190	252	←
68		WCAE-WREN	1220	246	←
69	WNAC-WFBM		1230	244	←
70	WGHP		1240	242	←
72	WLBW-KOIL		1260	238	←
73		WJDX	1270	236	←
74	WDOD	WOFL	1280	234	←
75	WJAS-KTSA	WEBC	1290	232	←
76	KFH	WIOD	1300	231	←
78	WADC	WSMB	1320	227	←
79	KSCJ	WSAI	1330	225	←
80	WSPD		1340	224	←
81	WFBL	KWK	1350	222	←
85	WHK-KLRA		1390	216	←
87	WBCM-WCAH		1410	212	←
91		WFJC	1450	207	←
92		KSTP	1460	205	←
93	WLAC		1470	204	←
94	WKBW-KFJF		1480	203	←
95		WCKY	1490	201	←

# WHAT'S ON THE AIR

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

(Application for entry as second-class matter is pending.)

### HOW TO USE

## “WHAT'S ON THE AIR”

*To Double the Benefits from Your Radio Set*

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

The program-finding service covers the hours of 6 to 12 P. M. for each day in the month, Eastern Standard Time, or from 5 to 11 P. M., Central Time. Simply turn to the page bearing date and hour when program is wanted. Select from index in panels at foot of page particular program or type of program you prefer, then locate on schedule chosen symbol at nearest point (by use of State index) from which it is being broadcast. Or, if you prefer, check symbols of favorite stations against index of symbols in panels at foot of page until you locate type of program for which your particular mood calls.

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

### HOW TO USE THE WAVE-LENGTH GUIDE

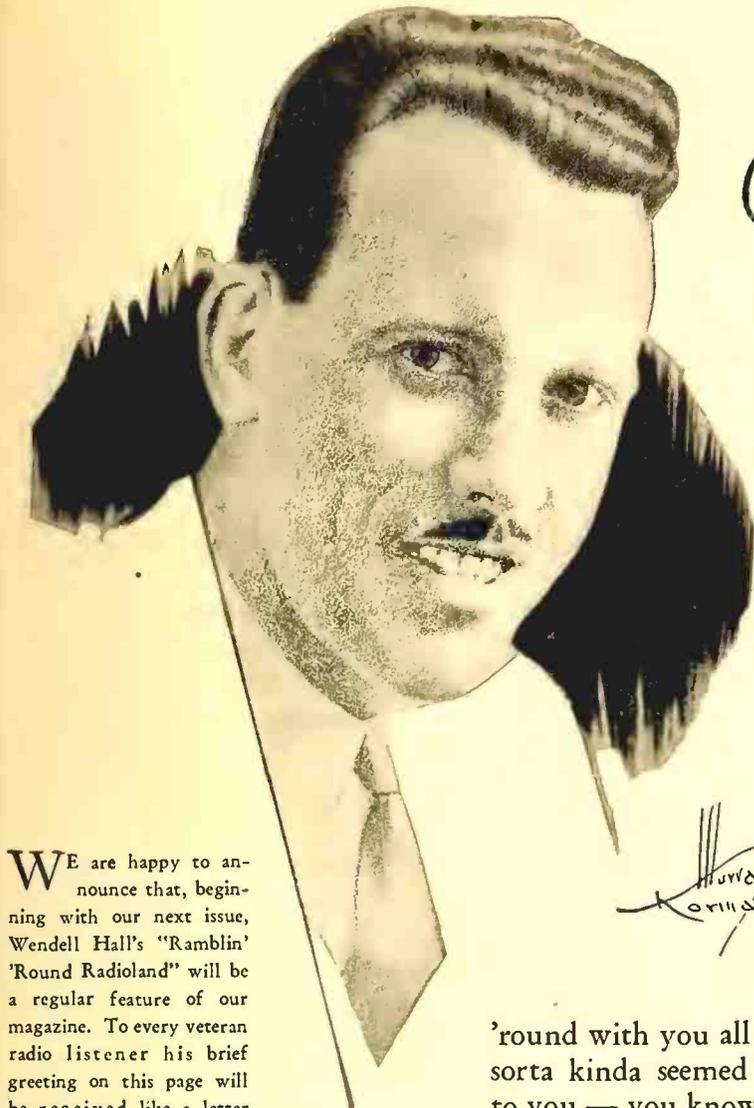
Draw lines from the stems of arrows pointing to the wave lengths of stations with which you are familiar to the respective points on the scale to the right corresponding to the points on the detector dial of your set where these stations “come in.” After you have drawn about a dozen of these lines you will have a guide to all of the stations in the country. For example, if Station WFAF, which is on channel No. 12—which means it operates on a frequency of 660 kilocycles and 454 meters—comes in on your set at 74, and Station WLW, on channel No. 16, comes in on your set at 67, stations on channels 13, 14 and 15 necessarily must come in at points between these two locations on your dial.

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

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

Announcing—

RAMBLIN' 'ROUND RADIOLAND  
With  
WENDELL HALL  
The Red-Headed Music-Maker  
Pioneer Radio Artist



WE are happy to announce that, beginning with our next issue, Wendell Hall's "Ramblin' 'Round Radioland" will be a regular feature of our magazine. To every veteran radio listener his brief greeting on this page will be received like a letter from home. The "Red-headed Music-maker" seems a personal friend, so closely is he associated in the listeners' memories with the high points in the history of radio broadcasting. Truly is he entitled to the title "Radio's Pioneer Artist." Not only was he the first Victor artist to enter the radio field, but he was the first sponsored artist in radio. As the original Eveready Entertainer, he had the first advertising contract. As a pioneer he made the first and only successful world tour of broadcasting history, entertaining from all the larger stations of America and Europe.

Already internationally known through his broadcasting, as the writer of such song hits as "It Ain't Gonna Rain No Mo'," and as the leading recording artist in number of records sold, Wen Hall has decided this year to turn his hand to writing about his experiences in the radio field. Naturally, he has chosen WHAT'S ON THE AIR as the medium by which to reach the most of his friends—the radio listeners. With his opening "R-Tickle" in our next issue, we shall print some interesting data about this young man for whom radio seems to have been invented.

HELLO, folks! How are you all this evenin'? Well, suh — I've been a-ramblin' 'round radioland — a-fiddlin' 'round (an old fiddlin' fool) SO doggone long — a-buzzin' 'round in the public ear and a-talkin' to you all so long — and a-gettin' to know you all so well — and sorta chummin' 'round with you all chummy-like for *such* a long time — Well — it just sorta kinda seemed like that sooner or later I just HAD to start writin' to you — you know kinda continuin' out the conversation like.

Most of my line o' gab has always been just for a laugh — "no sense to it" — there's enough tragedy and seriousness in real life as is, without manufacturin' more. I've always tried to be natural like — guess I'm sort of a carefree, happy-go-lucky kind of a fella anyway — and to spread joy and saturate the ether with sunshine I like to do none other no better than, and I don't mean if, and, or, but, perchance, perhaps or otherwise! Yes, suh! But always beside a smile, a chuckle or a laugh I've tried to give you all something to take away with you — just a little *sensible* non-sense.

Now, this stack of story-writin' will be just that. This little "serious" of "R-Tickles" and "S-A's" will be mostly for a *laugh* — will be the right smack *low-down* on the doin's behind the mike — the goin's on right now and the goin's on that *went* on (and how) in the early days of radio — and — well — just chummy chatter — just for fun.

So, until then — see you pretty soon — pretty sooooooon — pretty so-o-o-o-ooooon. Nite Owl.

# Never Darken My Door Again!

*Dr. Lee De Forest, "Father of Broadcasting," Spurns His Offspring as a Red-headed Stepson*

By JOSEPH ATOR

THEY call him the father of radio broadcasting, and rightly so. For without the audion tube which Dr. Lee De Forest invented two decades ago, we would have to-day no radio, no trans-Atlantic telephone, no talkies, no television.

Yet in the whole radio industry there is no more outspoken critic of radio broadcast programs, as they exist to-day, than this same Dr. De Forest, still a vastly potent force in radio technical circles. Broadcasting may have once been his fair-haired boy, but to-day he disinherits his child, not only cheerfully, but well-nigh venomously. His complaint?

First, blatant advertising, which he says is driving more and more listeners away from their radios every day.

Second, too many stations and lack of proper regulation.

Third, programs which fail to offer proper variety, monopolizing the air in the cities with jazz, often poorly played, and in the country with canned music and sales talks.

He should know what he is talking about, too, for Dr. De Forest put on his first broadcast in 1910. It was an operatic aria, with an audience which he describes as "prearranged and pathetically meager." In 1916 he put on the air for the Columbia Phonograph Company tri-weekly demonstrations of its new records. In 1919 his own company sponsored an entertainment program, during which mention was made of its products, to be met from remarks by a rival concern that "they had no condensers to sell over the radio."

"Then and there," he says, "I learned the lesson that direct advertising by broadcast does not always build good will. And I have consistently condemned the practice as perverse, pernicious, reflecting on the good name of radio, and distinctly retarding its development."

Yet at the same time Dr. De Forest admits readily that, under the present American system, we must look to the advertiser to pay for our broadcast entertainment.

"The sponsor," he says, "who is content with the mere mention of his name and product at the begin-

ning and end of his fine program leaves his listeners in a wholly friendly frame of mind. Two or three per cent. of program time devoted to this affable sponsoring announcement is the optimum amount of advertising. And this is all that should be tolerated. It would benefit the advertiser as well as the listener if such a rule were made and enforced."

Already, Dr. De Forest contends, the radio manufacturer is feeling the result of the greedy attitude of advertisers in reduced sales of sets. The broadcasting agencies will soon feel it also in the falling off of large numbers of listeners, with a resultant loss in advertising receipts.

"In the sustaining (local) programs," says Dr. De Forest, "the station director often shows a far keener sense of the psychology of his listeners. He awakes them in the morning with soft strains of music, followed by a stirring bugle-call to their morning exercise. But at night many of the sponsored programs take no heed of how pleasantly they place their wares before you.

"The finest music too often terminates in insistent demands to buy this, or try that. The good will which the advertiser has carefully cultivated for fifteen minutes is suddenly turned into ill will by his clumsy salesmanship."

And that's not all. The good doctor is merely stopping for breath. Listen to this:

"In my opinion—and I know I'm not alone in this—the entire scheme of radio broadcasting is wrong.

"There are far too many broadcast stations in operation, too many by several hundred. The present status of interference, chaos, the continual battles for new channels and more power, the evils of certain uncensored stations, whose evident and

sometimes literally avowed purpose is . . . 'The Public Be Damned,' are natural results of the history of broadcasting, which, like Topsy, just grew up suddenly from nothing, without plan or restriction—except such as a wholly unqualified Congress has in its infinite ignorance inflicted upon us from time to time." (Take a bow, Senator Dill.)

"The maximum annoy- [Continued on page 50]



DR. LEE DE FOREST.

# Check and Double Check

By Charles Magee Adams

MONDAY night, after roast beef on Sunday! By all the laws of leftovers at our house, that meant Irish stew, and I was glad.

Polly heard me as I came in, and stuck her head through the swinging door to the kitchen. I thought there was a sparkle in her eyes, like she had something up her sleeve. I noticed, too, I couldn't smell the stew. I still wasn't used to our new exhaust fan keeping the cooking smells out of the house.

I washed up, got on my slippers and tuned in some soft music on the radio, thinking how good it was to get home to a wife like Polly and a dinner of Irish stew.

Then we sat down, and Polly took the cover off the dish she'd put on the dining-table. Steam came pouring out of it, and I sniffed. But it didn't smell like Irish stew. It wasn't Irish stew.

"What is that, anyway?" I wanted to know.

Polly gave me a triumphant smile, ladling a healthy portion of the stuff into my plate. "Ragout Biscay," she announced proudly.

"Whatever that is." I sounded let down, and I was. "Why throw down an old reliable to experiment with this?"

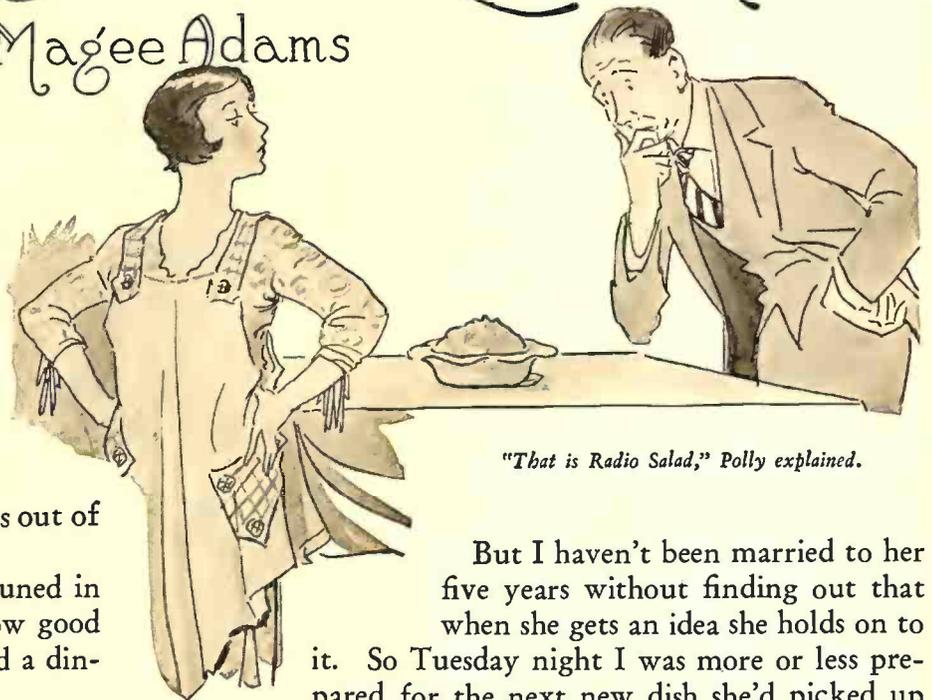
"Because I'm tired of cooking the same things all the time." Polly never had any trouble taking her own part. "This morning I listened in on the radio cooking chat. They gave the recipe for this. It sounded good, and here it is. Try it. It's not poison."

I'd been exploring the stuff with my fork and finally took a sample. "If you ask me, Irish stew's got it licked seven ways," I reported.

Polly only smiled indulgently. "That's just because I've let your tastes get into a rut. One more reason why you need a change. I'll see that you get it from now on."

I knew she meant well. But the whole thing sounded more like a threat than a promise to me, with a plate of that ragout biscay to eat or go hungry. I managed to down part of it, and the rest of the dinner was regular. By the time I got my pipe going and heard "Amos 'n' Andy," I was in better trim.

"Amos 'n' Andy" always make me feel better. There's one rattling good program, in case you don't already know it. In fact, it's just about the only program Polly likes as well as I do.



"That is Radio Salad," Polly explained.

But I haven't been married to her five years without finding out that when she gets an idea she holds on to it. So Tuesday night I was more or less prepared for the next new dish she'd picked up from these broadcast cooking chats.

"It's radio salad," she explained, when I eyed the creation, sort of puzzled.

"Oh, yes, I recognize that blown detector tube and the old aerial, now that you mention it."

The next night our dinner was topped off with something Polly said was old hickory pie. If taste meant anything, I'd have guessed they called it that after the bark, not the nuts. Thursday the first number on the bill of fare was Adirondack soup, another Pullman name for a box-car of unclaimed freight; and Friday the piece de resistance was fish surprise. Surprised fish would have been better.

I don't mind telling you by the time a week had gone by I was downright starved for an honest-to-goodness, old-fashioned meal of things I could at least recognize.

I know new things have to come along, even in food. But they ought to come gradually, and Polly was springing them one after another, without giving me a chance to get used to any.

This idea of radio being to blame occurred to me Monday morning, as I was getting ready to leave for the office. If Polly couldn't hear those cooking chats, she wouldn't have any new things to inflict on me. So, while she was out in the kitchen, I reached behind the lowboy and loosened the power plug in the base-board receptacle.

That night when I got home the set was going strong. She didn't even mention the loose plug; just served two experiments instead of one.

The next night I tried to call her up a little before five and tell her I couldn't get home for dinner. But

she wouldn't answer the telephone.

It looked like I'd just have to let her go on with this nightmare till she got tired of it. By that time I might be a dyspeptic shadow, but there was nothing else for it. Then I got a break.

Mona and Steve Westbrook invited us over for dinner the next evening. Mona's a real cook, one of these cooks you can count on to set you down to a meal that rings the bell, like Polly used to before radio ruined her. So I was more than politely expectant when I walked into their dining-room Wednesday night.

There on the table, all juicy and pink and fairly oozing goodness, was a baked ham. We'd been razzing Steve because his set had blown a tube and we couldn't hear "Amos 'n' Andy." But I forgot all about that the minute I spied what was on the meat platter. I know my mouth watered, and maybe I licked my lips.

"It's ham a la Humbert. I heard the recipe on the radio this morning and it sounded so good I decided to try it," Mona announced.

Polly almost crowed. "Oh, then, you listen to the cooking chats too? They're so interesting. I've been using the recipes the last week or two, and you would not believe how many new things I've discovered. Why, they make cooking positively exciting."

I didn't say much. I was thinking what was ahead of me, now that Mona had played straight into her hand.

We put in the evening at bridge. Polly's keen for the game, but a little after eleven she said we'd have to be getting home.

"Don't you know we'll miss 'Amos 'n' Andy' again?" she wanted to know, as I swung out of Steve's drive. "You must talk and talk and talk, after I said it was time to go."

A great light dawned on me. The next night, after dinner, I filled my pipe and strolled in to the radio while Polly cleared the table.

The clock showed a few minutes before seven. I tuned to a station I was sure didn't broadcast "Amos 'n' Andy" and went out to the dish-drying detail.

At twenty minutes after eleven I put down my detective story and began fishing for distance, careful to pick stations that didn't carry "Amos 'n' Andy."

Polly just gave me a funny look.

The next night I went through the same little routine of tuning in a differ-



ent station after dinner (another of the radio kind). Then Polly marched into the living-room. "What's the matter with 'Amos 'n' Andy'?" she asked, eyeing me suspiciously.

"Matter?" I was innocence in person.

"Why don't you tune them in?" Her tone wasn't exactly coaxing.

I smoked a minute, trying to seem natural and convincing. "I've just decided our listening's got into a rut. You know, we hear the same things every night and every week, and we shouldn't, with so many fine programs to choose from."

She just looked at me, then went back into the kitchen without a word. She was in bed by eleven o'clock too. But if you think that meant she surrendered, you just don't know Polly.

The next night dinner was a whole broadside of new things. So were Saturday's and Sunday's. By the middle of the week we even had new things for breakfast. Some of them weren't so bad. I'd even begun to like the two or three dishes Polly'd forgot and served more than once.

The line-up was "Amos 'n' Andy" versus broadcast recipes, and all my chips were on the boys from Georgia.

Thursday night the phone rang just before seven. I heard it, but never budged from the dial, and Polly finally had to answer it herself. It was Mona calling, by prearrangement I guessed.

Saturday night she almost put one over on me by taking the dial at half-past ten and DXing — something she never does — right up to time for the second performance. But I developed a sudden touch of neuritis and started the violet ray just in time to ruin reception for her.

To be truthful, the pace was beginning to tell on me. Being the subject of these culinary experiments was bad enough, though some of them were pretty good after you got used to them; but missing "Amos 'n' Andy" was worse.

I managed to act cheerful as I came

*[Continued on page 50.]*



New Dance Each Month—Keep Your Dancing Up to Broadway

# New College Dance Steps

"The Georgetown" Is Especially Popular in the National Capital

By **ARTHUR MURRAY**

"America's Foremost Dancing Instructor"

**N**OT only are dances becoming more refined, but their names, too, are taking on an educational flavor.

During Vernon Castle's day the popular dances were the Turkey Trot, the Bunny Hug, the Camel Walk and the Kangaroo Hop.

Now most new steps are named after colleges—probably because the new steps originate there.

The Georgetown is especially popular at that university in the national capital.

This combination consists of one long, syncopated walking step forward with the left foot, followed by three chasse or side steps with the right foot.

## *The Man's Part*

Begin with the left foot, and, as you step forward to take a long walking step with this foot, turn your body one-quarter to the left so that you face the center of the room.

Then, with the right foot, take three long side steps sidewise to your right.

## *The Woman's Part*

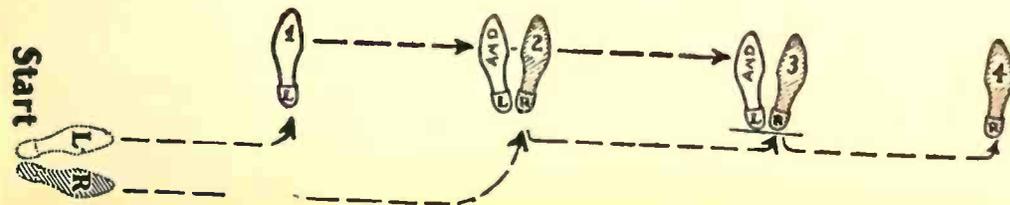
The woman's part is exactly the opposite of the man's. Simply take one walking step backward with the right foot and then three chasse or side steps directly to the left with the left foot.

As music for this dance, "A Little Kiss Each Morning" (fox trot) is suggested.

When dancing to fast fox-trot time you march to the music, allowing a beat of music to each step.

But when dancing to the new slow music, each walking step is given a double-action movement.

It is most important to learn to walk properly in the fox trot. The steps in this dance are very long. Each walking step is given two quick beats of the music. You place the whole foot forward (heel and toes touching) on the first beat, rising slightly on the toes.



On the second beat let the heel drop to the floor. The accent is placed on the second beat. This gives more "pep" to your walk.

Begin with the left foot and go forward, walking around the room, right hand to the wall. At first exaggerate the movement by rising up and down on the toes in order to bring the muscles of the toes into action.

Remember that the walk in the fox trot is very slow. Each step is given almost a full second.

## *A Step a Second*

In the beginning do not be afraid to exaggerate the rising motion. Rise up and down. Later you can modify the action.

When you are ready to dance with a partner, the rising motion should be modified until it is hardly noticeable.

Practice walking forward, reaching as far forward as you can. Always make the toes go first.

To learn to walk correctly—the woman begins with the right foot and takes long steps backward. Her toes must go as far back as possible. She should practice an extremely long step.

The woman who has learned to take a long step can follow a leader better than the one who is accustomed to taking a short step. By taking a long step, she has her feet out of her partner's way, and she also has them in readiness for the next movement. She should lift her feet slightly off the floor when walking, not let them drag or scrape the floor. Nor must the heels touch the floor when dancing backward. When walking forward, it is usually necessary to let the heels touch the floor.

[Continued on page 50]



Arthur Murray and Charlotte Earle about to take the second step in the Georgetown.

SUNDAY

May 4, 11, 18, 25

AS WE GO TO PRESS

DAYLIGHT SAVING TIME

We go to press April 6 with the assurance of the chains that their May programs will all be based on Eastern Daylight Saving Time. Our New York office has checked all schedule listings carefully, not only with NBC and Columbia, but with the 110 stations whose programs we are now listing and with the advertising agencies of all the sponsors of chain programs. For the sake of the accuracy of our schedules, we hope that the plan agreed on—to advance all programs one hour during the summer months—will be carried out. But as to the practicability of this plan we have grave doubts. Time rates on the chains double after 6 P. M. That means that advertisers will be asked to pay the doubled rate for programs which will reach the Central Standard Time area as early as four in the afternoon, and that the chain features will have been concluded by 10 P. M.—the very time when the summer audience in Central Time cities will just be nicely assembled.

TIME	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
EASTERN DAYLIGHT	12	15	30	45	1	15	30	45	2	15	30	45	3	15	30	45
Eastern Standard Central Daylight	11	15	30	45	12	15	30	45	1	15	30	45	2	15	30	45
CENTRAL STANDARD	10	15	30	45	11	15	30	45	12	15	30	45	1	15	30	45
Can - 690 TORONTO CKGW	R	R	C	C	9	9	9	9	A	A	A	A	M	M	M	M
ada 730 MONTREAL CKAC	X	X	X	X	X	X	X	X	6	6	6	6	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI	R	R	R	R	R	X	X	X	X	X	X	X	B	B	B	B
930 BIRM'GH'M WBRC	R	R	R	R	R	4	4	6	6	6	6	7	7	8	8	
Ark. 1040 HOT SP'GS *KTHS																
1390 LIT'LE R'CK *KLRA			X	X	X	X	4	4	6	6	6	6	X	X	8	8
Colo. 830 DENVER KOA			R	R	R	R	R	5	5	D	D	P	P	P	P	
560 DENVER KLZ	R	R	X	X	X	X	4	4	6	6	6	6	7	7	8	8
Conn.1060 HARTFORD *WTIC																
D.C. 630 WASH'GTN WMAL	X	X	X	X	X	X	4	4	6	6	6	6	7	7	8	8
950 WASH'GTN WRC	X	X	X	X	X	X	X	A	A	A	A	7	7	7	7	
Fla. 900 JACKS'NYE WJAX	R	X	X	X	X	X	X	5	5	6	6	B	B	B	B	
1300 MIAMI B. WIOD	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Ga. 890 ATLANTA WCST																
740 ATLANTA WSB													B	B	B	B
Ill. 1020 CHICAGO KYW									A	A	A	A				
770 CHICAGO *WBBM																
870 CHICAGO *WENR	X	X	X	X	X	X										
720 CHICAGO WGN	P	P	N	N	C	C	C	C	M	M	D	D	C	C	C	C
560 CHICAGO *WIBO																
870 CHICAGO *WLS							M	M	M	M	V	V	T	T	V	V
670 CHICAGO WMAQ	R	R	R	R	M	M	M	M	6	6	M	M	7	7	8	8
Ind. 1160 FT. W'YNE*WOWO	X	X	X	C	X	X	R	R	R	R	R	R	7	7	8	8
1230 IND'P'LIS *WFBM	X	X	X	X	X	X	X	X	6	6	6	6	7	7	8	8
Iowa 1260 C.NCIL BL'FS KOIL	M	X	X	X	X	X	X	X	X	X	X	X	7	7	8	8
1000 Davenport Des Moines WOC*WHO	R	R	X	X	2	2	3	4	5	5	6	6	C	C	C	C
600 WATERLOO WMT																
Kans.1220 LAWRENCE*WREN					X	X	X	X	X	X	X	X	B	B	B	B
580 TOPEKA *WIBW			X	X	P	P	4	4	6	6	6	6	7	7	8	8
1300 WICHITA *KFH													7	7	8	8
Ky. 1490 COVINGTON*WCKY																
820 LOUISVILLE WHAS	X	X	8	8	9	9	9	9	A	A	A	A	X	X	X	X
La. 1250 N. ORL'NS WDSU																
1320 N. ORL'NS WSMB																
Me. 620 BANGOR WLBZ	X	X	X	X	X	X	4	4	6	6	6	6	7	7	8	8
940 PORTLAND WCSH	X	X	1	1	X	X	R	R	R	R	6	6	7	7	7	7
Md. 1060 BALTIMORE*WBAL	C	C	8	8	9	9	9	9	A	A	A	A	B	B	B	B
600 BALTIMORE WCAO			X	P	P	P	4	4	6	6	6	6	7	7	8	8
Mass. 990 SPRINGFIELD WBZ									A	A	A	A	M	M	M	M
590 BOSTON WEEI	X	X	X	X	X	X	X	X	M	X	X	X	E	M	E	E
1230 BOSTON WNAC	M	M	M	M	R	R	R	R	6	6	R	R	R	R	8	8
580 WORCESTER WTAG											6	6				
Mich.1410 BAY CITY WBCM	X	X	X	X	X	X	4	4	6	6	6	6	7	7	8	8
1240 DETROIT WGHP									6	6	6	6	7	7	8	8
750 DETROIT WJR	R	R	8	8	9	9	9	9	T	T	T	T	C	C	C	C
920 DETROIT WWJ	X	X	X	X	2	2	3	4	X	X	6	6	7	7	7	7
Minn. 810 MINNEAP WCCO	R	R	R	R	R	R	4	4	6	6	6	6	7	7	8	8
1460 ST. PAUL KSTP	X	X	X	X	9	9	9	9	A	A	A	A	C	C	C	C
Miss. 1270 JACKSON WJDX																
Mo. 950 KAN. CITY KMBC	X	X	X	X	X	X	4	4	6	6	6	6	7	7	8	8
610 KAN. CITY WDAF	X	X	1	1	2	2	3	4	X	X	X	X	C	C	C	C
1090 ST. LOUIS KMOX	R	R	R	R	P	P	4	4	M	M	M	M	7	7	8	8
550 ST. LOUIS *KSD							3				6	6	C	C	C	C
1350 ST. LOUIS KWK	X	X	8	8	9	9	9	9	M	X	X	X	B	B	B	B
Nebr. 590 OMAHA *WOW	X	X	X	X	X	X	3	4	R	R	6	6	C	C	C	C

Eastern Daylight Saving 12 M. to 1 P. M.  
Our Time

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

8 Neapolitan Nights  
Vocalists; accordionist; mandolin quartet.  
NBC, New York.

1 West End Presbyterian Church  
Religious service; mixed quartet; sermon by  
Dr. A. Edrom Keigwin. CBS, New York.

2 Jewish "Day" Program  
Classical Jewish music; popular folk songs.

Eastern Daylight Saving 1 to 2 P. M.  
Our Time

2 The Pilgrims  
Mixed sextet. NBC, New York.

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

4 Calliope and Mis' Kath'rine  
Katherine Tift Jones. NBC, New York.

9 National Light Opera  
NBC, New York.

2 Jewish "Day" Program  
CBS, New York.

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
- N News
- O Organ
- P Popular music
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

We are putting into effect some helpful simplifications in our program schedules this issue. The chain features for each half-hour are grouped in a box to themselves, so that listeners, looking for a chain feature, do not even need to refer to the station listings, if they know which stations carrying the chain features are available. In answer to numerous requests, we have finally found a way to print kilocycles instead of channel numbers in the station index.

WILL ROGERS

At midnight lunch with the Prince of Wales, or breakfasting with the President, playing in a Ziegfeld show, or cavorting before the movie camera, telling the President how to run the country or the political parties how to play winning politics through the pages of the Saturday National Advertisers' Field-meet, Will Rogers stays plain Will Rogers.

Sunday nights Will comes into the homes of radio listeners all over America just as his own plain

May  
4, 11, 18, 25

SUNDAY

A				B				C				D				TIME			
12	15	30	45	1	15	30	45	2	15	30	45	3	15	30	45	EASTERN DAYLIGHT			
																Eastern Standard Central Daylight			
11				12				1				2				CENTRAL STANDARD			
																WOR NEWARK 710 N. J.			
																WGR. BUFFALO 550 N.Y.			
																WKBW BUFFALO 1480			
																*WMAK BUFFALO 900			
																WABC NEW YORK 860			
																WEAF NEW YORK 660			
																WJZ NEW YORK 760			
																WHAM ROCH'TER 1150			
																*WHEC ROCH'TER 1440			
																WGY SCHEN'D Y 790			
																*WFBL SYRACUSE 1360			
																WBT CHARLOTTE1080 N.C.			
																WPTF RALEIGH 680			
																WWNC ASHEVILLE 570			
																WADC AKRON 1320 Ohio			
																*WFJC AKRON 1450			
																WKRC CINCINNATI 550			
																WLW CINCINNATI 700			
																WSAI CINCINNATI 1330			
																WHK CLEVEL'D 1390			
																WTAM CLEVEL'D 1070			
																WAIU COLUMB'S 640			
																*WCAH COLUMB'S 1430			
																WSPD TOLEDO 1340			
																*WKBN YO'NGST-N 570			
																KFJF OKLA.CITY 1480 Okla.			
																WKY OKLA.CITY 900			
																*KVOO TULSA 1140			
																*WHP HARRIS'G 1430 Pa.			
																WLBW OIL CITY 1260			
																WCAU PHILAD. 1170			
																*WFAN PHILAD. 610			
																*WLIT-WFI PHIL. 560			
																KDKA PITTSB'GH 980			
																WCAE PITTSB'GH 1220			
																WJAS PITTSB'GH 1290			
																WEAN PROVID'NCE 780 R.I.			
																WJAR PROVID NCE 890			
																WDOD CHATTA. 1280 Tenn.			
																WMC MEMPHIS 780			
																*WREC MEMPHIS 600			
																*WLAC NASHV'LE 1470			
																WSM NASHV'LE 650			
																*KRDL DALLAS 1040 Tex.			
																WFAA Dallas 800 WBAP Ft. Worth 800			
																KPRC HOUSTON 920			
																*K TSA S. ANTONIO 1290			
																WOAI S. ANTONIO 1190 Va.			
																*WTAR NORFOLK 780			
																WRVA RICHM'D 1110			
																WDBJ ROANOKE 930			
																*WEBC SUPERIOR 1290 Wisc.			
																*WISN MILW'KEE 1120			
																WTMJ MILW'KEE 620			

3 Littmann Orchestra

CBS, New York.  
Popular numbers; Byron Holiday, tenor;  
Helen Richards, contralto.

4 Ballad Hour

Old and new ballads. CBS, New York.

Eastern Daylight Saving 2 to 3 P. M.  
Our Time

5 Three Little Sacks

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

6 La Presse Symphony Orchestra

Playing from Montreal

6 Metropolitan Echoes

Erva Giles, soprano; Robert Simmons, tenor;  
Arcadie Birkenholz, violinist. CBS, New  
York.

6 NBC Artists Service

Vocal soloists; orchestra.

A Roxy Symphony Concert

Director, Joseph Littau.

Eastern Daylight Saving 3 to 4 P. M.  
Our Time

7 The Jewish Hour

Jewish speakers and artists; director, Sam-  
uel Mahen.

B National Youth Conference

Sermon, Dr. Daniel A. Poling; mixed quart-  
et; orchestra direction, George Shackley.

C Chicago Symphony Orchestra

Director, Dr. Frederick Stock.

7 Columbia Male Chorus

Ballads and light classical music; orches-  
tra direction, Claude Mac Arthur. CBS.

8 Conclave of Nations

Address by foreign diplomat. Native music  
by symphony orchestra, under Channon Col-  
linge. CBS.

SUNDAY

May 4, 11, 18, 25

TIME	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
EASTERN DAYLIGHT	4	15	30	45	5	15	30	45	6	15	30	45	7	15	30	45
Eastern Standard Central Daylight }	3	15	30	45	4	15	30	45	5	15	30	45	6	15	30	45
CENTRAL STANDARD	2	15	30	45	3	15	30	45	4	15	30	45	5	15	30	45
Can - 690 TORONTO CKGW	M	C	C	C	2	2	2	2	3	3	3	3	4	4	M	M
ada 730 MONTREAL CKAC	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI	1	1	1	1	3	3	3	3	3	3	3	3	4	4	X	X
930 BIRM'GH'M WBRC	1	1	1	1	X	X	M	M	R	R	R	R	P	D	D	D
Ark. 1040 HOT SP'GS *KTHS															5	5
1390 LI'L'ER'CK *KLRA	1	1	1	1	X	X	X	X	X	X	X	X	7	7	X	9
Colo. 830 DENVER KOA	1	1	1	1	3	3	3	3	3	3	3	3	4	4	C	C
560 DENVER KLZ	1	1	1	1	X	X	3	3	4	4	X	X	7	7	L	9
Conn.1060 HARTFORD *WTIC																
D. C. 630 WASH'GT'N WMAL	1	1	1	1	X	X	3	3	4	4	X	X	7	7	8	9
950 WASH'GT'N WRC	X	X	X	X	2	2	2	2	3	3	3	3	4	4	5	5
Fla. 900 JACKS'NV'E WJAX	1	1	1	1	3	3	3	3	O	O	P	P	4	4	R	X
1300 MIAMI B. WIOD	X	X	X	X	X	X	X	X	3	3	3	3	4	4	5	5
Ga. 890 ATLANTA WCST																
740 ATLANTA WSB	1	1	1	1									4	4	5	5
Ill. 1020 CHICAGO *KYW			7	7												
770 CHICAGO *WBBM																
870 CHICAGO *WENR			X	X	2	2	2	2	X	X	X	X				
720 CHICAGO WGN	D	D	O	O	D	D	E	M	M	M	V	C	C	C	C	C
560 CHICAGO *WIBO															5	5
870 CHICAGO *WLS	O	O											4	4	R	R
670 CHICAGO WMAQ	R	R	R	R	X	X	3	3	M	M	X	X	M	M	X	9
Ind. 1160 FT. W'YNE *WOWO	1	1	1	1	X	X	3	3	R	R	3	3	C	C	X	X
1230 IND'P'LIS *WFBM	1	1	1	1	M	M	3	3	R	R	R	R	L	V	L	V
Iowa 1260 C.NCIL BL'FS KOIL	1	1	1	1	X	X	3	3	X	X	5	5	7	7	8	9
1000 Davenport Des Moines *WOC *WHO	1	1	1	1	2	2	2	2	3	3	3	3	4	4	5	5
600 WATERLOO WMT																
Kans.1220 LAWRENCE *WREN	6	6	7	7	8	8	8	8	X	X	X	X	X	X	C	C
580 TOPEKA *WIBW	1	1	1	1	P	P	P	P	X	X	X	X	P	P	P	9
1300 WICHITA *KFH	1	1	1	1	X	X	R	R	R	R						
Ky. 1490 COVINGTON *WCKY																
820 LOUISVILLE WHAS	1	1	1	1	X	X	X	X	X	X	X	X	4	4	5	5
La. 1250 N. ORL'NS WDSU																
1320 N. ORL'NS WSMB	X	X	X	X	8	8	8	8	X	X	X	X	4	4	5	5
Me. 620 BANGOR WLBY	1	1	1	1												
940 PORTLAND WCSH	1	1	1	1	2	2	2	2	3	3	3	3	4	4	5	5
Md. 1060 BALTIMORE *WBAL	6	6	7	7	8	8	8	8	9	X	A	A	V	O	V	O
600 BALTIMORE WCAO	1	1	1	1	R	R	3	3	R	R	R	R	M	M	8	9
Mass. 990 SPRINGFIELD WBZ	D	D	7	7	8	8	8	8	V	M	V	M	E	E	P	P
590 BOSTON WEEL	1	1	1	1	2	2	2	2	3	3	3	3	4	4	E	N
1230 BOSTON WNAC	1	1	1	1	X	X	3	3	4	4	5	5	X	X	8	9
580 WORCESTER WTAG	1	1	1	1	2	2	2	2	3	3	3	3	4	4		
Mich. 1410 BAY CITY WBCM	1	1	1	1	X	X	X	X	X	X	X	X	7	7	X	9
1240 DETROIT WGHP	1	1	1	1	X	X	3	3	4	4			7	7	8	9
750 DETROIT WJR	R	R	R	R	E	M	M	M	M	M	A	A	M	M	C	C
920 DETROIT WWJ	X	X	X	X	X	X	X	X	3	3	3	3	4	4	5	5
Minn. 810 MINNEAP WCCO	1	1	1	1	X	X	R	R	R	R	R	R	R	R	R	9
1460 ST. PAUL KSTP	X	X	X	X	8	8	8	8	X	X	X	X	4	4	5	5
Miss. 1270 JACKSON WJDX									3	3	3	3			5	5
Mo. 950 KAN. CITY KMBC	1	1	1	1	X	X	3	3	X	X	X	X	X	X	X	9
610 KAN. CITY WDAF	1	1	1	1	2	2	2	2	E	E	M	M	4	4	P	P
1090 ST. LOUIS KMOX	1	1	1	1	X	X	E	E	R	R	5	5	7	7	8	9
550 ST. LOUIS *KSD					2	2	2	2	3	3	3	3	4	4	5	5
1350 ST. LOUIS KWK	6	6	7	7	8	8	8	8	M	X	P	V	X	X	C	C
Nebr. 590 OMAHA *WOW	1	1	1	1	2	2	2	2	X	X	X	X	X	X	5	5

self, without a thought of the fact that he has a mighty reputation as a humorist to sustain, and apparently unconcerned because he is receiving one of the highest salaries ever paid a radio artist. Rumor has it that Will's thirteen Sunday evening appearances over CBS tap the Squibbs' treasury to the tune of \$65,000 for the benefit of the Rogers family alone.

The public has real reason to admire Will Rogers—he does just what we all long to do. He lives as a citizen of a republic might be expected to live, honoring only merit, and kotowing to no one because of fame, fortune or social position. He is one man among us to-day who tells the truth about the self-important of earth to their faces, and makes them try to like it.

THE JUNE COVER

The cover for June will bear a four-color portrait of "The Red-headed Music-maker," radio's pioneer, whose opening reminiscences will be featured in the same issue.

Eastern Daylight Saving 4 to 5 P. M.  
Our Time

- 1 Dr. S. Parkes Cadman  
Oratorio choristers; orchestra director, Geo. Dilworth. NBC, New York.
- 6 Library of Congress Musicale  
London string quartet. NBC, New York.
- 7 Duo Disc Duo  
Bud and Gordon Vandover, vocal duo; Dell Owen, pianist; orchestra director, Walter Blaufuss. NBC, New York.
- 1 Cathedral Hour  
All musical presentation of a cathedral service—symphony orchestra and soloists.

Eastern Daylight Saving 5 to 6 P. M.  
Our Time

- 2 Davey Hour  
Male quartet; instrumental trio; organist. NBC, New York.
- 8 National Religious Service  
Sermon, Dr. Harry Emerson Fosdick; male quartet. NBC, New York.
- 2 To Be Announced  
By CBS.
- 3 Sermon by Reverend Donald Grey Barnhouse  
From Philadelphia via CBS.

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
- N News
- O Organ
- P Popular music
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

KEEPING UP WITH THE COMMISSION

May 4, 11, 18, 25

SUNDAY

With more than a hundred applications for change of channel, change of time, of call letters, of location, of power, of ownership, of equipment, etc., etc., as well as a goodly number of applications for permits to construct new stations, flooding in on the Federal Radio Commission each week, it is difficult to understand how the five czars of radioland have time for any of the myriad of interviews and expressions of opinion on broadcasting in general credited to them daily in the papers. We freely confess that so far we have found it impossible to secure a complete and accurate record of all their decisions. In numerous cases we have found that published decisions have been modified in district instructions to individual stations. When our station listings vary with the published listings of the Commission, it is because we have direct information from the broadcasting stations themselves.

Many readers are aiding us by sending us any changes in time or channel occurring in their localities. We appreciate their thoughtfulness.

Eastern Daylight Saving Our Time 6 to 7 P. M.

3 Catholic Hour

Sermon by a noted Catholic clergyman; Paulist choristers; director, Father Finn. NBC, New York.

9 Echoes of the Orient

Instrumental ensemble; direction, Sven von Hallberg.

A Troika Bells

Genia Ponariova, soprano; N. Kovakoff, domra soloist; balalaika orchestra; direction Alexander Kirilloff.

4 Fox Fur Trappers

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

5 To Be Announced

CBS, New York.

Eastern Daylight Saving Our Time 7 to 8 P. M.

4 Durant Heroes of the World

Dramatic sketch, musical background. NBC.

5 Major Bowes' Family

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

B Cook's Travelogue

Descriptive monologue; incidental music. NBC, New York.

C Williams Oilomatics

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

6 Littman Orchestra

Popular music, with soloists.

7 The Globe Trotter

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

3 Twinplex Twins

Popular and comedy songs. CBS, New York.

9 The World's Business

Address from Washington, by Dr. Julius Klein. CBS, New York.

Grid of station call letters (A-D) and times for various stations across different time zones (Eastern Daylight, Central Standard, etc.).

SUNDAY

May 4, 11, 18, 25

PROGRAM BRIEFS

TIME	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
EASTERN DAYLIGHT	8	15	30	45	9	15	30	45	10	15	30	45	11	15	30	45
Eastern Standard Central Daylight }	7	15	30	45	8	15	30	45	9	15	30	45	10	15	30	45
CENTRAL STANDARD	6	15	30	45	7	15	30	45	8	15	30	45	9	15	30	45
Can - 690 TORONTO CKGW	Ⓞ	M	Ⓜ	Ⓜ	M	X	X	X	X	X	X	Ⓞ	Ⓞ	Ⓞ	Ⓞ	F
ada 730 MONTREAL CKAC	X	X	X	X	Ⓞ	Ⓞ	Ⓞ	Ⓞ	X	X	X	X	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI					R	R	R	R	X	X	X	X	X	X	X	Ⓞ
930 BIRM'GH'M WBRC	D	M	M	D	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	D	D	D	D
Ark. 1040 HOT SP'GS *KTHS	Ⓜ	Ⓜ	Ⓜ	Ⓜ												
1390 LIT'LE R'CK *KLRA	X	X	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	X	X	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ
Colo. 830 DENVER KOA	Ⓞ	A	A	A	A	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ
560 DENVER KLZ	N	N	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	X	X	O	O	O	O
Conn.1060 HARTFORD *WTIC					Ⓞ	O	W	M	M	Ⓞ	Ⓞ	M	D	D	D	D
D. C. 630 WASH'GT'N WMAL	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	X	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ
950 WASH'GT'N WRC	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ
Fla. 900 JACKS'NVE WJAX	X	X	X	X	X	X	X	X	X	X	X	X	Ⓞ	Ⓞ	Ⓞ	Ⓞ
1300 MIAMI B. WIOD	Ⓞ	Ⓜ	Ⓜ	Ⓜ	X	X	X	X	X	X	X	Ⓞ	Ⓞ	X	X	X
Ga. 890 ATLANTA WGST																
740 ATLANTA WSB	Ⓞ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ				Ⓞ	Ⓞ		
Ill. 1020 CHICAGO KYW	Ⓞ	A	A	A	A											
770 CHICAGO *WBBM					Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ						
870 CHICAGO *WENR					X	X	X	X	X	X	X	X	X	X	X	X
720 CHICAGO WGN	E	M	D	M	M	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	X	X	M	D	D
560 CHICAGO *WIBO	Ⓜ	Ⓜ	Ⓜ	Ⓜ												
870 CHICAGO *WLS	R	R	★	★												
670 CHICAGO WMAQ	X	X	R	R	R	R	R	R	R	R	Ⓞ	Ⓞ	M	M	M	M
Ind. 1160 FT. WYNE*WOWO	X	X	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	X	X	X	X	R	R	R	R
1230 IND'P'LIS *WFBM	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ
Iowa 1260 C.NCIL BL'FS KOIL	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	D	X	X	X
1000 Davenport Des Moines WOC*WHO	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ
600 WATERLOO WMT																
Kans.1220 LAWRENCE*WREN	Ⓞ	A	A	A	A	B	B	C	C	M	M	M	V	E	E	F
580 TOPEKA *WIBW	X	X	X	O	O	X	X	X	X	X	Ⓞ	Ⓞ	N			
1300 WICHITA *KFH	P	P	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	X	X	X	X	Ⓞ	Ⓞ	Ⓞ	Ⓞ
Ky. 1490 COVINGTON*WCKY	Ⓞ	A	A	A	A	B	B	C	C	X	X	X	X	X		
820 LOUISVILLE WHAS	Ⓞ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	V	X	Ⓞ	Ⓞ	W	M	M
La. 1250 N. ORL'NS WDSU					Ⓞ	Ⓞ	Ⓞ	Ⓞ								
1320 N. ORL'NS WSMB	Ⓞ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ							
Me. 620 BANGOR WLBZ																
940 PORTLAND WCSH	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	N	O	O	O	Ⓞ	Ⓞ	Ⓞ	Ⓞ			
Md. 1060 BALTIMORE*WBAL																
600 BALTIMORE WCAO	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	X	X	X	X	X	X
Mass. 990 SPRINGFIELD WBZ	Ⓞ	A	A	A	A	B	B	M	M	E	T	T	T	E		
590 BOSTON WEEI	B	X	X	X	E	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	X	X	N
1230 BOSTON WNAC	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	X	X	X	X
580 WORCESTER WTAG			Ⓜ	Ⓜ	Ⓞ	X	X	X		Ⓞ	Ⓞ					
Mich.1410 BAY CITY WBCM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
1240 DETROIT WGHP	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ
750 DETROIT WJR	Ⓞ	A	A	A	A	B	B	C	C	R	R	R	V	E	E	F
920 DETROIT WWJ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ
Minn. 810 MINNEAP WCCO	M	M	M	M	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	M	M	Ⓞ	Ⓞ	Ⓞ	Ⓞ
1460 ST. PAUL KSTP	Ⓞ	Ⓜ	Ⓜ	Ⓜ	T	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	L	X	Ⓞ	Ⓞ
Miss.1270 JACKSON WJDX	Ⓞ	Ⓜ	Ⓜ	Ⓜ	Ⓞ											
Mo. 950 KAN. CITY KMBC	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	X	X	R	R	X	X
610 KAN. CITY WDAF	M	M	R	R	R	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	L	L	L	E
1090 ST. LOUIS KMOX	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	X	X	WN	WN	P	P
550 ST. LOUIS *KSD	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ							
1350 ST. LOUIS KWK	Ⓞ	A	A	A	A	B	B	C	C	D	D	D	D	E	E	F
Nebr. 590 OMAHA *WOW	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ	Ⓞ

Shall we say, "Dog on the air," or, "Radio gone to the dog"? NBC has signed "Rin Tin Tin, the Wonder Dog," for a fifteen-minute series from its Chicago studios.

Columbia's big announcement at our press-going time is, of course, the thirteen Sunday nights of Will Rogers, beginning April 13, at 10 P. M.

NBC is launching several new series of programs for the summer months. Among them we note the two Canadian Pacific programs from Toronto, Beacon Oil, Shell Oil, Crush Dry Night Club, Knox-Dunlop, Lucky Strike Dance Orchestra mid-week program, and the Del Monte program. It is probable that before the end of May "Real Folks" may make place for "Flit."

We are making a list of all the requests for pictures and stories of artists which have been sent us by our readers. In planning ahead for future issues, we are arranging to include requested features, choosing, of course, first those programs on [Continued on page 50]

Eastern Daylight Saving 8 to 9 P. M.  
Our Time

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

2 Chase and Sanborn Choral Orchestra  
Vocalists; piano duo; muted singers; orchestra. NBC, New York.

3 Enna Jettick Melodies  
Vocal soloists; mixed quartet; instrumental ensemble; director, Geo. Dilworth. NBC, New York.

A Collier's Radio Hour  
Dramatization with musical interludes. NBC, New York.

1 La Palina Rhapsodizers  
Special arrangements by Claude MacArthur, director of orchestra; Zinaida Nicolina, soprano; Ben Alley, tenor. CBS.

2 Around the Samovar  
Peter Biljo's Balalaika Orchestra with soloists presenting folk songs of the Slavic countries.

3 Nunn-Bush Program  
Orchestra and vocalists; quality group.

★ Tasty Yeast Jesters  
Orchestra, with male trio.

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
- N News
- O Organ
- P Popular music
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

May 4, 11, 18, 25

SUNDAY

Eastern Daylight Saving 9 to 10 P. M. Our Time

3 "Our Government" David Lawrence from Washington, D. C.

4 Atwater Kent Hour Concert and grand opera artists; orchestra director, Josef Pasternack. NBC, New York.

A Collier's Radio Hour Dramatization with musical interludes.

B Canadian Pacific Hour Operatic music. NBC, Toronto.

C Penrod Dramatic sketch based on Booth Tarkington's "Penrod." NBC, New York.

5 Majestic Theatre of the Air Variety program, with Lee Seymour, master of ceremonies.

Eastern Daylight Saving 10 to 11 P. M. Our Time

4 Atwater Kent Hour NBC, New York.

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

6 Sunday at Seth Parker's Rural sketch depicting "Down East" meeting of semi-religious nature. NBC, New York.

C Penrod Dramatic sketch based on Booth Tarkington's "Penrod." NBC, New York.

D National Oratorio Society Salon Singers; direction Reinald Werrenrath.

4 Squibbs Presents Will Rogers!

5 Arabesque A modern "Thousand and One Nights," featuring Frank Knight, Yolande Langworthy, Georgia Backus and David Ross. CBS, New York.

Eastern Daylight Saving 11 to 12 P. M. Our Time

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

7 Russian Cathedral Choir Vocal soloists; male quartet. NBC, New York.

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

D National Oratorio Society Direction Reinald Werrenrath. NBC, New York.

E South Sea Islanders Native string orchestra. NBC, New York.

F Arm-chair Quartet Keith McLeod, organ solo; male quartet; Milton J. Cross, Maurice Taylor, tenors; Walter Preston, baritone; Marley P. Sherris, bass; Godfrey Ludlow, violinist. NBC, New York.

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

7 New York Herald Tribune Observer

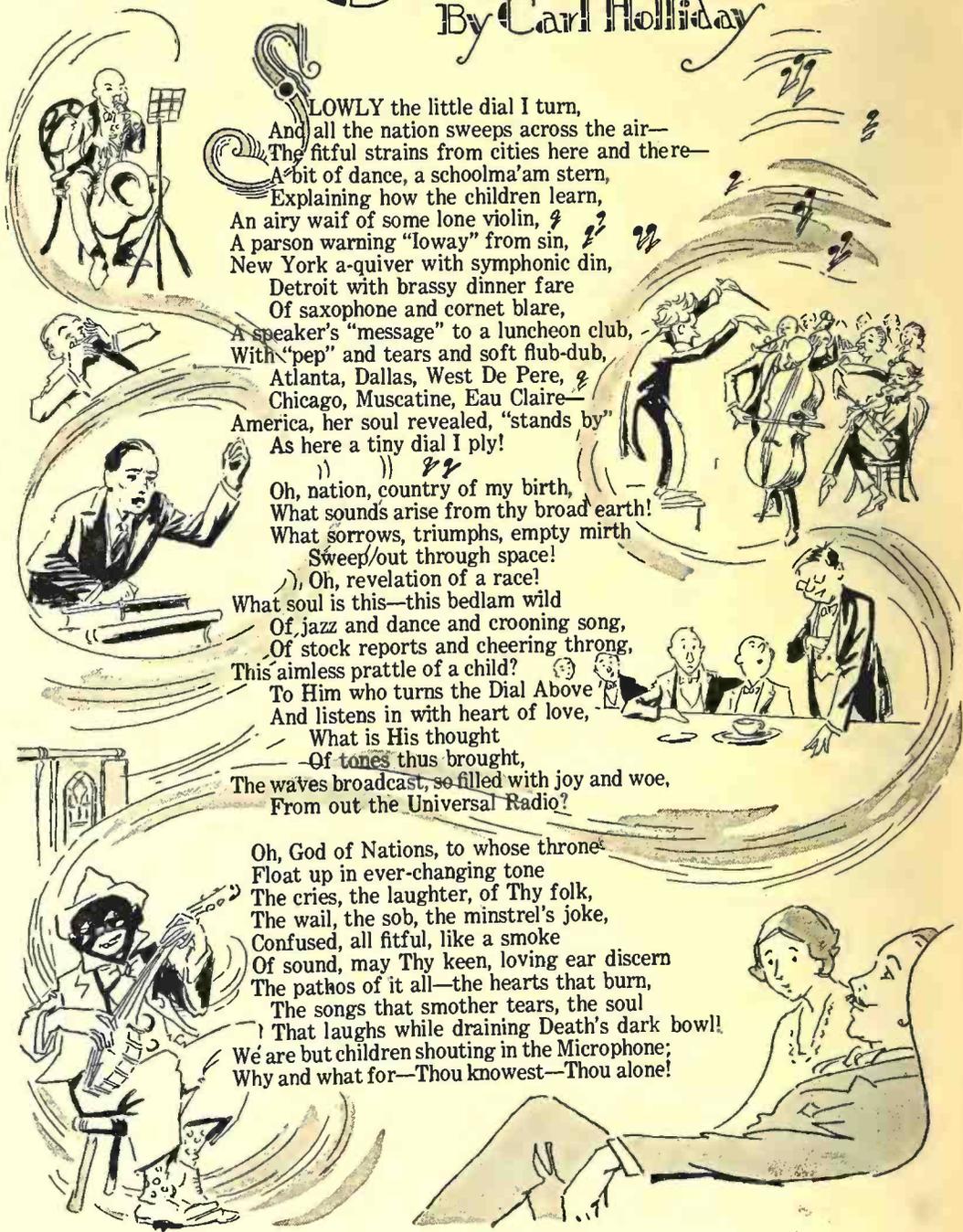
Radio schedule grid with columns for stations (A-D) and times (8-11), and rows for various radio stations (WOR, WGR, WKBW, etc.) with broadcast codes.

MONDAY May 5, 12, 19, 26

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

# I Turn The Radio Dial

By Carl Holliday



LOWLY the little dial I turn,  
 And all the nation sweeps across the air—  
 The fitful strains from cities here and there—  
 A bit of dance, a schoolma'am stern,  
 Explaining how the children learn,  
 An airy wail of some lone violin,  
 A parson warning "loway" from sin,  
 New York a-quiver with symphonic din,  
 Detroit with brassy dinner fare  
 Of saxophone and cornet blare,  
 A speaker's "message" to a luncheon club,  
 With "pep" and tears and soft flub-dub,  
 Atlanta, Dallas, West De Pere,  
 Chicago, Muscatine, Eau Claire—  
 America, her soul revealed, "stands by"  
 As here a tiny dial I ply!

Oh, nation, country of my birth,  
 What sounds arise from thy broad earth!  
 What sorrows, triumphs, empty mirth  
 Sweep/out through space!  
 Oh, revelation of a race!  
 What soul is this—this bedlam wild  
 Of jazz and dance and crooning song,  
 Of stock reports and cheering throng,  
 This aimless prattle of a child?  
 To Him who turns the Dial Above  
 And listens in with heart of love,  
 What is His thought  
 Of tones thus brought,  
 The waves broadcast, so filled with joy and woe,  
 From out the Universal Radio?

Oh, God of Nations, to whose throne  
 Float up in ever-changing tone  
 The cries, the laughter, of Thy folk,  
 The wail, the sob, the minstrel's joke,  
 Confused, all fitful, like a smoke  
 Of sound, may Thy keen, loving ear discern  
 The pathos of it all—the hearts that burn,  
 The songs that smother tears, the soul  
 That laughs while draining Death's dark bowl!  
 We are but children shouting in the Microphone;  
 Why and what for—Thou knowest—Thou alone!

<p><b>A</b> Eastern Daylight Saving 6 to 6:30 P.M.                  Our Time                  CHAIN PROGRAMS THIS HALF-HOUR</p> <p>1 Black and Gold Room Orchestra                  Concert. NBC, New York.</p> <p>6 Mormon Tabernacle Choir and Organ                  NBC, Salt Lake City.</p> <p>4 Orchestra                  Usually dance music. OBS, New York.</p>	<p><b>B</b> Eastern Daylight Saving 6:30 to 7 P.M.                  Our Time                  CHAIN PROGRAMS THIS HALF-HOUR</p> <p>1 Black and Gold Room Orchestra                  Concert. NBC, New York.</p> <p>7 Whyte's Orchestra                  Direction, Smith Bellev. NBC, New York.</p> <p>8 Armour Menuettes                  Wayne King and orchestra. NBC, Chicago.</p> <p>2 Littmann's Mountainville Sketches                  Play based on true country life. CBS, New York.</p> <p>3 Yoeng's Restaurant Orchestra                  Paul Tremaine, director. CBS, New York.</p>		
<p><b>B</b> Band music  <b>C</b> Children's features</p>	<p><b>D</b> Dance music  <b>E</b> Educational</p>	<p><b>G</b> Grand opera  <b>L</b> Light opera</p>	<p><b>M</b> Instrumental  <b>N</b> News</p>

May  
5, 12, 19, 26

MONDAY

# Guest Artists



Bessie Wynn



Mario Chamlee



Belle Forbes Cutter



Albert Rappaport



Emilio de Gogorza

BESSIE WYNN, who had the lead role in the first presentation of Herbert's "Babes in Toyland," was a recent Enna Jet-tick Melodies program guest over NBC. BELLE FORBES CUT-TER, lyric soprano, sang the leading feminine role in the radio adaptation of the operetta "New Moon," presented by the Thompson Musical Comedy Memories over CBS. ALBERT RAPPAPORT, tenor of the Chicago Civic Opera Company, played opposite Miss Cutter. EMILIO DE GOGORZA, world-famous baritone, was the guest artist on a program of Spanish melodies which Nathaniel Shilkret arranged for a recent Mobiloil Hour (NBC). MARIO CHAMLEE, one of opera's most famous tenors, has been heard over NBC several times in recent weeks. In addition to an appearance with "Around the World with Libbey," he sang the leading role in several of the Puccini operas presented by the American Radiator Company.

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

**C** Eastern Daylight Saving 7 to 7:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

**2** Rosalie Wolfe

Soprano, string trio, first 15 minutes.

**The World To-day**

Talk by James McDonald.

**3** Local Program

For 15 minutes, then

**The World To-day**

Talk by James G. McDonald. NBC, New York.

**9** The Pepsodent Program

Amos 'n' Andy, black-face comedians.

**4** Current Events

H. V. Kaltenborn, noted newspaper editor.

**D** Eastern Daylight Saving 7:30 to 8 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

**4** Roxy and His Gang

NBC, from Roxy Theatre Studios, New York.

**5** Beacon Oil Co. Program

**5** Voices from Filmland

Famous movie stars. CBS, from Hollywood, Calif.

KEY

O Organ  
P Popular music  
R Religious  
T Theatrical

V Vocal ensembles  
W Wit, comedy  
X Station on air, but program variable

**MONDAY**

May  
5, 12, 19, 26

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



For over two years ARNOLD JOHNSON and his MAJESTIC ORCHESTRA have been a stellar attraction of the "Majestic Theater of the Air" every Sunday evening over the international CBS network.

REDFERNE HOLLINSHEAD, tenor, has been associated with this program for well over a year. He has grown steadily in favor with the listening audience, so much so that he has been called on several times this year to take the time usually allotted to a guest artist as well as his own. The delightful Muriel La France is now associated with Mr. Hollinshead as a regular soloist on the Majestic program.

<p><b>A</b> Eastern Daylight Saving 8 to 8:30 P.M. Our Time CHAIN PROGRAMS THIS HALF-HOUR</p> <p><b>1</b> Voice of Firestone Vaughn de Leath, contralto; Franklin Baur, tenor; concert orchestra; director, Hugo Marianni. NBC., New York.</p> <p><b>A</b> Roxy and His Gang NBC, from Roxy Theatre Studios, New York.</p> <p><b>1</b> Henry-George Experiences of two bellhops, also "Pete" and his orchestra. CBS, New York.</p>	<p><b>B</b> Eastern Daylight Saving 8:30 to 9 P.M. Our Time CHAIN PROGRAMS THIS HALF-HOUR</p> <p><b>2</b> A. &amp; P. Gypsies Orchestra; director, Harry Horlick; vocal soloists. NBC, New York.</p> <p><b>5</b> Ipana Troubadours or Ingram Shavers Vocal trio; orchestra, Sam Lanin. NBC, New York.</p> <p><b>2</b> Ceco Couriers Merle Johnston's orchestra; Harriet Lee, contralto; Henry Burbig, humorist. CBS, New York.</p>		
<p><b>B</b> Band music <b>C</b> Children's features</p>	<p><b>D</b> Dance music <b>E</b> Educational</p>	<p><b>G</b> Grand opera <b>L</b> Light opera</p>	<p><b>M</b> Instrumental <b>N</b> News</p>

HOW

# "Something for Every One"

Got Its Start on the Air

As told by BILL SCHUDT, Jr.

**S**OMETHING for Every One" was hastily originated one brisk January morning in 1929. Julius Seebach, program director for the Columbia Broadcasting System, decided that WABC should widen the scope of its program. Thus was the first program planned, and two days later a one hour's program went on the air over one station (WABC).



Ernest W. Naftzger.

I remember the first program mainly because I was assigned the news resume, and, although it was not my first radio job, it was the earliest. We went on the air at eight o'clock (in the morning, of course).

Ernest W. Naftzger, a prominent music-teacher then conducting the very popular radio series, "Pipe Dreams," was chosen to act as master of ceremonies.

"Ernie," as all studio folk call Mr. Naftzger, was pretty nervous at the time of the premier. The studio was in his home. It, being used for music instruction, naturally had perfect acoustic properties. Microphones were installed at both ends of the room, one for the announcer and the other for the music pick-

up. Mrs. Naftzger had made coffee for the staff on duty, and, incidentally, has made coffee every morning since that the program has been on the air!

The first program was rather "ragged," as we say in radio. There wasn't enough variety. Two or three singers, a pianist, Mr. Naftzger and myself were the principals of the first broadcast.

To-day "Something for Every One" is presented from the same homelike studio in Mr. Naftzger's home. The best of CBS talent is presented on it. Ernie's jokes have improved! They are now collected from the listening audience, which numbers many hundreds of thousands tuned to the twenty-five stations usually hooked up on the early morning CBS programs.

Perhaps the best reason I can give you for Ernie's success is the undying enthusiasm which he injects in every broadcast. He is untiring. When he is finished with the early programs he goes over to the headquarters of the Columbia System, where he gathers his daily mail (which exceeds two hundred letters daily). Ernie is attempting to answer all of his mail, but is pretty far behind in this.

Many artists, whose names we shall not mention for obvious reasons, have had their start on a glorious radio career from the "Something for Every One" studio.



Typical scene at Mr. Naftzger's New York City studio during broadcast of "Something for Every One" program over CBS each week-day morning at 8:45.

**C** Eastern Daylight Saving 9 to 9:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

**2** A. & P. Gypsies

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

**6** Ted Fiorito—Maytag Orchestra

Podro Espino, tenor; male trio; Rotting and Platt, piano duo. NBC, Chicago.

**3** Physical Culture Magazine Hour

Talk by Bernarr Macfadden; dramatized story of "Live Right" family.

**D** East. Daylight Saving 9:30 to 10 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

**3** General Motors Family Party

Orchestra, Don Voorhees. NBC, New York.

**7** Chesebrough Real Folks

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

**4** An Evening in Paris

Orchestra with mixed quartet.

**O** Organ  
**P** Popular music

**R** Religious  
**T** Theatrical

KEY

**V** Vocal ensembles  
**W** Wit, comedy

**X** Station on air, but program variable

May  
5, 12, 19, 26

MONDAY

A	B	C	D	TIME
8	30	9	30	EASTERN DAYLIGHT
9	30	8	30	Eastern Standard Central Daylight
6	30	7	30	CENTRAL STANDARD
PV	PV	V	M	WOR NEWARK 710 N. J.
1	2	2	3	WGR. BUFFALO 550 N.Y.
				WKBW BUFFALO 1480
1	2	3	4	*WMAK BUFFALO 900
1	2	3	4	WABC NEW YORK 860
1	2	2	3	WEAF NEW YORK 660
A	5	6	7	WJZ NEW YORK 760
A	5	6	7	WHAM ROCH'TER 1150
X	X	D	X	*WHEC ROCH'TER 1440
1	2	2	3	WGY SCHEN'D Y 790
1	2	3	4	*WFBL SYRACUSE 1360
1	5	X	3	WBT CHARLOTTE 1080 N.C.
1				WPTF RALEIGH 680
X	X	X	X	WWNC ASHEVILLE 570
1	2	3	4	WADC AKRON 1320 Ohio
A				*WFJC AKRON 1450
1	2	3	4	WKRC CINCINNATI 1550
D	5	P	7	WLW CINCINNATI 700
1	2	2	3	WSAI CINCINNATI 1330
1	2	3	4	WHK CLEVEL'D 1390
1	2	2	3	WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
X	X	X	X	*WCAH COLUMB'S 1430
1	2	3	4	WSPD TOLEDO 1340
				*WKBN YO'NGST-N 570
1	E	D	B	KFJF OKLA CITY 1480 Okla.
1	5	6	3	WKY OKLA CITY 900
1	X			*KVOO TULSA 1140
X	X	X	X	*WHP HAR RISB'C 1430 Pa.
1	2	3	4	WLBW OIL CITY 1260
1	2	3	4	WCAU PHILAD. 1170
				*WFAN PHILAD. 610
1	2	2	3	*WLIT-WFI PHIL. 560
X	5	6	7	KDKA PITTSB'GH 980
1	2	2	3	WCAE PITTSB'GH 1220
1	2	3	4	WJAS PITTSB'GH 1290
1	2	3	4	WEAN PROVID'NCE 780 R. I.
1	2	2	3	WJAR PROVID'NCE 890
M	M	D	M	WDOD CHATTA. 1250 Tenn.
1	5	6	3	WMC MEMPHIS 780
X	X	X	X	*WREC MEMPHIS 600
				*WLAC NASHV'LE 1470
1	5	6	3	WSM NASHV'LE 650
				*KRLD DALLAS 1040 Tex.
1	X	X	3	WFAA Dallas 800
1	X	6	3	WBAP Ft. Worth 800
X	X	X	X	KPRC HOUSTON 920
1	5	6	3	*KTSA S. ANTONIO 1290
E	X	X	X	WOAI S. ANTONIO 1190 Va.
1	5	X	X	*WTAR NORFOLK 780
M	MV	VM	P	WRVA RICHM'D 1110
1	5	6	X	WDBJ ROANOKE 930
1	X	X	X	*WEBC SUPERIOR 1290 Wisc.
1			3	*WISN MILW'KEE 1120
1			3	WTMJ MILW'KEE 620

# MONDAY

May 5, 12, 19, 26

TIME	A	B	C	D
<b>EASTERN DAYLIGHT</b>	<b>10</b>	<b>30</b>	<b>11</b>	<b>30</b>
Eastern Standard } Central Daylight }	<b>9</b>	<b>30</b>	<b>10</b>	<b>30</b>
<b>CENTRAL STANDARD</b>	<b>8</b>	<b>30</b>	<b>9</b>	<b>30</b>
Can - 690 TORONTO CKGW	P	P	D	D
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI	4	X	V	04
930 BIRM'GH'M WBRC	E	2	4	5
Ark. 1040 HOT SP'GS *KTHS	4			
1390 LIT'LE'R'CK *KLRA	X	2	4	5
Colo. 830 DENVER KOA	4	5	P	7
560 DENVER KLZ		2	4	5
Conn.1060 HARTFORD *WTIC	1	D	D	O
D. C. 630 WASH'GT'N WMAL	1	2	4	5
950 WASH'GT'N WRC	1	2	D	D
Fla. 900 JACKS'N'VE WJAX	4	2	X	N
1300 MIAMI B. WIOD	4	2	X	X
Ga. 890 ATLANTA WGST				
740 ATLANTA WSB	4	2		
Ill. 1020 CHICAGO KYW	4	5		7
770 CHICAGO *WBBM				
870 CHICAGO *WENR		X	X	X
720 CHICAGO WGN	X	X	N	D
560 CHICAGO *WIBO	1	2	5	
870 CHICAGO *WLS				
670 CHICAGO WMAQ	1	2		7
Ind. 1160 FT. W'YNE *WOWO	1	2	4	5
1230 IND'P'NIS *WFBM	1	2	4	5
Iowa 1260 C.NCIL BL'FS KOIL	1	2	4	5
1000 Davenport Des Moines WOC*WHO	1	2	M	M
600 WATERLOO WMT			4	5
Kans.1220 LAWRENCE *WREN	4	5	6	7
580 TOPEKA *WIBW	V	T	4	5
1300 WICHITA *KFH	P	2	4	5
Ky. 1490 COVINGTON *WCKY	4	X	X	X
820 LOUISVILLE WHAS	4	M	D	7
La. 1250 N. ORL'NS WDSU		2		
1320 N. ORL'NS WSMB	4	2	X	7
Me. 620 BANGOR WLWZ				
940 PORTLAND WCSH	1	2	N	X
Md. 1060 BALTIMORE *WBAL				
600 BALTIMORE WCAO	1	2	4	5
Mass. 990 SPRINGFIELD WBZ	4	5	E	D
590 BOSTON WEEL	1	2	NO	X
1230 BOSTON WNAC	1	2	D	D
580 WORCESTER WTAG		2		
Mich.1410 BAY CITY WBCM	P	X	4	5
1240 DETROIT WGHP	1	2	4	5
750 DETROIT WJR	4	5	D	D
920 DETROIT WWJ	1	2	3	3
Minn. 810 MINNEAP WCCO	E	2	W	5
1460 ST. PAUL KSTP	4	5	3	7
Miss.1270 JACKSON WJDX	4			7
Mo. 950 KAN. CITY KMBC	1	2	D	X
610 KAN. CITY WDAF	1	D	3	7
1090 ST. LOUIS KMOX	1	2	WN	DN
550 ST. LOUIS *KSD	1	2	3	3
1350 ST. LOUIS KWK	4	5	DT	7
Nebr. 590 OMAHA *WOW	1	2	3	3

## RADIO GOSSIP

NBC

**D**URING a recent broadcast of Raymond Knight's "Cuckoo" program in the NBC New York studios, the wrong person was nearly "killed."

Eustace Wyatt, supposedly an income-tax expert, was giving a burlesque talk on how easy it is to make out an income-tax report, and was laughing heartily at the layman's perplexities when a "shot" from the rear of the studio supposedly killed him.

At the sound he had been instructed by Knight to jump back and utter a mournful "Oh!" When the proper moment in the script had been reached, the "shot" came, and Wyatt jumped back, only to catch Adeline Thomasson, who plays "Mrs. Pennyfeather," neatly under the chin and nearly stretch her out on the studio floor.

Letters from listeners inquired the reason for the laughter when the income-tax expert was "killed," but they approved of it.

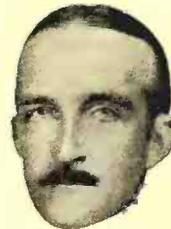


Raymond Knight.

**A** SANGUINE admirer of Amos 'n' Andy, living in Lancaster, Pa., dropped a letter for the Georgia boys into the mail-box, which bore in the way of an address only the radiant countenances of the two, clipped from the March cover of WHAT'S ON THE AIR. This method should only be employed when addressing national celebrities. Of course Amos 'n' Andy got their letter without the slightest delay.

**B**ECAUSE his new police dog, Lynx, was going to listen to the program, Vernon Radcliffe, NBC production man, was especially anxious to do a good job on a recent "Harbor Lights" program, for which Burr Cook, the author, had supplied a thrilling dog story—perhaps in honor of Lynx—called "The Dog-catcher of Stamboul."

The script called for a whole pack of ravening dogs to which a renegade Englishman throws his enemy. As the program ended on



Vernon Radcliffe.

the victim's blood-curdling shriek, Radcliffe rushed to a telephone and called his wife in Connecticut.

"I thought it was grand!" she said. "The whole street seemed to be full of snarling dogs, and the man's yell was terrifying."

"Yes, yes," said Radcliffe, "but Lynx—did he hear them? What did he do?"

"Well, he didn't seem to notice, but the cat ran away."

**A** CERTAIN woman, who had risen high in a profession which demanded very little in the way of good English, was appearing as guest speaker in a program to be presented from the National Broadcasting Company's New York studios.

Arthur Snyder, the NBC production man in charge of the program, reports that, when she came to the word "colleagues," while reading her talk at rehearsal, she pronounced it as "colleges." Diplomatically, her manager mentioned that the printers were so often careless in their work, and, pointing to the troublesome word, he read it correctly for her.

"Why, yes," she said with a charming smile, "they've put two 'L's' in the word."



Arthur Snyder.

**B**BROADCASTING has taken to originating its own Scotch anecdotes. Kenneth W. MacGregor, the production man who was responsible for seeing that everything went right while Floyd Gibbons was talking last month on the *Literary Digest* prohibition poll in the National Broadcasting Company studios, swears to this one:

On the evening when the famous correspondent gave the first figures in the nation-wide straw-vote, Gibbons read them off with his usual lightning speed. The control engineer, Scotch by ancestry, tried to write down the details, but couldn't keep up.

At the end of the talk he approached Gibbons and said: "Listen, if you could give those figures a little slower, I could take them down. Now I suppose I've got to go out and buy a copy of the magazine to get them. Slow up a little next time."

Gibbons reminded the Scot that there are copies of the magazine in the public library, and that he could read them there free of charge.

**A** East. Daylight Saving 10 to 10:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 1 Whittall Anglo-Persians  
Orchestra, Louis Katzman; "Master Weaver." NBC, New York.
- 4 Stromberg Carlson Program  
Rochester civic orchestra; director, Guy Fraser Harrison. NBC, Rochester.
- 1 Robert Burns Panatela Program  
Guy Lombardo's orchestra with Ben Alley, tenor; Helen Nugent, contralto. CBS, N. Y.

**B** East. Daylight Saving 10:30 to 11 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 2 Shell Oil Co. Program
- 5 Empire Builders  
Dramatic sketch; orchestra, Andy Sanella. NBC, New York.
- 2 Gold Strand Crusaders  
Concert orchestra, Merle Johnston; vocal soloists. CBS, New York.

KEY

- B Band music
- C Children's features
- D Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental
- N News

May  
5, 12, 19, 26

MONDAY

# Stage Favorites Become Radio Favorites



Henry Melvin



Eunice Howard

EUNICE HOWARD, heard often in "True Romances," played the lead in Christopher Morley's revival, "The Black Crook."



Elsie Hitz

HENRY MELVIN, ELSIE HITZ (Peggy) and ALFRED SWENSON (the father) appear each Thursday in Jack Frost Melody Moments over NBC. All three have long been favorites on the stage. Last year Henry was with Eva La Gallienne in "Peter Pan." Miss Hitz has played Broadway leads. Mr. Swenson is also a popular Broadway star.



Alfred Swenson



Effie Palmer

GERTRUDE HITZ, of Physical Culture Hour, was ingenue with Margaret Anglin—remember her? Later Miss Hitz played the lead in "Broadway" and "One-way Street." Then she came to radio. EFFIE PALMER, heard in several of the McFadden programs, is a former actress who now conducts her own School of Dramatic Art.

**C** East. Daylight Saving 11 to 11:30 P.M. Our Time  
**CHAIN PROGRAMS THIS HALF-HOUR**  
**3** Hotel New Yorker  
 Dance orchestra, Bernie Cummins; vocal soloists. NBC.  
**6** Slumber Music  
 String ensemble, Ludwig Laurier. NBC, New York.  
**3** New York Herald Tribune Observer  
**4** The Columbians  
 Symphony and dance orchestras. Light music; Grenadiers quartet. CBS, New York.

**D** East. Daylight Saving 11:30 to 12 P.M. Our Time  
**CHAIN PROGRAMS THIS HALF-HOUR**  
**3** Hotel New Yorker  
 Dance orchestra, Bernie Cummins; vocal soloists. NBC.  
**6** Slumber Music  
 String ensemble, Ludwig Laurier. NBO, New York.  
**7** Pepsodent Program  
 Amos 'n' Andy, black-face comedians.  
**5** Dance Music  
 CBS, from New York.

**O** Organ      **R** Religious  
**P** Popular music      **T** Theatrical

**KEY**  
**V** Vocal ensembles      **X** Station on air, but program variable  
**W** Wit, comedy

A	B	C	D	TIME
10	30	11	30	EASTERN DAYLIGHT
9	30	10	30	Eastern Standard Central Daylight
8	30	9	30	CENTRAL STANDARD
O	D	D	MV	WOR NEWARK 710 N. J.
1	2	3	T	WGR. BUFFALO 550 N.Y.
				WKBW BUFFALO 1480
1	2	4	5	*WMAK BUFFALO 900
1	2	3	5	WABC NEW YORK 860
1	2	3	3	WEAF NEW YORK 660
4	5	6	6	WJZ NEW YORK 760
	5			WHAM ROCH'TER 1150
X	2	X	X	*WHEC ROCH'TER 1440
1	2	3		WGY SCHEN'D Y 790
1	2	4	5	*WFBL SYRACUSE 1360
X	5	6	6	WBT CHARLOTTE 1080 N.C.
	2			WPTF RALEIGH 680
X	2	4	5	WWNC ASHEVILLE 570
1	2	4	D	WADC AKRON 1320 Ohio
1	2	3	3	*WFJC AKRON 1450
1	2	4	D	WKRC CINCINNATI 550
M	5	M	V	WLW CINCINNATI 700
1	X	X		WSAI CINCINNATI 1330
1	2	4	O	WHK CLEVEL'D 1390
X	X	X	X	WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
LD	D	X	X	*WCAH COLUMB'S 1430
1	2	4	5	WSPD TOLEDO 1340
X	X	4	5	*WKBN YO'NGST-N 570
B	2	D	D	KFJF OKLA. CITY 1480 Okla.
4	5	X	7	WKY OKLA. CITY 900
				*KVOO TULSA 1140
D	2	4	5	*WHP HARRIS'B'G 1430 Pa.
1	2	4	5	WLBW OIL CITY 1260
1	2	4	D	WCAU PHILAD. 1170
				*WFAN PHILAD. 610
1				*WLIT-WFI PHIL. 560
4	5	6	6	KDKA PITTS'B'GH 930
1	2	D	T	WCAE PITTS'B'GH 1220
1	2	D	D	WJAS PITTS'B'GH 1290
1	2	4	5	WEAN PROVID'NCE 750 R. I.
1	2	X	X	WJAR PROVID'NCE 890
M	2	4	5	WDOD CHATTA. 1280 Tenn.
		3	7	WMC MEMPHIS 780
X	2	4	5	*WREC MEMPHIS 600
	2			*WLAC NASHV'LE 1470
4	2	X	7	WSM NASHV'LE 650
	2			*KRLD DALLAS 1040 Tex.
X	5	X	7	WFAA Dallas 800
4	X	X	7	WBAP Ft. Worth 800
X	2	4		KPRC HOUSTON 920
4	X	E	7	*KTSAS. ANTONIO 1290
X	2			WOAI S. ANTONIO 1190 Va.
4	2	M	X	*WTAR NORFOLK 780
E	2	4	5	WRVA RICHM'D 1110
4	5	D	7	WDBJ ROANOKE 930
X	2	4	5	*WEBC SUPERIOR 1290 Wisc.
4	5		7	*WISN MILW'KEE 1120
				WTMJ MILW'KEE 620

# TUESDAY

May  
6, 13, 20, 27

TIME	A	B	C	D
EASTERN DAYLIGHT	6	30	7	30
Eastern Standard } Central Daylight }	5	30	6	30
CENTRAL STANDARD	4	30	5	30
Can - 690 TORONTO CKGW	1	1	6	8
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI	N	X		
930 BIRM'GH'M WBRC	1	2	5	7
Ark. 1040 HOT SP'GS *KTHS	M	E		NX
1390 LIT'LE R'CK *KLRA	1	2	5	7
Colo. 830 DENVER KOA	M	E	2	NX
560 DENVER KLZ	1	2	5	7
Conn. 1060 HARTFORD *WTIC	M	X	X	X
D. C. 630 WASH'GT'N WMAL	N	E	5	X
950 WASH'GT'N WRC	1	1	6	8
Fla. 900 JACKS'NVE WJAX	X	X	6	X
1300 MIAMI B. WIOD	X	X	6	X
Ga. 890 ATLANTA WGST				
740 ATLANTA WSB			2	
Ill. 1020 CHICAGO KYW				
770 CHICAGO *WBBM				
870 CHICAGO *WENR	X	X	X	X
720 CHICAGO WGN	E	C	C	D
560 CHICAGO *WIBO				
870 CHICAGO *WLS				
670 CHICAGO WMAQ	C	X	X	X
Ind. 1160 FT. W'YNE *WOWO	1	2	5	0
1230 IND'P'LIS *WFBM	E	3	X	X
Iowa 1260 C. NCIL BL'FS KOIL	N	O	X	X
1000 Davenport Des Moines WOC *WHO	X	X	2	P
600 WATERLOO WMT	1	2	5	7
Kans. 1220 LAWRENCE *WREN	X	X	X	8
580 TOPEKA *WIBW		C	N	7
1300 WICHITA *KFH	1	3	X	X
Ky. 1490 COVINGTON *WCKY			6	8
820 LOUISVILLE WHAS	X	X	2	X
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB	X	X	2	X
Me. 620 BANGOR WLBZ	P	P	5	7
940 PORTLAND WCSH	E	N	2	3
Md. 1060 BALTIMORE *WBAL				
600 BALTIMORE WCAO	P	P	5	7
Mass. 990 SPRINGFIELD WBZ	E	5	6	D
590 BOSTON WEEL	C	M	M	3
1230 BOSTON WNAC	P	P	NM	
580 WORCESTER WTAG			2	3
Mich. 1410 BAY CITY WBCM	1	2	5	7
1240 DETROIT WGHP			5	7
750 DETROIT WJR	M	M	6	P
920 DETROIT WWJ	1	1	2	X
Minn. 810 MINNEAP WCCO	C	C	D	D
1460 ST. PAUL KSTP	C	N	M	M
Miss. 1270 JACKSON WJDX			2	8
Mo. 950 KAN. CITY KMBC	1	3	W	X
610 KAN. CITY WDAF	D	C	2	E
1090 ST. LOUIS KMOX	X	W	X	X
550 ST. LOUIS *KSD				
1350 ST. LOUIS KWK	X	X	X	8
Nebr. 590 OMAHA *WOW	1	1	2	WD

## STUDIO CHATTER

CBS

### WANTS A MONKEY

Mark Hawley, of the CBS announcing staff, was a farmer up-State before joining the radio staff of a prominent Buffalo broadcaster. His greatest desire at the present time is to own a monkey (of all things!).



Mark Hawley.

Annie" and "Sweet and Low."

Tiny Ann Leaf, better known as "Mitey," and still better known as organist for CBS, collects a new nickname most every day; the latest are "Little by Little," "Little Organ

Everybody but Dale Wimbrow seems to know that both the new hit, "The Big Man from the South with the Big Cigar in His Mouth" and the "No Smoking" signs in WABC's studios claim him for their inspiration. (See page 39.)

Introducing a little girl who plays in her own back yard: Lot Harrington, popular comedienne of CBS, fondly remembered as the tough showgirl in "Mrs. Murphy's Boarding-house," is a New Yorker from birth and has never seen the Statue of Liberty. And the other day she was treated to her first look-in on the broadcast control-room, after years before the microphone.

Indications point to Lucille Black, CBS star of the Nit Wit program, as the artist most in demand, if public invitations are to be accepted as a criterion. Lucille has won the hearts of Ralph C. Wilson and his family, and recently made a hasty visit to their beautiful estate near Wellesley, Mass. Twenty guests were introduced to her at a tea given in her honor, during which she discarded the burlesque robes of a Nit Wit and played selections from Beethoven and Wagner with her usual grace. Mr. Wilson is vice-president of the Babson Statistical Bureau.



Lucille Black.

After seven years of playing together, the Royal Canadians, under Guy Lombard's directorship, still count nine of their original ten players.

Archie Coates has become one of the continuity staff of the Columbia Broadcasting System. This intrepid literary adventurer has served on the editorial staff of *Life*, *Vanity Fair*, *Literary Digest*; was Deems Taylor's assistant on the *World*, and was personal representative for Vilhjalmur Stefansson on exploring expeditions.

Folks wonder how Mme. Molka De Polka persuades that funny giggle prevalent in the Nit Wit Hour. Believe it or not, that is her natural laugh, and she's the winsome Lucille Black, invaluable as staff pianist and hostess.



Audrey Marsh.

Audrey Marsh, Columbia's latest radio find, is just eighteen years old. The young lady is the possessor of a soprano voice that is considered very valuable for microphone work. Despite her youth, she played a leading role in "Abie's Irish Rose" for two years, followed by a featured appearance in "After Dark," a Hoboken product.

Did you know that Edith Thayer played the leading role in the original production of "Blossom Time" for three seasons? Ben Selvin is planning a musicians' colony in one of New York City's suburbs where the streets are being named after famous composers and everything? Freddie Rich has now discarded his tortoise-shelled glasses for the silver-framed variety? Howard Barlow weighs less than any other Columbia orchestra leader? That Guy Lombardo and his orchestra are most sought after by music publishers to "plug" their songs? That Wilbur Mild and Chester Frost work under Columbia's banner? One of Paul Tremaines' most popular classical arrangements in dance tempo is the overture "Orpheus in Hades"?

Harry Swan, taking the part of Tige in the Brown-bilt Footlites, has left this program. Guess he tired of living a dog's life.

### A Eastern Daylight Saving 6 to 6:30 P.M. Our Time

#### CHAIN PROGRAMS THIS HALF-HOUR

- 1 Black and Gold Room Orchestra  
Concert music, Ludwig Laurier. NBC, New York.
- 4 Savannah Liners' Orchestra  
Last 15 minutes; Harold Sanford, director. NBC, New York.
- 1 Dinner Symphony  
Orchestra, Howard Barlow. CBS, New York.

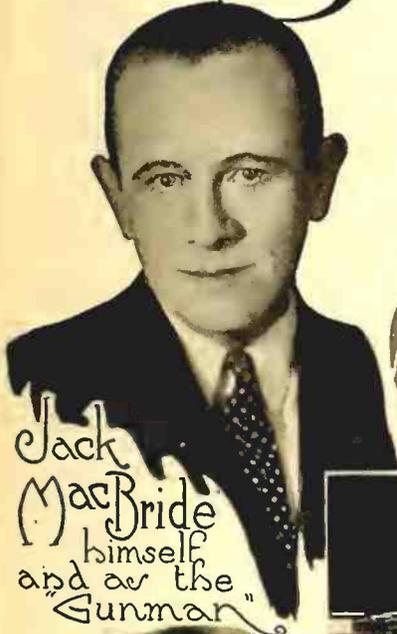
KEY	
B	Band music
C	Children's features
D	Dance music
E	Educational
G	Grand opera
L	Light opera
M	Instrumental
N	News

### B Eastern Daylight Saving 6:30 to 7 P.M. Our Time

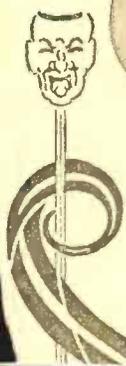
#### CHAIN PROGRAMS THIS HALF-HOUR

- 1 Black and Gold Room Orchestra  
Concert music, Ludwig Laurier. NBC, New York.
- 5 Savannah Liners' Orchestra  
Last 15 minutes; Harold Sanford, director. NBC, New York.
- 2 Chas. Dorenberger Orchestra First 15 min.  
Dance music from Philadelphia.  
National Security League Broadcast Series (Last 15 min.)
- 3 Chas. Dorenberger Orchestra First 15 min.  
Dance music from Philadelphia.

# For the Role's Sake



Jack MacBride himself and as the "Gunman"



Gertrude Wickes in real life and as the "Gunman Moll"



The real Georgia Backus and as Aphrodite Godiva in "Nit Wit"



May 6, 13, 20, 27

TUESDAY

A	B	C	D	TIME
6	30	7	30	EASTERN DAYLIGHT
5	30	6	30	{ Eastern Standard Central Daylight
4	30	5	30	CENTRAL STANDARD
C	M	M	PV	WOR NEWARK 710 N. J.
X	X	2	3	WGR BUFFALO 550 N.Y.
1	2	5	7	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
1	2	4	6	WABC NEW YORK 860
1	1	2	3	WEAF NEW YORK 660
4	5	6	7	WJZ NEW YORK 760
		6		WHAM ROCHESTER 1150
C	X	X	7	*WHEC ROCHESTER 1440
P	P	X	3	WGY SCHEN'D Y 790
1	M	M	M	*WFBL SYRACUSE 1360
X	X	6	X	WBT CHARLOTTE 1080 N.C.
		6	8	WPTF RALEIGH 680
X	2	5	7	WWNC ASHEVILLE 570
1	N	X	M	WADC AKRON 1320 Ohio
X	X			*WFJC AKRON 1450
X	2	X	X	WKRC CINCINNATI 550
P	P	6	M	WLW CINCINNATI 700
	1	2	D	WSAI CINCINNATI 1330
D	X	M	D	WHK CLEVEL'D 1390
X	X	X	X	WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
O	V	M	X	*WCAH COLUMB'S 1430
D	D	M	T	WSPD TOLEDO 1340
1	2	5	7	*WKBN YO'NGST-N 570
X	X	X	N	KFJF OKLA.CITY 1480 Okla.
X	X	X	X	WKY OKLA.CITY 900
		X	X	*KVOO TULSA 1140
1	2	5	7	*WHP HARRIS'B'G 1430 Pa.
O	2	5	7	WLBW OIL CITY 1260
M	T	M	P	WCAU PHILAD. 1170
D			7	*WFAN PHILAD. 610
N	X	X		*WLIT-WFI PHIL. 560
X	X	6	X	KDKA PITTS'B'GH 980
1	1	D	X	WCAE PITTS'B'GH 1220
M	E	5	N	WJAS PITTS'B'GH 1290
P	P	PN	D	WEAN PROVID'NCE 780 R. I.
1	D	2	3	WJAR PROVID'NCE 890
1	2	C	P	WDOD CHATTA. 1250 Tenn.
		2		WMC MEMPHIS 750
1	3	5	7	*WREC MEMPHIS 600
				*WLAC NASHV'LE 1470
X	X	X	X	WSM NASHV'LE 650
				*KRLD DALLAS 1040 Tex.
	X	2	X	WFAA Dallas 800
	X	X	X	WBAP Ft. Worth 600
X	X	X	X	KPRC HOUSTON 920
				*KTSA S. ANTONIO 1290
X	X	2	D	WOAI S. ANTONIO 1190 Va.
X	N	P	R	*WTAR NORFOLK 750
D	X	6	X	WRVA RICHM'D 1110
1	3	7		WDBJ ROANOKE 930
P	P	2	M	*WEBC SUPERIOR 1290 Wisc.
C	3	X	M	*WISN MILW'KEE 1120
				WTMJ MILW'KEE 620

**C** Eastern Daylight Saving 7 to 7:30 P.M. Our Time  
**CHAIN PROGRAMS THIS HALF-HOUR**  
 2 Voters Service  
 Talks from Washington, D. C. NBC.  
 6 Pepsodent Program  
 Amos 'n' Andy, black-face comedians.  
 4 Three Little Sacks  
 Songs and patter. CBS, New York.  
 5 Bernard Levitow and His Commodore Ensemble  
 Concert music. OBS, New York.

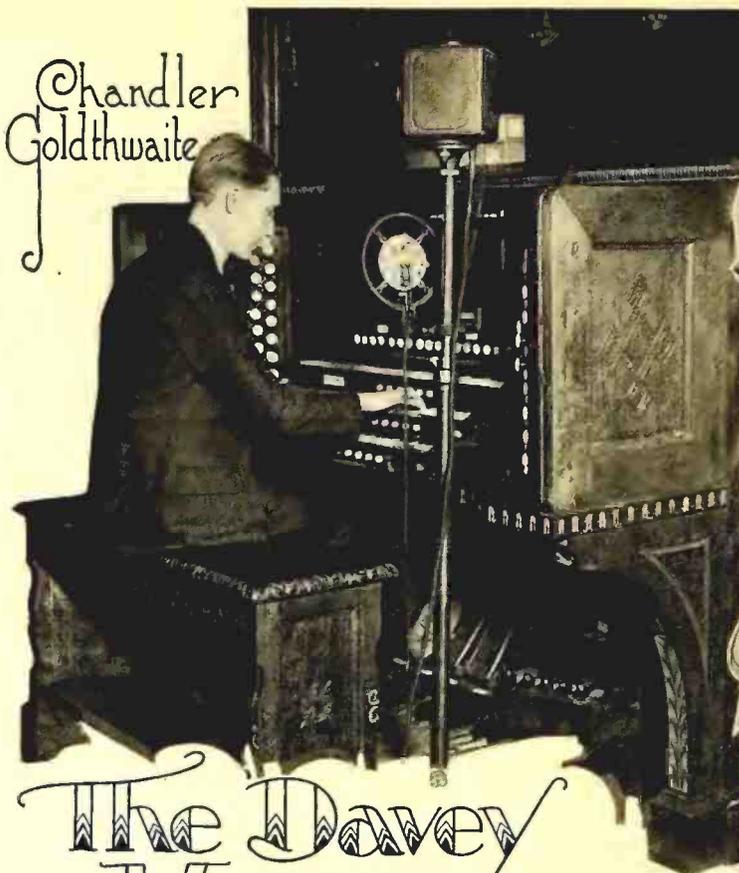
**D** Eastern Daylight Saving 7:30 to 8 P.M. Our Time  
**CHAIN PROGRAMS THIS HALF-HOUR**  
 3 Soconyland Sketches  
 Dramatized stories of New York and New England. NBC, New York.  
 7 Buist Gardeners  
 String orchestra, 15 minutes.  
 Adventures of Polly Preston  
 Fifteen minutes.  
 3 Lew White Organ Recital  
 NBC, New York.  
 6 Long Island Duck Festival  
 7 Manhattan Moods  
 Old and new music contrasted; combined orchestra; double quartet and soloists. CBS, New York.

**TUESDAY**

May  
6, 13, 20, 27

TIME	A	B	C	D
<b>EASTERN DAYLIGHT</b>	8	30	9	30
Eastern Standard } Central Daylight }	7	30	8	30
<b>CENTRAL STANDARD</b>	6	30	7	30
Can - 690 TORONTO CKGW	1	M	7	8
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI				
930 BIRM'GH'M WBRC	X	2	3	3
Ark. 1040 HOT SP'GS *KTHS	X			
1390 LIT'LE R'CK *KLRA	X	2	3	3
Colo. 830 DENVER KOA	X	6	3	4
560 DENVER KLZ	X	2	3	3
Conn.1060 HARTFORD *WTIC				
D. C. 630 WASH'GT'N WMAL	1	2	3	3
950 WASH'GT'N WRC	1	2	3	4
Fla. 900 JACKS'NV'E WJAX	5	2	X	X
1300 MIAMI B. WIOD	5	2	X	X
Ga. 890 ATLANTA WGST			3	3
740 ATLANTA WSB	5	6	3	4
Ill. 1020 CHICAGO KYW	5	6	7	8
770 CHICAGO *WBBM			3	3
870 CHICAGO *WENR	X	X	X	
720 CHICAGO WGN	D	2	3	M
560 CHICAGO *WIBO				4
870 CHICAGO *WLS	X	X	X	
670 CHICAGO WMAQ	M	M	T	MV
Ind. 1160 FT. W'YNE*WOWO	X	2	3	3
1230 IND'P'LS *WFBM	1	2	3	3
Iowa 1260 C.NCIL BL'FS KOIL	1	2	3	3
1000 Davenport Des Moines WOC*WHO	P	2	3	4
600 WATERLOO WMT			3	3
Kans.1220 LAWRENCE*WREN	5	6	7	X
580 TOPEKA *WIBW	M	V	X	X
1300 WICHITA *KFH	X	X	3	3
Ky. 1490 COVINGTON*WCKY	5	X	X	8
820 LOUISVILLE WHAS	5	6	3	4
La. 1250 N. ORL'NS WDSU			3	3
1320 N. ORL'NS WSMB	X	6	3	4
Me. 620 BANGOR WLBZ	X	X		
940 PORTLAND WCSH	B	2	3	4
Md. 1060 BALTIMORE*WBAL	5	6	7	8
600 BALTIMORE WCAO	1	2	3	3
Mass. 990 SPRINGFIELD WBZ	T	6	7	8
590 BOSTON WEEI	P	2	3	4
1230 BOSTON WNAC	1	2	3	3
580 WORCESTER WTAG	1	2		4
Mich.1410 BAY CITY WBCM	X	2	3	3
1240 DETROIT WGHP	1	2	3	3
750 DETROIT WJR	5	6	M	8
920 DETROIT WWJ	1	2	3	4
Minn. 810 MINNEAP WCCO	M	M	3	3
1460 ST. PAUL KSTP	5	2	M	4
Miss. 1270 JACKSON WJDX	5		3	4
Mo. 950 KAN. CITY KMBC	1	2	3	3
610 KAN. CITY WDAF	NE	2	3	4
1090 ST. LOUIS KMOX	X	2	3	3
550 ST. LOUIS *KSD	1	2	3	4
1350 ST. LOUIS KWK	5	6	7	X
Nebr. 590 OMAHA *WOW	X	2	X	4

Chandler Goldthwaite



James Stanley

The Davey Hour

THERE are certain entertainment units that have been found to be consistently successful in broadcast programs. Among these units may be mentioned the male quartet, the chorus of mixed voices, the organ and the instrumental trio. Thus, while a program featuring these units is not heralded as an outstanding novelty, it does attract an ever-increasing audience. Programs of this type remain popular year after year.

The Davey Hour, broadcast every Sunday evening by the National Broadcasting Company and sponsored by the Davey Tree Experts Company, is such a program. Its personnel includes a male quartet, a string trio, a mixed chorus and an organ. The formula used with these carefully tested program ingredients is a simple one. It is: "Give the listeners old, familiar songs and melodies that retain their

charm year after year." The program goes on the air from a special studio in a Fifth Avenue building facing Central Park. Chandler Goldthwaite, who is known as a skillful conductor, and likewise as a skillful organist, directs the program. During the time it is on the air he manages to jump from the conductor's stand to the organ for two or three solos.

The quartet, which includes Henry Shope and Judson House, tenors; Walter Preston, baritone, and James Stanley, bass, has a generous share of the time on the air. Old American folk songs, especially adapted to male voices, are the favored selections, although vocal numbers from other lands are used on occasions. Familiar semi-classical selections are offered by the instrumentalists.

In recent broadcasts the Davey Hour has offered such old favorites as "Good Night, Ladies," "The Lost Chord," "School Days," "Nancy Lee" and "The Glow Worm." It is the avowed policy of the program to devote part of its time to keeping alive American folk songs of other generations.

<p><b>A</b> Eastern Daylight Saving 8 to 8:30 P.M. Our Time</p> <p>CHAIN PROGRAMS THIS HALF-HOUR</p> <p>1 Songs of the Season Vocalists; orchestra director, Will Perry. NBC, New York.</p> <p>5 Pure Oil Orchestra Director, Vincent Lopez. NBC, New York.</p> <p>1 Blackstone Program Featuring Frank Crumit and Julia Sanderson. CBS.</p>	<p><b>B</b> Eastern Daylight Saving 8:30 to 9 P.M. Our Time</p> <p>CHAIN PROGRAMS THIS HALF-HOUR</p> <p>2 Florsheim Frolic Dance Orchestra, Coon-Sanders Night Hawks. NBC, Chicago.</p> <p>6 Around the World with Libby Orchestra, Josef Pasternack; vocal soloists. NBC, New York.</p> <p>2 Romany Patteran Gypsy music; director, Emery Deutsch. CBS, New York.</p>

# Fade Outs

Selected for WHAT'S ON THE AIR by ERNEST W. NAFTZGER, who conducts the popular "Something for Every One" program daily over CBS.

"You don't seem to realize on which side your bread is buttered."

"What does it matter? I eat both sides."

❧

"I hate playing cards with a bad loser, don't you?"  
"Oh, I don't know; I'd rather play with a bad loser than any kind of a winner."

❧

BACHELOR GIRL—What do you miss most, now that you are married and settled down?

WIFE—My husband.

❧

CHEMISTRY PROFESSOR—What can you tell me about nitrates?

STUDENT—Well—er—they're a lot cheaper than day rates.

❧

"Pardon me, professor, but last night your daughter accepted my proposal of marriage. I have called this morning to ask if there is any insanity in your family."

"There must be."

❧

A beautiful young widow sat in her deck-chair in the stern, and near her sat a very handsome man. The widow's daughter, a cute little girl of four or five years, crossed over to the man and said: "What's your name?"

"Herkimer Wilson," was the reply.

"Is you married?"

"No, I'm a bachelor."

The child turned to her mother and said: "What else did you tell me to ask him, mamma?"

MOORE—Say, Blake, what person likes to see her husband down and out?

BLAKE—I give up. Who?

MOORE—An aviator's wife.

❧

"Girls were harder to kiss in your day, weren't they, grandpa?"

"Mebbe, mebbe," ventured the old gentleman, "but it wasn't so blame dangerous. The old parlor sofa wouldn't smash into a tree about that time."

❧

Doc's SON—Pa, did you go to Sunday school when you were a boy?

Doc—Yes, my son; I always went to Sunday school.

Doc's SON—Well, dad, I think I'll quit going. It isn't doing me any good either.

❧

Two members of the club were discussing the table manners of a new member.

"Well, what do you think of him?" asked one.

"Really dreadful," replied the other.

"I've heard soup gargled and I've heard it siphoned, but, upon my word, it's the first time I've ever known it to be yodeled!"

❧

A Maryland schoolma'am was teaching her class the mysteries of grammar.

"Now, Johnny," said she, "in what tense do I speak when I say, 'I am beautiful?'"

The little fellow answered quick as a wink, "The past!"



FANNY BRICE and HENRY BURBIG presenting Milt Gross' version of "Samson and Delilah" during the Philco Hour.

**C** Eastern Daylight Saving 9 to 9:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

③ Eveready Program

Oldest radio feature. NBC, New York.

⑦ Johnson and Johnson

Musical melodrama. NBC, New York.

⑤ Old Gold—Paul Whiteman Hour

Dance orchestra; guest artists front stage and screen. CBS.

**D** East. Daylight Saving 9:30 to 10 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

④ Happy Wonder Bakers

Orchestra, Frank Black; guest artists.

⑧ Sonoco Show

Orchestra, Harold Sanford; vocalists. NBC, New York.

⑤ Old Gold—Paul Whiteman Hour

Dance orchestra; guest artists from stage and screen. CBS.

⑨ Nunn-Bush Program

Orchestra and vocalists; Quality group.

**O** Organ  
**P** Popular music

**R** Religious  
**T** Theatrical

KEY

**V** Vocal ensembles  
**W** Wit, comedy

**X** Station on air, but program variable

May 6, 13, 20, 27

TUESDAY

A	B	C	D	TIME
8	30	9	30	EASTERN DAYLIGHT
7	30	8	30	{ Eastern Standard Central Daylight
6	30	7	30	CENTRAL STANDARD
WT	WT	PV	⑤	WOR NEWARK 710 N. J.
①	②	③	④	WGR BUFFALO 550 N.Y.
①	②	③	③	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
①	②	③	③	WABC NEW YORK 860
①	②	③	④	WEAF NEW YORK 660
⑤	⑥	⑦	⑧	WJZ NEW YORK 760
⑤	⑥	⑦	⑧	WHAM ROCH'TER 1150
①	X	③	③	*WHEC ROCH'TER 1440
M	②	③	④	WGY SCHEN'D Y 790
①	②	③	③	*WFBL SYRACUSE 1360
⑤	②	X	X	WBT CHARLOTTE1080 N.C.
	②			WPTF RALEIGH 680
X	②	③	③	WWNC ASHEVILLE 570
M	②	③	③	WADC AKRON 1320 Ohio
	X	③	④	*WFJC AKRON 1450
①	②	③	③	WKRC CINCINNATI 550
P	⑥	M	⑧	WLW CINCINNATI 700
M	②	③	④	WSAI CINCINNATI 1330
X	②	③	③	WHK CLEVEL'D 1390
X	X	③	④	WTAM CLEVEL'D 1070
				WAJU COLUMB'S 640
D	LV	E		*WCAH COLUMB'S 1430
M	②	③	③	WSPD TOLEDO 1340
D	D	③	③	*WKBN YO'NGST-N 570
P	②	③	③	KFJF OKLA.CITY 1480 Okla.
X	②	X	④	WKY OKLA.CITY 900
X	X	X	④	*KVOO TULSA 1140
①	②	③	③	*WHP HARRIS'B'G 1430 Pa.
①	②	③	③	WLBW OIL CITY 1260
①	T	③	③	WCAU PHILAD. 1170
E	②	D	D	*WFAN PHILAD. 610
①	②	③	④	*WLIT-WFI PHIL. 560
⑤	⑥	⑦	⑧	KDKA PITTSB'GH 980
①	②	③	④	WCAE PITTSB'GH 1220
①	②	③	③	WJAS PITTSB'GH 1290
①	②	③	③	WEAN PROVID'NCE 780 R.I.
D	②	③	④	WJAR PROVID'NCE 890
M	②	M	M	WDOD CHATTA. 1280 Tenn.
⑤	⑥	③	④	WMC MEMPHIS 780
X	②	③	③	*WREC MEMPHIS 600
	②	③	③	*WLAC NASHV'LE 1470
⑤	⑥	③	X	WSM NASHV'LE 650
		③	③	*KRLD DALLAS 1040 Tex.
X	②	P	④	WFAA Dallas 800
X	②	X	X	WBAP Ft. Worth 600
X	X	③	③	KPRC HOUSTON 920
T	②	X	④	*K TSA S. ANTONIO 1290
X	②	③	③	WOAI S. ANTONIO 1190 Va.
⑤	②	X	④	*WTAR NORFOLK 780
P	②	③	③	WRVA RICHM'D 1110
⑤	②	D	④	WDBJ ROANOKE 930
X	X	③	③	*WEBC SUPERIOR 1290 Wisc.
⑤			④	*WISN MILW'KEE1120
				WTMJ MILW'KEE 620

**TUESDAY**

May  
6, 13, 20, 27

TIME	A	B	C	D
<b>EASTERN DAYLIGHT</b>	10	30	11	30
Eastern Standard Central Daylight	9	30	10	30
<b>CENTRAL STANDARD</b>	8	30	9	30
Can - 690 TORONTO CKGW	P	P	D	3
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI	4	2	2	D
930 BIRM'GH'M WBRC	1	2	5	6
Ark. 1040 HOT SP'GS *KTHS		2	2	
1390 LIT'LE'CK *KLRA	1	2	5	6
Colo. 830 DENVER KOA	4	2	2	7
560 DENVER KLZ	1	3	5	6
Conn.1060 HARTFORD *WTIC				
D. C. 630 WASH'GT'N WMAL	1	2	5	6
950 WASH'GT'N WRC	1	2	2	D
Fla. 900 JACKS'N'VE WJAX	4	2	2	X
1300 MIAMI B. WIOD	4	2	2	X
Ga. 890 ATLANTA WGST	1			
740 ATLANTA WSB	4	2	2	7
Ill. 1020 CHICAGO KYW	4	5		7
770 CHICAGO *WBBM	1	3		
870 CHICAGO *WENR		X	X	X
720 CHICAGO WGN	M	M	N	D
560 CHICAGO *WIBO		2	2	
870 CHICAGO *WLS				
670 CHICAGO WMAQ	M	M	V	X
Ind. 1160 FT. WYNE*WOWO	1	3	5	X
1230 IND'P'NIS *WFBM	1	2	5	6
Iowa 1260 C.NCIL BL'FS KOIL	1	3	5	6
1000 Davenport Des Moines WOC*WHO	P	2	2	P
600 WATERLOO WMT			5	6
Kans.1220 LAWRENCE*WREN	4	5	6	7
580 TOPEKA *WIBW	1	X	5	6
1300 WICHITA *KFH	1	X	5	6
Ky. 1490 COVINGTON*WCKY	4	X	X	X
820 LOUISVILLE WHAS	4	2	2	7
La. 1250 N. ORL'NS WDSU	1			
1320 N. ORL'NS WSMB	4	2	2	7
Me. 620 BANGOR WLBZ				
940 PORTLAND WCSH	X	2	2	N
Md. 1060 BALTIMORE*WBAL	4	5	D	D
600 BALTIMORE WCAO	1	2	5	6
Mass. 990 SPRINGFIELD WBZ	4	5	E	D
590 BOSTON WEEI	1	2	2	N
1230 BOSTON WNAC	1	2		6
580 WORCESTER WTAG	1	2	2	
Mich.1410 BAY CITY WBCM	X	X	5	6
1240 DETROIT WGHP	1	3	5	6
750 DETROIT WJR	4	V	M	D
920 DETROIT WWJ	1	2	2	3
Minn. 810 MINNEAP WCCO	1	3	E	M
1460 ST. PAUL KSTP	M	2	2	7
Miss. 1270 JACKSON WJDX		2	2	7
Mo. 950 KAN. CITY KMBC	1	3	5	6
610 KAN. CITY WDAF	X	2	2	7
1090 ST. LOUIS KMOX	1	3	P	D
550 ST. LOUIS *KSD	1	2	2	3
1350 ST. LOUIS KWK	4	5	X	7
Nebr. 590 OMAHA *WOW	1	2	2	3

"How old is your son?" asked the visitor.  
"Well," replied the dad, "he's reached the age when he thinks the most important thing to pass isn't his examinations, but the car ahead."

She came into the police station with a picture in her hand.  
"My husband has disappeared," she sobbed. "Here is his picture. I want you to find him."

The inspector looked up from the photograph. "Why?" he asked.

One day, in the lobby of a New York hotel, an Englishman, who had just returned from a tour of the United States, was talking to a young American business man.

"Yes," said the Englishman, "your country is wonderful, but I missed one thing, the aristocracy."

"The aristocracy?" the American asked in a bewildered tone.

"Aristocracy," replied the Englishman, "a class of people that don't work."

"Oh, yes, we have them, but we call them tramps over here."

**A BIT OF PATTERN FOR**

"WHAT'S ON THE AIR"

from

**"THE INTERWOVEN PAIR"**

ERNIE—Why, Bill, you know we are getting in awfully late to-night, this morning.

BILL—Oh, that's all right. We will sleep until evening to-morrow.

BILL—That was a blind date, Ernie.

ERNIE—Why do you say it was a blind date, Bill?

BILL—Because she couldn't see me at all.

BILL—What made you as crazy as you are, Ernie? Was it finance?

ERNIE—No.

BILL—The stock market?

ERNIE—No.

BILL—Family troubles?

ERNIE—No.

BILL—A sweetheart?

ERNIE—No.

BILL—What then? Writing radio programs?

ERNIE (screams)—Ah! . . . Take him away.

BILL—You should see my girl, Ernie!

ERNIE—What's the matter with her, Bill?

BILL—Nothing's the matter with her. She's a Venus De Milo girl.

ERNIE—What do you mean, Venus De Milo girl?

BILL—Hands off.

*Sincerely Yours.*  
*Billy Jones*



A recent view of the old favorites, "Heel" and "Toe," or Billy Jones (at the piano) and Ernie Hare.

ERNIE—Have you prepared for a rainy day, Bill?

BILL—Sure, I'm going to marry a girl by the name of MacIntosh.

ERNIE—That's preparedness, all right.

BILL—Do you know that they are going to make umbrellas, in the future, square?

ERNIE—What's the idea?

BILL—Because they are not safe to leave around.

BILL—You know, when I first met Miss MacIntosh I was struck by the beauty of her hand.

ERNIE—What do you mean—struck by the beauty of her hand?

BILL—I tried to kiss her and I was struck by the beauty of her hand.

BILL—They have given me the name of being a terrible ladies' man.

ERNIE—You know how you got that, don't you? You were out with a girl the last time I saw you, and she looked terrible.

ERNIE—Bill, tell me what has green feathers, long ears, flies backwards and can't see in the dark?

BILL—I can't figure that one out. What is it?

ERNIE—I haven't made up my mind yet.

*Sincerely Yours*  
*Ernie Hare*

<p><b>A</b> East. Daylight Saving 10 to 10:30 P.M. Our Time</p> <p><b>CHAIN PROGRAMS THIS HALF-HOUR</b></p> <p><b>1</b> Blue and White Marimba Orchestra NBC, New York</p> <p><b>4</b> Westinghouse Salute Orchestra, director, Cesare Sodero; chorus of forty voices NBC, New York.</p> <p><b>1</b> Graybar's "Mr. and Mrs." Dramatization of events in lives of Joe and Vi. CBS, New York.</p>	<p><b>B</b> East. Daylight Saving 10:30 to 11 P.M. Our Time</p> <p><b>CHAIN PROGRAMS THIS HALF-HOUR</b></p> <p><b>2</b> Radio-Keith-Orpheum Hour Orchestra; director, Milton Schwartzwald. NBC, New York.</p> <p><b>5</b> Crush Dry Night Club Whoopee. NBC, New York.</p> <p><b>2</b> Grand Opera Concert Symphony orchestra with vocal soloists. CBS, from New York.</p> <p><b>3</b> Musical Comedy Memories High lights from a leading musical comedy. CBS, from New York.</p>
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**KEY**

<b>B</b> Band music	<b>D</b> Dance music	<b>G</b> Grand opera	<b>M</b> Instrumental
<b>C</b> Children's features	<b>E</b> Educational	<b>L</b> Light opera	<b>N</b> News

# "The Shoe Flyer"

. . . Men's Shoe Special . . . CBS

**P**ARK yourself in your easiest easy-chair at 7:45, E. D. T., Wednesday evening, turn the dial of your radio until you have tuned in on WABC, or other stations of the Columbia Broadcasting System, close your eyes (but not your ears), and you will find yourself aboard the Men's Shoe Special, chartered by the National Shoe Retailers' Association for a scheduled fifteen-minute run.

Once you are safely aboard you can just sit back and listen to some enjoyable music and excellent humor. Probably the first thing you hear will be the voice of Midnight Mose, the porter. He and his fellow-porters are busy shining up the shoes of passengers. They might have become diverted from their duties, however, and will have settled around a little space in the mid-

dle of the smoking-compartment floor for a little session with the African dominoes. You might hear Mose and his colored colleagues entreating the ivories to behave. The game is apt to be interrupted, though, by a ring from the old lady in Lower 10, who has already rung for water fourteen times in the last hour. While Mose hurries out to see what is wanted, the other porters go back to their shoe polishing, indulging, meanwhile, in some of the close harmony that has earned them the title of the Black and Tan Quartet.

Dale Wimbrow, who takes the part of the central character, Midnight Mose, in these broadcasts, was born and raised in Maryland. He is a Columbia artist and is gaining recognition as one of the greatest interpreters of negro character.



May 6, 13, 20, 27

TUESDAY

A	B	C	D	TIME
10	30	11	30	EASTERN DAYLIGHT
9	30	10	30	{ Eastern Standard Central Daylight
8	30	9	30	CENTRAL STANDARD
VP	MV	D	MV	WOR NEWARK 710 N.J.
1	2	2	3	WGR BUFFALO 550 N.Y.
1	2	5	6	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
1	2	4	6	WABC NEW YORK 860
1	2	2	3	WEAF NEW YORK 660
4	5	6	6	WJZ NEW YORK 760
4	5			WHAM ROCHESTER 1150
				*WHEC ROCHESTER 1440
E	2	2	O	WGY SCHEN'D Y 790
1	2	5	6	*WFBL SYRACUSE 1360
4	2	2	X	WBT CHARLOTTE 1080 N.C.
				WPTF RALEIGH 680
1	2	5	6	WWNC ASHEVILLE 570
1	2	5	6	WADC AKRON 1320 Ohio
M	2	2	3	*WFJC AKRON 1450
1	3	5	6	WKRC CINCINNATI 550
4	M	V	P	WLW CINCINNATI 700
M	2	2		WSAI CINCINNATI 1330
1	2	D	D	WHK CLEVEL'D 1390
X	2	2	X	WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
				*WCAH COLUMB'S 1430
1	3	5	6	WSPD TOLEDO 1340
1	2			*WKBN YO'NGST-N 570
1	X	O	P	KFJF OKLA.CITY 1480 Okla.
4	2	2	7	WKY OKLA.CITY 900
				*KVOO TULSA 1140
1	2	5	6	*WHP HARRIS'G 1430 Pa.
1	2	5	6	WLBW OIL CITY 1260
1	P	5	X	WCAU PHILAD. 1170
M	MW	W	W	*WFAN PHILAD. 610
1	2	2	3	*WLIT-WFI PHIL. 560
4	5	6	6	KDKA PITTSB'GH 980
1	2	2	D	WCAE PITTSB'GH 1220
1	2	D	D	WJAS PITTSB'GH 1290
1	2	5	X	WEAN PROVID'NCE 780 R.I.
M	2	2	X	WJAR PROVID'NCE 890
1	3	5	6	WDOD CHATTA. 1280 Tenn.
4	2	2	7	WMC MEMPHIS 780
1	2	5	6	*WREC MEMPHIS 600
1	2			*WLAC NASHV'LE 1470
4	2	2	7	WSM NASHV'LE 650
1				*KRLD DALLAS 1040 Tex.
X	2	2	X	WFAA Dallas 800
X	2	2	7	WBAP Ft. Worth 800
				KPRC HOUSTON 920
1				*K TSA S. ANTONIO 1290
4	2	2	7	WOAI S. ANTONIO 1190 Va.
1	X			*WTAR NORFOLK 750
4	2	2	O	WRVA RICHM'D 1110
1	2	5	6	WDBJ ROANOKE 930
4	2	2	7	*WEBC SUPERIOR 1290 Wisc.
1	X	5	6	*WISN MILW'KEE 1120
	2	2	7	WTMJ MILW'KEE 620

**C** East. Daylight Saving 11 to 11:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 2** Radio-Keith-Orpheum Hour  
Orchestra; director, Milton Schwartzwald.
- 6** Slumber Music  
String ensemble; director, Ludwig Laurier.
- 4** New York Herald Tribune Examiner  
News flashes for 15 minutes, then  
Ted Weems' Orchestra  
From Chicago. CBS, for 15 minutes.
- 5** Ted Weems' Orchestra  
Dance music from Chicago. CBS.

**D** East. Daylight Saving 11:30 to 12 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 3** Dance Music  
From New York. NBC.
- 6** Slumber Music  
String ensemble; director, Ludwig Laurier. NBC.
- 7** Pepsodent Program  
Amos 'n' Andy, black-face comedians. NBC.
- 6** Dance Music  
From New York via CBS.

KEY

- O** Organ
- P** Popular music
- R** Religious
- T** Theatrical
- V** Vocal ensembles
- W** Wit, comedy
- X** Station on air, but program variable

**WEDNESDAY** <sup>May</sup> 7, 14, 21, 28

TIME	A	B	C	D
EASTERN DAYLIGHT	6	30	7	30
Eastern Standard Central Daylight }	5	30	6	30
CENTRAL STANDARD	4	30	5	30
Can - 690 TORONTO CKGW	①	①	⑦	P
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI	N	X		
930 BIRM'GH'M WBRC	①	②	③	P
Ark. 1040 HOT SP'GS *KTHS				
1390 LI'TLER'CK *KLRA	①	②	③	⑤
Colo. 830 DENVER KOA	⑤	⑤	N	NX
560 DENVER KLZ	①	②	③	④
Conn.1060 HARTFORD *WTIC				
D. C. 630 WASH'GT'N WMAL	N	D	③	X
950 WASH'GT'N WRC	①	①	⑥	③
Fla. 900 JACKS'NV'E WJAX	C	P	⑦	X
1300 MIAMI B. WIOD	X	X	⑦	X
Ga. 890 ATLANTA WGST				
740 ATLANTA WSB			⑦	
Ill. 1020 CHICAGO KYW				
770 CHICAGO *WBBM				
870 CHICAGO *WENR	X	X	X	X
720 CHICAGO WGN	E	C	C	DP
560 CHICAGO *WIBO				④
870 CHICAGO *WLS				
670 CHICAGO WMAQ	C	X	X	⑥
Ind. 1160 FT. W'YNE*WOWO	X	X	X	X
1230 IND'P'LIS *WFBM	R	E	X	④
Iowa 1260 C.NCIL BL'FS KOIL	N	②	③	V
1000 Davenport Des Moines *WOC*WHO	N	D	D	③
600 WATERLOO WMT	①		③	⑤
Kans.1220 LAWRENCE*WREN	⑤	⑤	X	X
580 TOPEKA *WIBW		C	N	P
1300 WICHITA *KFH	①	②	X	X
Ky. 1490 COVINGTON*WCKY			⑦	X
820 LOUISVILLE WHAS	X	X	X	M
La. 1250 N. ORL'NS WDSU				⑥
1320 N. ORL'NS WSMB	X	X	⑦	X
Me. 620 BANGOR WLBZ	P	P	③	⑤
940 PORTLAND WCSH	E	X	EN	④
Md. 1060 BALTIMORE*WBAL	V	MN	X	X
600 BALTIMORE WCAO	P	P	P	⑥
Mass. 990 SPRINGFIELD WBZ	E	ME	⑦	T
590 BOSTON WEEL	C	M	M	D
1230 BOSTON WNAC	P	P	NM	⑥
580 WORCESTER WTAG				④
Mich.1410 BAY CITY WBCM	①	②	③	⑤
1240 DETROIT WGHP				⑥
750 DETROIT WJR	M	M	⑦	D
920 DETROIT WWJ	①	①	X	③
Minn. 810 MINNEAP WCCO	E	E	③	④
1460 ST. PAUL KSTP	C	N	M	X
Miss. 1270 JACKSON WJDJ				
Mo. 950 KAN. CITY KMBC	①	②	W	X
610 KAN. CITY WDAF	D	C	C	④
1090 ST. LOUIS KMOX	X	W	X	⑥
550 ST. LOUIS *KSD	①	①		③
1350 ST. LOUIS KWK	⑤	⑤	X	X
Nebr. 590 OMAHA *WOW	E	M	C	④

# COON-SANDERS ORCHESTRA

Original Kansas City Night Hawks  
Now Broadcast over N.B.C. every Tuesday during  
THE FLORSHEIM FROLIC



ONE of radio's most featured groups, famous since the very beginning of broadcasting, Coon-Sanders celebrated dance orchestra, is heard every Tuesday evening in a half-hour of distinctive dance rhythms, from 8:30 to 9, C. D. T., in the Florsheim Frolic program from the Chicago NBC studios.

More than a decade ago this orchestra, piloted by Carlton Coon and Joe Sanders, first went on the air in Kansas City—the first orchestra to be broadcast from this Missouri city. Fame came rapidly to the Kansas City Night Hawks, as they were then known, and, as thousands of radio fans sat up into the wee hours in order to listen to their melodies, sleep was virtually at a premium.

Deserting Kansas City five years ago for the wider field offered to them in Chicago, Coon-Sanders made an immediate hit in the Windy City. Since leaving the Missouri capital the orchestra has remained intact—not one man has been replaced—a record remarkable in any musical organization.

The keynote of the vast popularity of this dance orchestra—every night during their various broadcasts hundreds of telegrams, requests and phone calls are received from practically every part of the country—lies in the distinctive, pleasing personalities of its versatile leaders, Coon and Sanders. Another factor in their success is any one of a number of song hits they have written. "Martha," "Beloved," "My Dear," "Hi Diddle Diddle," "Gotta Great Big Date," "We Love Us" and "Take Me" are a few of the most successful melodies. These boys have set a pace that is hard to equal.

Joe Sanders is the possessor of an excellent tenor voice, while Carlton Coon can also boast of much popularity as a singer. In their "routine" orchestral work, Sanders is both a pianist and a whistler, while Coon lends weight to the organization as a drummer. The transcriptions of the popular songs heard on these broadcasts are always in dance tempo, but of such an individuality and personality that they can be instantly recognized by any radio listener.

**A Eastern Daylight Saving 6 to 6:30 P.M. Our Time**

**CHAIN PROGRAMS THIS HALF-HOUR**

- ① **Black and Gold Room Orchestra**  
Concert music; director, Ludwig Laurier. NBC, New York.
- ⑤ **Bernie Cummins and His Hotel New Yorker Orchestra**  
NBC.
- ④ **Closing Market Prices**  
For 15 minutes, then  
"Bill Schudt's Going to Press"  
Offering a talk by a prominent newspaper man.

**B Eastern Daylight Saving 6:30 to 7 P.M. Our Time**

**CHAIN PROGRAMS THIS HALF-HOUR**

- ① **Black and Gold Room Orchestra**  
Concert music; director, Ludwig Laurier. NBC, New York.
- ⑤ **Bernie Cummins and His Hotel New Yorker Orchestra**  
NBC.
- ② **Dance Music** For 15 minutes, then  
**Ann Leaf** Organ melodies.

**KEY**

- B Band music
- C Children's features
- D Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental
- N News

# Making a Home-Maker

The Story of the Founder of the Radio Home-Makers' Club

By EVE M. CONRADT-EBERLIN

IT seems a far cry from the diminutive clubhouse of an equally diminutive gang of bloodthirsty desperadoes to the model kitchen-laboratory of the Radio Home-Makers' Club, but that is where Ida Bailey Allen received her first cooking experience!

The clubhouse was an unused chicken-coop in young Ida Bailey's back yard, and the "desperadoes" a group of boys, organized into the "Death Valley Rangers."

As the only female member of the club, Ida's main duties lay in and about the clubhouse. The desperate gangsters were still human enough to enjoy delicacies which the female Ranger was called upon to prepare.

When Miss Bailey was ready to graduate from the Oread Institute of Domestic Science, she decided to write her graduation thesis on interior decoration. She wrote to Gustave Stickley, famous furniture craftsman, asking for information. The letter aroused the artist's interest and Ida was invited to Boston to dine with the Stickleys.

The visit resulted in a valuable apprenticeship in the Stickley plant at Syracuse, where the young girl displayed talent not only for interior decorating, but in the remarkable feat of living well on her eight-dollars-a-week salary.

Back in Worcester Ida Bailey directed a tea-room in the town's largest department store. In a few months she gave up the successful venture for further training, and went to New York to study dietetics at the Metropolitan Hospital on Welfare Island.

After her novitiate in the Metropolitan Hospital, she went to the General Hospital in Elizabeth, N. J., and then to the Hahnemann Hospital in New York, ever alive to the possibilities of increasing efficiency.

After several arduous years of laboratory work in New York, Miss Bailey went back to Worcester for a vacation. Part of this she spent in helping some of her fellow-townsmen to found a children's hospital.

Her chosen field beckoned in an opening for service in the domestic-science department of the Worcester Y. W. C. A. In two months she was conducting twenty-eight classes, and at the end of four years her pupils numbered seven hundred a week. Always on the alert for the greatest service to the most needy, Miss Bailey extended this work to reach the mill girls and those living in the slum districts.

"This work and the work with the classes we taught in the slum districts I regard as some of the most important I have ever done," Mrs. Allen says today. "We founded cooking-clubs in the various mill districts and journeyed about the country, my stove loaded in a wagon together with the other necessary utensils, visiting churches and granges where we established other classes and cooking-clubs."

Now Ida Bailey began writing articles for a number of newspapers and magazines. Inexperienced in journalism, her first attempts ended in tears and weariness. Edward Bok, then editor of the *Ladies' Home Journal*, saw



President and founder of the National Radio Home-Makers' Club.

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Now Ida Bailey began writing articles for a number of newspapers and magazines. Inexperienced in journalism, her first attempts ended in tears and weariness. Edward Bok, then editor of the *Ladies' Home Journal*, saw

**C** Eastern Daylight Saving 7 to 7:30 P.M. Our Time

**CHAIN PROGRAMS THIS HALF-HOUR**

**2** Jeddo Highlanders  
Milton J. Cross, tenor; orchestra; director, Paul van Loan. NBC, New York.

**6** Pepsodent Program  
Amos 'n' Andy, black-face comedians, for 15 minutes, then

**Rise of the Goldbergs**  
For 15 minutes in a dramatic sketch. NBC.

**7** Pepsodent Program  
Amos 'n' Andy, for 15 minutes, local feature for next 15 minutes.

**3** Bernard Levitow and His Commodore Ensemble  
Concert. CBS, New York.

**D** Eastern Daylight Saving 7:30 to 8 P.M. Our Time

**CHAIN PROGRAMS THIS HALF-HOUR**

**3** Hindermeyer and Tuckerman  
Comedy team for 15 minutes, and

**4** Wilbur Coon Players (for last 15 minutes).

**8** To Be Announced

**4** Adventures of Colonel Powell  
Stories of adventures for 15 minutes, then

**Men's Shoe Special**  
Offering Grenadiers Quartet singing negro songs.

**5** Adventures of Colonel Powell  
Followed by local feature.

**6** Men's Shoe Special  
Following local feature.

May 7, 14, 21, 28 **WEDNESDAY**

A	B	C	D	TIME
6	30	7	30	EASTERN DAYLIGHT
5	30	6	30	Eastern Standard Central Daylight
4	30	5	30	CENTRAL STANDARD
C	M	M	VP	WOR NEWARK 710 N. J.
X	X	2	W	WGR. BUFFALO 550 N.Y.
				WKBW BUFFALO 1480
		2		*WMAK BUFFALO 900
1	2	3	4	WABC NEW YORK 860
1	1	2	3	WEAF NEW YORK 660
5	5	6	8	WJZ NEW YORK 760
		7		WHAM ROCHESTER 1150
C	X	O	6	*WHEC ROCHESTER 1440
P	P	M	4	WGY SCHEN'D Y 790
1	M	M	4	*WFBL SYRACUSE 1360
X	X	7	X	WBT CHARLOTTE 1080 N.C.
		7		WPTF RALEIGH 680
X	2	3	5	WWNC ASHEVILLE 570
X	N	X	X	WADC AKRON 1320 Ohio
X	X	D	M	*WFJC AKRON 1450
X	2	X	6	WKRC CINCINNATI 550
P	P	7	M	WLW CINCINNATI 700
	1	X	4	WSAI CINCINNATI 1330
D	D	6	6	WHK CLEVEL'D 1390
X	X	X	X	WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
O	O	V	D	*WCAH COLUMB'S 1430
P	P	M	6	WSPD TOLEDO 1340
1	2			*WKBN YO'NGST-N 570
X	X	X	4	KFJF OKLA.CITY 1480 Okla.
X	X	X	X	WKY OKLA.CITY 900
	X	X	X	*KVOO TULSA 1140
X	2	3	5	*WHP HARRIS'B'G 1430 Pa.
O	2	3	5	WLBW OIL CITY 1260
MN	M	D	6	WCAU PHILAD. 1170
D	X	X		*WFAN PHILAD. 610
N	X	X		*WLIT-WFI PHIL. 560
X	X	7	X	KDKA PITTS'B'GH 980
1	1	R	4	WCAE PITTS'B'GH 1220
ME	2	3	E	WJAS PITTS'B'GH 1290
P	P	PN	6	WEAN PROVID'NCE 780 R. I.
1	D	M	2	WJAR PROVID'NCE 890
1	2	C	P	WDOD CHATTA. 1280 Tenn.
				WMC MEMPHIS 780
1	2	3	5	*WREC MEMPHIS 600
			5	*WLAC NASHV'LE 1470
X	X	X	X	WSM NASHV'LE 650
			6	*KRLD DALLAS 1040 Tex.
		X	X	WFAA Dallas 800
		X	X	WBAP Ft. Worth 800
X	X	X	X	KPRC HOUSTON 920
				*KTSAS. ANTONIO 1290
X	X	X	D	WOAI S. ANTONIO 1190 Va.
X	N	D	4	*WTAR NORFOLK 780
X	M	7	W	WRVA RICHM'D 1110
E	2	3	5	WDBJ ROANOKE 930
P	P	X	M	*WIBC SUPERIOR 1290 Wisc.
C	2	3	6	*WISN MILW'KEE 1120
				WTMJ MILW'KEE 620

**WEDNESDAY** May 7, 14, 21, 28

TIME	A	B	C	D
<b>EASTERN DAYLIGHT</b>	8	30	9	30
Eastern Standard Daylight	7	30	8	30
<b>CENTRAL STANDARD</b>	6	30	7	30
Can - 690 TORONTO CKGW	P	P	3	4
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI				
930 BIRM'GH'M WBRC	X	M	D	D
Ark. 1040 HOT SP'GS *KTHS				
1390 LITLER'CK *KLRA	X	X	X	X
Colo. 830 DENVER KOA	X	2	3	4
560 DENVER KLZ	X	X	X	X
Conn.1060 HARTFORD *WTIC	M	2	M	4
D. C. 630 WASH'GT'N WMAL	X	2	3	4
950 WASH'GT'N WRC	1	2	3	4
Fla. 900 JACKS'NVE WJAX	X	X	3	4
1300 MIAMI B. WIOD	X	X	X	X
Ga. 890 ATLANTA WGST				
740 ATLANTA WSB			3	4
Ill. 1020 CHICAGO KYW	5	6		8
770 CHICAGO *WBBM				
870 CHICAGO *WENR				
720 CHICAGO WGN	P	2	P	4
560 CHICAGO *WBBO				6
870 CHICAGO *WLS	X	X	X	
670 CHICAGO WMAQ	X	2	3	4
Ind. 1160 FT. W'YNE*WOWO	1	X	3	4
1230 IND'PLIS *WFBM	X	2	P	V
Iowa 1260 C.NCIL BL'FS KOIL	X	X	3	4
1000 Davenport Des Moines WOC*WHO	1	2	3	4
600 WATERLOO WMT				
Kans.1220 LAWRENCE*WREN	5	6	X	8
580 TOPEKA *WIBW	V	V	T	M
1300 WICHITA *KFH	X	P	M	P
Ky. 1490 COVINGTON*WCKY	X	X	7	X
820 LOUISVILLE WHAS	P	V	3	4
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB	X	X	3	4
Me. 620 BANGOR WLBZ	X	X	X	X
940 PORTLAND WCSH	M	2	3	4
Md. 1060 BALTIMORE*WBAL				
600 BALTIMORE WCAO	X	2	3	4
Mass. 990 SPRINGFIELD WBZ	5	6	MV	8
590 BOSTON WEEL	P	2	3	4
1230 BOSTON WNAC	E	2	3	4
580 WORCESTER WTAG		2	3	4
Mich.1410 BAY CITY WBCM	P	M	M	D
1240 DETROIT WGHP		2	3	4
750 DETROIT WJR	5	M	7	8
920 DETROIT WWJ	1	2	3	4
Minn. 810 MINNEAP WCCO	X	M	M	4
1460 ST. PAUL KSTP	5	2	3	4
Miss. 1270 JACKSON WJDX				
Mo. 950 KAN. CITY KMBC	X	X	3	4
610 KAN. CITY WDAF	1	2	M	4
1090 ST. LOUIS KMOX	X	2	3	4
550 ST. LOUIS *KSD	1	2	3	4
1350 ST. LOUIS KWK	5	6	X	8
Nebr. 590 OMAHA *WOW	D	2	3	4

the promise of material if she were properly developed, and instructed one of his editors to send for the young girl. She was asked to prepare a full page of illustrated menus for the Christmas issue. To this she devoted time and energy with accustomed abandonment, winning a place that was to serve her well in the trying years that followed.

At this time Ida Bailey married Mr. Allen and moved to New Jersey. After a short and unfortunate attempt at farming, they returned to New York where an order for \$3,000 worth of material for the *Ladies' Home Journal* awaited them. During the next few years Mrs. Allen confined most of her work to writing, widening her circle of friends through the columns of *Good Housekeeping*. Mrs. Allen has written a number of excessively popular books on home problems, including *Your Foods and You*; *Vital Vegetables*; *Cooking, Menus, Service*; *Home Partners*, and the *Bride Book*.

The death of Mr. Allen left his wife with two children, Tommy, aged three, and five-months-old Ruth Elizabeth. Mrs. Allen bravely carried on, going from *Good Housekeeping* to *Pictorial Review*, and when the war broke out shortly after, that magazine loaned her to the Government to lecture for the Hoover Food Administration.

Mrs. Allen motored over ten thousand miles of a Chautauqua circuit, stopping to lecture at the thousands of small towns along the way. The entire trip was made in a car drawing a trailer tightly packed with a complete kitchen cabinet—a direct descendant of the wagon, with its jangling pots and pans, which had traveled from church to grange some years before. During this lecture trip Mrs. Allen gave luncheons to many well-known figures in public life, feeding them with food prepared in her portable kitchen.

"I remember so well the personal preferences of some of these men," says Mrs. Allen. "The late President Harding, then editor of the *Marion Star*, liked green corn better than anything else. This preference was shared by Opie Reed. Billy Sunday wanted beefsteak. Over the open fire Dr. Ming Pong Chew, newspaperman and one time vice-consul at San Francisco, taught me how to make chop suey and other Chinese dishes."

It was during this long and enlightening tour that Mrs. Allen gathered the impression that countless women from all walks of life wanted to be liberated from the shackles of self-centeredness into the expression of unselfish action. Here, then, was implanted in her mind the idea which ten years later was to crystallize in the form of the Radio Home-Makers' Club.

After the war, Mrs. Allen sought some way of reaching larger numbers of women. Motion pictures seemed to offer the widest field for her teaching; then the editorship of the Home Economics Department of the *Woman's World* seemed to suffice.

In 1921, shortly after her second marriage, Mrs. Allen conducted a school of good cookery in New York, which, though successful, was abandoned.

Next, William Childs, founder of the vast chain of restaurants bearing his name, engaged Mrs. Allen to make a survey of these restaurants from a scientific dietetic viewpoint. To carry out this work she had to visit, at unexpected times, the thirty-seven Childs' restaurants then scattered throughout New York City.

By this time radio broadcasting was a firmly established member of society. Here at last was a medium through which Mrs. Allen could reach the vast audience of women she had been wanting to help for years. She founded the Radio Home-Makers' Club, and from her own studios broadcast daily to a local audience in and about New York.

In September, 1928, she joined the Columbia Broadcasting System, and to-day millions of women listen in on her two-hour morning programs broadcast every week-day except Saturday. The club receives an average of fifteen hundred letters each week, containing questions on every subject that troubles homemakers throughout the nation—and each letter is faithfully answered. In March of this year the club moved to new headquarters in the same building at 1819 Broadway, taking three times as much space as heretofore to accommodate the huge staff necessary for the twenty-six weekly broadcasts and the other work of the club.

At last Ida Bailey Allen's dream has come true and a world of women profit daily.

<p><b>A</b> Eastern Daylight Saving 8 to 8:30 P.M. Our Time  <b>CHAIN PROGRAMS THIS HALF-HOUR</b>  <b>1 East of Cairo</b>                  Dramatic sketch; Oriental music, Sven von Hallberg. NBC, New York.  <b>5 The Yeast Foamers</b>                  Orchestra; director, Harry Kogen; vocal soloists; Retting and Platt, piano duo. NBC, New York.  <b>1 To Be Announced</b>                  By CBS.</p>	<p><b>B</b> Eastern Daylight Saving 8:30 to 9 P.M. Our Time  <b>CHAIN PROGRAMS THIS HALF-HOUR</b>  <b>2 Mobiloil Concert</b>                  Orchestra; director, Nathaniel Shilkret; guest artists. NBC, New York.  <b>6 Sylvania Foresters</b>                  Male quartet; orchestra director, Bernard Altschuler. NBC, New York.  <b>2 Forty Fathom Trawlers</b>                  Drama of the sea; quartet; ship's band. CBS, New York.</p>				
<p><b>KEY</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;"> <p><b>B</b> Band music  <b>C</b> Children's features</p> </td> <td style="width: 50%;"> <p><b>D</b> Dance music  <b>E</b> Educational</p> </td> </tr> <tr> <td> <p><b>G</b> Grand opera  <b>L</b> Light opera</p> </td> <td> <p><b>M</b> Instrumental  <b>N</b> News</p> </td> </tr> </table>		<p><b>B</b> Band music  <b>C</b> Children's features</p>	<p><b>D</b> Dance music  <b>E</b> Educational</p>	<p><b>G</b> Grand opera  <b>L</b> Light opera</p>	<p><b>M</b> Instrumental  <b>N</b> News</p>
<p><b>B</b> Band music  <b>C</b> Children's features</p>	<p><b>D</b> Dance music  <b>E</b> Educational</p>				
<p><b>G</b> Grand opera  <b>L</b> Light opera</p>	<p><b>M</b> Instrumental  <b>N</b> News</p>				

# The Van Heusen Hour

ALTHOUGH they have been on the Columbia network only since the middle of last March, the Van Heusen programs have already gained wide popularity. Miss Vee Lawnhurst is on each program as the regular feature soloist, and is supported by a good, live band under the leadership of Will Wirges, and the Van Heusen quartet.

A lot of people are of the opinion that this small, but exclusive, array of talent should be enough for any one; and a lot more people are ready to argue that Vee Lawnhurst, all by herself, is sufficient to make any program worth listening to. Nevertheless, the sponsors have chosen to put an added kick into the program by bringing in a new guest artist each week. Not that the Van Heusen people do not share the opinion of an appreciative public that their regular artists are sufficient unto themselves; they feel, and rightly, that a bit of variety is a desirable thing for any series of programs.

They got the series off to a grand start by engaging the engaging and ubiquitous Walter Winchell, Broadway's golden-haired boy, for the first program. They since have followed up with the Frohne sisters, whose unusual harmonizing is becoming the talk of this and every other town; the Sunshine Boys, famous singing comedy duo; Miss Patricola, one of the greatest of vaudeville headliners; Eddie Walters, ukulele virtuoso and vocalist comedian; Hazel Crosby, Canadian songbird and vaudeville star discovered by Gus Edwards, and who made her radio debut with Van Heusen, and Frank Crumit, musical comedy star, composer and ballad singer.



There is variety of talent, and what talent! At the time of going to press it was impossible to find out who the guest artists would be for the month of May and thereafter, but with the start they have made, and with the assurance of the sponsors that this high standard of guest talent would be maintained right through the series, there are pleasant things in store for listeners-in on these programs.

Perhaps this very air of mystery will whet the appetite of the appreciative, music-loving audience that the Van Heusen Hour already claims as its own.

**C** East. Daylight Saving 9 to 9:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

**3** Halsey Stuart Program

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

**7** Romany Road

Devora Nadworney, contralto; orchestra, Harry Horlick. NBC, New York.

**3** Van Heusen Program

Orchestra; male quartet; vocal soloists, CBS, New York.

**D** East. Daylight Saving 9:30 to 10 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

**4** Palmolive Hour

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

**3** Lucky Strike Dance Orchestra

Led by B. A. Rolfe, NBC, New York.

**4** La Palina Smoker

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

**KEY**

- O Organ
- P Popular music
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

May 7, 14, 21, 28 **WEDNESDAY**

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

**WEDNESDAY** May 7, 14, 21, 28

TIME	A	B	C	D
<b>EASTERN DAYLIGHT</b>	10	30	11	30
Eastern Standard Central Daylight	9	30	10	30
<b>CENTRAL STANDARD</b>	8	30	9	30
Can - 690 TORONTO CKGW	X	2	3	D
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI	E	2	T	V
930 BIRM'GH'M WBRC	X	X	3	3
Ark. 1040 HOT SP'GS *KTHS		2		
1390 LIT'LE R'CK *KLRA	X	X	3	3
Colo. 830 DENVER KOA	1	2	M	3
560 DENVER KLZ	X	X	3	3
Conn.1060 HARTFORD *WTIC	1	2	0	4
D. C. 630 WASH'GT'N WMAL	1	1	3	3
950 WASH'GT'N WRC	1	2	3	D
Fla. 900 JACKS'NVE WJAX	1	2	X	X
1300 MIAMI B. WIOD	X	2	X	X
Ga. 890 ATLANTA WCST				
740 ATLANTA WSB	1	2		3
Ill. 1020 CHICAGO KYW	5	2		
770 CHICAGO *WBBM				
870 CHICAGO *WENR	X	X	X	X
720 CHICAGO WGN	1	P	N	D
560 CHICAGO *WIBO			7	
870 CHICAGO *WLS				
670 CHICAGO WMAQ	1	1	W	3
Ind. 1160 FT. W'YNE*WOWO	1	1	X	3
1230 IND'PLIS *WFBM	X	X	X	X
Iowa 1260 C.NCIL BL'FS KOIL	1	1	3	3
1000 Davenport Des Moines WOC*WHO	1	2	3	M
600 WATERLOO WMT			3	3
Kans.1220 LAWRENCE*WREN	5	6	7	8
580 TOPEKA *WIBW	V	X	3	3
1300 WICHITA *KFH	X	X	X	3
Ky. 1490 COVINGTON*WCKY	X	X	X	X
820 LOUISVILLE WHAS	1	X	M	3
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB	1	2	3	3
Me. 620 BANGOR WLBZ				
940 PORTLAND WCSH	1	2	N	X
Md. 1060 BALTIMORE*WBAL				
600 BALTIMORE WCAO	1	1	3	3
Mass. 990 SPRINGFIELD WBZ	5	6	E	D
590 BOSTON WEEI	1	2	N	4
1230 BOSTON WNAC	1	1	3	3
580 WORCESTER WTAG	1	2	3	
Mich.1410 BAY CITY WBCM	D	X	3	3
1240 DETROIT WGHP	1	1	3	3
750 DETROIT WJR	5	W	D	D
920 DETROIT WWJ	1	2	3	X
Minn. 810 MINNEAP WCCO	1	1	3	3
1460 ST. PAUL KSTP	1	2		3
Miss. 1270 JACKSON WJDX		2	3	
Mo. 950 KAN. CITY KMBC	1	1	3	3
610 KAN. CITY WDAF	1	2	3	3
1090 ST. LOUIS KMOX	1	1	W	D
550 ST. LOUIS *KSD	1	2	3	4
1350 ST. LOUIS KWK	5	6	7	8
Nebr. 590 OMAHA *WOW	1	X	X	4



Helene Handin

Marcella Shields

Lucille Wall

Leslie Joy

"The Two Trouters"—Helene and Marcella—are back on the air again with their dramatization of the adventures of a small-time vaudeville team. Marcella also does the "Dixies Circus" with Phillips Carlin.

Now it may be told! LUCILLE WALL is the mysterious "love story" girl of Collier's, as well as the star of "The Adventures of Polly Preston."

LESLIE JOY both sings and acts in numerous NBC programs.

VINCENT LOPEZ and his famous dance orchestra are featured on the Pure Oil Hour.



Jenny Hope

William Daniels

William Virges

Walter Preston

Neel Enslin

Here are THE RAMBLERS who almost ramble away with the Sunoco Show, in spite of its other exceptional talent.

NEEL ENSLEN, who announces some of NBC's major programs, came to radio from grand opera, in which he sang baritone leads.

**A** East. Daylight Saving 10 to 10:30 P.M. Our Time

**CHAIN PROGRAMS THIS HALF-HOUR**

- 1 Palmolive Hour  
NBC, New York.
- 5 Lucky Strike Dance Orchestra
- 1 Philco Hour  
May 14 and May 28. Symphony orchestra, with vocal soloists.
- Voice of Columbia  
May 7 and May 21. CBS, from New York.

**B** East. Daylight Saving 10:30 to 11 P.M. Our Time

**CHAIN PROGRAMS THIS HALF-HOUR**

- 2 Coca Cola Top Notchers  
Sports interviews by Grantland Rice. Male chorus; orchestra, direction Len Joy. NBC.
- 6 Cuckoo  
Burlesque skit over mythical Station KUKU.
- 1 Philco Hour  
Alternating with Voice of Columbia

**KEY**

- B Band music
- C Children's features
- D Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental
- N News

# Coca-Cola Topnotchers

WEDNESDAYS, 10:30 P. M. (E. D. T.), NBC.

AND as he crowded close, swinging for the head, I stepped in close, punched a left to the body and dropped my right to his chin. That ended it."

Thus does a world-famous heavyweight boxer describe his greatest battle for two nations of radio listeners.

Those who make and have made the world of sport the interesting, colorful, human and dramatic place that it is, tell the how and why each week in the Coca-Cola Topnotchers program.

These figures, with Graham McNamee, world's best-known radio announcer; Grantland Rice, recognized as the leader of American sports writers, and Len Joy, leading an orchestra that is really different, are the Coca-Cola Topnotchers.

There are enough outstanding stars in the Topnotchers to build half a dozen half-hour radio programs. McNamee has probably been featured in more radio broadcasts than any other person on the program, but the others are more than important enough, according to critics, to be outstanding in broadcasting as they are in other fields.

The orchestra itself is sufficiently different to be good copy for press agents and radio critics alike. It is composed of thirty-one pieces, every one of them a stringed instrument.

For the inaugural program, Wednesday, March 19, builders of the broadcast chose to feature the one and only Tyrus Raymond Cobb in the sport talk. Cobb, with his rich background of baseball, provided the necessary



Graham McNamee

spark to set the broadcast series off at a sizzling pace.

In the second program of the series Rice interviewed Stuart Maiden, another Atlantan, and trainer of America's greatest golfer, Robert Tyre "Bobby" Jones.

And so the series continues. One sports celebrity after another, the only all-string orchestra of its size on the air, the one and only Grantland Rice and the buoyant and sparkling Graham McNamee week after week presented "under one top" for radio listeners.

May 7, 14, 21, 28 WEDNESDAY

A	B	C	D	TIME
10	30	11	30	EASTERN DAYLIGHT
9	30	10	30	Eastern Standard Central Daylight
8	30	9	30	CENTRAL STANDARD
O	D	D	MV	WOR NEWARK 710 N. J.
1	2	3		WGR BUFFALO 550 N.Y.
				WKBW BUFFALO 1480
1	1		3	*WMAK BUFFALO 900
1	1	2	3	WABC NEW YORK 860
1	2	3	4	WEAF NEW YORK 660
5	6	7	7	WJZ NEW YORK 760
5	6	7		WHAM ROCH'TER 1150
				*WHEC ROCH'TER 1440
1	2	M	D	WGY SCHEN'D Y 790
1	1	3	3	*WFBL STRACUSE 1360
1	2	X	X	WBT CHARLOTTE1080 N.C.
	2			WPTF RALEIGH 680
X	X	3	3	WWNC ASHEVILLE 570
1	1	3	3	WADC AKRON 1320 Ohio
				*WFJC AKRON 1450
1	1	3	3	WKRC CINCINNATI 550
5	P	P	B	WLW CINCINNATI 700
1	2			WSAI CINCINNATI 1330
1	1	X	X	WHK CLEVEL'D 1390
1	X	3	X	WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
O	O	X	X	*WCAH COLUMB'S 1430
1	1	3	3	WSPD TOLEDO 1340
X	X	3	3	*WKBN YO'NGST-N 570
X	X	P	O	KFJF OKLA.CITY 1480 Okla.
X	2	X	3	WKY OKLA.CITY 900
1	2			*KVOO TULSA 1140
				*WHP HARRISB'C 1430 Pa.
1	1	3	3	WLBW OIL CITY 1260
1	1	O	D	WCAU PHILAD. 1170
				*WFAN PHILAD. 610
1	2			*WLIT-WFI PHIL. 560
5	6	7	7	KDKA PITTSB'GH 980
1	2	3		WCAE PITTSB'GH 1220
1	1	3	3	WJAS PITTSB'GH 1290
1	1	3	3	WEAN PROVID'NCE 780 R. I.
1	2	3	X	WJAR PROVID'NCE 690
X	X	3	3	WDOD CHATTA. 1250 Tenn.
	2		3	WMC MEMPHIS 780
X	X	3	3	*WREC MEMPHIS 600
				*WLAC NASHV'LE 1470
1	2	X	3	WSM NASHV'LE 650
				*KRLD DALLAS 1040 Tex.
1	X	X	3	WFAA Dallas 800
				WBAP Ft. Worth 800
1	2	X	3	KPRC HOUSTON 920
X				*KTSA S. ANTONIO 1290
1	2	X	3	WOAI S. ANTONIO 1190 Va.
X	X			*WTAR NORFOLK 750
X	2	D	D	WRVA RICHM'D 1110
X	X	3	3	WDBJ ROANOKE 930
M	2	3	3	*WEBC SUPERIOR 1290 Wisc.
X	X	3	3	*WISN MILW'KEE1120
1	2		3	WTMJ MILW'KEE 620

**C** East. Daylight Saving 11 to 11:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 3** **Mystery House**  
Melodrama with musical background. NBC, from New York.
- 7** **Slumber Music**  
String ensemble; director, Ludwig Laurier. NBC, New York.
- 2** **New York Herald Tribune Observer**
- 3** **The Roustabouts**  
Freddie Rich's orchestra, the Grenadiers male quartet and Chick Endors.

**D** East. Daylight Saving 11:30 to 12 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 4** **Dance Music from New York**  
Via NBC.
- 7** **Slumber Music**  
String ensemble; director, Ludwig Laurier. NBC, New York.
- 3** **Pepsodent Program**  
Amos 'n' Andy, black-face comedians.
- 3** **The Roustabouts**  
Freddie Rich's orchestra, the Grenadiers male quartet and Chick Endors.

**O** Organ  
**P** Popular music  
**R** Religious  
**T** Theatrical

KEY

**V** Vocal ensembles  
**W** Wit, comedy  
**X** Station on air, but program variable

**THURSDAY** 1, 8, 15, 22, 29 May

TIME	A	B	C	D
<b>EASTERN DAYLIGHT</b>	6	30	7	30
Eastern Standard } Central Daylight }	5	30	6	30
<b>CENTRAL STANDARD</b>	4	30	5	30
Can - 690 TORONTO CKGW	①	①	⑤	③
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI	N	E	DW	V
930 BIRM'GH'M WBRC	X	E	X	X
Ark. 1040 HOT SP'GS *KTHS				
1390 LIT'LER'CK *KLRA	①	②	X	
Colo. 830 DENVER KOA	①	④	NX	③
560 DENVER KLZ	①	②	X	X
Conn. 1060 HARTFORD *WTIC	M	X	X	X
D. C. 630 WASH'GT'N WMAL	NE	X	X	X
950 WASH'GT'N WRC	①	①	⑤	③
Fla. 900 JACKS'N'VE WJAX	X	X	⑤	X
1300 MIAMI B. WIOD	X	X	⑤	X
Ga. 890 ATLANTA WGST				
740 ATLANTA WSB				
Ill. 1020 CHICAGO KYW				
770 CHICAGO *WBBM	①			
870 CHICAGO *WENR	X	X	X	X
720 CHICAGO WGN	E	C	C	D
560 CHICAGO *WIBO			②	③
870 CHICAGO *WLS				
670 CHICAGO WMAQ	C	X	X	⑤
Ind. 1160 FT. W'YNE*WOWO	①	X	X	⑤
1230 IND'P' LIS *WFBM	E	②	B	X
Iowa 1260 C.NCIL BL'FS KOIL	N	O	D	X
1000 Davenport Des Moines WOC*WHO	①	①	X	X
600 WATERLOO WMT	①			
Kans. 1220 LAWRENCE*WREN	④	④	X	X
580 TOPEKA *WIBW		C	N	V
1300 WICHITA *KFH	①	②	X	P
Ky. 1490 COVINGTON*WCKY			⑤	X
820 LOUISVILLE WHAS	X	X	②	③
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB	X	X	X	③
Me. 620 BANGOR WLBZ	P	P	④	T
940 PORTLAND WCSH	EN	X	②	P
Md. 1060 BALTIMORE*WBAL				
600 BALTIMORE WCAO	P	P	V	⑤
Mass. 990 SPRINGFIELD WBZ	E	M	⑤	MV
590 BOSTON WEEI	C	M	M	W
1230 BOSTON WNAC	P	P	④	⑤
580 WORCESTER WTAG				③
Mich. 1410 BAY CITY WBCM	①	②	X	N
1240 DETROIT WGHP				⑤
750 DETROIT WJR	M	M	⑤	P
920 DETROIT WWJ	①	①	②	X
Minn. 810 MINNEAP WCCO	E	E	③	D
1460 ST. PAUL KSTP	C	N	P	P
Miss. 1270 JACKSON WJDX			②	③
Mo. 950 KAN. CITY KMBC	①	②	W	X
610 KAN. CITY WDAF	P	C	C	E
1090 ST. LOUIS KMOX	X	W	P	⑤
550 ST. LOUIS *KSD	①	①		
1350 ST. LOUIS KWK	X	X	X	X
Nebr. 590 OMAHA *WOW	E	M	D	E



ARTELLS DICKSON, captain of the "Ship of Dreams."

YOLANDE LANGWORTHY directs Columbia's children's programs.

PAT RYAN, Columbia's child star.

# CBS Programs for Children

MISS YOLANDE LANGWORTHY is the creator of all three children's programs heard over the Columbia System, including "Adventures of Helen and Mary," "Land o' Make-believe" and "Littmann's Mountainville True Life Sketches."

After you've talked to Yolande Langworthy a few moments, it is easy to understand why she is in charge of children's features. First of all, she is a real "beautiful lady," which is important in dealing with kids. Further, she has the quiet poise and dignity, and a soft, melodious voice, so necessary to arouse the imagination and hold the attention of small people.

In the "Adventures of Helen and Mary" program, which is broadcast every Saturday between 12 o'clock noon and 12:30, a cast of fourteen children is used, ranging from six to eleven years old. Pat Ryan, the star of all Columbia's children's programs, plays the part of Helen, and Jean Derby that of Mary. Artells Dickson takes the part of the cobbler who, together with Uncle Joe, shows the children certain principles of life, and trains them along psychological lines. This program, as well as the other two, is educational, but the lessons are worked into the plays so skillfully that the kiddies are not aware of anything but joyous amusement. Appropriate music is always worked into the program as part of the play.

On Sunday mornings at ten o'clock the Ship of Dreams leaves port to sail to one of the many islands that are part of the Land o'

Make-believe—the islands of Thought, Fear, Courage, Difference Between Light and Dark, and many others. The captain of the bark is Artells Dickson; Scrubbem (typifying cleanliness) is Warren Scofield. Yolande Langworthy plays the part of the Beautiful Lady, and the children are Pat Ryan and Donald Hughes.

Into the creation of this program Miss Langworthy weaves a threefold idea: to teach the children the value of ideals, to make them see life through rose-colored glasses, and to bring about a better understanding between parents and children.

When Mr. Littmann, the sponsor of "Mountainville True Life Sketches," came to Miss Langworthy to work out this program, he told her the main object of it was to be the education of children in the right attitude toward their parents, school and as citizens of the United States. In each broadcast there is a moral attached which is depicted through the medium of the complexity of the lives of Marilyn and David Peters, a young married couple, in their liberal endeavor to educate their adopted children, Freckles and Tiddlewinks. Included among the cast of eleven are Howard Merrill, as Freckles; Pat Ryan, who plays Tiddlewinks; Frank Knight, as the lovable schoolteacher; David Peters, and Miss Langworthy, as his wife Marilyn Peters.

Of course all three programs are immensely popular with both children and grown-ups. Schoolteachers, too, are taking note of these agreeable and workable methods.



ESTELLE LEVY.

JEAN DERBY.

They appear in "Adventures of Helen and Mary."

<p><b>A</b> Eastern Daylight Saving 6 to 6:30 P.M. Our Time CHAIN PROGRAMS THIS HALF-HOUR</p> <p>① Black and Gold Room Orchestra Concert music; director, Ludwig Laurier. NBC, New York.</p> <p>④ Bernie Cummins and His New Yorker Hotel Orchestra NBC.</p> <p>① Hotel Shelton Orchestra Concert music; director, Mischa Raginsky. CBS, New York City.</p>	<p><b>B</b> Eastern Daylight Saving 6:30 to 7 P.M. Our Time CHAIN PROGRAMS THIS HALF-HOUR</p> <p>① Black and Gold Room Orchestra Concert music; director, Ludwig Laurier. NBC, from New York.</p> <p>④ Bernie Cummins and His Hotel New Yorker Orchestra NBC.</p> <p>② CBS Educational Features Civic Repertory Theatre, directed by Eva Le Gallienne.</p>		
KEY			
B Band music	D Dance music	G Grand opera	M Instrumental
C Children's features	E Educational	L Light opera	N News

May 1, 8, 15, 22, 29 **THURSDAY**



Julian Altman, violinist. Sylvia Altman, pianist. Edith de Bald, reader. Mae Rich, trumpeter.

## NBC Programs for Children

**A**N average of an hour a day now is being devoted to children's programs by NBC. The juvenile feature with the longest run is the NBC Children's Hour, broadcast every Sunday morning at nine o'clock, through a network including WJZ. Milton J. Cross, veteran announcer, becomes Uncle Milt for this program. All other entertainers or musicians are youngsters. The program is directed by Miss Madge Tucker, one of the NBC's two production women.

"Jolly Bill and Jane"—he's really William Steinke, and Jane is Muriel Harbatter—are on the air every morning during the week, from 8 to 8:15 o'clock. Young listeners accompany Jolly Bill and Jane and Jerry, the dog, on imaginary trips to Make-believe Land.

At the other end of the radio day comes "The Lady Next Door." Miss Tucker, who is the NBC's most talented director of children's programs, is the lady next door, and all others who take part in the sketches are children. Directed by the lady next door, the youngsters stage amateur shows, go on imaginary journeys, hear stories and do all the things that children do in playtime.

Another just-before-supper feature is "Old King

Cole," a program for children, featuring George Mitchell, who is widely known for his songs and juvenile stories. This program is heard at 5:45 o'clock through WEA-F.

Every Saturday night, at eight o'clock, young listeners are taken to the "Dixies Circus" by Marcella Shields and Phillips Carlin. Again they hear the cries and roars of animals and the music of the circus band.

All children's programs, however, are not just entertainment. The NBC Music Appreciation Hour, broadcast every Friday morning through the fall and winter, under the direction of Walter Damrosch, has been made a part of the curriculum by many public schools.

According to letters received, the Durant "Heroes of the World" program, broadcast every Sunday night at seven o'clock through an NBC network, including WEA-F, is very popular with young listeners.

Other sketches, such as "Penrod," "The Adventures of Polly Preston," "Mystery House," "The Johnson and Johnson Musical Melodrama" and "The Rise of the Goldbergs," have a large juvenile audience.

There seems to be no age limit on "Amos 'n' Andy" fans, for children just three years old are known to follow their adventures.



JIMMIE M'CALLION plays Sam Williams in "Penrod."



JANE HARBATTER, the "Jane" of "Jolly Bill and Jane."

**C** Eastern Daylight Saving 7 to 7:30 P.M. Our Time

**CHAIN PROGRAMS THIS HALF-HOUR**

- ② Mid-week Federation Hymn Sing  
By a mixed quartet. Arthur Billings Hunt, director. NBC, from New York.
- ⑤ Pepsodent Program  
Amos 'n' Andy, black-face comedians.
- ③ Bernard Levitow and His Concert Ensemble  
Concert music. CBS, from New York.
- ④ Fro-Joy Players  
Mystery melodrama; orchestra. CBS, New York.

**D** Eastern Daylight Saving 7:30 to 8 P.M. Our Time

**CHAIN PROGRAMS THIS HALF-HOUR**

- ③ A Half-hour in the Nation's Capital  
NBC, from Washington.
- ⑥ Vincent Lopez and His Hotel St. Regis Orchestra  
NBC, New York.
- ⑤ Ward's Tip Top Club  
Variety program. CBS, from New York.

**KEY**  
**O** Organ      **R** Religious      **V** Vocal ensembles      **X** Station on air, but program variable  
**P** Popular music      **T** Theatrical      **W** Wit, comedy

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

**THURSDAY** <sup>May</sup> 1, 8, 15, 22, 29

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



HARBOR LIGHTS. Seated is Capt. Jimmy Norton (Edwin Whitney), spinning a sea yarn to Joe (Leslie Joy). Thursdays, NBC.

**H**ARBOR LIGHTS is more than just another radio program to thousands of listeners. It has become a real experience to them, according to their letters.

The story background of the series is simple. Capt. Jimmy Norton, skipper of a ferry-boat in New York Harbor, tells a sea tale every week to a young friend. As the old sailor's yarn unfolds, the incidents he relates are dramatized and the listener hears the roar of a gale, the crash of waves on ships' decks.

There are three reasons for the success of the series. One of them is Burr Cook, who writes the presentation. Cook gathered his material from retired sea-dogs in Sailor's Snug Harbor on Staten Island and from his own adventures as a seaman.

Vernon Radcliffe, NBC production man, is a second reason. Radcliffe directs and produces "Harbor Lights," and is responsible for the sound effects heard in the broadcast that make it so realistic.

The third reason is E. M. Whitney, of the NBC production staff, who acts the role of Capt. Jimmy Norton, and who has been so successful in his characterization.

The production has a sound "signature" that is unique on the air. The listener gets a sound picture of a ferry-boat leaving the slip. He hears automobiles and trucks move onto the ferry, the closing of the gates, the tinkle of bells, the blast of a whistle and the sound of the engines. And radio's ferry-boat is off on another adventurous voyage.

**A** Eastern Daylight Saving 8 to 8:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 1 Fleischmann Hour  
Rudy Vallee and his orchestra. NBC, from New York.
- 4 Golden Gems  
Orchestra; vocal soloist; Hugo Mariani, director. NBC, New York.
- 2 The Vagabonds  
String ensemble under Emery Deutsch, for 15 minutes, then
- Columbia Educational Features  
"The Political Situation in Washington Tonight," Frederick Wm. Wile.
- 3 Columbia Educational Features  
As above.

**B** Eastern Daylight Saving 8:30 to 9 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 1 Fleischmann Hour  
Rudy Vallee and his orchestra. NBC, from New York.
- 5 Frontier Days  
Dramatic sketch; John White, tenor. NBC, from New York.
- 4 Douglas Shoemakers  
Tap-dancer, "Singin' Feet;" Earle Nelson, crooner; John Herrick, baritone; quartet. CBS, from New York.

KEY

- B Band music
- C Children's features
- D Dance music
- E Educational
- G Grand opera
- L Light opera
- M Instrumental
- N News



May 1, 8, 15, 22, 29 **THURSDAY**

By JOSEPH ATOR

**S**UNNY skies and breezes sweet from the bluegrass fields, belles and colonels of old Kentucky, along with the elite of Long Island, Broadway sports and Chicago racketeers, thronging clubhouse, paddock and grandstand—there you have the setting in which King Horse holds his greatest court of the year, the Kentucky Derby at Churchill Downs.

The date this year is May 17. It is a day when the thousands of regular race-track fans of the country are augmented by a vastly greater army which is suddenly, and for that day only, horse-minded.

Every office has its Derby pool, at two bits or a dollar a head. And the fifty thousand or so souls who make the trip to the track to see a great spectacle and a great race are a mere handful compared to the millions who will hurry home that afternoon to tune in on their radios for the broadcast of the affair.

Both the Columbia and NBC chains will be there waiting for them this year, for, with the exception of the World's Series, the race probably attracts more radio listeners than any other sporting event of the year. In addition, a number of individual stations will have their own announcers at the track.

A horse-race presents a unique problem in sports broadcasting, for the actual running of the race takes just two minutes and a few additional seconds. Beforehand, of course, there are the crowd, the earlier races, the betting odds on the Derby candidates, and other matters to occupy the announcer's attention, but the big thrill itself is compressed into those 120-odd seconds.

To capture the maximum of thrills for his listeners is a pretty big job for one man, although some of the veterans of race announcing can do a bang-up job of it. Last year, however, the NBC put five announcers on the job, following the field right around the track

on its mile-and-a-quarter charge for cash and glory.

Instead of watching the race from the top of the grandstand, as a single announcer is forced to do, the five NBC representatives had their microphones right at the track rail. The first of them described the jockeying and hustling at the starting-post, echoing the great crowd's shout of "They're off!" when the field got away.

Down at the first turn the second man picked up the story as the horses whirled past him. He was succeeded by a third announcer on the back stretch, and he by a fourth as the thoroughbreds thundered around the last turn into the stretch. The fifth man crouched at the wire to flash the name of the winner to millions of listeners.

Baseball continues to be a daily diet on your radio during May, of course. Another big radio sport spectacle during the month is the Indianapolis speedway race on Memorial Day. WGN at Chicago started broadcasting that classic years ago, giving a full account of the five-hour, five-hundred-mile grind, but stepped out when the chains took it up two years ago. The chain broadcasts are confined to the final hour of the race. NBC will broadcast the contest, and Columbia may, the matter being still in abeyance with that organization at this writing.

Bill Munday put on a red-hot description of the final game in the national interscholastic basket-ball tournament at the University of Chicago April 5 for the NBC. It was the first time that event has gone on the air nationally, and probably will be the last, for the university authorities are doubtful whether or not they will stage any more of the tourneys, due

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

**C** East. Daylight Saving 9 to 9:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

**2** Harbor Lights

Dramatic tale of an old sea captain. NBC, from New York.

**6** Knox-Dunlop Program

Orchestra. NBC, New York.

**5** True Detective Mysteries

As the name implies. CBS, from New York.

**D** East. Daylight Saving 9:30 to 10 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

**3** Jack Frost's Melody Moments

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

**7** Maxwell House Melodies

Orchestra. Harold Sanford; Muriel Wilson, soprano. NBC, from New York.

**6** De Voe Redskins

Ben Selvin's orchestra with Willard Amison, tenor. CBS, from New York.

**O** Organ  
**P** Popular music

**R** Religious  
**T** Theatrical

KEY

**V** Vocal ensembles  
**W** Wit, comedy

**X** Station on air, but program variable

**THURSDAY** 1, 8, <sup>May</sup> 15, 22, 29

TIME	A	B	C	D
<b>EASTERN DAYLIGHT</b>	10	30	11	30
Eastern Standard Central Daylight }	9	30	10	30
<b>CENTRAL STANDARD</b>	8	30	9	30
Can - 690 TORONTO CKGW	X	X	2	2
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI				
930 BIRM'GH'M WBRC	1	2	4	5
Ark. 1040 HOT SP'GS *KTHS	1	1	5	
1390 LIT'LE R'CK *KLRA	X	2	4	5
Colo. 830 DENVER KOA	1	1	5	6
560 DENVER KLZ	1	2	4	5
Conn. 1060 HARTFORD *WTIC				
D. C. 630 WASH'GT'N WMAL	1	2	4	5
950 WASH'GT'N WRC	1	1	2	2
Fla. 900 JACKS'NYE WJAX	1	1	P	N
1300 MIAMI B. WIOD	1	1	X	X
Ga. 890 ATLANTA WCST	1			
740 ATLANTA WSB	1	1		6
Ill. 1020 CHICAGO KYW	1	1		6
770 CHICAGO *WBBM	1			
870 CHICAGO *WENR	X	X	X	X
720 CHICAGO WGN	3	3	N	D
560 CHICAGO *WIBO				
870 CHICAGO *WLS				
670 CHICAGO WMAQ	M	W	W	X
Ind. 1160 FT. W'YNE *WOWO	1	X	4	4
1230 IND'P'LIS *WFBM	1	X	X	5
Iowa 1260 C.NCIL BL'FS KOIL	1	2	B	5
1000 Davenport Des Moines WOC *WHO	1	1	5	X
600 WATERLOO WMT	1	2	4	5
Kans. 1220 LAWRENCE *WREN	3	3	5	6
580 TOPEKA *WIBW	X	2	4	5
1300 WICHITA *KFH	M	2	4	5
Ky. 1490 COVINGTON *WCKY	3	3	X	X
820 LOUISVILLE WHAS	1	1	5	6
La. 1250 N. ORL'NS WDSU	1			
1320 N. ORL'NS WSMB	1	1	X	6
Me. 620 BANGOR WLBZ				
940 PORTLAND WCSH	1	1	N	X
Md. 1060 BALTIMORE *WBAL	3	3	VM	O
600 BALTIMORE WCAO	1	2	4	5
Mass. 990 SPRINGFIELD WBZ	3	3	E	D
590 BOSTON WEEI	1	1	N	X
1230 BOSTON WNAC	1	2	D	D
580 WORCESTER WTAG	1	1		
Mich. 1410 BAY CITY WBCM	X	2	4	5
1240 DETROIT WGHP	1	2	4	5
750 DETROIT WJR	3	3	P	D
920 DETROIT WWJ	1	1	2	2
Minn. 810 MINNEAP WCCO	N	T	T	5
1460 ST. PAUL KSTP	1	1	P	6
Miss. 1270 JACKSON WJDX	1	1		6
Mo. 950 KAN. CITY KMBC	1	2	4	5
610 KAN. CITY WDAF	1	1	5	6
1090 ST. LOUIS KMOX	1	2	W	D
550 ST. LOUIS *KSD	1	1	2	2
1350 ST. LOUIS KWK	3	3	5	6
Nebr. 590 OMAHA *WOW	1	1	5	M

to the criticism which has been leveled at them by high-school athletic authorities.

At Springfield, Ill., the local baseball club cherished a mutt dog as a mascot. But a lush diet of free hamburgers failed to keep the animal at home. He wandered afield in search of love or adventure, and WCBS, the local station, offered to aid in the search for him.

The announcer painted a heart-rending picture of the hardened ballplayers, broken by grief over the loss of their pet.

"And now, friends," he continued, "I am going to turn the microphone over to Prof. Ali Bulbul Kazam, the famous Arabian mystic, who guarantees to answer any question or tell you the location of any lost article."

When Quin Ryan crouches over his microphone at Churchill Downs this year, it will be the sixth time he has followed the progress of the Derby field around the oval. As feature broadcast director for WGN, the Chicago Tribune station, he arranged and announced the first Derby broadcast by any metropolitan station in 1925.

Following his attendance at Northwestern University and some preliminary training as a newspaper reporter and advertising man, Quin started out as a radio announcer at WMAQ in 1923. He later was the first director of Station WLS, in Chicago, and joined the WGN organization in June, 1924.

Thousands of radio listeners know him for his broadcast of the Scopes evolution trial at



QUIN RYAN, feature broadcast director of WGN, Chicago.

Dayton, Tenn., and of the Army-Navy game at Chicago in 1926, the Dempsey - Tunney fight, and scores of other important sports events.

Sport fans may soon expect more chain entertainment in their field from the National Broadcasting Corporation. That company has assigned W. Burke Miller to the exclusive task of arranging chain broadcasts of important sport and news events.

If that seems to be one of those names you know, but can't quite place, he is the same "Skeets" Miller who six years ago crawled down a narrow, tortuous underground passage in the limestone hills of Kentucky, the last man to speak to Floyd Collins alive.

"Skeets" also arranged the five-man broadcast of the Derby referred to above.

Sports fans received a surprise treat on Thursday afternoon, March 20, when four of the nation's foremost football coaches spoke from the New York Athletic Club over the NBC chain. The quartet was led by one of the most successful coaches of all time, Knute Rockne, of Notre Dame, who represented the middle West. He was followed to the microphone by Glenn S. "Pop" Warner, coach of Leland Stanford University, speaking for the far West; T. A. D. "Tad" Jones, formerly coach of Yale and now chairman of the Yale Athletic Football Committee, representing the East, and W. A. Alexander, of Georgia Tech, for the South. Graham McNamee announced the program.

The coaches were on their way to attend the annual meeting of the Intercollegiate Football Rules Committee at Atlantic City.

Pat Flanagan, WBBM (Chicago) sports announcer, is not going on the road with a baseball club, as was first expected when he was seen recently purchasing a catcher's mask in a Chicago sporting-goods store. He was merely preparing to broadcast another prize-fight. During a recent ringside job, Pat had the misfortune to get a black eye from an over-enthusiastic fight fan, so he has added the mask to his equipment to save his eyes to describe the scenes in the ring.

**A** East. Daylight Saving 10 to 10:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 1 R. C. A. Victor Hour  
Orchestra; director, Nathaniel Shilkret; guest artists. NBC, from New York.
- 3 Atwater Kent Mid-week Program  
Dance orchestra. NBC, from New York.
- 1 Kodak Hour  
Symphony orchestra. CBS, from New York.

**B** East. Daylight Saving 10:30 to 11 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 1 R. C. A. Victor Hour  
Orchestra; director, Nathaniel Shilkret; guest artists. NBC, from New York.
- 3 Atwater Kent Mid-week Program  
Dance orchestra. NBC, from New York.
- 2 Columbia Educational Features  
National Radio Forum from Washington, D. C.

<b>B</b> Band music	<b>D</b> Dance music	<b>G</b> Grand opera	<b>M</b> Instrumental
<b>C</b> Children's features	<b>E</b> Educational	<b>L</b> Light opera	<b>N</b> News

1, 8, 15, 22, 29 **THURSDAY**

# Conoco Adventurers



Beverly Smith Latham  
Author



F.G. Ibbett  
Production Manager



Typical Actor Group

Each Thursday evening, over a NBC network, they very ably re-enact a dramatic episode in the history of the West.



The Orchestra

**C** East. Daylight Saving 11 to 11:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 2 National Grand Opera NBC, New York.
- 4 Slumber Music Director, Ludwig Laurier.
- 5 Conoco Adventurers  
Dramatic episodes in Western history. Musical background. NBC, Chicago.
- 3 New York Herald Tribune
- 4 Dream Boat  
Slow rhythm music; director, Emery Deutsch.

**D** East. Daylight Saving 11:30 to 12 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 2 National Grand Opera  
NBC, New York studios.
- 4 Slumber Music  
String ensemble; director, Ludwig Laurier.
- 5 Pepsodent Program  
Amos 'n' Andy, black-face comedians.
- 5 Will Osborne and His Park Central Orchestra  
Dance music. CBS, New York.

**KEY**  
**O** Organ      **R** Religious      **V** Vocal ensembles      **X** Station on air, but program variable  
**P** Popular music      **T** Theatrical      **W** Wit, comedy

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

FRIDAY 2, 9, 16, 23, 30 <sup>May</sup>

# Radio's Feminine Amos or Andy

KATHERINE TIFT-JONES IS  
HEARD IN A NEGRO CHARACTERIZATION, "CALLIOPE," FIVE  
TIMES A WEEK OVER NBC.

TIME	A	B	C	D
EASTERN DAYLIGHT	6	30	7	30
Eastern Standard Central Daylight	5	30	6	30
CENTRAL STANDARD	4	30	5	30
Can - 690 TORONTO CKGW	1	1	6	3
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI	N	E	7	3
930 BIRM'GH'M WBRC	2	4	5	M
Ark. 1040 HOT SP'GS *KTHS				
1390 LIT'LE R'CK *KLRA	1	4	5	
Colo. 830 DENVER KOA	1	1	NX	3
560 DENVER KLZ	1	4	5	X
Conn.1060 HARTFORD *WTIC				
D. C. 630 WASH'GT'N WMAL	N	E	5	X
950 WASH'GT'N WRC	1	1	6	3
Fla. 900 JACKS'N'VE WJAX	X	X	6	X
1300 MIAMI B. WIOD	X	X	6	X
Ga. 890 ATLANTA WGST				
740 ATLANTA WSB			7	3
Ill. 1020 CHICAGO KYW				
770 CHICAGO *WBBM				
870 CHICAGO *WENR	X	X	X	X
720 CHICAGO WGN	E	E	C	C
560 CHICAGO *WIBO			7	3
870 CHICAGO *WLS				
670 CHICAGO WMAQ	C	X	X	X
Ind. 1160 FT. W'YNE*WOWO	X	X	X	X
1230 IND'P'NIS *WFBM	E	4	5	PV
Iowa 1260 C.NCIL BL'FS KOIL	N	N	5	X
1000 Davenport Des Moines WOC*WHO	N	D	D	D
600 WATERLOO WMT	2		5	
Kans.1220 LAWRENCE*WREN	4	4	7	8
580 TOPEKA *WIBW		C	V	X
1300 WICHITA *KFH	1	4	X	X
Ky. 1490 COVINGTON*WCKY			5	8
820 LOUISVILLE WHAS	1	1	X	3
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB	X	X	7	3
Me. 620 BANGOR WLBZ	P	P	5	X
940 PORTLAND WCSH	E	N	X	3
Md. 1060 BALTIMORE*WBAL	M	N	X	X
600 BALTIMORE WCAO	P	P	X	X
Mass. 990 SPRINGFIELD WBZ	E	V	5	T
590 BOSTON WEEI	C	M	M	C
1230 BOSTON WNAC	P	P	NM	PE
580 WORCESTER WTAG				
Mich.1410 BAY CITY WBCM	1	4	5	X
1240 DETROIT WGHP				
750 DETROIT WJR	M	M	6	P
920 DETROIT WWJ	1	1	X	3
Minn. 810 MINNEAP WCCO	C	C	5	M
1460 ST. PAUL KSTP	C	N	X	X
Miss. 1270 JACKSON WJDX				3
Mo. 950 KAN. CITY KMBC	2	4	W	X
610 KAN. CITY WDAF	D	C	E	3
1090 ST. LOUIS KMOX	X	W	D	P
550 ST. LOUIS *KSD	1	1		3
1350 ST. LOUIS KWK	X	X	7	X
Nebr. 590 OMAHA *WOW	E	E	C	3

THERE are two radio characters who are as well known as some of the featured stars of evening programs, yet they are heard regularly before the sun goes down.

To radio listeners they are Mary Olds and Calliope. Mary Olds is a Southern woman who has a home in a New York pent-house, and Calliope is her faithful old colored cook. In real life Mary Olds is really Mary Olds. The part of Calliope is taken by Katherine Tift-Jones, one of the best-known interpreters of negro characterizations.

The pair are heard four days a week—Tuesday, Wednesday, Thursday and Friday. The program also is unusual in that it is sponsored by two different organizations. Tuesdays and Thursdays it is sponsored by the Kirkman Soap Company, and on Wednesdays and Fridays it is sponsored by the Pie Bakeries of America.

On Sunday afternoons Katherine Tift-Jones appears over the WEA group of stations in a program known as "Calliope and Mis' Kathrine."

The "plot" of the program is simple, but interesting. Calliope reflects the humor and philosophy of her race and reveals the practical knowledge she has gained through long

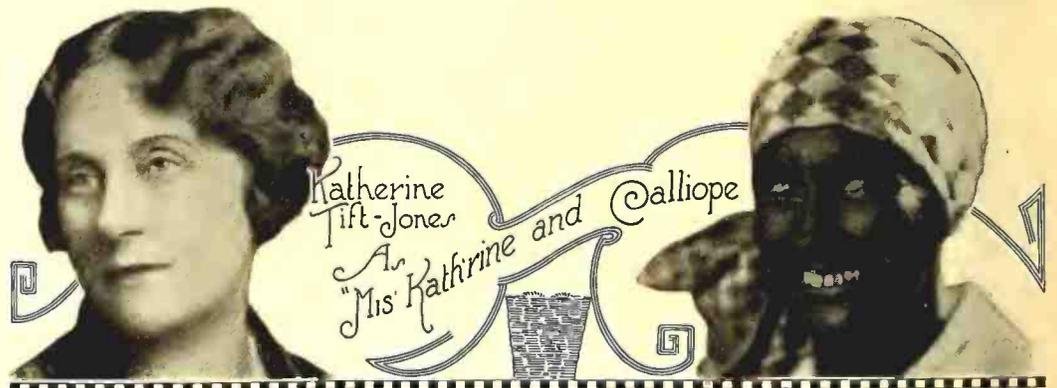
years in various kitchens. The comments of her mistress are more sophisticated. Together they discuss problems of household management and culinary accomplishment.

The voices of two children, David and Dorothy, also are heard in the broadcasts.

Katherine Tift-Jones is a real Southerner. She was born not far from the famed Swanee River in Tifton, Tift Co., Ga. Her birthplace was named after her family. She grew up on a plantation and learned all the negro folk tales and songs when she was a child. Miss Tift grew up and married. Her husband died and she found herself faced with the problem of earning a living.

Her negro stories always had brought merriment at dinner parties and other gatherings, and when a friend suggested that she turn these same songs and stories into a means of earning a living, she tried the suggestion and succeeded.

After a number of successful years in which she toured as a diseuse, she came to radio, where she established herself as the leading interpreter of negro characters. She has been heard in "My South," a popular NBC broadcast; "The Cabin Door," and many other widely known features.



<p><b>A</b> Eastern Daylight Saving 6 to 6:30 P.M. Our Time</p> <p>CHAIN PROGRAMS THIS HALF-HOUR</p> <p>1 Black and Gold Room Orchestra Concert music; director, Ludwig Laurier. NBC, New York.</p> <p>4 Whyte's Orchestra Dance music. NBC, from New York.</p> <p>1 The Musical Foursome Male quartet in semi-classical numbers for 15 minutes, then</p> <p>Closing Market Prices For 15 minutes.</p> <p>2 The Musical Foursome As above for 15 minutes, followed by a local feature.</p>	<p><b>B</b> Eastern Daylight Saving 6:30 to 7 P.M. Our Time</p> <p>CHAIN PROGRAMS THIS HALF-HOUR</p> <p>1 Black and Gold Room Orchestra Concert music; director, Ludwig Laurier.</p> <p>4 Whyte's Orchestra Dance music. NBC, from New York.</p> <p>3 Littmann Orchestra Popular music; Byron Holiday, tenor; Helen Richards, contralto. CSB, from New York.</p> <p>4 Yoeng's Restaurant Orchestra Dance music; Paul Tremaine, director. CBS, from New York.</p>								
<p><b>KEY</b></p> <table border="0"> <tr> <td>B Band music</td> <td>G Grand opera</td> </tr> <tr> <td>C Children's features</td> <td>L Light opera</td> </tr> <tr> <td>D Dance music</td> <td>M Instrumental</td> </tr> <tr> <td>E Educational</td> <td>N News</td> </tr> </table>		B Band music	G Grand opera	C Children's features	L Light opera	D Dance music	M Instrumental	E Educational	N News
B Band music	G Grand opera								
C Children's features	L Light opera								
D Dance music	M Instrumental								
E Educational	N News								

May 2, 9, 16, 23, 30 **FRIDAY**



Heard Over  
C.B.S.

Colonel E. Alexander Powell

Inga Hill

Dale Wimbrow

Jacob Ben Ami

Twinplex Twins

Styles for the coming season are discussed over the radio by MARIE BLIZARD, fashion director of CBS. COL. E. ALEXANDER POWELL, author and world traveler, speaks each Friday evening at 6:15, E. D. T., over CBS. INGA HILL, who came to New York from a small prairie town in Illinois to pursue a musical career, was featured on the O' Cedar Times program which recently concluded its series over CBS with April.

Composer, poet, humorist, singer, philosopher, is DALE WIMBROW, who is frequently featured on CBS programs. JACOB BEN AMI, one of Broadway's outstanding actors, is featured with Eva Le Gallienne's Civic Repertory Theater, Thursdays at 6:30 p. m., E. D. T. The Twinplex Twins choose to be known only as "Shave" and "Smile" while their act is being featured each Sunday evening at 7:30, E. D. T.

				TIME	
A	B	C	D		
6	30	7	30	EASTERN DAYLIGHT	
5	30	6	30	Eastern Standard Central Daylight	
4	30	5	30	CENTRAL STANDARD	
C	M	M	W	WOR	NEWARK 710 N. J.
X	X	X	3	WGR	BUFFALO 550 N.Y.
				WKBW	BUFFALO 1480
2	4	5		*WMAK	BUFFALO 900
1	3	5	6	WABC	NEW YORK 860
1	1	2	3	WEAF	NEW YORK 660
4	4	5	8	WJZ	NEW YORK 760
		6		WHAM	ROCH'TER 1150
C	O	R	D	*WHEC	ROCH'TER 1440
P	P	E	W	WGY	SCHEN'D Y 790
1	M	M	6	*WFBL	SYRACUSE 1360
X	X	6	X	WBT	CHARLOTTE 1080 N.C.
		6		WPTF	RALEIGH 680
2	4	5	C	WWNC	ASHEVILLE 570
2	N	X	X	WADC	AKRON 1320 Ohio
X	R			*WFJC	AKRON 1450
X	4	X	X	WKRC	CINCINNATI 550
T	X	5	M	WLW	CINCINNATI 700
1	1	X	3	WSAI	CINCINNATI 1330
D	X	D	D	WHK	CLEVEL'D 1390
X	X	X	X	WTAM	CLEVEL'D 1070
				WAIU	COLUMB'S 640
O	V	X	X	*WCAH	COLUMB'S 1430
D	D	M	E	WSPD	TOLEDO 1340
1				*WKBN	YO'NGST-N 570
X	X	X	X	KFJF	OKLA.CITY 1480 Okla.
X	X	X	X	WKY	OKLA.CITY 900
				*KVOO	TULSA 1140
2	4	5	M	*WHP	HARRIS'B'G 1430 Pa.
O	4	5	X	WLBW	OIL CITY 1260
MN	W	V	6	WCAU	PHILAD. 1170
D	X	X		*WFAN	PHILAD. 610
N	X	X	3	*WLIT-WFI	PHIL. 560
X	X	5	X	KDKA	PITTS'B'GH 950
1	1	D	3	WCAE	PITTS'B'GH 1220
ME	4	5	6	WJAS	PITTS'B'GH 1290
P	P	PN	6	WEAN	PROVID'NCE 780 R. I.
1	D	E	E	WJAR	PROVID'NCE 890
1	4	C	P	WDOD	CHATTA. 1280 Tenn.
			3	WMC	MEMPHIS 780
2	4	5	X	*WREC	MEMPHIS 600
				*WLAC	NASH'LE 1470
X	X	7	3	WSM	NASH'LE 650
				*KRLD	DALLAS 1040 Tex.
				WFAA	Dallas 800
				WBAP	FT. Worth 800
X	X	X	X	KPRC	HOUSTON 920
				*K TSA	S. ANTONIO 1290
X	X	X	D	WOAI	S. ANTONIO 1190 Va.
X	N	D	T	*WTAR	NORFOLK 750
M	X	6	W	WRVA	RICH'M'D 1110
2	4	5	MP	WDBJ	ROANOKE 930
P	P	X	X	*WEBC	SUPERIOR 1290 Wisc.
C	4	5	M	*WISN	MIL'W'KEE 1120
				WTMJ	MIL'W'KEE 620

**C** Eastern Daylight Saving 7 to 7:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 2** The Choristers  
Genia Zielinska, soprano; male octet; director, George Dilworth. NBC, from New York.
- 5** The Pepsodent Program  
Amos 'n' Andy, black-face team for 15 minutes; then  
**Wallace Silversmiths Program**  
Featuring Welcome Lewis, contralto crooner and orchestra; director, Harry Salter.
- 6** Pepsodent Program  
For 15 minutes, followed by local feature.
- 7** Wallace Silversmiths Following local feature.
- 8** Dance Music from New York  
Via CBS.

**D** Eastern Daylight Saving 7:30 to 8 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 3** Raybestos Twins  
Comedy patter; vocal trio; orchestra, direction Robt. Armbruster. NBC.
- 8** Stars of Melody  
Astrid Fjelde, soprano; Judson House, tenor; Walter Preston, baritone; Colin O'More, narrator. Orchestra director, Wni. Daly.
- 6** Howard Fashion Plates  
Musical program, featuring Ben Alley as "Beau Brummel."

KEY

- O Organ
- P Popular music
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

**FRIDAY** 2, 9, 16, 23, 30 May

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

**RADIO NEWS**

The coming summer season brings a vacation in Scandinavia to Miss Margaret Olson, native of that land. The Davey program over NBC network now claims Miss Olson's singing.

Phillips H. Lord, originator of the popular radio religious services, has announced the early publication of a book of 150 hymns. This is Lord's answer to the urgent requests for the songs used in the services.

Harold H. Isbell—no introduction needed—has come to WENR direct from KYW, Chicago. An addition to WENR's staff of announcers was made necessary by this station winning back some of its "lost time."

NBC has inaugurated a new program series in the way of fifteen-minute addresses on "Genuine Antique Furniture," by Major Arthur de Bles. These talks will be heard between 2:15 and 2:30 P. M., Eastern Daylight Time.

WENR has solved to its entire satisfaction the question of literacy of those who correspond with the radio stations. A special test was made, and from the 10,099 letters received a good rate of intelligence was manifested throughout.

A number of the most recent additions to the great staff of educators offering supplementary education every Tuesday and Thursday over WABC are Henry Turner Bailey, Dr. Hollis Dann, Mabelle Glenn, Daniel Beard, Thornton Burgess and Howard Hanson.

Phæbe Mackay originally studied to be a dancer, this training including appreciation of music. She claims the distinction of having attended more operas and dance recitals than any other woman in radio. Miss Mackay is Mrs. Watts in "Real Folks," NBC weekly attraction.

With the opening number on April 6, radio broadcasting entered the international field on a sustained basis. The Canadian Pacific Railways is sponsoring a half-hour program broadcast from CKGW studios, Toronto, Canada,

every Sunday and Wednesday night. An extensive group of stations associated with the NBC broadcast both series, WJZ being the New York outlet.

The Sunday night programs come direct from CKGW's studios at 9:15, and consist of an extended list of favorite ballad operas directed by Alfred Heather, and on Wednesday nights these studios pick up the Cully dance series from the Royal York Hotel, Toronto. The Wednesday night program begins at midnight, Eastern Standard Time.

Texas Legislature is considering a bill which "provides that it shall be unlawful for any person to circulate, and for the owner or person in charge of any broadcasting station to permit any person to circulate, by words spoken over the radio of such station, a verbal defamation."

"The Musical Time Table," early morning feature for the convenience of listeners throughout the East, is broadcast from the Hartford (Conn.) station WTIC, Tuesdays, Thursdays and Saturdays. It is designed to help the commuter out of bed and to work on time and in good humor. The program opens with electric recordings and continues until 8:30 o'clock.

To date no one has contested the title of "youngest announcer" owned by little Miss Dorothy Jane Munz, four years and nine months old daughter of C. G. N. Munz, Chicago. On March 6 this little lady had full charge of WENR's Air Juniors program conducted every other evening at 5:30, Central Standard Time, by Everett Mitchell and Miss Irma Glen, staff organist.

Extensive changes have occurred in NBC's program direction *personnel*. William Burke Miller is promoted to director of current events; Norman Sweetser is now program man for the new Times Square Studio; William S. Lynch has the title of sponsor program representative; Curt Peterson is now assistant to Miss Bertha Brainard; Edward Thorgersen has become supervisor of announcers; Thomas McAvity is elevated to assistant production manager; Miss Bertha Brainard's activities are enlarged under the new title, Eastern program manager; Gerard Chatfield is appointed balance expert. The majority of these executives are under thirty years of age.

**A Eastern Daylight Saving 8 to 8:30 P.M. Our Time**

**CHAIN PROGRAMS THIS HALF-HOUR**

**1 Cities Service Orchestra**

Jessica Dragonette and the Cavaliers; orchestra director, Rosario Bourdon. NBC, from New York.

**4 The Pickard Family**

Southern folk-songs; novelty orchestra. NBC, from New York.

**1 Nit-Wit Hour**

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

**B Eastern Daylight Saving 8:30 to 9 P.M. Our Time**

**CHAIN PROGRAMS THIS HALF-HOUR**

**1 Cities Service Orchestra**

As described in Group A.

**5 Local Feature**

Local feature for 15 minutes, then

**Natural Bridge Program—Famous Loves**

Historical people's love affairs in drama form. CBS, from New York.

**2 U. S. Service Band**

Army, Navy or Marine Corps band from Washington, D. C., via CBS.

**KEY**

**B** Band music  
**C** Children's features

**D** Dance music  
**E** Educational

**G** Grand opera  
**L** Light opera

**M** Instrumental  
**N** News

# The Raleigh Review



THE personable and cavalierly Elizabethan character, Sir Walter Raleigh, has been reincarnated for the microphone. He has abandoned his ancient practices of spreading coats over muddy sidewalks for virgin queens, and dashing about the Spanish Main in fleet corsairs, destroying Spanish colonial shipping. Instead, Sir Walter appears as a man fresh from Broadway to be master of ceremonies in the new radio show known as the Raleigh Revue, an hour feature heard every Friday night over stations associated with the National Broadcasting Company.

Alfred Shirley plays the part of Sir Walter, and introduces Edna Kellogg, soprano; the Rovers, an internationally known male quartet under the direction of Frank Black; Phil Ohman and Victor Arden, two-piano team, and a new orchestra directed by William Merigan Daly, George Gershwin's favorite conductor, who has long been associated with musical comedy.

Daly is a new recruit to radio. The son of Tom Daly, he was born into musical comedy, but lived the greater part of his life in Boston, until he was graduated from Harvard. During those years he took occasional turns at the piano and liked it. The Chicago Civic Opera next claimed his attention, but the war upset plans to be an assistant conductor. The island of Manhattan welcomed the young musician. He conducted for George White, Dillingham, Erlanger, George M. Cohan and others; composed by himself and with George Gershwin, and in various other ways contributed to the entertainment of the Great White Way. His last work was as conductor for the musical show, "Wake Up and Dream."



(Above) ALFRED SHIRLEY, who plays Sir Walter Raleigh.

(Below) THE ROVERS. Standing: Frank Black, accompanist; Elliott Shaw, Lewis James. Seated: James Melton and Wilfred Glenn.

Frank Black's arrangements for vocal groups have become an institution in the broadcasting studios. He scores the music for the Rovers, and serves as their accompanist.

Ohman and Arden have been much associated with musical shows, although they have been constantly before the microphone as well for about seven years. Ohman's own compositions, peculiarly adapted for the two-piano arrangements, are their specialties.

May 2, 9, 16, 23, 30 **FRIDAY**

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

**C** Eastern Daylight Saving 9 to 9:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

**2** Clicquot Club Eskimos

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

**6** Interwoven Pair

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

**3** True Story Hour

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

**D** East. Daylight Saving 9:30 to 10 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

**3** Old Company Anthracite Program

Old company male quartet; Old Company novelty strings. NBC, New York.

**7** Armour Program

Orchestra; mixed chorus; guest artists. NBC, from Chicago.

**3** True Story Hour

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

KEY

**O** Organ  
**P** Popular music

**R** Religious  
**T** Theatrical

**V** Vocal ensembles  
**W** Wit, comedy

**X** Station on air, but program variable

**FRIDAY** May 2, 9, 16, 23, 30

TIME	A	B	C	D
<b>EASTERN DAYLIGHT</b>	<b>10</b>	<b>30</b>	<b>11</b>	<b>30</b>
Eastern Standard } Central Daylight }	<b>9</b>	<b>30</b>	<b>10</b>	<b>30</b>
<b>CENTRAL STANDARD</b>	<b>8</b>	<b>30</b>	<b>9</b>	<b>30</b>
Can - 690 TORONTO CKGW	P	P	2	2
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI				
930 BIRM'GH'M WBRC	1	2	4	5
Ark. 1040 HOT SP'GS *KTHS	3	4	5	
1390 LIT'LE R'CK *KLRA	1		4	5
Colo. 830 DENVER KOA	3	1	V	7
560 DENVER KLZ	1	2	4	5
Conn.1660 HARTFORD *WTIC	X	M	M	D
D. C. 630 WASH'GT'N WMAL	1	2	X	X
950 WASH'GT'N WRC	1	4	D	D
Fla. 900 JACKS'N'VE WJAX	P	4	X	N
1300 MIAMI B. WIOD	X	4	X	X
Ga. 890 ATLANTA WGST	1			
740 ATLANTA WSB	3	4	5	7
Ill. 1020 CHICAGO KYW	3	4		7
770 CHICAGO *WBBM				
870 CHICAGO *WENR	X	X	X	X
720 CHICAGO WGN	D	D	N	D
560 CHICAGO *WIBO	1	1	5	
870 CHICAGO *WLS				
670 CHICAGO WMAQ	1	2	VM	7
Ind. 1160 FT. W'YNE*WOWO	1	X	4	5
1230 IND'P'LIS *WFBM	X	2	X	X
Iowa 1260 C.NCIL BL'FS KOIL	1	2	4	5
1000 Davenport Des Moines WOC*WHO	1	1	E	W
600 WATERLOO WMT			4	5
Kans.1220 LAWRENCE*WREN	3	4	5	7
580 TOPEKA *WIBW	1	X	N	X
1300 WICHITA *KFH	X	2	4	5
Ky. 1490 COVINGTON*WCKY			5	
820 LOUISVILLE WHAS	3	4	5	7
La. 1250 N. ORL'NS WDSU	1	2		
1320 N. ORL'NS WSMB	3	4	5	7
Me. 620 BANGOR WLBZ				
940 PORTLAND WCSH	1	1	N	X
Md. 1060 BALTIMORE*WBAL		4		
600 BALTIMORE WCAO	1	2	4	5
Mass. 990 SPRINGFIELD WBZ	3	4	5	ED
590 BOSTON WEEL	P	1	X	X
1230 BOSTON WNAC	1	2	D	D
580 WORCESTER WTAG	1	1		
Mich.1410 BAY CITY WBCM	D	X	4	5
1240 DETROIT WGHP	1	2	4	5
750 DETROIT WJR	3	M	5	D
920 DETROIT WWJ	1	1	2	2
Minn. 810 MINNEAP WCCO	1	2	E	D
1460 ST. PAUL KSTP	3	4	M	7
Miss. 1270 JACKSON WJDX		4	5	7
Mo. 950 KAN. CITY KMBC	X	2	4	5
610 KAN. CITY WDAF	1	1	2	7
1090 ST. LOUIS KMOX	1	2	W	D
550 ST. LOUIS *KSD	1	1		
1350 ST. LOUIS KWK	3	4	5	7
Nebr. 590 OMAHA *WOW	1	1	2	2

**RADIO NEWS**

A bill introduced to the South Carolina Legislature seeks to impose a tax upon all radio sets in the State.

In Rhinebeck, N. Y., during the progress of an important trial, court was adjourned so that no one would miss Amos 'n' Andy. Bet the prisoner was acquitted.

The NBC studios in San Francisco are treating the Western States to the splendid radio adaptations of Booth Tarkington's "Penrod." Billy Page fills the title role in the coast company.

Fishing-vessels operated by German companies are equipped with wireless telephone installations, giving them direct contact with headquarters whenever they remain within two hundred miles of shore.

A French State Railway train, operating between Paris and Havre, is supplied with radiophones for each passenger. There is promise of this service on other trains of the State Railway.

"Voices," a new NBC radio program to be heard every Tuesday afternoon at five o'clock, marks a distinct advancement in the usefulness of radio. This program is in connection with the Better Speech Campaign and will feature such experts of diction as Miss Olive Wyndham, Miss Helen Hathaway and Miss Vida Ravenscroft Sutton.

A fast one is being pulled by Earl Babcock, of Chicago, who records his favorite radio artists direct from his loud-speaker on to aluminum disks. Recently he sent two of his records to WTAM, whose engineers found on them an exact recording of Jane Dillon's imitable impersonations given from that station.

The latest in radio slang is to "grow a beard," meaning to miss a cue, mangle one's lines, or commit one of the many other styles of *faux pas* which keep the broadcasting studio personnel between titters and tears, in spite of the displeasure of the program director. According to the Judson Radio Program Corporation, the phrase originated with one of its usually most reliable, who missed a line en-

tirely in a recent True Detective Mysteries broadcast. At any rate, "mistake" and "beard" are now synonyms in most well-regulated studios.

The demand, made apparent by International radio broadcasting, for a simple device to determine relative time at all points of the globe, has been satisfied in the form of a cardboard mechanism which can be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., under title of Bureau of Standards Miscellaneous Publications, No. 84. The price is 10 cents.

DXers will be interested in learning of William G. Sturgess, 311 Canal Reserve, Christ Church, New Zealand, who reports having heard and identified a number of American stations, some of them coming through with great power. For over two months, he says, he heard Station WENR every night. Other stations he has listed are WLW, KSL, KNX, KFOX, KVOO, KHJ, KPO, KGO, KFI. Mr. Sturgess is also quite proud of the fact that he was the first New Zealand listener to pick up and identify Station RFM in Siberia. Perhaps some of the DX fans nearer home can report performance of equal impressiveness, but it will be interesting to learn of any set which has done better on an inside loop aerial, the type used by Mr. Sturgess with his seven-tube set.

The prize "hoax" of the radio season, in our opinion, was perpetrated over WTAM, Cleveland, the night of All-Fools' Day. Gene and Glenn, fresh from their record-breaking week at the Cleveland R. K. O. Palace, during which they played to over 110,000 paid admissions, were the principals abetted by a host of WTAM artists. The plot was the long-forecast "marriage" of "Jake" and "Lena," two of Gene's favorite characterizations. After a most elaborate and painstaking staging of a ceremonial wedding affair, it was discovered at the altar that Jake had mysteriously disappeared. Thousands of fans sat with their sets carefully tuned in on WTAM the balance of the night to hear the reading of bulletins at frequent intervals, reporting either details of the search for Jake or of the condition of the heart-broken Lena. The station was receiving literally hundreds of telegrams from all parts of the country, offering advice as to Jake's whereabouts. We thank WTAM for the handsome wedding announcement sent us a few days before the event.

**A East. Daylight Saving 10 to 10:30 P.M. Our Time**

CHAIN PROGRAMS THIS HALF-HOUR

- 1 Raleigh Revue  
Male quartet; piano duo; orchestra director, Bill Daly. NBC, from New York.
- 3 Armstrong Quakers  
Lois Bennett, soprano; Mary Hopple, contralto; male quartet; orchestra director, Victor Arden.
- 1 At the Sign of the Green and White  
Quaker State Orchestra; David Mendoza; quartet; Norman Brokenshire and "Charlie." CBS, from New York.

**B East. Daylight Saving 10:30 to 11 P.M. Our Time**

CHAIN PROGRAMS THIS HALF-HOUR

- 1 Raleigh Revue  
Male quartet; piano duo; orchestra director, Bill Daly. NBC, New York.
- 4 Kodak Hour  
NBC, from New York.
- 2 Gold Medal Fast Freight  
Wheaties quartet and Gold Medal Orchestra. CBS.

**B** Band music      **D** Dance music      **G** Grand opera      **M** Instrumental  
**C** Children's features      **E** Educational      **L** Light opera      **N** News

# At the sign of the Green and White

By J.G. Gude

IF it means anything for a program to be well balanced—and most people who have anything to do with radio agree that no more complimentary description could be applied to a program—then the series called "At the Sign of the Green and White," heard over the Columbia Broadcasting System, should be one of the most popular on the air. With Norman Brokenshire as guest announcer; Herbert Polesie teaming up with him in comedy sketches; Leonard Stokes contributing vocal talent in the form of baritone solos; David Mendoza leading his band in orchestral selections, both modern and classical, and the Rollickers, known on these programs as the Quaker State Four, supplying harmony of a high order, there is something for everybody who listens in on these broadcasts.

Norman Brokenshire, veteran radio announcer, hardly needs an introduction. Broke's broadcasting career began back in the days when announcers cloaked their identity behind a set of initials, and when it was usual for announcer and artists to foregather in the studio thirty minutes before the broadcast was to begin, determine what was to be presented, and then and there make up the program.

Herbert Polesie is another pioneer in the radio game, who started broadcasting when radio was in its infancy and when he was still an undergraduate at Carnegie Tech, in Pittsburgh. After he completed his college course he came to New York and appeared in several Broadway shows under the direction of Sam Harris. However, after two seasons on the stage, he drifted back to his first love, radio,



Herbert Polesie and Norman Brokenshire

and began directing commercial programs over local New York stations.

Leonard Stokes, who hails from Moultrie, Ga., studied both in New York and abroad for his musical career. In France he was a pupil of both Oscar Seagle and the late Jean de Reszke.

David Mendoza, for all his Latin-sounding name, is a home reared and taught product. He is a native of New York, as were his father and mother, and, like many of his confreres in the artistic world, was a boy prodigy.

May 2, 9, 16, 23, 30 **FRIDAY**

A	B	C	D	TIME
10	30	11	30	EASTERN DAYLIGHT
9	30	10	30	Eastern Standard Central Daylight
8	30	9	30	CENTRAL STANDARD
O	PV	D	MV	WOR NEWARK 710 N. J.
1	1	X		WGR BUFFALO 550 N.Y.
	2			WKBW BUFFALO 1480
1		4	5	*WMAK BUFFALO 900
1	2	3	5	WABC NEW YORK 860
1	1	2	2	WEAF NEW YORK 660
3	4	5	6	WJZ NEW YORK 760
3	4	5		WHAM ROC'H'TER 1150
				*WHEC ROC'H'TER 1440
1	1	2	2	WGY SCHEN'D Y 790
1	2	4	5	*WFBL SYRACUSE 1360
5	4	X	X	WBT CHARLOTTE1080 N.C.
	4			WPTF RALEIGH 680
1	2	4	5	WWNC ASHEVILLE 570
1	2	4	D	WADC AKRON 1320 Ohio
1	1	2	2	*WFJC AKRON 1450
1	2	4	X	WKRC CINCINNATI 550
3	P	M	D	WLW CINCINNATI 700
1	1			WSAI CINCINNATI 1330
1	X	O	5	WHK CLEVEL'D 1390
X	X	X	X	WTAM CLEVEL'D 1070
	2			WAIU COLUMB'S 640
D	D	D	D	*WCAH COLUMB'S 1430
1	X	4	5	WSPD TOLEDO 1340
				*WKBN YO'NGST-N 570
1	X	D	D	KFJF OKLA.CITY 1480 Okla.
3	X	5	7	WKY OKLA.CITY 900
3	4	5		*KVOO TULSA 1140
1				*WHP HARRIS'B'G 1430 Pa.
1	2	4	5	WLBW OIL CITY 1260
1	D	D	D	WCAU PHILAD. 1170
				*WFAN PHILAD. 610
1	1			*WLIT-WFI PHIL. 560
3	4	5	X	KDKA PITTS'B'GH 930
1	1	2		WCAE PITTS'B'GH 1220
1	2	D	D	WJAS PITTS'B'GH 1290
1	2	4	5	WEAN PROVID'NCE 780 R. I.
1	1	X	X	WJAR PROVID'NCE 890
D	2	4	5	WDOD CHATTA. 1250 Tenn.
3	4	5	7	WMC MEMPHIS 750
1	2	4	5	*WREC MEMPHIS 600
1	2			*WLAC NASHV'LE 1470
3	4	5	7	WSM NASHV'LE 650
	2			*KRLD DALLAS 1040 Tex.
3	X	X	7	WFAA Dallas 800
3	4	5	7	WBAP Ft. Worth 500
3	4	5	7	KPRC HOUSTON 920
1	2			*KTSAS S. ANTONIO 1290
3	4	M	7	WOAI S. ANTONIO 1190 Va.
1	2			*WTAR NORFOLK 780
X	4	D	D	WRVA RICHM'D 1110
X	2	4	5	WDBJ ROANOKE 930
3	4	D	7	*WEBC SUPERIOR 1290 Wisc.
1	2	4	5	*WISN MILW'KEE1120
3	4		7	WTMJ MILW'KEE 620

**C** East. Daylight Saving 11 to 11:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 2 Vincent Lopez and His Hotel St. Regis Orchestra  
NBC, from New York.
- 5 Hamilton-Brown Sketch-book  
Dramatic episodes.
- 3 New York Herald Tribune Observer
- 4 Will Osborne and His Orchestra  
Dance music. CBS, from New York.

**D** East. Daylight Saving 11:30 to 12 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

- 2 Vincent Lopez and His Hotel St. Regis Orchestra  
NBC, New York.
- 6 Slumber Music  
String ensemble; director, Ludwig Laurier. NBC, New York.
- 7 Pepsodent Program  
Amos 'n' Andy, black-face comedians.
- 5 CBS Dance Music  
From New York.

O Organ  
P Popular music

R Religious  
T Theatrical

KEY

V Vocal ensembles  
W Wit, comedy

X Station on air, but program variable

SATURDAY 3, 10, 17, 24, 31 May

Daytime Chain Programs

ALL TIMES ON THIS PAGE ARE EASTERN DAYLIGHT SAVINGS

DAILY EXCEPT SUNDAY

8:00 to 8:15 A. M.—Jolly Bill and Jane (children's program). WEA, WEEI, WGY, WFI.
8:00 to 8:30 A. M.—Organ Reveille. WABC, WEAN, WCAU, WHP, WJAS, WFBL, WMAK, WHK, WGHP, WKBN, WFBM, KOIL, KMBC, WIBW, WSPD, WMT, WWNC, WBRC, WDOD, WLAC, KLRA.
8:00 to 8:15 A. M.—The Aunt Jemima Man. Phil. Cook in characteristic song numbers and dialog. WJZ, WBAL, WHAM, KDKA, WJR, WBZ, WBZA, CKGW, WRC.
8:15 to 8:45 A. M.—The Headliners (novelty orchestra). WJZ, WBAL, KDKA, WBZ, WBZA, WHAM.
8:15 to 8:30 A. M.—Morning Devotions. WEA, WCAE, WRC, WGY, WHAS, WGR, WFI, WCHS, WLS, WJAR, WOW, WCKY, WBT, WJAX, WPTE.
8:30 to 9:00 A. M.—Cheerio. WEA, WEEI, WCKY, WRC, WGY, WGR, WJAR, WTAG, WCHS, WCAE, WWJ, WOW, WDAF, KSTP, WPTE, WAPI, KPRC, WFI, WSB, WJAX, WTAM, WRVA, WHAS, WCKY, CKGW, WBT, WOAI.
8:30 to 8:45 A. M.—Morning Devotions. WABC, WEAN, WCAU, WHP, WFBL, WMAK, WGHP, KOIL, KMBC, WSPD, WWNC, WBRC, WDOD, WREC, WLAC, KLRA.
8:45 to 9:00 A. M.—Something for Every One (music, news, humor, poetry). WABC, WMAL, WHP, WFBL, WMAK, WHK, WKRC, WGHP, WMAQ, KOIL, WSPD, WMT, WWNC, WDBJ, WBRC, WLAP, WDOD, WREC, WLAC, KLRA.
9:00 to 9:15 A. M.—The Aunt Jemima Man. KFAB, WLW, WLS, KVK, WREN. This is a split network.
9:00 to 10 A. M.—Morning Melodies, with Milt Coleman, soloist. WEA, WRC, WWJ, WDW, WCKY, WTAM, WHAS, WRVA.
9:30 to 10 A. M.—Dance Music. WABC, WMAL, WHP, WFBL, WMAK, WHK, WKRC, WFBM, KOIL, WSPD, WWNC, WDBJ, WBRC, WLAP, WDOD, WREC, WLAC, KLRA, KDYL.
12 noon to 3 P. M.—Music. WABC, WEAN, WCAO, WMAL, WHP, WJAS, WFBL, WMAK, WADC, WGHP, WBCM, WSPD, WWNC, WDBJ, BWRC, WDOD, WLAC, KLRA.
12:45 P. M.—National Farm and Home Hour. WJZ, WBZ, WBZA, WHAM, KDKA, WJR, WLW, KSTP, WBC, WRVA, WPTE, WBT, WJAX, WHAS, WSM, WMC, WSB, KVOO, WKY, KTHS, WOAI, WRC, WHO, WOW, WDAF, KPRC, WJDX, WBAL, WBAP, VSMB, KYW, KFAB, KPO.
3:30 P. M. (except Monday and Friday).—For Your Information. WABC, WCAU, WCAO, WMAL, WHP, WFBL, WKBW, WADC, WKRC, WOLD, WFBM, WBBM, KMOX, KMBC, WIBW, WCBM, WSPD, WMT, WWNC, WDBJ, WFIW, WDOD, WLAC, KLRA, KLZ.
5:00 P. M.—The Lady Next Door (daily except Wednesday). Children's program, direction Madge Tucker. WEA, KSD, WRC, WSM.
5:45 to 6 P. M. (except Tuesday, Thursday and Saturday).—My Bookhouse Story-time (children's feature). WABC, WCAU, WCAO, WMAL, WJAS, WLW, WFBL, WMAK, WADC, WKRC, WGHP, WOW, WMAQ, KMOX, KMBC, WCCO, WSPD.

SUNDAY

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

10 to 11 A. M.—Land o' Make Believe (Children's Hour—Dr. Arthur Torrance). WABC, WNAC, WEAN, WJAS, KNBC, WIBW, WBCM, WMT, WWNC, WBRC, WDOD, WREC, WLAC.

TUESDAY

11:00 A. M.—'Your Child' (Grace Abbott). WEA, WRC, WOC, WGY, WWJ, KSD, WSM, KSTP, WJAR, WTAG, WCHS, WCAE, WSAI, WECB, WPTE, WBT, WJAX, WIOD, WHAS, WKY, KTHS, KPRC, WOAI, KOA.
4:30 P. M.—Auction Bridge Game. WEA, WEEI, WTC, WJAR, WTAG, WCHS, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, WGN, KSD, WOC, WOW, WDAF, WRVA, WBT, WJAX, WHAS, WSM, WMC, WSB, WAPI, KVOO, WKY, KTHS, WFAA, KPRC, WOAI.

TUESDAY AND THURSDAY

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

WEDNESDAY

11:00 A. M.—Mr. and Mrs. Valspar (Dramatic sketch). WEA, WEEI, WJAR, WTAG, WCHS, WLIT, WRC, WGY, WGR, WCAE, WWJ, WSAI, KYW, KSD, WHO, WDAF.
5:00 P. M.—National Woman's Party. WJZ, WBAL, WHAM, WLW, KVK, KSTP, WECB, WBT, WJAX, WHAS, WMC, WSB, KVOO, WBAP, KPRC, WOAI, KOA, KGO, KGW, WRC.

THURSDAY

10:45 A. M.—Fifth Avenue Fashions (Hope Andrews). WEA, WEEI, WTC, WTAG, WCHS, WFI, WRC, WGY, WGR, WWJ, WCAE, WOC, WOW, WSAI, KYW, KSTP, WECB, KSD, WDAF.
11:00 A. M.—Boni and Ami (dramatic sketch). WEA, WJAR, WTAG, WCHS, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, KYW, KSD, WOC, WDAF, WTMJ, KSTP, WECB, WRVA, WBT, WJAX, WIOD, WHAS, WSM, WMC, WSB, WAPI, VSMB, KVOO, WKY, KTHS, KPRC, WOAI, CKGW, WJDX.
5:00 P. M.—Radio-Keith-Orpheum Program. WEA, WEEI, WTC, WJAR, WCHS, WLIT, WRC, WCAE, WJJC, WSAI, KSD, WOC, WOW, WTAG, WGY, WWJ, WDAF, WGR, WTAM, KYW.

FRIDAY

4:00 P. M.—Pacific Feature Hour (direction Max Dolin). WJZ, WBAL, WLW, KOA, KGO, KFI, KOMO, WIOD, WAPI, WREN, WHAM, KYW, WRC.

SATURDAY

Noon—Adventures of Helen and Mary. Drama for children, performed by children. WABC, W2XE, WEAN, WFAN, WMAL, WHP, WJAS, WFBL, WKBW, WADC, WGHP, WKBN, WFBM, KMBC, WCCO, WMT, WWNC, WDBJ, WBRC, WFIW, WDOD, WREC, KLRA, KLZ, KHJ, KPRC.
5:45 P. M.—Skinner Concert (Crandler Goldthwaite, organist). WEA, WLIT, WRC, WGY, WCAE, WSAI, KYW, KSD, WEEI.

Table with columns for TIME, A, B, C, D and rows for various cities and stations including Eastern Daylight, Central Standard, Can - 690 TORONTO, etc.

A Eastern Daylight Saving 6 to 6:30 P.M. Our Time CHAIN PROGRAMS THIS HALF-HOUR 1 Black and Gold Room Orchestra Concert; director, Ludwig Laurier. NBC, New York. 6 Mme. Lolita Cabera Gainsborg Pianist, for 15 minutes, then Dandies of Yesterday Male quartet for 15 minutes. NBC, New York. 1 Hotel Shelton Orchestra Concert music. NBC, New York.

B Eastern Daylight Saving 6:30 to 7 P.M. Our Time CHAIN PROGRAMS THIS HALF-HOUR 1 Black and Gold Room Orchestra Concert; director, Ludwig Laurier. NBC, New York. 7 Pauline Haggard Piano and vocal solos. NBC, New York. 2 'Ted Husing's Sport Slants' Sport column of the air. CBS, New York.

KEY B Band music C Children's features D Dance music E Educational G Grand opera L Light opera M Instrumental N News

# Custom-made Recipes

A NOVEL FEATURE ADDED TO  
RADIO HOUSEHOLD INSTITUTE SERVICE

**C**USTOM-MADE recipes—who ever heard of such an idea! Well, everybody who listened to the Radio Household Institute broadcast of March 18 has heard about it . . . and, judging by the thousands of enthusiastic letters which have been received, this brand-new idea appeals very strongly to home-makers everywhere.

The broadcast was built around the subject of cheese—not any particular kind of cheese, but *every* kind and flavor and type! When Miss Carter was planning the program (Miss Carter is the home-economics expert of the Institute), she discovered such a wide variety of delicious and unusual cheese recipes that it seemed impossible to select any *one* group of recipes which would have the most interest for all the listeners.

So, as usual, the staff of the Institute put on their thinking-caps, and pretty soon a brand-new scheme was evolved—a new way to be of help to listeners-in! Why not let women choose their *own* recipes? That is, Miss Carter would not make an arbitrary selection of cheese recipes; instead, she would invite the listeners-in to submit their own special preferences. If Mrs. Jones is especially fond of cream cheese, she may write in and ask for a set of cream-cheese recipes. If Mrs. Brown likes combinations of Camembert and Roquefort, or Swiss, or Brie, or Gorgonzola, she may ask for special recipes using these cheeses.

In this way a group of recipes may be selected by a popular vote of listeners-in, recipes built to order!

Of course, in this program Miss Carter included a variety of fascinating cheese recipes. For instance, here's a delicious suggestion she gave for cheese dainties to serve with the *bors d'oeuvres*, the soup or the salad: Cut squares of fresh white bread about one-fourth of an inch thick, butter them, sprinkle liberally with grated American cheese, a little paprika, a dash of salt, roll up tightly, secure with a toothpick and bake until they are nicely browned and crisp. Serve hot.

Another suggestion for an appetizer is this: Cover little rounds of toast with a thin slice of onion, a slice of tomato and a generous



ELIZABETH CARTER, of the  
Radio Household Institute Staff.

layer of soft cheese, dusted with paprika. Bake until the cheese melts.

For a tempting after-dinner tray, to give a dinner a perfect top-off, here's an idea which was met enthusiastically by the listeners-in: Serve cold, fresh fruit with plain cheese—perhaps a tempting triangle of Swiss, cool and creamy; perhaps delicate cream cheese, or spicy Roquefort, or Camembert, soft and full-flavored, served with a rosy, red apple.

And here's a recipe for stuffed celery, which everybody is advised to try:

### STUFFED CELERY

- ¼ pound pimento cheese.
- 2 tablespoons chopped olives.
- 1 tablespoon hot milk.
- 6 large stalks of celery.

Grate pimento cheese, add chopped olives and hot milk. Blend to a smooth paste. Select six stalks of celery. Wash and trim. Fill hollow of stalks with pimento cheese mixture.

The Institute is always making interesting new discoveries which will bring extra help to home-makers. Every member of the staff keeps both eyes open for new ideas which will make home-making easier and pleasanter and better. And these ideas cover every sort of problem: cooking, laundering, entertaining,

May 3, 10, 17, 24, 31 **SATURDAY**

A	B	C	D	TIME
6	30	7	30	EASTERN DAYLIGHT
5	30	6	30	Eastern Standard Central Daylight
4	30	5	30	CENTRAL STANDARD
C	M	M	T	WOR NEWARK 710 N. J.
X	X	2	X	WGR BUFFALO 550 N.Y.
1	2	3	3	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
1	2	3	4	WABC NEW YORK 860
1	1	2	5	WEAF NEW YORK 660
6	7	8	B	WJZ NEW YORK 760
		9	B	WHAM ROCH'TER 1150
C	X	I	D	*WHEC ROCH'TER 1440
P	P	2	5	WGY SCHEN'D Y 790
X	M	M	3	*WFBL SYRACUSE 1360
X	X	8	X	WBT CHARLOTTE1080 N.C.
		8	5	WPTF RALEIGH 680
1	2	3	3	WWNC ASHEVILLE 570
1	N	D	X	WADC AKRON 1320 Ohio
M	D	D	X	*WFJC AKRON 1450
X	2	X	X	WKRC CINCINNATI 550
C	P	9	M	WLW CINCINNATI 700
				WSAI CINCINNATI 1330
D	D	3	D	WHK CLEVEL'D 1390
X	X	X	X	WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
O	V	D	T	*WCAH COLUMB'S 1430
D	2	M	3	WSPD TOLEDO 1340
1	2	3	3	*WKBN TO'NGST-N 570
X	X	X	X	KFJF OKLA.CITY 1480 Okla.
X	X	X	X	WKY OKLA.CITY 900
		X	X	*KVOO TULSA 1140
1	2	3	3	*WHP HARRIS'B'G 1430 Pa.
1	2	3	3	WLBW OIL CITY 1260
M	W	D	M	WCAU PHILAD. 1170
D			D	*WFAN PHILAD. 610
N	X	D	X	*WLIT-WFI PHIL. 560
X	X	9	B	KDKA PITTS'B'GH 980
1	1	D	P	WCAE PITTS'B'GH 1220
M	E	3	3	WJAS PITTS'B'GH 1290
P	P	PM	3	WEAN PROVID'NCE 780 R.I.
1	1	2	5	WJAR PROVID'NCE 890
1	2	C	P	WDOD CHATTA. 1280 Tenn.
1	1	A		WMC MEMPHIS 780
1	2	3	3	*WREC MEMPHIS 600
			3	*WLAC NASHV'LE 1470
X	X	3	X	WSM NASHV'LE 650
				*KRLD DALLAS 1040 Tex.
				WFAA Dallas 800
				WBAP Ft. Worth 800
X	X	A	X	KPRC HOUSTON 920
				*KTSAS. ANTONIO 1290
X	X	X	X	WOAI S. ANTONIO 1190 Va.
X	N	D	D	*WTAR NORFOLK 780
X	X	X	5	WRVA RICHM'D 1110
1	2	3	3	WDBJ ROANOKE 930
P	P	A	X	*WEBC SUPERIOR 1290 Wisc.
X	X	3	M	*WISN MILW'KEE1120
				WTMJ MILW'KEE 620

**C** Eastern Daylight Saving 7 to 7:30 P.M.  
Our Time  
CHAIN PROGRAMS THIS HALF-HOUR

- 2 Floyd Williams Tenor; for 15 minutes, The James A sketch of American life.
- 3 Floyd Williams — Followed by local feature.
- 3 The Pepsodent Program  
Amos 'n' Andy, for 15 minutes, then R. C. A. Therman Ether Wave Music
- 9 The Pepsodent Program  
Followed by local feature.
- A R. C. A. Therman Ether Wave Music  
Following local feature.
- 3 Bernhard Levitow and His Commodore Ensemble  
Concert program, CBS, from New York.

**D** Eastern Daylight Saving 7:30 to 8 P.M.  
Our Time  
CHAIN PROGRAMS THIS HALF-HOUR

- 5 Phil Spitalny's Music NBC, New York.
- B The Fuller Man  
Earle Spicer, baritone; male quartet; orchestra director, Don Voorhees.
- 3 Bern. Levitow and Commodore Ensemble  
Concert Program, CBS, from New York.
- 4 Littmann Orchestra  
Popular music with Byron Holiday, tenor, and Helen Richards, contralto.

<b>O</b> Organ	<b>V</b> Vocal ensembles
<b>P</b> Popular music	<b>W</b> Wit, comedy
<b>R</b> Religious	<b>X</b> Station on air, but program variable
<b>T</b> Theatrical	

**SATURDAY** 3, 10, 17, 24, 31 <sup>May</sup>

TIME	A	B	C	D
<b>EASTERN DAYLIGHT</b>	8	30	9	30
Eastern Standard Central Daylight	7	30	8	30
<b>CENTRAL STANDARD</b>	6	30	7	30
Can - 690 TORO NTO CKGW	M	5	P	P
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI	W	2	3	3
930 BIRM'GH'M WBRC	V	3	4	4
Ark. 1040 HOT SP'GS *KTHS	1	2		
1390 LIT'LER'CK *KLRA	X	3	4	4
Colo. 830 DENVER KOA	1	5	3	3
560 DENVER KLZ	O	3	4	4
Conn.1060 HARTFORD *WTIC				
D. C. 630 WASH'GT'N WMAL	1	3	4	4
950 WASH'GT'N WRC	1	2	3	3
Fla. 900 JACKS'N'VE WJAX	1	2	3	3
1300 MIAMI B. WIOD	X	2	X	X
Ga. 890 ATLANTA WGST				
740 ATLANTA WSB		2	3	3
Ill. 1020 CHICAGO KYW	4	2		7
770 CHICAGO *WBBM	9	9		
870 CHICAGO *WENR				
720 CHICAGO WGN	M	D	T	T
560 CHICAGO *WIBO			3	3
870 CHICAGO *WLS	P	X	M	M
670 CHICAGO WMAQ	M	W	4	4
Ind. 1160 FT. WYNE*WOWO	X	3	4	4
1230 IND'P'NIS *WFBM	1	3	4	4
Iowa 1260 C.NCIL BL'FS KOIL	1	3	4	4
1000 Davenport Des Moines WOC*WHO	1	X	3	3
600 WATERLOO WMT	1	3	4	4
Kans.1220 LAWRENCE*WREN	X	5	6	7
580 TOPEKA *WIBW	1	X	4	4
1300 WICHITA *KFH	1	X	4	4
Ky. 1490 COVINGTON*WCKY	X	5	6	X
820 LOUISVILLE WHAS	X	2	3	3
La. 1250 N. ORL'NS WDSU				
1320 N. ORL'NS WSMB	1	2	3	3
Me. 620 BANGOR WLBZ	W	3	X	
940 PORTLAND WCSH	1	2	3	3
Md. 1060 BALTIMORE*WBAL	4	M	V	7
600 BALTIMORE WCAO	1	3	X	X
Mass. 990 SPRINGFIELD WBZ	4	E	T	T
590 BOSTON WEEL	P	2	3	3
1230 BOSTON WNAC	1	3	4	4
580 WORCESTER WTAG	1	2	3	3
Mich.1410 BAY CITY WBCM	1	3	4	4
1240 DETROIT WGHP		3	4	4
750 DETROIT WJR	E	E	V	7
920 DETROIT WWJ	1	2	3	3
Minn. 810 MINNEAP WCCO	1	3	4	4
1460 ST. PAUL KSTP	1	2	3	3
Miss. 1270 JACKSON WJDX				
Mo. 950 KAN. CITY KMBC	1	3	4	4
610 KAN. CITY WDAF	1	2	3	3
1090 ST. LOUIS KMOX	X	3	4	4
550 ST. LOUIS *KSD	1	2	3	3
1350 ST. LOUIS KWK	X	5	6	7
Nebr. 590 OMAHA *WOW	1	2	3	3

child welfare, and so on. A typical week's program presents a fascinating variety of subjects; for instance, here is one week's programs—every week is different, of course, but this illustrates the never-ending variety of the Institute presentations:

On Monday, Miss Carter talked about unusual cakes for dessert; she gave recipes, all sorts of baking hints, and then actually demonstrated the making of a cake, going through the entire process, step by step.

On Tuesday, Mrs. Milton discussed the question of letting children eat between meals. Mrs. Milton is the Institute expert on child health and welfare; she has two youngsters of her own, and she knows her subject thoroughly.

On Wednesday, the program consisted of an amusing little domestic sketch, played by Miss Burns and Mr. Brenton, the actors of the Institute staff.

On Thursday, Mr. Thomas opened the program with a colorful piano solo. Mr. Thomas is production manager of the Institute programs, and is as well a gifted pianist.

On Saturday (the Institute does not broadcast on Friday), a French chef from one of New York's largest hotel restaurants talked about his favorite salads and gave recipes.

Women who have been regularly listening in to the Institute programs ever since it first went on the air, two and a half years ago, have found out that every day means a new surprise! But, no matter what type of presentation is used, each program is packed full of practical home-making information.

In addition to the many helpful suggestions contained in every Institute broadcast, listeners-in are always invited to write in for various types of free material, which is compiled by a special department of the Institute. It may be a brand-new book of recipes—not long ago more than ten thousand women wrote in for a book of cake recipes, which included actual photographs of every step in making

cake. And every recipe which is sponsored by the Institute, either in the broadcasts or in the free material, has been tested and retested in the Institute kitchen, and is known to be perfect.

When Mrs. Milton told her listeners about a thirty-two-page booklet called "The School Lunch"—a comprehensive manual covering every phase of the nutrition story, and including menus, recipes and health charts—thousands of enthusiastic and grateful mothers wrote for a copy of the book.

A detailed bulletin on auction bridge, prepared by experts, was hailed with enthusiasm by bridge-playing fans. Another bulletin entitled "Novel Bridge and Luncheon Sets" filled the mail-bag with interested responses; and a bulletin on stunts and games, called "Merry Moments for Little Folks and Grown-ups," was so popular with listeners-in that the Institute knows

there are going to be a lot of gay parties held this season!

And this really leads us right back to where we started—"recipes built to order." The Radio Household Institute not only deals in custom-made recipes; it also stands ready to give special information on every kind of home-making problem—information built to answer individual needs.

**NBC HOUSEHOLD PROGRAMS**

- 11:15 A. M.—Radio Household Institute (daily except Friday). WEAJ, WEEL, WTAG, WCSH, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, KVOO, KSD, WTMJ, KSTP, WJAR, WHO, WDAF, WEBC, WHAS, WSM, WMC, WSB, WAPI, WSMB, KPRC, WOAI, WKY, KFKX, KTHS.
- 11:45 A. M.—Winifred Wishard (daily except Friday and Saturday—Canny Cook). WEAJ and allied stations.
- 11:00 A. M.—Forecast School of Cookery (Tuesday, Wednesday and Thursday—Mrs. Albert M. Gou-diss). WJZ and allied stations.
- 10:45 A. M.—Mary Hale Martin's Household Period (Wednesday). WJZ and allied stations.
- 10:45 A. M.—Josephine B. Gibson (Tuesday and Friday—Food Talk). WJZ and allied stations.
- 10:30 A. M.—Betty Crocker (Wednesday and Friday). WEAJ and allied stations.
- 10:45 A. M.—National Home Hour (Wednesday and Friday). WEAJ and allied stations.

Built for Home-makers—

**THESE FREE OFFERS**

Surprise gifts  
Brand-new, tested recipes  
Detailed menus  
Ideas on entertaining  
New and better washing methods  
Advice on the care and feeding of children  
Beauty secrets  
Hints on smart entertaining  
Generous free samples

Tune in on the Radio Household Institute, and find out how to get all of this interesting material—free! The Institute is on the air every week-day morning, except Friday, beginning at 11:15 Eastern daylight time, and 10:15 Central.

**A Eastern Daylight Saving 8 to 8:30 P.M. Our Time**  
**CHAIN PROGRAMS THIS HALF-HOUR**

- 1 The New Business World  
Radio service for business men, conducted by Merele Thorpe. NBC, Washington.
- 4 Dixies Circus  
Comic skit; clown and circus band. NBC, New York.
- 1 Sense and Nonsense  
CBS, from New York.
- 9 Crosley Saturday Knights  
Quality Group from Cincinnati begins 15 minutes after hour.

**B Eastern Daylight Saving 8:30 to 9 P.M. Our Time**  
**CHAIN PROGRAMS THIS HALF-HOUR**

- 2 Del Monte Program  
Movie stars. NBC, Hollywood.
- 5 The Silver Flute  
NBC, New York.
- 3 Dixie Echoes  
Spiritual singers; Taylor Gordon, tenor; Rosamond Johnson, director.
- 9 Crosley Saturday Knights  
Quality Group from Cincinnati.

**KEY**

<b>B</b> Band music	<b>D</b> Dance music	<b>G</b> Grand opera	<b>M</b> Instrumental
<b>C</b> Children's features	<b>E</b> Educational	<b>L</b> Light opera	<b>N</b> News

May 3, 10, 17, 24, 31 **SATURDAY**



EMERY DEUTSCH'S GYPSY ORCHESTRA is heard in an all-gypsy musical program entitled ROMANY PATERAN each Tuesday at 9:30 p. m., E. D. T., over CBS.

EMERY DEUTSCH, director of the Gypsy Orchestra, plays a violin which was given him by the famous gypsy, Janci Breknatchi. The violin was willed to him many years ago, and it was only in 1920 that Emery finally received the instrument. It is this he uses during all of his radio concerts.

HAROLD TRUE, veteran WTAM announcer and bridge hound, disregards black cats and ladders, but insists upon drawing the line somewhere.

At the home of an antique-collector friend recently, in an evening of bridge, Harold was proffered a quaint-looking bench.

"You would never guess where I picked that up, or what it was used for," his hostess lightly remarked.

"Looks as though it came from a church," True grunted.

"It's an old-fashioned casket-rest used by undertakers," came the reply. Whereupon True politely backed away and found a chair.

BENNET LARSON, of the National Broadcasting Company's New York production staff, is taking field-glasses with him into the studios these days.

During a recent rehearsal of Nathaniel Shilkret's orchestra, Larson, sitting in the control booth, felt that the oboe part should be heard more clearly in a certain passage. The oboe player happened to be very short, and Larson sent a message into the studio that he should stand while playing that passage, to allow his notes to reach the microphone without bouncing off the heads of the other musicians.

A moment later the musician stormed into the con-

trol booth. He had already been standing, he said, and if he heard any more wisecracks about his size he'd bend his oboe around some one's neck.

HENRY BURBIG, who broadcasts his comedies over the Columbia System, is a story-book character, but his story might be a burlesque of the usual tale. Most young men in life or fiction run away from their small home towns to seek the bright lights of Broadway. Henry Burbig is a native New Yorker. He could not run away to New York. He had to run away from it!

He stuck to his studies as long as he could bear them, which was up to his Junior year at school, and then signed up with a road company doing minstrels.

The reversal of all the traditional business doubtless served to develop his sense of the ridiculous. Henry started his burlesquing in real life.

To-day he is famous for his misinterpretations of well-known poems. One of his earliest skits, "School Daze," left much leeway for parody.

He has recently written a book called "Laughing Gez" that contains many of the presentations that his radio audience hoped to preserve for posterity.

He is as amused by "life's little ironies" as might be expected of a young man who turned the regular stock-stage hero's part into an original comedy role.

A	B	C	D	TIME
8	30	9	30	EASTERN DAYLIGHT
7	30	8	30	Eastern Standard Central Daylight
6	30	7	30	CENTRAL STANDARD
9	9	D	D	WOR NEWARK 710 N. J.
1	2	3	3	WGR. BUFFALO 550 N.Y.
1	3	4	4	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
1	3	4	4	WABC NEW YORK 860
1	2	3	3	WEAF NEW YORK 660
4	5	6	7	WJZ NEW YORK 760
	5		7	WHAM ROCHESTER 1150
R	R	I	X	*WHEC ROCHESTER 1440
1	2	3	3	WGY SCHEN'D Y 790
1	M	4	4	*WFBL SYRACUSE 1360
1	2	3	3	WBT CHARLOTTE 1080 N.C.
1	2			WPTF RALEIGH 680
1	3	4	4	WWNC ASHEVILLE 570
1	3	4	4	WADC AKRON 1320 Ohio
1		X	X	*WFJC AKRON 1450
1	3	4	4	WKRC CINCINNATI 550
9	9	D	7	WLW CINCINNATI 700
1	2	3	3	WSAI CINCINNATI 1330
M	W	4	OW	WHK CLEVEL'D 1390
X	X	3	3	WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
L	X			*WCAH COLUMB'S 1430
1	3	4	4	WSPD TOLEDO 1340
1	3	4	4	*WKBN YO'NGST-N 570
P	W	P	P	KEJF OKLA.CITY 1480 Okla.
X	X	3	3	WKY OKLA.CITY 900
				*KVOO TULSA 1140
X	3	4	4	*WHP HARRIS'B'G 1430 Pa.
1	3	4	4	WLBW OIL CITY 1260
E	D	4	4	WCAU PHILAD. 1170
RP	3	M	M	*WFAN PHILAD. 610
1	2	3	3	*WLIT-WFI PHIL. 560
4	5	6	7	KDKA PITTSB'GH 980
1	2	3	3	WCAE PITTSB'GH 1220
1	3	4	4	WJAS PITTSB'GH 1290
1	D	4	4	WEAN PROVID'NCE 780 R.L.
1	2	3	3	WJAR PROVID'NCE 890
1	M	X	X	WDOD CHATTA. 1280 Tenn.
1	2	3	3	WMC MEMPHIS 780
1	3	4	4	*WREC MEMPHIS 600
1	3	4	4	*WLAC NASHV'LE 1470
R	2	P	X	WSM NASHV'LE 650
				*KRLD DALLAS 1040 Tex.
X	2	3	3	WFAA Dallas 600
1	2	3	3	WBAP Ft. Worth 600
X	X	X	X	KPRC HOUSTON 920
				*KTSA S. ANTONIO 1290
1	2	3	3	WOAI S. ANTONIO 1190 Va.
X	X	X	X	*WTAR NORFOLK 780
1	2	3	3	WRVA RICHM'D 1110
1	3	4	4	WDBJ ROANOKE 930
1	2	3	3	*WEBC SUPERIOR 1290 Wisc.
1	3	4	4	*WISN MILW'KEE 1120
	2	3	3	WTMJ MILW'KEE 620

**C** East. Daylight Saving 9 to 9:30 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

**3** General Electric Hour  
Symphony orchestra; director, Walter Damrosch. "Adventures in Science," Floyd Gibbons, New York.

**6** Broadway Lights  
Piano duo for 15 minutes, then  
**The Cub Reporter**  
Comic skit. NBC, New York.

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

**D** East. Daylight Saving 9:30 to 10 P.M. Our Time

CHAIN PROGRAMS THIS HALF-HOUR

**3** General Electric Hour  
Symphony orchestra; director, Walter Damrosch. "Adventures in Science," Floyd Gibbons. NBC, New York.

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

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

KEY

- O Organ
- P Popular music
- R Religious
- T Theatrical
- V Vocal ensembles
- W Wit, comedy
- X Station on air, but program variable

**SATURDAY** 3, 10, 17, 24, 31 <sup>May</sup>

# Sunday Church Services



TIME	A	B	C	D
<b>EASTERN DAYLIGHT</b>	10	30	11	30
Eastern Standard Central Daylight	9	30	10	30
<b>CENTRAL STANDARD</b>	8	30	9	30
Can - 690 TORONTO CKGW	P	5	7	3
ada 730 MONTREAL CKAC	X	X	X	X
Ala. 1140 BIRM'GH'M *WAPI	1	1	X	X
930 BIRM'GH'M WBRC	1	1	3	3
Ark. 1040 HOT SP'GS *KTHS				
1390 LIT'LE R'CK *KLRA	1	1	3	3
Colo. 830 DENVER KOA	1	1	R	6
560 DENVER KLZ	1	1	3	3
Conn.1060 HARTFORD *WTIC				
D.C. 630 WASH'GT'N WMAL	1	1	X	X
950 WASH'GT'N WRC	1	1	7	7
Fla. 900 JACKS'NY'E WJAX	1	1	P	P
1300 MIAMI B. WIOD	1	1	2	3
Ga. 890 ATLANTA WCST				
740 ATLANTA WSB	1	1		6
Ill. 1020 CHICAGO KYW				6
770 CHICAGO *WBBM	1	1		
870 CHICAGO *WENR				
720 CHICAGO WGN	1	1	NW	D
560 CHICAGO *WIBO				
870 CHICAGO *WLS	V	M	M	M
670 CHICAGO WMAQ	X	M	M	6
Ind. 1160 FT. WYNE*WOWO	1	1	X	X
1230 IND'P'US *WFBM	1	1	X	X
Iowa 1260 C.NCIL BL'FS KOIL	1	1	3	3
1000 Des Moines WOC*WHO	1	1	M	M
600 WATERLOO WMT	1	1	3	3
Kans.1220 LAWRENCE*WREN	4	5	7	6
580 TOPEKA *WIBW	1	1	3	3
1300 WICHITA *KFH	1	1		
Ky. 1490 COVINGTON*WCKY	X	5	3	3
820 LOUISVILLE WHAS	1	1	VD	6
La. 1250 N. ORL'NS WDSU	1	1		
1320 N. ORL'NS WSMB	1	1	2	3
Me. 620 BANGOR WLBZ				
940 PORTLAND WCSH	1	1	N	X
Md. 1060 BALTIMORE*WBAL	X	5	7	7
600 BALTIMORE WCAO	1	1	3	3
Mass. 990 SPRINGFIELD WBZ	M	D	E	7
590 BOSTON WEEL	1	1	N	X
1230 BOSTON WNAC	1	1	X	X
580 WORCESTER WTAG	1	1		
Mich.1410 BAY CITY WBCM	1	1	3	3
1240 DETROIT WGHP	1	1	3	3
750 DETROIT WJR	X	5	D	D
920 DETROIT WWJ	1	1	3	3
Minn. 810 MINNEAP WCCO	1	1	D	D
1460 ST. PAUL KSTP	1	1	P	6
Miss. 1270 JACKSON WJDX	1	1		6
Mo. 950 KAN. CITY KMBC	1	1	3	3
610 KAN. CITY WDAF	1	1	3	6
1090 ST. LOUIS KMOX	1	1	W	D
550 ST. LOUIS *KSD	1	1	2	3
1350 ST. LOUIS KWK	X	5	X	6
Nebr. 590 OMAHA *WOW	1	1	2	3

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

FOR CHAIN RELIGIOUS FEATURES, SEE SUNDAY SCHEDULES.

**NEW JERSEY** (E. S. Time). WODA (Paterson)—7:30 to 9 P. M., First Baptist.

**NEW YORK** (E. S. Time). WGR (Buffalo)—10:45 to noon, Westminster Presbyterian; 7:30 to 8:30 P. M., Central Presbyterian. WHAM (Rochester)—10:30 A. M., April 6, Asbury Methodist; April 13, Lake Avenue Baptist; April 20, Brick Presbyterian; April 27, Third Presbyterian. WHEC (Rochester)—11 A. M. to 12:30 P. M., Baptist Temple; 4 to 4:30 P. M., Forum. WIBX (Utica)—10:15 A. M., Baptist. WLWL (New York—owned and operated by Paulist Fathers, Roman Catholic)—Special service at 8 P. M., Sunday. WMAK (Buffalo)—11 A. M., Episcopal. WKBW (Buffalo)—9:30 A. M., Episcopal. WKEN (Buffalo)—10:45 A. M., Methodist. WABC (New York)—11 A. M., West End Presbyterian.

**NORTH CAROLINA** (E. S. Time). WPTF (Raleigh) 10 A. M., Watchtower; 11 A. M., Baptist; 7:30, P. M., Methodist Episcopal South. WWNC (Asheville)—10 to 10:30 A. M., Bible Class; 11 A. M. to 12:30 P. M., Asheville churches; 6 to 7 P. M., Twilight Hour of Peace. WRBT (Wilmington)—11 A. M., Baptist; 7:30 P. M., Methodist. WNRC (Greensboro)—11:15 A. M., Presbyterian.

**OHIO** (E. S. Time). WADC (Akron)—10:30 A. M., High Street Church of Christ; 2 P. M., Adams Home Goodwill Hour; 6 P. M., Furnace Street Mission; 7 P. M., Fellowship Hour, High Street Church of Christ. WHK (Cleveland)—9 A. M., International Bible Students' Association; 11 A. M., Watchtower Service; 11:30 A. M., Lutheran Synod of Missouri churches; 2 P. M., Sunday Afternoon Forum; 7 P. M., International Bible Students' Association. WJAY (Cleveland)—10 A. M., Jewish Hour; 11 A. M., Christian Science Service. WSPD (Toledo)—11 A. M., Christian Church. WKBN (Youngstown)—10 A. M., Congregational. WKRC (Cincinnati)—11 A. M., Christian Science. WHBD (Mt. Orab)—10:30 A. M. and 7:30 P. M., Methodist. WEBE (Cambridge)—10:30 A. M. and 7:30 P. M., Methodist Protestant. WIBR (Steubenville)—10:20 A. M. and 7:15 P. M., Presbyterian. WLW (Cincinnati)—9:30 A. M., Church School (Methodist Book Concern); 11 A. M. (alternate), First Presbyterian and Concordia Lutheran; 4 P. M., League of the Little Flower (from Detroit).

**OKLAHOMA** (C. S. Time). KPJF (Oklahoma City)—9 A. M., Bible Lecture. KVOO (Tulsa)—10:15 A. M., Baptist. WKY (Oklahoma City)—12 noon, Congregational.

**PENNSYLVANIA** (E. S. Time). WFI (Philadelphia)—10:20 A. M. to noon (alternate Sundays), Methodist Episcopal and Presbyterian; 4:30 to 5:30 P. M. (alternate Sundays), Presbyterian. WLIT (Philadelphia)—11 A. M. to 12:30 P. M., Messiah Lutheran. WCAE (Pittsburg)—10:45 A. M. (every third Sunday)—St. Andrew's Lutheran, Emory Methodist, Rodeg Shalom Synagogue. KDKA (Pittsburg)—11 A. M., City Churches; 5 to 6 P. M., Shadyside Presbyterian; 7 to 8 P. M., Calvary Episcopal. WLWB (Oil City)—10:15 A. M. to noon and 2:30 to 4 P. M., Franklin Gospel Tabernacle; 6 to 6:30 P. M., Watchtower Service. WIP (Philadelphia)—10:45 A. M., Episcopal. WRAK (Erie)—11 A. M., Methodist. WRAW (Reading)—11 A. M., Lutheran. WFBG (Altoona)—7:30 P. M., Baptist.

**RHODE ISLAND** (E. S. Time). WEAN (Providence)—11 A. M. to noon, M. E. or Episcopal; 1 to 2 P. M., Dudley Carollers; 5 to 6 P. M., Presbyterian. WJAR (Providence)—10:45 A. M. to noon, Christian Science.

**TENNESSEE** (C. S. Time). WDOD (Chattanooga)—11 A. M., First Presbyterian; 5 P. M., Christian Forum. WSM (Nashville)—11 A. M., Vine Street Christian; 7:15 P. M., First Presbyterian. WNBK (Knoxville)—11:45 A. M. and 8 P. M., Baptist.

**TEXAS** (C. S. Time). WBAP (Ft. Worth)—10:55 A. M. to 12:30 P. M., City Churches; 5 to 5:30 P. M., Vesper Service. KPRC (Houston)—9:30 A. M., Watchtower Service; 8 to 9 A. M., Local Church Announcements; 11 A. M., City Churches; 5 P. M., Skyline Radio Chapel. KTSA (San Antonio)—1 to 2 P. M., Watchtower Service; 6:30 to 7 P. M., Catholic Mission Crusade; 10 to 10:30 P. M., Roberts Evangelistic Party. WOAI (San Antonio)—11 A. M. to 12:15 P. M., First Presbyterian.

**VIRGINIA** (E. S. Time). WRVA (Richmond)—10 A. M., Layman's Bible Class; 11 A. M., Second Presbyterian; 8 P. M., St. Mark's Episcopal. WDBJ (Roanoke)—Second Sunday at 11 A. M., Baptist; 5:30 P. M., Ministerial Association.

**WISCONSIN** (C. S. Time). WTMJ (Milwaukee)—8 to 8:30 A. M., American Luther Association. WISN (Milwaukee)—9 to 11 A. M., Watchtower Service (in Polish, English and German). WEBC (Superior)—9 A. M., Watchtower Service; 10:30 A. M., Hammond Street Presbyterian (Duluth). WHBL (Sheboygan)—10:45 A. M., Lutheran.

**A** East. Daylight Saving 10 to 10:30 P.M. Our Time  
CHAIN PROGRAMS THIS HALF-HOUR

- 1 B. A. Rolfe and His Lucky Strike Orchestra  
Dance music. NBC, New York.
- 4 The Recitalists  
Muriel Wilson, soprano; Richard Maxwell, tenor; instrumental trio.
- 1 Paramount Publix Hour  
Stars of the screen as guest artists. CBS, New York.

**B** East. Daylight Saving 10:30 to 11 P.M. Our Time  
CHAIN PROGRAMS THIS HALF-HOUR

- 1 B. A. Rolfe and His Lucky Strike Orchestra  
Dance music. NBC, New York.
- 4 The Miniature Theatre  
NBC, New York.
- 1 Paramount Publix Hour  
Stars of the screen as guest artists. OBS, New York.

KEY

B Band music	D Dance music	G Grand opera	M Instrumental
C Children's features	E Educational	L Light opera	N News

May 3, 10, 17, 24, 31 **SATURDAY**



John Gambling



Lewis Reid



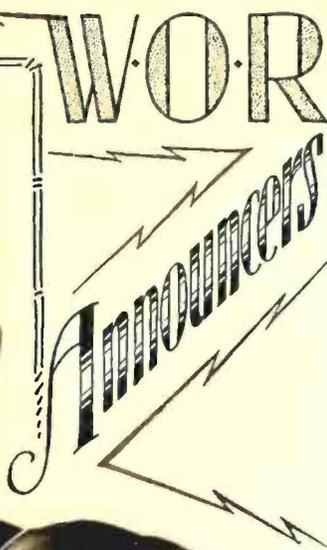
Walter J. Neff



Arthur Q. Bryan

**BIG FOUR AMONG  
WOR'S  
ANNOUNCERS**

LEWIS REID is chief announcer and supervisor of productions. JOHN GAMBLING is assistant chief. WALTER J. NEFF, assistant commercial manager, announces many of the sponsored programs, while ARTHUR Q. BRYAN cares for sustaining features of this very popular station.



A	B	C	D	TIME
10	30	11	30	EASTERN DAYLIGHT
9	30	10	30	Eastern Standard Central Daylight
8	30	9	30	CENTRAL STANDARD
PV	MV	D	MV	WOR NEWARK 710 N. J.
1	1	D	X	WGR. BUFFALO 550 N.Y.
1	1	3	3	WKBW BUFFALO 1480
				*WMAK BUFFALO 900
1	1	2	3	WABC NEW YORK 860
1	1	2	3	WEAF NEW YORK 660
4	5	7	7	WJZ NEW YORK 760
				WHAM ROCHESTER 1150
1	1			*WHEC ROCHESTER 1440
1	1	D	D	WGY SCHEN'D Y 790
1	1	3	3	*WFBL SYRACUSE 1360
1	1	X	X	WBT CHARLOTTE 1080 N.C.
				WPTF RALEIGH 680
1	1	3	3	WWNC ASHEVILLE 570
1	1	W	W	WADC AKRON 1320 Ohio
1	1	2	3	*WFJC AKRON 1450
1	1	3	3	WKRC CINCINNATI 550
V	P	M	M	WLW CINCINNATI 700
1	1	O	O	WSAI CINCINNATI 1330
1	1	3	D	WHK CLEVEL'D 1390
X	X	2	X	WTAM CLEVEL'D 1070
				WAIU COLUMB'S 640
1	1			*WCAH COLUMB'S 1430
1	1	3	3	WSPD TOLEDO 1340
1	1			*WKBN YO'NGST-N 570
1	1	M	O	KFJF OKLA. CITY 1480 Okla.
1	1	3	3	WKY OKLA. CITY 900
		X	X	*KVOO TULSA 1140
1	1	3	3	*WHP HARRIS'BG 1430 Pa.
1	1	3	3	WLBW OIL CITY 1260
1	1	3	3	WCAU PHILAD. 1170
E	D	O	D	*WFAN PHILAD. 610
1	1	2	3	*WLIT-WFI PHIL. 560
4	5	X	X	KDKA PITTS'GH 980
1	1	D		WCAE PITTS'GH 1220
1	1	D	D	WJAS PITTS'GH 1290
1	1	3	D	WEAN PROVID'NCE 780 R. I.
1	1			WJAR PROVID'NCE 590
1	1	3	3	WDOD CHATTA. 1280 Tenn.
1	1		6	WMC MEMPHIS 780
1	1	3	3	*WREC MEMPHIS 600
1	1			*WLAC NASHV'LE 1470
X	X	X	6	WSM NASHV'LE 650
				*KRDL DALLAS 1040 Tex.
1	1	X	6	WFAA Dallas 800
1	1	X	6	WBAP Ft. Worth 800
1	1			KPRC HOUSTON 920
1	1			*KTSa S. ANTONIO 1290
1	1	X	6	WOAI S. ANTONIO 1190 Va.
1	1			*WTAR NORFOLK 780
1	1			WRVA RICHM'D 1110
1	1	3	3	WDBJ ROANOKE 930
1	1	D	6	*WEBC SUPERIOR 1290 Wis.
1	1	3	3	*WISN MILW'KEE 1120
1	1	X	6	WTMJ MILW'KEE 620

- C** East. Daylight Saving 11 to 11:30 P.M. Our Time
- CHAIN PROGRAMS THIS HALF-HOUR**
- 2** Troubadour of the Moon  
Lannie Ross, tenor; instrumental trio. For 15 minutes, then dance music.
  - 3** Dance Music  
From New York, following local feature.
  - 7** Slumber Music  
String ensemble; director, Ludwig Laurier. NBC, New York.
  - 2** New York Herald Tribune Observer
  - 3** Dance Music From New York, via CBS.

- D** East. Daylight Saving 11:30 to 12 P.M. Our Time
- CHAIN PROGRAMS THIS HALF-HOUR**
- 3** Dance Music  
From New York via NBO.
  - 6** Pepsodent Program  
Amos 'n' Andy. NBC.
  - 7** Slumber Music  
String ensemble; director, Ludwig Laurier.
  - 3** Dance Music  
From New York via CBS.

**KEY**  
**O** Organ      **R** Religious  
**P** Popular music      **T** Theatrical  
**V** Vocal ensembles      **X** Station on air, but program variable  
**W** Wit, comedy

## NEVER DARKEN MY DOOR AGAIN!

(Continued from page 4)

ance of the maximum number seems to be the maxim of the majority of broadcasters," concludes Dr. De Forest.

But he has a solution, although he is pessimistic of its accomplishment so long as "Congress is comprised of its present material." Here it is:

Fifty 100-kilowatt stations, chain-linked, but on widely separated channels to avoid heterodyning, and so located that from any point in the country the radio listener may tune in on any one of a group of ten of these stations. The stations divided then into chains of five, each five sending out the same program, giving every listener the choice of ten programs.

Each program continuous and of consistent type: one chain broadcasting symphonic and operatic music; another, drama; another, comedy sketches; another, "political discussions and harangues—wet and dry;" three chains, say, devoted to educational topics, systematically diversified by hour and theme; one program devoted wholly to advertising, not the nauseous blurbs of to-day, but advertising presented as news vital to the life of the citizen of a modern civilization. This last program, as Dr. De Forest phrases it, "unspoiled by music or entertainment, and as rough and ready as an Italian cheroot."

In addition to that, a hundred local stations of limited range, "to broadcast neighborhood doings among rural communities, sell garden seed and give vent to all high-pressure fulminations against chain stores, high tariff, or what have you." There would be ample channels for these small stations alongside the national broadcast chains.

Television, Dr. De Forest predicts, will be available in the home within a year or so, perhaps on a considerable scale by the end of this year. Already two stations are broadcasting "see and hear" programs in the East, home sets can be had as low as \$150, and more stations will take up broadcasting as soon as ownership of the receiving sets becomes more general.

And perhaps, in outlining his plan for the reform of radio broadcasting, which he himself terms "utopian," Dr. De Forest really has in mind the future of television. For, as he sees it, television programs in time will not come into the home over the air, but over the telephone wires, with the listener in the role of a subscriber who pays to hear the program he wants. That, of course, would make this newest form of entertainment independent of advertising support.

Another possibility of television which the doctor foresees is the revival of the stock theatrical company, now all but extinct because of competition from the talkies, to present a different play each night for broadcasting to television subscribers.

\*\*\*

## CHECK AND DOUBLE-CHECK

(Continued from page 6)

in and sat down Monday night. It was nearly seven o'clock, I noticed. It had been a heavy day at the office, and I was debating whether to tune in the other station now or wait till she served dinner—to make it more obvious.

Then she brought in the dish of ragout, set it down and took off the cover. Steam came pouring up out of it, and a savor—a savor still remembered and deeply stirring—smote my nostrils. It was Irish stew!

I looked at Polly. Polly looked at me. Bill Hay's voice boomed cheerily out of the loud-speaker: "Monday night; Amos and Andy in person."

"Oh, aren't they good?" Polly said softly from my shoulder.

I inhaled a long, luxurious sniff of stew.

"Check and double-check," Andy remarked, and we giggled like the two happy youngsters we were.

## NEW COLLEGE DANCE STEPS

(Continued from page 7)

After you become expert, you may dance any way you choose. But first dance on the toes or the ball of the foot.

Move naturally, easily and with comfort.

Practice taking long, slow, walking steps around the room for about thirty minutes, as described above, in order to give more spring to your step.

Learn the Syncopated Walk to the music of "Turn On the Heat" (fox trot).

\*\*\*

## PROGRAM BRIEFS

(Continued from page 12)

which we have the most reader comment. The two single-station programs for which we have the most requests at present are "Gene and Glenn," of WTAM, and "The Smith Family," of WENR. Both will be featured in our pages in the near future.

\*\*\*

With promiscuous roving discouraged by atmospheric conditions, the summer months offer a golden opportunity for worthwhile features to build up their winter audience. That is why both CBS and NBC are preparing to announce some exceptional feature artists for summer broadcasts.

\*\*\*

*Let's Enjoy the Programs*

Numbers of our readers seem to be both alarmed and angered over the deluge of absurdities about radio broadcasting reaching the daily press from Congressmen, some members of the Federal Radio Commission, Governors and other office-holders. We get many letters urging us to take up a cudgel and spring to the defense of the listening public.

So far as we are concerned, we believe the old childhood adage holds good at this point: "Sticks and stones might break my bones, but names will never hurt me." Our object as a magazine is to do all in our power to make the reception of radio programs as enjoyable as possible to every owner of a receiving set. We do not believe it will add to the listeners' enjoyment to air mere vague threats. At the same time we promise that at any time definite action hostile to the interests of the listener seems probable, we shall tell our readers about it and give them every opportunity to make their reaction known to the authorities.

By the way, have you ever considered the fact that the very men who are doing the most talking about radio broadcasting just now not only are not radio listeners, but are not listeners at all? Even in conferences (or in Congress, for that matter) they never hear intelligently anything apart from that which they themselves are saying or are about to say. Therein is the real listeners' security. When time for action comes, and the talkers have talked themselves out and find themselves hopelessly divided and muddled, a common-sensed proposal from any considerable group of intelligent listeners is quite apt to win the day.

## AGENTS WANTED!

Take orders for WHAT'S ON THE AIR subscriptions in your community. Every radio home a good prospect. Your friends and neighbors will enjoy this new radio program directory and magazine. Full or part time work. Liberal offer to both men and women. Write for our proposition to agents.

CIRCULATION MANAGER,

WHAT'S ON THE AIR,

Ninth and Cutter Sts., Cincinnati, O.

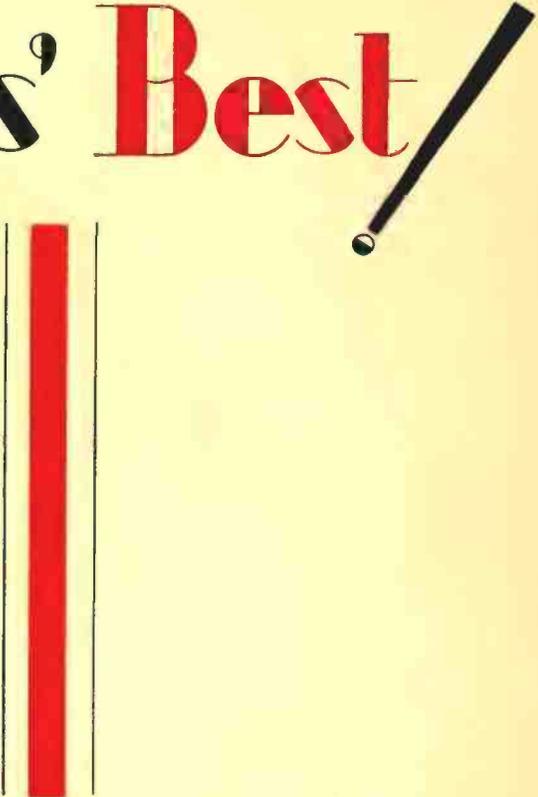
# DIRECTORY OF BROADCASTING STATIONS

Revised to March 24, 1930

Including All Stations East of the Rockies Using 100 Watts or Over  
and All Stations West of the Rockies Using More than 100 Watts

Dial	Call	Kilo-cycle	City	Dial	Call	Kilo-cycle	City	Dial	Call	Kilo-cycle	City	Dial	Call	Kilo-cycle	City
KCRC	1370		Enid, Okla.	KPSN	1360		Pasadena, Calif.	WEBC	1290		Duluth-Superior	WLTH	1400		Brooklyn, N. Y.
KDRA	920		Pittsburgh, Pa.	KPWF	1490		Westminster, Calif.	WEBE	1210		Cambridge, O.	WLW	700		Cincinnati, O.
KDLB	1210		Devils Lake, N. D.	KQV	1380		Pittsburgh, Pa.	WEBQ	1210		Harrisburg, Ill.	WLWL	1100		New York, N. Y.
KDYL	1290		Salt Lake City, Utah	KQW	1010		San Jose, Calif.	WEBR	1310		Buffalo, N. Y.	WMAC	570		Casencovia, N. C.
KECA	1430		Los Angeles, Calif.	KREP	620		Phoenix, Ariz.	WEBE	550		Buffalo, N. Y.	WMAP	1410		Plymouth, Mass.
KEJR	710		Beverly Hills, Calif.	KRGV	1260		Harlingen, Tex.	WEDC	1210		Chicago, Ill.	WMAK	900		Butlalo, N. Y.
KELW	780		Burbank, Calif.	KRLD	1040		Dallas, Tex.	WEEL	590		Boston, Mass.	WMAL	630		Washington, D. C.
KEX	1180		Portland, Ore.	KSAC	580		Manhattan, Kan.	WEHC	1370		Emory, Va.	WMAQ	670		Chicago, Ill.
KFAB	770		Lincoln, Neb.	KSAT	1240		Ft. Worth, Tex.	WEHS	1420		Evanston, Ill.	WMAY	1200		St. Louis, Mo.
KFBF	1280		Great Falls, Mont.	KSCJ	1330		Sioux City, Ia.	WELK	1370		Philadelphia, Pa.	WMIAZ	890		Macon, Ga.
KFDM	560		Beaumont, Tex.	KSD	550		St. Louis, Mo.	WEMC	590		Berrien Springs, Mich.	WMBA	1500		Newport, R. I.
KFDY	550		Brookings, S. D.	KSEI	910		Poneto, Ida.	WENR	870		Chicago, Ill.	WMBC	1420		Detroit, Mich.
KFEL	920		Denver, Col.	KSL	1130		Salt Lake City, Utah	WEVD	1300		New York, N. Y.	WMBD	1440		Peoria Heights, Ill.
KFEQ	680		St. Joseph, Mo.	KSO	1380		Clarinda, Ia.	WEW	760		St. Louis, Mo.	WMBG	1210		Richmond, Va.
KFGQ	1310		Boone, Ia.	KSOO	1110		Sioux Falls, S. D.	WFAA	800		Dallas, Tex.	WMBH	1420		Joplin, Mo.
KFH	1300		Wichita, Kan.	KSTP	1460		St. Paul, Minn.	WFAN	610		Philadelphia, Pa.	WMBI	1080		Chicago, Ill.
KFHA	1200		Gunnison, Col.	KTAB	560		Oakland, Calif.	WFBE	1200		Cincinnati, O.	WMBJ	1310		Auburn, N. Y.
KFI	640		Los Angeles, Calif.	KTAP	1420		San Antonio, Tex.	WFBO	1310		Hopkinsville, Ky.	WMBQ	1500		Brooklyn, N. Y.
KFIZ	1420		Fond du Lac, Wis.	KTBI	1300		Los Angeles, Calif.	WFBJ	1370		Collegeville, Minn.	WMBC	1230		Tampa, Fla.
KFJB	1200		Marshalltown, Ia.	KTBR	1300		Portland, Ore.	WFBG	1360		Syracuse, N. Y.	WMIC	780		Memphis, Tenn.
KFJF	1480		Oklahoma City, Okla.	KTBS	1450		Shreveport, La.	WFBM	1230		Indianapolis, Ind.	WMCA	570		New York, N. Y.
KFJM	1370		Grand Forks, N. D.	KTHS	1040		Hot Springs, Ark.	WFBR	1270		Baltimore, Md.	WMMN	890		Fairmont, W. Va.
KFJR	1300		Portland, Ore.	KTM	780		Los Angeles, Calif.	WFDF	1310		Flint, Mich.	WMPC	1500		Lapeer, Mich.
KFJY	1310		Fort Dodge, Ia.	KTNT	1170		Muscataine, Ia.	WFI	560		Philadelphia, Pa.	WMPS	1350		New York, N. Y.
KFKI	1370		Fort Worth, Tex.	KTSA	1290		Austin, Tex.	WFIY	940		Springfield, Pa.	WMPT	600		Newport, R. I.
KFKA	980		Greeley, Col.	KTSM	1310		Shreveport, La.	WFKJ	1450		Akron, O.	WMQC	1230		Boston, Mass.
KFKB	1050		Milford, Kan.	KTSM	1310		El Paso, Tex.	WFKD	1310		Philadelphia, Pa.	WMAD	1010		Norman, Okla.
KFKU	1220		Lawrence, Kan.	KTUE	1420		Houston, Tex.	WFLA	620		Clearwater, Fla.	WMAT	1310		Philadelphia, Pa.
KFKX	1020		Chicago, Ill.	KTW	1270		Seattle, Wash.	WGBB	1210		Freeport, N. Y.	WMAX	570		Yankton, S. D.
KFLV	1410		Rockford, Ill.	KUOA	1390		Fayetteville, Ark.	WGBG	1430		Memphis, Tenn.	WMNB	1310		New Bedford, Mass.
KFLX	1370		Galveston, Tex.	KUOD	890		Vermillion, S. D.	WGBF	630		Evansville, Ind.	WMNH	1200		Washington, Pa.
KFMX	1250		Port Huron, Minn.	KYB	1500		San Francisco, Calif.	WGCT	810		Greenville, S. C.	WMNR	1430		Springfield, Tenn.
KFNW	890		Shenandoah, Ia.	KVI	1260		Tacoma, Wash.	WGBS	600		New York, N. Y.	WMNB	1200		Springfield, Va.
KFOR	1210		Lincoln, Neb.	KVOA	1260		Tucson, Ariz.	WGBM	1210		Gulfport, Miss.	WMNZ	1290		Saranac Lake, N. Y.
KFOX	1250		Long Beach, Calif.	KVOO	1140		Tulsa, Okla.	WGCP	1250		Newark, N. J.	WNJ	1450		Newark, N. J.
KFPL	1310		Dublin, Tex.	KWCR	1310		Cedar Rapids, Ia.	WGES	1360		Chicago, Ill.	WNKX	560		Knorrville, Tenn.
KFPY	1340		Spokane, Wash.	KWEA	1210		Shreveport, La.	WGH	1310		Newport News, Va.	WNRC	1440		Greensboro, N. C.
KFQD	1230		Anchorage, Alaska.	KWJJ	1060		Portland, Ore.	WGHF	1240		Detroit, Mich.	WNYC	570		New York, N. Y.
KFOZ	810		Hollywood, Calif.	KWK	1370		St. Louis, Mo.	WGL	1370		Madison, Ind.	WOAI	190		San Antonio, Tex.
KFRK	610		San Francisco, Calif.	KWKK	770		Kansas City, Mo.	WGN	720		Chicago, Ill.	WOAT	1500		Lawrenceburg, Tenn.
KFRU	630		Columbia, Mo.	KWKH	850		Shreveport, La.	WGR	590		Buffalo, N. Y.	WOAX	1280		Trenton, N. J.
KFSD	600		San Diego, Calif.	KWLC	1270		Decorah, Ia.	WGST	890		Atlanta, Ga.	WOBT	1310		Union City, Tenn.
KFSQ	1120		Los Angeles, Calif.	KWSC	1220		Pullman, Wash.	WGY	790		Schenectady, N. Y.	WOBV	580		Charleston, W. Va.
KFUL	1290		Galveston, Tex.	KWVG	1260		Brownsville, Tex.	WHA	940		Madison, Wis.	WOC	1000		Davenport, Ia.
KFUM	1270		Colorado Springs, Col.	KXA	570		Seattle, Wash.	WHAD	1120		Milwaukee, Wis.	WOCL	1210		Jamestown, N. Y.
KFVU	550		Tucson, Ariz.	KYB	1230		San Francisco, Calif.	WHAF	1150		Rochester, N. Y.	WODA	1250		Paterson, N. J.
KFVP	1310		Denver, Col.	KYW	1020		Chicago, Ill.	WHAP	1300		New York, N. Y.	WODX	1400		Mobile, Ala.
KFVD	1000		Culver City, Calif.	KYWA	1020		Chicago, Ill.	WHAS	820		Louisville, Ky.	WOI	640		Ames, Ia.
KFVS	1210		Cape Girardeau, Mo.	WAAF	920		Chicago, Ill.	WHAT	1310		Philadelphia, Pa.	WOKO	1440		Poughkeepsie, N. Y.
KFWB	950		Hollywood, Calif.	WAAM	1250		Newark, N. J.	WHAZ	1300		Troy, N. Y.	WOL	1310		Washington, D. C.
KFWF	1200		St. Louis, Mo.	WAAT	1070		Jersey City, N. J.	WHB	860		Kansas City, Mo.	WOMT	1210		Manitowoc, Wis.
KFWI	930		San Francisco, Calif.	WAAY	660		Omaha, Neb.	WHBD	1370		Mt. Orab, O.	WOOD	1270		Grand Rapids, Mich.
KFWJ	930		Richmond, Calif.	WABC	860		New York, N. Y.	WHBF	1210		Lock Island, Ill.	WOEY	1500		Bristol, Tenn.
KFXE	920		Denver, Col.	WABT	1200		Bangor, Me.	WHBL	1410		Sheboygan, Wis.	WOEY	1500		Bristol, Tenn.
KFXR	1310		Oklahoma City, Okla.	WABZ	1200		New Orleans, La.	WHBQ	1370		Memphis, Tenn.	WOJ	1300		Kansas City, Mo.
KFYX	1420		Flagstaff, Ariz.	WACO	1240		Waco, Tex.	WHBU	1210		Anderson, Ind.	WORC	1200		Worcester, Mass.
KFYU	1420		Abilene, Tex.	WADC	1320		Akron, O.	WHBY	1200		West De Pere, Wis.	WORD	1490		Chicago, Ill.
KFYB	950		Bismarck, N. D.	WAUI	640		Birmingham, Ala.	WHDF	1370		Calumet, Mich.	WOS	630		Jefferson City, Mo.
KGA	1470		Spokane, Wash.	WASH	1140		Birmingham, Ala.	WHDH	830		Gloucester, Mass.	WOY	1130		New York, N. Y.
KGAB	2740		Tucson, Ariz.	WASH	1270		Grand Rapids, Mich.	WHID	1480		Birmingham, Minn.	WOY	520		Columbus, N. Y.
KGB	1330		San Diego, Calif.	WBAK	1400		Lafayette, Ind.	WHFC	1440		Rochester, N. Y.	WPAW	1160		Fort Wayne, Ind.
KGBU	900		Ketchikan, Alaska	WBAK	1400		Harrisburg, Pa.	WHFE	1420		Cicero, Ill.	WPAN	570		Pawtucket, B. I.
KGBX	1310		St. Joseph, Mo.	WBAL	1060		Baltimore, Md.	WHIS	1420		Bluefield, W. Va.	WPCC	560		Chicago, Ill.
KGBZ	930		York, Neb.	WBAP	800		Fort Worth, Tex.	WHK	1390		Cleveland, O.	WPCB	810		New York, N. Y.
KGCI	1370		San Antonio, Tex.	WBAX	1210		Wilkes-Barre, Pa.	WHN	1010		New York, N. Y.	WPEN	1500		Philadelphia, Pa.
KGCR	1210		San Antonio, Tex.	WBBC	1400		Brooklyn, N. Y.	WHO	1000		Essex, N. Y.	WPG	1100		Atlantic City, N. J.
KGCU	1210		Mandeville, N. D.	WBBL	1400		Richmond, Va.	WHOB	1430		Harrisburg, Pa.	WPOE	1370		Paterson, N. J.
KGCX	1310		Wolf Point, Mont.	WBDM	770		Chicago, Ill.	WIAS	1420		Ottumwa, Ia.	WQAC	1230		State College, Pa.
KGDE	1200		Fergus Falls, Minn.	WBDR	1300		Rossville, N. Y.	WIBA	1210		Madison, Wis.	WPTF	680		Raleigh, N. C.
KGEF	1300		Los Angeles, Calif.	WBFB	1200		Ponca City, Okla.	WIRM	1370		Jackson, Mich.	WQAM	560		Miami, Fla.
KGEW	1200		Fort Morgan, Calif.	WBGM	1410		Bay City, Mich.	WIBO	560		Chicago, Ill.	WQAN	850		Scranton, Pa.
KGEZ	1310		Kalispell, Mont.	WBMS	1450		Fort Lee, N. J.	WIBS	1450		Jersey City, N. J.	WQAO	1010		New York, N. Y.
KGF	1420		Wichita, Kan.	WBNY	1350		New York, N. Y.	WIBT	1310		Wyomette, Wis.	WQBC	1360		Vicksburg, Miss.
KGFO	1370		Oklahoma City, Okla.	WBOW	1130		Terre Haute, Ind.	WIBV	530		Topeka, Kan.	WQDZ	1420		Colton, N. Y.
KGFI	1500		Corpus Christi, Tex.	WBRC	830		Birmingham, Ala.	WIBX	1200		Utica, N. Y.	WRAC	1200		La Porte, Ind.
KGFV	1310		Ravenna, Neb.	WBRE	1310		Wilkes-Barre, Pa.	WICC	1190		Bridgeport, Conn.	WRAK	1370		Erle, Pa.
KGFY	580		Pierre, S. D.	WBRL	1430		Tilton, N. H.	WILL	1200		St. Louis, Mo.	WRAX	1310		Reading, Pa.
KGGF	1010		Picher, Okla.	WBSO	920		Wellesley Hills, Mass.	WILL	890		Urbana, Ill.	WRAY	1010		Philadelphia, Pa.
KGGM	1230		Albuquerque, N. M.	WBT	1080		Charlotte, N. C.	WILM	1420		Wilmington, Del.	WRBJ	1310		Tifton, Ga.
KGGN	1320		Pueblo, Col.	WBTD	990		Worcester, Mass.	WIOD	1300		Miami Beach, Fla.	WRBZ	1370		Hattiesburg, Miss.
KGHI	1200		Little Rock, Ark.	WBZA	990		Boston, Mass.	WIP	610		Philadelphia, Pa.	WRBZ	1370		Columbus, Ga.
KGHL	950		Billings, Mont.	WCAC	600		Storr, Conn.	WISN	1120		Milwaukee, Wis.	WRBO	1210		Greenville, Miss.
KGLQ	1320		Twin Falls, Ida.	WCAD	1220		Canton, N. Y.	WJAC	1310		Johnstown, Pa.	WRBT	1370		Wilmington, N. C.
KGIR	1360		Butte, Mont.	WCAG	1220		Pittsburgh, Pa.	WJAO	1060		Norfolk, Neb.	WRBU	1210		Gastonia, N. C.
KGLW	1420		Trinidad, Col.	WCAB	1430		Columbus, O.	WJAR	890		Providence, R. I.	WRC	950		Washington, D. C.
KGLX	1420		Las Vegas, Nev.	WCAG	590		Lincoln, Neb.	WJAS	1290		Pittsburgh, Pa.	WREC	600		Memphis, Tenn.
KGOF															

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