

# RADIO Pictorial and Log Book

Complete Up-to-Date Listings  
of Regular Broadcast, Television,  
Short Wave and Foreign Stations



SPRING  
EDITION  
1932

*Listing  
Columbia  
and  
N. B. C.  
Chain  
Programs*

KATE SMITH

Published Quarterly by The Commercial Press Co. at Racine, Wisconsin

ONCE again the publishers of Radio Pictorial are bringing to you a new issue of Radio Pictorial, chuck full of studio chatter and photos of your favorite radio stars.

It is the only complete illustrated news-review radio magazine and permanent log book published, and contains all the features that are necessary to the radio fan.

The information contained in Radio Pictorial can be depended on, as all data is compiled from information received direct from the studios of the National Broadcasting Company, the Columbia Broadcasting System and the Federal Radio Commission.

Radio Pictorial is issued quarterly. Watch for the next issue which will appear in June.



## Wayne King

Wayne scorns the traditional baton when directing his band for NBC listeners. Instead, he uses a series of gymnastics that would do credit to a college cheer leader—and, in fact, most college cheer leaders could take lessons from him when it comes to drawing response from a group in the manner he draws it from his men.

Wayne, on March 21, changed the name of Dorothy Janis to Mrs. Wayne King.

King met Miss Janis, who is 20, three years ago when she arrived in Hollywood. She is a full-blood Cherokee Indian Princess and movie actress.

The couple spent their honeymoon on King's Wisconsin estate near Green Bay.

## Ethel & Dorthea Ponce

The Ponce Sisters, Ethel at the left and Dorthea at the right, are one of the most successful harmonizing "sister teams" on the air. Since they began broadcasting a few years ago they have made a steady rise. When talking pictures were perfected they made a number of feature shorts. They now broadcast over an NBC network.

Dorthea is nineteen, and Ethel twenty-one. They are really sisters and use their own names on the stage and in radio. Bostoned they are naturally musical and have played and sung together since childhood. Dorthea has studied violin and Ethel the piano. Incidentally each maintains a busy social calendar between broadcasts.

## Kate Smith

ILLUSTRATION ON FRONT COVER

### The "Song Bird of the South"

Kate Smith the LaPalina singer, who is heard on CBS network every Monday, Tuesday, Wednesday and Thursday nights at 8:30 P. M. (EST).

No one has ever looked upon her as anemic. Even at her birth in Washington, D. C., 22 years ago, Kate Smith was plump, and the ensuing years have brought further poundage. Furthermore, the young woman has no desire to diet. She is happiest, she says, when eating rich desserts, and she likes to be happy.

It was this desire for happiness that caused her to abandon Georgetown University, where at the behest of her family she was studying nursing, to begin the vocal training which eventually brought her to national attention.

Her professional career covers only six years, dating back to 1925 when she sang at a benefit in the B. F. Keith Theatre in Washington. Eddie Dowling was in the audience, heard her crooning, and engaged her immediately for his show, "Honeymoon Lane". One success led to another and when the show closed she was promptly signed for a part in the musical comedy, "Hit The Deck".

Careful investigation revealed the following facts about the personal life of "Kate—the Radio Singer"; She's blonde, blue-eyed, wears no street make-up, and sings to her maid, Floyd, while putting on her stage make-up. Always wears solid colors—blue, white, black, but never red. Repertoire includes concert, operatic, Irish, "blues", and negro melodies. Her speaking voice is as hearty as anyone of her songs, with the possible exception of the moment following any defeat at backgammon. The theme song of her program, "When the Moon Comes Over the Mountain", is her most prized possession—she was co-lyricist with Howard Johnson.





## Cities Alphabetically Arranged

## A

Aberdeen, Wash., KXRO  
Abilene, Tex., KFYO  
Akron, Ohio, WFJC, WGRM  
Albuquerque, N. M., KGGM  
Allentown, Pa., WCBA, WSAW  
Altoona, Pa., WFBG  
Alva, Okla., KGFF  
Amarillo, Tex., KGRS, WDAQ  
Ames, Iowa, WOI  
Anchorage, Alaska, KFOD  
Anderson, Ind., WHBU  
Asbury Park, N. J., WCAP  
Asheville, N. C., WWNC  
Astoria, N. Y., WINS  
Athens, Ga., WTFI  
Atlanta, Ga., WGST, WJTI, WSB  
Atlantic City, N. J., WPG  
Auburn, N. Y., WBO  
Augusta, Ga., WRDA  
Augusta, Maine, WRDO  
Austin, Tex., KNOB

## B

Bakersfield, Calif., KERN  
Baltimore, Md., WBAL, WCAO,  
WCBM, WFBZ  
Bangor, Me., WABI, WLBZ  
Battle Creek, Mich., WELL  
Bay City, Mich., WBCM  
Beaumont, Texas, KFDM  
Bellingham, Wash., KVO5  
Berkeley, Calif., KRE  
Beverly Hills, Calif., KMPC  
Billings, Mont., KGH  
Binghamton, N. Y., WBNF  
Birmingham, Ala., WAPI, WBRC,  
WKBC  
Bismarck, N. D., KFYZ  
Bluefield, W. Va., WHIS  
Blytheville, Ark., KLCN  
Boise, Idaho, KIDO  
Boone, Iowa, KFGQ  
Boston, Mass., WBIS, WBZA,  
WEEL, WLEX,  
WNAC, WNDH  
Bridgeport, Conn., WICC  
Bristol, Tenn., WOPI  
Brookings, S. D., KFDY  
Brooklyn, N. Y., WBBC, WCGU,  
WFOX, WLTH, WMBQ,  
WMIL, WBBR  
Brownsville, Tex., KWVG  
Buffalo, N. Y., WEBR, WBEN,  
WGR, WKBW, WWSV  
Burbank, Calif., KELW  
Burlington, Vt., WCAX  
Butte, Mont., KGR

## C

Calumet, Mich., WHDF  
Cambridge, Ohio, WALR  
Camden, N. J., WCAM  
Canton, N. Y., WCAD  
Canton, Ohio, WHBC  
Cape Girardeau, Mo., KFVS  
Carbondale, Pa., WNBW  
Carthage, Ill., WCAZ  
Casper, Wyo., KDFN  
Cazenovia, N. Y., WMAC  
Cebu, P. I., KZRC  
Cedar Rapids, Ia., KWCR  
Charleston, S. C., WCSC  
Charleston, W. Va., WOBU  
Charlotte, N. C., WBT  
Chattanooga, Tenn., WDOD  
Chicago, Ill., KFXX, KYW,  
WAAF, WBBM, WCFL,  
WCRW, WENR, WEDC,  
WGN, WGN, WHFC, WIBO,  
WJBT, WLS, WMAO, WMBI,  
WORD, WPCC, WSSC, WBCN  
Chickasha, Okla., KOCW  
Cicero, Ill., WKBI  
Cincinnati, Ohio, WFBE, WKRC,  
WLW, WSAI  
Clarinda, Iowa, KSO  
Clay Center, Neb., KMMJ  
Clayton, Mo., KFUD  
Clearwater, Fla., WFLA  
Cleveland, Ohio, WHK, WJAY,  
WTAM  
Clovis, N. M., KICA  
College Sta., Texas, WTAW  
Colo. Springs, Colo., KFUM  
Columbia, Mo., KFRU  
Columbia, S. C., WIS  
Columbus, Ga., WRBL  
Columbus, Ohio, WAIU, WCAH,  
WEAO, WSEN  
Connersville, Ind., WKBY  
Corpus Christie, Texas, KCFI

Corvallis, Ore., KOAC  
Council Bluffs, Iowa, KOIL  
Covington, Ky., WCKY  
Culver, Ind., WCMA  
Culver City, Calif., KFVD  
Cumberland, Md., WTBO

## D

Dallas, Tex., KRLD, WFAA, WRR  
Danville, Va., WBTM  
Davenport, Iowa, WOC  
Dayton, Ohio, WSMK  
Decatur, Ill., WIBL  
Decorah, Ia., KGCA, KWI C  
Denver, Colo., KFEL, KFUP  
Des Moines, Iowa, WHO  
Detroit, Mich., WIBK, WIR,  
WMBC, WWI, WXYZ  
Devils Lake, N. D., KDLR  
Dublin, Texas, KFPI  
Dodge City, Kans., KGNB

## E

E. Lansing, Mich., WKAR  
Eau Claire, Wis., WTAQ  
El Centro, Calif., KVO  
Elk City, Okla., KGMP  
Elkins Park, Pa., WIBG  
El Paso, Tex., KTSM, WDAI  
Emory, Va., WEHC  
Enid, Okla., KCRC  
Erie, Pa., WERE, WRAK  
Eugene, Ore., KORE  
Evanston, Ill., WEHS  
Evansville, Ind., WGBF  
Everett, Wash., KFBI

## F

Fairmont, W. Va., WMMN  
Fall River, Mass., WSAR  
Fargo, N. D., WDAY  
Fayetteville, Ark., KUOA  
Fergus Falls, Minn., KGDF  
Flagstaff, Ariz., KFXY  
Flint, Mich., WFDE  
Fond du Lac, Wis., KFIZ  
Fort Dodge, Ia., KFIV  
Fort Morgan, Colo., KGFV  
Fort Wayne, Ind., WGI, WOWO  
Fort Worth, Tex., KFIZ, WBAP,  
KTAT  
Freeport, N. Y., WGBB  
Fresno, Calif., KMJ

## G

Gadsden, Ala., WIRY  
Gainesville, Fla., WRUF  
Galesburg, Ill., WKBS  
Galveston, Tex., KFLL, KFII  
Gary, Ind., WIKS  
Gastonia, N. C., WRBU  
Glens Falls, N. Y., WBGF  
Grand Forks, N. D., KFIM  
Grand Junction, Colo., KFV  
Grand Rapids, Mich., WASH,  
WOOD  
Grant City, Mo., KGIZ  
Great Falls, Mont., KFBB  
Greeley, Colo., KFKA  
Green Bay, Wis., WHBY  
Greensboro, N. C., WBIG  
Greenville, Miss., WRBO  
Greenville, Texas, KFPM  
Grove City, Pa., WSAJ  
Gulfport, Miss., WGCN

## H

Hackensack, N. J., WBMS  
Hammond, Ind., WWAJ  
Harlingen, Tex., KRGV  
Harrisburg, Ill., WBO  
Harrisburg, Pa., WBAK, WHIP,  
WOD  
Hartford, Conn., WTIC, WDRB  
Hattiesburg, Miss., WFPB  
Hollywood, Calif., KFVB, KNX  
Honolulu, Hawaii, KGMB, KGU  
Hopkinsville, Ky., WFIW  
Hot Springs, Ark., KTHS  
Houston, Tex., KPRC, KTLC,  
KTRH, KXYZ  
Huntington, W. Va., WSAZ  
Huntsville, Ala., WBHS

## I

Idaho Falls, Idaho, KID  
Indianapolis, Ind., WFBN, WKBF  
Inglewood, Calif., KRKD  
Iowa City, Ia., WSUI  
Ironwood, Mich., WJMS  
Ithaca, N. Y., WLCI, WEAI

## J

Jackson, Mich., WIBM  
Jackson, Miss., WJDX  
Jackson, Tenn., WTJS  
Jacksonville, Fla., WJAX  
Jamaica, N. Y., WMRJ  
Jamestown, N. Y., WOCL  
Janesville, Wis., WCLO  
Jefferson City, Mo., WOS  
Jerome, Ariz., KCR1  
Jersey City, N. J., WAAT,  
WKBO, WHOM  
Johnstown, Pa., WJAC  
Joplin, Mo., WMBH  
Joliet, Ill., WCLS, WKBB

## K

Kalispell, Mont., KGEZ  
Kalama, Wis., WKZO  
Kansas City, Kans., WLBF  
Kansas City, Mo., KMBC  
KWKC, WDAF, WHB, WOO  
Kearney, Neb., KGFV  
Ketchikan, Alaska, KGBU  
Klamath Falls, Ore., KFII  
Knoxville, Tenn., WFBC,  
WNOX, WROL

## L

Laconia, N. H., WKAV  
LaCrosse, Wis., WKBH  
Lancaster, Pa., WGAI, WKJC  
Lapeer, Mich., WMPC  
LaPorte, Ind., WFAM  
La Salle, Ill., WJBC  
Las Vegas, Nev., KGIX  
Laurel, Miss., WTSL  
Lawrence, Kans., WREN  
Lexington, Mass., WLEY  
Lincoln, Neb., KFAB, KFOR,  
WCAJ  
Little Rock, Ark., KGHI, KLRA,  
KARK  
Long Beach, Calif., KFOX, KGER  
Long Island City, N. Y., WLBX  
Los Angeles, Calif., KECA, KFAC,  
KFI, KFSG, KGEF, KGFI,  
KTM, KHJ, KMTR, KTAB  
Louisville, Ky., WHAS, WLAP  
Ludington, Mich., WKBZ  
Lynchburg, Va., WLVA

## M

Macon, Ga., WMAZ  
Madison, Wis., WHA, WJBA  
Manchester, N. H., WFEA  
Mandan, N. D., KGCU  
Manhattan, Kans., KSAC  
Manitowoc, Wis., WDMT  
Mansfield, Ohio, WJW  
Marion, Ind., WJAK  
Marquette, Mich., WBEO  
Marshalltown, Ia., KFJB  
Marshfield, Ore., KOOS  
Merfield, Ore., KMED  
Memphis, Tenn., WHBO, WMC,  
WREC, WNBR, WOAN  
Meridian, Miss., WCOC  
Miami, Fla., WQAM  
Miami Beach, Fla., WIOD, WMBF  
Milford, Kans., KFKI  
Milwaukee, Wis., WISN, WHAD,  
WTMJ  
Minneapolis, Minn., WCCO,  
WDGY, WGMs, WLB,  
WRHM  
Minot, N. D., KLPM  
Missoula, Mont., KGVO  
Mitchell, S. D., KGDA  
Mobile, Ala., WODX  
Monroe, La., KMLB  
Montgomery, Ala., WSFA  
Moorehead, Minn., KGFK  
Moosheart, Ill., WJJD  
Mt. Orab, Ohio, WHBD  
Mt. Vernon Hills, Va., WJSV  
Muncie, Ind., WLBC

## N

Nampa, Idaho, KFSD  
Nashville, Tenn., WLAC, WSM  
Needham, Mass., WBSO  
Newark, N. J., WAAM, WGCP,  
WNI, WOR

New Bedford, Mass., WNBH  
New Orleans, La., WABZ, WDSU,  
WJBO, WJBW, WSMB, WWL  
Newport News, Va., WGH  
New York, N. Y., WABC, WBNX,  
WBNY, WBOO, WCDA,  
WEAF, WEVD, WHAP, WHN,  
WJZ, WLWL, WMSG,  
WNYC, WMCA, WOV, WPAP,  
WPCH, WQAO, WRNY  
Norfolk, Nebr., WJAG  
Norfolk, Va., WTAR, WPOR  
Norman, Okla., WNAD  
Northfield, Minn., KFMX, WCAI  
North Platte, Nebr., KGNF

## O

Oakland, Calif., KLS, KLV,  
KROW  
Ogden, Utah, KLO  
Oil City, Pa., WLBW  
Okla. City, Okla., KFJF, KFNR,  
KGFV, WKY  
Oldham, S. D., KGDY  
Olympia, Wash., KGY  
Omaha, Nebr., WAAW, WOW  
Orlando, Fla., WDBO  
Ottumwa, Ia., WIAS

## P

Paducah, Ky., WPAD  
Paragould, Ark., KBTM  
Pasadena, Calif., KPPC, KPSN  
Paterson, N. J., WODA  
Pensacola, Fla., WCOA  
Peoria Heights, Ill., WMBD  
Petersburg, Va., WLBG  
Philadelphia, Pa., WCAU, WDAT,  
WFAN, WFI, WFDD, WHAT,  
WIP, WLIT, WPEN, WRAX  
Phoenix, Ariz., KOY, KTAR  
Pierre, S. Dakota, KGFX  
Picher, Okla., KGGF  
Pittsburgh, Pa., KDKA, KQV,  
WCAE, WJAS, WWSW  
Pocatello, Idaho, KSEI  
Ponca City, Okla., WBBZ  
Portland, Me., WCSH  
Portland, Ore., KEX, KPBS,  
KFJR, KGW, KOIN, KTBR,  
KWJJ, KXL  
Poughkeepsie, N. Y., WOKO  
Poyntette, Wis., WIBU  
Prescott, Ariz., KPJM  
Providence, R. I., WEAN, WJAR,  
WPRO  
Pueblo, Colo., KGHF  
Pullman, Wash., KWSC

## Q

Quincy, Illinois, WTAD

## R

Racine, Wis., WRJN  
Raleigh, N. C., WPTF  
Rapid City, S. D., WCAT  
Raton, N. M., KGFL  
Reading, Pa., WRAW  
Red Bank, N. J., WJBI  
Red Oak, Iowa, KICK  
Reno, Nev., KOH  
Richmond, Va., WBBL, WMBG,  
WRVA  
Roanoke, Va., WDBJ, WRBX  
Rochester, N. Y., WABO, WHAM,  
WHEC  
Rockford, Ill., KFLV  
Rock Island, Ill., WHBF  
Rome, Ga., WFDV  
Royal Oak, Mich., WEXL  
Rutland, Vt., WSYB

## S

Sacramento, Calif., KFBK  
St. Albans, Vt., WQDM  
St. Joseph, Mo., KFEQ, KGBX  
St. Louis, Mo., KFWE, KMOX,  
KSD, KWK, WEW, WIL  
St. Paul, Minn., KSTP  
St. Petersburg, Fla., WSUN  
Salt Lake City, Utah, KDYL,  
KSL  
San Angelo, Texas, KGKL  
San Antonio, Tex., KGCI, KTAP,  
KTSB, WQAI, KONO  
San Bernardino, Calif., KFXM  
San Diego, Calif., KFSD, KGB  
Sandpoint, Idaho, KGKA

San Francisco, Calif., KFRC,  
KFWI, KGCC, KJBS, KPO,  
KYA, KGO  
San Jose, Calif., KOW  
San Juan, P. R., WKAO  
Santa Ana, Calif., KREG  
Santa Barbara, Calif., KDB  
Saranac Lake, N. Y., WNBZ  
Savannah, Ga., WTOG  
Schenectady, N. Y., WGY  
Scottsbluff, Nebr., KGKY  
Scranton, Pa., WGBI, WOAN  
Seattle, Wash., KJR, KOL,  
KOMO, KPCC, KRSC, KTW,  
KUJ, KVL, KXA  
Sheboygan, Wis., WHBL  
Shenandoah, Ia., KFNF, KMA  
Shreveport, La., KRMD, KWEA,  
KWKH, KTBS  
Siloam Springs, Ark., KFPW  
Sioux City, Ia., KSCJ  
Sioux Falls, S. D., KSOO  
South Bend, Ind., WSBT  
Spartanburg, S. C., WSPA  
Spokane, Wash., KFIO, KFPY,  
KGA, KHQ  
Springfield, Ill., WCBS  
Springfield, Mass., WBZ  
Springfield, Tenn., WSIX  
Springfield, Vt., WNBX  
State College, N. M., KOB  
State College, Pa., WPCB  
Stevens Point, Wis., WLBL  
Stockton, Calif., KGDM, KGW  
Streator, Ill., WTAX  
Superior, Wis., WEBC  
Syracuse, N. Y., WFBL, WSYR

## T

Tacoma, Wash., KMO, KVI  
Talladega, Alabama, WFDW  
Tallmadge, Ohio, WADC  
Tampa, Fla., WDAE, WMBR  
Terre Haute, Ind., WBOW  
Thomasville, Ga., WQDX  
Toledo, Ohio, WSPD  
Topeka, Kans., WIBW  
Trenton, N. J., WOAX  
Trinidad, Colo., KGIW  
Troy, N. Y., WHAZ  
Tucson, Ariz., KGAR, KVOA  
Tulsa, Okla., KVOO  
Tupelo, Miss., KCMC  
Tuscola, Ill., WDJ  
Twin Falls, Idaho, KTFI  
Tyler, Texas, KGKB

## U

Utica, N. Y., WIBX

## V

Vermillion, S. D., KUSD  
Vicksburg, Miss., WQBC

## W

Waco, Texas, WACO  
Washington, D. C., WMAL, WOL,  
WRC  
Washington, Pa., WNBO  
Waterloo, Iowa, WMT  
Watertown, S. D., KGCR  
Wenatchee, Wash., KPO  
Westminster, Calif., KPWF  
Wheeling, W. Va., WVA  
Wichita, Kans., KFH  
Wichita Falls, Tex., KGKO  
Wilkes Barre, Pa., WBAX, WBRE  
Wilmington, Del., WDEL, WILM  
Wilmington, N. C., WSJS  
Wolf Point, Mont., KGCS  
Woodside, N. Y., WWRL  
Worcester, Mass., WORC, WTAG  
WEPS

## Y

Yakima, Wash., KIT  
Yankton, S. D., WNAX  
Yonkers, N. Y., WCOH  
York, Neb., KGBZ, KGEQ  
Youngstown, Ohio, WKBN  
Ypsilanti, Mich., WJKB  
Yuma, Colo., KGEK

## Z

Zion, Ill., WCBD



Beth & Betty Dodge

### Two Birds of Paradise

They look alike, they talk alike, and they dress alike—but they don't like alike.

They were born in Sprague, Washington, 22 years ago. Their novel vaudeville and musical comedy presentations have earned them the sobriquet of "Two Birds of Paradise."

It was only through a chance visit to the Columbia studios that they became interested in radio. Their air debut as featured artists of "Radio Roundup" resulted, and so well did they perform that Columbia signed them under an exclusive contract.



Jack Parker, Phil Dewey, Frank Luther

### Lee Morse

The little girl with the big "blues" voice, heard over NBC networks. Lee is a former musical comedy star. Weighs 99 pounds . . . Born in Tennessee, raised in Texas . . . has written more than 200 songs . . . excellent guitar-strummer . . . takes a daily horseback ride . . . known as a "reg'lar fellow" . . . Closes her big eyes when singing . . . Her proudest possession is a letter from President Hoover complimenting her on a benefit performance which he witnessed.

### Elsie May Gordon

Offers a quick-change air act that brings listeners in a small town lecturer one minute and a flip chorus girl the next, heard over CBS. She is shown here (reading from left to right) as the Tomboy, a French Dancer and Singer, the Small-town Clubwoman ready to make a speech, and on the right as herself.

Knows two dozen dialects. Has developed her singing voice to reach high C. Acts and sings with complete informality. Only time she feels natural is when she is acting.



Lee Morse

### Men About Town

Known as one of radio's best male trios. Their singing has been featured in many radio programs, and both as individuals and a trio they are masters of vocal presentation. The trio, left to right are Jack Parker, Phil Dewey, and Frank Luther.

Frank Luther, before organizing the Men About Town trio, was an evangelist minister for four years. Parker is a yachtsman, and Dewey a Phi Beta Kappa from Indiana University.



## STUDIO NOTES

Strange are many of the letters which find their way into the mail-boxes of broadcasting folk . . . Here are a few of the more unusual ones that the postman has brought to the CBS building . . . A letter to announcer Kenneth Roberts from a "lonely heart" who wanted to start a correspondence with someone, with matrimonial possibilities . . . It bore the P. S. "If you're married, pass this along to someone who ain't . . . The one singer Ben Alley got from a woman who wanted to adopt him, although she's never seen him . . . And this, from a far away state to announcer Andre Baruch—"I have heard you on the air many times and imagine you as a tall, dark, handsome man with a charming mustache and a straight-forward face. Would you be so kind as to send me a picture of the studio?"

One day Mark Warnow, Columbia conductor, drove up to Sing Sing to watch the undergraduates of that institution indulge in a football game. Upon his return, Davis Ross asked him how he liked the game.

"Great", replied Mark, "It was a complete cell-out."

"The March of Time" is probably the most ambitiously cast program on the air . . . The cast of actors on each program numbers from 25 to 30 . . . Three sound effects experts are necessary to manipulate the various gadgets that bring you the proper atmosphere and background for the scripts . . . And Howard Barlow's baton directs 18 musicians for the theme song and musical curtains.

Wee Willie Robyn, Columbia singer who has found it necessary to use a specially constructed microphone for his Venida programs, has carried the business of size a bit too far, if you ask musical director Emery Deutsch. The violinist doesn't mind the fact that Robyn buys his clothes in the boys' department of a store, nor even the fact that he signs his name with small letters. But when Wee Willie invited Emery for a ride in his new car, he gave up. You're right—it was an Austin, and there would have been room for Emery had he not brought along his violin. So Emery walked and the violin took the ride with Wee Willie.





Kilo.	Dial Reading	Meters	CENTRAL	EASTERN	SOUTHERN CENTRAL	MOUNTAIN-PACIFIC	
1210		247.8	WCRW, WEDC, WSBC Chicago, Ill. 100 WHBF Rock Island, Ill. 100 WHBU Anderson, Ind. 100 WIBU Poynette, Wis. 100 WJBY Gadsden, Ala. 100 WOMT Manitowoc, Wis. 100	WGBB Freeport, N. Y. 100 WJBI Red Bank, N. J. 100 WJW Mansfield, Ohio 100 WSEN Columbus, Ohio 100 WMRJ Jamaica, N. Y. 100 WPAW Pawtucket, R. I. 100 WPRO Providence, R. I. 100			
1220		245.6	WREN Lawrence, Kans. 1000	WCAD Canton, N. Y. 500 WCAE Pittsburgh, Pa. 1000	WDAE Tampa, Fla. 1000		
1230		243.8	WFBM Indianapolis, Ind. 1000 WSBT South Bend, Ind. 500	WBIS, WNAC Boston, Mass. 1000 WPSC State College, Pa. 500		KWSC Pullman, Wash. 1000*	
1240		241.8	KGCU Mandan, N. D. 250 KLPM Minot, N. D. 250	WXYZ Detroit, Mich. 1000	KTAT Ft. Worth, Tex. 1000 WACO Waco, Tex. 1000	KTW Seattle, Wash. 1000 KGGM Albuquerque, N. M. 250* KYA San Francisco, Calif. 1000	
1250		239.9	KFMX, WCAL Northfield, Minn. 1000 WGMS, WLB, WRHM Minneapolis, Minn. 1000	WAAM Newark, N. J. 1000* WGCP Newark, N. J. 250 WODA Paterson, N. J. 1000	WDSU New Orleans, La. 1000	KFOX Long Beach, Calif. 1000	
1260		238.0	KOIL Council Bluffs, Ia. 1000	WLBW Oil City, Pa. 500*	KRGV Harlingen, Tex. 500 KWVG Brownsville, Tex. 500	KVOA Tucson, Ariz. 500	
1270		236.1	KWLC Decorah, Ia. 100 WASH, WOOD Grand Rapids, Mich. 500	WEAI Ithaca, N. Y. 1000 WFBR Baltimore, Md. 500	WTOC Savannah, Ga. 500 WJDX Jackson, Miss. 1000	KFUM Colorado Spgs. Colo. 1000 KOL Seattle, Wash. 1000 KFBB Great Falls, Mont. 1000*	
1280		234.2	WIBA Madison, Wis. 500	WCAM Camden, N. J. 500 WCAP Asbury Park, N. J. 500 WOAX Trenton, N. J. 500 WJAS Pittsburgh, Pa. 1000*	WDOD Chattanooga, Tenn. 1000* WRR Dallas, Tex. 500	KDYL Salt Lake City, Utah 1000	
1290		232.4	WEBC Superior, Wis. 1000*		KFUL Galveston, Tex. 500 KLCN Blytheville, Ark. 50 K TSA San Antonio, Tex. 1000* WOQ Kansas City, Mo. 1000 WIOD, WMBF Miami, Fla. 1000	KFJR, KTBR Portland, Ore. 500 KGEF Los Angeles, Calif. 1000 KFAC Los Angeles, Calif. 1000	
1300		230.6	KFH Wichita, Kans. 1000	WBBR Brooklyn, N. Y. 1000 WEVD New York, N. Y. 500 WHAP New York, N. Y. 1000 WHAZ Troy, N. Y. 500	KFPL Dublin, Tex. 1000 KGBX St. Joseph, Mo. 100 KTLK Houston, Tex. 100 K TSM, WDAH El Paso, Tex. 100 WKBC Birmingham, Ala. 100 WROL Knoxville, Tenn. 100 WSJS Winston-Salem, N. C. 100 WFDV Rome, Ga. 100		
1310		228.9	KFGQ Boone, Ia. 1000 KFJY Ft. Dodge, Ia. 1000 KFXR Okla. City, Okla. 100* KGFV Kearney, Nebr. 100 KWCR Cedar Rapids, Ia. 100 WBEO Marquette, Mich. 100 WBOW Terre Haute, Ind. 100 WCLS, WKBB Joliet, Ill. 100 WFDF Flint, Mich. 100 WKBS Galesburg, Ill. 100	WBRE Wilkes Barre, Pa. 100 WEBR Buffalo, N. Y. 100 WFBC Altoona, Pa. 250 WGAL Lancaster, Pa. 100 WGH Newport News, Va. 100 WHAT Philadelphia, Pa. 100 WJAC Johnstown, Pa. 100 WKAV Laconia, N. H. 100 WMBO Auburn, N. Y. 100 WNBH New Bedford, Mass. 100 WTJS Jackson, Tenn. 100* WOL Washington, D. C. 100 WRAW Reading, Pa. 100 WSAJ Grove City, Pa. 100 WTSL Laurel, Miss. 100 WADC Tallmadge, Ohio 100			
1320		227.1			WSMB New Orleans, La. 500	KGHF Pueblo, Colo. 250 KID Idaho Falls, Idaho 250* KTFI Twin Falls, Idaho 250 KGB San Diego, Calif. 500	
1330		225.4	KSCJ Sioux City, Ia. 1000* WTAQ Eau Claire, Wis. 1000	WDRC Hartford, Conn. 500 WSAI Cincinnati, Ohio 500*	WCOA Pensacola, Fla. 500 KWK St. Louis, Mo. 1000	KFPY Spokane, Wash. 1000 KIDO Boise, Idaho 1000	
1340		223.7		WSPD Toledo, Ohio 1000			
1350		222.1		WBNX, WCDA, WMSG New York, N. Y. 250 WEHC Emory, Va. 500 WFBL Syracuse, N. Y. 1000 WCSC Charleston, S. C. 500 WBTM Danville, Va. 100 WCBM Baltimore, Md. 100 WDAS Philadelphia, Pa. 100 WHBD Mt. Orab, Ohio 100 WLEY Lexington, Mass. 100* WLVA Lynchburg, Va. 100 WPFH Hattiesburg, Miss. 100 WQDM St. Albans, Vt. 100 WRAC Williamsport, Pa. 100 WRDO Augusta, Maine 100 KQV Pittsburgh, Pa. 500 WSMK Dayton, Ohio 200 WHK Cleveland, Ohio 1000			
1360		220.4	WGES Chicago, Ill. 500*		WQBC Vicksburg, Miss. 300	KGER Long Beach, Calif. 1000 KGIR Butte, Mont. 500	
1370		218.8	KCRC Enid, Okla. 100* KFJM Grand Forks, N. D. 100 KGDA Mitchell, S. D. 100 KGFQ Okla. City, Okla. 100 WGL Ft. Wayne, Ind. 100 WHDF Calumet, Mich. 100* WIBM Jackson, Mich. 100 WRJN Racine, Wis. 100		KFJZ Ft. Worth, Tex. 100 KFLX Galveston, Tex. 100 KGKL San Angelo, Tex. 100 KONO San Antonio, Tex. 100 WMBR Tampa, Fla. 100 WHBQ Memphis, Tenn. 100 WRAM Wilmington, N. C. 100 WJTL Atlanta, Ga. 100		
1380		217.3	KSO Clarinda, Ia. 500 WKBH LaCrosse, Wis. 1000			KOH Reno, Nev. 500 K GAR Tucson, Ariz. 100* KOOS Marshfield, Ore. 100 KRE Berkeley, Calif. 100 KVL Seattle, Wash. 100 KICA Clovis, N. Mex. 100	
1390		215.7			KLRA Little Rock, Ark. 1000 KUOA Fayetteville, Ark. 1000	KOY Phoenix, Ariz. 500 KLO Ogden, Utah 500	
1400		214.2	KOCW Chickasha, Okla. 250* WCMA Culver, Ind. 500 WKBF Indianapolis, Ind. 500	WBBC, WCGU, WFOX, WLTH Brooklyn, N. Y. 500			
1410		212.6	KFLV Rockford, Ill. 500 WBCM Bay City, Mich. 500 WHBL Sheboygan, Wis. 500	WLEX Boston, Mass. 500 WRBX Roanoke, Va. 250 WHIS Bluefield, W. Va. 250	KGRS Amarillo, Tex. 1000 WDAG Amarillo, Tex. 1000 WODX Mobile, Ala. 500 WSFA Montgomery, Ala. 500 KFYO Abilene, Tex. 100* KTAP San Antonio, Tex. 100 KXYZ Houston, Tex. 100 WJBO New Orleans, La. 100 WMBH Joplin, Mo. 100* WPAD Paducah, Ky. 100		
1420		211.1	KFIZ Fond du Lac, Wis. 100 KGFF Shawnee, Okla. 100 KICK Red Oak, Iowa 100 WEHS Evanston, Ill. 100 WELL Battle Creek, Mich. 100 WHFC, WKBI Chicago, Ill. 100 WIAS Ottumwa, Iowa 100 WKBI Cicero, Ill. 100 WLBK Kansas City, Kans. 100 WJMS Ironwood, Mich. 100	WERE Erie, Pa. 100 WILM Wilmington, Del. 100 WSPA Spartanburg, S. C. 100* WTBO Cumberland, Md. 100* WMBC Detroit, Mich. 100*			
1430		209.7	KGNF No. Platte, Nebr. 500		WNBR Memphis, Tenn. 500	KBPS, KXL Portland, Ore. 100 KFXY Flagstaff, Ariz. 100 KGGC San Francisco, Calif. 100 KGIW Trinidad, Colo. 100 KGIX Las Vegas, Nev. 100 KGOV Missoula, Mont. 100 KORE Eugene, Ore. 100 KFXD Nampa, Idaho 100	
1440		208.2	WMBD Peoria Heights, Ill. 500* WTAD Quincy, Ill. 500	WBAK, WHP Harrisburg, Pa. 500* WCAH Columbus, Ohio 500 WABO, WHEC Rochester, N. Y. 500 WBIG Greensboro, N. C. 500 WCBA, WSAW Allentown, Pa. 250 WOKO Albany, N. Y. 500 WBMS Hackensack, N. J. 250 WFJC, WGAR Akron, Ohio 500 WHOM, WKBO Jersey C.N.J. 250 WNJ Newark, N. J. 250 WSAR Fall River, Mass. 250 WJSV Alexandria, Va. 10000	KTBS Shreveport, La. 100 WTFI Athens, Ga. 500	KCA Los Angeles, Calif. 1000 KLS Oakland, Calif. 250	
1450		206.8					
1460		205.4	KSTP St. Paul, Minn. 10000		WLAC Nashville, Tenn. 5000 WCKY Covington, Ky. 5000	KGA Spokane, Wash. 5000	
1470		204.0					
1480		202.6	KFJF Okla. City, Okla. 5000				
1490		201.6					
1500		199.9	KGKY Scottsbluff, Nebr. 100 WKBV Connersville, Ind. 100* WMPC Lapeer, Mich. 100 KGIZ Grant City, Mo. 100	WMBQ, WMIL Brooklyn, N. Y. 100 WLBX Long Island, N. Y. 100 WBNF Binghamton, N. Y. 100 WPEW Phil. Pa. WWSW Pitts. 100* WSYB Rutland, Vt. 100 WRRL Woodside, N. Y. 100	KGFI Corpus Christi, Tex. 100* KGBK Tyler, Tex. 100 KNOW Austin, Tex. 100 KCMC Tupelo, Miss. 100 WRDW Augusta, Ga. 100 WOPI Bristol, Tenn. 100	KDB Santa Barbara, Calif. 100 KPJM Prescott, Ariz. 100 KDB Santa Barbara, Calif. 100 KPJM Prescott, Ariz. 100 KREG Santa Ana, Calif. 100 KUG Walla Walla, Wash. 100 KXO El Centro, Calif. 100	

\*Indicates Station Uses More Power in the Day Time



## Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	Map Loc.	Time	OWNER	Power
KARK	890		336.9	Little Rock, Ark.	56	C	Ark. Rad. & Equipment Co.	250
KBPS	1420		211.1	Portland, Ore.	11	P	Benson Polytechnic School	100
KBTM	1200		249.9	Paragould, Ark.	56	C	Beard's Temple of Music	100
KCMC	1500		199.9	Tupelo, Miss.	77	C	No. Miss. B. C. Corp.	100
KCRC	1370		218.8	Enid, Okla.	65	C	Enid Radiophone Co.	*100
KCRJ	1310		228.9	Jerome, Ariz.	72	M	Chas. C. Robinson	100
KDB	1500		199.9	Santa Barbara, Calif.	61	P	Santa Barbara Broadcasters	100
KDFN	1210		247.8	Casper, Wyo.	34	M	Donald L. Hathaway	100
KDKA	980	99	305.9	Pittsburgh, Pa.	49	E	Westinghouse E & M Co.	50000
KDLR	1210		247.8	Devils Lake, N. D.	15	C	KDLR, Inc.	100
KDYL	1290		232.4	Salt Lake City, Utah	43	M	Intermountain B. C. Corp.	1000
KECA	1430		209.7	Los Angeles, Calif.	61	P	Earle C. Anthony, Inc.	1000
KELW	780		384.4	Burbank, Calif.	61	P	Magnolia Park, Ltd.	500
KERN	1200		249.9	Bakersfield, Calif.	61	P	Bee Bakersfield B. C. Co.	100
KEX	1180		254.1	Portland, Ore.	11	P	Western B'Castg. Co.	5000
KFAB	770		389.4	Lincoln, Nebr.	45	C	KFAB B'Castg. Co.	5000
KFAC	1300		230.6	Los Angeles, Calif.	61	P	Los Angeles B. C. Co.	1000
KFBB	1280		234.2	Great Falls, Mont.	13	M	Buttrey B'Castg. Co.	*1000
KFBK	1310		228.9	Sacramento, Calif.	41	P	James McClatchy Co.	100
KFBL	1370		218.8	Everett, Wash.	50	P	Leese Brothers	50
KFDM	560		535.4	Beaumont, Texas	86	C	Magnolia Petroleum Co.	*500
KFDY	550		545.1	Brookings, S. D.	35	C	S. D. State College	*500
KFEL	920		325.9	Denver, Colo.	54	M	E. P. O'Fallen, Inc.	500
KFEQ	680		440.9	St. Joseph, Mo.	56	C	Scroggin & Co., Bank	2500
KFGQ	1310		228.9	Boone, Iowa	46	C	Boone Biblical College	100
KFH	1300		230.6	Wichita, Kans.	55	C	Radio Station KFH Co.	1000
KFI	640		468.5	Los Angeles, Calif.	61	P	Earl C. Anthony, Inc.	50000
KFIO	1120		267.7	Spokane, Wash.	12	P	Spokane B'Castg. Co.	100
KFIZ	1420		211.1	Fond du Lac, Wis.	37	C	Reporter Printing Co.	100
KFJB	1200		249.9	Marshalltown, Iowa	36	C	Marshall Electric Co., Inc.	*100
KFJF	1480		202.6	Oklahoma City, Okla.	65	C	National Radio Mfg. Co.	5000
KFJI	1210		247.8	Klamath Falls, Oregon	11	P	KFJI Broadcasters, Inc.	100
KFJM	1370		218.8	Grand Forks, N. D.	15	C	University of N. D.	100
KFJR	1300		230.6	Portland, Ore.	11	P	KFJR, Inc.	500
KFJY	1310		228.9	Ft. Dodge, Iowa	36	C	Cedar Rapids B'Castg. Co.	100
KFJZ	1370		218.8	Ft. Worth, Tex.	75	C	Ralph S. Bishop	100
KFKA	880		340.7	Greeley, Colo.	44	M	Midwestern Radio Corp.	*500
KFKI	1050		285.5	Milford, Kansas	55	C	Farmers & Bankers Life Ins.	5000
KFKX	1020		293.9	Chicago, Illinois	37	C	Westinghouse E & M Co.	10000
KFLV	1410		212.6	Rockford, Illinois	37	C	Rockford Broadcasters	500
KFLX	1370		218.8	Galveston, Texas	96	C	Geo. Roy Clough	100
KFMX	1250		239.9	Northfield, Minn.	36	C	Carleton College	1000
KFNF	890		336.9	Shenandoah, Iowa	46	C	Henry Field Co.	*500
KFOR	1210		247.8	Lincoln, Nebr.	45	C	Howard A. Shuman	*100
KFOX	1250		239.9	Long Beach, Calif.	61	P	Nichols & Warriner, Inc.	1000
KFPL	1310		228.9	Dublin, Tex.	75	C	C. C. Baxter	100
KFPM	1310		228.9	Greenville, Tex.	75	C	The New Furniture Co.	15
KFPW	1340		223.7	Ft. Smith, Ark.	66	C	Southwestern Hotel Co.	50
KFPY	1340		223.7	Spokane, Wash.	12	P	Symons B'Castg. Co.	1000
KFQD	1230		243.8	Anchorage, Alaska			Anchorage Radio Club, Inc.	100
KFRC	610		491.5	San Francisco, Calif.	41	P	Don Lee, Inc.	1000
KFRU	630		475.9	Columbia, Mo.	56	C	Stephens College	500
KFSD	600		499.7	San Diego, Calif.	71	P	Airfan Radio Corp., Ltd.	*500
KFSG	1120		267.7	Los Angeles, Calif.	61	P	Echo Park Evan. Ass'n.	500

\*Indicates Station Uses More Power in the Day Time

## Chain Programs

All Hours Given in Eastern Standard Time

## SUNDAY

## N. B. C. SYSTEM

## \*2:30 p. m. Yeast Foamers

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WLW, KYW, KWK, WREN, KOIL, WTMJ, KSTP, WEBC, WRVA, WPTF, WWNC, WIS, WIOD, WFLA, WJAX, WHAS, WSM, WMC, WSB, WAPI, WJDX, WSMB, KTHS, KVOO, WFAA, KPRC, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KMO, KHQ, KJAR, KFSD, KGIR, KGH

## 4:00 p. m. Florsheim Rolic

WEAF, WTIC, WTAG, WEEL, WJAR, WCSH, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WMAQ, WOC, WHO, WOW, WDAF, WIBA, WEBC, WDAY, KFJR, WRVA, WPTF, WIS, WWNC, WJAX, WIOD, WFLA, WHAS, WSM, WMC, WSB, WAPI, WSMB, WJDX, KTHS, KVOO, WBAF, KPRC, WOAI, WKY, KOA, KGO, KFI, KGW, KMO, KHQ, KFSD, KJAR, KGIR, KGH

## 5:30 p. m. General Electric Home Circle

WEAF, WTIC, WTAG, WEEL, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR, KSD, WOC, WHO, WOW, WDAF, WIBA, WTMJ, KSTP, WEBC, WDAY, KFJR, WRVA, WPTF, WWNC, WIS, WJAX, WIOD, WFLA, WHAS, WMC, WSB, WAPI, WSMB, WJDX, KVOO, WBAF, KPRC, WOAI, WKY, KOA, KGO, KFI, KGW, KMO, KHQ, KJAR, KGA, KTA, KPO, WSM

## 6:00 p. m. Catholic Hour

WEAF, WTIC, WTAG, WEEL, WJAR, WCSH, WLIT, WEER, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WENR, WSAI, KSD, WOC, WHO, WOW, WDAF, WIBA, KSTP, WEBC, WDAY, KFJR, WRVA, WWNC, WJAX, WIOD, WFLA, WSM, WMC, WSB, WSMB, WJDX, KVOO, WBAF, KPRC, WOAI, WKY, KOA, KPO, KEX, KJR, KGA, KTA, KGR

## 7:30 p. m. The Three Bakers

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WLW, KYW, KWK, WREN, KOIL, WTMJ, KSTP, WEBC, WDAY, KFJR, WIBA, WRVA, WIOD, WFLA, WHAS, WSM, WMC, WSB, WSMB, WJDX, KVOO, WFAA, KPRC, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KMO, KHQ, KFSD, KJAR

## 7:30 p. m. Iodent Club of the Air

WEAF, WTIC, WTAG, WJAR, WCSH, WLIT, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WLS, KSD, WOC, WHO, WDAF

## 8:00 p. m. Chase and Sanborn Hour

WEAF, WTIC, WTAG, WJAR, WCSH, WLIT, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WLS, KSD, WOC, WHO, WOW, WDAF, WIBA, WEBC, WDAY, KFJR, WRVA, WPTF, WWNC, WIS, WJAX, WIOD, WFLA, WHAS, WMC, WJDX, WSMB, KTHS, KVOO, WFAA, KPRC, WOAI, WKY

## 8:00 p. m. Enna Jettick Melodies

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WLW, KYW, KWK, WREN, KOIL, CFCF, KCGW, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KMO, KHQ, KJAR, KFSD, KGIR, KGH, KSTP, WEBC, WDAY, KFJR, WIBA, WRVA, WIS, WWNC, WIOD, WFLA, WHAS, WSM, WMC, WSB, WSMB, WJDX, KTHS, WFAA, KPRC, KVOO

## 8:15 p. m. Collier's Radio Hour

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WLW, KYW, KWK, WREN, KOA, KSL, KGO, KFI, KGW, KMO, KHQ

## 9:15 p. m. Bayuk Stag Party

WJZ, WBAL, WBZ, WBZA, KDKA, WGAR, WJR, WLW, KYW, KWK, WREN

## 9:45 p. m. Kellogg Slumber Music

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WJR, WLW, KYW, KWK, WREN

## 9:45 p. m. Buick Revelers

WEAF, WTAG, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR, KSD, WOC, WHO, WOW, WDAF, WIBA, KSTP, WEBC, WDAY, KFJR, WRVA, WJAX, WIOD, WFLA, WHAS, WSM, WMC, WSB, WAPI, WSMB, WJDX, WFAA, KPRC, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KMO, KHQ, KJAR, KFSD, WDFD, WTMJ

(Continued on Page 8)





Pat Barnes

### Genial "Dr. Watson"

Leigh Lovell, who plays the part of the genial "Doctor Watson" in the Adventures of Sherlock Holmes, broadcast each Thursday at 9:30 P. M. (EST) over an NBC network. Lovell is a Shakesperian actor from the English stage and has played in several dramatic stage presentations in this country.



Leigh Lovell

## The Goldbergs

Six forty-five on Maxwell Street. The heart of Chicago's ghetto, which just a moment before was shrill with noise and clatter, becomes strangely hushed for a moment.

The radio in front of the music store blares Tosselli's Serenade.

The bearded salesman's head lifts and for a moment he edges away from his cart, piled high with shoes. Even the ducks in front of the market have ceased their quacking.

Then comes the announcer's voice, "Good evening everybody. Here are the Goldbergs."

A crowd has gathered silently in front of the music store. "Molly is speaking." The program begins.

A grey bearded face breaks into a smile. Perhaps he has heard his own "Molly" use the self same words. A squat woman with a gay cloth over her head drinks in the conversation.

In the doorway of the sporting goods store stands a dole figure. "Oi", he says, "I won't make a sale for fifteen minutes."

A mute show takes place in front of the music store while the real life drama comes from the loud speaker. Faces light up—or they frown.

Tosselli's Serenade again and the show is over with another object lesson driven home in simple terms. The crowd breaks away.

Maxwell Street begins its bargaining again. "Hey"! Want to buy a suede jacket. One buck!"

(All regular members of the cast of "The Goldbergs" are Jewish).

## "A Buck on Leave"

Pat Barnes, NBC impersonator, who can imitate any voice from that of a 10 year old boy's to an old, old woman's. He can be heard in the "Jimmy and Grand-paw" skit which is broadcast daily except Sunday over an NBC network from 11:15 to 11:30 A. M. (CST).

"Are you the same Pat Barnes who played "A Buck on Leave" in France during 1918? This question is asked more than any other by the many fans who write to Pat.

"Yes", is the answer. Pat played all over the leave areas and in Paris at the order of General Pershing and then toured the principal cities of this country with his show after the Armistice.

## Studio Notes

A variety of fan mail comes to Pat Barnes, the twenty-team voice of the 11:15 A. M. program over NBC, and occasionally a letter blossoms out positively reminding him that "mistakes don't count."

He received a letter the other day saying that the writer listened to him daily and kept sharp tab for mistakes in his quick voice change-over while doing his "Twenty-character voice" stuff. He has yet to catch a mistake.

\* \* \* \*

Fritz Hummel, in case you don't know, slides a mean trombone in Ted Weems' band heard on NBC. At one time in his musical career Fritz was playing in the pit of a Kentucky theatre with a road unit.

At one performance—just one—Fritz gave "My Old Kentucky Home" as a solo, and he rendered it with lots of feeling.

When he had finished he noticed a man in the first row who seemed visibly touched by Fritz' playing. The man's eyes glistened and the sympathetic Fritz leaned over and inquired, "Are you a Kentuckian?"

"No", the man said sadly, "I'm a musician".

## On Staff of NBC Announcers

Jean Paul King, one of NBC's outstanding announcers, came to radio from the stage. He loves books and athletics and is a graduate of the University of Washington where he played leads in campus dramatic productions, besides being a member of the university baseball, wrestling, and track teams. He announces such programs as Clara, Lu 'n' Em, and Paul White-man.

Jean does not have any spare time. He declares his leisure is taken up in answering requests of his fans for pictures. "If they take the time to write for them the least I can do is send the picture", he says.



Jean Paul King

## Arthur Jarrett

An instant hit among radio listeners was registered when Art Jarrett was put on the air at WBBM in Chicago a few months ago. Jarrett began singing as a boy tenor in St. Patrick's Cathedral in New York. He graduated from Fordham in 1927 and joined an orchestra as a singing banjoist. In Chicago, radio lured him from the stage and a national network was his reward for the applause that greeted his initial broadcasts. He is now heard over the Columbia network.



Arthur Jarrett

Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	Map Loc.	Time	OWNER	Power
KFUL	1290		232.4	Galveston, Texas	96	C	The News Publishing Co.	500
KFUM	1270		236.1	Colorado Springs, Colo.	64	M	Reynolds Radio Co., Inc.	1000
KFUO	550		545.1	Clayton, Mo.	57	C	Evang. Lutheran Synod	*500
KFUP	1310		228.9	Denver, Colo.	54	M	Fitzsimmons Gen. Hos.	100
KFVD	1000		299.8	Culver City, Calif.	61	P	Los Angeles B'Castg. Co.	250
KFVS	1210		247.8	Cape Girardeau, Mo.	57	C	Hirsch Bat. & Radio Co.	100
KFWB	950		315.6	Hollywood, Calif.	61	P	Warner Bros. B'Castg.	1000
KFWF	1200		249.9	St. Louis, Mo.	57	C	St. Louis Truth Center Inc.	100
KFWI	930		322.4	San Francisco, Calif.	41	P	Rad. Entertainments, Ltd.	500
KFXD	1420		211.1	Nampa, Idaho	32M		Frank E. Hurt	100
KFXF	920		325.9	Denver, Colo.	54	M	Colorado Radio Corp.	500
KFXJ	1310		228.9	Grand Junction, Colo.	44	M	Western Slope Brd. Co.	100
KFXM	1210		247.8	San Bernardino, Calif.	51	P	Lee Bros. B'Castg. Co.	100
KFXR	1310		228.9	Oklahoma City, Okla.	65	C	Exchange Ave. Bap. Ch.	*100
KFXY	1420		211.1	Flagstaff, Ariz.	63	M	Albert H. Schermann	100
KFYO	1420		211.1	Abilene, Texas	95	C	T. E. Kirksey	*100
KFYR	550		545.1	Bismarck, N. D.	25	C	Meyers B'Castg. Co.	*1000
KGA	1470		204.0	Spokane, Wash.	12	P	Northwest B. System, Inc.	5000
KGAR	1370		218.8	Tucson, Ariz.	73	M	Tucson Motor Service Co.	*100
KGB	1330		225.4	San Diego, Calif.	71	P	Don Lee Inc.	500
KGBU	900		333.1	Ketchikan, Alaska			Alaska Radio & Serv. Co.	500
KGBX	1310		228.9	St. Joseph, Mo.	56	C	KGBX, Inc.	100
KGBZ	930		322.4	York, Nebr.	45	C	Dr. Geo. R. Miller	*500
KGCA	1270		236.1	Decorah, Iowa	36	C	Chas. W. Greenley	50
KGCR	1210		247.8	Watertown, S. D.	35	C	Greater Kampeska Rad. Corp.	100
KGCU	1240		249.9	Mandan, N. D.	25	C	Mandan Radio Assn.	250
KGCX	1310		228.9	Wolf Point, Mont.	14	M	First State Bank of Vida	*100
KGDA	1370		218.8	Mitchell, S. D.	35	C	Mitchell B. C. Corp.	100
KGDE	1200		249.9	Fergus Falls, Minn.	26	C	Jaren Drug Co.	*100
KGDM	1100		272.6	Stockton, Calif.	41	P	E. F. Pepper	250
KGDY	1200		249.9	Huron, S. D.	35	C	Voice of South Dakota	100
KGEF	1300		230.6	Los Angeles, Calif.	61	P	Trinity Meth. Church	1000
KGEK	1200		249.9	Yuma, Colo.	44	M	Beehler Elec. Equip. Co.	100
KGER	1360		220.4	Long Beach, Calif.	61	P	Consolidated Brd. Corp., Ltd.	1000
KGEW	1200		249.9	Ft. Morgan, Colo.	44	M	City of Ft. Morgan	100
KGEZ	1310		228.9	Kaliispell, Mont.	13	M	Donald C. Treolar	100
KGFF	1420		211.1	Shawnee, Okla.	65	C	KGFF B'Castg. Co., Inc.	100
KGFG	1370		218.8	Oklahoma City, Okla.	65	C	Oklahoma B. C. Co.	100
KGFI	1500		199.9	Corpus Christi, Texas	85	C	Eagle Brd. Co., Inc.	*100
KGFI	1200		249.9	Los Angeles, Calif.	61	P	Ben S. McGlashan	100
KGFK	1500		199.9	Moorhead, Minn.	15	C	Red River B'Castg. Co.	50
KGFL	1370		218.8	Raton, N. Mex.	54	M	KGFL, Inc.	50
KGFW	1310		228.9	Kearney, Nebr.	45	C	Central Nebr. B. C. Corp.	100
KGFX	630		475.9	Pierre, S. D.	35	C	Dana McNeil	200
KGGC	1420		211.1	San Francisco, Calif.	41	P	Golden Gate Brd. Co.	100
GGGF	1010		296.9	So. Coffeyville, Okla.	56	C	Powell & Platz	500
KGGM	1230		243.8	Albuquerque, N. M.	54	M	New Mexico Brd. Co.	*250
KGHF	1320		227.1	Pueblo, Colo.	54	M	Ritchie & Finch	*250
KGHI	1200		249.9	Little Rock, Ark.	46	C	O. A. Cook	100
KGHL	950		315.6	Billings, Mont.	13	M	Northwestern Auto Sup. Co.	1000
KGIR	1360		220.4	Butte, Mont.	14	M	KGIR, Inc.	500
KGIW	1420		211.1	Trinidad, Colo.	44	M	Leonard E. Wilson	100
KGIX	1420		211.1	Las Vegas, Nev.	42	P	J. M. Heaton	100
KGIZ	1500		199.9	Grant City, Mo.	36	C	Grant City Park Corp.	100

\*Indicates Station Uses More Power in the Day Time

# Chain Programs

All Hours Given in Eastern Standard Time

## Sunday--Cont.

### THE COLUMBIA CHAIN

#### 1:45 p. m. Venida Program

WABC, W2XE, WFBL, WGR, WDR, WAAB, WCAU, W3XAU, WJAS, WMAL, WHK, WERC, WBBM, KMOX, KMBC

#### 5:30 p. m. Blue Coal Radio Revue

WABC, W2XE, WOKO, WFBL, WHEC, WGR, WEAN, WDR, WAAB, WORC, WCAU, W3XAU, WHP, WCAO, CFRB

#### 6:30 p. m. Barnsdall Musical Memories

WXYZ, WSPD, WISN, WGL, WGN, WCCO, KSCJ, WMT, KMOX, KMBC, KLRA, WIBW, KFH, KFJF, KOIL

#### 7:15 p. m. The Sylvanians

WABC, W2XE, WOKO, WGR, WDR, WNAC, WCAU, W3XAU, WJAS, WCAO, WKRC, WXYZ, WGL, WGN, WCCO, KMOX, KMBC

#### 7:30 p. m. Luden's Novelty Orchestra

WABC, W2XE, WGR, WNAC, WCAU, W3XAU, WMAL, WCAO, WHK, WKRC, WBT, WGST, WXYZ, WREC, WDSU, WKBH, WFBM, WGN, WCCO, KMOX, KMBC, WNAX, KRLD, KDYL, KLZ

#### 8:45 p. m. Angelo Patri

WABC, WFBL, WGR, WEAN, WDR, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHK, WERC, WXYZ, WSPD, WOWO, WGN, WCCO, KMOX, KMBC

#### 10:00 p. m. Edna Wallace Hopper

WABC, W2XE, WOKO, WFBL, WHEC, WKBW, WLBS, WDR, WAAB, WORC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHK, WKRC, WGST, WXYZ, WSPD, WLAB, WREC, WDSU, WISN, WOWO, WFBM, WBBM, WCCO, KMOX, KMBC, KFH, KFJF, KRLD, KTSB, KDYL, KLZ

# MONDAY

## N. B. C. SYSTEM

#### 12:30 p. m. National Farm and Home Hour

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WLW, WGR, WJL, WCKY, KYW, KWK, WRN, KOIL, WRC, WIBA, KSTP, WERC, WDAY, KFJR, WRVA, WPTF, WJAX, WIOD, WFLA, WHAS, WSM, WMC, WSB, WAPI, WSMB, WJDX, KTHS, KVOO, KPRC, KOA, WOC, WHO, WOW, WDAF

#### 6:45 p. m. Swift Program

WEAF, WTIC, WTAG, WEEI, WJAR, WCSH, WFI, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KSD

#### 7:15 p. m. Campbell Orchestra

WEAF, WTAG, WJAR, WCSH, WLIT, WFBM, WRC, WGY, WBEN, WTAM, WSAI, WENR, WOW, WDAF, WOC, WHO, CFCE

#### 7:30 p. m. Prince Albert Quarter Hour

WEAF, WTAG, WEEI, WJAR, WCSH, WLIT, WFBM, WRC, WGY, WBEN, WTAM, WWJ, WBAI, WDAF, WIBA, WTMJ, KSTP, WERC, WDAY, KFJR, WRVA, WNNC, WIS, WJAX, WIOD, WFLA, WQAI, WKY

#### 7:45 p. m. The Goldbergs

WEAF, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR

#### 8:30 p. m. Voice of Firestone

WEAF, WTIC, WTAG, WEEI, WJAR, WCSH, WLIT, WFBM, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WMAQ, KSD, WOC, WHO, WOW, WDAF, CKGW, CFCE, WRVA, WIS, WNNC, WJAX, WIOD, WFLA, WHAS, WSB, WSMB, WJDX, KTHS, KVOO, WFAA, KPRC, WQAI, WKY

#### 8:30 p. m. Death Valley Days

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WLS, KWK, WRN, KOIL, KSTP, WERC, WIBA, KFJR, KOA, ESL, EGO, KFI, KGW, KOMO, KHQ, KVAR, KFSD

[Continued on Page 10]



# Mrs. Winchell's Bad Little Boy, Walter

## World's Champion Collector of Gossip

Back before the war there was a stage-struck kid of 13 who earned his coffee and cakes as a singing usher in a movie house in Harlem. Eventually he graduated to vaudeville where he earned \$100.00 a week as a hooper. But he quit the stage and went to work as a news writer for \$25.00, because he thought he'd like that better.

And, apparently he was right, for now he's turned the coffee and cake money into an income which would make many a millionaire water at the mouth, and he's known to hosts of people as Walter Winchell, the world's gossip collector.

The boy who sang in the Harlem movie is the man who now writes a column syndicated all over the country, and who talks over a National Broadcasting Company network three times a week. His voice is heard in Cuba, Hawaii, London, Paris and Montreal, as well as throughout America, as he calls orchestras to go on the air in various parts of the world.

It's quite a story, the story of his rise to fame:

Walter was born in New York in 1897. "No rag went into an extra edition over the event", he says. He went to the public schools until he was thirteen, when he started on his roundabout road to Broadway. He was in 6-B when he left school to join the "Imperial Trio"—three singing ushers in a Harlem "moom pitcher" house.

That trio wasn't famous then, but look at the members of it now. Winchell isn't the only one who's famous on the NBC air waves. Another of the boys was Eddie Cantor—and you've heard of the third one too—Georgie Jessel. Those three used to keep the crowd out of the aisles, collect late tickets, and during intermission sing popular "chunes" to illustrated slides.

Cantor was the lead, Jessel sang bass, and Winchell was the tenor. Winchell was spelled with only one "l" then, but shortly afterward Gus Edwards put the trio into a revue and the printer spelled it in the present form on the program.

"What the 'l'", said Walter, and accepted the addition.

It was with this act that the trekking started. Walter played the boards in various acts from coast to coast until the war started and he enlisted in the Navy. "And can you imagine?" he says, "They made me confidential secretary to two admirals. A juicy slice of irony. First confidential sec. to a battleship, and now the mogul scandal-monger."

When the papers were signed which stopped the firing, Winchell returned to vaudeville, but soon decided to quit the stage. He wanted to be a newspaper man at any price, and while he was thinking about it he started "The Daily News Sense"—a couple of typewritten sheets which he used to tack up beside the mail box in every theater where he appeared.

Finally one theater owner showed it to Glenn Condon, editor of the New York Vaudeville News, who agreed to meet Walter's demand of \$25.00 a week for his reportorial services. Soon he was earning \$50.00, and after Condon agreed to allow him 20% on the advertising, he was making more than the editor.

Then a new "tab" was started in New York and Winchell was hired as dramatic critic, amusement editor and columnist at \$100.00. Four years later he was getting \$300.00, and a little later still the New York "mirrrr", as he calls it, hired him at \$25,000 a year for the column alone.

"Broadway is my world", he says. "I get up promptly at four every afternoon, make the office by five and prepare the column for the next yawning. Then comes the nightly round of theatres, sir-dens, ritzy parties, cognoscenti conclaves, drink a little giggle-water here and there and sniff out the news about the celebs. At about seven in the morning I go to bed".

Winchell says you "must pump people for news." You can always manage to find a leak in the person who promised not to tell, he finds. In addition he has regular news sources in Newport, Palm Beach and the other resorts, as well as in Europe.

"It's a dizzy business," he says, "a dizzy job, yet I'm happy where I am. All of Broadway is my backyard."

Winchell married June Astor before he left the stage and they have two girls—Gloria and Walda. They're in Florida now and he gets lonesome sometimes, but he is too busy writing and broadcasting to be really unhappy about it.



Walter Winchell

## Time? Yes...No...Oh!

This nightmare might happen to any announcer who has worked too hard through the day. It was the opening night of the largest commercial program to ever be presented over an NBC network. Everett Mitchell (dreaming he was Chicago NBC's ace mike-man) was to announce the program, at which the company's president, Morling H. Aylesworth, and a host of directors were present in honor of the occasion. Time came for the switch from the New York studios to those in Chicago. Everett looked at the clock which had never lost a split second of time, only to find that it was wrong. On legs that seemed to stick to the floor, he made his way to another studio to find that clock also wrong. Hurrying as fast as he could, he visited all of the remaining studios, and in each found the time different. Sick at heart Everett returned to the original studio to find that the program was already over.

Everett woke from the nightmare in a cold sweat! (Boy, we'll bet he's glad that was only a dream).

A set of NBC chimes, according to Walter Winchell, makes an ideal Scotch xylophone, because it has only three notes.

Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	Map Loc.	Time	OWNER	Power
KGKB	1500		199.9	Tyler, Texas	95	C	Eagle Publishing Co.	100
KGKL	1370		218.8	San Angelo, Texas	95	C	KGKL, Inc.	100
KGKO	570		526.0	Wichita Falls, Texas	95	C	Wichita Falls Brd. Co.	*250
KGKX	1420		211.1	Sandpoint, Idaho	22	C	W. W. Von Cannon, Trustee	100
KGKY	1500		199.9	Scottsbluff, Nebr.	45	C	Hilliard Co., Inc.	100
KGMB	1320		227.1	Honolulu, Hawaii			Honolulu Brd. Co., Ltd.	250
KGMP	1210		247.8	Elk City, Okla.	65	C	Bryant Rad. & Elec. Co.	100
KGNF	1430		209.7	North Platte, Nebr.	45	C	Great Plains B'Castg. Co.	500
KGNO	1210		247.8	Dodge City, Kans.	55	C	Dodge City Brd. Co., Inc.	100
KGO	790		379.5	San Francisco, Calif.	41	P	Nat. B'Castg. Co.	7500
KGRS	1410		212.6	Amarillo, Texas	64	C	Gish Radio Service	1000
KGU	940		319.0	Honolulu, Hawaii			Marion A. Mulrony	1000
KGVO	1420		211.1	Missoula, Mont.	23	M	Mosby's, Inc.	100
KGW	620		483.6	Portland, Ore.	11	P	Oregonian Publ. Co.	1000
KGY	1200		249.9	Olympia, Wash.	11	P	KGY, Inc.	10
KHJ	900		333.1	Los Angeles, Calif.	61	P	Don Lee, Inc.	1000
KHQ	590		508.2	Spokane, Wash.	12	P	Louis Wasmer, Inc.	*1000
KICA	1370		218.8	Clovis, N. Mex.	64	M	W. E. Whitmore	100
KICK	1420		211.1	Red Oak, Iowa	46	C	Red Oak Radio Corp.	100
KID	1320		227.1	Idaho Falls, Idaho	32	P	KID B'Castg. Co.	*250
KIDO	1350		222.1	Boise, Idaho	22	P	Boise B'Castg. Station	1000
KIT	1310		228.9	Yakima, Wash.	12	P	Carl E. Haymond	100
KJBS	1070		280.2	San Francisco, Calif.	41	P	Julius Brunton & Sons Co.	100
KJR	970		309.1	Seattle, Wash.	11	P	Northwest B. Sys. Inc.	5000
KLCN	1290		232.4	Blytheville, Ark.	66	C	C. L. Lintzenich	50
KLO	1400		214.2	Ogden, Utah	43	M	Interstate Brdcstg. Corp.	500
KLPM	1240		211.1	Minot, N. D.	35	C	John B. Cooley	250
KLRA	1390		215.7	Little Rock, Ark.	66	C	Arkansas B'Castg. Co.	1000
KLS	1440		208.2	Oakland, Calif.	41	P	Warner Brothers	250
KLX	880		340.7	Oakland, Calif.	41	P	Tribune Publ. Co.	500
KLZ	560		535.4	Denver, Colo.	54	M	Reynolds Radio Co., Inc.	1000
KMA	930		322.4	Shenandoah, Iowa	46	C	May Seed & Nursery	*500
KMAC	1370		218.8	San Antonio, Tex.	95	C	W. W. Mc Allister	100
KMBC	950		315.6	Kansas City, Mo.	56	C	Midland Brd. Co., Inc.	1000
KMED	1310		228.9	Medford, Ore.	21	P	Mrs. W. J. Virgin	100
KMJ	1210		247.8	Fresno, Calif.	51	P	McClatchy Co.	100
KMLB	1200		249.9	Monroe, La.	78	C	Liner's B'Castg. Station	100
KMMJ	740		405.2	Clay Center, Nebr.	45	C	The M. M. Johnson Co.	1000
KMO	860		348.6	Tacoma, Wash.	11	P	KMO, Inc.	500
KMOX	1090	110+	275.1	St. Louis, Mo.	57	C	Voice of St. Louis, Inc.	5000
KMPC	710		422.3	Beverly Hills, Calif.	61	P	R. S. Mac Millan	500
KMTR	570		526.0	Los Angeles, Calif.	61	P	KMTR Radio Corp.	500
KNOW	1500		199.9	Austin, Tex.	85	C	KNOW B. C. Corp.	100
KNX	1050		285.5	Hollywood, Calif.	61	P	Western B'Castg. Co.	5000
KOA	830		361.2	Denver, Colo.	54	M	National Brd. Co., Inc.	12500
KOAC	550		545.1	Corvallis, Ore.	21	P	Oregon State Agri. Col.	1000
KOB	1180		254.1	State College, N. M.	73	M	N. M. Col. of Agri. & M. Art	20000
KOCW	1400		214.2	Chickasha, Okla.	65	C	Okla. College for Women	*250
KOH	1380		217.3	Reno, Nev.	42	P	The Bee, Inc.	500
KOIL	1260	128	238.0	Council Bluffs, Iowa	46	C	Mona Motor Oil Co.	1000
KOIN	940		319.0	Portland, Oregon	11	P	KOIN, Inc.	1000
KOL	1270		236.1	Seattle, Wash.	11	P	Seattle Brd. Co., Inc.	1000
KOMO	920		325.9	Seattle, Wash.	11	P	Fisher's Blend Sta. Inc.	1000
KONO	1370		218.8	San Antonio, Tex.	95	C	Mission Brd. Co., Inc.	100

\*Indicates Station Uses More Power in the Day Time

# Chain Programs

All Hours Given in Eastern Standard Time

## Monday--Cont.

### N. B. C. SYSTEM —Continued

**9:00 p. m. Maytag Orchestra**  
WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WLS, KWK, WREN, WTMJ, KSTP, WEBC, WDAY, KFJR, WSM, WBN, WCAO, WFAA, KPRC, WOAI, WKY, KOA, KSL, KGO, KECA, KGW, KOMO, KHQ

**9:00 p. m. A. & P. Gypsies**  
WEAF, WTIC, WTAC, WEEI, WJAR, WCSH, WLIT, WRC, WGY, WBN, WCAE, WTAM, WWJ, WSAI, WMAQ, KSD, WOC, WHO, WOW, WDAF

**11:00 p. m. Amos 'n' Andy**  
WJDX, WMAQ, WENR, WDAF, KWK, WREN, KOIL, WTMJ, WJBA, KSTP, WEBC, WHAS, WSM, WMC, WSB, WSMB, KTHS, WBAF, KPRC, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ, KFSD. This is a split network.

### THE COLUMBIA CHAIN

**12:30 p. m. Columbia Revue**  
WABC, W2XE, WOKO, WFBL, WHEC, WGR, WEAN, WDRC, WNAC, WORC, WPG, WIP, WFAN, WHP, WJAS, WLBW, WMAI, WTAR, WWVA, WADC, WBT, WQAM, WDBO, WXYZ, WBCM, WSPD, WLAP, WDOD, WREC, WLAC, KPRC, KDYL, WBRC, WDSU, WISN, WTAQ, WMT, KMOX, KFH, KTSB, WACO, KOH, KFOR, KOL, KFPY

**7:00 p. m. Myrt and Marge**  
WABC, W2XE, WOKO, WFBL, WHEC, WGR, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAI, WCAO, WWVA, WADC, WHEC, WSPD, KMOX

**7:15 p. m. Cremo Presents Bing Crosby**  
WABC, W2XE, WOKO, WFBL, WHEC, WGR, WLBZ, WEAN, WDRC, WNAC, WORC, WCAU, W3XAU, WHP, WJAS, WLBW, WMBG, WMAI, WCAO, WTAR, WDBJ, WADC, WHK, WKRC, WCAH, WBT, WBIG, WTCO, WQAM, WDBO, WDAE, WXYZ, WSPD, KTBS, WRR, KGRS, WACO, WCSB

**7:45 p. m. The Camel Quarter-Hour**  
WABC, W2XE, WOKO, WFBL, WHEC, WGR, WLBZ, WEAN, WDRC, WNAC, WORC, WCAU, W3XAU, WHP, WJAS, WMAI, WCAO, WTAR, WDBJ, WWVA, WADC, WHK, WKRC, WCAH, WBT, WBIG, WJSJ, WGST, WTCO, WQAM, WDBO, WDAE, WXYZ, WSPD, WLAP, WDOD, WREC, WLAC, WNOX, WBRC, WDSU, WISN, WFBM, WCCO, KSCJ, WMT, KMOX, KMBC, KLRA, WNAX, WIBW, KFH, KFJF, KRLD, KTRH, WACO

**8:15 p. m. Singin' Sam, the Barbasol Man**  
WABC, WOKO, WFBL, WKBW, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAI, WCAO, WADC, WHK, WKRC, WXYZ, WSPD, WFBM, WGN, WCCO, KMOX, KMBC

**8:30 p. m. La Palina Presents Kate Smith**  
WABC, WFBL, WHEC, WGR, WCAU, W3XAU, WJAS, WMAI, WCAO, WADC, WHK, WKRC, WXYZ, WSPD, WFBM, WGN, WCCO, KMOX, KMBC

**8:45 p. m. Colonel Stoopnagle and Budd**  
WTAR, WDBJ, WBT, WTCO, WQAM, WDBO, WDAE, WFIW, WDOD, WREC, WLAC, WBRC, WDEU, KLRA

**9:00 p. m. Vapex Presents the Mills Brothers**  
WABC, WOKO, WFBL, WKBW, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAI, WCAO, WADC, WHK, WKRC, WXYZ, WSPD, WGOV, WGN, KMOX, KMBC

**9:30 p. m. Bourjois—An Evening in Paris**  
WABC, WFBL, WHEC, WKBW, WEAN, WNAC, WCAU, W3XAU, WJAS, WMAI, WCAO, WADC, WHK, WKRC, WBT, WGST, WXYZ, WSPD, WDSU, WGOV, WGN, WCCO, WMT, KMOX, KMBC, KFJF, KRLD, KOL, KFPY, KOIN, KPRC, KHJ, KDYL, KLZ

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Morton Downey



Jill and Judy



Jack Fulton

## Popular Artists

Morton Downey, heard with the Camel Quarter Hour, and one of the foremost radio stars today.

Jill Edwards and Juliet Barker, are pictured in a leisure moment. Before coming to radio Jill (who was born in China) was secretary of Shanghai College, and Judy taught dramatics at various colleges.

Jack Fulton girls, the lad with the great brown eyes whose sweet tenor voice can be heard on all the Paul Whiteman broadcasts over an NBC network on Mondays from 11 to 11:30 P. M. (CST).

Helene Dumas comes from the legitimate stage to star in the Blue Coal Radio Revue mystery thrillers; heard over the Columbia network each Sunday night from 5:30 to 6:30 P. M. (EST)

"Raising Junior" NBC domestic skit broadcast every evening except Wednesday over an NBC network from 6:00 to 6:15 P. M. (EST). Peter Dixon and Aline Berry play the principal roles. In real life they are Mr. & Mrs. Dixon.

Mildred Bailey, radio's best known "Blues" singer pictured below as she starts to sing a number at the Chicago NBC studios. She can be heard on almost all the Paul Whiteman broadcasts.

Ann Leaf, better known to her associates as "Little Organ Annie", weighs only 90 pounds and is so small engineers have wired the expression pedals of the three manual organ together so that one tiny foot can operate them as a unit.

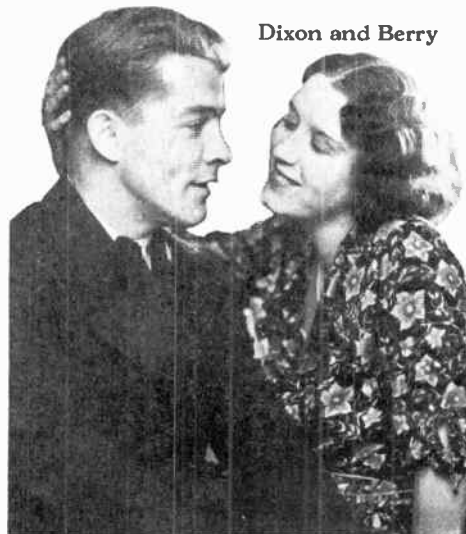
Julia Mahoney—one of the regular staff soloists of the Columbia Broadcasting System.



Helene Dumas



Julia Mahoney



Dixon and Berry



Mildred Bailey



Ann Leaf

Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	Map Loc.	Time	OWNER	Power
KOOS	1370		218.8	Marshfield, Ore.	21	P	H. H. Hanseth, Inc.	100
KORE	1420		211.1	Eugene, Ore.	21	P	Eugene Brd. Station	100
KOY	1390		215.7	Phoenix, Ariz.	72	M	Nielsen R. & Sptg. G. Co.	500
KPCB	650		461.3	Seattle, Wash.	11	P	Queen City B'Castg. Co.	100
KPJM	1500		199.9	Prescott, Ariz.	62	M	A. P. Miller	100
KPO	680		440.9	San Francisco, Calif.	41	P	Haes Bros. & The Chron.	5000
KPOF	880		340.7	Denver, Colo.	54	M	Pillar of Fire, Inc.	500
KPPC	1210		247.8	Pasadena, Calif.	61	P	Pasadena Pres. Church	50
KPQ	1500		199.9	Wenatchee, Wash.	11	P	Weacoast B'Castg. Co.	50
KPRC	920		325.9	Houston, Texas	86	C	Houston Printing Co.	*1000
KQV	1380		217.3	Pittsburgh, Pa.	49	E	KQV B'Castg. Co.	500
KQW	1010		296.9	San Jose, Calif.	51	P	Pacific Agri. Foundation	500
KRE	1370		218.8	Berkeley, Calif.	41	P	First Cong. Church	100
KREG	1500		199.9	Santa Ana, Calif.	51	P	J. S. Edwards	100
KRGV	1260		238.0	Harlingen, Texas	75	C	KRGV, Inc.	500
KRKD	1120		267.7	Inglewood, L. A., Cal.	61	P	Dalton's, Inc.	500
KRLD	1040	105	288.3	Dallas, Texas	75	C	KRLD Radio Corp.	10000
KRMD	1310		228.9	Shreveport, La.	76	C	Robert M. Dean	50
KROW	930		322.4	Oakland, Calif.	61	P	Educ. B. C. Co.	*500
KRSC	1120		267.7	Seattle, Wash.	11	P	Radio Sales Corp.	50
KSAC	580		516.9	Manhattan, Kans.	55	C	Kansas State Agri. Col.	*500
KSCJ	1330		225.4	Sioux City, Iowa	36	C	Perkins Bros. Co.	*1000
KSD	550		545.1	St. Louis, Mo.	57	C	Pulitzer Publ. Co.	500
KSEI	900		333.1	Pocatello, Idaho	32	P	Radio Service Corp.	250
KSL	1130		265.3	Salt Lake City, Utah	43	M	Radio Service Corp.	5000
KSO	1380		217.3	Clarinda, Iowa	46	C	Iowa B'Castg. Co.	500
KSOO	1110		270.1	Sioux Falls, S. D.	35	C	Sioux Falls Brd. Assn.	2500
KSTP	1460		205.4	St. Paul, Minn.	26	C	National Bat. Brd. Co.	10000
KTAB	560		535.4	Los Angeles, Calif.	41	P	Associated Broadcasters	1000
KTAP	1420		211.1	San Antonio, Texas	95	C	Alamo B'Castg. Co.	100
KTAR	620		483.6	Phoenix, Ariz.	72	M	KTAR B'Castg. Co.	*500
KTAT	1240		241.8	Ft. Worth, Tex.	95	C	S. A. T. B'Castg. Co.	1000
KTBR	1300		230.6	Portland, Ore.	11	P	M. E. Brown	500
KTBS	1450		206.8	Shreveport, La.	86	C	Tri State B. C. System	100
KTFI	1320		227.1	Twin Falls, Idaho	32	P	Radio Brd. Corp.	*250
KTHS	1040		288.3	Hot Springs, Ark.	66	C	Hot Springs Cham. of Com.	10000
KTLC	1310		228.9	Houston, Texas	85	C	Houston B'Castg. Co.	100
KTM	780		384.4	Los Angeles, Calif.	61	P	Pickwick B'Castg. Corp.	*500
KTRH	1120		267.7	Houston, Texas	85	C	Rice Hotel Co.	500
KTSA	1200		232.4	San Antonio, Texas	95	C	Lone Star Brd. Co., Inc.	*1000
KTSM	1310		228.9	El Paso, Texas	75	C	Bledsoe & Blackwell	100
KTW	1220		245.6	Seattle, Wash.	11	P	First Pres. Church	1000
KUJ	1370		218.8	Walla Walla, Wash.	11	P	KUJ, Inc.	100
KUOA	1390		215.7	Fayetteville, Ark.	66	C	University of Arkansas	1000
KUSD	890		336.9	Vermillion, S. D.	35	C	University of S. D.	500
KVI	760		394.5	Tacoma, Wash.	11	P	Puget Sound Rad. B. C. Co.	1000
KVL	1370		218.8	Seattle, Wash.	11	P	KVL, Inc.	100
KVOA	1260		238.0	Tucson, Ariz.	73	M	Robt. M. Riculfi	500
KVOO	1140		263.0	Tulsa, Okla.	66	C	Southwestern Sales Corp.	5000
KVOS	1200		249.9	Bellingham, Wash.	11	P	KVOS, Inc.	100
KWCR	1310		228.9	Cedar Rapids, Iowa	46	C	Cedar Rapids B'Castg. Co.	100
KWEA	1210		247.8	Shreveport, La.	76	C	Hello World Brd. Corp	100

\*Indicates Station Uses More Power in the Day Time

Chain Programs

All Hours Given in Eastern Standard Time

Monday--Cont.

THE COLUMBIA CHAIN  
—Continued

10:45 p. m. Myrt and Marge  
WXYZ, WLAP, WBBM, WCCO, KMBC, EMJ, KFBE,  
KOL, KFFY, KOIN, KFRC, KHJ, KDYL, KLZ

11:00 p. m. Cremo Presents Bing Crosby  
WGST, WBCM, WLAP, WDOD, WREC, WLAC,  
WNOX, WBRG, WDSU, WISN, WWOV, WFBM,  
WGN, WCCO, KSCJ, WMT, KMOX, KMBC, KLRA,  
WPAF, WIBW, KFH, KFJF, KTRH, KTSB, KOH,  
KFBE, KOL, KFFY, KOIN, KDYL, KLZ

11:30 p. m. The Camel Quarter-Hour  
WOWO, WGN, KTSB, KOH, KFBE, KOL, KFFY,  
KOIN, KDYL, KLZ

TUESDAY

N. B. C. SYSTEM

12:30 p. m. National Farm and Home Hour

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WLW,  
WGAR, WJR, WCKY, KYW, KWK, WREN, KOIL,  
WIBA, KSTP, WEBC, WDAY, KFYR, WRVA,  
WPTF, WIS, WJAX, WIOD, WFLA, WHAS, WSM,  
WMC, WSB, WAPI, WSMB, WJDX, KTHS, KVOO,  
WFAA, KPRC, WOAI, WKY, KOA, WRC, WOC,  
WHO, WOW, WDAF

6:45 p. m. Swift Program

WEAF, WTIC, WTAG, WEEI, WJAR, WCSH, WFI,  
WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI,  
KSD

7:30 p. m. Prince Albert Quarter Hour

WEAF, WTIC, WTAG, WJAR, WCSH, WFL, WFBR,  
WRC, WGY, WBEN, WTAM, WSAI, WDAF, WIBA,  
WTMJ, KSTP, WEBC, WDAY, KFYR, WRVA,  
WJAX, WIOD, WFLA, WIS, WNBC,  
WOAI, WEY

7:45 p. m. The Goldbergs

WEAF, WTIC, WGY, WBEN, WCAE, WTAM,  
WWJ, WSAI, WENR

8:00 p. m. Blackstone Plantation

WEAF, WTIC, WTAG, WEEI, WJAR, WCSH, WFI,  
WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI,  
KYW, WOC, WHO, WOW, WDAF, KSTP, WEBC,  
KSD

8:30 p. m. True Story

WEAF, WTIC, WTAG, WEEI, WJAR, WCSH, WRC,  
WGY, WBEN, WWJ, WOC, WHO, WDAF, WFI,  
KYW, WTAM, WSAI, WCKY, KSD, WOW

8:30 p. m. Heel Hugger Harmonies

WJZ, WHAM, WLS, WREN, KOIL, KOA, KSL,  
KFO, KFI, KGW, KOMO, KHQ, KFSD, KTAR

8:45 p. m. Sisters of the Skillet

WJZ, WBZ, WBZA, WHAM, KDKA, WLS, KWK,  
WREN, KOIL, KSTP, WEBC, WDAY, WIBA, KFYR,  
KVOO, WBAF, KFRC, WOAI, WKY, KOA, KSL, EGO,  
KFI, KGW, KOMO, KHQ, KFSD, KTAR

9:00 p. m. McKesson Musical Magazine

WEAF, WTIC, WTAG, WEEI, WJAR, WCSH, WFI,  
WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI,  
WLS, KSD, WOC, WHO, WOW, WDAF, WEBC,  
WDAY, KFYR, WRVA, WIS, WJAX, WIOD, WFLA,  
WHAS, WSM, WMC, WSB, WSMB, WJDX, KTHS,  
KVOO, KFRC, WOAI, WKY, KOA, KSL, EGO,  
KFI, KGW, KOMO, KHQ, KFSD, KTAR

9:30 p. m. The Fuller Man

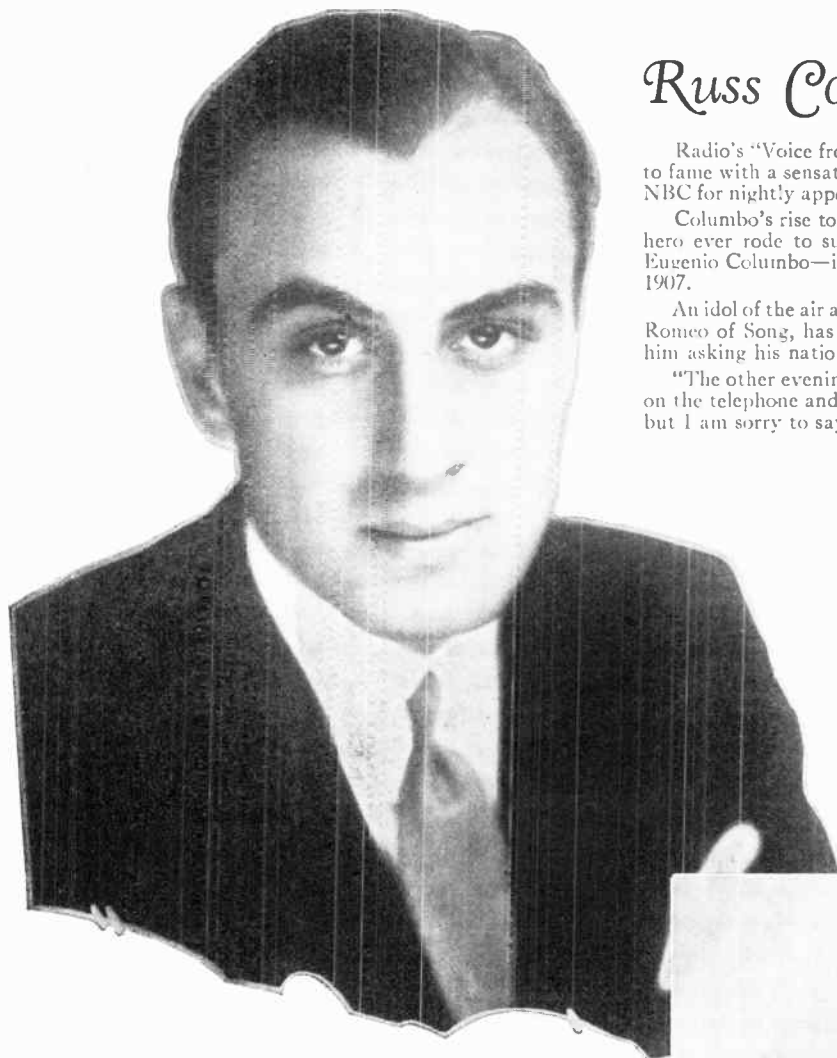
WEAF, WTIC, WTAG, WEEI, WJAR, WCSH, WFI,  
WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI,  
KYW, KSD, WOC, WHO, WOW, WDAF, WTMJ,  
KSTP, WEBC, WSB, WBAF, WOAI, WKY, KOA,  
KSL, EGO, KFI, KGW, KOMO, KHQ

10:00 p. m. Lucky Strike Dance Hour

WEAF, WTIC, WTAG, WEEI, WJAR, WCSH,  
WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM,  
WWJ, WSAI, WENR, KSD, WOC, WHO, WDAF,  
KSTP, WFAA, KSL, WTMJ, WEBC, WDAY, KFYR,  
WIBA, WRVA, WNBC, WIS, WJAX, WIOD,  
WFLA, WHAS, WSM, WMC, WSB, WAPI, WSMB,  
WJDX, KFRC, WOAI, WKY, KOA, EGO, KFI,  
KGW, KOMO, KHQ, KTAR, KFSD

[Continued on Page 14]





## Russ Columbo Uses 5 Languages

Radio's "Voice from the Golden West" who in a few short months has sung his way to fame with a sensational vocal style, has signed an exclusive long term contract with NBC for nightly appearance over coast-to-coast networks.

Columbo's rise to radio's dizzy heights has been meteoric and romantic. No Alger hero ever rode to success more spectacularly. His full name—Ruggerio Rudolpho Eugenio Columbo—indicates his Italian parentage. He was born in San Francisco in 1907.

An idol of the air also can be an accomplished linguist. In fact, Russ Columbo, NBC Romeo of Song, has demonstrated such lingual proficiency that listeners often write him asking his nationality.

"The other evening I sang a Russian song", and a Russian-speaking listener got me on the telephone and began praising my proficiency in his language. I was delighted, but I am sorry to say that my knowledge of the Russian tongue is somewhat limited.

My knowledge of Italian, Spanish and German, however, has helped me attain a passable pronunciation in several languages.

"French is quite difficult, but I have found Italian helpful in the pronunciation of that graceful tongue. I think French is one of the most musical of languages and one of the most effective when sung."

Columbo's native tongue is English. His parents were Italian-born, and he speaks the language of his father's sunny Naples like a true Neapolitan.

"I learned to respect German through my association with my first violin teacher," Columbo says.

"I picked up some Spanish on the Hollywood movie lots and also studied it in high school in Los Angeles. As I have grown older I have realized the value of Italian and I owe a great debt of gratitude to my parents for keeping the language alive in our home."

## Three of a Kind

Those gossiping girls pose for a new picture between broadcasts. Contrary to the general public impression, the three girls are truly girls, all under thirty and all recent graduates of Northwestern University, where they were active in campus dramatics. They can be heard daily except Sunday and Monday at 9:30 P. M. (CST) over an NBC network.

Just a few statistics for Clara, Lu 'n' Em. During the first nine months they have been on the air, local and network, they travelled 25 miles a day, six days a week, to the studios and back to their homes.

During that time the girls have dispensed approximately 275,000 words of gossip on subjects ranging from Ghandi's solution of the Indian problems, to the hole August Roach and Junior Kruger started to dig to China.



## Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	Map Loc.	Time	OWNER	Power
KWG	1200		249.9	Stockton, Calif.	41	P	Portable Wireless Tel. Co.	100
KWJJ	1060		282.8	Portland, Ore.	11	P	KWJJ B'Castg. Co., Inc.	500
KWK	1350		222.1	St. Louis, Mo.	57	C	Thos. Patrick, Inc.	1000
KWKC	1370		218.8	Kansas City, Mo.	56	C	Wilson Duncan Brd. Co.	100
KWKH	850		353.7	Shreveport, La.	66	C	Hello World Brd. Corp.	10000
KWLC	1270		236.1	Decorah, Iowa	36	C	Luther College	100
KWSC	1220		245.6	Pullman, Wash.	12	P	State College of Wash.	*1000
KWWG	1260		238.0	Brownsville, Tex.	95	C	Herald Publ. Co.	500
KXA	570		526.0	Seattle, Wash.	11	P	American Radio Tel. Co.	500
KXL	1420		211.1	Portland, Ore.	11	P	KXL Broadcasters, Inc.	100
KXO	1500		199.9	El Centro, Calif.	72	P	Irey & Bowles	100
KXRO	1310		228.9	Aberdeen, Wash.	11	P	KXRO, Inc.	100
KXYZ	1420		211.1	Houston, Texas	86	C	Harris County B. C. Co.	100
KYA	1230		243.8	San Francisco, Calif.	41	P	Pacific Brd. Corp.	1000
KYW	1020	103	293.9	Chicago, Illinois	37	C	Westinghouse E & M Co.	10000
KZRC	320		937.5	Cebu, P. I.			Erlanger & Galinger, Inc.	
WAAB	1410	142	212.6	Boston, Mass.	58	E	Bay State B. C. Corp.	500
WAAB	920		325.9	Chicago, Illinois	37	C	Drovers Journal Publ. Co.	500
WAAM	1250		239.9	Newark, N. J.	40	E	WAAM, Inc.	*1000
WAAT	940		319.0	Jersey City, N. J.	40	E	Bremer B'Castg. Corp.	300
WAAW	660		454.3	Omaha, Nebr.	46	C	Omaha Grain Exchange	500
WABC	860	87	348.6	New York, N. Y.	40	E	Atlantic B'Castg. Co.	50000
WABI	1200		249.9	Bangor, Maine	20	E	Pine Tree B. C. Co.	100
WABO	1440		208.2	Rochester, N. Y.	39	E	WHEC, Inc.	500
WABZ	1200		249.9	New Orleans, La.	87	C	Samuel D. Reeks	100
WACO	1240		241.8	Waco, Texas	85	C	Central Texas Brd. Co.	1000
WADC	1320		227.1	Tallmadge, Ohio	48	E	Allen T. Simmons	1000
WAIU	640		468.5	Columbus, Ohio	48	E	Assoc. Radiocasting Corp.	500
WALR	1210		247.8	Zanesville, Ohio	48	E	Roy W. Waller	100
WAPI	1140		263.0	Birmingham, Ala.	78	C	Ala. Poly. Inst. & Ala. Col.	5000
WASH	1270		236.1	Grand Rapids, Mich.	37	C	Kunsky-Trendle Brd. Corp.	500
WAWZ	1350		222.1	New York, N. Y.	39	E	Pillar of Fire	250
WBAK	1430		209.7	Harrisburg, Pa.	49	E	Penn State Police	*500
WBAL	1060		282.8	Baltimore, Maryland	49	E	Consolidated G. & E. Co.	10000
WBAP	800		374.8	Ft. Worth, Texas	75	C	Carter Publications, Inc.	50000
WBAX	1210		247.8	Wilkes-Barre, Pa.	39	E	John H. Stenger, Jr.	100
WBBC	1400	143	214.2	Brooklyn, N. Y.	40	E	Brooklyn Brd. Corp.	500
WBBL	1210		247.8	Richmond, Va.	59	E	Grace Cov. Pres. Church	100
WBBM	770	78	389.4	Chicago, Illinois	37	C	WBBM B'Castg. Corp.	25000
WBBR	1300		230.6	Brooklyn, N. Y.	40	E	People's Pulpit Assn.	1000
WBBZ	1200		249.9	Ponca City, Okla.	66	C	C. L. Carrell	100
WBCM	1410		212.6	Bay City, Michigan	38	C	James E. Davidson	500
WBCN	870		344.6	Chicago, Ill.	37	C	National B'Castg. Co., Inc.	50000
WBEN	900		333.1	Buffalo, N. Y.	39	E	WBEN, Inc.	1000
WBEO	1310		228.9	Marquette, Mich.	27	C	Lake Superior Brd. Co.	100
WBGF	1370		218.8	Glens Falls, N. Y.	39	E	Parker & Metcalf	50
WBHS	1200		249.9	Huntsville, Ala.	78	C	Hutchens Co.	50
WBIG	1440		208.2	Greensboro, N. C.	59	E	N. C. B'Castg. Co., Inc.	500
WBIS	1230		243.8	Boston, Mass.	30	E	Shepard B. C. Service	1000
WBMS	1450		206.8	Hackensack, N. J.	40	E	WBMS B'Castg. Corp.	250
WBNX	1350		222.1	New York, N. Y.	40	E	Standard Cahill Co., Inc.	250
WBOQ	860		348.6	New York, N. Y.	40	E	Atlantic B'Castg. Corp.	50000
WBOW	1310		228.9	Terre Haute, Ind.	47	E	Banks of Wabash, Inc.	100
WBRC	930		322.4	Birmingham, Ala.	78	C	Birmingham Brd. Co., Inc.	*500

\*Indicates Station Uses More Power in the Day Time

## Chain Programs

All Hours Given in Eastern Standard Time

## Tuesday--Cont.

N. B. C. SYSTEM  
—Continued

10:30 p. m. Clara, Lu and Em  
WJZ, WBAL, WBZ, WBZA, WHAM, WDKA, WGAR, WJR, WCKY, KYW, KWK, WREN, KOIL

11:00 p. m. Amos 'n' Andy  
WMAQ, WENR, KWK, WREN, WDAF, KOIL, WTMJ, WIBA, ESTP, WIBC, WHAS, WSM, WMC, WSB, WSMB, WJDX, KTHS, WFAA, KPCC, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ, KFSD. This is a split network.

## THE COLUMBIA CHAIN

12:30 p. m. Columbia Revue  
WABC, W2XE, WOKO, WFBL, WGR, WDRC, WAAB, WORC, WPG, WIP, WFAN, WHP, WLBW, WMAL, WTAZ, WVA, WADC, WBT, WQAM, WDBO, WXYZ, WBCM, WSPD, WDDO, WREC, WLAC, WBRG, WDSU, WISN, WTAQ, KBCJ, WMT, KMOX, KMBC, KFH, KTSB, WACO, KOH, KFOR, KFPY, KFRC, KDYL

5:30 p. m. Salty Sam, the Sailor  
WABC, W2XE, WFBL, WGR, WAAB, WCAU, W3XAU, WCAO, WHK, WXYZ, WSPD, WBBM, WCCO, KMOX, KMBC

6:30 p. m. The Sylvanians  
WABC, W2XE, WOKO, WKBW, WDRC, WAAB, WCAU, W3XAU, WJAS, WHK, WERC, WXYZ, WGL, WGN, WCCO, KMOX

6:45 p. m. Pertussin Program  
WABC, W2XE, WKBW, WEAN, WDRC, WAAB, WCAU, W3XAU, WMAL, WHK, WXYZ, WBBM, KMBC, KRLD

7:00 p. m. Myrt and Marge  
WABC, W2XE, WOKO, WFBL, WGR, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WVA, WADC, WERC, WSPD, KMOX

7:15 p. m. Cremo Presents Bing Crosby  
WABC, W2XE, WOKO, WFBL, WHEC, WGR, WLBZ, WEAN, WDRC, WNAC, WORC, WCAU, W3XAU, WHP, WJAS, WLBW, WMBG, WMAL, WCAO, WTAZ, WDBJ, WADC, WHK, WERC, WCAH, WKBW, WBT, WBIG, WTCO, WQAM, WDBO, WDAE, WXYZ, WSPD, KTSB, WTAQ, KRLD, KGRS, WACO, WCSB

7:30 p. m. Kaltenborn Edits the News  
WABC, W2XE, WFBL, WGR, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WLBW, WCAO, WADC, WHK, WERC, WXYZ, WSPD, WFBM, WBBM, WCCO, KMOX, KMBC, KJVS

8:15 p. m. Sterling Products Program  
WABC, WFBL, WGR, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHK, WERC, WGST, WXYZ, WSPD, WREC, WDSU, WFBM, WGN, WCCO, KMOX, KMBC, KFJF

8:30 p. m. La Palina Presents Kate Smith  
WABC, WFBL, WHEC, WGR, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHK, WERC, WCAH, WKBW, WXYZ, WBCM, WSPD, WLAB, WISN, WFBM, WGN, WCCO, KMOX, KMBC

8:45 p. m. La Gerardine Program  
WABC, WFBL, WGR, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHK, WERC, WXYZ, WSPD, WQOW, WFBM, WGN, KMOX, KMBC

9:00 p. m. Ben Bernie and His Blue Ribbon Malt Orchestra  
WABC, WFBL, WKBW, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHK, WERC, WKBW, WXYZ, WSPD, WLAC, WIRC, WDSU, WQOW, WGN, WCCO, KMBC, KFH, KFPY, WRR, KTRH, KTSB, KMJ, KFBE, KOI, KFPY, KOIN, KFRC, EHJ, KDYL, KLZ

9:30 p. m. Romances of the Sea  
WABC, WFBL, WKBW, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHK, WERC, WXYZ, WSPD, WQOW, WGN, KMOX, KMBC, CFRB

[Continued on Page 18]



# “The Street Singer”

## Myrt and Marge



Myrt . . . Myrtle Vail . . . wrote the script, sold the sponsor (William Wrigley, Jr. company) on the idea, and now plays the lead ten times each week. Ran away from school at the age of 15 and joined the chorus of a Chicago musical comedy.

Marge . . . Donna Damerel . . . her career is strangely similar to that of Myrt . . . she also decided she had enough of school at 15 . . . departed suddenly and joined her parents, then on vaudeville tour.



Arthur Tracy, “The Street Singer” came to radio after years of musical comedy, motion picture house and night club efforts. Starting on early afternoon periods he soon was drawing such a volume of fan mail that officials of Columbia moved him to the coveted 11 P. M. period where he is heard thrice weekly.

## Dorothea James



Dorothea James, whose beauty, dancing and singing has graced such productions as “Strike Up The Band”, “Good News”, and “Princess Charming”, made her radio debut over the Columbia Network during the broadcast of “Radio Roundup.”

In addition to her stage experience, she has appeared in motion-pictures since childhood, her first important role occurring in “school days” opposite Wesley Barry. For several years the versatile young lady performed as a protegee of Gus Edwards. Miss James has posed for a number of important paintings and sculptures, particularly the Roosevelt Memorial Statue at Oyster Bay, Long Island.



## Studio Notes

NBC has three completely equipped studios from which no programs are ever broadcast over the air. They are studios X, Y and Z, used only for auditions and rehearsals.

Though Shakespeare didn't meet the radio, he did broadcast these remarks:

“Ah, stand by”.—Anthony and Cleopatra.

“Take up some other station”.—Coriolanus.

“His lecture will be done ere you have tuned”. Taming of the Shrew.

“And my dial goes not true”.—All's Well That Ends Well.

“'tis no matter how it be in tune, so it makes noise enough”.—As You Like It.

“And those musicians that shall play to you hang in the air a thousand leagues from-hence.”—Henry IV.

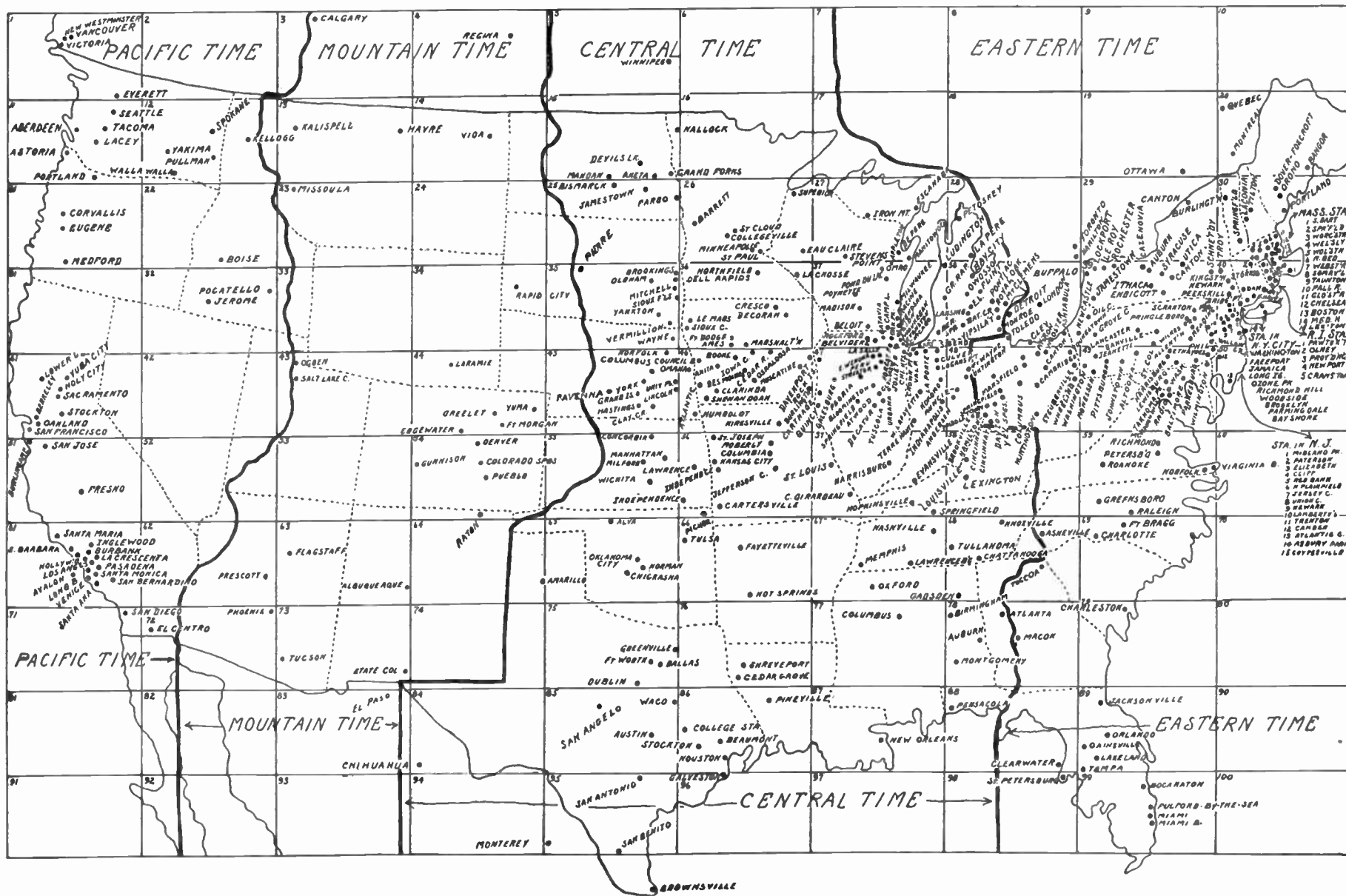
James Melton, tenor with the Revelers Quartet, has a Japanese butler in his Riverside Drive pent house who causes much amusement among NBC artists who call their fellow broadcaster by telephone. Instead of asking callers to “hold the phone”, the butler always tells them to “Sit still please, thank you very much”.

## Girls...He's Single



Charles Lyon, crack NBC announcer, spent several years seeing the world from the portholes of various ships of the sea. Now he wants to view the world from another angle and spends most of his spare time riding in planes. Charlie's love for the air dates back to his flight to Edmonton, Canada, where he was the only network announcer to greet Post and Gatty, the world flyers. And girls, we are going to tell you Charles is single.

Charles' favorite role in radio is giving “woofs” for control engineers.



This map is divided into 100 squares numbered in the upper left hand corner. The first row is numbered from 1 to 10, the next 11 to 20 and so on. Squares represent 325 miles across and 200 miles up and down. To locate a station on the map, find the number in the column headed "Map

Location" on listing pages then trace across the row that contains the number and in that square you will find the city where the Broadcasting Station is located. Mark in pencil or ink the approximate location of your own city, then it will be easy to estimate the distance to the station you are hearing.





# SILVERTONE



**RADIO TUBES**  
*Now* up to **40%**  
**LOWER**  
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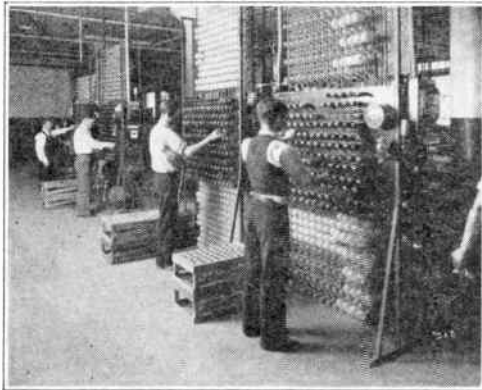
Six months ago tube manufacturers reduced their tube prices on popular types of tubes. Consistent with Sears policy we reduced our selling prices accordingly to provide you with the savings that you have been accustomed to get. Now, tube manufacturers have again reduced prices and again we have reduced our prices to you so that you can still enjoy a substantial saving. Regardless of reductions in our selling prices we are unfailingly maintaining **HIGHEST QUALITY** in every tube we offer. Silvertone tubes are of highest quality, fully guaranteed.

**There is Only ONE Quality Tube—the BEST!**  
 Sears sell but one tube . . . the best. But some dealers sell both a first and second and even a third grade of tube. These second and third grade tubes are really tubes that did not measure up to the manufacturer's specifications for standard first grade tubes during the process of manufacture. Sears destroy these "seconds" contrary to usual practice. But the "seconds" of many other manufacturers reach the market under a great variety of little known private brands—disowned by the maker—and sold to the public at cut prices.  
 Why, then, take chances? Tests prove Silvertone tubes to be superior in price, quality and long life. Silvertones are first grade tubes, triple checked for accuracy before being sold. We cannot afford to jeopardize our tube business of more than a million dollars by selling second grade tubes.

The prices quoted on the three tubes shown above are indicative of our prices and your savings on our complete line of tubes. Offered through our Big General catalog and through our hundreds of retail stores.

**SEARS, ROEBUCK & COMPANY** World's Largest Stores

# Highest Manufacturing Standards—Every Tube Triple Checked and Carefully Packed—Free Tube Service



## Tube Life Test Rack

Here is a portion of the seasoning and life test racks in the Silvertone tube factory where the first inspection of completed tubes takes place. They are subjected to a 30 minute gruelling test at this point and those tubes that do not stand up under this test are rejected, without further consideration.



## Final Inspection

Here is a section of the final test given each Silvertone tube. It must give AI readings on every test or it doesn't receive the name Silvertone. In spite of the fact that thousands of tubes are turned out daily each one is tested as carefully as though it was the only one made that day.



## Silvertone Tube Factories

Silvertone tubes are made in these vast plants, under the direct supervision of 15 of the nation's leading tube engineers. The latest and most modern equipment, closest inspection and finest materials guarantee that Silvertone tubes are as fine as it is possible to build a radio tube.

## Sears Tube Testing Station

The radio department in every Sears retail store is a free tube testing station. Bring in your tubes and let us test them for you without charge or obligation. Tubes, like electric light bulbs, wear out, even though they may continue to light and play, but to maintain that "new set" performance, have them tested every six months, and replace those that are weakening. And by the way, try a new set of Silvertones next:—there is a difference.

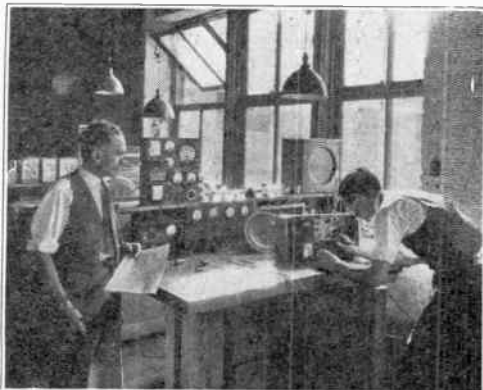
## Safety Tube Carrier

Many people hesitate to have their tubes tested because they have no convenient way of carrying them to a tube testing station. Pictured at the right is a Silvertone Safety Tube carrier which will be given Free to anyone who calls at a Sears store. You do not have to own a Silvertone Receiver or even be a Sears customer to get one. This carrier makes it safe as well as convenient to bring in your tubes for free test. Call and get yours at your nearest Sears store.





# We Maintain Our Own Testing Laboratories And Service Departments—Prompt Service, Always



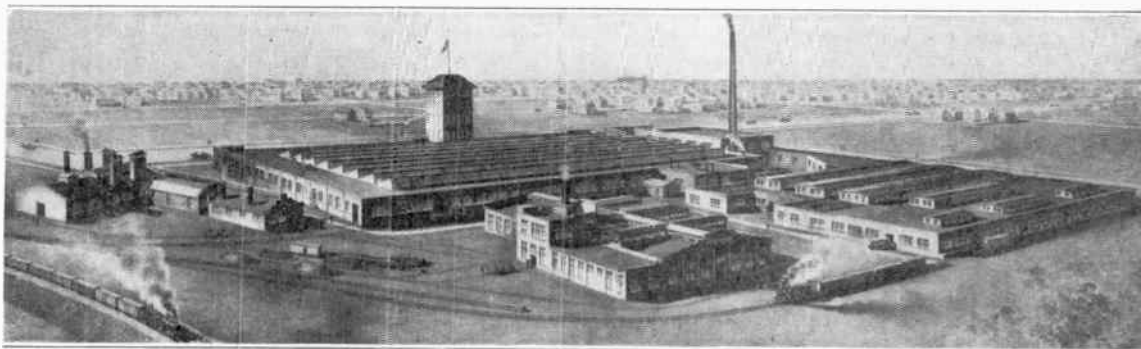
## Sears Service Laboratory

Here is a view of a typical Sears radio service shop. All the latest and most efficient radio set and tube testing equipment is employed assuring you that repair work on Silvertone radios can be done quickly and correctly. These are maintained in practically all of Sears retail stores and mail order houses.



## Sears Service Organization

Sears Radio Service men are of the highest type. Their aim is to render to Silvertone Radio owners, courteous, honest and efficient service. They are equipped with all the modern testing devices for putting Silvertone radios in good working order.



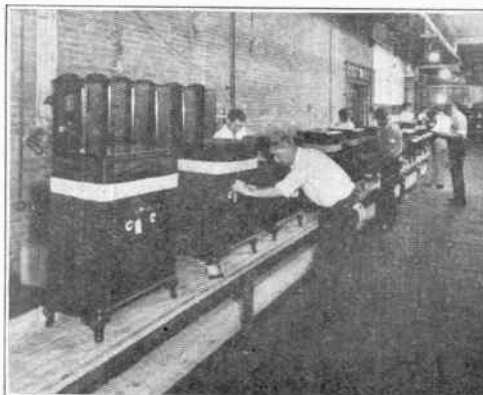
## Silvertone Radio Factory and Laboratory

One of the largest and most modern exclusive radio manufacturing organizations in the industry. Daylight shops—modern equipment—highly paid skilled work-men all combine to manufacture radios of high quality. Large scale production and nation-wide distribution are two reasons why Sears can sell **BETTER** radios at consistently lower prices.



## First Electrical Inspection

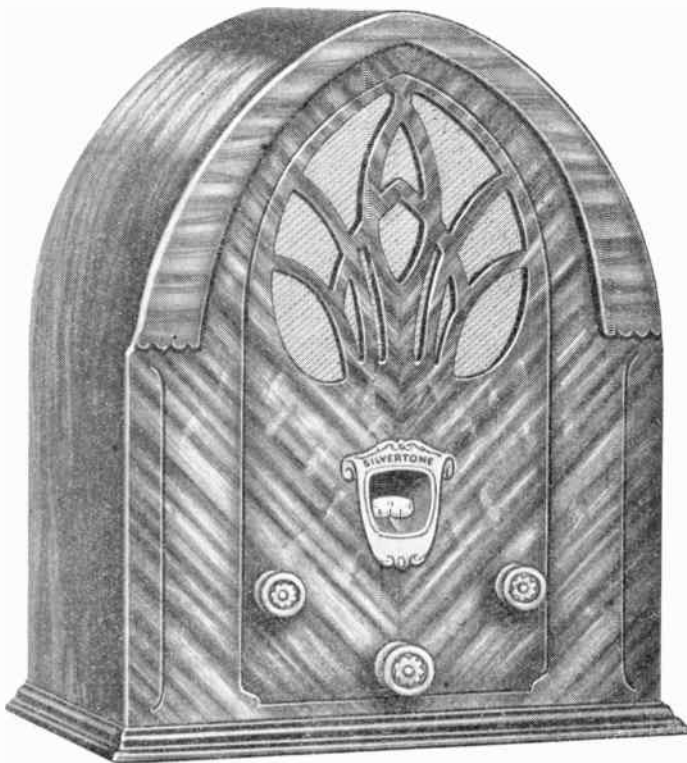
Every Silvertone receiver must pass through a rigid electrical and mechanical test conducted by an experienced radio engineer before it is assembled in a cabinet. This inspection is carried on in a shielded booth that keeps out external disturbances and allows for accurate measurements of sensitivity and selectivity. Every set is measured in actual microvolts.



## The Assembly Line

Pictured above is one of the many final inspection lines at the Silvertone Radio factory. Each receiver is tested on the air, on at least four stations including one distant station. This is the final test before packing the sets for shipment.

# SILVERTONE RADIO



## 6-TUBE ALL-ELECTRIC SUPERHETERODYNE

Using Pentode and Multi-Mu  
Tubes and Our Exclusive  
IMAGE Frequency Suppressor

**\$29<sup>95</sup>**  
CASH COMPLETE  
with Tubes. Prices  
slightly higher in  
West and South.

The Midget Set illustrated is just one example of the complete line of marvelous radio values offered through our new big general catalog and through our chain of hundreds of retail stores. A radio for every purpose—for every pocketbook. A complete selection of sets, from our six tube superheterodyne midget to a ten tube superheterodyne console. Our highest price set sells for less than \$80.00. (Not including radio-phonograph combinations or special All-Wave radio consoles.)

Sears, Roebuck and Co., do not practice building merchandise down to a price. We believe that poor merchandise in time will mean a dissatisfied customer and for that reason we maintain a high standard of quality regardless of the low price we ask. Every radio set we offer is built to a high standard of quality. Compare with Nationally Advertised sets selling for much more money.

*Six and Seven-Tube Superheterodyne Midget Sets—  
Seven, Eight and Ten-Tube Superheterodyne Consoles—  
Battery Operated Midgets and Consoles Using the New  
“One Year” “A” Battery That Never Needs Recharging—  
Radio-phonograph Combinations of Highest Quality.*

Examine these sets for yourself in your nearest Sears, Roebuck retail store.  
Ask the salesman for a demonstration. Easy payment terms if desired.

**SEARS, ROEBUCK & COMPANY**

World's Largest Stores



## Did Mr. Dean Escape the Flood?

Louis Dean, a southerner who migrated north several years ago, has lost all of his southern dialect and inflections. However, he returns to them occasionally when he announces exclusively for Columbia's Dixie Network.

This story may seem all wet to some folks, but we refer you to Mr. Dean for the authenticity of it: Mr. Dean will tell you that a cup of coffee is not always a cup of coffee. At times it is more like Niagara Falls. Mr. Dean was announcing from a table microphone in a hotel grill room when a waiter, not versed in the subtleties of sound effects, arrived with the coffee and proceeded to fill Dean's empty cup.

When you consider that only a small flow of liquid near a microphone gives the effect of a torrent, you can understand why control room engineers were worried as to whether Dean had been able to escape the flood in the grill room.



Louis Dean

### "Aunt Jemima"

Tess Gardella has won her way to fame over the air on the stage and in talking pictures as "Aunt Jemima", possessor of one of the "hottest" of "Blue" voices and purveyor of songs in the Negro fashion. She was born in Wilkes Barre, Pa., of Italian parents, who brought her to New York when she was a small child. Should she, by some misfortune, ever lose her voice, "Aunt Jemima" might make another name for herself as "Tess Gardella—Purveyor of Delicious Dishes", for she is an excellent cook.



Tess Gardella

## Depression

What seems to be a new depression joke comes from Fletcher Henderson, whose orchestra broadcasts over CBS waves. Announcer Louis Dean and the colored maestro were discussing various musicians. "What is so-and-so doing now?", the announcer asked, referring to a formerly prominent band leader, who had disappeared from the limelight.

"Why he's working for Walker and Turner".

"Walker and Turner", mused the announcer, "I don't believe I know that outfit".

"Walker block and Turner corner", Henderson explained.

\* \* \* \*

Les Reis and Arty Dunn still are squabbling about that note someone sent them stating "we want Les Reis and more Dunn".

\* \* \* \*

Jacques Renard, who was born in Kiev, Russia, claims to have finally discovered the appropriate theme song for his native town. It is, Jacques says, "Please Kiev Me Something to Remember You By".

\* \* \* \*

"The depression is almost over", Ben Bernie informs the world. . . "If it isn't, the old maestro continues, "Mahatma Gandhi will be the world's best dressed man."



Jack Denny

## Jack Denny

Jack Denny, NBC orchestra leader, heard in broadcasts from the Mount Royal Hotel in Montreal, Canada. Denny was born in Greencastle, Indiana. Went in big for music at De Pauw University in Indiana as an undergraduate. He was also an all-round athlete. At one time he played the trumpet in an Indianapolis theatre.

## Mr. & Mrs. E. Ormandy

Mr. and Mrs. Eugene Ormandy, who are heard on many programs of CBS, are among the nation's foremost musicians. Mrs. Ormandy, as Steffy Goldner, gave her first solo recital on the harp at the age of 14 before the emperor of Austria. For the last eight years she has been a member of the New York Philharmonic Symphony Orchestra. Mrs. Ormandy is a cousin of Joseph Schildkraut, stage and screen star.

Mr. Ormandy, in recent years he has been guest conductor of the Philadelphia Symphony and New York Philharmonic Symphony Orchestra.



## Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	Map Loc.	Time	OWNER	Power
WBRE	1310		228.9	Wilkes Barre, Pa.	39	E	Louis G. Baltimore	100
WBSO	920		325.9	Needham, Mass.	30	E	Brd. Service Organization	500
WBT	1080		277.6	Charlotte, N. C.	69	E	Station WBT, Inc.	5000
WBTM	1370		218.8	Danville, Va.	59	E	Piedmont B'Castg. Corp.	100
WBZ	990	100	302.8	Springfield, Mass.	40	E	Westinghouse E & M Co.	25000
WBZA	990	100	302.8	Boston, Mass.	40	E	Westinghouse E & M Co.	1000
WCAD	1220		245.6	Canton, N. Y.	29	E	St. Lawrence University	500
WCAE	1220		245.6	Pittsburgh, Pa.	49	E	WCAE, Inc.	1000
WCAH	1430		209.7	Columbus, Ohio	48	E	Com. Radio Service Co.	500
WCAJ	590		508.2	Lincoln, Nebr.	45	C	Nebr. Wesleyan University	500
WCAL	1250		239.9	Northfield, Minn.	36	C	St. Olaf College	1000
WCAM	1280	130	234.2	Camden, N. J.	50	E	City of Camden	500
WCAO	600		499.7	Baltimore, Md.	49	E	Monumental Radio, Co.	250
WCAP	1280		234.2	Asbury Park, N. J.	40	E	Rad. Inds. Brd. Co.	500
WCAT	1200		249.9	Rapid City, S. D.	34	M	S.D.State School of Mines	100
WCAU	1170	117	256.3	Philadelphia, Pa.	40	E	Universal B'Castg. Co.	10000
WCAX	1200		249.9	Burlington, Vt.	30	E	Burlington Daily News, Inc.	100
WCAZ	1070		280.2	Carthage, Ill.	47	C	Superior B. C. Service, Inc.	50
WCBA	1440		208.2	Allentown, Pa.	39	E	B. Byron Musselman	250
WCBF	1080		277.6	Zion, Illinois	37	C	Wilbur Glen Voliva	5000
WCBM	1370		218.8	Baltimore, Md.	49	E	Baltimore B'Castg. Corp.	*100
WCBS	1210		247.8	Springfield, Ill.	47	C	Dewing & Messter	100
WCCO	810	82	370.2	Minneapolis, Minn.	26	C	N. Western Brd. Inc.	7500
WCDA	1350		222.1	New York, N. Y.	40	E	Italian Educ. B. C. Co.	250
WCFL	970		309.1	Chicago, Illinois	37	C	Chicago Fed. of Labor	1500
WCGU	1400		214.2	Brooklyn, N. Y.	40	E	U. S. Broadcast Corp.	500
WCKY	1490		201.6	Covington, Kentucky	58	C	L. B. Wilson, Inc.	5000
WCLO	1200		249.9	Janeville, Wis.	37	C	WCLO Radio Corp.	100
WCLS	1310		228.9	Joliet, Ill.	47	C	WCLS, Inc.	100
WCMA	1400		214.2	Culver, Ind.	47	C	General B. C. Corp.	500
WCOA	1340		223.7	Pensacola, Fla.	88	E	Pensacola Brdctg. Co.	500
WCOC	880		340.7	Meridian, Miss.	77	E	Mississippi B'Castg. Co.	*500
WCOD	1200		249.9	Harrisburg, Pa.	59	E	Keystone B'Castg. Corp.	100
WCOH	1210		247.8	Yonkers, N. Y.	40	E	Westchester Brd. Corp.	100
WCRW	1210		247.8	Chicago, Ill.	37	C	Clinton R. White	100
WCSC	1360		220.4	Charleston, S. C.	69	E	Lewis Burk	500
WCSH	940	95	319.0	Portland, Maine	30	E	Congress Square Hotel Co.	1000
WDAE	1220		245.6	Tampa, Fla.	89	E	Tampa Publ. Co.	1000
WDAF	610		491.5	Kansas City, Mo.	56	C	Kansas City Star Co.	1000
WDAG	1410		212.6	Amarillo, Tex.	64	C	Nat. Rad. & B. C. Corp.	1000
WDAH	1310		228.9	El Paso, Texas	73	C	Bledsoe & Blackwell	100
WDAS	1370		218.8	Philadelphia, Pa.	49	E	WDAS B'Castg. Station	*100
WDAY	940		319.0	Fargo, N. D.	25	C	WDAY, Inc.	1000
WDBJ	930		322.4	Roanoke, Va.	59	E	Times-World Corp.	*250
WDBO	1120		267.7	Orlando, Fla.	89	E	Orlando B'Castg. Co.	250
WDEL	1120	113+	267.7	Wilmington, Del.	49	E	WDEL, Inc.	*250
WDGY	1180		254.1	Minneapolis, Minn.	26	C	Dr. Geo. W. Young	1000
WDOD	1280		234.2	Chattanooga, Tenn.	68	C	WDOD B'Castg. Corp.	*1000
WDRG	1330		225.4	Hartford, Conn.	40	E	WDRG, Inc.	500
WDSU	1250		239.9	New Orleans, La.	98	C	Jos. H. Uhalt	1000
WDZ	1070		280.2	Tuscola, Ill.	47	C	James L. Bush	100
WEAF	660	67+	454.3	New York, N. Y.	40	E	National B'Castg. Co.	50000

\*Indicates Station Uses More Power in the Day Time

## Chain Programs

All Hours Given in Eastern Standard Time

## Tuesday--Cont.

THE COLUMBIA CHAIN  
—Continued

10:30 p. m. Music that Satisfies  
WABC, WOKO, WFBL, WKBW, WDRC, WAAB, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WKE, WKRC, WBT, WXYZ, WSPD, WBRC, WDSU, WOWO, WFBM, WBBM, WCCO, KMOX, WIBW, KFJF, KRLD, KTRH, KDYL, KLZ  
WHCC, WLBB, WEAN, WORC, WFG, WLWB, WTRF, WMBG, WDBJ, WCAH, WBIG, WGST, WTOC, WQAM, WDBO, WDAE, WBCM, WLAF, WFIW, WDOD, WREC, WLAC, WNOX, WISN, WBBH, WTAQ, WMBD, KSCJ, WMT, KMBC, KLRK, WNAX, KFH, KTSB, WACO, KOH, KVOR, KGMB

10:45 p. m. Myrt and Marge  
WXYZ, WLAF, WBBM, WCCO, KMBC, KMJ, KFBE, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, KLZ

11:00 p. m. Cremo Presents Bing Crosby  
WGST, WBCM, WLAF, WDOD, WREC, WLAC, WNOX, WBRC, WDSU, WISN, WOWO, WFBM, WGN, WCCO, KSCJ, WMT, KMOX, KMBC, KLRK, WNAX, WIBW, KFH, KFJF, KTRH, KTSB, KOH, KMJ, KFBE, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, KLZ

11:30 p. m. The Camel Quarter-Hour  
WOWO, WGN, KOH, KCB, KMJ, KFBE, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, KLZ

## WEDNESDAY

## N. B. C. SYSTEM

12:30 p. m. National Farm and Home Hour

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WLW, WGAR, WJR, WCKY, KYW, KWK, WRC, WOC, WHO, WOW, WDAF, KOIL, WIBA, KSTP, WERC, WDAY, KFYE, WRVA, WPTF, WIS, WUNC, WJAX, WIOD, WFLA, WHAS, WSM, WMC, WSB, WAPI, WSMB, WJDX, KTHB, KVOO, WFAA, KOA, KFRC, WOAI, WKY

6:45 p. m. Swift Program  
WEAF, WEEL, WJAR, WTAG, WCSH, WFI, WRC, WGY, WBNB, WCAE, WTAM, WWJ, WSAI, ESD

7:15 p. m. Campbell Orchestra  
WEAF, WTAG, WEEL, WJAR, WCSH, WLIT, WFBR, WRC, WGY, WBNB, WTAM, WSAI, WENR, WOW, WDAF, CFCF

7:30 p. m. Prince Albert Quarter Hour

WEAF, WTAG, WEEL, WJAR, WCSH, WFBR, WRC, WGY, WBNB, WTAM, WWJ, WSAI, WDAF, WIBA, WTMJ, KSTP, WERC, WDAY, KFYE, WRVA, WIS, WUNC, WJAX, WIOD, WFLA, WOAI, WKY

7:45 p. m. The Goldbergs  
WEAF, WGY, WBNB, WCAE, WTAM, WWJ, WSAI, WENR

8:30 p. m. Jack Frost Melody Moments

WJZ, WBAL, WHAM, KDKA, WGAR, WJR, WLW, WLS

9:00 p. m. Adventures of Sherlock Holmes

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WLW, WMAQ, EWK, WREN

9:00 p. m. Halsey Stuart Program

WEAF, WTAG, WEEL, WJAR, WCSH, WLIT, WFBR, WRC, WGY, WBNB, WCAE, WTAM, WWJ, WSAI, KYW, ESD, WOC, WEO, WOW, KCGW, WTMJ, KSTP, WRVA, WJAX, WHAS, WSM, WMC, WSB, WSMB, KVOD, KFRC, WOAI, KOA, ESL, KCO, KFI, KGW, KOMO, KBQ

9:30 p. m. Mobiloil Concert

WEAF, WTAG, WEEL, WJAR, WCSH, WFBR, WLIT, WRC, WGY, WBNB, WCAE, WTAM, WWJ, WSAI, WMAQ, ESD, WOC, WHO, WOW, WDAF, WIBA, WTMJ, KSTP, WDAY, KFYE, WPTF, WUNC, WIS, WJAX, WIOD, WFLA, WHAS, WSM, WMC, WSB, WSMB, WJDX, EVOO, WFAA, KFRC, WOAI, KOA, ESL, KCO, KGW, KOMO, KHQ

9:30 p. m. Dutch Masters Program  
WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WLW, WENR, KWK, WREN

[Continued on Page 20]



## Won Honors in 1931



John Holbrook

### Studio Notes

Gene Arnold, interlocutor for the Sinclair Wiener Minstrels from the Chicago NBC studios, tells this one on his end man, Bill Childs.

Bill is fond of the Lincoln Park zoo, and when he heard that a new consignment of monkeys was being delivered, he immediately dashed down there.

"Say", he addressed a slightly intoxicated individual, "did you see a truck-load of monkeys pass by here?"

"Wha'sa' matter?" asked the gentleman, "Did ya fall off?"

\* \* \* \*

Members of the Morgan Trio, NBC instrumental group who have just returned from an European trip, say London and Paris radio stations are not particular about the time allowed to artists. Broadcasters do not have to cut off their programs if they are a few minutes too long, as they do here.

\* \* \* \*

What sounds like a horse galloping down a dusty road? The production men at the NBC studios in Chicago, after experimenting around for a while, found that drumming on a derby hat with muffled xylophone hammers gives the desired effect.

\* \* \* \*

A long-suffering production man, who for years has heeded the New York fire department admonition against smoking in the studios, won his revenge when the fire department's glee club broadcast over an NBC network. As the vocalists concluded their rehearsal, several reached into deep firemen's pockets, drew forth cigarettes and prepared to light up.

"I am sorry boys, no smoking in the studios", warned the production man, as he pointed to the bright red fire sign with a note of glee in his voice, and then stepped quietly into an adjacent corridor and calmly enjoyed a refreshing smoke.

John Wesley Holbrook, voted the best voice on the air in 1931, is the most surprised young man in America. He started out to gain fame as a ski-jumper. Instead, he bounced through banking and business, slid across the stage, and skidded into radio by a ruse.

He was awarded the gold medal for good diction on the radio by the American Academy of Arts and Letters on November 12, 1931.

John, a blue-eyed brunette, is a lithe six-footer who unbounds quickly in manner and speech. He revealed that he never studied elocution in his life. Without previous experience, he once filled thirty-two weeks in stock for an actor who walked off the job. His speech is that of a cosmopolite.

Holbrook was born at Crow Point, suburb of Boston, on August 14, 1906. His father was a southerner and his mother a Yankee. They took him, when one year old, to Mexico. They returned to the states and settled at Sherbrooke, Quebec. At Lennoxville, near there, Holbrook grew up in the Etonian atmosphere of Bishop's College School. He left college in 1926.

"My father, a corporation lawyer, wanted me to become an attorney. Instead, I seriously intended to become a professional ski-jumper", Holbrook recalled. Ultimately, he dabbled in the Boston wool business, tried banking, sold oil burners and peddled automobiles.

"Money went through my hands so fast that I didn't seem able to stop any of it", Holbrook said, "So I 'scrammed' out of business.

While walking down the street in Boston, Holbrook noticed the name plate of station WNAC. Out of curiosity, he entered and wheeled his way into the studios. He was surprised to find a friend working there. The acquaintance suggested he get into the business.

Holbrook obtained a list of Boston advertising agencies and tramped the streets for a job. He wandered into a firm on Water Street and announced he was fresh from radio. The advertising production man introduced him as "A big radio man from Canada."

"I had never seen a microphone in my life", Holbrook said. "The big red-headed Irishman who was boss discovered it and threatened to put me out on the street. Finally he said, 'If you had gall enough to walk in, you certainly ought to handle a bunch of musicians.'" So Holbrook got into radio. He announced, produced and wrote scripts for the firm.

### Plays 5 Different Roles

To the right we have Miss Catherine Renwick, one of radio's most talented actresses. She is heard on a number of NBC dramatic productions, sometimes playing as many as five different roles. Miss Renwick recently announced her engagement to be wed to John Holbrook.



Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	Map Loc.	Time	OWNER	Power
WEAI	1270		236.1	Ithaca, N. Y.	39	E	Cornell University	1000
WEAN	780	74	384.4	Providence, R. I.	40	E	Shepard B. C. Service	*250
WEAO	570		526.0	Columbus, Ohio	48	E	Ohio State University	750
WEBC	1290		232.4	Superior, Wis.	26	C	Head of Lakes B. C. Co.	*1000
WEBQ	1210		247.8	Harrisburg, Ill.	57	C	First Trust & Sav. Bank	100
WEBR	1310		228.9	Buffalo, N. Y.	39	E	H.H.Howell B.C. Co., Inc.	*100
WEDC	1210		247.8	Chicago, Ill.	37	C	Emil Denmark, Inc.	100
WEEI	590	60	508.2	Boston, Mass.	30	E	Edison Elec. Illum. Co.	1000
WEHC	1350		222.1	Emory, Va.	49	E	Emory & Henry College	500
WEHS	1420		211.1	Evanston, Ill.	37	C	WEHS, Inc.	100
WELL	1420		211.1	Battle Creek, Mich.	38	C	Enquirer News Co.	100
WENR	870		344.6	Chicago, Ill.	37	C	National B'Castg. Co., Inc.	50000
WEPS	1200		249.9	Worcester, Mass.	30	E	A. F. Kleindienst	100
WERE	1420		211.1	Eric, Pa.	38	E	Erie Dispatch Herald	100
WEVD	1300		230.6	New York City	40	E	Debs Memorial Radio Fd.	500
WEW	760		394.5	St. Louis, Mo.	57	C	St. Louis University	1000
WEXL	1310		228.9	Royal Oak, Mich.	38	C	Royal Oak B. C. Co.	50
WFAA	800		374.8	Dallas, Texas	75	C	Dallas News & Dallas Jrnl.	50000
WFAM	1200		249.9	LaPorte, Ind.	47	C	South Bend Tribune	100
WFAN	610	62+	491.5	Philadelphia, Pa.	49	E	Keystone Brd. Co., Inc.	500
WFBC	1200		249.9	Knoxville, Tenn.	68	C	First Baptist Church	50
WFBE	1200		249.9	Cincinnati, Ohio	48	E	Post Publishing Co.	*100
WFBG	1310		228.9	Altoona, Pa.	49	E	Wm. F. Gable Co.	250
WFBL	1360		220.4	Syracuse, N. Y.	39	E	Onondaga R. B. C. Corp.	*1000
WFBM	1230		243.8	Indianapolis, Ind.	47	C	Indianapolis P. & L. Co.	1000
WFBR	1270		236.1	Baltimore, Md.	49	E	Baltimore Rad. Show, Inc.	500
WFDF	1310		228.9	Flint, Mich.	38	C	Frank D. Fallain	100
WFDV	1310		228.9	Rome, Ga.	78	C	Rome B'Castg. Corp.	100
WFDW	1420		211.1	Talladega, Ala.	77	C	Raymond G. Hammett	100
WFEA		143		Manchester, N. H.			New Hampshire B. C. Corp.	
WFI	560		535.4	Philadelphia, Pa.	49	E	Strawbridge & Clothier	500
WFIW	940	95	319.0	Hopkinsville, Ky.	57	C	WFIW, Inc.	1000
WFJC	1450		206.8	Akron, Ohio	48	E	WGAR B'Castg. Co.	500
WFLA	620		483.6	Clearwater, Fla.	99	E	Clearwater Cham. of Com.	*250
WFOX	1400		214.2	Brooklyn, N. Y.	40	E	Paramount B. C. Corp.	500
WGAL	1310		228.9	Lancaster, Pa.	39	E	WGAL, Inc.	100
WGAR	1450		206.8	Akron, Ohio	38	E	WGAR B'Castg. Co.	500
WGBB	1210		247.8	Freeport, N. Y.	40	E	Harry H. Carman	100
WGBF	630		475.9	Evansville, Ind.	57	C	Evansville on the Air, Inc.	500
WGBI	880		340.7	Scranton, Pa.	39	E	Scranton B'Casters, Inc.	250
WGCM	1210		247.8	Gulfport, Miss.	77	C	Great Southern Land Co.	100
WGCP	1250		239.9	Newark, N. J.	40	E	May Rad. B'Castg. Corp.	250
WGEO	1000		299.8	York, Pa.		E	York, Brdcastg. Co.	1000
WGES	1360	139	220.4	Chicago, Ill.	37	C	Oak Leaves Brd. Corp.	*500
WGH	1310		228.9	Newport News, Va.	59	E	Hampton R. B. C. Corp.	100
WGL	1370		218.8	Ft. Wayne, Indiana	48	C	Fred C. Zieg	100
WGMS	1250		239.9	Minneapolis, Minn.	26	C	University of Minnesota	1000
WGN	720	73+	416.4	Chicago, Illinois	37	C	The Tribune Co.	25000
WGR	550	56	545.1	Buffalo, N. Y.	40	E	Buffalo B'Castg. Corp.	1000
WGST	890		336.9	Atlanta, Ga.	78	C	Georgia School of Tech.	*250
WGY	790	81	379.5	Schenectady, N. Y.	39	E	General Electric Co.	50000
WHA	940		319.0	Madison, Wis.	37	C	University of Wisconsin	750
WHAD	1120		267.7	Milwaukee, Wisconsin	37	C	Marquette University	250
WHAM	1150		260.7	Rochester, N. Y.	39	E	Stromberg-Carlson Mfg. Co.	5000

\*Indicates Station Uses More Power in the Day Time

# Chain Programs

All Hours Given in Eastern Standard Time

## Wednesday--Cont.

### N. B. C. SYSTEM —Continued

- 10:00 p. m. Coca Cola**  
WEAF, WTAG, WEEI, WJAR, WCHS, WLIT, WFBR, WRC, WGY, WBNB, WCAE, WTAM, WWJ, WSAI, WENR, KSD, WOC, WHO, WOW, WDAF, WTMJ, KSTP, WEBC, WWNC, WIS, WJAX, WIOD, WFLA, WHAS, WSM, WMC, WSB, WSMB, WJDX, WBAF, KPRC, WOAI, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ, KFSB, KTR
- 10:30 p. m. Clara, Lu and Em**  
WJZ, WBZ, WBZA, WBAI, WHAM, EDKA, WGAR, WJR, WCKY, KYW, KWK, WREN, KOIL
- 11:00 p. m. Amos 'n' Andy**  
WMAQ, WENR, KWK, WREN, WDAF, KOIL, WTMJ, WBA, KSTP, WEBC, WHAS, WSM, WMC, WSB, WSMB, WJDX, KTHS, WBAF, KPRC, WOAI, WKY, KOA, KSL, KGO, KGW, KFI, KOMO, KHQ, KFSB. This is a split network.

### THE COLUMBIA CHAIN

- 12:30 p. m. Columbia Revue**  
WABC, W2XE, WOKO, WFBL, WGR, WEAN, WDRC, WAAB, WORC, WFG, WIP, WFAN, WHP, WJAS, WLBW, WMAL, WCAO, WTAR, WWVA, WADC, WBT, WQAM, WDBO, WXYZ, WBCM, WSPD, WLAJ, WREC, WLAC, WBRC, WDSU, WISN, WTAQ, KSCJ, WMT, KMOX, KMBC, KFB, KTSB, WACO, KOH, EVOR, KFPY, KPRC, KDYL
- 5:30 p. m. Salty Sam, the Sailor**  
WABC, W2XE, WFBL, WGR, WAAB, WCAU, W3XAU, WCAO, WHE, WXYZ, WSPD, WBBM, WCCO, KMOX, KMBC
- 7:00 p. m. Myrt and Marge**  
WABC, W2XE, WOKO, WFBL, WGR, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WWVA, WADC, WKRC, WSPD, KMOX
- 7:15 p. m. Cremo Presents Bing Crosby**  
WABC, W2XE, WOKO, WFBL, WHEC, WGR, WLBZ, WEAN, WDRC, WNAC, WORC, WCAU, W3XAU, WHP, WJAS, WLBW, WMBG, WMAL, WCAO, WTAR, WDBJ, WADC, WHE, WKRC, WCAH, WBT, WBIG, WTCO, WQAM, WDBO, WDAE, WXYZ, WSPD, KTSB, WTAQ, KRLD, KGRS, WACO, WCSC
- 7:30 p. m. The Boswell Sisters**  
WABC, W2XE, WOKO, WFBL, WHEC, WGR, WEAN, WDRC, WNAC, WORC, WHP, WJAS, WLBW, WTAR, WDBJ, WWVA, WADC, WHE, WKRC, WCAH, WTCO, WQAM, WDAE, WXYZ, WBCM, WLAJ, WFIW, WREC, WLAC, WBRC, WDSU, WISN, WTAQ, WGL, WFBM, WCCO, KSCJ, WMT, KMOX, KMBC, KLRA, WNAX, KFJF, KRLD, KTRH, KTSB, WACO, KOH, EVOR, KFPY, KPRC, KDYL
- 7:45 p. m. The Camel Quarter-Hour**  
WABC, W2XE, WOKO, WFBL, WHEC, WGR, WLBZ, WEAN, WDRC, WNAC, WORC, WCAU, W3XAU, WHP, WJAS, WMAL, WCAO, WTAR, WDBJ, WWVA, WADC, WHE, WKRC, WCAH, WBT, WBIG, WSJS, WGST, WTCO, WQAM, WDBO, WDAE, WXYZ, WSPD, WLAJ, WIOD, WREC, WLAC, WNOX, WBRC, WDSU, WISN, WFBM, WCCO, KSCJ, WMT, KMOX, KMBC, KLRA, WNAX, WLBW, KFJF, KRLD, KTRH, WACO

- 8:15 p. m. Singin' Sam, the Barbasol Man**  
WABC, WOKO, WFBL, WKBW, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHE, WKRC, WXYZ, WSPD, WFBM, WGN, WCCO, KMOX, KMBC
- 8:30 p. m. La Palina Presents Kate Smith**  
WABC, WFBL, WHEC, WGR, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHE, WKRC, WCAH, WXYZ, WBCM, WSPD, WLAJ, WISN, WFBM, WGN, WCCO, KMOX, KMBC

[Continued on Page 22]





Pickard Family

## 5000 Songs

Here are Bub, Dad and Ruth Pickard, members of the famous NBC Pickard family, specialists in hill-billy tunes rehearsing a new old one. They are always searching out ballads of this type and at the present time claim to have a repertoire of over 5000 songs. In the hills from which they came the Pickards learned to play and sing together to amuse themselves, made an appearance at a local radio station and rose to their present place in the radio world in a very short time.



Mary and Bob

## Piano Wizard

Lee Sims, NBC piano wizard is shown here with the "personality" girl of the air, Ilomay Bailey, blues singer. Their musical barrages are heard in the Piano Moods program which is broadcast over an NBC network from 1:30 to 1:45 P. M. (CST) on Tuesdays and Thursdays, and from 1:45 to 2:00 on Mondays, Wednesdays, and Fridays.



Singin' Sam

## Works Sitting

Those who are able to get behind the scenes in radio and watch the broadcasters at work agree that Barbasol's Singin' Sam is one of the most colorful personalities in radio. Sam, he of the deep base renditions, is one of the few radio singers who works sitting down. Complete informality reigns, and, working for intimacy, he does his own announcing without continuity. Each solo is done with the idea of giving pleasure to some definite listener because almost every song is a request number.

A rich bass voice, which he has been cultivating since he was 17 years old, and which is now characterized by the happy combination of depth, tone and feeling, establishes an intimate liason with each individual listener.

## True Story

Left are Mary and Bob, the principle characters of the True Story Program. Mary is played by Nora Sterling, well known radio actress, and Bob is played by Cecil Secret. They may be heard regularly on Tuesday evenings at 7:30 P. M. (CST) over an NBC network.



Sims and Bailey

## The Major

Major Edward Bowes is shown below in a new photograph. The well-liked managing director of the Capitol Theatre and "Father" of the Capitol Family. It was in July, 1925, that Major Bowes first took over the direction of the theatre's radio programs, appearing each week as master of ceremonies. And his popularity continues to grow. The program is broadcast each Friday evening at 7:00 o'clock (EST) over an NBC network.



Major Edward Bowes

Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	Map Loc.	Time	OWNER	Power
WHAP	1300		230.6	New York, N. Y.	40	E	Defenders of Truth Soc.	1000
WHAS	820	83	365.6	Louisville, Kentucky	58	C	Courier Jour. & Louis. Times	10000
WHAT	1310		228.9	Philadelphia, Pa.	49	E	Independence B. C. Co.	100
WHAZ	1300		230.6	Troy, N. Y.	40	E	Renesselaer Poly. Inst.	500
WHB	860		348.6	Kansas City, Mo.	56	C	WHB B'Castg. Co.	500
WHBC	1200		249.9	Canton, Ohio	48	E	St. John's Catholic Church	10
WHBD	1370		218.8	Mt. Orab, Ohio	48	E	F. P. Moler	100
WHBF	1210		247.8	Rock Island, Ill.	47	C	Beardsley Specialty Co.	100
WHBL	1410		212.6	Sheboygan, Wis.	27	C	Press Pub. Co.	500
WHBQ	1370		218.8	Memphis, Tenn.	67	C	Brd. Sta. WHBQ, Inc.	100
WHBU	1210		247.8	Anderson, Ind.	48	C	Anderson B'Castg. Corp.	100
WHBY	1200		249.9	Green Bay, Wis.	27	C	St. Norbert's College	100
WHDF	1370		218.8	Calumet, Mich.	38	C	Upper Michigan Brd. Co.	*100
WHDH	830	84	361.2	Boston, Mass.	30	E	Matheson Radio Co.	1000
WHEC	1440		208.2	Rochester, N. Y.	39	E	WHEC, Inc.	500
WHFC	1420		211.1	Chicago, Illinois	37	C	WHFC, Inc.	100
WHIS	1410		212.6	Bluefield, W. Va.	49	E	Telegraph Printing Co.	250
WHK	1390		215.7	Cleveland, Ohio	38	E	Radio Air Service Corp.	1000
WHN	1010		296.9	New York, N. Y.	40	E	Marcus Loew Booking Agy.	250
WHO	1000		299.8	Des Moines, Iowa	46	C	Central B'Castg. Co.	5000
WHOM	1450		206.8	Jersey City, N. J.	40	E	N. J. B'Castg. Corp.	250
WHP	1430		209.7	Harrisburg, Penn.	49	E	WHP, Inc.	*500
WIAS	1420		211.1	Ottumwa, Iowa	46	C	Iowa B'Castg. Co.	100
WIBA	1280		234.2	Madison, Wis.	37	C	Badger B'Castg. Co.	*500
WIBG	930		322.4	Elkins Park, Pa.	49	E	WIBG, Inc.	50
WIBM	1370		218.8	Jackson, Mich.	29	C	WIBM, Inc.	100
WIBO	560		535.4	Chicago, Illinois	37	C	Nelson Bond & Mort. Co.	*1000
WIBU	1210		247.8	Poynette, Wis.	37	C	Wm. C. Forrest	100
WIBW	580	61	516.9	Topeka, Kansas	37	C	Topeka Brd. Assn., Inc.	1000
WIBX	1200		249.9	Utica, New York	39	E	WIBX, Inc.	*100
WICC	600		499.7	Bridgeport, Conn.	40	E	Bridgeport Brd. Sta.	*250
WIL	1200		249.9	St. Louis, Mo.	57	C	Missouri Brd. Corp.	*100
WILM	1420		211.1	Wilmington, Del.	49	E	Del. Brd. Co., Inc.	100
WINS	1180		254.1	Astoria, N. Y.	40	E	American Radio News Corp.	*500
WIOD	1300		230.6	Miami, Fla.	99	E	Isle of Dreams B. C. Corp.	1000
WIP	610	62+	491.5	Philadelphia, Pa.	49	E	Gimbel Bros. Inc.	500
WIS	1010		296.9	Columbia, S. C.	69	E	South Carolina B. C. Co., Inc.	*500
WISN	1120		267.7	Milwaukee, Wis.	37	C	Evening Wisconsin Co.	250
WJAC	1310		228.9	Johnstown, Pa.	49	E	Johnstown Automobile Co.	100
WJAG	1060		282.8	Norfolk, Nebr.	45	C	Norfolk Daily News	1000
WJAK	1310		228.9	Marion, Ind.	47	C	Truth Publishing Co.	50
WJAR	890		336.9	Providence, R. I.	40	E	The Outlet Company	500
WJAS	1290		232.4	Pittsburgh, Pa.	49	E	Pitts. Rad. Supply Houae	*1000
WJAX	900		333.1	Jacksonville, Fla.	89	E	City of Jacksonville	1000
WJAY	610		491.5	Cleveland, Ohio	38	E	Cleveland Rad. B. C. Corp.	500
WJBC	1200		249.9	LaSalle, Ill.	47	C	Kaskaskia B'Castg. Co.	100
WJBI	1210		247.8	Red Bank, N. J.	40	E	Monmouth B. C. Co.	100
WJBK	1370		218.8	Detroit, Mich.	38	C	James F. Hopkins, Inc.	50
WJBL	1200		249.9	Decatur, Illinois	47	C	Commodore Brd., Inc.	100
WJBO	1420		211.1	New Orleans, La.	87	C	Valdemar Jensen	100
WJBT	770		389.4	Chicago, Ill.	37	C	WBBM B'Castg. Corp.	25000
WJBW	1200		249.9	New Orleans, La.	87	C	C. Carlson, Jr.	100
WJBY	1210		247.8	Gadsden, Ala.	68	C	Gadsden Brd. Co., Inc.	100
WJDX	1270		236.1	Jackson, Miss.	77	C	Lamar Life Ins. Co.	1000

\*Indicates Station Uses More Power in the Day Time

# Chain Programs

All Hours Given in Eastern Standard Time

## Wednesday--Cont.

### THE COLUMBIA CHAIN —Continued

#### 8:45 p. m. Reis and Dunn

WTAR, WBT, WQAM, WDAE, WFIW, WREC, WLAC, WBRC, WDSU, KSCJ, KLRA

#### 9:00 p. m. Gold Medal Fast Freight

WABC, WOKO, WFBL, WKBW, WEAN, WDRG, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WDBJ, WADC, WHE, WKRC, WXYZ, WSPD, WOWO, WFBM, WGN, WCCO, KSCJ, WMT, KMOX, EMBC, KFH

#### 9:30 p. m. Eno Crime Club

WABC, WFBL, WKBW, WEAN, WDRG, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHE, WKRC, WXYZ, WSPD, WOWO, WGN, KMOX, KMBC, CFRB

#### 10:00 p. m. Vitality Personalities

WABC, WOKO, WFBL, WKBW, WEAN, WDRG, WAAB, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHE, WKRC, WCAH, WBT, WGBT, WXYZ, WSPD, WREC, WLAC, WBRC, WDSU, WISN, WOWO, WFBM, WBBM, WCCO, KMOX, EMBC, KLRA, KFJF, KRLD, KTRH, KTSB, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, ELZ

#### 10:45 p. m. Myrt and Marge

WXYZ, WLAP, WBBM, WCCO, KMBC, KMJ, KLZK, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, KFB

#### 11:00 p. m. Cremo Presents Bing Crosby

WGBT, WBCM, WLAP, WDOD, WREC, WLAC, WNOX, WBRC, WDSU, WISN, WOWO, WFBM, WGN, WCCO, KSCJ, WMT, KMOX, KMBC, KLRA, WNAC, WIBW, KFH, KFJF, KTRH, KTSB, KOH, KMJ, KFBK, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, ELZ

#### 11:30 p. m. The Camel Quarter-Hour

WOWO, WGN, KTSB, KOH, KGB, KMJ, KFBK, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, ELZ

## THURSDAY

### N. B. C. SYSTEM

#### 12:30 p. m. National Farm and Home Hour

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WLW, WGAR, WJR, WCKY, KYW, KWK, WREN, KOIL, WIBA, KSTP, WEBC, WDAY, KFYR, WRVA, WPTF, WUNC, WIS, WJAX, WIOD, WFLA, WHAS, WSM, WMC, WSB, WAPI, WSMB, WIDX, KTHS, KVOO, WFAA, KPRC, WOAI, WEY, KOA, WRC, WOC, WHO, WOW, WDAF

#### 6:45 p. m. Swift Program

WEAF, WTIC, WTAC, WEEL, WJAR, WGSB, WFI, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KSD, WFBR

#### 7:15 p. m. Campbell Orchestra

WEAF, WTIC, WTAC, WEEL, WJAR, WGSB, WFI, WFBR, WRC, WGY, WBEN, WTAM, WSAI, WENR, WOC, WHO, WOW, WDAF, CFPC

#### 7:30 p. m. Prince Albert Quarter Hour

WEAF, WTIC, WTAC, WJAR, WGSB, WFI, WFBR, WRC, WGY, WBEN, WTAM, WSAI, WDAF, WIBA, WTMJ, KSTP, WEBC, WDAY, KFYR, WRVA, WPTF, WIS, WUNC, WJAX, WIOD, WFLA, WOAI

#### 7:45 p. m. The Goldbergs

WEAF, WTIC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR

#### 8:00 p. m. Fleischmann Hour

WEAF, WTIC, WTAC, WEEL, WJAR, WGSB, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WMAQ, KSD, WOC, WHO, WOW, WDAF, CKGW, CFPC, WTMJ, KSTP, WEBC, WRVA, WBAF, WEY, WIOD, WJAX, WFLA, WHAS, WSM, WMC, WSB, WAPI, WIDX, WSMB, KPRC, WOAI, KOA, KSL, EGO, KGW, KOMO, KHQ, KTR, WFI, KVOO, WPTF

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## Television Girl



Dorothy Knapp

Dorothy Knapp, NBC's television girl, envy of thousands of American women for her face and figure, and idol of many men as an altogether perfect example of feminine pulchritude, was born in Chicago on October 20, ----.

The ---- is not misprint. Dorothy Therese Mary Knapp will not divulge her actual age.

## In 5000 Recitals

Irma Glen, NBC's famous girl organist. During the past four years as radio organist Miss Glen is said to have given more than 5000 recitals. On her busiest days she has appeared in as many as six separate programs. She is known for her Organ Melodies broadcasts and the part she takes in the Beautiful Thoughts programs from the Chicago studios each week day at 8:30 A. M.



Irma Glen

## Favorite....

Vincent Sorey, favorite of millions, famed for the variety and number of programs he plays over the Columbia Broadcasting System. He is a pioneer of chain radio and aside from creating the "Gauchos" and "Quiet Harmonies", has been on the Columbia Revue, Italian Idyll, Spanish Serenades, and numerous other periods. Sorey has appeared in concerts, both as a violin soloist and orchestra conductor in America and Europe.



Vincent Sorey



Nan Dorland

## What a Smile!

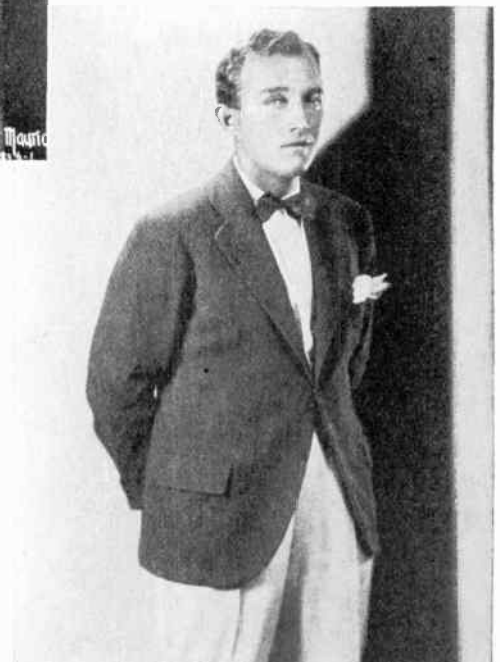
A new picture of Nan Dorland, NBC dramatic star. From the time she was a girl, Nan has been studying dancing, music, elocution and dramatics, building up the admirable background which she now possesses. For a while she was with the Los Angeles Repertory Company, an organization which ranks high in the esteem of theatrical folk and critics.

When it comes to television—well, it's too bad that her listeners can't see her, this charming young lady, as she reads her lines. She has a delightful smile that lingers on after she has passed, and a smile like that, coming out of a "picture-speaker" would make all radio listeners fans.

## "Bing"....

The Crosbys named him Harry L. but he has been "Bing" for all but three of his 27 years. Acquired the nickname from his fondness for "Indian and Cowboy" wherein he could and did shout "Bing, bing, bing" from morning to night, redskins by the hundreds biting the Tacoma dust.

Five feet, nine inches tall, weighs 165, has blue eyes, brown hair, and is tanned. His speaking voice is very husky. He is extremely serious about his work and rehearses an hour and fifteen minutes for every fifteen minute broadcast.



"Bing" Crosby

## Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	Map Loc.	Time	OWNER	Power
WJJD	1130		265.3	Mooseheart, Ill.	47	C	Supreme Lodge L. O. O. M.	20000
WJKS	560		535.4	Gary, Indiana	47	C	Johnson-Kennedy Rad. Co.	*1000
WJMS	1420		211.1	Ironwood, Mich.	37	E	Johnson Music Store	100
WJR	750	76	399.8	Detroit, Michigan	37	C	WJR the Goodwill Sta.	10000
WJSV	1460	149	205.4	Alexandria, Va.	49	E	WJSV, Inc.	10000
WJTL	1370		218.8	Atlanta, Ga.	69	E	Oglethorpe University	100
WJW	1210		247.8	Mansfield, Ohio	48	E	Mansfield Brd. Assn.	100
WJZ	760	77	394.5	New York, N. Y.	40	E	National B'Castg. Co.	30000
WKAQ	890		336.9	San Juan, Porto Rico			Rad. Corp. of Porto Rico	250
WKAR	1040		288.3	E. Lansing, Mich.	38	C	Michigan State College	1000
WKAU	1310		228.9	Laconia, N. H.	30	E	Laconia Radio Club	100
WKBB	1310		228.9	Joliet, Ill.	47	C	Sanders Bros. Rad. Sta.	100
WKBC	1310		228.9	Birmingham, Ala.	78	C	R. B. Broyles Furniture Co.	100
WKBF	1400		214.2	Indianapolis, Indiana	47	C	Indianapolis Brd., Inc.	500
WKBH	1380		217.3	LaCrosse, Wis.	36	C	WKBH, Inc.	1000
WKBI	1420		211.1	Cicero, Illinois	37	C	WKBI, Inc.	100
WKBN	570		526.0	Youngstown, Ohio	48	E	WKBN B'Castg. Corp.	500
WKBO	1450		206.8	Jersey City, N. J.	40	E	Camith Corp.	250
WKBS	1310		228.9	Galesburg, Ill.	47	C	Permil N. Nelson	100
WKBV	1500		199.9	Connersville, Ind.	48	C	Knox Battery & Elec. Co.	100
WKBW	1480	150	202.6	Buffalo, New York	39	E	Buffalo B'Castg. Corp.	5000
WKBZ	1500		199.9	Ludington, Mich.	37	C	K. L. Ashbacher	50
WKJC	1200		249.9	Lancaster, Pa.	39	E	Lancaster Brd. Service, Inc.	100
WKRC	550		545.1	Cincinnati, Ohio	48	E	WKRC, Inc.	1000
WKY	900		333.1	Oklahoma City, Okla.	65	C	WKY Radiophone Co.	1000
WKZO	590		508.2	Kalamazoo, Mich.	37	C	WKZO, Inc.	1000
WLAC	1470		204.0	Nashville, Tenn.	67	C	Life & Cas. Ins. Co.	5000
WLAP	1010		296.9	Louisville, Kentucky	58	C	American Brd. Corp.	250
WLB	1250		239.9	Minneapolis, Minn.	26	C	University of Minn.	1000
WLBC	1310		228.9	Muncie, Ind.	48	C	Donald A. Burton	50
WLBK	1420		211.1	Kansas City, Kans.	56	C	WLBK B'Castg. Co.	100
WLBG	1200		249.9	Petersburg, Va.	59	E	WLBG, Inc.	*100
WLBL	900		333.1	Stevens Point, Wis.	27	C	Wis Dept. of Agri. & Mar.	2000
WLBW	1260		238.0	Oil City, Pa.	39	E	Radio-Wired P. C. of Am.	*500
WLBX	1500		199.9	Long Island City, N. Y.	40	E	John N. Brahy	100
WLBZ	620	63+	483.6	Bangor, Me.	30	E	Maine B'Castg. Co.	500
WLCI	1210		247.8	Ithaca, N. Y.	39	E	Luth. Assn. of Ithaca	50
WLEY	1370		218.8	Lexington, Mass.	58	E	Lexington Air Stations	*100
WLIT	560	57	535.4	Philadelphia, Pa.	49	E	Lit Brothers	500
WLS	870	88	344.6	Chicago, Ill.	37	C	Agri. B'Castg. Co.	25000
WLTH	1400		214.2	Brooklyn, N. Y.	40	E	Voice of Brooklyn, Inc.	500
WLVA	1370		218.8	Lynchburg, Va.	59	E	Lynchburg B. C. Co.	100
WLW	700	71+	428.3	Cincinnati, Ohio	48	E	Crosley Radio Corp.	50000
WLWL	1100		272.6	New York, N. Y.	40	E	Miss. Soc. of St. P. The Apos.	5000
WMAC	570		526.0	Syracuse, N. Y.	39	E	Clive B. Meredith	250
WMAL	630		475.9	Washington, D. C.	39	E	M. A. Leese Radio Corp.	*250
WMAQ	670	68+	447.5	Chicago, Illinois	37	C	National B'Castg. Co.	5000
WMAZ	1180		336.9	Macon, Ga.	78	E	Southeastern Brd. Co., Inc.	*250
WMBC	1420		211.1	Detroit, Michigan	38	C	Mich. Brd. Co., Inc.	*100
WMBD	1440		208.2	Peoria Heights, Ill.	47	C	Peoria B'Castg. Co.	*500
WMBF	1300		230.6	Miami, Fla.	99	E	Isle of Dreams Brd. Co.	1000
WMBG	1210		247.8	Richmond, Va.	59	E	Havens & Martin, Inc.	100
WMBH	1420		211.1	Joplin, Mo.	37	C	Edwin Dudley Aber	*100
WMBI	1080	109+	277.6	Chicago, Ill.	37	C	Moody B. Inst. Rad. Sta.	5000

\*Indicates Station Uses More Power in the Day Time

## Chain Programs

All Hours Given in Eastern Standard Time

## Thursday--Cont.

## N. B. C. SYSTEM

## —Continued

## 8:15 p. m. Rin Tin Tin Thriller

WJZ, WBZ, WBZA, WHAM, KDKA, WGAR, WLW, WLS, KWK, WREN, KOIL

## 8:45 p. m. Sisters of the Skillet

WJZ, WBAL, WBZ, WBZA, KDKA, WGAR, WLW, WLS, KWK, WREN, KOIL

## 9:00 p. m. Blackstone Plantation

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WCKY

## 9:00 p. m. Arco Dramatic Musicale

WEAF, WVIC, WTAG, WEEI, WJAR, WCSH, WFI, WFBK, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KYW, KSD, WOC, WHO, WOW, WDAF, CKGW, WTMJ, KSTP, WECB, WRVA, WJAX, WIOD, WHAS, WSM, WMC, WSB, WAPI, WSMB, WJDX, WBAF, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ

## 9:30 p. m. Adventures of Sherlock Holmes

WEAF, WVIC, WTAG, WEEI, WJAR, WCSH, WFI, CFCE, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KSD, WOC, WHO, WOW, WDAF, CKGW

## 9:30 p. m. Maxwell House Ensemble

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WJR, WLW, KYW, KWK, WREN, WTMJ, KSTP, WECB, WRVA, WJAX, WIOD, WFLA, WHAS, WSM, WMC, WSB, WAPI, WJDX, WSMB, WBAF, KPRC, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ, KTR, KFSD

## 10:00 p. m. Lucky Strike Dance Hour

WEAF, WVIC, WTAG, WEEI, WJAR, WCSH, WFI, WFBK, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR, KSD, WOC, WHO, KPRC, WOW, WDAF, WTMJ, WECB, WDAY, KEYR, WIBA, WRVA, WIS, WNNC, WJAX, WIOD, WFLA, WHAS, WSM, WMC, WSB, WSMB, WJDX, KVOO, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ, KTR, KFSD

## 10:00 p. m. A. &amp; P. Gypsies

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WLW, WMAQ, KWK, WREN

## 10:30 p. m. Clara, Lu and Em

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WCKY, KYW, KWK, WREN, KOIL

## 11:00 p. m. Amos 'n' Andy

WMAQ, WENR, KWK, WREN, WDAF, KOIL, WTMJ, WIBA, KSTP, WECB, WHAS, WSM, WMC, WSB, WSMB, WJDX, KTHS, WFAA, KPRC, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ, KFSD

## THE COLUMBIA CHAIN

## 12:30 p. m. Columbia Revue

WABC, W2XE, WOKO, WFBL, WGR, WEAN, WAAB, WORC, WPC, WIP, WFAN, WHP, WLWB, WMAI, WTAI, WVA, WADC, WBT, WQAM, WDBO, WXYZ, WBCM, WSPD, WLAP, WREC, WLAC, WBRK, WDSU, WISN, WTAG, KSCJ, WMT, KMOX, KMBC, KFH, ETSB, WACO, KOH, KFOR, KOL, KFPY, KPRC

## 7:00 p. m. Myrt and Marge

WABC, W2XE, WOKO, WFBL, WGR, WEAN, WDRK, WNAK, WCAU, W3XAU, WJAS, WMAI, WCAO, WVA, WADC, WERC, WSPD, KMOX

## 7:15 p. m. Cremo presents Bing Crosby

WABC, W2XE, WOKO, WFBL, WREC, WGR, WLBZ, WEAN, WDRK, WNAK, WORC, WCAU, W3XAU, WBP, WJAS, WLWB, WMBG, WMAI, WCAO, WDBJ, WADC, WERC, WCAH, WKBK, WBT, WBIG, WTOP, WQAM, WDBO, WDAE, WXYZ, WSPD, KTHS, KRLD, KGRS, WACO, WCBK

## 7:30 p. m. Kaltenborn Edits the News

WABC, W2XE, WFBL, WGR, WEAN, WDRK, WNAK, WCAU, W3XAU, WJAS, WLWB, WCAO, WADC, WHE, WERC, WXYZ, WSPD, WFBM, WBBM, WCCO, KMOX, KMBC, WJSV

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## John White

John White, NBC's Lonesome Cowboy, was born in Washington, D. C., and wears spats instead of spurs. His songs are genuine nevertheless. He learned them from real cowboys on an Arizona dude ranch where he got his only experience of Western life. He is neither lonesome nor has he ever been a cowboy. He is a graduate of the University of Maryland.

## A Bit of Nonsense

The super-clowns of the air, in the persons of NBC's Three Doctors descend to the kitchens of the Merchandise Mart restaurants to demonstrate to their public that they really do get into a stew on Friday the Thirteenth. Here they are left to right: The doctors Pratt, Sherman and Rudolph. Their nonsense can be heard each evening except Friday from 10:30 to 10:45 P. M. (CST) over an NBC network.



## "Old Poppy"

Above, Clifford Soubier—cradled in a theatrical trunk—played "Little Eva (Uncle Tom's Cabin), curls and all, at six—spends his spare time kicking over small hills in the interest of geology—comes to you as "Old Pappy" via an NBC network at 4:30 P. M. (CST) every day except Sunday.

Cliff tells of a part he played in a travelling show when 18, where he was killed at the end of the act and had to fall with his feet toward the audience, head in the wings, and play his own death music on a clarinet.



The Three Doctors



## Ted Weems And His "Goofus"

Ted Weems, NBC orchestra leader, playing his own invention, the "Goofus Horn". It is said that there are only four men in the world that can operate the "Goofus" and the genial Ted is naturally one of the four. The "Goofus" is a cylindrical brass instrument about two feet in length with reeds inside. Air is forced in through a pliable rubber tube approximately three feet in length. There are twenty-two stops. The sounds emanating from the "Goofus" are, in Teds' own words, "wierdly unique—likenothinghuman!"

Ted's example of a go-getter is the lad who finds a worm in his apple and has fish for supper. Says what this country needs is more go-getters.

## Studio Notes

There was a time, according to Molly Gibbons, NBC fashion expert, when the three R's meant Readin', Ritin', and 'Rithmetic, but in these days they stand for Rudy, Roxy and the Radio.

• • • • •

Ted Weems, NBC orchestra leader, pauses to remark that he has discovered the necessity of the orange traffic light. And then Mr. Weems goes on to let us know that it is there to give the Scotchman a chance to start his motor.

• • • • •

Those inquiring letter writers now want to know how "Country" Washburn, who sings on the Ted Weems broadcasts on NBC each Sunday night got that way. It wasn't his parents' idea. The older Washburns thought Joseph a very nice name. He was called "Country" on sight by the famous band leader himself, and the name stuck.

It seems that young Joe hitchhiked from a Texas farm to Houston for a try out with the Weems band, outfitted from head to foot by mail, and slightly mussed from his long travels with a bass tuba. Washburn blew a few mellifluous notes from his great big gladiola and Ted said, "Country, you have a job".

## Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	Map Loc.	Time	OWNER	Power
WMBO	1310		228.9	Auburn, New York	39	E	WMBO, Inc.	100
WMBQ	1500		199.9	Brooklyn, N. Y.	40	E	Paul J. Gollhofer	100
WMBR	1370		218.8	Tampa, Fla.	89	E	F. J. Reynolds	100
WMC	780		384.4	Memphis, Tenn.	67	C	Memphis Com. Appeal, Inc.	*500
WMCA	570	58	526.0	New York, N. Y.	40	E	Knickerbocker Brd. Co.	500
WMIL	1500		199.9	Brooklyn, N. Y.	40	E	Arthur Faske	100
WMMN	890		336.9	Fairmont, W. Va.	49	E	Holt-Rowe B'Castg. Co.	*250
WMPC	1500		199.9	Lapeer, Mich.	29	C	1st Meth. Prot. Church	100
WMRJ	1210		247.8	Jamaica, New York	40	E	Peter J. Prinz	100
WMSG	1350		222.1	New York, N. Y.	40	E	Mad. Sq. Gar. Brd. Co.	250
WMT	600		499.7	Waterloo, Iowa	46	C	Waterloo B'Castg. Co.	500
WNAC	1230	125	243.8	Boston, Mass.	30	E	Shepard B. C. Service	1000
WNAD	1010		296.9	Norman, Okla.	65	C	University of Oklahoma	500
WNAX	570		526.0	Yankton, S. D.	35	C	House of Gurney	1000
WNB	1500		199.9	Binghamton, N. Y.	39	E	Howitt-Wood Rad. Co., Inc.	100
WNBH	1310		228.9	New Bedford, Mass.	30	E	New Bedford Brdcastg. Co.	100
WNBO	1200		249.9	Silver Haven, Pa.	49	E	John Brownlee Spriggs	100
WNBR	1430		209.7	Memphis, Tenn.	67	C	Memphis B'Castg. Co.	500
WNBW	1200		249.9	Carbondale, Pa.	49	E	Home Cut Gl. & China Co.	10
WNBX	1200		249.9	Springfield, Vt.	30	E	First Cong. Church, Inc.	10
WNBZ	1290		232.4	Saranac Lake, N. Y.	39	E	Smith & Mace	50
WNJ	1450		206.8	Newark, N. J.	40	E	Radio Investment Co.	250
WNOX	560		535.4	Knoxville, Tenn.	58	C	WNOX, Inc.	*1000
WNYC	570		526.0	New York, N. Y.	40	E	Dept. of Plant & Struc.	500
WOAI	1190		252.0	San Antonio, Tex.	95	C	Southern Equipment Co.	50000
WOAN	600		499.7	Memphis, Tenn.	67	C	WREC, Inc.	*500
WOAX	1280		234.2	Trenton, N. J.	39	E	WOAX, Inc.	500
WOB	580		516.9	Charleston, W. Va.	48	E	WOB, Inc.	*250
WOC	1000		299.8	Davenport, Iowa	46	C	Central B'Castg. Co.	5000
WOCL	1210		247.8	Jamestown, N. Y.	39	E	A. E. Newton	50
WODA	1250		239.9	Paterson, N. J.	40	E	Richard E. O'Dea	1000
WODX	1410		212.6	Mobile, Ala.	78	C	Mobile B'Castg. Corp.	500
WOI	640		468.5	Ames, Iowa	36	C	Iowa State College	5000
WOKO	1440	140	208.2	Albany, N. Y.	40	E	WOKO, Inc.	500
WOL	1310	133	228.9	Washington, D. C.	49	E	American B'Castg. Co.	100
WOMT	1210		247.8	Manitowoc, Wis.	27	C	Francis M. Kadow	100
WOOD	1270		236.1	Grand Rapids, Mich.	37	C	Kunsky-Trendle B. C. Corp.	500
WOPI	1500		199.9	Bristol, Tenn.	68	C	Radiophone B. C. Station	100
WOQ	1300		230.6	Kansas City, Mo.	56	C	Unity Sch. of Christianity	1000
WOR	710	724	422.3	Newark, N. J.	40	E	Bamberger Brd. Service	5000
WORC	1200		249.9	Worcester, Mass.	30	E	Alfred F. Kleindienst	100
WOS	630		475.9	Jefferson City, Mo.	56	C	John D. Heiny	500
WOV	1130		265.3	New York, N. Y.	40	E	International Brd. Co.	1000
WOW	590		508.2	Omaha, Nebr.	46	C	W. W. Life Ins. Assn.	1000
WOWO	1160	118	258.5	Ft. Wayne, Ind.	48	C	Main Auto Supply Co.	10000
WPAD	1420		211.1	Paducah, Kentucky	58	C	Paducah B'Castg. Co.	100
WPAP	1010		296.9	New York, N. Y.	40	E	Calvary Baptist Church	250
WPCC	560		535.4	Chicago, Illinois	37	C	No. Shore Cong. Church	500
WPCH	810		370.2	New York, N. Y.	40	E	Eastern B'Casters, Inc.	500
WPEN	1500		199.9	Philadelphia, Pa.	49	E	Wm. Penn Brd. Co.	*100
WPF	1370		218.8	Hattiesburg, Miss.	40	C	Hattiesburg B. C. Co.	100
WPG	1100		272.6	Atlantic City, N. J.	50	E	WPG B'Castg. Corp.	5000
WPOR	780		384.4	Norfolk, Va.	48	E	WTAR Radio Corp.	500

\*Indicates Station Uses More Power in the Day Time

## Chain Programs

All Hours Given in Eastern Standard Time

## Thursday--Cont.

THE COLUMBIA CHAIN  
—Continued

## 7:45 p. m. The Camel Quarter-Hour

WABC, 2WKE, WOKO, WFBL, WHEC, WGR, WLBZ, WEAN, WDRC, WNAC, WORC, WCAU, W3XAU, WHP, WJAS, WMAL, WCAO, WTAR, WDBJ, WVVVA, WADC, WHE, WKRC, WCAH, WKBW, WBT, WBIG, WSJS, WGST, WTOG, WQAM, WDBO, WDAE, WXYZ, WSPD, WLAF, WDDO, WREC, WLAC, WNOX, WBR, WDSU, WISN, WFBM, WCCO, KSCJ, WMT, KMOX, KMBC, KLRA, WNAX, WIBW, KFH, KFJF, KRLD, KTRH, KTB, WACO

## 8:15 p. m. Sterling Products Program

WABC, WFBL, WGR, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHE, WKRC, WGST, WXYZ, WSPD, WREC, WDSU, WGN, WCCO, KMOX, KMBC, KFJF

## 8:30 p. m. La Palina Presents Kate Smith

WABC, WFBL, WHEC, WGR, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHE, WKRC, WCAH, WKBW, WXYZ, WBCM, WFLA, WISN, WFBM, WGN, WCCO, KMOX, KMBC

## 8:45 p. m. Angelo Patri

WABC, WFBL, WGR, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHE, WKRC, WXYZ, WSPD, WOWO, WGN, WCCO, KMOX, KMBC

## 9:00 p. m. Vapex Presents the Mills Brothers

WABC, WOKO, WFBL, WKBW, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WKRC, WXYZ, WSPD, WOWO, WGN, KMOX, KMBC

## 9:30 p. m. Love Story Hour

WABC, WFBL, WKBW, WEAN, WDRC, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHE, WKRC, WXYZ, WSPD, WOWO, WGN, KMOX, KMBC

## 10:00 p. m. Hart Schaffner and Marx Trumpeters

WABC, WFBL, WKBW, WEAN, WDRC, WAAB, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHE, WKRC, WGST, WXYZ, WSPD, WLAF, WDSU, WQVO, WBBM, WCCO, WMT, KMOX, KMBC, KFJF, KRLD, KLZ

## 10:45 p. m. Myrt and Marge

WXYZ, WLAF, WBBM, WCCO, KMBC, KMJ, KFBK, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, KLZ

## 11:00 p. m. Cremo Presents Bing Crosby

WGST, WBCM, WLAF, WDDO, WREC, WLAC, WNOX, WBR, WDSU, WISN, WOWO, WFBM, WGN, WCCO, KSCJ, WMT, KMOX, KMBC, KLRA, WNAX, WIBW, KFH, KFJF, KTRH, KQH, KEMJ, KFBK, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, KLZ

## 11:30 p. m. The Camel Quarter-Hour

WOWO, WGN, KOH, KGB, KMJ, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, KLZ

## FRIDAY

## N. B. C. SYSTEM

## 12:30 p. m. National Farm and Home Hour

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WLW, WGAR, WJR, WCKY, KYW, EKW, WREN, KOIL, WIBA, KSTP, WIBC, WDAY, KFJR, WVVVA, WPTF, WIS, WWNC, WJAX, WIOD, WFLA, WHAS, WSM, WNC, WSB, WAPI, WSMB, WJDX, KTHS, KVOO, WFAA, KPRC, WOAI, WKY, KOA, WRC, WOC, WHO, WOW, WDAF

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## Impressions of Washington Notables at the Microphone



Upper left, Senator Robert M. LaFollette, of Wisconsin who uses gestures; upper right, Senator Hiram Johnson, of California, one of radio's most vigorous speakers; center, Secretary of Agriculture Hyde, rated as really "knowing how" to speak for the radio; lower left, Senator Hiram Bingham, of Connecticut, always thoroughly at home; lower center, Senator David I. Walsh, of Massachusetts, who speaks incisively; lower right, Senator James J. Davis, of Pennsylvania, who once sang over the air.

## Sign Language of the Studio

Visitors to the CBS studios in New York City often express curiosity concerning the sign language employed by announcers and production men. A system of signals, employing the use of arms and hands, has been devised for convenience, speed and accuracy.

These signals usually are made through the double-plate observation window of the control room which adjoins each studio to the men in the broadcasting room itself. At times, however, the procedure is reversed.

Should the visitor see a production man drawing his pointed finger across his throat—a gesture seeming to signify an open razor and a desire to end it all—he should know that it is to inform the entertainers in the studio that the current which actuates the microphone has been "cut". When the production man holds his index finger against his nose, there really is nothing wrong with his olfactory organ. It is only to indicate

that the broadcast is being terminated "on the nose", or, to the layman precisely on time.

As the microphone is about to "take the air", the production official stands with one arm raised overhead. In his other hand is the indispensable stop-watch, and, as the second hand of the watch hits the minute, down comes the arm, and they're off—in other words, the program is on the air.

When the performer wanders a bit too far from the microphone, the alert production head attempts to remedy the situation by holding one hand stationary and drawing the other slowly towards it. If the artist fails to notice the signal, there is always someone on tap to tap the far-away-one on the shoulder and direct him to the proper position. The drawing away of one hand from the other, is used in case the performer is too close to the "mike".

As the allotted time of a broadcast dwindles to

but 30 seconds, the production man holds one hand with two fingers at right angles to indicate the remaining time. This signal enables the artists or orchestra, as the case may be, either to lengthen or rush their parts so the broadcast may finish "on the nose".

Describing swift circles with the hand denotes the necessity of accelerating the orchestra's tempo. The holding of both hands flat and moving them to and fro slowly is the signal for the orchestra to fade out gradually, either for a station break or announcement. Forming an X with the arms and swerving the hands rapidly back and forth is the high-sign for a swift fadeout.

Before a new production man at the CBS studios is assigned to his first program, he must undergo thorough training in the sign language of the studios for one error in a signal might prove disastrous to a carefully-prepared and costly program.

Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	Map Loc.	Time	OWNER	Power
WPRO	1210		247.8	Providence, R. I.	40	E	Webb B'Castg. Co.	100
WPSC	1230		243.8	State College, Pa.	39	E	Penn State College	500
WPTF	680	69+	440.9	Raleigh, N. C.	59	E	Durham Life Ins. Co.	1000
WQAM	560		535.4	Miami, Fla.	99	E	Miami B'Castg. Co.	1000
WQAN	880		340.7	Scranton, Pa.	49	E	Scranton Times	250
WQAO	1010		296.9	New York, N. Y.	40	E	Calvary Baptist Church	250
WQBC	1360		220.4	Vicksburg, Mississippi	40	C	Delta Broadcasting Co.	500
WQDM	1570		218.8	St. Albans, Vt.	30	E	A. J. St. Antoine	100
WQDX	1210		247.8	Thomasville, Ga.	78	E	Stevens Luke	100
WRAK	1370		218.8	Williamsport, Pa.	39	E	C. R. Cummins	100
WRAM	1370		218.8	Wilmington, N. C.	69	E	Wilmington Radio Assn.	100
WRAW	1310		228.9	Reading, Pa.	39	E	Reading B'Castg. Co.	100
WRAX	1020		293.9	Philadelphia, Pa.	49	E	WRAX B'Castg. Co.	250
WRBL	1200		249.9	Columbus, Ga.	77	C	WRBL Rad. Station, Inc.	50
WRBQ	1210		247.8	Greenville, Miss.	49	C	J. Pat Scully	50
WRBX	1410		212.6	Roanoke, Va.	59	E	Richmond Dev. Corp.	250
WRC	950	40	315.6	Washington, D. C.	49	E	National Brd. Co., Inc.	500
WRDO	1370		218.8	Augusta, Maine	20	E	A. S. Woodman	100
WRDW	1500		199.9	Augusta, Ga.	69	E	Musicove, Inc.	100
WREC	600		499.7	Memphis, Tenn.	67	C	WREC, Inc.	*500
WREN	1220		245.6	Lawrence, Kansas	56	C	Jenny Wren Co.	1000
WRHM	1250		239.9	Minneapolis, Minn.	26	C	Minnesota Brd. Corp.	1000
WRJN	1370		218.8	Racine, Wis.	37	C	Racine B'Castg. Corp.	100
WRNY	1010		296.9	New York, N. Y.	40	E	Aviation Radio Sta. Inc.	250
WROL	1310		228.9	Knoxville, Tenn.	68	C	Stuart B'Castg. Corp.	100
WRR	1280		234.2	Dallas, Texas	75	C	City of Dallas	500
WRUF	830		361.2	Gainesville, Fla.	89	E	University of Florida	5000
WRVA	1110	113	270.1	Richmond, Va.	59	E	Larus Bros. Co., Inc.	5000
WSAI	1330		225.6	Cincinnati, Ohio	48	E	Crosley Radio Corp.	*500
WSAJ	1310		228.9	Grove City, Pa.	39	E	Grove City College	100
WSAN	1440		208.2	Allentown, Pa.	39	E	Allentown Call Publ. Co.	250
WSAR	1450		206.8	Fall River, Mass.	40	E	Doughty & Welch E. Co.	250
WSAZ	580		516.9	Huntington, W. Va.	48	E	WSAZ, Inc.	250
WSB	740		405.2	Atlanta, Ga.	78	C	Atlanta Journal Co.	5000
WSBC	1210	23	247.8	Chicago, Ill.	37	C	World Battery Co., Inc.	100
WSBT	1230		243.8	South Bend, Ind.	47	C	South Bend Tribune	500
WSEN	1210		247.8	Columbus, Ohio	48	E	Columbus Brd. Co.	100
WSFA	1410		212.6	Montgomery, Ala.	99	C	Montgomery B'Castg. Co.	500
WSIX	1210		247.8	Springfield, Tenn.	57	C	638 Tire & Vulc. Co.	100
WSJS	1310		228.9	Winston-Salem, N. C.	68	E	Winston-Salem Journal	100
WSM	650	66	461.3	Nashville, Tenn.	67	C	Nat. Life & Acc. Ins. Co.	5000
WSMB	1320		227.1	New Orleans, La.	87	C	WSMB, Inc.	500
WSMK	1380		217.3	Dayton, Ohio	48	E	Stanley M. Krohn, Jr.	200
WSOC	1210		247.8	Gastonia, N. C.	69	E	WSOC, Inc.	100
WSPA	1420		211.1	Spartanburg, S. C.	79	E	Virgil Evans	*100
WSPD	1340		223.7	Toledo, Ohio	38	E	Toledo B'Castg. Co.	1000
WSUI	880		340.7	Iowa City, Iowa	46	C	State University of Iowa	500
WSUN	620		483.6	Clearwater, Fla.	88	E	St. Petersburg Ch. of Com.	*250
WSVS	1370		218.8	Buffalo, N. Y.	39	E	Seneca Vocational School	50
WSYB	1500		199.9	Rutland, Vt.	30	E	Weiss Music Co.	100
WSYR	570		526.0	Syracuse, N. Y.	39	E	Clive B. Meredith	250
WTAD	1440		208.2	Quincy, Illinois	47	C	Illinois B'Castg. Corp.	500
WTAG	580		516.9	Worcester, Mass.	30	E	Worcester Tel. Publ. Co.	250

\*Indicates Station Uses More Power in the Day Time

# Chain Programs

All Hours Given in Eastern Standard Time

## Friday--Cont.

### N. B. C. SYSTEM —Continued

#### 6:45 p. m. Swift Program

WEAF, WTIC, WTAG, WEEL, WJAR, WCSH, WFI, WRC, WGY, WBN, WCAE, WTAM, WWJ, WSAI, KSD, WFB

#### 7:30 p. m. Prince Albert Quarter Hour

WEAF, WTAG, WJAR, WCSH, WFB, WRC, WGY, WBN, WTAM, WSAI, WDAF, WBA, WTMJ, KSTP, WECB, WDAY, KFPR, WRVA, WPTF, WIS, WWNC, WJAX, WIOD, WFLA, WQAI, WKY, WLIT

#### 7:45 p. m. The Goldbergs

WEAF, WGY, WBN, WCAE, WTAM, WWJ, WSAI, WENR

#### 8:00 p. m. Cities Service Concert Orchestra

WEAF, WTIC, WTAG, WEEL, WJAR, WCSH, WLIT, WRC, WGY, WFAA, WBN, WCAE, WTAM, WWJ, WSAI, KYW, KSD, WOC, WHO, WOW, WDAF, CKGW, WTMJ, KSTP, WECB, KTHS, KPRC, WQAI, WKY, KOA, KSL, KGO, KECA, KGW, KOMO, KHQ, KTHS

#### 8:00 p. m. Nestle's Program

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WCKY, WLS, KWK, WREN, KOIL

#### 8:30 p. m. Smith Brothers

WJZ, WBAL, WGAR, WLW, WLS

#### 8:45 p. m. Sisters of the Skillet

WJZ, WBAL, KDKA, WGAR, WLW, WLS, KWK, WREN, KOIL

#### 9:00 p. m. The Cliquot Club

WEAF, WTIC, WTAG, WEEL, WJAR, WCSH, WLIT, WRC, WGY, WBN, WCAE, WWJ, WSAI, WLS, KSD, WOC, WHO, WOW, WDAF

#### 9:30 p. m. Pond's Program

WEAF, WTAG, WJAR, WCSH, WLIT, WFB, WRC, WGY, WBN, WCAE, WTAM, WSAI, WENR, KSD, WOC, WHO, WOW, WDAF

#### 9:30 p. m. Armour Program

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WLW, KYW, KWK, WREN, KOIL, WTMJ, KSTP, WECB, WRVA, WJAX, WIOD, WHAS, WSM, WMC, WSB, WAFI, WJDX, WSMB, KPRC, WQAI, WKY, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ

#### 10:00 p. m. Paul Whiteman's Paint Men

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WCKY, WENR, KWK, WREN, KOIL, WTMJ, KSTP, WECB, WDAY, KFPR, WRVA, WJAX, WIOD, WFLA, WHAS, WSM, WMC, WSB, WSMB, WJDX, KVOO, WBAF, KPRC, WQAI, WKY, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ, KFSD, KTA

#### 10:30 p. m. Clara, Lu and Em

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WCKY, KYW, KWK, WREN, KOIL

#### 11:00 p. m. Amos 'n' Andy

WMAQ, WENR, KWK, WREN, WDAF, KOIL, WTMJ, WBA, KSTP, WECB, WHAS, WSM, WMC, WSB, WSMB, WJDX, KTHS, WBAF, KPRC, WQAI, WKY, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ, KFSD. This is a split network.

### THE COLUMBIA CHAIN

#### 12:30 p. m. Columbia Revue

WABC, W2XE, WOKO, WFBL, WEEC, WGR, WEAN, WDRG, WAAB, WORC, WFG, WIP-WFAN, WFB, WLBW, WMAL, WJAR, WWVA, WADC, WBT, WQAM, WDBO, WXYZ, WBCM, WSPD, WLAF, WFIW, WREC, WLAC, WBRG, WDSU, WISN, WTAQ, KSCJ, WMT, EMOX, KMBC, KFH, KTSB, WACO, KOH, EFOR, KOL, KFFY

#### 7:00 p. m. Myrt and Marge

WABC, W2XE, WOKO, WFBL, WGR, WEAN, WDRG, WNAE, WCAU, W3XAU, WJAS, WMAL, WCAO, WWVA, WADC, WKRC, WSPD, EMOX

[Continued on Page 30]



### Boop-a-Doop

Mac Questel, mimic, songbird and double of Helen Kane, who is heard over an NBC network. Miss Questel first gained public prominence by winning a Helen Kane contest. She resembled the "boop-a-doop" girl so strongly that she was substituted for her in a Broadway production and the audience was none the wiser. In her weekly programs, Miss Questel imitates well known celebrities of the theatre, stage and radio.



### "Hottest on the Air"

Dance music has a dozen different forms and in the opinion of hundreds of fans who deluge Columbia network stations with telephone calls, the brand offered three times weekly by Noble Sissle and his orchestra is the "hottest" on the air. Sissle, who gained fame as half of the team of Sissle and Blake and who has been performing in Europe for four years now offers his unique interpretations of such jazz-age classics as "St. Louis Blues" and "Tiger Rag" over the air from the Park Central Hotel in New York City.

### Helps Housewives

When Radio Songbirds are not busy singing they are troubled with domestic problems, even as are their listeners. Here's Harriet Lee, (center) and Helen Nugent (right) staff artists of the Columbia Broadcasting System, getting a few points on how to utilize flowers and chintz to brighten up their apartments. Their mentor is Ida Bailey Allen whose daily chats over the CBS network helps thousands of housewives to keep their homes running smoothly with a minimum of exertion.



### STUDIO NOTES

Theo Karle, CBS tenor, once had occasion to buy apparel for an operatic performance at Torino, Italy. He entered the customer's and began to converse to the attendant in Italian. They made little progress until he was asked if he was a German.

"No", the singer replied, "I'm an American". "Why didn't you say so?", came back the other in perfect English, "I was a bar man in New York for five years".

• • • •

Ida Bailey Allen, president of the National Radio Home-Makers, has received and read well over a half million fan letters. Her first broadcast alone, coming in 1923 from a St. Louis station, brought 1500 letters. But one of the most puzzling of all came to her when a writer sent her by parcel post a clam "for analysis". She hasn't decided yet whether or not the writer was just having a little fun.

• • • •

Singin' Sam, the Barbasol Man states that the old time minstrel show had its initiation ritual for a new member just as do many fraternities and lodges. One of the tricks that was played on him when he joined Field's Greater Minstrels was mixing varnish with the burnt cork he used to black-face. He recalls that his complexion remained several shades darker than usual for a month.



### Featured By Willys-Overland

Shown here are three young men known to radio as TOM DICK and HARRY (Fred Vandover, Gordon Vandover and Marlin Hurt), who are hailed as one of the outstanding musical trios in radio today. They are featured in the Willys Overland program which is broadcast every Sunday at 6 P. M. (CST) over NBC network.

Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	Map Loc	Time	OWNER	Power
WTAM	1070	108+	280.2	Cleveland, Ohio	38	E	National Brd. Co., Inc.	50000
WTAQ	1330		225.4	Eau Claire, Wis.	26	C	Gillete Rubber Co.	1000
WTAR	780		384.4	Norfolk, Va.	59	E	WTAR Radio Corp.	500
WTAW	1120		267.7	College Station, Tex.	86	C	Agri. & Mech. Col. of Tex.	500
WTAX	1210		247.8	Springfield, Ill.	47	C	WTAX, Inc.	100
WTBO	1420		211.1	Cumberland, Md.	49	E	Associated Brd. Corp.	*100
WTEL	1310		228.9	Philadelphia, Pa.	49	E	Foulkrod Rad. Eng. Co.	100
WTFI	1450		206.8	Athens, Ga.	68	C	Toccoa Falls B'Castg. Co.	500
WTIC	1060	107	282.8	Hartford, Conn.	40	E	Travelers B. C. Service	50000
WTJS	1310		228.9	Jackson, Tenn.	67	C	Sun Publishing Co.	*100
WTMJ	620	63+	483.6	Milwaukee, Wis.	37	C	Milwaukee Journal	*1000
WTOC	1260		238.0	Savannah, Ga.	78	C	Savannah B'Castg. Co.	500
WTSL	1310		228.9	Laurel, Miss.	77	C	G. A. Houseman	100
WWAE	1200		249.9	Hammond, Ind.	37	C	Hammond-Calumet B. C. Co.	100
WWJ	920		325.9	Detroit, Mich.	38	C	The Evening News Assn.	1000
WWL	850		353.7	New Orleans, La.	87	C	Loyola University	10000
WWNC	570		526.0	Asheville, N. C.	68	E	Citizens B'Castg. Co.	1000
WWRL	1500		199.9	Woodside, N. Y.	40	E	Long Island B. C. Corp.	100
WWSW	1500		199.9	Pittsburgh, Pa.	49	E	Walker & Downing	100
WWVA	1160		258.5	Wheeling, W. Va.	48	E	W. Va. B'Castg. Corp.	5000
WXYZ	1240		241.8	Detroit, Mich.	38	C	Kunsky-Trendle	1000

Mexican Stations Arranged Alphabetically by Call Letter

Call Letter	Kilo-cycle	Dial Read	CITY	Power
XEA	1200		250 Guadalaiaara	100
XEB	899		333 Mexico City	1000
XED	961	97	312 Reynosa	10000
XEF	1132		265 Oaxaca	100
XEG	829		291 Mexico City	2000
XEH	965		265 Monterrey	100
XEI	1000		300 Morelia	100
XEJ	857		350 Ciudad Juarez	100
XEK	1000		300 Mexico City	100
XEM	841		357 Tampico	500
XEN	732		425 Mexico City	1000
XEO	984		445 Mexico City	100
XEQ	750		400 Ciudad Juarez	1000
XER	984	75	445 Mexico City	100
XES	890		337 Tampico	500

\*Indicates Station Uses More Power in the Day Time

Chain Programs

All Hours Given in Eastern Standard Time

Friday--Cont.

THE COLUMBIA CHAIN  
—Continued

7:30 p. m. **The Boswell Sisters**  
WOKO, WFBL, WGR, WEAN, WDRG, WNAC, WORC, WHP, WJAS, WLBW, WWVA, WADC, WHK, WCAH, WTOC, WDAE, WXYZ, WBCM, WLAP, WRFC, WLAC, WRRC, WDSU, WISN, WGL, WFBM, WCCO, KSCJ, WMT, KLRA, KFJF, KRLD, K TSA, WACO, KOH, KVOR, KFPY, KFRC, KDYL

7:45 p. m. **The Camel Quarter-Hour**  
WABC, W2XE, WOKO, WFBL, WHEC, WGR, WLBZ, WEAN, WDRG, WNAC, WORC, WCAU, W3XAU, WHP, WJAS, WMAL, WCAO, WTAR, WDBJ, WWVA, WADC, WHK, WRRC, WCAH, WBT, WBIG, WSJS, WGST, WTOC, WQAM, WDBO, WDAE, WXYZ, WSPD, WLAP, WDOD, WRFC, WLAC, WNOX, WBRC, WDSU, WISN, WFBM, WBBM, WCCO, KSCJ, WMT, KMOX, KMBC, KLRA, WNAX, WIBW, KFJF, KRLD, KTRH, WACO

8:15 p. m. **Singin' Sam, the Barbasol Man**  
WABC, WOKO, WFBL, WKBW, WEAN, WDRG, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHK, WRRC, WXYZ, WSPD, WFBM, WGN, WCCO, KMOX, KMBC

8:30 p. m. **Today and Yesterday**  
WABC, WFBL, WGR, WEAN, WDRG, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WADC, WHK, WRRC, WBT, WGST, WXYZ, WSPD, WWO, WGN, WCCO, KMOX, KMBC, W2XE, WOKO, KFJF, KTRH, WRR, WRFC

9:45 p. m. **Friendly Five Footnotes**  
WABC, WFBL, WKBW, WEAN, WNAC, WCAU, W3XAU, WJAS, WMAL, WCAO, WHK, WRRC, WBT, WXYZ, WRFC, WLAC, WNOX, WBRC, WDSU, WGN, WCCO, WMT, KMOX, KMBC, KFJF, KRLD, KLZ

10:45 p. m. **Myrt and Marge**  
WXYZ, WLAP, WBBM, WCCO, KMBC, KMJ, KFBE, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, KLZ

11:00 p. m. **Cromo Presents Bing Crosby**  
WGST, WBCM, WLAP, WDOD, WRFC, WLAC, WNOX, WBRC, WDSU, WISN, WOWO, WGN, WCCO, KSCJ, WMT, KMOX, KMBC, KLRA, WNAX, WIBW, KFH, KFJF, KTRH, K TSA, KOH, KMJ, KFBE, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, KLZ

11:30 p. m. **The Camel Quarter-Hour**  
WOWO, WGN, K TSA, KOH, KGB, KMJ, KFBE, KOL, KFPY, KOIN, KFRC, KHJ, KDYL, KLZ

SATURDAY

N. B. C. SYSTEM

12:30 p. m. **National Farm and Home Hour**  
WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WLW, KTAR, WGAR, WJR, KYW, WCKY, KWK, WREN, KOIL, WTMJ, WIBA, KSTP, WEBC, WDAY, KFPY, WRVA, WPTF, WIS, WWNC, WJAX, WIOD, WFLA, WHAS, WSM, WMC, WSB, WAPI, WSMB, WJDX, KTHS, KVOO, WFAA, KPRC, WQAI, WKY, KOA, KSL, WRC, WOC, WOW, WDAF, KGO, KFI, KOMO, KFSD

7:30 p. m. **Prince Albert Quarter Hour**  
WEAF, WTIC, WTAG, WEEI, WJAR, WCSB, WFL, WFBR, WRC, WCY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR, WDAF, WIBA, WTMJ, KSTP, WEBC, WDAY, KFPY, WRVA, WIS, WWNC, WJAX, WIOD, WFLA, WQAI, WKY

[Continued on Page 32]



## 6,500,000 Pupils Hear Damrosch Music Hour

Walter Damrosch instructs the largest music class in the world, with more than 6,500,000 pupils listening every Friday to his Music Appreciation Hour over combined coast-to-coast National Broadcasting Company networks.

The class, whose pupils occupy school rooms scattered through all the forty-eight states, has increased in attendance by 2,000,000 during the past year.

Investigation in sixty-eight cities over the country showed that for each Instructor's Manual requested of the NBC by teachers, superintendents and supervisors, there were more than a hundred pupils taking the radio course. On the basis of this listener-manual ratio of 100 to 1, there is indicated a school audience of 6,500,000, inasmuch as 65,000 manuals were requested during the first half of the 1931-32 course.

This figure does not take into account, of course, the large number of adults who hear these broadcasts in their homes, nor the numerous music clubs, women's clubs, and similar organizations which meet regularly to listen to the program.

In addition to the instructor's Manual, many principals and music supervisors have ordered the Student Notebooks for the use of their pupils. During the fall and early winter course 137,000 of these were requested and sent out by the NBC, an increase of 90 percent over the same period of the previous year. The increase in Instructor's Manuals was 75 percent.

The Music Appreciation Hour is now broadcast through seventy-one stations from coast-to-coast, and Dr. Damrosch believes that the tremendous interest evinced by children in the programs is a very definite refutation of spasmodic charges that appreciation of good music is on the wane. Further refutation is seen in the immediate nationwide popularity of the regular NBC Saturday broadcasts of the Metropolitan Opera, and of the NBC Symphonic Hour, which Damrosch conducts each Sunday.

Until recently the Pacific Coast stations of the NBC were not included in the Music Appreciation Hour network, as it was felt that broadcast of such a program would not find an audience in the far west at 8:00 a. m.

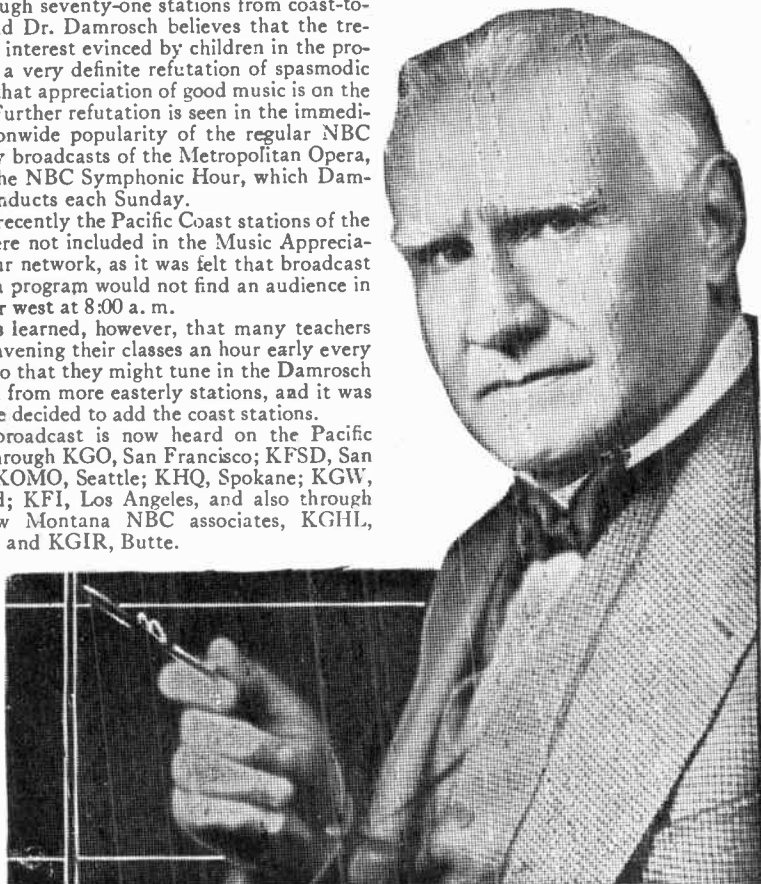
It was learned, however, that many teachers were convening their classes an hour early every Friday so that they might tune in the Damrosch program from more easterly stations, and it was therefore decided to add the coast stations.

The broadcast is now heard on the Pacific Coast through KGO, San Francisco; KFSD, San Diego; KOMO, Seattle; KHQ, Spokane; KGW, Portland; KFI, Los Angeles, and also through two new Montana NBC associates, KGHL, Billings, and KGIR, Butte.



### Sylvia Froos

Sylvia Froos, "little princess of song," will broadcast regularly twice weekly over an NBC-WJZ network starting Sunday, January 24. Sunday nights she will broadcast at 11:15 p. m., E. S. T., and Saturday nights at 6:45 p. m., E. S. T. The programs will consist of a wide variety of songs, including sentimental numbers. Miss Froos made her debut recently over an NBC network. She is only seventeen.



## Studio Notes

Les Reis and Arty Dunn, whose harmonies are heard thrice weekly over the Columbia network, are convinced that their efforts to form a perfect melodic union have been rewarded. Billed as "Reis and Dunn", they received a fan letter addressed to "Recent Dunn", containing the salutation "Dear Sir".

\* \* \* \*

The radio listeners of the land make their presents known—any popular announcer or entertainer on the CBS network can testify to that.

Gifts from the "great unseen audience" range from bananas to money, from monkeys to elephants, although it must be explained that the latter are only miniatures carved from ivory.

Nor are the gifts always expressions of appreciation. There was one speaker, for instance, whose trembling voice indicated an acute case of microphobia. In a subsequent mail he received a pair of plush slippers with the advice that he wear them "to keep your feet warm the next time you broadcast".



### Robert Simmons

Robert Simmons, singing the songs of today in a simple, direct manner, has found a ready audience on National Broadcasting Company networks. He is now heard five times a week with Howard Lanin's Campbell Orchestra.

Simmons is a concert and opera tenor who has had a thorough training in music. He was born in the Ozark Mountains and at the age of eighteen became a member of the St. Louis Civic Opera Company. While still a youth he was graduated from Boston University and the New England Conservatory of Music. He was on the faculty of both institutions.

Following a concert tour in Europe he entered radio as a leading singer in the NBC National Light and Grand Opera series. He sang opera and concert selections at all radio appearances until friends persuaded him that many people would appreciate popular songs.

## Canadian Stations

Call Letter	Kilo-cycle	Dial Reading	Meters	CITY	OWNER	Power
CFAC	690		434.8	Calgary, Alberta	The Calgary Herald	500
CFCA	840		357.1	Toronto, Ontario	Star Publishing & Printing Co.	500
CFCF	1030		291.3	Montreal, Quebec	Canadian Marconi Co.	500
CFCH	600		500	Iroquois Falls, Ontario	Abitibi Power & Paper Co. (Ltd.)	250
CFCN	690		434.8	Calgary, Alberta	Western Broadcasting Co.	500
CFCO	1210		247.9	Chatham, Ontario	Western Ontario "Better Radio" Club	100
CFCT	630		476.2	Victoria, B. C.	Victoria Broadcasting Association	500
CFCY	960		312.5	Charlottetown, P. E. I.	The Island Radio Co.	250
CFQC	910		329.7	Saskatoon, Sask.	The Electric Shop (Ltd.)	500
CFRB	960		312.5	York County, Ontario	Rogers Majestic Corporation (Ltd.)	4000
CFRC	930		322.6	Kingston, Ontario	Queens University Dept. of Elec. E.	500
CHCA	690		434.8	Calgary, Alberta	The Western Farmer	500
CHCT	840		357.1	Red Deer, Alberta	G. F. Tull & Ardern (Ltd.)	1000
CHMA	580		517.2	Edmonton, Alberta	Christian and Missionary Alliance	250
CHNS	930		322.6	Halifax, Nova Scotia	Halifax Herald (Ltd.)	500
CHWC	960		312.5	Pilot Butte, Sask.	R. H. Williams & Sons (Ltd.)	500
CHYC	730		411	St. Hyacinthe, Quebec	Northern Electric Co. (Ltd.)	5000
CJBC	690		434.8	Toronto, Ontario	Jarvis Street Baptist Church	5000
CJBR	960		312.5	Regina, Saskatchewan	Sask. Coop. Wheat Prod., Ltd.	500
CJCA	930		322.6	Edmonton, Alberta	The Edmonton Journal (Ltd.)	500
CJCJ	690		434.8	Calgary, Alberta	The Albertan Publishing Co. (Ltd.)	500
CJGC	910		329.7	London, Ontario	London Free Press & Ptg. Co. (Ltd.)	500
CJGX	630		476.2	Yorkton, Saskatchewan	The Winnipeg Grain Exchange	500
CJRM	600		500	Moose Jaw, Sask.	Jas. Richardson & Sons (Ltd.)	500
CJRW	600		500	Fleming, Saskatchewan	Jas. Richardson & Sons (Ltd.)	500
CJRX	1720		25.6	Middlechurch, Man.	Jas. Richardson & Sons (Ltd.)	2000
CJSC	690		434.8	Toronto, Ontario	The Evening Telegram	5000
CKAC	730	74+	411	St. Hyacinthe, Que.	La Press Publishing Co. (Ltd.)	5000
CKCK	960		312.5	Regina, Saskatchewan	Leader Publishing Co. (Ltd.)	500
CKCL	580		517.2	Toronto, Ontario	The Dominion Battery Co.	500
CKCO	890		337.1	Ottawa, Ontario	Dr. G. M. Geldbert	100
CKGW	690		434.8	Bowmanville, Ontario	Gooderham & Worts (Ltd.)	5000
CKLC	840		357.1	Red Deer, Alberta	Alberta Pacific Grain Co. (Ltd.)	1000
CKNC	580		517.2	Toronto, Ontario	Can. National Carbon Co. (Ltd.)	500
CKUA	580		517.2	Edmonton, Alberta	University of Alberta	500
CKWX	730		411	Vancouver, B. C.	A. Holstead & Wm. Hanlon	100
CKX	540		555.6	Brandon, Manitoba	Manitoba Telephone System	500
CKY	780		384.6	Winnipeg, Manitoba	Manitoba Telephone System	5000
CNRA	630		476.2	Moncton, N. B.	Canadian National Railways	500
CNRC	690		434.8	Calgary, Alberta	Canadian National Railways	500
CNRD	840		357.1	Red Deer, Alberta	Canadian National Railways	1000
CNRE	930		322.6	Edmonton, Alberta	Canadian National Railways	500
CNRH	930		322.6	Halifax, Nova Scotia	Canadian National Railways	500
CNRL	910		329.7	London, Ontario	Canadian National Railways	500
CNRM	730		411	Montreal, Quebec	Canadian National Railways	5000
CNRO	600		500	Ottawa, Ontario	Canadian National Railways	500
CNRR	960		312.5	Regina, Saskatchewan	Canadian National Railways	500
CNRS	910		329.7	Saskatoon, Sask.	Canadian National Railways	500
CNRT	840		357.1	Toronto, Ontario	Canadian National Railways	500
CNRV	1030		291.3	Lulu Island, B. C.	Canadian National Railways	500
CNRW	780		384.6	Winnipeg, Manitoba	Canadian National Railways	5000
CNRX	960		312.5	Toronto, Ontario	Canadian National Railways	4000
CPRY	690		434.8	Bowmanville, Ontario	Canadian National Railways	5000
CKOW	840		357.1	Toronto, Ontario	Nestle's Milk Prod. (Canada) (Ltd.)	500

\*Indicates Station Uses More Power in the Day Time

## Chain Programs

All Hours Given in Eastern Standard Time

## Saturday--Cont.

N. B. C. SYSTEM  
—Continued

## 7:45 p. m. The Goldbergs

WEAF, WTIC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR

## 9:00 p. m. Arthur Pryor and his Orchestra

WEAF, WTIC, WTAG, WEEI, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KYW, KSD, WOC, WHO, WOW, WDAF, WBA, KSTP, WEBC, WDAY, KFJR, WRVA, WWNC, WIS, WJAX, WIOD, WFLA, WHAS, WMC, WSB, WAPI, WSMB, WJDX, WBAF, KPRC, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ, KFS, KTAR

## 9:30 p. m. Club Valspar

WEAF, WTIC, WTAG, WEEI, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WMAQ, KSD, WOC, WHO, WOW, WDAF, CFCF, CKGW

## 9:30 p. m. First Nighter

WJZ, WBAL, WBZ, WBZA, WHAM, EDEA, WGAR, WJR, WLW, KYW, KWK, WREN, KOIL, WTMJ, KSTP, WEBC, WDAY, KFJR, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ, KFS, KTAR

## 10:00 p. m. Lucky Strike Dance Hour

WEAF, WTIC, WTAG, WEEI, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WLS, KSD, WOC, WHO, WOW, WDAF, WTMJ, KSTP, WEBC, WDAY, KFJR, WBA, WRVA, WWNC, WIS, WJAX, WIOD, WFLA, WHAS, WMC, WSB, WSMB, WJDX, KTHS, KVOO, WFAA, KPRC, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ, KTAR, KFS, EGU

## 10:30 p. m. Clara, Lu and Em

WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WCKY, KWK, WREN, KOIL

## 11:00 p. m. Amos 'n' Andy

WMAQ, WLS, KWK, WREN, KOIL, WDAF, WTMJ, WBA, KSTP, WEBC, WHAS, WSM, WMC, WSB, WSMB, WJDX, KTHS, WFAA, KPRC, WOAI, WKY, KOA, KSL, KGO, KFI, KGW, KOMO, KHQ, KFS. This is a split network.

## THE COLUMBIA CHAIN

## 7:15 p. m. Cremo Presents Bing Crosby

WABC, W2XE, WOKO, WFBL, WHEC, WGR, WLBZ, WEAN, WDRG, WNAC, WORC, WCAU, W3XAU, WHP, WJAS, WLBW, WMBG, WMAI, WCAO, WTAR, WDBJ, WADC, WHE, WRC, WCAH, WKBN, WBT, WBIG, WTCO, WQAM, WDBO, WDAE, WXYZ, WSPD, KTB, WRB, KGRS, WACO, WCB

## 7:45 p. m. The Camel Quarter-Hour

WABC, W2XE, WOKO, WFBL, WHEC, WGR, WLBZ, WEAN, WDRG, WNAC, WORC, WCAU, W3XAU, WHP, WJAS, WCAO, WTAR, WDBJ, WVVA, WADC, WHE, WRC, WCAH, WKBN, WBT, WBIG, WSPD, WLAG, WDBO, WDAE, WXYZ, WSPD, WLAG, WDD, WREC, WLAG, WNOX, WBRG, WDSU, WISN, WFBM, WCCO, ESKJ, WMT, KMOX, KMB, KLR, WNA, WIBW, KFH, KFJP, ERLD, KTRH, KTS, WACO

## 9:00 p. m. Carborundum Hour

WABC, WKBW, WGR, WAA, WCAU, W3XAU, WHE, WXYZ, WGN, EMOX

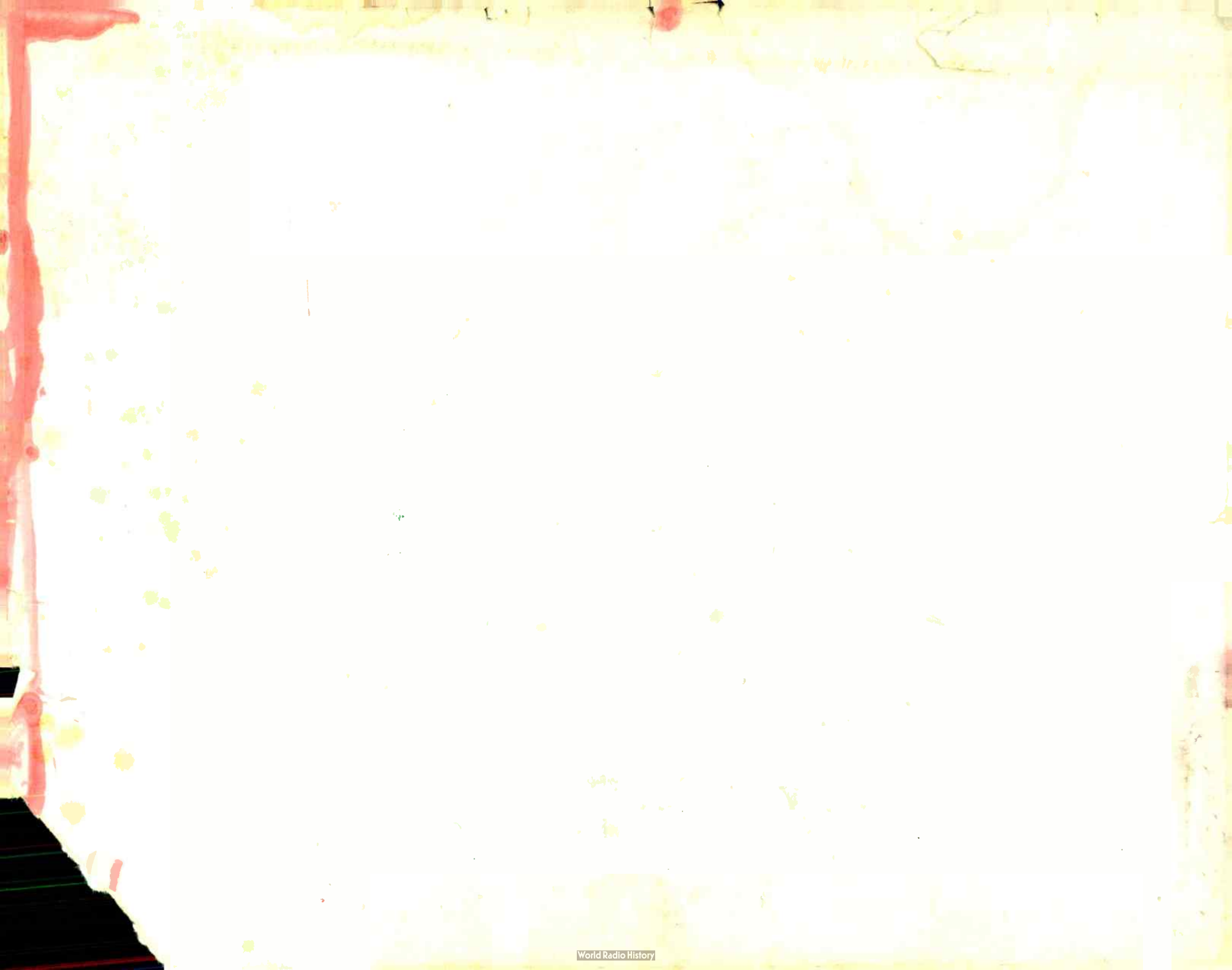
## 9:30 p. m. Smith Brothers Program

WABC, WHEC, WKBW, WLBZ, WEAN, WDRG, WAA, WCAU, W3XAU, WHP, WJAS, WCAO, WADC, WHE, WGT, WXYZ, WSPD, WLAG, WQWO, WGN, WCCO, WMT, KMOX, KMB, KFH, KFJP, KZ

## 11:00 p. m. Cremo Presents Bing Crosby

WGST, WBCM, WLAG, WDD, WREC, WLAG, WNOX, WBRG, WDSU, WISN, WFBM, WGN, WCCO, ESKJ, WMT, KMOX, KMB, KLR, WNA, WIBW, KFJP, KTRH, KTS, KOH, KMJ, KFB, KOL, KFPY, KOIN, KFRG, KHJ, KDYL, KZ





# List of Active Television Stations

Call Letters	Location	Power	Lines	Pictures Per Second	Frequency
W1XAV	Boston	500	48 & 60	15 & 20	2120 kc.
W9XR	Chicago	500	24	15	2850-2950 kc.
W3XK	Washington	1,500	48	15	2050 & 2900 kc.
W2XCR	Jersey City	1,500	48	15	2800 kc.
W2XBU	Beacon, N. Y.	100	24	15	2000-2100 kc.
W2XR	Long Island City	500	48	15	2160 kc.

Call Letters	Location	Power	Lines	Pictures Per Second	Frequency
W2XCW	Schenectady	20,000	48	20	2150 kc.
W8XAV	East Pittsburgh		60 x 72	20	2050 kc.
W2XBS	New York City	250	60 x 72	20	2100 kc.
W9XAO	Chicago	1,000	45	15	2000-2100 kc.
W9XAP	Chicago	1,000	45	15	2750-2850 kc.

## SHORT WAVE STATIONS ALL OVER THE WORLD

The following list consists of Short Wave Broadcasting Stations operating on regular schedules.

Call Letters	Broadcast Station and Location	Wave Length	Call Letters	Broadcast Station and Location	Wave Length
<b>FRANCE</b>					
YR	Lyons ("Radio Lyons")	40.20	3KAA	Leningrad	36.00
	Agen	30.75	RA97	Khabarovsk (Siberia)	70.20
	Nancy	15.50	RFN	Moscow	49.97
FW4	Ste. Assise	24.50	<b>SPAIN</b>		
<b>GERMANY</b>					
DOA	Berlin (Doberitz)	37.80	EAR	Madrid	43.00
DHC	Nauen	26.22	EAJ25	Barcelona	49.97
DFD	Nauen	30.90	<b>SWEDEN</b>		
DGW	Nauen	14.83	SAD	Motala	99.00
DIH	Nauen	15.04		Stockholm	31.00
<b>HOLLAND</b>					
PCJ	Eindhoven	31.26	<b>SWITZERLAND</b>		
PCK	Kootwijk	16.30	EH90C	Berne	32.00
PCL	Kootwijk	18.00	<b>UNITED STATES</b>		
PCV	Kootwijk	16.82	Short-Wave Call	Broad-cast Call	Location
PHI	Huizen	16.88			Meters
<b>ITALY</b>					
IMA	Rome	43.50	W1XAV	Springfield, Mass.	31.35
	Rome	25.50	W2XAC	Schenectady, N. Y.	34.50
<b>JAVA</b>					
PLF	Dandoeng	16.80	W2XAD	WGY Schenectady, N. Y.	19.56
PLE	Bandoeng	15.91	W2XAF	WGY Schenectady, N. Y.	31.48
PLR	Bandoeng	27.88	W2XAL	WRNY Coytesville, N. J.	49.90
<b>MEXICO</b>					
XC51	Mexico City	44.00	W2XAL	WRNY Coytesville, N. J.	49.67
<b>NEW ZEALAND</b>					
ZL3CZ	Christchurch	49.97	W2XAL	WRNY Coytesville, N. J.	25.42
<b>POLAND</b>					
	Posen	31.80	W2XAL	WRNY Coytesville, N. J.	19.67
<b>PORTUGAL</b>					
	Oporto	25.00	W2XAL	WRNY Coytesville, N. J.	13.97
<b>AFRICA</b>					
F8KR	Constantine, Tunis	80.00	W2XBR	New York, N. Y.	49.83
7LO	Nairobi, Kenya	31.00	W2XCX	Newark, N. J.	49.34
<b>AUSTRALIA</b>					
VK2FC	Sydney	31.28	W2XCX	WOR Newark, N. J.	49.31
VK2ME	Sydney	28.80	W2XE	WABC Jamaica, N. Y.	49.02
VK3LO	Melbourne	31.55	W2XE	WABC Jamaica, N. Y.	25.34
VK6AG	Perth, West Australia	41.70	W2XE	WABC Jamaica, N. Y.	19.63
<b>AUSTRIA</b>					
OHK2	Vienna	70.00	W3XAL	WJZ New York, N. Y.	49.18
EATH	Vienna	37.02	W3XAL	WJZ New York, N. Y.	31.35
<b>CANADA</b>					
CGA	Drummondville, Que.	26.00	W3XAL	WJZ New York, N. Y.	25.60
CJRX	Winnipeg, Man.	25.60	W3XAL	WJZ New York, N. Y.	19.83
VAS	Louisburg, N. S.	28.00	W3XAL	WJZ New York, N. Y.	16.87
<b>BRITISH GUIANA</b>					
VRY	Georgetown	43.86	W3XAL	WJZ New York, N. Y.	13.95
<b>COSTA RICA</b>					
NRH	Heredia	30.90	W3XAU	WCAU Philadelphia, Pa.	49.50
<b>DENMARK</b>					
CZ7MK	Copenhagen	32.05	W3XAU	WCAU Philadelphia, Pa.	30.10
OZ7RL	Copenhagen	84.24	W3XL	New York, N. Y.	49.83
<b>SIAM</b>					
HS4P	Bangkok	37.02	W6XAL	Westminster, Calif.	49.34
HS1PJ	Bangkok	16.90	W6XAL	Westminster, Calif.	19.67
<b>ENGLAND</b>					
5SW	Chelmsford	25.53	W6XAL	Westminster, Calif.	13.95
			W6XN	KGO Oakland, Calif.	23.35
			W8XAL	WLW Cincinnati, Ohio	49.50
			W8XK	KDKA East Pittsburgh, Pa.	62.50
			W8XK	KDKA East Pittsburgh, Pa.	48.86
			W8XK	KDKA East Pittsburgh, Pa.	31.35
			W8XK	KDKA East Pittsburgh, Pa.	25.40
			W8XK	KDKA East Pittsburgh, Pa.	19.72
			W8XK	KDKA East Pittsburgh, Pa.	16.87
			W8XK	KDKA East Pittsburgh, Pa.	15.89
			W8XK	KDKA East Pittsburgh, Pa.	13.93
			W9XA	KOA Denver, Colo.	31.48
			W9XAA	WCFL Chicago, Ill.	49.34
			W9XAO	WMAQ Chicago, Ill.	49.67
			W9XF	WENR Chicago, Ill.	49.83
			W9XF	WENR Chicago, Ill.	25.42
			W9XF	WENR Chicago, Ill.	13.95
			W9XU	KOIL Council Bluffs, Iowa	49.50