

WENR

A SOUVENIR

FROM

WENR

THE VOICE OF SERVICE

20 North Wacker Drive

CHICAGO



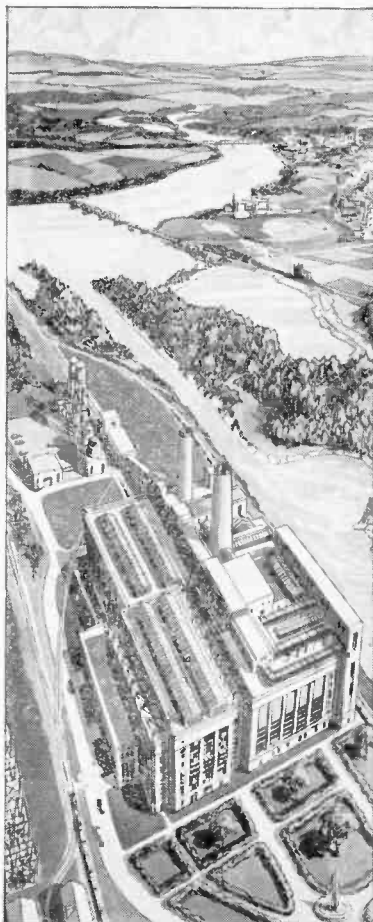
PUBLISHED FOR THE
BENEFIT OF

THE SALVATION ARMY

1931

5 MILLION CUSTOMERS

FIVE million customers in 31 states are being served by one of the Nation's largest groups of public utility companies. « « We distribute the securities of this group — which includes Middle West Utilities Company, Commonwealth Edison Company, Insull Utility Investments, Inc., The Peoples Gas Light and Coke Company, Corporation Securities Co. of Chicago, Midland United Company, Public Service Company of Northern Illinois, and North American Light & Power Company « « Send for our list of offerings yielding 6% and more.



UTILITY SECURITIES COMPANY

230 South La Salle Street, CHICAGO

Detroit Richmond Minneapolis St. Louis Indianapolis Louisville
Milwaukee Kansas City Cleveland Des Moines San Francisco

UTILITY SECURITIES CORPORATION, 111 Broadway, New York



JOHN F. GILCHRIST, *President*

GREAT LAKES BROADCASTING COMPANY



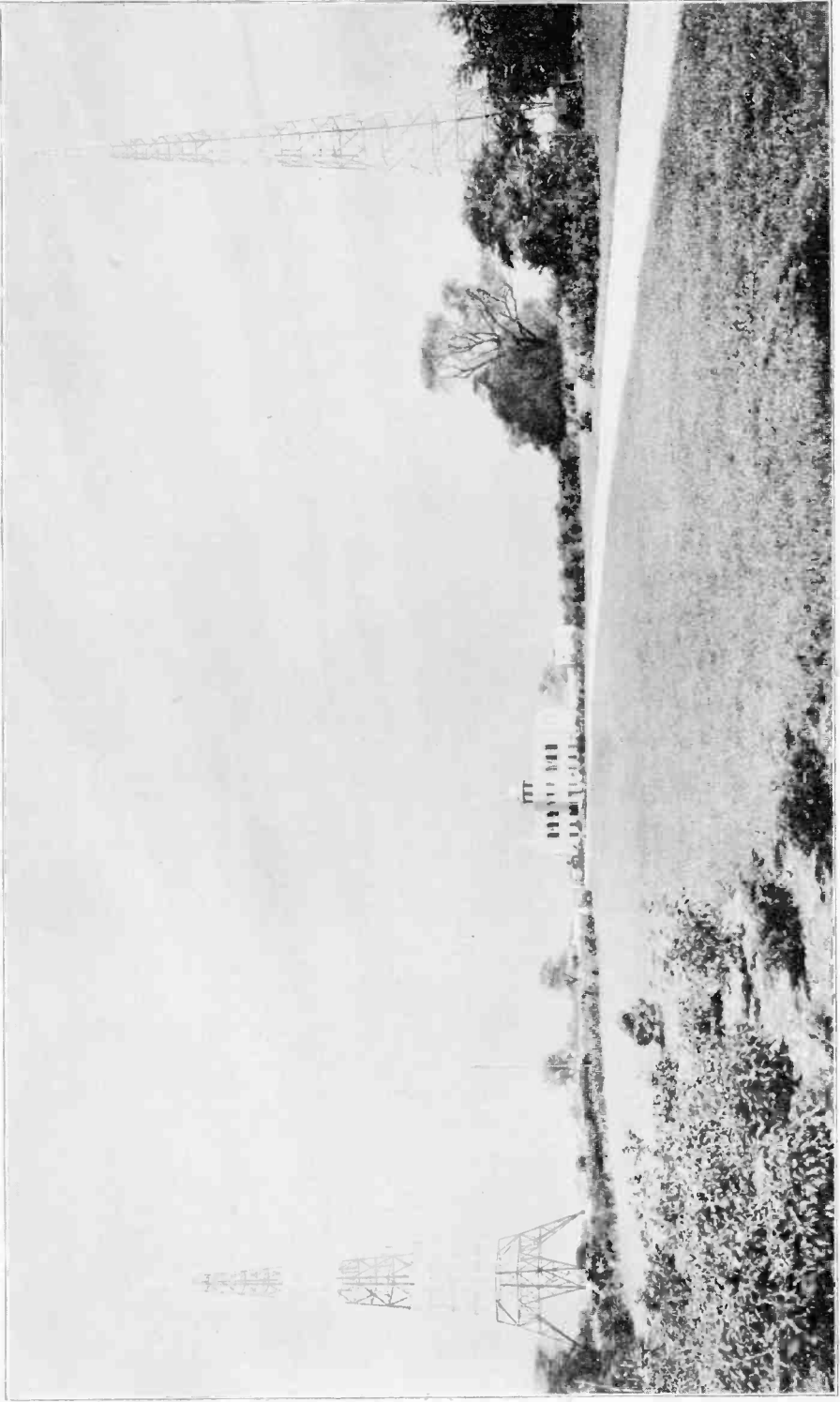
MORGAN L. EASTMAN, *Manager*



E. H. GAGER
Chief Engineer



B. G. SWIFT
Assistant Manager



WENR TRANSMITTER AND GROUNDS, DOWNERS GROVE, ILLINOIS

GREAT LAKES BROADCASTING COMPANY

OFFICERS

JOHN F. GILCHRIST *President*
 JOHN W. EVERS, JR. *Secretary*
 G. W. WILLIAMSON *Treasurer*

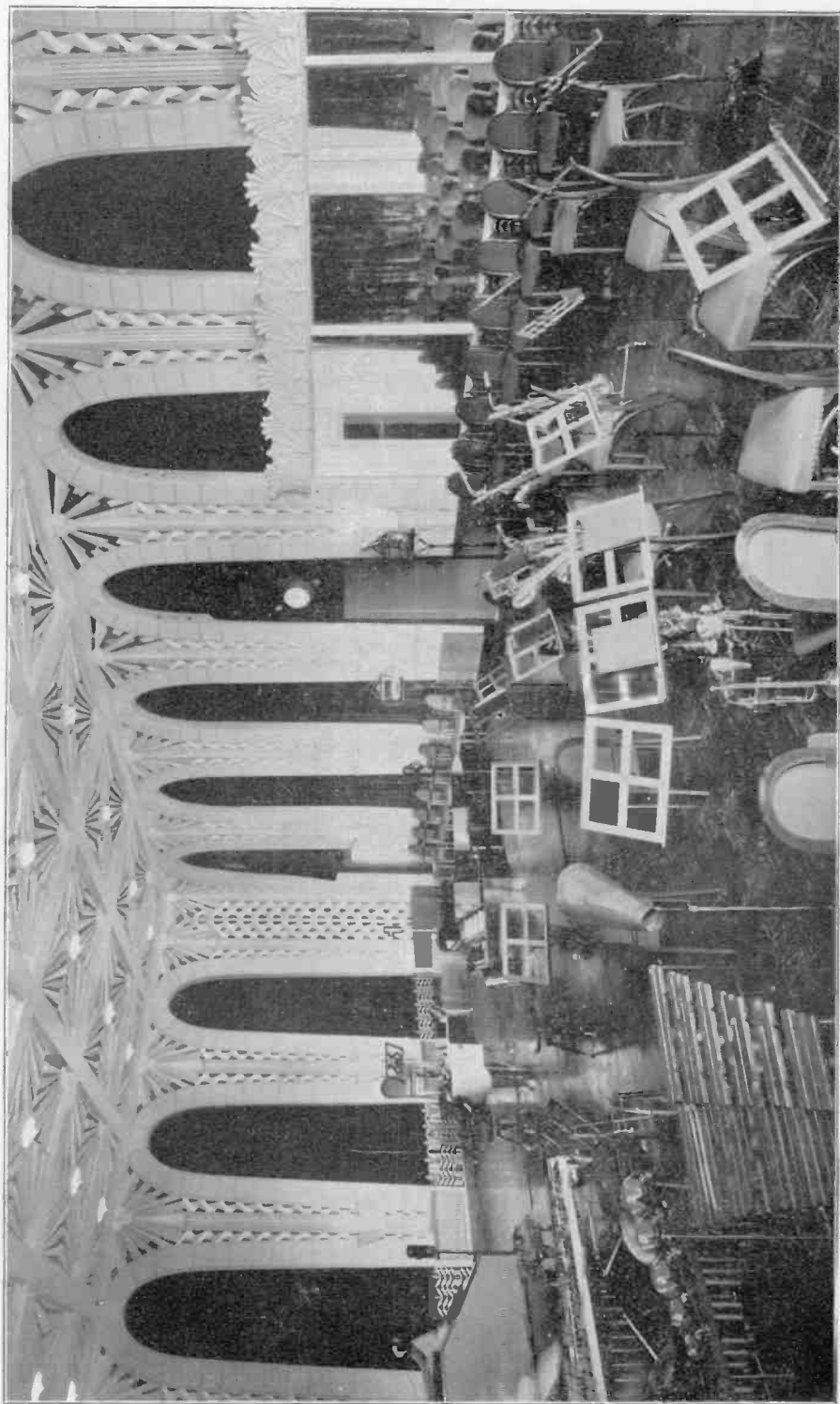
LEGAL COUNSEL JOHN E. WING

BEHIND THE MICROPHONE AT WENR

EXECUTIVE—	Morgan L. Eastman, <i>Manager</i> B. Gale Swift, <i>Assistant Manager</i> Ernest H. Gager, <i>Chief Engineer</i> Eugene P. Arnold, <i>Program Dir.</i> Howard Neumiller, <i>Musical Dir.</i> E. W. Rusk, <i>Dir. of Farm Service</i> E. R. Borroff, <i>Sales Manager</i>	ENGINEERING—	John F. Morris, (Studio) <i>Control Room Engineer</i> Frank C. Schnepfer Clyde Diderich Karl Michael Harold Jackson H. R. Rawson LeRoy Moffett P. F. Key
SECRETARIAL—	Julia H. Frundt Edna J. Murphy	ENGINEERING—	A. R. Johnson, <i>Transmission Eng.</i> (Transmitter) Justus Allen Walter J. McDonnell Frank C. Ahlgrin Harold G. Austin Thurber C. Bombaugh Andrew Forgatch Lee Bruner
OFFICE—	Laurette G. Vivian, <i>Office Mgr.</i> Virginia McKay Schnepfer, <i>Typist</i> Bertha Bydalek, <i>Stenographer</i> Olive B. Merry, <i>Statistician</i> Lillian Carlstrom, <i>Stenographer</i> Albert Dessalles, <i>Page</i>	PUBLICITY—	Jeffrey Deprend
RECEPTION—	Lorraine Spoerl Proctor, <i>Hostess</i> Violet Whitmore, <i>Hostess</i>	SALES—	Rex Schepp J. R. Tyson
SWITCHBOARD—	Adelaide Kopp, <i>Day Operator</i> Constance Gralapp, <i>Night Oper.</i> Anne Aikens, <i>Sunday Operator</i>	AUDITOR—	J. W. Morton
LIBRARY—	Gustav Ronfort, <i>Arranger</i> Frank Bojan, <i>Librarian</i> Harry Geilhufe, <i>Librarian</i>		

BEFORE THE MICROPHONE

ANNOUNCERS—	Everett Mitchell Paul McCluer Edwin Delbridge Garnett Marks	ARTISTS—	Marion Keeler, <i>Soprano</i> Eve Kohl, <i>Drama</i> Marion Jordan, <i>Harmony</i> Arthur Wellington, <i>Comedy</i> James Murray, <i>Comedy</i> W. H. Childs, <i>Bass</i> Charles Haynes, <i>Harmony</i> Ray Ferris, <i>Harmony</i> Lester Luther, <i>Drama</i> Joe Smith, <i>Drama</i> Edward Davies, <i>Bass-Baritone</i> Edwin Delbridge, <i>Tenor</i> Welton Stott, <i>Baritone</i> James K. Holstein, <i>Guitar</i> Robert Panole, <i>Guitar</i> James Jordan, <i>Harmony</i> Lewis Wareham, <i>Baritone</i> Hugo Carver, <i>Tenor</i>
ORCHESTRA—	Frank Westphal, <i>Director</i> Cyrus T. Reed, <i>Saxophone</i> Erwin J. Basten, <i>Saxophone</i> Vern Wilson, <i>Saxophone</i> Chester Pecoraro, <i>Violin</i> D. Dell'Aquila, <i>Violin</i> Walter Brauer, <i>Cello</i> Claude C. Conrad, <i>Trumpet</i> J. B. Linn, <i>Trumpet</i> Guy Cary, <i>Trombone</i> Clinton J. Evans, <i>Tuba</i> Clark G. Myers, <i>Banjo</i> Herbert Quigley, <i>Drums</i>	SPECIAL—	Harry Lawrence, <i>Author</i> Anna J. Peterson, <i>Home Economist</i> Phil Evans, <i>Market Expert</i> Bill Bone, <i>Poet</i>
ARTISTS—	Sallie Menkes, <i>Accompanist</i> Irma Glen, <i>Organist</i> Thora Martens, <i>Contralto</i> Patricia Ann Manners, <i>Contralto</i> Belle Forbes Cutter, <i>Soprano</i>		



STUDIO NUMBER ONE—ACCLAIMED THE MOST BEAUTIFUL OF ALL RADIO STUDIOS.



STUDIO NUMBER TWO—COMBINES BEAUTY AND DIGNITY.



RECEPTION ROOM—GUESTS ARE ALWAYS WELCOME.

Come to the _____

MAIN DINING ROOM

of _____

THE STEVENS

THE WORLD'S GREATEST HOTEL



DINE AND DANCE

to the music of

COPE HARVEY AND HIS ORCHESTRA

Every Evening 6:00 to 9:30

SPECIAL DINNER \$2.00

AND THERE IS NO COVER CHARGE

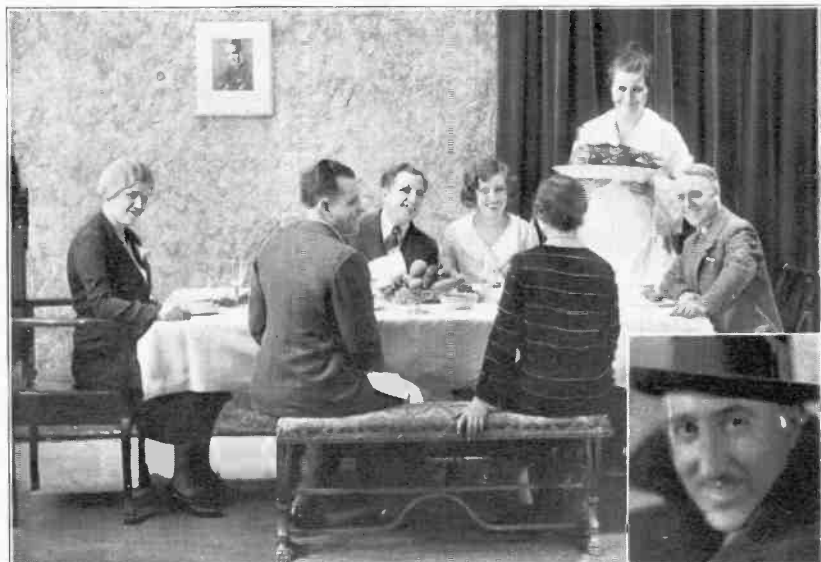


THE STEVENS

Michigan Boulevard, 7th to 8th Street

CHICAGO

ON THE AIR FROM WENR AT 6:00 P. M.



THE SMITH FAMILY THANKSGIVING DINNER
NORA JOE MORRIS BETTY IRENE HILDA ED.

HARRY
LAWRENCE
Author



WEENER-MINSTEEL SHOW

WENR MINSTRELS
GENE ARNOLD, *Interlocutor*

Enjoy the Simoniz Programs—Sunday Morning—10:30 to 11:00

MOTORISTS WISE SIMONIZ

TRADE MARK REG. U.S. PAT. OFF.



33,413 MILES—SIMONIZ KEEPS THIS CAR LOOKING NEW

Keeps Cars LOOKING NEW

PROTECT the appearance of your car with Simoniz and it will add thousands of miles of beauty to the finish.

In all weather Simoniz guards the beauty of a car from elements that dull, age and eventually destroy the finish. It makes the finish last longer, keeps colors from fading—and that is why millions of motorists say “Simonizing is real beauty insurance.”

Anyone can Simoniz a car. When cars are dulled and discolored the wonderful Simoniz Kleener quickly and easily restores the lustre. And, Simoniz provides the hard, sparkling surface of protection that keeps cars always looking new.



Insist on Simoniz and Simoniz Kleener—for Simonizing is the secret of lasting motor car beauty.



THE SIMONIZ COMPANY, CHICAGO, U. S. A.

Enjoy the Simoniz Program—Sunday Morning—10:30 to 11:00



ANNOUNCERS' OFFICE

ANNOUNCERS



PAUL McCLUER



GENE ARNOLD



EVERETT
MITCHELL



GARNETT MARKS



EDWIN DELBRIDGE

THE MIDDLE WEST UTILITIES COMPANY PROGRAMS



The Middle West Utilities System, which provides electric power and other public services in thirty states, has inaugurated a series of weekly radio programs, each dedicated to one of the states in which the System operates.

The musical setting for each program consists of state songs and songs of the principal schools of the state. Brief descriptions are given of the industrial and commercial attributes of each state and particularly of communities in which companies of the Middle West Utilities System operate. The programs also have told of the effects of widespread distribution of electric power to small communities and countryside, which is the principal field of the Middle West Utilities System. In addition a few minutes of each program has been devoted to some question of public interest involving the electric light and power industry and a brief explanation is presented. The radio audience has been invited to submit questions of this nature.

The broadcasts are given every Friday night from 9 to 9:30.



WENR STUDIO ORCHESTRA
FRANK WESTPHAL, *at the Piano*



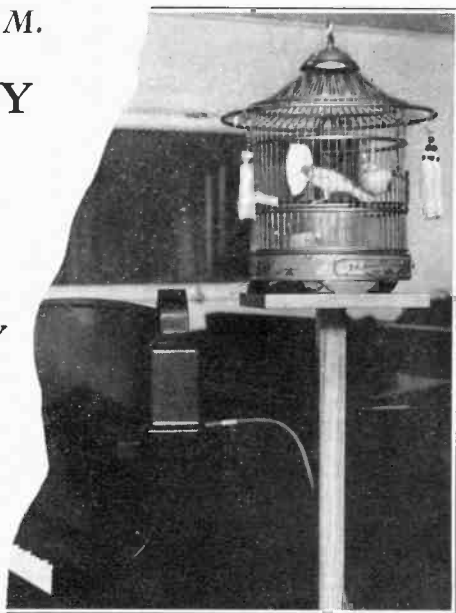
THE EDISON SYMPHONY ORCHESTRA
MORGAN L. EASTMAN, *Conductor*

Listen to Big Kernel Sing!

Every Saturday at 5:30 P. M.

UNIQUE CANARY PROGRAM GROWS IN POPULARITY

WITH their pleasing repertoire and amazing range of notes, each Saturday at 5:30 P. M., our canary radio star, BIG KERNEL, and his canary friend, thrill thousands of WENR listeners everywhere. Listen to our unique program of BIG KERNEL canary song, accompanied by Irma Glen and Howard Neumiller on the pipe-organ and piano.



When you visit WENR, be sure to see BIG KERNEL as he is always at home in the studio—happy to receive his guests.

Stories are received from hundreds of canary owners all over the country. The most interesting episodes admit the writers to membership in the Golden Feather Club, where each member receives a tiny golden pin, which is the emblem of canary lovers.

Hear BIG KERNEL sing his praises of BIG KERNEL BIRD FOODS, which are responsible for the excellent health of this famous canary.

BIRD SEED, BIRDOLENE, VITAMIN HIGHBALLS, BIRD GRAVEL and CUTTLEBONE comprise the chief items of BIG KERNEL'S daily diet, the manufacture of which is backed by over 70 years' experience as bird specialists. Send for sample of SEED or BIRDOLENE and copy of booklet on "The Care of Canaries."

BIG KERNEL BIRD FOODS

KAEMPFER'S . 914 W. Superior St., . CHICAGO

YOUR RADIO DIAL SIMPLIFIED WITH THIS EXCELLENT SYSTEM ••• COMPLETE, COMPACT, CONVENIENT, CORRECT

Power Code 5 10 15 20 25 50 75 100 150 200 250 300 500 750 1000 1500 2000 2500 5000 10000 15000 25000 50000

Read these INSTRUCTIONS. Every word is IMPORTANT to your full radio enjoyment.

Note the geographical column headings. Follow the column containing familiar, nearby stations. Enter your dial settings for them in the center column. Stations on the same line in the other columns will be logged by the one figure. They, however, may not be tuned in when a nearby station is broadcasting. Power is indicated by the bold letter at the right—See Power Code above. Chain stations are designated: † Columbia; * National. The figures you record will progress in numerical order. Any desired station will require a setting between the ones you have entered above and below it. When this log becomes inaccurate, send 25c in coin to Haynes' Radio Log, 608 So. Dearborn St., Chicago, for a revised copy of the booklet form. It is always up-to-date and includes timely features of value

Table with columns: WESTERN, MIDDLE WESTERN, CENTRAL, EASTERN. Rows list station call letters, locations, and power codes.

Power Code 5 10 15 20 25 50 75 100 150 200 250 300 500 750 1000 1500 2000 2500 5000 10000 15000 25000 50000

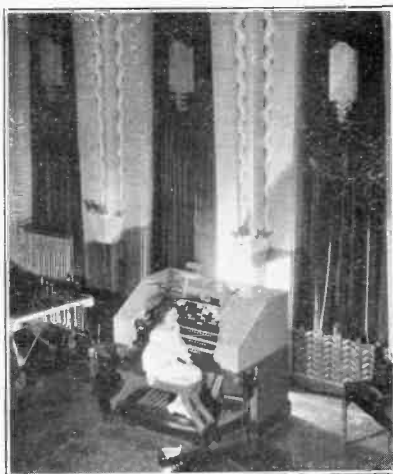
Table with columns: WESTERN, MIDDLE WESTERN, CENTRAL, EASTERN. Rows list station call letters, locations, and power codes.



IRMA GLEN
Organist



FRANK
WESTPHAL
Orchestra Director



HOWARD NEUMILLER
Accompanist

SALLIE MENKES
Accompanist

ORGAN CONSOLE
STUDIO NUMBER ONE



INDEX TO RADIO STATIONS BY CALL LETTERS

Table listing radio stations by call letters (WAAF to WYXZ) with columns for call letters, city, and power. Includes a power scale at the bottom: Power 5 10 15 20 25 50 75 100 150 200 250 300 500 750 1000 1500 2000 2500 5000 10000 15000 25000 50000.

First on the Air



*A typical scene in the
Home Service kitchens*

IT CAN be justly said that Mrs. Anna J. Peterson is the pioneer home economics broadcaster. The first to give advice and help to the first radio fans in the first Chicago station, she has become known throughout the world. Her Home Service department is the model upon which many others have since been established. Mrs. Peterson broadcasts over WENR every week day at 11:25 a. m.

The PEOPLES GAS
LIGHT *and* COKE *Company*
CHICAGO



MIKE AND HERMAN

THIS TELEPHONE CONVERSATION IS GOING TO "COST" MIKE.



THE AIR JUNIORS

"IRMA" GLEN

"EVERETT" MITCHELL

Telephone Randolph 1200

Locals 533, 534

◆◆
RADIO
HEADQUARTERS
◆◆

Philco
Kellogg
Westinghouse
ELECTRIC
RADIO RECEIVERS



The New Philco Baby Grand

Commonwealth Edison Company

72 West Adams Street

CHICAGO

ILLINOIS

TUNE IN WENR FOR THESE EDISON PROGRAMS

Edison Symphony Orchestra

Sundays at 9:00 P. M.

Air Juniors

Week Days at 5:00 P. M.

Constance Service—Mon., Wed., Fri. at 10:30 A. M.



BIG BILL CHILDS
Ballyboe Extraordinary
WENR Minstrels



CLARK MYERS
Vocal Choruses
with Orchestra



CHESTER PECORARO
Concert Master, Assistant
Director Studio Orchestra



"RAY" FERRIS

"CHUCK" HAYNES

CHUCK AND RAY

THE OLD HARMONY SLAVES



LESTER LUTHER
Star of "Romance Time"
Coach of The Smith Family



EVE KOHL
Co-Star of
"Romance Time"



JOE SMITH
Co-Star of
"Romance Time"

ANDREW KARZAS *presents . . .*

Wayne King

Herbie Kay

AND THEIR MIGHTY ORCHESTRAS

Broadcasting

With the Exception of Mondays

EVERY NIGHT AND SUNDAY AFTERNOONS

**AMERICA'S
FINEST**



Wayne King

**DANCE
MUSIC**



FROM



Herbie Kay

The World's Most Beautiful Ballrooms

TRIANON

Cottage Grove & Sixty Second

ARAGON

Lawrence Near Broadway, Uptown Chicago, at the "L"



DR. GUSTAV RON-
FORT, *Assistant Con-
ductor and Arranger*

PATRICIA
MANNERS,
Variety Blues



BELLE FORBES
CUTTER
*Soloist, Edison
Symphony Orchestra*

EDWARD
DAVIES
*Welsh Baritone
Soloist, Edison
Symphony Orchestra*



BUDDY STOTT
*Minstrel Soloist and
End Man*

ANNA J.
PETERSON
*Home Economy
Expert*



THORA MARTENS
*Contralto
Irene and Hilda
Smith Family*

JEFFREY
DEPREND
*Publicity and
Drama*





"I'll be glad to send a set to your home or office for examination. Address me in care of WENR, Chicago."

Meet

The WORLD BOOK Man

"Voice of America's New-Style Encyclopedia"

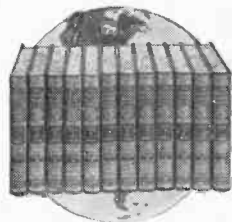
Whose friendly programs come to you over WENR and more than one hundred other stations representing every section of the United States.

All the information given you during these programs is taken from THE New WORLD BOOK Encyclopedia, twelve volumes and Guide; 9,000 pages; 14,000 illustrations; surprisingly low in price and sold on small monthly payments.

Made in America exclusively for the use of American families, this is the encyclopedia which the schools have adopted and recommend for your home.

THE NEW, COMPLETE WORLD BOOK ENCYCLOPEDIA

W. F. QUARRIE & COMPANY, CHICAGO, *Publishers*



"Be Careful With Those Eyes"

Sunday Morning Sunshine Hour 10:15 A. M.

GLASSES that are worn and are not needed cause just as much eye strain as going with bad eyes without the proper correcting lenses. The safest way is to have your eyes examined by an Oculist, a Medical Doctor, who specializes in eye, ear, nose and throat work. Then, if glasses are prescribed you know you need them.

Exclusive Opticians for Oculists

UHLEMANN OPTICAL CO.

Established 1907

13th Fl., Pittsfield Bldg.
55 E. Washington St.
Chicago, Ill.

Toledo Medical Bldg.
316 Michigan St.
Toledo, Ohio

Stroh Bldg., Fisher Bldg.,
Maccabees Bldg.,
Detroit, Mich.



VETERAN BROADCASTERS

The experience of this Group in Radio totals 45 years.

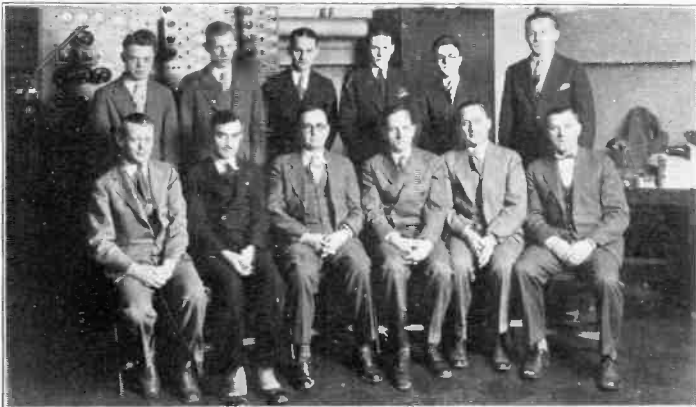
ANNA J. PETERSON B. G. SWIFT MORGAN L. EASTMAN E. H. GAGER SALLIE MENKES



OPERATING ROOM 1921



OPERATING ROOM 1930



ONE DOZEN TECHNICIANS

insure the high quality of transmissions for which WENR is famous.



"UNCLE ABE AND DAVID"
for real radio entertainment

"GOODRICH SILVERTOWNS"
for long mileage

Listen to Uncle Abe and David every Wed.,
Thurs., Fri., and Sat. at 5:45 P. M. over Station
WENR

THE B. F. GOODRICH RUBBER CO.



THE SECONDARY RECEPTION ROOM
Leads to Studio Number Three, Audition Rooms and Rehearsal Studios.



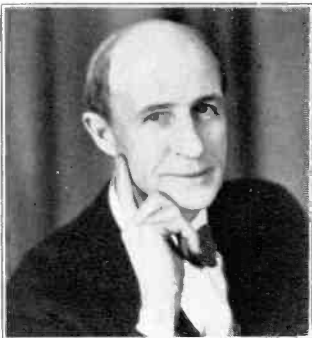
"JIM" HOLSTEIN and
"BOB" PANOLE
Hawaiian Guitarists



PHIL EVANS
Live Stock Market Authority



"FARMER" E. W. RUSK
Genial Director of WENR Farm Service



BILL BONE
"Boneyard" Philosophy

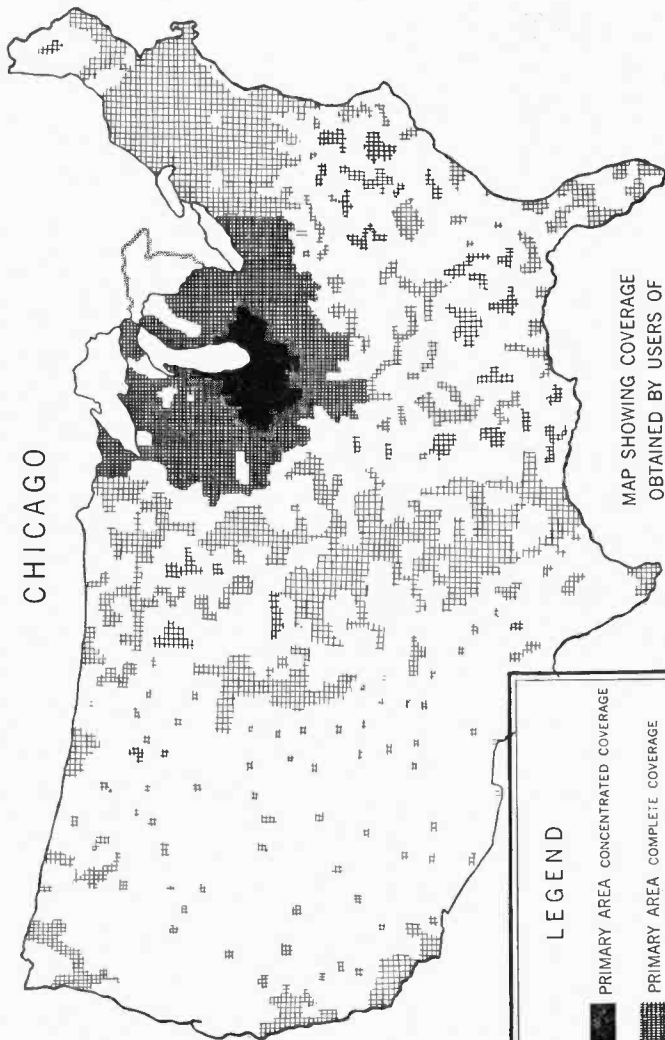


"MARIAN and JIM" JORDAN
*Luke and Mirandy, Nora Smith,
Joe Fitz Gerald*

W E N R

"THE VOICE OF SERVICE"

CHICAGO



LEGEND

PRIMARY AREA CONCENTRATED COVERAGE

PRIMARY AREA COMPLETE COVERAGE

SECONDARY AREA INCIDENTAL COVERAGE

50,000 WATTS

870 KILOCYCLES



E. R. BORROFF
Sales Manager

REX SCHEPP
Sales



WENR... a Quality Advertising Medium

The mechanical and geographical advantages of WENR as an advertising medium are obvious.

The efficiency of an organization built around a nucleus of pioneer broadcasters is reflected in the quality of WENR programs. But an unspoken guarantee of the safeguarding of public interests, is the intangible factor which has made WENR's sponsored programs welcome in millions of homes. WENR can offer to its advertisers the priceless treasure of "Public Confidence."

WENR SCHEDULE OF BROADCAST

WEEKDAYS EXCEPT SATURDAY

50,000 Watts 10:15 A.M. to 11:45 A.M. 870 Kilocycles
 3:30 P.M. to 7:00 P.M.
 8:30 P.M. to 1:00 A.M.

SATURDAY

10:15 A.M. to 11:45 A.M.
 3:30 P.M. to 7:00 P.M.
 12:00 Midnight to 2:00 A.M.

SUNDAY

8:00 A.M. to 12:30 P.M.
 3:30 P.M. to 6:00 P.M.
 8:00 P.M. to 1:00 A.M.

FEATURES

Central Church	11:00 A.M. Sunday	Do You Know Time	4:30 P.M. Weekdays
Davey Tree Hour	4:00 P.M. Sunday	Air Juniors	5:00 P.M. Weekdays
Voices At Twilight	5:30 P.M. Sunday	Dinner Program	6:00 P.M. Weekdays
Downers Grove Sunday Eve. Club	8:00 P.M. Sunday	Beauty Talks	6:15 P.M. Mon. to Fri.
Edison Symphony Concert	9:00 P.M. Sunday	Memories on Parade	8:30 P.M. Monday
Kaffee Hag Slumber Hour	10:00 P.M. Sunday	World Book Man	8:54 P.M. Mon. Wed. & Fri.
Sunshine Hours	10:15 A.M. Weekdays—8:00 A.M. Sun.	The Smith Family	9:00 P.M. Monday
Farmer Rusk	11:05 A.M. and 6:30 P.M. Weekdays	Death Valley Days	8:30 P.M. Tuesday
Amos 'n' Andy	10:00 P.M. daily except Sat. and Sun.	Utility Securities Hour	9:00 P.M. Tuesday
Mike and Herman	11:15 A.M. Weekdays except Saturday	Uncle Abe and David	5:45 P.M. Wed. to Sat.
Mike and Herman	10:30 P.M. Daily except Saturday	Wiener Minstrel	9:00 P.M. Wednesday
Home Service Talks	11:25 A.M. Weekdays	Romance Time	9:00 P.M. Thursday
		Twenty North Wacker Drive	9:30 P.M. Thursday
		Middle West State Program	9:00 P.M. Friday
		Kaempfer's	5:30 P.M. Saturday

