

WBBM AIR THEATRE

— AND THE DAILY TIMES —

A continuous show of the world's finest entertainment . . . combining the best of the theatre, the cinema and the café into its own particular type of production . . . presenting all that's worth knowing, gathered from the far ends of the earth . . . this "magic carpet" takes you to all that's worth seeing, introduces to you the notables of the world, brings you education, culture and pleasure . . . all by the miracle of a tiny thing called a dial, set at the spot you know as 770 kilocycles . . . the area of air known as WBBM, Chicago.

Radio . . . infant prodigy of the industrial and entertainment world . . . has outdistanced in little more than a handful of years, its older competitors that have been bringing laughter and tears to the human race since the dawn of civilization. Never, in all the great scientific strides of progress which civilization has taken, had human beings dreamed that some day all the world might sit entranced in one great theatre and enjoy and listen to the world's greatest educators, musicians, actors, actresses and the great events of the times.

You probably know that WBBM is one of the oldest radio stations in the middle west. Its growth has been almost as phenomenal as that of radio itself. Much of this progress we attribute to the fact that since our beginning back in 1923 it has been our chief desire to place on the air only the very best in entertainment features . . . programs that would please the greatest possible number of people and deserve their silent applause. It is very gratifying to us that we have succeeded in our purpose so well that instead of silent applause, countless thousands of our audience all over the world have written interesting letters telling us how well they like this or that particular part of WBBM's Air Theatre presentations.

This appreciation and encouragement has been a source of constant stimulation to our efforts so that all the ingenuity of our always growing organization is concentrated on making WBBM's programs continue to grow "bigger and better" . . . to come to you unfailingly as the "pick of the air". Remember that WBBM is in reality your Air Theatre, catering solely to your desires and for your entertainment and happiness. To be a truly good public servant and to best serve your interests and desires is the motive force behind our endeavors. Don't be afraid to give us suggestions now and then.

(Continued on Inside Back Cover)

The New WBBM Air Theatre

Acoustically perfect, scientifically exact, modern in every detail from smallest item of room furnishings to minutest mechanism, the new studios of radio station WBBM combine beauty and ability to please a artist, visitor and listener.



STUDIO NO. 2



STUDIO NO. 1



TEN FEMINE MEMBERS
OF WBBM STAFF



PRIVATE AUDITION ROOM
where programs may be heard in comfort
and seclusion.



RECEPTION ROOM
where visitors, and artists awaiting their
programs, may rest.

STUDIO No. 1. Soothing color harmony inspires artistic temperament to its finest expression and super sensitive microphones faithfully reproduce that fineness for you.

STUDIO No. 2. Smaller—decorated in a different color combination—but with the same perfection of detail as studios No. 1, giving finest possible reproduction of programs.



PAT FLANAGAN

These exercises are the result of his years of experience as a physical instructor.

RULES OF HEALTH

Food—

Eat different kinds of Foods.

Use milk in various ways.

Do not eat too much or too fast. Eat regularly.

Air—

Have fresh air where you live and work.

Wear light, loose, porous clothes. Get out-of-doors often.

Have lots of fresh air where you sleep.

Habits—

Stand, sit and walk erect.

Keep clean, physically, mentally and morally.

Go to your doctor once a year for a health examination.

Work, play and rest and you can't lose.

Be cheerful and do not worry.

Weight—

Watch your weight.

Average Weights of Men According to Age and Height

The following table is based on a study of about 200,000 insured men. The average weights for women are a few pounds less.

Height (with shoes on)		Weight in Pounds According to Age (as ordinarily dressed)									
Feet	Inches	Age 20	Age 25	Age 30	Age 35	Age 40	Age 45	Age 50	Age 55	Age 60	
5	0	117	122	126	128	131	133	134	135	135	
5	1	119	124	128	130	133	135	136	137	137	
5	2	122	126	130	132	135	137	138	139	139	
5	3	125	129	133	135	138	140	141	142	142	
5	4	128	133	136	138	141	143	144	145	145	
5	5	132	137	140	142	145	147	148	149	149	
5	6	136	141	144	146	149	151	152	153	153	
5	7	140	145	148	150	153	155	156	158	158	
5	8	144	149	152	155	158	160	161	163	163	
5	9	148	153	156	160	163	165	166	168	168	
5	10	152	157	161	165	168	170	171	173	173	
5	11	156	162	166	170	174	176	177	178	178	
6	0	161	167	172	176	180	182	183	184	184	
6	1	166	173	178	182	186	188	190	191	191	
6	2	171	179	184	189	193	195	197	198	198	

It must be remembered that weight depends to a certain extent upon build. Persons of large bodily frame and relatively short legs are naturally heavier, even though they may not be "fat", than those of slender frame and relatively long legs. Hence in applying this table to yourself, it may be necessary to modify the figures somewhat because of your build.

Insurance studies indicate that weight slightly above the average is favorable among young persons up to about age 30 or 35; at older ages, the best results are shown where the weight is somewhat below the average.

























Any rapid change in weight without a satisfactory reason should receive prompt attention.

HAPPY HOUR EXERCISE CHART

SUGGESTIONS

- 1 Stretch and get up with a smile.
- 2 Have your windows open from top and bottom.
- 3 The room should not be too cold.
- 4 Have clothing loose at waist and neck.
- 5 Follow the director's instruction carefully.
- 6 If possible exercise every morning—(until tired but not until exhausted.)

NOTICE: Exercises should not always be taken in the same order. Selection should be made according to specific needs. Consult your physician if in doubt about your physical condition.

<p>①</p>  <p>ARMS TO SIDE HORIZONTAL</p>	<p>②</p>  <p>ARMS TO FRONT HORIZONTAL</p>	<p>③</p>  <p>ARMS TO VERTICAL</p>	<p>④</p>  <p>ARM CIRCLES WITH SHOULDER AS A CENTER</p>
<p>⑤</p>  <p>HANDS AT THRUST POSITION</p>	<p>⑥</p>  <p>STRIDE STAND POSITION</p>	<p>⑦</p>  <p>BODY FORWARD BEND WITH ROTATION TO RIGHT FINGERS OVER RIGHT FOOT</p>	<p>⑧</p>  <p>BODY CIRCUMDUCTION</p>
<p>⑨</p>  <p>WALK STAND</p>	<p>⑩</p>  <p>FORWARD BENDING IN WALK STAND</p>	<p>⑪</p>  <p>SIDEWARD BEND</p>	<p>⑫</p>  <p>TOE TOUCH BACKWARD</p>
<p>⑬</p>  <p>THIGH AND LEG FLEXION</p>	<p>⑭</p>  <p>THIGH FLEXION</p>	<p>⑮</p>  <p>ABDUCT LEG</p>	<p>⑯</p>  <p>THIGH EXTENSION</p>
<p>⑰</p>  <p>HALF KNEE BEND</p>	<p>⑱</p>  <p>FULL KNEE BEND</p>	<p>⑲</p>  <p>FRONT LEANING REST</p>	<p>⑳</p>  <p>BACK LEANING REST</p>
<p>㉑</p>  <p>THIGH AND LEG FLEXION</p>	<p>㉒</p>  <p>THIGH FLEXION</p>	<p>㉓</p>  <p>BICYCLE RIDE</p>	<p>㉔</p>  <p>BACKWARD ROLL</p>

Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
KBPS				1420	Portland, Ore.	P	Benson Polytechnic School	11	100	211.1
KBTM				1200	Paragould, Ark.	C	Beard's Temple of Music	56	100	249.9
KCRC				1370	Enid, Okla.	C	Champlin Refining Co.	65	100*	218.8
KCRJ				1310	Jerome, Ariz.	M	Chas. C. Robinson	72	100	228.9
KDB				1500	Santa Barbara, Calif.	P	Dwight Faulding	61	100	199.9
KDFN				1210	Casper, Wyo.	M	Donald L. Hathaway	34	100	247.8
KDKA				980	Pittsburgh, Pa.	E	Westinghouse E & M Co.	49	50000	305.9
KDLR				1210	Devils Lake, N. D.	C	KDLR, Inc.	15	100	247.8
KDYL				1290	Salt Lake City, Utah	M	Intermountain B. C. Corp.	43	1000	232.4
KECA				1430	Los Angeles, Calif.	P	Pacific Dev. Radio Co.	61	1000	209.7
KELW				780	Burbank, Calif.	P	Earl L. White	61	500	384.4
KEX				1180	Portland, Ore.	P	Western B'Castg. Co.	11	5000	254.1
KFAB				770	Lincoln, Nebr.	C	KFAB B'Castg Co	45	5000	389.4
KFBB				1280	Great Falls, Mont.	M	Buttrey B'Castg. Co.	13	1000*	234.2
KFBK				1310	Sacramento, Calif.	P	James McClatchy Co.	41	100	228.9
KFBL				1370	Everett, Wash.	P	Leese Brothers	50	50	218.8
KFDM				560	Beaumont, Texas	C	Magnolia Petroleum Co.	86	500*	535.4
KFDY				550	Brookings, S. D.	C	S. D. State College	35	500*	545.1
KFEL				920	Denver, Colo.	M	E. P. O'Fallen, Inc.	54	500	325.9
KFEQ				680	St. Joseph, Mo.	C	Scroggin & Co., Bank	56	2500	440.9
KFGQ				1310	Boone, Iowa	C	Boone Biblical College	46	100	228.9
KFH				1300	Wichita, Kans.	C	Radio Station KFH Co.	55	1000	230.6
KFI				640	Los Angeles, Calif.	P	Earl C. Anthony, Inc.	61	5000	466.5
KFIO				1120	Spokane, Wash.	P	Spokane B'Castg. Co.	12	100	267.7
KFIU				1310	Juneau, Alaska		Alaska E. L. & P. Co.		10	228.9
KFIZ				1420	Fond du Lac, Wis.	C	Reporter Printing Co.	37	100	211.1
KFJB				1200	Marshalltown, Iowa	C	Marshall Electric Co., Inc.	36	100*	249.9
KFJF				1480	Oklahoma City, Okla.	C	National Radio Mfg. Co.	65	5000	202.6
KFJI				1370	Astoria, Oregon	P	KFJI Broadcasters, Inc.	11	100	218.8
KFJM				1370	Grand Forks, N. D.	C	University of N. D.	15	100	218.8
KFJR				1300	Portland, Ore.	P	Ashley C. Dixon & Son	11	500	230.6
KFJY				1310	Ft. Dodge, Iowa	C	C. S. Tunwall	36	100	228.9
KFJZ				1370	Ft. Worth, Tex.	C	H. C. Meachem Estate	75	100	218.8
KFKA				880	Greeley, Colo.	M	Midwestern Radio Corp.	44	500*	340.7
KFKB				1050	Milford, Kansas	C	KFKB B'Castg. Assn. Inc.	55	5000	285.5
KFKU				1220	Lawrence, Kans.	C	University of Kansas	56	500	245.6
KFKX				1020	Chicago, Illinois	C	Westinghouse E & M Co.	37	10000	293.9
KFLV				1410	Rockford, Illinois	C	Rockford Broadcasters	37	500	212.6
KFLX				1370	Galveston, Texas	C	Geo. Roy Clough	96	100	218.8
KFMX				1250	Northfield, Minn.	C	Carleton College	36	1000	239.9
KFNF				890	Shenandoah, Iowa	C	Henry Field Co.	46	500*	336.9
KFOR				1210	Lincoln, Nebr.	C	Howard A. Shuman	45	100*	247.8
KFOX				1250	Long Beach, Calif.	P	Nichols & Warriner, Inc.	61	1000	239.9
KFPL				1310	Dublin, Texas	C	C. C. Baxter	75	100	228.9
KFPM				1310	Greenville, Tex.	C	The New Furniture Co.	75	15	228.9

Radio Broadcasting is Not All Play

There's stern business behind the romantic programs you hear. Here are some WBBM workrooms.

Right—Formerly a main studio. Now being used for rehearsal and audition purposes.



Below—One of the nine executive offices of radio station WBBM.



Below—Master control board. Newly finished, and embodying the latest scientific developments in radio broadcasting, this "master" is the pride and joy of the WBBM engineers and the wonder of station visitors. It controls all the WBBM and midwestern CBS programs.



Below—A busy corner of one of the six large sales and stenographic offices, where program ideas are created, continuities are written and copied, and all business is transacted.



This advanced equipment is responsible for your set receiving programs as clearly and distinctly as tho they were in the next room.



Master board desk. This is where the radio operator manipulates the master control board . . . receives and sends out all programs.



A sub-control room. Every studio has its individual control room, where an experienced operator gives program volume to an even, clear distinctiveness.



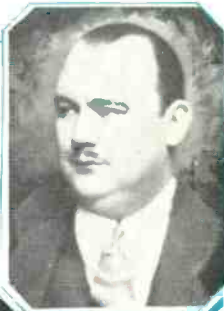
A corner of the tremendous 25,000 Watt transmitter plant of Radio Station WBBM, located at Glenview, Illinois. In the shiny file-like boxes is contained the expensive machinery upon which depends the broadcasting of the programs you hear, and whose strength has sent WBBM programs into far distant places, making this station internationally famous.

Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
KFPW				1340	Ft. Smith, Ark.	C	Southwestern Hotel Co.	66	50	223.7
KFPY				1340	Spokane, Wash.	P	Symons B'Castg. Co.	12	1000	223.7
KFQD				1230	Anchorage, Alaska		Anchorage Radio Club		100	243.8
KFQU				1420	Holy City, Calif.	P	W. E. Riker	41	100	211.1
KFQW				1420	Seattle, Wash.	P	KFQW, Inc.	11	100	211.1
KFRFC				610	San Francisco, Calif.	P	Don Lee, Inc.	41	1000	491.5
KFRU				630	Columbia, Mo.	C	Stephens College	56	500	475.9
KFSD				600	San Diego, Calif.	P	Airfan Radio Corp., Ltd.	71	500*	499.7
KFSG				1120	Los Angeles, Calif.	P	Echo Park Evan. Ass'n.	61	500	267.7
KFUL				1290	Galveston, Texas	C	Will H. Ford	96	500	232.4
KFUM				1270	Colorado Springs, Colo.	M	W. D. Corley	64	1000	236.1
KFUO				550	Clayton, Mo.	C	Evang. Lutheran Synod	57	500*	545.1
KFUP				1310	Denver, Colo.	M	Fitzsimmons Gen. Hos.	54	100	228.9
KFVD				1000	Culver City, Calif.	P	Los Angeles B'Castg Co.	61	250	299.8
KFVS				1210	Cape Girardeau, Mo.	C	Hirsch Bat. & Radio Co.	57	100	247.8
KFWB				950	Hollywood, Calif.	P	Warner Bros. B'Castg.	61	1000	315.6
KFWF				1200	St. Louis, Mo.	C	St. Louis Truth Cen. Inc.	57	100	249.9
KFWI				930	San Francisco, Calif.	P	Rad. Entertainments, Inc.	41	500	322.4
KFXD				1420	Nampa, Idaho	M	Service Radio Co.	32	50	211.1
KFXF				920	Denver, Colo.	M	Colorado Radio Corp.	54	500	325.9
KFXJ				1310	Edgewater, Colo.	M	Western Slope Brd. Co.	44	50	228.9
KFXM				1210	San Bernardino, Calif.	P	Lee Bros. B'Castg. Co.	51	100	247.8
KFXR				1310	Oklahoma City, Okla.	C	Exchange Ave. Bap. Ch.	65	100*	228.9
KFXY				1420	Flagstaff, Ariz.	M	Mary M. Costigan	63	100	211.1
KFYO				1420	Abilene, Texas	C	T. E. Kirksey	95	100*	211.1
KFYR				550	Bismarck, N. D.	C	Meyer B'Castg. Co.	25	1000*	545.1
KGA				1470	Spokane, Wash.	P	Northwest B. System. Inc.	12	5000	204.0
KGAR				1370	Tucson, Ariz.	M	Tucson Motor Service Co.	73	100*	218.8
KGB				1330	San Diego, Calif.	P	Pickwick Brd. Corp.	71	250	225.4
KGBU				900	Ketchikan, Alaska		Alaska Radio & Serv. Co.		500	333.1
KGBX				1310	St. Joseph, Mo.	C	K. G. B. X., Inc.	56	100	228.9
KGBZ				930	York, Nebr.	C	Dr. Geo. R. Miller	45	500*	322.4
KGCA				1270	Decorah, Iowa	C	Chas. W. Greenley	36	50	236.1
KGCR				1210	Watertown, S. D.	C	Cutler's Rad. B.C.Serv.Inc.	35	100	247.8
KGCU				1200	Mandan, N. D.	C	Mandan Radio Assn.	25	100	249.9
KGCX				1310	Wolf Point, Mont.	M	First State Bank of Vida	14	100*	228.9
KGDA				1370	Mitchell, S. D.	C	Mitchell B. C. Corp.	35	100	218.8
KGDE				1200	Fergus Falls, Minn.	C	Jaren Drug Co.	26	100*	249.9
KGDM				1100	Stockton, Calif.	P	E. F. Pepper	41	250	272.6
KGDY				1200	Huron, S. D.	C	Loesch & Wright	35	100	249.9
KGEF				1300	Los Angeles, Calif.	P	Trinity Meth. Church	61	1000	230.6
KGEK				1200	Yuma, Colo.	M	Beehler Elec. Equip. Co.	44	50	249.9
KGER				1360	Long Beach, Calif.	P	C. Merwin Dobyans	61	1000	220.4
KGEW				1200	Ft. Morgan, Colo.	M	City of Ft. Morgan	44	100	249.9
KGEZ				1310	Kalispell, Mont.	M	Kalispell Cham. of Com.	13	100	228.9

Home of World's Greatest Orchestras

For years WBBM has retained this title and this year it is more deserved than ever.



PAUL WHITEMAN
America's King of Jazz.

The world's most famous exponent of modern American music. Renowned as father of our modern dance orchestras—America's most popular orchestra leaders still look to Paul Whiteman for leadership.

And when you meet this King, you find him a delightful boy . . . charming, interesting, always easy to talk to . . . always good natured.

Paul Whiteman's entire organization of twenty-seven artists—musicians, each a master of his instrument, are heard twice each night over WBBM playing directly from Al Quodbach's Granada Cafe in Chicago . . . itself a famous home of famous bands. Mildred Bailey, the Paul Sisters, the King's Jesters, and Jack Fulton, Jr., are all members of the "gang" . . . and the versatility of this famous organization is making this year's WBBM Nutty Club more popular than ever.



BEN BERNIE
America's beloved "old" maestro.

Young, charming, always the perfect, genial host . . . Ben's irresistible personality has made him Chicago's idol. And his pleasant "I hope you'll like it" has won the hearts and favor of hundreds of thousands of WBBM listeners everywhere.



Ben Bernie's orchestra is the "chummy" kind . . . their perfect dance rhythms and their air of cozy friendliness have made the College Inn a favorite rendezvous of Chicago's smart set. Their thrice nightly broadcasts over WBBM are a good reason for staying tuned to this station all evening.

Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
KGFF				1420	Shawnee, Okla.	C	KGFF B'Castg. Co.	65	100	211.1
KGFG				1370	Oklahoma City, Okla.	C	Oklahoma B. C. Co.	65	100	218.8
KGFI				1500	Corpus Christi, Texas	C	Eagle Brd. Co., Inc.	85	100*	199.9
KGfJ				1200	Los Angeles, Calif.	P	Ben S. McGlashan	61	100	249.9
KGfK				1500	Moorhead, Minn.	C	Red River Brdcastg Co.	15	50	199.9
KGfL				1370	Raton, N. Mex.	M	W. E. Whitmore	54	50	218.8
KGfW				1310	Ravenna, Nebr.	C	Sothman & McConnell	45	100	228.9
KGfX				580	Pierre, S. D.	C	Dana McNeil	35	200	516.9
KGGC				1420	San Francisco, Calif.	P	Golden Gate Brd. Co.	41	100	211.1
KGGF				1010	So. Coffeyville, Okla.	C	Powell & Platz	56	500	296.9
KGGM				1230	Albuquerque, N. M.	M	New Mexico Brd. Co.	54	250*	243.8
KGHF				1320	Pueblo, Colo.	M	Ritchie & Finch	54	250*	227.1
KGHI				1200	Little Rock, Ark.	C	Berean Bible Class	46	100	249.9
KGHL				950	Billings, Mont.	M	Northwestern Auto Sup.Co.	13	1000	315.6
KGfQ				1320	Twin Falls, Idaho	C	Radio B'Castg. Corp.	32	250	227.1
KGfR				1360	Butte, Mont.	M	KGfR, Inc.	14	500	220.4
KGfW				1420	Trinidad, Colo.	M	Leonard E. Wilson	44	100	211.1
KGfX				1420	Las Vegas, Nev.	P	J. M. Heaton	42	100	211.1
KGfZ				1500	Grant City, Mo.	C	Grant City Park Corp.	36	50	199.9
KGfJ				890	Little Rock, Ark.	C	First Church of Nazarene	56	250	336.9
KGKB				1500	Brownwood, Texas	C	Eagle Publishing Co	95	100	199.9
KGKL				1370	San Angelo, Texas	C	KGKL, Inc.	95	100	218.8
KGKO				570	Wichita Falls, Texas	C	Wichita Falls Brd. Co.	95	250*	526.0
KGKX				1420	Sandpoint, Idaho	C	Twiss & McCann	22	100	211.1
KGKY				1500	Scottsbluff, Nebr.	C	Hilliard Co., Inc.	45	100	199.9
KGMB				1320	Honolulu, Hawaii		Honolulu Brd. Co., Ltd.		500	227.1
KGMP				1210	Elk City, Okla.	C	Bryant Rad. & Elec. Co.	65	100	247.8
KGfN				1430	North Platte, Nebr.	C	H. L. Spencer	45	500	209.7
KGNO				1210	Dodge City Kans.	C	Dodge City Brd. Co., Inc.	55	100	247.8
KGO				790	San Francisco, Calif.	P	Nat. B'Castg. Co.	41	7500	379.5
KGRS				1410	Amarillo, Texas	C	Gish Radio Service	64	1000	212.6
KGU				940	Honolulu, Hawaii		Marion A. Mulrony		1000	319.0
KGW				620	Portland, Ore.	P	Oregonian Publ. Co.	11	1000	483.6
KGy				1200	Lacey, Wash.	P	St. Martins College	11	10	249.9
KHJ				900	Los Angeles, Calif.	P	Don Lee, Inc.	61	1000	333.1
KHQ				590	Spokane, Wash.	P	Louis Wasmer, Inc.	12	1000*	508.2
KICK				1420	Red Oak, Iowa	C	Red Oak Radio Corp.	46	100	211.1
KID				1320	Idaho Falls, Idaho	C	KID B'Castg. Co.	32	250*	227.1
KIDO				1250	Boise, Idaho	P	Boise B'Castg. Station	22	1000	239.9
KIT				1310	Yakima, Wash.	P	Carl E. Haymond	12	50	228.9
KJBS				1070	San Francisco, Calif.	P	Julius Brunton & Sons Co.	41	100	280.2
KJR				970	Seattle, Wash.	P	Northwest B. Sys. Inc.	11	5000	309.1
KLCN				1290	Blytheville, Ark.	C	C. L. Lintzenich	66	50	232.4
KLO				1400	Ogden, Utah	M	Peery Building Co.	43	500	214.2
KLPM				1420	Minot, N. D.	C	John B. Cooley	35	100	211.1

Here's More of Them

Bringing You Every Kind of
Music for Every Mood



Leon Bloom, WBBM Musical Director.



LEON BLOOM's thoro knowledge of music and musical composition, gained in years as a student and later as concert pianist in the leading cities of Europe, as director of both symphonic and theatre orchestras in Chicago, and in serious study of public reaction to varicus types of music, is responsible for the fact that his orchestra is one of the very few studio bands in the country that is a complete symphonic and a full dance orchestra in one.



JAN GARBER and his Greater Recording Orchestra have toured America twice and they count their fans by the hundreds of thousands. You hear them during WBBM's popular "Around the Town" program and during an early evening dance each night.



CHARLEY AGNEW and his Merry Gardens Orchestra are old favorites of WBBM dance fans. You hear them, too, every night.

Their Sunday afternoon dance programs are doing much to make home dancing popular.



HENRI GENDRON and his Ambassadors' Orchestra are one of the dinner-dance orchestras you hear over WBBM.

And when you are in the mood for sweet dance music with your luncheon, tune them in then, too. They're "on" daily.

Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
KLRA				1390	Little Rock, Ark.	C	Arkansas B'Castg. Co.	66	1000	215.7
KLS				1440	Oakland, Calif.	P	Warner Brothers	41	250	208.2
KLX				880	Oakland, Calif.	P	Tribune Publ. Co.	41	500	340.7
KLZ				560	Denver, Colo.	M	Reynolds Radio Co., Inc.	54	1000	535.4
KMA				930	Shenandoah, Iowa	C	May Seed & Nursery	46	500*	322.4
KMAC				1370	San Antonio, Tex.	C	W. W. Mc Allister	95	100	218.8
KMBC				950	Kansas City, Mo.	C	Midland Brd. Co., Inc.	56	1000	315.6
KMCS				1120	Inglewood, Calif.	P	Dalton's Inc.	61	500	267.7
KMED				1310	Medford, Ore.	P	Mrs. W. J. Virgin	21	50	228.9
KMJ				1210	Fresno, Calif.	P	McClatchy Co.	51	100	247.8
KMLB				1200	Monroe, La.	C	J. C. Liner	78	50	249.9
KMMJ				740	Clay Center, Nebr.	C	The M. M. Johnson Co.	45	1000	405.2
KMO				860	Tacoma, Wash.	P	KMO, Inc.	11	500	348.6
KMOX				1090	St. Louis, Mo.	C	Voice of St. Louis, Inc.	57	50000	275.1
KMPC				710	Beverly Hills, Calif.	P	R. S. Mac Millan	61	500	422.3
KMTR				570	Los Angeles, Calif.	P	KMTR Radio Corp.	61	500	526.0
KNX				1050	Hollywood, Calif.	P	Western B'Castg. Co.	61	5000	285.5
KOA				830	Denver, Colo.	M	National Brd. Co., Inc.	54	12500	361.2
KOAC				550	Corvallis, Ore.	P	Oregon State Agri. Col.	21	1000	545.1
KOB				1180	State College, N. M.	M	N.M.Col.of Agri.& M. Arts	73	20000	254.1
KOCW				1400	Chickasha, Okla.	C	Okla. College for Women	65	250*	214.2
KOH				1380	Reno, Nev.	P	Jay Peters, Inc.	42	500	217.3
KOIL				1260	Council Bluffs, Iowa	C	Mona Motor Oil Co.	46	1000	238.0
KOIN				940	Portland, Oregon	P	KOIN, Inc.	11	1000	319.0
KOL				1270	Seattle, Wash.	P	Seattle Brd. Co., Inc.	11	1000	236.1
KOMO				920	Seattle, Wash.	P	Fisher's Blend Sta. Inc.	11	1000	325.9
KONO				1370	San Antonio, Tex.	C	Mission Brd. Co., Inc.	95	100	218.8
KOOS				1370	Marshfield, Ore.	P	H. H. Hanseth, Inc.	21	100	218.8
KORE				1420	Eugene, Ore.	P	Eugene Brd. Station	21	100	211.1
KOY				1390	Phoenix, Ariz.	M	Nielsen R. & Sptg. G. Co.	72	500	215.7
KPCB				650	Seattle, Wash.	P	Wescoast B'Castg. Co.	11	100	461.3
KPJM				1500	Prescott, Ariz.	M	Miller & Klahn	62	100	199.9
KPO				680	San Francisco, Calif.	P	Hales Bros. & The Chron.	41	5000	440.9
KPOF				880	Denver, Colo.	M	Pillar of Fire, Inc.	54	500	340.7
KPPC				1210	Pasadena, Calif.	P	Pasadena Pres. Church	61	50	247.8
KPQ				1500	Wenatchee, Wash.	P	Wescoast B'Castg. Co.	11	50	199.9
KPRC				920	Houston, Texas	C	Houston Printing Co.	86	1000*	325.9
KPSN				1360	Pasadena, Calif.	P	Pasadena Star News	61	1000	220.4
KQV				1380	Pittsburgh, Pa.	E	Doubleday-Hill Elec. Co.	49	500	217.3
KQW				1010	San Jose, Calif.	P	Pacific Agri. Foundation	51	500	296.9
KRE				1370	Berkeley, Calif.	P	First Cong. Church	41	100	218.8
KREG				1500	Santa Ana, Calif.	P	Pacific-W. B. Federation	51	100	199.9
KRGV				1260	Harlingen, Texas	C	KRGV, Inc.	75	500	238.0
KRLD				1040	Dallas, Texas	C	KRLD Radio Corp.	75	10000	288.3
KRMD				1310	Shreveport, La.	C	Robert M. Dean	76	50	228.9

WBBM Nutty Club

The world's star entertainers have a party every Sunday at Al Quodbach's Granada Cafe in Chicago.

PAUL WHITEMAN, America's King of Jazz—World famous entertainer—is King of the Nuts. His entire organization takes part in the fun.

On the stroke of midnight, Bobby Brown's familiar "Cuckoo, Cuckoo" starts a three hour show that is unequalled anywhere at any time.



HELEN MORGAN



HARRY RICHMAN



MILDRED BAILEY



TED LEWIS



PAUL SISTERS



CHARLES BUTTERWORTH



IRENE FRANKLIN



THE KINGS JESTERS

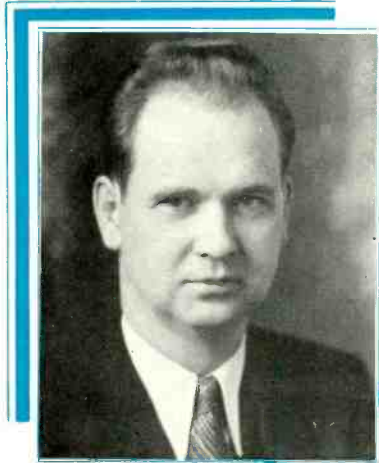
They're all members of the Nutty Club . . . these internationally renowned artists and entertainers. You've heard every one of them . . . and, we hope, will continue to hear them . . . on the Nutty Club programs.

Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
KROW				930	Oakland, Calif.	P	Educ. B. C. Co.	61	500*	322.4
KRSC				1120	Seattle, Wash.	P	Radio Sales Corp.	11	50	267.7
KSAC				580	Manhattan, Kans.	C	Kansas State Agri. Col.	55	500*	516.9
KSCJ				1330	Sioux City, Iowa	C	Perkins Bros. Co.	36	1000*	225.4
KSD				550	St. Louis, Mo.	C	Pulitzer Publ. Co.	57	500	545.1
KSEI				900	Pocatello, Idaho	P	KSEI B'Castg. Assn.	32	250	333.1
KSL				1130	Salt Lake City, Utah	M	Radio Service Corp.	43	5000	265.3
KSMR				1200	Santa Maria, Calif.	P	Santa Maria Radio	61	100	249.9
KSO				1380	Clarinda, Iowa	C	Berry Seed Co.	46	500	217.3
KSOO				1110	Sioux Falls, S. D.	C	Sioux Falls Brd. Assn.	35	2000	270.1
KSTP				1460	St. Paul, Minn.	C	National Bat. Brd. Co.	26	10000	205.4
KTAB				560	San Francisco, Calif.	P	Associated Broadcasters	41	1000	535.4
KTAP				1420	San Antonio, Texas	C	Alamo B'Castg. Co.	95	100	211.1
KTAR				620	Phoenix, Ariz.	M	KTAR B'Castg. Co.	72	500*	483.6
KTAT				1240	Ft. Worth, Tex.	C	S. A. T. B'Cast'g. Co.	95	1000	241.8
KTBI				1300	Los Angeles, Calif.	P	Bible Inst. of Los Angeles	61	1000	230.6
KTBR				1300	Portland, Ore.	P	M. E. Brown	11	500	230.6
KTBS				1450	Shreveport, La.	C	Tri State B. C. System	86	100	206.8
KTHS				1040	Hot Springs, Ark.	C	Hot Springs Cham. of Com.	66	10000	288.3
KTLC				1310	Houston, Texas	C	Houston B'Castg. Co.	85	100	228.9
KTM				780	Los Angeles, Calif.	P	Pickwick B'Castg. Corp.	61	500*	384.4
KTNT				1170	Muscatine, Iowa	C	Norman Baker	46	5000	256.3
KTRH				1120	Houston, Texas	C	Rice Hotel Co.	85	500	267.7
KTSA				1290	San Antonio, Texas	C	Lone Star Brd. Co., Inc.	95	1000*	232.4
KTSL				1310	Shreveport, La.	C	G. A. Houseman	76	100	228.9
KTSM				1310	El Paso, Texas	C	Bledsoe & Blackwell	75	100	228.9
KTW				1270	Seattle, Wash.	P	First Pres. Church	11	1000	236.1
KUJ				1370	Walla, Walla, Wash.	P	Paul R. Heitmever	11	100	218.8
KUOA				1390	Fayetteville, Ark.	C	University of Arkansas	66	1000	215.7
KUSD				890	Vermilion, S. D.	C	University of S. D.	35	500*	336.9
KUT				1500	Austin, Tex.	C	Rice Hotel	85	100	199.9
KVI				760	Tacoma, Wash.	P	Puget Sound Rad.B.C.Co.	11	1000	394.5
KVL				1370	Seattle, Wash.	P	KVL, Inc.	11	100	218.8
KVOA				1260	Tucson, Ariz.	M	Robt. M. Riculfi	73	500	238.0
KVOO				1140	Tulsa, Okla.	C	Southwestern Sales Corp.	66	5000	263.0
KVOS				1200	Bellingham, Wash.	P	KVOS, Inc.	11	100	249.9
KWCR				1310	Cedar Rapids, Iowa	C	Harry F. Paar	46	100	228.9
KWEA				1210	Shreveport, La.	C	Hello World Brd. Corp.	76	100	247.8
KWG				1200	Stockton, Calif.	P	Portable Wireless Tel. Co.	41	100	249.9
KWJJ				1060	Portland, Ore.	P	KWJJ B'Castg. Co., Inc.	11	500	282.8
KWK				1350	St. Louis, Mo.	C	Greater St. Louis. B. C. C.	57	1000	222.1
KWKC				1370	Kansas City, Mo.	C	Wilson Duncan Brd. Co.	56	100	218.8
KWKH				850	Shreveport, La.	C	Hello World Brd. Corp.	66	10000	353.7
KWLC				1270	Decorah, Iowa	C	Luther College	36	100	236.1
KWSC				1220	Pullman, Wash.	P	State College of Wash.	12	1000*	245.6

Speaking About Personalities

You've Heard Much About These Three



BOBBY BROWN is WBBM'S "handy man"

As production manager, he rehearses and directs all important programs; announces special programs; listens to, and engages, entertainers; acts as master of ceremonies for impromptu features; sings and plays the uke; and is an inexhaustible fount of ideas for continuity writers and program builders. You hear him on the weekly Daily Times Spelling Bee, WBBM Nutty Club, Social Service Hour . . . in fact, wherever ingenuity, quick wit, and a most pleasing personality are demanded

Bobby has been happily married for ten years; has "twinkliest" blue eyes; is a World War Vet of many months active service; and is WBBM's most popular man.

—and here, Ladies and Gentlemen, is **PAT FLANAGAN** . . . like whom there is none other!

You might be told that his given name was Carroll, but you'd never call him anything but "Pat". His stories are as famous as his sports broadcasts; his daily morning exercises make thousands of the "stout" ones happy (incident-



ally, the muscle stretchers are his own. Pat served several years as a physical instructor; his children's programs are as popular as his baseball reports.

Six feet; gray-black hair; brown eyes; restless, dynamic personality . . . there you have Pat Flanagan . . . rapidly becoming one of America's most popular announcers.

If you remember the spectacular Hunter Brothers endurance flight on which WBBM and CBS scooped the world, you know that **HAROLD FAIR** has vivid, entertaining descriptive powers.

He entered radio via the staff artist route . . . Harold plays the piano like nobody's business . . . writes continuities, listens to aspiring radio artists, and is now in charge of special broadcasts. Blonde, blue eyed, and always a "good sport" . . . Harold's hobby is collecting rare books and antiques . . . or rather, it was, until he learned to sail.



Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
KWWG				1260	Brownsville, Tex.	C	Herald Pubg. Co.	95	500	238.0
KXA				570	Seattle, Wash.	P	American Radio Tel. Co.	11	500	526.0
KXL				1420	Portland, Ore.	P	KXL Broadcasters, Inc.	11	100	211.1
KXO				1500	El Centro, Calif.	P	Irey & Bowles	72	100	199.9
KXRO				1310	Aberdeen, Wash.	P	KXRO, Inc.	11	75	228.9
KXYZ				1420	Houston, Texas	C	Harris County B. C. Co.	86	100	211.1
KYA				1230	San Francisco, Calif.	P	Pacific Brd. Corp.	41	1000	243.8
KYW				1020	Chicago, Illinois	C	Westinghouse E & M Co.	37	10000	293.9
KZM				1370	Hayward, Calif.	P	L. P. Tenney	61	100	218.8
KZRC				1300	Cebu, P. I.		Radio Corp. of Phillipines			230.6
WAAF				920	Chicago, Illinois	C	Drovers Journal Publ. Co.	37	500	325.9
WAAM				1250	Newark, N. J.	P	WAAM, Inc.	40	1000*	239.9
WAAT				940	Jersey City, N. J.	P	Bremer B'Castg. Corp.	40	300	319.0
WAAW				660	Omaha, Nebr.	C	Omaha Grain Exchange	46	500	454.3
WABC				860	New York, N. Y.	E	Atlantic B'Castg. Co.	40	5000	348.6
WABI				1200	Bangor, Maine	E	Pine Tree B. C. Co.	20	100	249.9
WABO				1440	Rochester, N. Y.	E	Hickson Elec. Co., Inc.	39	500	208.2
WABZ				1200	New Orleans, La.	C	Coliseum Place Bap. Ch.	87	100	249.9
WACO				1240	Waco, Texas	C	Central Texas Brd. Co.	85	1000	241.8
WADC				1320	Tallmadge, Ohio	E	Allen T. Simmons	48	1000	227.1
WAIU				640	Columbus, Ohio	E	American Insurance Union	48	500	468.5
WALR				1210	Zanesville, Ohio	E	Roy W. Waller	48	100	247.8
WAPI				1140	Birmingham, Ala.	C	Ala.Poly.Inst.& Ala. Col.	78	5000	263.0
WASH				1270	Grand Rapids, Mich.	C	WASH B'Castg. Corp.	37	500	236.1
WAWZ				1350	New York, N. Y.	E	Pillar of Fire	39	250	222.1
WBAA				1400	W. Lafayette, Ind.	C	Purdue University	47	500*	214.2
WBAK				1430	Harrisburg, Pa.	E	Penn State Police	49	500*	209.7
WBAL				1060	Baltimore, Maryland.	E	Consolidated G. & E. Co.	49	10000	282.8
WBAP				800	Ft. Worth, Texas	C	Carter Publications, Inc.	75	50000	374.8
WBAX				1210	Wilkes-Barre, Pa.	E	John H. Stenger, Jr.	39	100	247.8
WBBC				1400	Brooklyn, N. Y.	E	Brooklyn Brd. Corp.	40	500	214.2
WBBL				1210	Richmond, Va.	E	Grace Cov. Pres. Church	59	100	247.8
WBBM				770	Chicago, Illinois	C	The Atlas Co., Inc.	37	25000	389.4
WBBR				1300	Brooklyn, N. Y.	E	People's Pulpit Assn.	40	1000	230.6
WBBZ				1200	Ponca City, Okla.	C	C. L. Carrell	66	100	249.9
WBCM				1410	Bay City, Michigan	C	James E. Davidson	38	500	212.6
WBCN				870	Chicago, Ill.	C	Great Lakes B. C. Co.	37	50000	344.6
WBEN				900	Buffalo, N. Y.	E	Buffalo Evening News	39	1000	333.1
WBGF				1370	Glens Falls, N. Y.	E	Parker & Metcalf	39	50	218.8
WBIG				1440	Greensboro, N. C.	E	N. C. B'Castg. Co., Inc.	59	500	208.2
WBIS				1230	Boston, Mass.	E	Shepard B. C. Service	30	1000	243.8
WBMS				1450	Hackensack, N. J.	E	WBMS B'Castg. Corp.	40	250	206.8
WBOQ				860	New York, N. Y.	E	Atlantic B'Castg. Corp.	40	5000	348.6
WBOW				1310	Terre Haute, Ind.	E	Banks of Wabash. Inc.	47	100	228.9
WBRC				930	Birmingham, Ala.	C	Birmingham Brd. Co., Inc.	78	500*	322.4

Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
WBRE				1310	Wilkes Barre, Pa.	E	Louis G. Baltimore	39	100	228.9
WBSO				920	Needham, Mass.	E	Babson's Stats. Org. Inc.	30	500	325.9
WBT				1080	Charlotte, N. C.	E	Station WBT, Inc.	69	5000	277.6
WBTM				1370	Danville, Va.	E	Clarke Elec. Co.	59	100	218.8
WBZ				990	Springfield, Mass.	E	Westinghouse E & M Co.	40	15000	302.8
WBZA				990	Boston, Mass.	E	Westinghouse E & M Co.	40	500	302.8
WCAC				600	Storrs, Conn.	E	Conn. Agri. College	40	250	499.7
WCAD				1220	Canton, N. Y.	E	St. Lawrence University	29	500	245.6
WCAE				1220	Pittsburgh, Pa.	E	Kaufman & Baer Co.	49	1000	245.6
WCAH				1430	Columbus, Ohio	E	Com. Radio Service Co.	48	500	209.7
WCAJ				590	Lincoln, Nebr.	C	Nebr. Wesleyan University	45	500	508.2
WCAL				1250	Northfield, Minn.	C	St. Olaf College	36	1000	239.9
WCAM				1280	Camden, N. J.	E	City of Camden	50	500	234.2
WCAO				600	Baltimore, Md.	E	Monumental Radio, Inc.	49	250	499.7
WCAP				1280	Asbury Park, N. J.	E	Rad. Inds. Brd. Co.	40	500	234.2
WCAT				1200	Rapid City, S. D.	M	S.D. State School of Mines	34	100	249.9
WCAU				1170	Philadelphia, Pa.	E	Universal B'Castg. Co.	40	10000	256.3
WCAX				1200	Burlington, Vt.	E	University of Vermont	30	100	249.9
WCAZ				1070	Carthage, Ill.	C	Superior B. C. Service, Inc.	47	50	280.2
WCBA				1440	Allentown, Pa.	E	B. Byron Musselman	39	250	208.2
WCBD				1080	Zion, Illinois	C	Wilbur Glen Voliva	37	5000	277.6
WCBM				1370	Baltimore, Md.	E	Baltimore B'Castg. Corp.	49	100*	218.8
WCBS				1210	Springfield, Ill.	C	Dewing & Messter	47	100	247.8
WCCO				810	Minneapolis, Minn.	C	N. Western Brd. Inc.	26	7500	370.2
WCDA				1350	New York, N. Y.	E	Italian Educ. B. C. Co.	40	250	222.1
WCFL				970	Chicago, Illinois	C	Chicago Fed. of Labor	37	1500	309.1
WCGU				1400	Brooklyn, N. Y.	E	U. S. Broadcast Corp.	40	500	214.2
WCHI				1490	Chicago, Ill.	C	People's Pulpit Ass'n.	37	5000	201.6
WCKY				1490	Covington, Kentucky	C	L. B. Wilson, Inc.	58	5000	201.6
WCLB				1500	Long Beach, N. Y.	E	Arthur Faske	40	100	199.9
WCLO				1200	Janesville, Wis.	C	WCLO Radio Corp.	37	100	249.9
WCLS				1310	Joliet, Ill.	C	WCLS, Inc.	47	100	228.9
WCMA				1400	Culver, Ind.	C	General B. C. Corp.	47	500	214.2
WCOA				1340	Pensacola, Fla.	E	City of Pensacola	88	500	223.7
WCOC				880	Meridian, Miss.	E	Mississippi B'Castg. Co.	77	500*	340.7
WCOD				1200	Harrisburg, Pa.	E	Norman R. Hoffman	59	100	249.9
WCOH				1210	Yonkers, N. Y.	E	Westchester Brd. Corp.	40	100	247.8
WCRW				1210	Chicago, Ill.	C	Clinton R. White	37	100	247.8
WCSC				1360	Charleston, S. C.	E	Jordan & Burk	69	500	220.4
WCSH				940	Portland, Maine	E	Congress Square Hotel Co.	30	1000	319.0
WDAE				1220	Tampa, Fla.	E	Tampa Publ. Co.	89	1000	245.6
WDAF				610	Kansas City, Mo.	C	Kansas City Star Co.	56	1000	491.5
WDAG				1410	Amarillo, Tex.	C	Nat. Rad. & B. C. Corp.	64	250	212.6
WDAH				1310	El Paso, Texas	C	Eagle B'Castg. Co.	73	100	228.9
WDAY				940	Fargo, N. D.	C	WDAY, Inc.	25	1000	319.0

More WBBM Personnel They're Three Leaders



DAVID OWEN came to radio from the Theatre Guild and before that, Professor of Dramatics at the University of Wisconsin . . . which may account for his remark that "it takes working in a radio station to teach you a real sense of humor."

David is director of dramatics . . . upon his ability depends the success of the smallest skit and the most pretentious dramatic production. Sometimes he pinch hits as an announcer and often a hurry call for a radio playlet sets his typewriter to pounding . . . with much success.



GEORGE W. BARTLETT, JR., is editor of continuities. "Continuities" . . . perhaps you've been told . . . is radio jargon for copy . . . the announcer's part of a program.

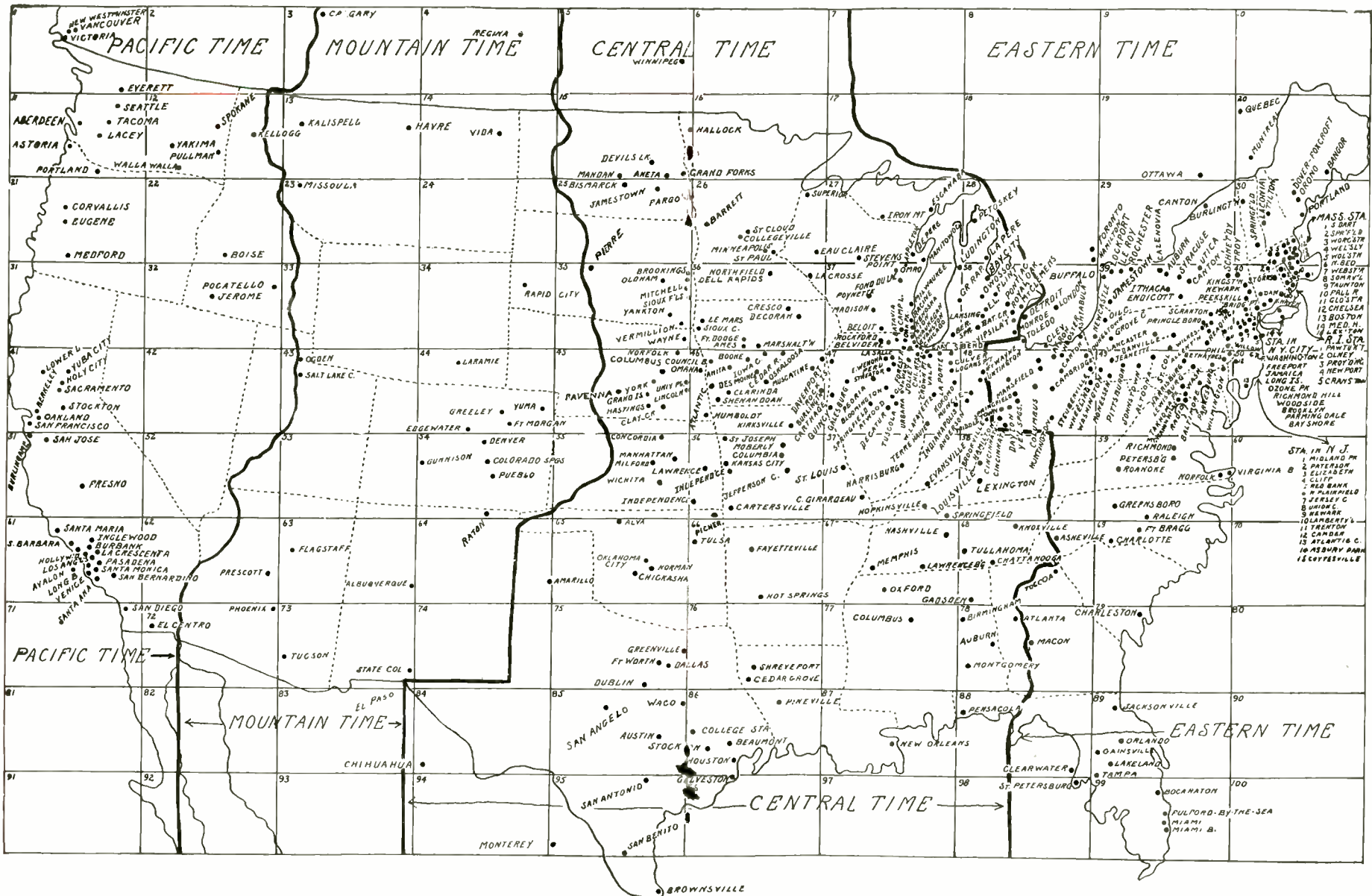
Continuity writers are supposed to create ideas and so write them that you

. . . the listener . . . can easily visualize what is going on and enjoy every moment your radio set is on.

George writes all the important programs you hear over WBBM and sometimes he too, pinch hits as an announcer.



ALBERT E. HOOPER, Comptroller, is one of the most popular persons behind the scenes at the WBBM Air Theater—he dispenses the salary checks, and along with them, a great deal of geniality. Upon his shoulders there is also the voluminous duties of maintaining the commercial schedule, guarding against program conflicts by keeping a careful record of all new programs, their inaugural date, their time on the air and their termination date.



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. 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.

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.

Beauty and Ability

They're one at WBBM.



MADAME
BELLE
FORBES
CUTTER

has graced WBBM programs with her voice and personality for several years. She has but recently returned from several months stay in Hollywood, where her beautiful colouratura soprano voice delighted musical picture producers. Listen for her in forthcoming pictures as well as over WBBM.



IRENE
WICKER

has been called a "woman of all ages" because being an ingenue, a young matron, a middleaged woman and a fussy old lady, are all in the day's work for her. Irene is WBBM's favorite little actress... both with the staff and with listeners. She's petite and winsome... with large grey eyes and red-brown hair... and a lovely voice that is being trained to sing as charmingly as Irene acts.



BERNADINE HAYES, red-headed, blues "crooner", was chosen Miss Radio 1930, America's most beautiful radio artist in the search by Radio World's Fair. She came to WBBM direct from her home town, St. Louis.



BEULAH ROSINE is noted as one of the few successful women orchestra leaders. She has just returned to WBBM after an absence of over a year.



ESTELLE BARNES has been a familiar figure at WBBM for a long time. You don't hear her name, but she is responsible for many of the programs you enjoy. She is a talented organist and her soft, pleasant voice is often heard in special women's features.

Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
WDBJ				930	Roanoke, Va.	E	Richardson-Wayland	59	250*	322.4
WDBO				1120	Orlando, Fla.	E	Orlando B'Castg. Co.	89	500*	267.7
WDEL				1120	Wilmington, Del.	E	WDEL, Inc.	49	250*	267.7
WDGY				1180	Minneapolis, Minn.	C	Dr. Geo. W. Young	26	1000	254.1
WDIX				1500	Tupelo, Miss.	C	No. Miss. B. C., Corp.	77	100	199.9
WDOD				1280	Chattanooga, Tenn.	C	WDOD B'Castg. Corp.	68	1000*	234.2
WDRC				1330	Hartford, Conn.	E	Doolittle Radio Corp.	40	500	225.4
WDSU				1250	New Orleans, La.	C	Jos. H. Uhalt	98	1000	239.9
WDWF				1210	Providence, R. I.	E	D. W. Flint	40	100	247.8
WDZ				1070	Tuscola, Ill.	C	James L. Bush	47	100	280.2
WEAF				660	New York, N. Y.	E	National B'Castg. Co.	40	50000	454.3
WEAI				1270	Ithaca, N. Y.	E	Cornell University	39	1000	236.1
WEAN				780	Providence, R. I.	E	Shepard B. C. Service	40	250*	384.4
WEAO				570	Columbus, Ohio	C	Ohio State University	48	750	526.0
WEBC				1290	Superior, Wis.	C	Head of Lakes B. C. Co.	26	1000*	232.4
WEBQ				1210	Harrisburg, Ill.	C	First Trust & Sav. Bank	57	100	247.8
WEBR				1310	Buffalo, N. Y.	E	H.H.Howell B.C.Co., Inc.	39	100*	228.9
WEDC				1210	Chicago, Ill.	C	Emil Denmark, Inc.	37	100	247.8
WEDH				1420	Erie, Pa.	E	Erie Dispatch Herald	38	100	211.1
WEEI				590	Boston, Mass.	E	Edison Elec. Illum. Co.	30	1000	508.2
WEHC				1200	Emory, Va.	E	Emory & Henry College	49	100*	249.9
WEHS				1420	Evanston, Ill.	C	WEHS, Inc.	37	100	211.1
WELK				1370	Philadelphia, Pa.	E	WELK B'Castg. Station	49	100*	218.8
WELL				1420	Battle Creek, Mich.	C	Enquirer News Co.	38	100	211.1
WENR				870	Chicago, Ill.	C	Great Lakes B. C. Co.	37	50000	344.6
WEPS				1200	Worcester, Mass.	E	A. F. Kleindienst	30	100	249.9
WEVD				1300	New York City	E	Debs Memorial Radio Fd.	40	500	230.6
WEW				760	St. Louis, Mo.	C	St. Louis University	57	1000	394.5
WEXL				1310	Royal Oak, Mich.	C	Royal Oak B. C. Co.	38	50	228.9
WFAA				800	Dallas, Texas	C	Dallas News & Dallas Jour.	75	50000	374.8
WFAN				610	Philadelphia, Pa.	E	Keystone Brd. Co., Inc.	49	500	491.5
WFBC				1200	Knoxville, Tenn.	C	First Baptist Church	68	50	249.9
WFBE				1200	Cincinnati, Ohio	E	WFBE, Inc.	48	100*	249.9
WFBG				1310	Altoona, Pa.	E	Wm. F. Gable Co.	49	100	228.9
WFBL				1360	Syracuse, N. Y.	E	Onondaga R. B. C. Corp.	39	1000	220.4
WFBM				1230	Indianapolis, Ind.	C	Indianapolis P. & L. Co.	47	1000	243.8
WFBR				1270	Baltimore, Md.	E	Baltimore Rad. Show, Inc.	49	500	236.1
WFDF				1310	Flint, Mich.	C	Frank D. Fallain	38	100	228.9
WFDV				1370	Rome, Ga.	C	Dolies Goings	78	100	218.8
WFDW				1420	Talladega, Ala.	C	Raymond G. Hammett	77	100	211.1
WFI				560	Philadelphia, Pa.	E	Strawbridge & Clothier	49	500	535.4
WFIW				940	Hopkinsville, Ky.	C	WFIW Inc.	57	1000	319.0
WFJC				1450	Akron, Ohio	E	WGAR Brdcstg Co.	48	500	206.8
WFLA				620	Clearwater, Fla.	E	Clearwater Cham. of Com.	88	1000*	483.6
WGAL				1310	Lancaster, Pa.	E	WGAL, Inc.	39	100	228.9

Some of Your Favorites



JOHNNY BOYLAN can be very grownup and serious even tho his "Tom" in Huck and Finn was very young and real. John has the diplomatic task of managing the Spelling Bee, and he writes as well as acts in several dramatic sketches.



Bobby Brown and a group of his children in the Daily Times Radio Spelling Bee. Several thousand pupils from over 150 parochial and public schools in Chicago and its suburbs take part in this annual eliminator contest. It is one of the most popular programs on the air with both grownups and children.



FRANK SHAW, buoyant master of ceremonies at Coffee Dan's. You are apt to hear world famous theatrical stars whenever Frank's gay "Coffee Dan's reception" greets you over WBBM . . . its the after-theatre rendezvous for stage folk.

DAN BAKER is one of the most popular soloists heard over WBBM. Tho his six feet two, almost 200 pounds make you think he should sing baritone, he has a fine tenor voice that does exceedingly well with both popular and classical songs



CHARLEY AND GENE, WBBM's newest harmony team, add a snappy novelty touch to both local and chain programs. They're the Kretsinger brothers, born in Kansas City, Mo., and they've harmonized at half a dozen different radio stations in as many years.



YOU KNOW CLEM AND HARRY well . . . they have probably told you their own favorite riddle over the air in their famous "Riddles and Grins" program. Dacy and Hosworth are the family names . . . they're called WBBM's heavy harmony team . . . over 500 pounds of original songs and chatter face the mike when these two do their popular programs.



Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
WGBB				1210	Freeport, N. Y.	E	Harry H. Carman	40	100	247.8
WGBC				1430	Memphis, Tenn.	C	Memphis B'Castg. Co.	67	500	209.7
WGBF				630	Evansville, Ind.	C	Evansville on the Air, Inc.	57	500	475.9
WGBI				880	Scranton, Pa.	E	Scranton B'Casters, Inc.	39	250	340.7
WGBS				600	New York, N. Y.	E	General B'Castg. System	40	250*	499.7
WGCM				1210	Gulfport, Miss.	C	Great Southern Land Co.	77	100	247.8
WGCP				1250	Newark, N. J.	E	May Rad. B'Castg Corp.	40	250	239.9
WGES				1360	Chicago, Ill.	C	Oak Leaves Brd. Corp.	37	500*	220.4
WGH				1310	Newport News, Va.	E	Hampton R. B. C. Corp.	59	100	228.9
WGL				1370	Ft. Wayne, Indiana	C	Fred C. Zieg	48	100	218.8
WGMS				1250	Minneapolis, Minn.	C	University of Minnesota	26	1000	239.9
WGN				720	Chicago, Illinois	C	The Tribune Co.	37	25000	416.4
WGR				550	Buffalo, N. Y.	E	Buffalo B'Castg. Corp.	40	1000	545.1
WGST				890	Atlanta, Ga.	C	Georgia School of Tech.	78	250*	336.9
WGY				790	Schenectady, N. Y.	E	General Electric Co.	39	50000	379.5
WHA				940	Madison, Wis.	C	University of Wisconsin	37	750	319.0
WHAD				1120	Milwaukee, Wisconsin	C	Marquette University	37	250	267.7
WHAM				1150	Rochester, N. Y.	E	Stromberg-Carlson Mfg.Co.	39	5000	260.7
WHAP				1300	New York, N. Y.	E	Defenders of Truth Soc.	40	1000	230.6
WHAS				820	Louisville, Kentucky	C	Courier Jour.& Louis.Times	58	10000	365.6
WHAT				1310	Philadelphia, Pa.	E	Independence B. C. Co.	49	100	228.9
WHAZ				1300	Troy, N. Y.	E	Renesselaer Poly. Inst.	40	500	230.6
WHB				860	Kansas City, Mo.	C	WHB B'Castg. Co.	56	500	348.6
WHBC				1200	Canton, Ohio	E	St. John's Catholic Church	48	10	249.9
WHBD				1370	Mt. Orab, Ohio	E	F. P. Moler	48	100	218.8
WHBF				1210	Rock Island, Ill.	C	Beardsley Specialty Co.	47	100	247.8
WHBL				1410	Sheboygan, Wis.	C	Press Pub. Co.	27	500	212.6
WHBQ				1370	Memphis, Tenn.	C	Brd. Sta. WHBQ, Inc.	67	100	218.8
WHBU				1210	Anderson, Ind.	C	Citizens Bank	48	100	247.8
WHBY				1200	Green Bay, Wis.	C	St. Norbert's College	27	100	249.9
WHDF				1370	Calumet, Mich.	C	Upper Michigan Brd. Co.	38	100*	218.8
WHDH				830	Boston, Mass.	E	Matheson Radio Co.	30	1000	361.2
WHDI				1180	Minneapolis, Minn.	C	Wm. Hood Dunwoody	26	500	254.1
WHDL				1420	Tupper Lake, N. Y.	E	Tupper Lake Brd. Co.,Inc.	40	100	211.1
WHEC				1440	Rochester, N. Y.	E	Hickson Elec. Co., Inc.	39	500	208.2
WHFC				1420	Chicago, Illinois	C	Triangle Broadcasters	37	100	211.1
WHIS				1420	Bluefield, W. Va.	E	Telegraph Printing Co.	49	100	211.1
WHK				1390	Cleveland, Ohio	E	Radio Air Service Corp.	38	1000	215.7
WHN				1010	New York, N. Y.	E	Marcus Loew Booking Agy.	40	250	296.9
WHO				1000	Des Moines, Iowa	C	Central B'Castg. Co.	46	5000	299.8
WHOM				1450	Jersey City, N. J.	E	N. J. B'Castg. Corp.	40	250	206.8
WHP				1430	Harrisburg, Penn.	E	Pennsylvania Brd. Co.	49	500	209.7
WIAS				1420	Ottumwa, Iowa	C	Poling Electric Co.	46	100	211.1
WIBA				1280	Madison, Wis.	C	The Capital Times Co.	37	500	234.2
WIBG				930	Elkins Park, Pa.	E	St. Paul's P. E. Church	49	50	322.4

WBBM Famous Public Service Speakers

You hear their messages, too:

D. of A. R.
Chicago Women's Aid
Blind Service Association
Ill. Fed. of Women's Clubs
Infant Welfare Federation
Federation of Settlements
Health Agencies of Chicago
Traveller's Aid Society

Public welfare organizations take advantage of WBBM policy—"for greatest good of the greatest number."

These and others benefit regularly from this station's power and popularity.

Farm information, news bulletins, stock and market reports, etc., are also part of this feature.



DR. R. G. LELAND
American Medical Association,
dept. of public information



DR. HARRIS W. McCLAIN
President Chicago Dental Society



JAMES T. NICHOLSON
Mgr. American Red Cross



JANE ADAMS
of Hull House



SAMUEL INSULL, JR.
Pres. United Charities, Vice-
Pres. Governor's Commission



EDWARD L. RYERSON, JR.
President Chicago Council of
Social Agencies



MRS. KELLOGG FAIRBANK
Women's Division, Govern-
or's Commission



W. A. McINTYRE
Salvation Army



D. F. KELLY
President Catholic Charities



ALFRED K. FOREMAN
President Jewish Charities

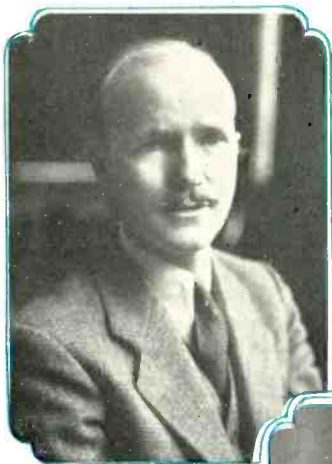


WILFRED S. REYNOLDS
Director Chicago Council
Social Agencies, Executive
Sec., Governor's Commission

Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
WIBM				1370	Jackson, Mich.	C	WIBM Inc.	29	100	218.8
WIBO				560	Chicago, Illinois	C	Nelson Bond & Mort. Co.	37	1000*	535.4
WIBR				1420	Steubenville, Ohio	E	G. W. Robinson	38	50	211.1
WIBU				1210	Poynette, Wis.	C	Wm. C. Forrest	37	100	247.8
WIBW				580	Topeka, Kansas	C	Topeka Brd. Assn., Inc.	37	1000	516.9
WIBX				1200	Utica, New York	E	WIBX, Inc.	39	100*	249.9
WICC				1190	Bridgeport, Conn.	E	Bridgeport Brd. Sta.	40	500	252.0
WIL				1200	St. Louis, Mo.	C	Missouri Brd. Corp.	57	100*	249.9
WILL				890	Urbana, Illinois	C	University of Illinois	47	250*	336.9
WILM				1420	Wilmington, Del.	E	Del. Brd. Co., Inc.	49	100	211.1
WIOD				1300	Miami, Fla.	E	Isle of Dreams B.C. Corp.	99	1000	230.6
WIP				610	Philadelphia, Pa.	E	Gimbel Bros. Inc.	49	500	491.5
WIS				1010	Columbia, S. C.	E	Geo. T. Barnes, Inc.	69	500*	296.9
WISJ				780	Madison, Wis.	C	Wis. State Journal Co.	37	250*	384.4
WISN				1120	Milwaukee, Wis.	C	Evening Wisconsin Co.	37	250	267.7
WJAC				1310	Johnstown, Pa.	E	Johnstown Automobile Co.	49	100	228.9
WJAG				1060	Norfolk, Nebr.	C	Norfolk Daily News	45	1000	282.8
WJAK				1310	Marion, Ind.	C	Marion B'Castg. Co.	47	50	228.9
WJAR				890	Providence, R. I.	E	The Outlet Company	40	250*	336.9
WJAS				1290	Pittsburgh, Pa.	E	Pitts. Rad. Supply House	49	1000*	232.4
WJAX				900	Jacksonville, Fla.	E	City of Jacksonville	89	1000	333.1
WJAY				610	Cleveland, Ohio	E	Cleveland Rad. B.C. Corp.	38	500	491.5
WJAZ				1490	Chicago, Illinois	C	Zenith Radio Corp.	47	5000	201.6
WJBC				1200	LaSalle, Ill.	C	Kaskaskia B'Castg. Co.	47	100	249.9
WJBI				1210	Red Bank, N. J.	E	Monmouth B. C. Co.	40	100	247.8
WJBK				1370	Highland Park, Mich.	C	James F. Hopkins, Inc.	38	50	218.8
WJBL				1200	Decatur, Illinois	C	Commodore Brd., Inc.	47	100	249.9
WJBO				1420	New Orleans, La.	C	Valdemar Jensen	87	100	211.1
WJBT				770	Chicago, Ill.	C	The Atlass Co., Inc.	37	25000	389.4
WJBU				1210	Lewisburg, Pa.	E	Bucknell University	49	100	247.8
WJBW				1200	New Orleans, La.	C	C. Carlson, Jr.	87	30	249.9
WJBY				1210	Gadsden, Ala.	C	Gadsden Brd. Co., Inc.	68	50	247.8
WJDX				1270	Jackson, Miss.	C	Lamar Life Ins. Co.	77	1000	236.1
WJJD				1130	Mooseheart, Ill.	C	Supreme Lodge L.O.O.M.	47	20000	265.3
WJKS				1360	Gary, Indiana	C	Johnson-Kennedy Rad. Co.	47	1000*	220.4
WJR				750	Detroit, Michigan	C	WJR the Goodwill Sta.	37	5000	399.8
WJSV				1460	Alexandria, Va.	E	Independent Publ. Co.	49	10000	205.4
WJW				1210	Mansfield, Ohio	E	Mansfield Brd. Assn.	48	100	247.8
WJZ				760	New York, N. Y.	E	National B'Castg. Co.	40	300uu	394.5
WKAQ				890	San Juan, Porto Rico		Rad. Corp. of Porto Rico		500	336.9
WKAR				1040	E. Lansing, Mich.	C	Michigan State College	38	1000	288.3
WKAU				1310	Laconia, N. H.	E	Laconia Radio Club	30	100	228.9
WKBB				1310	Joliet, Ill.	C	Sanders Bros. Rad. Sta.	47	100	228.9
WKBC				1310	Birmingham, Ala.	C	R.B. Broyles Furniture Co.	78	100	228.9
WKBF				1400	Indianapolis, Indiana	C	Indianapolis Brd., Inc.	47	500	214.2

Behind the Scenes - - - They Keep The Wheels Going Round



A station director's job is to know everything . . . to see all and hear all. That's why the WBBM staff is thankful for WALTER PRESTON's good nature.

He started in radio as a singer . . . and tho his success in other ways gives him no time for mike entertaining, WBBM's capable station director has lost none of his artistry . . . as you may have heard during the gala program inaugurating the new WBBM studios, and Sunday afternoon Concert programs.

Programs may have been rehearsed to perfection . . . artists may be all set for their "big moment" . . . yet . . . the slightest hitch in the mechanical intricacies that send sound in one room to millions of other rooms, would put it all to naught.

LARRY FISK, chief engineer for WBBM and the Western headquarters of CBS, is respon-



sible for the perfect coordination of thousands of miles of sensitive wires and more thousands of dollars worth of delicate machinery . . . all of which must be perfectly attuned twenty four hours a day to maintain WBBM's High Standard of smooth program production. Larry has been doing it for six years. . .

Furthermost from the mind of the average radio listener is the transmitter plant. Yet this remote, rarely heard of link between studio and listener is the guiding spirit . . . for good or evil . . . of every radio station. It controls power, reception and transmission . . . upon its functioning depends the reputation . . . for consistency, dependability and quality . . . of a station. L. A. "PAT" PAULSEN, Superintendent of the transmitter plant, has this giant power at finger tip control. He keeps it in perfect condition, so that WBBM experiences none of the average station's transmitter troubles. A 24 hour a day job? Certainly . . . but Pat is resident chief . . . he and his family live at the plant . . . and this chief takes great pride in his "child".



Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
WKBH				1380	LaCrosse, Wis.	C	WKBH Inc.	36	1000	217.3
WKBI				1420	Chicago, Illinois	C	Fred L. Schoenwolf	37	100	211.1
WKBN				570	Youngstown, Ohio	E	W. P. Williamson, Jr.	48	500	526.0
WKBO				1450	Jersey City, N. J.	E	Camith Corp.	40	250	206.8
WKBQ				1350	New York, N. Y.	E	Standard Cahill Co., Inc.	40	250	222.1
WKBS				1310	Galesburg, Ill.	C	Permil N. Nelson	47	100	228.9
WKBV				1500	Connersville, Ind.	C	Knox Battery & Elec. Co.	48	100*	199.9
WKBW				1480	Buffalo, New York	E	WKBW Inc.	39	5000	202.6
WKBZ				1500	Ludington, Mich.	C	K. L. Ashbacher	37	50	199.9
WKJC				1200	Lancaster, Pa.	E	Kirk Johnson & Co.	39	100	249.9
WKRC				550	Cincinnati, Ohio	E	WKRC, Inc.	48	1000	545.1
WKY				900	Oklahoma City, Okla.	C	WKY Radiophone Co.	65	1000	333.1
WKZO				590	Berrien Springs, Mich.	C	WKZO, Inc.	37	1000	508.2
WLAC				1470	Nashville, Tenn.	C	Life & Cas. Ins. Co.	67	5000	204.0
WLAP				1200	Louisville, Kentucky	C	American Brd. Corp.	58	100*	249.9
WLB				1250	Minneapolis, Minn.	C	University of Minn.	26	1000	239.9
WLBC				1310	Muncie, Ind.	C	Donald A. Burton	48	50	228.9
WLBF				1420	Kansas City, Kans.	C	WLBF B'Castg. Co.	56	100	211.1
WLBG				1200	Petersburg, Va.	E	Robert Allan Gamble	59	100*	249.9
WLBL				900	Stevens Point, Wis.	C	Wis.Dept.of Agri.& Mar.	27	2000	333.1
WLBW				1260	Oil City, Pa.	E	Radio-Wired P. C. of Am.	39	500*	238.0
WLBX				1500	Long Island City, N. Y.	E	John N. Brahy	40	100	199.9
WLBZ				620	Bangor, Me.	E	Maine B'Castg. Co.	30	500	483.6
WLCI				1210	Ithaca, N. Y.	E	Luth. Assn. of Ithaca	39	50	247.8
WLEX				1410	Lexington, Mass.	E	Lexington Air Stations	58	500	212.6
WLEY				1370	Lexington, Mass.	E	Lexington Air Stations	58	100*	218.8
WLIT				560	Philadelphia, Pa.	E	Lit Brothers	49	500	535.4
WLOE				1500	Boston, Mass.	E	Boston B'Castg. Co.	30	100*	199.9
WLS				870	Chicago, Ill.	C	Agri. B'Castg. Co.	37	5000	344.6
WLSI				1210	Providence, R. I.	E	Lincoln Studio, Inc.	40	100	247.8
WLTH				1400	Brooklyn, N. Y.	E	Voice of Brooklyn, Inc.	40	500	214.2
WLVA				1370	Lynchburg, Va.	E	Lynchburg B. C. Co.	59	100	218.8
WLW				700	Cincinnati, Ohio	E	Crosley Radio Corp.	48	50000	428.3
WLWL				1100	New York, N. Y.	E	Miss.Soc.of St.P.The Apos.	40	5000	272.6
WMAC				570	Syracuse, N. Y.	E	Clive B. Meredith	39	250	526.0
WMAF				1410	S. Dartmouth, Mass.	E	Round Hills Rad. Corp.	40	500	212.6
WMAK				1040	Buffalo, N. Y.	E	Buffalo, B'Castg. Corp.	39	1000	288.3
WMAL				630	Washington, D. C.	E	M. A. Leese	39	250*	475.9
WMAQ				670	Chicago, Illinois	C	WMAQ, Inc.	37	5000	447.5
WMAZ				890	Macon, Ga.	E	Macon Jr. Cham. of Com.	78	250*	336.9
WMBA				1500	Newport, R. I.	E	LeRoy Jos. Beebe	40	100	199.9
WMBC				1420	Detroit, Michigan	C	Mich. Brd. Co., Inc.	38	100*	211.1
WMBD				1440	Peoria Heights, Ill.	C	Peoria Hgts. Rad. Lab.	47	500*	208.2
WMBF				1300	Miami, Fla.	E	Isle of Dreams Brd. Co.	99	1000	230.6
WMBG				1210	Richmond, Va.	E	Havens & Martin, Inc.	59	100	247.8

TWO BUILDERS



H. LESLIE ATLASS
President



RALPH ATLASS
Vice President and General
Manager

In seven years, H. Leslie Atlass and Ralph Atlass have developed a radio set "built just for fun" into one of America's most popular radio stations—the WBBM Air Theatre, Chicago.

These two chaps are outstanding examples of the young men who are responsible for the amazing development of the world's youngest industry.

Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
WMBH				1420	Joplin, Mo.	C	Edwin Dudley Aber	37	100*	211.1
WBMI				1080	Chicago, Ill.	C	Moody B. Inst. Rad. Sta.	37	5000	277.6
WMBJ				1500	Wilkinsburg, Pa.	E	Rev. John W. Sproul	39	100	199.9
WMBO				1310	Auburn, New York	E	Radio Serv. Laboratories	39	100	228.9
WMBQ				1500	Brooklyn, N. Y.	E	Paul J. Gollhofer	40	100	199.9
WMBR				1370	Tampa, Fla.	E	F. J. Reynolds	89	100	218.8
WMC				780	Memphis, Tenn.	C	Memphis Com'l Appeal	67	500*	384.4
WMCA				570	New York, N. Y.	E	Knickerbocker Brd. Co.	40	500	526.0
WMMN				890	Fairmont, W. Va.	E	Holt-Rowe Novelty Co.	49	250*	336.9
WMPC				1500	Lapeer, Mich.	C	1st Meth. Prot. Church	29	100	199.9
WMRJ				1210	Jamaica, New York	E	Peter J. Prinz	40	100	247.8
WMSG				1350	New York, N. Y.	E	Mad. Sq. Gar. Brd. Co.	40	250	222.1
WMT				600	Waterloo, Iowa	C	Waterloo B'Castg. Co.	46	500	499.7
WNAC				1230	Boston, Mass.	E	Shepard B. C. Service	30	1000	243.8
WNAD				1010	Norman, Okla.	C	University of Oklahoma	65	500	296.9
WNAX				570	Yankton, S. D.	C	Gurney Seed & Nursery	35	1000	526.0
WNBFB				1500	Binghamton, N. Y.	E	Howitt-Wood Rad.Co.,Inc.	39	100	199.9
WNBH				1310	New Bedford, Mass.	E	New Bedford Brd. Co.	30	100	228.9
WNBO				1200	Silver Haven, Pa.	E	John Brownlee Spriggs	49	100	249.9
WNBR				1430	Memphis, Tenn.	C	Memphis B'Castg. Co.	67	500	209.7
WNBW				1200	Carbondale, Pa.	E	Home Cut Gl. & China Co.	49	10	249.9
WNBX				1200	Springfield, Vt.	E	First Cong. Church, Inc.	30	10	249.9
WNBZ				1290	Saranac Lake, N. Y.	E	Smith & Mace	39	50	232.4
WNJ				1450	Newark, N. J.	E	Radio Investment Co.	40	250	206.8
WNOX				560	Knoxville, Tenn.	C	Sterchi Brothers	58	1000*	535.4
WNYC				570	New York, N. Y.	E	Dept.of Plant & Struc.	40	500	526.0
WOAI				1190	San Antonio, Tex.	C	Southern Equipment Co.	95	50000	252.0
WOAN				600	Memphis, Tenn.	C	WREC, Inc.	67	500*	499.7
WOAX				1280	Trenton, N. J.	E	WOAX Inc.	39	500	234.2
WOBT				1310	Union City, Tenn.	C	Tittsworth's R. & M. Shop	67	100*	228.9
WOBW				580	Charleston, W. Va.	E	WOBW, Inc.	48	250	516.9
WOC				1000	Davenport, Iowa	C	Central B'Castg. Co.	46	5000	299.8
WOCL				1210	Jamestown, N. Y.	E	A. E. Newton	39	25	247.8
WODA				1250	Paterson, N. J. .	E	Richard E. O'Dea	40	1000	239.9
WODX				1410	Mobile, Ala.	C	Mobile B'Castg. Corp.	78	500	212.6
WOI				640	Ames, Iowa	C	Iowa State College	36	5000	468.5
WOKO				1440	Albany, N. Y.	E	Hudson Valley Brd. Co.	40	1000	208.2
WOL				1310	Washington, D. C.	E	American B'Castg. Co.	49	100	228.9
WOMT				1210	Manitowoc, Wis.	C	Francis M. Kadow	27	100	247.8
WOOD				1270	Grand Rapids, Mich.	C	Walter B. Stiles, Inc.	37	500	236.1
WOPI				1500	Bristol, Tenn.	C	Radiophone B. C. Station	68	100	199.9
WOQ				1300	Kansas City, Mo.	C	Unity Sch. of Christianity	56	1000	230.6
WOR				710	Newark, N. J.	E	Bamberger Brd. Service	40	5000	422.3
WORC				1200	Worcester, Mass.	E	Alfred F. Kleindienst	30	100	249.9
WOS				630	Jefferson City, Mo.	C	State Marketing Bureau	56	500	475.9

Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
WOV				1130	New York, N. Y.	E	International Brd. Co.	40	1000	265.3
WOW				590	Omaha, Nebr.	C	W. W. Life Ins. Assn.	46	1000	508.2
WOWO				1160	Ft. Wayne, Ind.	C	Main Auto Supply Co.	48	10000	258.5
WPAD				1420	Paducah, Kentucky	C	Paducah Brdcastg Co.	58	100	211.1
WPAP				1010	New York, N. Y.	E	Calvary Baptist Church	40	250	296.9
WPAW				1210	Pawtucket, R. I.	E	Shartenberg & Robinson	40	100	247.8
WPCC				560	Chicago, Illinois	C	No. Shore Cong. Church	37	500	535.4
WPCH				810	New York, N. Y.	E	Eastern B'Casters, Inc.	40	500	370.2
WPEN				1500	Philadelphia, Pa.	E	Wm. Penn Brd. Co.	49	100*	199.9
WPG				1100	Atlantic City, N. J.	E	WPG B'Castg. Corp.	50	5000	272.6
WPOE				1370	Patchogue, N. Y.	E	Nassau B'Castg. Corp.	39	100	218.8
WPOR				780	Norfolk, Va.	E	WTAR Radio Corp.	48	500	384.4
WPSC				1230	State College, Pa.	E	Penn State College	39	500	243.8
WPTF				680	Raleigh, N. C.	E	Durham Life Ins. Co.	59	1000	440.9
WQAM				560	Miami, Fla.	E	Miami B'Castg. Co.	99	1000	535.4
WQAN				880	Scranton, Pa.	E	Scranton Times	49	250	340.7
WQAO				1010	New York, N. Y.	E	Calvary Baptist Church	40	250	296.9
WQBC				1360	Vicksburg, Mississippi	C	Delta Broadcasting Co.	40	300	220.4
WQDM				1370	St. Albans, Vt.	E	A. J. St. Antoine	30	5	218.8
WQDX				1210	Thomasville, Ga.	E	Stevens Luke	78	50	247.8
WRAF				1200	LaPorte, Ind.	C	Charles Middleton	47	100	249.9
WRAK				1370	Williamsport, Pa.	E	C. R. Cummins	39	100	218.8
WRAW				1310	Reading, Pa.	E	Reading B'Castg. Co.	39	50	228.9
WRAX				1020	Philadelphia, Pa.	E	WRAX B'Castg. Co.	49	250	293.9
WRBI				1310	Tifton, Ga.	E	Kent's Furn. & Mus. Store	69	20	228.9
WRBJ				1370	Hattiesburg, Miss.	C	Woodruff Furniture Co.	40	10	218.8
WRBL				1200	Columbus, Ga.	C	David Parmer	77	50	249.9
WRBQ				1210	Greenville, Miss.	C	J. Pat Scully	49	100*	247.8
WRBT				1370	Wilmington, N. C.	E	Wilmington Radio Assn.	69	100	218.8
WRBX				1410	Roanoke, Va.	E	Richmond Dev. Corp.	59	250	212.6
WRC				950	Washington, D. C.	E	National Brd. Co., Inc.	49	500	315.6
WRDO				1370	Augusta, Maine	E	A. S. Woodman	20	100	218.8
WRDW				1500	Augusta, Ga.	E	Davenport's Musicove	69	100	199.9
WREC				600	Memphis, Tenn.	C	WREC, Inc.	67	500*	499.7
WREN				1220	Lawrence, Kansas	C	Jenny Wren Co.	56	1000	245.6
WRHM				1250	Minneapolis, Minn.	C	Minnesota Brd. Corp.	26	1000	239.9
WRJN				1370	Racine, Wis.	C	Racine B'Castg. Corp.	37	100	218.8
WRNY				1010	New York, N. Y.	E	Aviation Radio Sta. Inc.	40	250	296.9
WROL				1310	Knoxville, Tenn.	C	Stuart B'Castg. Corp.	68	100	228.9
WRR				1280	Dallas, Texas	C	City of Dallas	75	500	234.2
WRUF				830	Gainesville, Fla.	E	University of Florida	89	5000	361.2
WRVA				1110	Richmond, Va.	E	Larus Bros. Co., Inc.	59	5000	270.1
WSAI				1330	Cincinnati, Ohio	E	Crosley Radio Corp.	48	500	225.6
WSAJ				1310	Grove City, Pa.	E	Grove City College	39	100	228.9
WSAN				1440	Allentown, Pa.	E	Allentown Call Publ. Co.	39	250	208.2

WBBM Dial Log

Kilo.	Dial Reading	Meters	CENTRAL	EASTERN	SOUTHERN CENTRAL	MOUNTAIN-PACIFIC
550		545.1	KFDY Brooka, S.D. 500* KFYR Bis., N.D. 1000* WIBO Chi., Ill. 1000* WPCC Chi., Ill. 500	WGR Buffalo, N.Y. 1000 WKRC Cin., Ohio 1000 WFI Phil., Pa. 500 WLIT Phil., Pa. 500 WQAM Miami, Fla. 1000 WEAO Col., Ohio 750 WKBN Ygst., Ohio 500 WNYC, WMCA New York City 500 WWNC Ash., N. C. 1000	KFUO Clayton, Mo. 500* KSD St. Louis, Mo. 500 KFDM Beau., Tex. 500* WNOX Knoxville, T. 1000*	KOAC Corvallis, Ore. 1000 KTAB San Fran., C. 1000 KLZ Denver, Colo. 1000
560		535.4				
570		526.0	WNAX Ynkt., S.D. 1000			KMTR Los Angeles, C. 500 KXA Seattle, Wash. 500
580		516.9	KSAC Man., Kans. 500* WIBW Top., Kans. 1000			
590		508.2	WCAJ Lincoln, N. 500 WOW Omaha, N. 1000			
600		499.7	WMT Waterloo, Ia. 500	WEEI Bos., Mass. 1000		KHQ Spok., Wash. 1000*
610		491.5		WFAN, WIP Phil., Pa. 500	WOAN-WREC Memphis, Tenn. 500* WDAF Kan. C., Mo. 1000	KFSD San Diego, Calif. 500* KFRC San Francisco, Calif. 1000 KGW Port., Ore. 1000 KTAR Phoenix, Ariz. 500*
620		483.6	WTMJ Milw., Wis. 1000*	WFLA-WSUN Clearwater, Fla. 1000* WLBZ Ban., Maine 500 WMAL Wash., D.C. 500	KFRU Columbia, Mo. 500 WOS Jefferson C. Mo. 500	KFI Los Angeles, C. 5000
630		475.9	WGBF Evans., Ind. 500	WAIU Col., Ohio 500	WSM Nash., Tenn. 5000	
640		468.5	WOI Ames, Ia. 5000	WEAF N. Y. C. 50000		KPO San Fran., Cal. 5000
650		461.3		WPTF Ral., N. C. 1000 WLW Cin., Ohio 50000 WOR Newark, N. J. 5000	KFEQ St. Jos., Mo. 2500	KMPC Bev. Hills, C. 500
660		454.3	WAAW Omaha, N. 500			
670		447.5	WMAQ Chi., Ill. 5000			
680		440.9				
700		428.7				
710		422.3	WGN Chi., Ill. 25000			
720		416.4				
740		405.2				
750		399.8		WJR Detroit, Mich. 5000 WJZ N. Y. City 30000	WSB Atlanta, Ga. 5000 WEW St. Louis, Mo. 1000	KVI Tacoma, Wash. 1000
760		394.5				
770		389.4	KFAB Lincoln, N. 5000 WBBM, WJBT Chicago, Ill. 25000			
780		384.4		WPOR, WTAR Norfolk, Va. 500 WGY Schen., N.Y. 50000	WMC Memphis, Tenn. 500*	KELW Burbank, Cal. 500 KTM Los Ang., Cal. 500* KGO San Fran., Cal. 7500
790		379.5				
800		374.8			WBAP Ft. Worth, T. 50000 WFAA Dallas, Tex. 50000	
810		370.2	WCCOMpls. Minn. 7500	WPCH N. Y. City 500	WHAS Louis., Ky. 10000	KOA Denver, Colo. 12500
820		365.6				
830		361.2		WHDH Bos., Mass. 1000 WRUF Gainesville, F. 5000		
850		353.7			KWKH Shrvp, La. 10000 WWL N. Orleans, L. 5000 WHB Kansas City, Mo. 500	KMO Tacoma, W. 500
860		348.6		WABC, WBOQ New York City 5000		
870		344.6	WENR-WBCN Chicago, Ill. 50000 WLS Chicago, Ill. 5000 WSUI Iowa C., Ia. 500			
880		340.7			WCOC Meriden, Miss. 500*	KLX Oakland, Cal. 500 KFKA Greeley, Colo. 500* KPOF Denver, Colo. 500
890		336.9	KFNF Shen., Ia. 500* KUSD Ver. S. D. 500*			
900		333.1	WKY Ok. C., Okla. 1000 WLBL St. Pt., Wis. 2000	WJAX Jack., Fla. 1000 WBN Buffalo, N.Y. 1000 WBSO Needham, Mass. 500 WWJ Detroit, Mich. 1000		KHJ Los Angeles, Calif. 1000 KOMO Seattle, W. 1000 KFEL, KFKX Denver, Colo. 500 KFWI San Fran., Cal. 500 KROW Oakland, Cal. 500* KOIN Portland, Ore. 1000
920		325.9	WAAF Chi., Ill. 500		KPRC Houston, Tex. 1000*	
930		322.4	KGBZ York, N. 500* KMA Shen., Ia. 500*	WCSH Port., Me. 1000 WRC Wash., D. C. 5000	WBRC Birmingham, Ala. 500* WFIW Hop., Ky. 1000	KFWB Hollyd., Cal. 1000 KGHL Billings, Mont. 1000 KJR Seattle, Wash. 5000
940		319.0	WDAY Fargo, N.D. 1000			
950		315.6				
970		309.1	WCFL Chi., Ill. 1500			
980		305.9		KDKA Pitts., Pa. 50000 WBZ Spring., Mass. 15000 WBZA Boston, Mass. 500		
990		302.8				
1000		299.8	WHO Des M., Ia. 5000 WOC Dvnpt., Ia. 5000			
1010		296.9	KGGF S. Coffeyville, Okla. 500	WIS Columbia, S. C. 500*		KQW San Jose, Cal. 500
1020		293.9	KFKX-KYW Chicago, Ill. 10000			
1040		288.3		WMAK Buff., N.Y. 1000	KRLD Dallas, Tex. 10000 KTHS Hot Sp., Ark. 10000	
1050		285.5	KFKB Milford, K. 5000			KNX Hollyw., Cal. 5000

*Station Uses More Power in the Day Time

WBBM Dial Log

Kilo.	Dial Reading	Meters	CENTRAL	EASTERN	SOUTHERN CENTRAL	MOUNTAIN-PACIFIC
1060		282.8	WJAG Nor., N.....1000	WBAL Balt., Md.....10000 WTIC Hart.,Conn..50000 WTAM Clev., O.....50000		KWJJ Portland, O.....500
1070		280.2				
1080		277.6	WCBD Zion, Ill.....5000 WMBI Chi., Ill.....5000	WBT Charlotte, N. C.....5000	KMOX St. L., Mo...50000	
1090		275.1				
1100		272.6		WLWL N. Y. C.....5000 WPG At. City.,N.J...5000 WRVA Rich., Va.....5000		
1110		270.1	KSOO Sx. F.,S.D...2000			
1120		267.7			WDBO Orlando,Fla...500* KTRH Hous., Tex...500 WTAW Col. Sta.,Tex.500	KFSG Los Ang., Cal...500 KMCS Inglewood, Calif.....500 KSL Salt L.C.,Utah...5000
1130		265.3	WJJD Chi.,Ill.....20000	WOV N. Y. City.....1000		
1140		263.0	KVOO Tulsa, Ok.....5000		WAPI Birm., Ala.....5000	
1150		260.7		WHAM Roch., N. Y. 5000		
1160		258.5	WOWO F. Wayne, Ind.....10000	WWVA Wheeling, W. Va.....5000		
1170		256.3	KTNT Musc., Ia.....5000	WCAU Phil., Pa.....10000		
1180		254.1	WDGYMpls.Minn.1000 WHDIMpls.Minn.500			KEX Portland, Ore...5000 KOB St. Coll.N.M.20000
1190		252.0		WICC Bridgeport, Conn.....500 WCAD Canton, N.Y.500 WCAE Pitts., Pa.....1000	WOAI San Antonio, Tex.....50000 WDAE Tampa,Fla...1000	KWSC Pullman, Wash1000*
1220		245.6	KFKU Law., K.....500 WREN Law., K.....1000	WBIS, WNAC Boston, Mass.....1000 WPSC State Col.Pa...500 WXYZ Det., Mich.1000		KYA San Francisco, Calif.....1000
1230		243.8	WFBM Ind.,Ind.....1000 WSBT S. Bend,Ind.500			
1240		241.8		WAAM Nrk., N. J.....1000* WQDA Paterson,N.J.1000	KTAT Ft. Wth.,Tex.1000 WACO Waco, Tex...1000 WDSU New Or., La...1000	KFOX Long Beach, Calif.....1000 KIDO Boise, Idaho...1000
1250		239.9	KFMX-WCAL Northfield,Minn.1000 WGMS, WLB, WRHM Mpls., Minn.....1000 KOIL C. Bluffs.,Ia.1000	WLBW Oil City,Pa...500* WTOC Sav., Ga.....500 WEAI Ithaca, N.Y...1000	KRGV Har., Tex.....500 KWWG Brnw.,Tex...500 WJDX Jack., Miss.1000	KVOA Tucson, Ariz...500
1260		238.0				KOL, KTW Seattle, Wash.....1000 KFUM Col. Spgs.,C.1000 KFBBGGreat Falls,M.1000*
1270		236.1	WASH, WOOD Gr. Rpd.,Mich.....500		WDOD Chatt.,Tenn.1000* WRR Dallas, Tex.....500	KDYL Salt Lake City, Utah.....1000 KFJR, KTBR Portland,Ore.....500 KGEF, KTBI Los Angeles, Calif.....1000
1280		234.2	WIBA Madison,Wis.500	WCAM Camden,N.J.500 WCAP As. Pk.,N.J.500 WOAX Trenton,N.J.500 WJAS Pitts., Pa.....1000		
1290		232.4	WEBCSuperior,W.1000*		KFUL Gal., Tex.....500 KTSA San Ant.,Tex.1000* WOQ Kan. C., Mo...1000	
1300		230.6	KFH Wichita,Kans1000	WBBR Brklyn.,N.Y.1000 WEVD N. Y. City500 WHAP N. Y. City1000 WHAZ Troy,N.Y.500 WIOD-WMBF Miami, Fla.....1000 WADC Tall., Ohio1000	WSMB New Or., La...500	
1320		227.1				
1330		225.4	KSCJ Sx. C., Ia.....1000* WTAQ EauCl.Wis.1000	WDRC N. Haven,C.500 WSAI Cin., Ohio...500 WCOA Pens., Fla...500 WSPD Tol., Ohio...500*		KFPY Spok., Wash...1000
1340		223.7				
1350		222.1			KWK St.Louis, Mo...1000	
1360		220.4	WJKS Gary, Ind.1000* WGES Chi., Ill.....500*	WFBL Syre.,N.Y...1000 WCSC Char., S.C...500		KGER L.Beach,Calif1000 KPSN Pasa., Calif...1000 KGIR Butte, Mont...500 KOH Reno, Nev.....500
1380		217.3	KSO Clarinda, Ia.....500 WKBH La Cr.,W...1000	KQV Pitts., Pa.....500		KOY Phoenix, Ariz...500
1390		215.7		WHK Clev., Ohio1000	KLRA Little R.,Ark.1000 KUOA Fayett., Ark...1000	KLO Ogden, Utah.....500
1400		214.2	WBAA W.Laf.,Ind.500* WCMA Culver,Ind.500 WKB Ind., Ind.....500	WBBC, WCGU, WLTH, WSDA, WSGH Brk., N.Y.500 WLEX Lex., Mass.500 WMAF S.Dart.,Mass.500 WSSH Bost., Mass.500	KGRS Amarillo, Tex.1000 WODX Mobile,Ala...500 WSFA Mont., Ala...500 WGBC, WNBR Memphis, Tenn.500	KECA Los Angeles, Calif.....1000
1410		212.6	KFLV Rock.,Ill.500 WBCMB.C.,Mich.500 WHBL Sheb.,Wis.500	WBAK-WHP Harrisburg, Pa.....500 WCAH Col., Ohio500 WABO, WHEC Rochester, N. Y.500 WBIG Greens., N.C.500 WOKO Albany.,N.Y.500 WTFI Toccoa, Ga...500		
1430		209.7	KGNFNo.Platte,N.500			
1440		208.2	WMBD P. H., Ill.500* WTAD Quincy,Ill.500			
1450		206.8			KTBS Shrev., La...1000	
1460		205.4	KSTP St. Paul, Minn.....10000	WJSV Alexandria, Va.....10000		
1470		204.0			WLAC-WTNT Nashville, Tenn...5000	KGA Spok., Wash...5000
1480		202.6	KFJF Oklahoma City, Okla.....5000	WKBW Buffalo, N. Y.....5000		
1490		201.6	WCHI, WJAZ Chicago, Ill.....5000		WCKY Covington, Ky.....5000	

*Station Uses More Power in the Day Time

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Stations Arranged Alphabetically by Call Letter

Call Letter	1	2	3	Kilo-cycle	City	Time	Owner	Map Loc.	Power	Meters
WSAR				1450	Fall River, Mass.	E	Doughty & Welch E. Co.	40	250	206.8
WSAZ				580	Huntington, W. Va.	E	WSAZ, Inc.	48	250	516.9
WSB				740	Atlanta, Ga.	C	Atlanta Journal Co.	78	5000	405.2
WSBC				1210	Chicago, Ill.	C	World Battery Co., Inc.	37	100	247.8
WSBT				1230	South Bend, Ind.	C	South Bend Tribune	47	500	243.8
WSDA				1400	Brooklyn, N. Y.	E	Paramount B. C. Corp.	40	500	214.2
WSEN				1210	Columbus, Ohio	E	Columbus Brd. Co.	48	100	247.8
WSFA				1410	Montgomery, Ala.	C	Montgomery B'Castg. Co.	99	500	212.6
WSGH				1400	Brooklyn, N. Y.	E	Paramount B. C. Corp.	40	500	214.2
WSIX				1210	Springfield, Tenn.	C	638 Tire & Vulc. Co.	57	100	247.8
WSJS				1310	Winston-Salem, N. C.	E	Winston-Salem Journal	68	100	228.9
WSM				650	Nashville, Tenn.	C	Nat.Life & Acc. Ins. Co.	67	5000	461.3
WSMB				1320	New Orleans, La.	C	Saenger Theaters, Inc.	87	500	227.1
WSMK				1380	Dayton, Ohio	E	Stanley M. Krohn, Jr.	48	200	217.3
WSOC				1210	Gastonia, N. C.	E	A. J. Kirby	69	100	247.8
WSPA				1420	Spartanburg, S. C.	E	Virgil Evans	79	100*	211.1
WSPD				1340	Toledo, Ohio	E	Toledo B'Castg. Co.	38	500*	223.7
WSSH				1410	Boston, Mass.	E	Tremont Temple Bapt. Ch.	30	500	212.6
WSUI				880	Iowa City, Iowa	C	State University of Iowa	46	500	340.7
WSUN				620	Clearwater, Fla	E	St. Petersburg Ch. of Com.	88	1000*	483.6
WSVS				1370	Buffalo, N. Y.	E	Seneca Vocational School	39	50	218.8
WSYB				1500	Rutland, Vt.	E	Seward & Weiss	30	100	199.9
WSYR				570	Syracuse, N. Y.	E	Clive B. Meredith	39	250	526.0
WTAD				1440	Quincy, Illinois	C	Ill.Stock Med.B. C. Corp.	47	500	208.2
WTAG				580	Worcester, Mass.	E	Worcester Tel. Publ. Co.	30	250	516.9
WTAM				1070	Cleveland, Ohio	E	National Brd. Co., Inc.	38	50000	280.2
WTAQ				1330	Eau Claire, Wis.	C	Gillete Rubber Co.	26	1000	225.4
WTAR				780	Norfolk, Va.	E	WTAR Radio Corp.	59	500	384.4
WTAW				1120	College Station, Tex.	C	Agri.& Mech. Col. of Tex.	86	500	267.7
WTAX				1210	Springfield, Ill.	C	WTAX, Inc.	47	100	247.8
WTBO				1420	Cumberland, Md.	E	Associated Brd. Corp.	49	100	211.1
WTEL				1310	Philadelphia, Pa.	E	Foulkrod Rad. Eng. Co.	49	100	228.9
WTFI				1450	Toccoa, Ga.	C	Toccoa Falls Institute	68	500	206.8
WTIC				1060	Hartford, Conn.	E	Travelers B. C. Service	40	50000	282.8
WTMJ				620	Milwaukee, Wis.	C	Milwaukee Journal	37	1000*	483.6
WTNT				1470	Nashville, Tenn.	C	Life and Casualty Co.	67	5000	204.0
WTOC				1260	Savannah, Ga.	C	Savannah B'Castg. Co.	78	500	238.0
WWAE				1200	Hammond, Ind.	C	Hammond-Calumet B.C.C.	37	100	249.9
WWJ				920	Detroit, Mich.	C	The Evening News Assn.	38	1000	325.9
WWL				850	New Orleans, La.	C	Loyola University	87	5000	353.7
WWNC				570	Asheville, N. C.	E	Citizens B'Castg. Co.	68	1000	526.0
WWRL				1500	Woodside, N. Y.	E	Long Island B. C. Corp.	40	100	199.9
WWVA				1160	Wheeling, W. Va.	E	W. Va. B'Castg. Corp.	48	5000	258.5
WXYZ				1240	Detroit, Mich.	C	Kunsky-Trendle	38	1000	241.8

WBBM Air Theatre

(Continued from Inside Front Cover)

WBBM is constantly adding to its long list of outstanding features . . . both educational and entertaining. Millions listen daily to the fine music of the world's foremost orchestras . . . Paul White-man, America's King of Jazz, and his renowned organization, Ben Bernie, internationally popular "old" maestro and his orchestra, Jan Garber and his greater recording orchestra, one of the most popular in the country, Henri Gendron and his Orchestra, Charles Agnew's Orchestra, Mauric Sherman's Orchestra . . . and more of the country's favorites will soon join this renowned group. Some of the most interesting personalities of the air visit you from the studios of WBBM. Pat Flanagan, whose famous sports broadcasts and interesting exercises vie with each other in making him one of the most popular of America's announcers; Al Melgard, whose name is synonymous with organ programs; Harold Fair of record-breaking endurance flight fame; Bobby Brown, whose part in WBBM's famous Nutty Club and the Daily Times Radio Spelling Bee have won him countless thousands of friends; David Owen, whose Poet's Hour and radiarios have brought real "theatre" to the air, and other favorites too numerous to mention here.

Every morning daily health talks come to you directly from the headquarters of the American Medical Association and the Chicago Dental Society. These talks touch on subjects of vital interest to everyone and are prompted in a sincere desire to save many people from the hands of the quack doctery and "cure-all" medicines that are preying on innocent victims in all parts of the country. The talks are delivered by eminent authorities in the medical profession and come to you as another indication of our desire to serve our listeners in the most able fashion.

At regular hours each morning you will find excellent setting-up exercises, special agricultural reports from the Department of Agriculture, Daily Times News Flashes, and other interesting features. Also, during both morning and afternoon, many things of keen interest to every woman, including Beauty and Fashion Hints, Household Hints, and so forth. Children are not forgotten either . . . that daily Children's Hour brings the kind of fun that both youngsters and grown-ups enjoy. Each evening brings outstanding programs from the New York studio of the Columbia Broadcasting System as well as WBBM's own programs . . . offering such variety of entertainment that an evening at the WBBM Air Theatre may aptly be termed a continuously performing Variety Show . . . all carefully planned so that the curtain always rises for you on something new and different . . . bringing the finest in the air.

If you're human, you must often have wondered who pays the thousands of dollars that must be spent each week in order to keep the ether waves humming with music and entertainment from WBBM and the Daily Times. Few listeners realize all the detailed work that goes on behind the scenes of a great radio station. You hear the entertainers, bands, singers and announcers, but naturally, when enjoying a fine program, you never think of the dozens of skilled operators, engineers, continuity writers, program directors and others who must be constantly on the alert that every minute of every hour brings you, in an unbroken flow, radio's most pleasing features. Yet these "behind the scenes" workers have as much to do with your enjoyment of a program as the actors themselves.

All of these things are offered you freely and joyfully, through the courtesy of American business men and industries, who deem it a privilege to entertain you in spite of the large cost involved. All they ask in return is your good will, your friendly consideration. In most foreign countries, even in Canada, every radio set owner must pay a fee for the opportunity of listening to the entertainment provided. Think how different matters are here, where the world's finest talent is brought to you by manufacturers and merchants, glad of the friendly-contact this will establish for them in your home.

