

WBBM Air Theatre

A continuous show of the world's finest entertainment combining the best of the theatre, the cinema and the cafe 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. Neyer, 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 unflinchingly 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 artist, visitor and listener.



STUDIO NO. 1



STUDIO NO. 2



TEN FEMININE MEMBERS
OF WBBM STAFF



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.



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

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 | 11 | 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> |

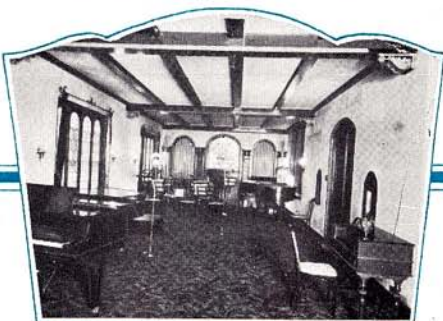
Stations Arranged Alphabetical by Call Letter

| 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 | 468.5 |
| 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.



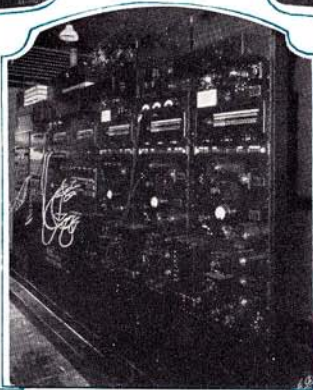
Below—One of the nine executive offices of radio station WBBM.



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.



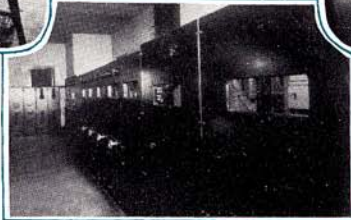
This advanced equipment is responsible for your set receiving programs as clearly and distinctly "as tho they were in the next room".



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 guides 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 Alphabetical 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 |
| KFRC | | | | 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 Dobyns | 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 artist-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 Alphabetical 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 |
| KGIQ | | | | 1320 | Twin Falls, Idaho | C | Radio B'Castg. Corp. | 32 | 250 | 227.1 |
| KGIR | | | | 1360 | Butte, Mont. | M | KGIR, Inc. | 14 | 500 | 220.4 |
| KGIW | | | | 1420 | Trinidad, Colo. | M | Leonard E. Wilson | 44 | 100 | 211.1 |
| KGIX | | | | 1420 | Las Vegas, Nev. | P | J. M. Heaton | 42 | 100 | 211.1 |
| KGIZ | | | | 1500 | Grant City, Mo. | C | Grant City Park Corp. | 36 | 50 | 199.9 |
| KGJF | | | | 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 |
| KGNF | | | | 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 various 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 Ambassador 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 Alphabetical 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 midnite, 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 Alphabetical 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. Heitmeyer | 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 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 Alphabetical 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' Casting 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 |
| WBEM | | | | 770 | Chicago, Illinois | C | The Atlss 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 |
| WBOV | | | | 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 |

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.

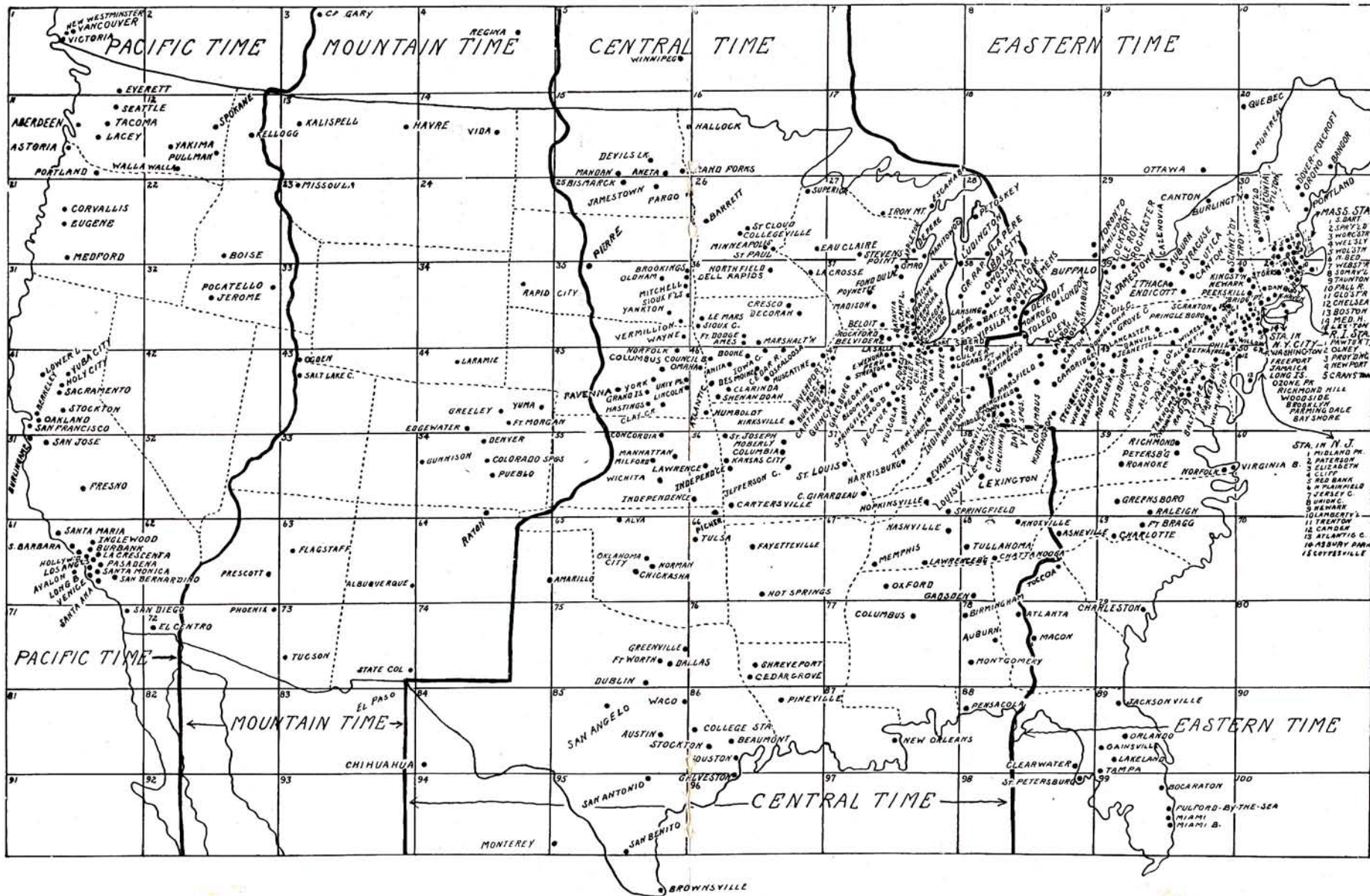
Continuity writers are supposed to create ideas and so write them that you

. . . 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.

AL MELGARD needs no introduction to radio listeners . . . organ programs and "Al" have been synonymous since the earliest days of broadcasting. This versatile musician is an artist of sorts . . . his sensitive fingers paint with oil and build with wood as deftly as they play both popular and classical music.





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.

Stations Arranged Alphabetical 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 | 15 | | | 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 |

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 middle-aged 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



BEAULAH 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 Alphabetical 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 | New Haven, 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 "Huck" in Huckand 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 Spelling Bee. Several thousand pupils from over 100 parochial and public schools in Chicago and its suburbs take part in this annual elimination 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 your own favorite riddle over the air in their famous "Riddles and Grins" program. Dacy and Hosforth 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 Alphabetical 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, Governor's Commission



W. A. McINTYRE
Salvation Army



D. F. KELLY
President Catholic Charities



ALFRED K. FOREMAN
President Jewish Charities

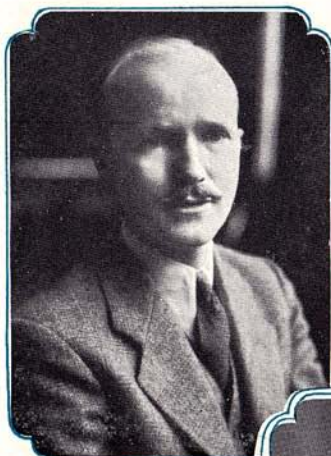


WILFRED S. REYNOLDS
Director Chicago Council of Social Agencies, Executive Sec., Governor's Commission

Stations Arranged Alphabetical 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 | 218.9 |
| 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 Atlss 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 | 30000 | 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

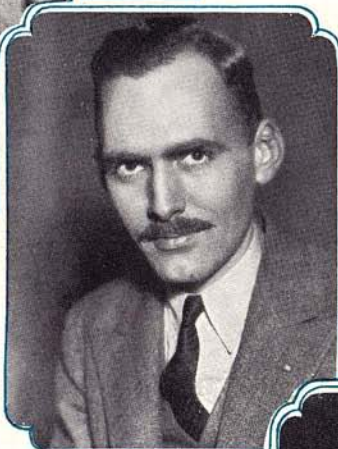


A station director's job is to know everything . . . to see all and hear all. That's why the WBBM staff is thankful for WALTER PRESTON's good nature.

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. . .

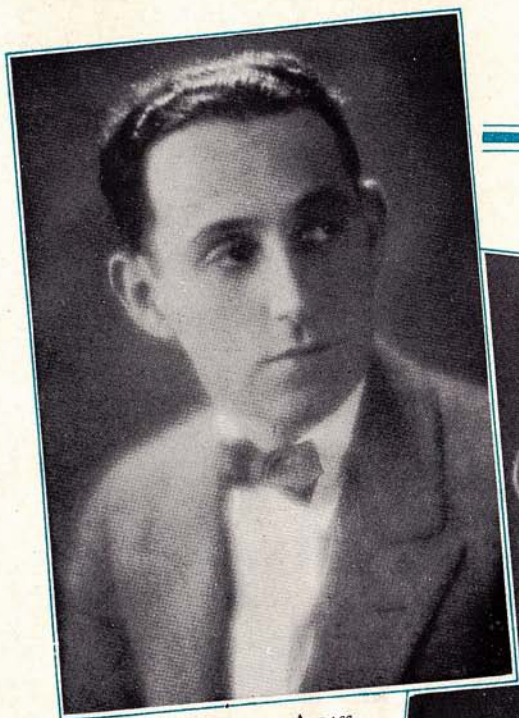
Furthermost from the mind of the average radio listener is the transmitter plant. Yet this remote, rarely heard of link between studio and listener is the guiding spirit . . . for good or evil . . . of every radio station. It controls power, reception and transmission . . . upon its functioning depends 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 Alphabetical 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 | Connerville, 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. Ashbacker | 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 Alphabetical 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 |
| X WMBI | | | 21 | 1080 | Chicago, Ill. | C | Moody B. Inst. Rad. Sta. | 37 | 5000 | 277.6 |
| WMBJ | | | | 1500 | Wilksburg, 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 |
| WOBV | | | | 580 | Charleston, W. Va. | E | WOBV, 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 Alphabetical by Call Letter

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|-------------|---|---|---|------------|------------------------|------|---------------------------|----------|-------|--------|
| 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 |

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| 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 |
| WSOC | | | | 1210 | Gastonia, N. C. | E | A. J. Kirby | 69 | 100 | 247.8 |
| WSMK | | | | 1380 | Dayton, Ohio | E | Stanley M. Krohn, Jr. | 48 | 200 | 217.3 |
| 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 Dial Log

| Kilo. | Dial Reading | Meters | CENTRAL | EASTERN | SOUTHERN CENTRAL | MOUNTAIN-PACIFIC |
|-------|--------------|--------|--------------------------------|----------------------------------|-------------------------------|---------------------------------|
| 550 | | 545.1 | KFDY Brooks, S.D. 500* | WGR Buffalo, N.Y. 1000 | KFUO Clayton, Mo. 500* | KOAC Corvallis, Ore. 1000 |
| 560 | 93 | 535.4 | KFYR Bis. N.D. 1000* | WKRC Cin., Ohio. 1000 | KSD St. Louis, Mo. 500 | KTAB San Fran., C. 1000 |
| | | | WIBO Chi., Ill. 1000* | WFI Phil., Pa. 500 | KFDM Beau., Tex. 500* | KLZ Denver, Colo. 1000 |
| | | | WPCC Chi., Ill. 500 | WLIT Phil., Pa. 500 | WNOX Knoxville, T. 1000* | |
| 570 | | 526.0 | WNAX Ynkt., S.D. 1000 | WQAM Miami, Fla. 1000 | | KMTR Los Angeles, C. 500 |
| | | | | WEAO Col., Ohio. 750 | | KXA Seattle, Wash. 500 |
| | | | | WKBN Ygst., Ohio. 500 | | |
| | | | | WNYC, WMCA New York City. 500 | | |
| | | | | WWNC Ash., N. C. 1000 | | |
| 580 | | 516.9 | KSAC Man., Kans. 500* | | | |
| | | | WIBW Top., Kans. 1000 | | | |
| 590 | 85 | 508.2 | WCAJ Lincoln, N. 500 | WEEL Bos., Mass. 1000 | | KHQ Spok., Wash. 1000* |
| | | | WOW Omaha, N. 1000 | | | |
| 600 | | 499.7 | WMT Waterloo, Ia. 500 | | WOAN-WREC Memphis, Tenn. 500* | KFSD San Diego, Calif. 500* |
| 610 | | 491.5 | | WFAN, WIP Phil., Pa. 500 | WDAF Kan. C., Mo. 1000 | KFCR San Francisco, Calif. 1000 |
| 620 | 77 | 483.6 | WTMJ Milw., Wis. 1000* | WFLA-WSUN Clearwater, Fla. 1000* | | KGW Port., Ore. 1000 |
| | | | | WLBZ Ban., Maine. 500 | | KTAR Phoenix, Ariz. 500* |
| 630 | | 475.9 | WGBF Evans, Ind. 500 | WMAL Wash., D.C. 500 | KFRU Columbia, Mo. 500 | KFI Los Angeles, C. 5000 |
| | | | | WAIU Col., Ohio. 500 | WOS Jefferson C. Mo. 500 | |
| 640 | 72 | 468.5 | WOI Ames, Ia. 5000 | WEAF N. Y. C. 50000 | WSM Nash., Tenn. 5000 | |
| 650 | 71 | 461.3 | | | | |
| 660 | | 454.3 | WAAW Omaha, N. 500 | | | |
| 670 | 08 | 447.5 | WMAQ Chi., Ill. 5000 | WPTF Ral., N. C. 1000 | KFEQ St. Jos., Mo. 2500 | KPO San Fran., Cal. 5000 |
| 680 | | 440.9 | | WLW Cin., Ohio. 50000 | | KMPC Bev. Hills, C. 500 |
| 700 | 61 | 428.7 | | WOR Newark, N.J. 5000 | | |
| 710 | | 422.3 | | | | |
| 720 | 38 | 416.4 | WGN Chi., Ill. 25000 | | WSB Atlanta, Ga. 5000 | |
| 730 | | 405.2 | | | | |
| 750 | | 399.8 | | WJR Detroit, Mich. 5000 | | |
| 760 | | 394.5 | | WJZ N. Y. City. 30000 | WEW St. Louis, Mo. 1000 | KVI Tacoma, Wash. 1000 |
| 770 | 50 | 389.4 | KFAB Lincoln, N. 5000 | | | |
| | | | WBBM, WJBT Chicago, Ill. 25000 | | | |
| 780 | | 384.4 | | WPOR, WTAR Norfolk, Va. 500 | WMC Memphis, Tenn. 500* | KELW Burbank, Cal. 500 |
| 790 | | 379.5 | | WGY Schen., N.Y. 50000 | | KTM Los Ang., Cal. 500* |
| 800 | | 374.8 | | | WBAP Ft. Worth, T. 50000 | KGO San Fran., Cal. 7500 |
| 810 | 46 | 370.2 | WCCOMpls. Minn. 7500 | WPCH N. Y. City. 500 | WFAA Dallas, Tex. 50000 | |
| 820 | 45 | 365.6 | | | WHAS Louis., Ky. 10000 | KOA Denver, Colo. 12500 |
| 830 | | 361.2 | | WHDH Bos., Mass. 1000 | | |
| 850 | | 353.7 | | WRUF Gainesville, F. 5000 | | |
| 860 | | 348.6 | | WABC, WBOQ New York City. 5000 | KWKH Shrvp, La. 10000 | KMO Tacoma, W. 500 |
| 870 | 38 | 344.6 | WENR-WBCN Chicago, Ill. 50000 | | WWL N. Orleans, L. 5000 | |
| | | | WLS Chicago, Ill. 5000 | | WHB Kansas City, Mo. 500 | |
| 880 | | 340.7 | WSUI Iowa C., Ia. 500 | | | WCOC Meriden, Miss. 500* |
| 890 | | 336.9 | KFNF Shen., Ia. 500* | | | KLX Oakland, Cal. 500 |
| | | | KUSD Ver. S. D. 500* | | | KFKA Greeley, Colo. 500* |
| 900 | | 333.1 | WKY Ok. C., Okla. 1000 | WJAX Jack., Fla. 1000 | | KPOF Denver, Colo. 500 |
| | | | WLBL St. Pt., Wis. 2000 | WBN Buffalo, N.Y. 1000 | KPRC Houston, Tex. 1000* | KHJ Los Angeles, Calif. 1000 |
| 920 | | 325.9 | WAAF Chi., Ill. 500 | WBSO Needham, Mass. 500 | | KOMO Seattle, W. 1000 |
| | | | | WWJ Detroit, Mich. 1000 | | KFEL, KFKX Denver, Colo. 500 |
| 930 | | 322.4 | KGBZ York, N. 500* | | WBRC Birmingham, Ala. 500* | KFWI San Fran., Cal. 500 |
| | | | KMA Shen., Ia. 500* | | WFIW Hop., Ky. 1000 | KROW Oakland, Cal. 500* |
| 940 | | 319.0 | WDAY Fargo, N.D. 1000 | WCSP Port., Me. 1000 | | KOIN Portland, Ore. 1000 |
| 950 | | 315.6 | | WRC Wash., D. C. 500 | KMBC Kan. C., M. 1000 | KFWB Hollyd, Cal. 1000 |
| 970 | | 309.1 | WCFL Chi., Ill. 1500 | | | KGHL Billings, Mont. 1000 |
| 980 | | 305.9 | | | | KJR Seattle, Wash. 5000 |
| 990 | 28 | 302.8 | | KDKA Pitts., Pa. 50000 | | |
| | | | | WBZ Spring, Mass. 15000 | | |
| 1000 | | 299.8 | WHO Des M., Ia. 5000 | WBZA Boston, Mass. 500 | | |
| | | | WOC Dvntpt., Ia. 5000 | | | |
| 1010 | 26 | 296.9 | KGGF S. Coffeyville, Okla. 500 | WIS Columbia, S. C. 500* | | KQW San Jose, Cal. 500 |
| 1020 | 25 | 293.9 | KFKX-KYW Chicago, Ill. 10000 | | | |
| 1040 | | 288.3 | | WMAK Buff., N.Y. 1000 | KRLD Dallas, Tex. 10000 | |
| 1050 | | 285.5 | KFKB Milford, K. 5000 | | KTHS Hot Sp., Ark. 10000 | 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 | 22 | 280.2 | | | | |
| 1080 | 21 | 277.6 | WCBD Zion, Ill. 5000 WMBI Chi., Ill. 5000 | WBT Charlotte, N. C. 5000 | KMOX St. L., Mo. 50000 | |
| 1090 | | 275.1 | | WLWL N. Y. C. 5000 WPG At. City., N.J. 5000 WRVA Rich., Va. 5000 | | |
| 1100 | | 272.6 | | | | |
| 1110 | | 270.1 | KSOO Sx. F., S.D. 2000 | | | |
| 1120 | | 267.7 | | | WDBO Orlando, Fla. 500* KTRH Hous., Tex. 500 WTAU Col. Sta., Tex. 500 | KFSG Los Ang., Cal. 500 KMCS Inglewood, Calif. 500 KSL Salt L.C., Utah 5000 |
| 1130 | 19 | 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 WCAU Phil., Pa. 10000 | | |
| 1170 | | 256.3 | KTNT Musc., Ia. 5000 | | | |
| 1180 | | 254.1 | WDGY Mpls. 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, Wash. 1000* |
| 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 | | | KVOA Tucson, Ariz. 500 |
| 1260 | | 238.0 | 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 | KOL, KTW Seattle, Wash. 1000 KFUM Col. Spgs., C. 1000 KFBBG Great 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 | 12 | 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 | WEBC Superior, W. 1000* | | KFUL Gal., Tex. 500 KTSA San Ant., Tex. 1000* WOQ Kan. C., Mo. 1000 | |
| 1300 | | 230.6 | KFH Wichita, Kans. 1000 | WBBR Brklyn., N.Y. 1000 WEVD N. Y. City 500 WHAP N. Y. City 1000 WHAZ Troy, N.Y. 500 WIOD-WMBF Miami, Fla. 1000 WADC Tall., Ohio 1000 | WSMB New Or., La. 500 | |
| 1320 | | 227.1 | | WDRC N. Haven, C. 500 WSAI Cin., Ohio 500 WCOA Pens., Fla. 500 WSPD Tol., Ohio 500* | | KFPY Spok., Wash. 1000 |
| 1330 | | 225.4 | KSCJ Sx. C., Ia. 1000* WTAQ EauCl. Wis. 1000 | | KWK St. Louis, Mo. 1000 | KGER L. Beach, Calif. 1000 KPSN Pasa., Calif. 1000 KGR Butte, Mont. 500 KOH Reno, Nev. 500 |
| 1340 | | 223.7 | | | | KOY Phoenix, Ariz. 500 KLO Ogden, Utah 500 |
| 1350 | | 222.1 | | | | |
| 1360 | | 220.4 | WJKS Gary, Ind. 1000* WGES Chi., Ill. 500* | WFBL Syre., N.Y. 1000 WCSC Char., S. C. 500 | | |
| 1380 | | 217.3 | KSO Clarinda, Ia. 500 WKBH La Cr., W. 1000 | KQV Pitts., Pa. 500 | KLRA Little R., Ark. 1000 KUAO Fayette, Ark. 1000 | |
| 1390 | | 215.7 | | WHK Clev., Ohio 1000 | | |
| 1400 | | 214.2 | WBAA W. Laf., Ind. 500* WCMA Culver, Ind. 500 WKBF Ind., Ind. 500 | WBBB, WCGU, WLTH, WSDA, WSGH Brk., N.Y. 500 WLEX Lex., Mass. 500 WMAF S. Dart., Mass. 500 WSSH Bost., Mass. 500 WBAK-WHP Harrisburg, Pa. 500 WCAH Col., Ohio 500 WABO, WHEC Rochester, N. Y. 500 WBIG Greens., N.C. 500 WOKO Albany, N.Y. 500 WTFI Toccoa, Ga. 500 | | |
| 1410 | 8 | 212.6 | KFLV Rock., Ill. 500 WBCMB.C., Mich. 500 WHBL Sheb., Wis. 500 KGNF No. Platte, N. 500 | | KGRS Amarillo, Tex. 1000 WODX Mobile, Ala. 500 WSFA Mont. Ala. 500 WGBC, WNBR Memphis, Tenn. 500 | KECA Los Angeles, Calif. 1000 |
| 1430 | | 209.7 | | | | |
| 1440 | | 208.2 | WMBD P. H., Ill. 500* WTAD Quincy, Ill. 500 | | KTBS Shrev., La. 1000 | |
| 1450 | | 206.8 | | | | |
| 1460 | | 205.4 | KSTP St. Paul, Minn. 10000 | WJSV Alexandria, Va. 10000 | WLAC-WTNT Nashville, Tenn. 5000 | KGA Spok., Wash. 5000 |
| 1470 | | 204.0 | | | | |
| 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

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 Whiteman, 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, Maurie 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 his weekly 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 quack doctory 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, last minute news in brief 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 . . . the 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. 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 goodwill, 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.