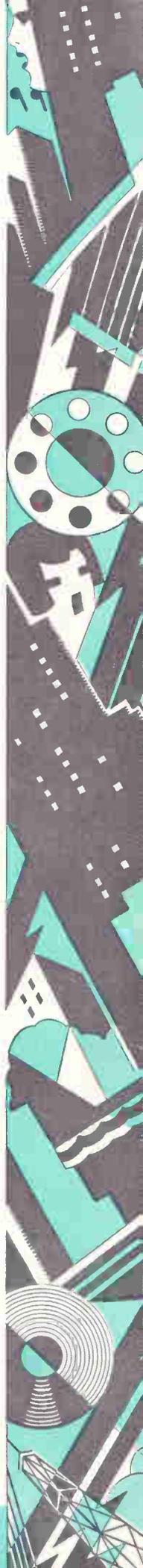


THE STORY OF  
WMAQ



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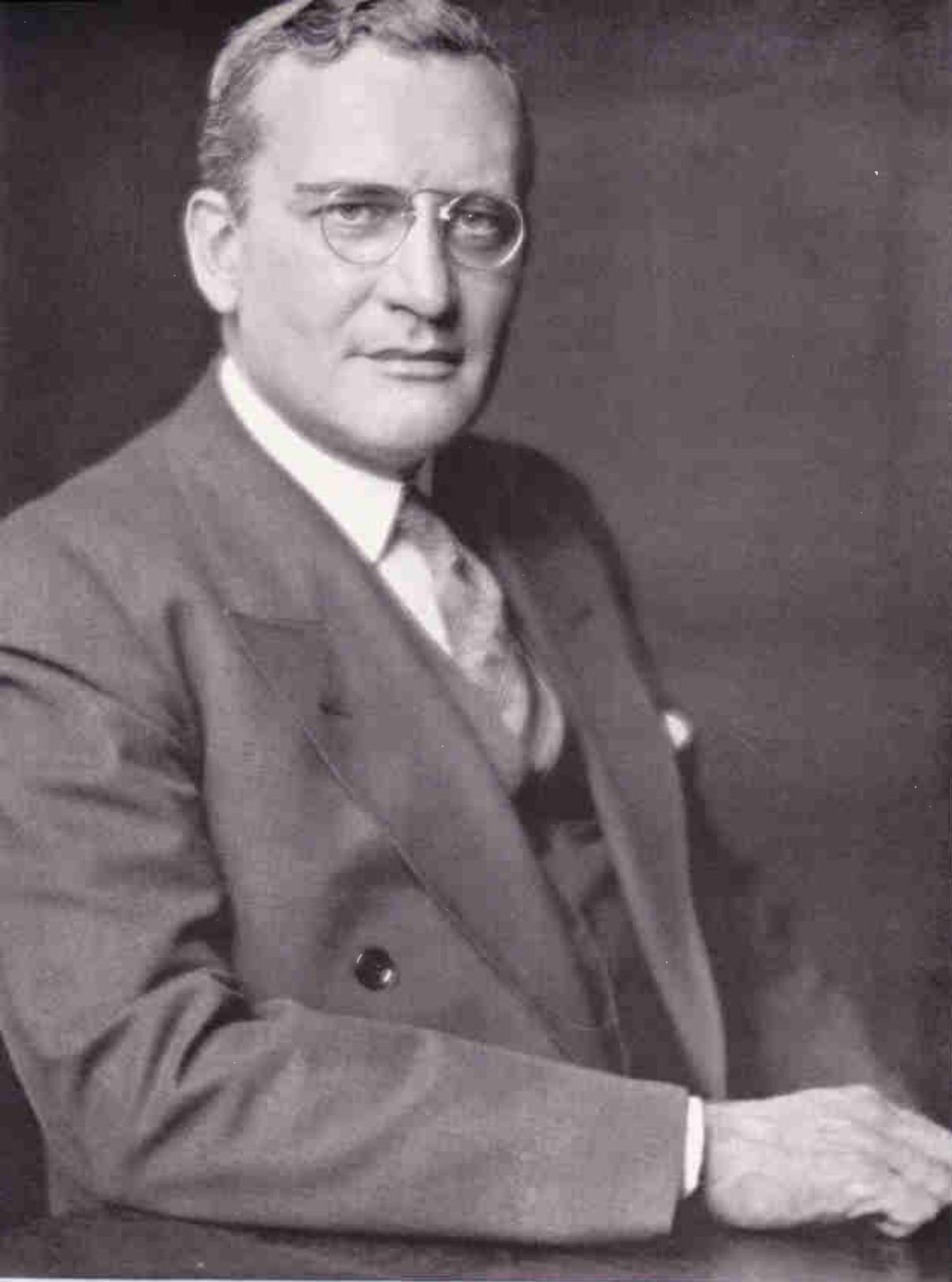


THE  
STORY  
of  
WMAQ

the  
personality  
of a  
broadcasting  
station

Published by  
WMAQ INCORPORATED  
Chicago  
Illinois





WALTER A. STRONG

Publisher

THE CHICAGO  
DAILY NEWS

Chairman

OF THE BOARD  
OF DIRECTORS

W M A Q  
INCORPORATED

# RADIO

## TODAY AND TOMORROW

**M**ANKIND has found a new servant in radio. Not only does it transport messages to the far corners of the earth with lightninglike speed but it can likewise bring pictures from distant points within an amazingly short interval of time. It brings into stately mansions and humble homes entertainment of the highest quality. The finest singers the world has known have come before the microphones; the most distinguished artists and the most noteworthy men and women of the world have found radio a means of reaching countless millions. A new art is in the making—an art which appeals to the one sense—hearing—with such fidelity of audible sound that listeners are enabled to construct in their own minds the scenes enacted.

● Television has recently joined the broadcasting family so that both sight and sound are available. Although television is still regarded as in the experimental stage, it has successfully emerged from the laboratory and a television audience is growing rapidly. There are still severe limitations upon television and progress must be directed along lines that will bring about improved illumination, better definition of the objects televised and a broader scope of activity so that television will not be restricted merely to the studio.

● With the wonders of audible broadcasting accomplished to a point of genuine perfection and television rapidly nearing a comparable perfection, what does the future hold for radio? So far as television is concerned it is the hope of engineers that operatic performances may be seen as well as heard; that football games may be visualized as the play-by-play account is recited over the broadcasting station; that the inauguration of the president of the United States may be seen over the entire length and



WMAQ



breadth of the nation and that great public gatherings may be witnessed from the homes of those too remote for attendance. Such things are possibilities of the future.

● If the vibrations that bring sound and sight to the human senses can be transmitted by radio why not look to a future transmission of other vibration which will bring realization to the sense of smell, the sense of touch and the sense of taste? Surely those things are within the realm of possibility now or some day will be.

● Meanwhile The Chicago Daily News is working with the tangibles of broadcasting through its broadcasting station WMAQ, owned and operated by its subsidiary corporation, WMAQ, Inc., and through its television station W9XAP.

● The Chicago Daily News, noted throughout its fifty-five years of existence for its great contributions to public service, began broadcasting eight and a half years ago, looking upon the new enterprise as an additional opportunity for service to the people in the Chicago area.

● As a pioneer in broadcasting The Chicago Daily News accepted the obligations of a pioneer for continuing progress in the new field. Beginning with a 250-watt station, then known as WGU, The Chicago Daily News soon recognized the limitation of a station of such power and within six months a new 500-watt station of the latest design was

WILLIAM S. HEDGES  
PRESIDENT



installed and began operation in October, 1922, as WMAQ. Since that time there have been two other transmitters installed, the latest a 5,000-watt transmitter, ideally located from an engineering viewpoint seventeen miles west of Chicago, near Elmhurst, Ill. The improvement in transmitters has been matched by a similar improvement in control-room equipment in its studios. The control room now has eight channels of speech, necessitated by the manifold operation of the station. WMAQ feeds Amos 'n' Andy twice a day to the National Broadcasting Company network; it originates programs for the Columbia Broadcasting System and for the Radio Quality Group. During the last year two-way tieups have been maintained with WCCO and WJR and programs have been produced

in WMAQ studios for the use of other stations. In effect WMAQ is a veritable network in itself.

● To carry on these operations control-room equipment which has cost more than the sum total of radio equipment involved in WMAQ's first three transmitters has been made necessary.

● The studios, which occupy the twenty-fifth and twenty-sixth floors of the Daily News building at 400 West Madison street, Chicago, are the finest ever provided for an individual station both from an artistic and an engineering viewpoint. It is a far cry from the original studio consisting of one room about twenty feet square to the elaborate suite of seven studios now used by WMAQ. The largest, done in silver and blue in modernistic style, is forty-five feet by fifty feet with a twenty-five-foot ceiling.

● WMAQ's progress has not been recorded solely in its physical equipment, for there have been many distinct contributions made to the artistic side of broadcasting. The Chicago Daily News views broadcasting as a new art which is undergoing constant development. Amos 'n' Andy, undoubtedly the most popular feature on radio today, was developed in WMAQ studios. So popular did the feature become in the area served by WMAQ that it was not long before the nation was clamoring for the nightly episodes. They were signed to go on the NBC chain with all programs originating from WMAQ except when Correll and Gosden were out of the city. Other features first made popular over WMAQ have "graduated" to the network, sometimes going on to New York headquarters and often taking part in programs originated in WMAQ studios.

● The progress made in broadcasting by WMAQ is a substantial foundation for further progress in the future. WMAQ will never be lax in its energies to constantly improve the quality of its broadcasts, technically and artistically. WMAQ's pledge is to operate in "the public interest, convenience and necessity" in the strictest interpretation of that phrase of the radio law.

WILLIAM S. HEDGES, President  
WMAQ, Inc.

JUDITH C. WALLER, VICE-PRES.  
AND STATION MANAGER





# BUILDING THE DAY'S PROGRAMS

**T**HE day's programs of a well-ordered radio station do not "just happen." Not only must each individual program be carefully planned but all must be balanced in relation to one another and to the time of day at which they are broadcast.

● A great radio station may by no means be compared to a theater erected for entertainment means alone. Your radio station aims to serve the individual—spiritually, educationally, physically, in entertainment and in local, national and international affairs of the day.

● Starting the day with setting-up exercises, your radio station follows through with divine worship, with educational features by renowned authorities, with advice on home economics, with lectures on many topics, with the best in music, drama and entertainment. In short, within the twenty hours each day that WMAQ broadcasts, your radio station attempts to serve a citizenry of widely diversified interests, yet to serve each person as individually as it is possible to do. Thus, the building of a day's

programs to meet the needs of all people, young and old, rich and poor, presents a problem that requires much careful study.

- There are two types of programs, known as "commercial" and "sustaining" features. The commercial program is that which is paid for by an advertiser. The sustaining program is that which the station itself pays for.
- Obviously, unless radio has a revenue it cannot exist. There are several means of supplying this revenue. In Great Britain, for example, the government operates the radio stations and revenue is derived from a tax placed on every person who owns a radio receiving set.
- In the United States, however, stations are individually owned, and derive their income by selling time to advertisers, as a newspaper meets its operating expenses by selling space.
- On a station such as WMAQ, aiming to operate as a public service, however, time is not sold to advertisers indiscriminately. First, the station must be fully assured that the article to be advertised is good; that it is worth the money that the advertiser asks for it. Second, the station must be certain that the program proposed is one which will be of genuine interest to listeners. All programs proposed for WMAQ must be subject to the approval of the Program Department of WMAQ, which has no connection with the commercial departments of the station. Lecturers, singers, dramatic players, performers, musicians, must pass rigid microphone tests, to ascertain their merits as prospective talent, before they are allowed to go on the air.
- Each Monday afternoon the various department heads of WMAQ meet to discuss the affairs of the station. Prospective programs are discussed, planned, developed; technical, musical and dramatic possibilities are argued until what seems to be a well-balanced program is achieved. Programs already on the air are dissected, improved in their weak points. Talent is criticized; continuity is passed upon. These meetings last for hours, while each department head speaks frankly of his problems and of the work of other department heads. The result is a unified activity among the personnel, its ambition being solely to send out over the world, every day, twenty hours of continuous interest for all the people in every walk of life.

HAZEL HUNTLEY  
PROGRAM DIRECTOR



# THE SOURCE OF YOUR PROGRAM



ANNE VOUGHT  
HOSTESS

**W**HEN you listen to the broadcasts of station WMAQ you are veritably listening to the whole world. It is not uncommon for this station to broadcast programs from England, France or Germany. An important message from a president, an emperor or a dictator comes to you through WMAQ. A world-renowned scientist speaks to you over WMAQ from his retreat in some far corner of the globe. And from every section of the United States—New York, Hollywood, St. Louis, Cincinnati, wherever important affairs develop—programs originate to come to you over WMAQ.



MAURIETTA CRAWFORD  
HOSTESS

- Naturally, however, although its programs are received as far away as Borneo or the Canary isles, the chief interest of WMAQ is in the Chicago territory and here the majority of its programs originate.
- In the city of Chicago there is a network of special telephone lines connecting the station to the Board of Trade, the University of Chicago, various auditoriums, clubs and orchestras. Thus it is possible, by the mere turn of a dial, to bring events of every section of the city into the great studios on the three top floors of The Daily News building.

THE VISITORS'  
RECEPTION ROOM



- These studios are modern in every sense of the word and magnificent in their simplicity. They are not made over to suit their purpose, for when the great Daily News building was planned the studios were especially designed to best serve their purpose.

- There are six major studios in the building ranging from the smallest, known as the Amos 'n' Andy studio, to large Studio A, a huge room, spacious enough to accommodate the largest symphony orchestra.



THE ARTISTS'  
RECEPTION ROOM

● Visitors to WMAQ, who are welcome at all times that the station is operating, are ushered to the twenty-sixth floor, where there is a beautifully furnished reception room. Here they may sit in homelike comfort and listen to the program, observe television reception, and, through great double plate glass windows, see programs in the making in Studio A.

● There is another large and splendidly appointed reception room for artists awaiting their turn on the bill, where they find the comfort and repose necessary to enable them to be at their best during their programs. Hostesses and

ushers are on hand at all times to greet visitors and artists, while a staff is maintained at the telephone desk to answer the thousands of telephone inquiries and "applause messages" received each week.

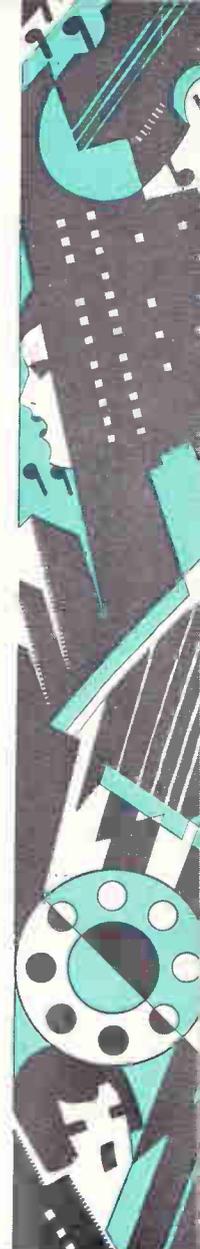
● The studios proper are all acoustically treated with a composition made of spun glass and gypsum to eliminate echoes and provide for an output of sound as nearly perfect as possible.

● A master control room with visual connection with all the twenty-fifth-floor studios makes it possible for the engineers to observe all that takes place in each studio, while the entire Daily News building is especially wired to carry the programs wherever it might be desired to listen to them.

● In this way executives of the organization are able to maintain a close check on all the features of the station.

● It is another evidence of the exacting supervision given WMAQ programs.

THE MAIN BROADCASTING CHAMBER—STUDIO A



# HOW A IS BROA



THE TRANSMITTER STATION

**T**HE director nods his head and the program begins. At that instant radio listeners in every corner of the nation begin to hear what is taking place in the studio.

● It seems a simple matter, so swiftly and silently is it done—the mere pressing of a button. Yet between that switch and the lofty antenna towers from which the program speeds its way around the world there is equipment valued at many hundreds of thousands of dollars—equipment that is uncanny in its functions.

● As has been mentioned, programs broadcast over WMAQ originate from many different sources. Chain programs from New York or other cities are "piped in" by means of special broadcast circuits. Other programs, known as "remote control pickups," are sent from every section of Chicago by telephone wires. Other programs originate in the studios.

● Yet all these programs, whether chain, remote control or local, go to a central clearing house—the control room on the twenty-fifth floor of The Daily News building.

● In this control room provision has been made for some 200 incoming lines to be used for broadcast and telegraph. These lines terminate on a board very similar to the switchboard in a telephone exchange. On the board is a series of what is known as "mixing panels."

● The mixing panels are among the most essential pieces of apparatus in the control room. By their use any number of microphones can be put into service and by the use of the mixing panels or "fades," as they are called in the control room, the amount of volume delivered by each microphone can be controlled.

● This makes it possible to broadcast voices in proper relation to orchestras; to perfectly blend the voices of the announcer, the dramatic players or singers and the orchestra so that all are of a proper volume, even though announcer, players and orchestra might be working from three different studios.

● There are four complete channels of such equipment, which means that it would be possible to transmit four com-

WALTER R. LINDSAY  
CHIEF ENGINEER



# PROGRAM DCAST

plete programs to as many stations. Yet the centralization of the program on the mixing panel is not the actual broadcast, by any means.

- From the control room the program is then sent by special wires to the transmitter, located at Elmhurst, Ill., some seventeen miles from the studios.

- The transmitter plant occupies a ten-acre tract especially chosen for its level terrain and its absence of trees or construction which might cause interference. Here have been erected huge towers, each more than 200 feet high, to support the antenna, while the transmitter is housed in an elaborate building constructed especially for this purpose.

- The transmitter station is a "Y"-shaped structure, with a six-room apartment for the chief engineer and his family in one wing; three bedrooms, a lounge and a four-car garage in the other wing. The stem of the "Y" is the transmitter plant, through which the program passes for broadcasting. Here are the various pieces of equipment—workshops, battery rooms and generators—all in duplicate as a precaution against mechanical failures.

- The installation is a 5,000-watt Western Electric transmitter modulated 100 per cent, built especially for WMAQ in its entirety. This fact gives WMAQ a remarkable record for uninterrupted transmission—a record equaled by very few other stations in the world.

- Since the station is on the air twenty hours daily three crews of engineers make their home at the station, which is modern in every sense of the word.

- An artesian well, driven down 200 feet, supplies the station with water, with the exception of the great tubes, which are cooled with distilled water. The station is heated during the winter by an oil-burner steam system. Electrical ranges and refrigerators are used in the kitchens.

- Scores of trained engineers, elaborate equipment, thousands of miles of special leased wires are required to broadcast a single word or note of music over WMAQ. Yet despite all this it all happens instantaneously; the moment a sound is uttered, no matter how far away, it can be heard in the home, through the radio receiving set.



THE CONTROL ROOM



# YOUR ANN



BILL HAY

THE announcer is the voice of the radio station. He acts as master of ceremonies during the various programs and he is the oral representative of the station's policy and of those who sponsor each program.

To a great number of listeners he actually is the station. They recognize their favorite station by his inflections and mannerisms fully as easily as they would by hearing the call letters uttered. The announcer, then, is an important cog in the great machine that constitutes a modern broadcasting station.

As chief of its announcing staff WMAQ has Bill Hay, probably the best-known announcer in the United States. A native Scotchman, Bill Hay came to this

country to become a pioneer in radio broadcasting. Other announcers have climbed to sudden popularity and just as suddenly dropped back into the ranks of the unknowns, but Bill has continued to hold the esteem of his great audience, while his popularity constantly grows.

As announcer for Amos 'n' Andy he is heard every night over a nationwide chain, while his "Auld Sandy" program at 10 o'clock each Sunday night has endeared him to the hearts of thousands.

Bill Hay boasts seven years of active participation in radio broadcasting. He announces many leading programs over WMAQ and in addition he is commercial manager of the station, being in charge of the sale of time to sponsors.

Forrest Wallace is another widely popular WMAQ announcer. He, too, has participated in many important chain hookups, being the chosen announcer for such programs as the Three Doctors in their Thursday afternoon coast-to-coast broadcast, My Bookhouse and other chain programs as well as many of the most brilliant local programs.

The youngest of the WMAQ staff of announcers, and one who is swiftly winning a wide circle of friends, is Pasquale Gallicchio, more familiarly known as "Pats." It seems to run in the family to shine in radio, for "Pats" Gallicchio is a brother of the famous musical director. It is his cheery voice which opens the station at 6 o'clock every morning. His friendly manner and the sincerity of his voice have made him an

PASQUALE GALLICCHIO



# OUNCER IS—

unseen friend to the thousands of early risers who tune in WMAQ for the setting-up exercises, the Morning Worship and the variety of programs that follow.

● Edwin Delbridge is another of the WMAQ announcers whose popularity is growing swiftly. Formerly tenor soloist and staff announcer of WENR, he joined WMAQ but recently, after wide success as a singer and announcer. His first radio experience was as tenor soloist of the Ever-Ready Hour and he later was a member of an important chain light-opera quartet. Delbridge has a sound musical training. He studied in Europe for two years after a lifetime of study in the United States and made his debut in "Don Pasquale." He was a member of the original New York cast of the

EDWIN DELBRIDGE



popular operetta "My Maryland."

● Other popular WMAQ announcers are Rob Whitney and Vinton Haworth. Rob Whitney was one of the original WMAQ staff members in those early days when the entire staff constituted not more than half a dozen persons. Later, his interests always being musical, he turned exclusively to music as pianist of the well-known Whitney Trio. The pleasant quality of his voice is so well remembered, however, that an increasing number of program sponsors have requested his services in announcing their programs.

● Vinton Haworth is relief announcer. Primarily he is leading man of the WMAQ Players and assistant to John Gihon, production manager in charge of television production, yet he still finds time to announce a number of programs each

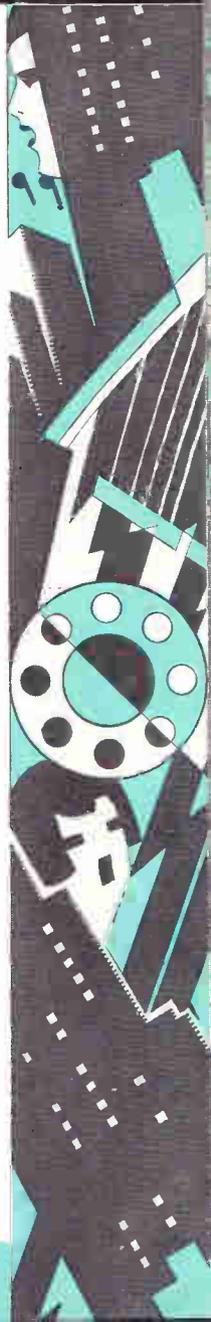
week, and has won many friends among those who hear the smooth, rhythmic quality of his voice.

● Diction is an important requisite of all WMAQ announcers, and the station has been highly complimented by lovers of good diction everywhere. The station's policy is to present a straight-forward message clearly and intelligently.

● On the whole, WMAQ's staff of announcers is complete in its variety and offers a type of service to listeners that is unexcelled by any station in the country.



FORREST WALLACE



# TELEVISION

**T**ELEVISION—the magic medium of the future—already is an actuality in the studios of WMAQ. With excellent results many of the programs are seen as well as heard, for WMAQ has been a pioneer in experimenting with the possibilities of television.

At considerable expense, a complete television transmitter has been installed. It operates on a wave length of 2150 kilocycles and is identified by the call letters W9XAP. W9XAP is on the air daily except Sunday.

Already playlets have been produced, the characters, in costume, being seen over W9XAP, while their voices were broadcast over WMAQ. Other features broadcast over television include exhibition boxing and wrestling matches, singers and dancers, instrumentalists, readers and puppet exhibitions. Elaborate productions, with all the characters in costume, are being planned for the future.

At present the television transmitter of W9XAP can broadcast as many as five full-length figures at a time and is able to switch to various "shots," from closeups to various corners of the studio.

Television consists of transforming light rays into electrical impulses by means of an "electric eye," known as the microvisor. These impulses are broadcast over the air and when picked up by the receiving set revert to their original form of light rays, which thus flash the picture on a specially prepared screen.

The X of W9XAP indicates that this is an experimental station—The Daily News having been entrusted by the Federal Radio Commission with the responsibility of aiding in the development of the new science and art.

In the visitors' reception room of the studios, there is a television receiving set which picks up the programs as they are broadcast. Visitors are welcome to witness the programs over this set, at all times that W9XAP is in operation.

Engineers all over the world are closely watching this television experiment, on which, in a large measure, the future of the world depends.

THE "ELECTRIC EYE"  
OF TELEVISION—  
THE MICROVISOR



# RELIGION

HOW the radio station may become an adjunct of the church has been demonstrated in the various inspirational services conducted over WMAQ. These services have been designed, not to take the place of the church, but to help bring the church into the home and to increase its field of endeavor.

● Reaching people of every creed and belief, radio religious services must thus be nonsectarian, appealing equally to Protestant, Catholic and Jew.

● At 7:30 a. m., daily except Sunday, WMAQ presents morning worship led by various ministers in the Chicago district. These services are directed by the Chicago Church Federation. Ministers volunteer their time and each conducts the services for one week. The services are participated in by many thousands of men and women who otherwise would be unable to take part in weekday worship.

● The majority of Sunday programs are of a religious character. On the Sabbath the station begins to broadcast at 9 a. m., the first program being a dramatized Bible story. These stories aim to give a clearer understanding of biblical events to young people. They are in accord with the international Sunday school lesson for juniors, so that children who listen will know more about their subject when they go to Sunday school.

● Other Sunday services include the University of Chicago organ recital and service; the Society of the New Jerusalem; the Cathedral hour; a Gospel service by the Rev. Donald Grey Barnhouse; the Shrine of the Little Flower service by Father Charles E. Coughlin; the services of the Chicago Sunday Evening Club, and a selected Bible reading at 10 o'clock by Bill Hay.

A SCENE DURING THE DRAMATIZED BIBLE STORY



# EDUCATION

FOR the last five years WMAQ has been devoting much time and thought to the problem of radio education. Even prior to that time a connection had been made with both the University of Chicago and Northwestern university in an endeavor to bring before the microphone the leading minds of these well-known educational institutions. Series of lectures from the classroom as well as from the radio studios have been arranged yearly through the co-operation of a

radio committee appointed by the University of Chicago and each semester has evidenced a greater interest on the part of the public in these programs. Outlines of subjects to be discussed have been available to all who have requested them. Several new features have been added to the university program this winter. First, the Round Table—a discussion of pertinent topics by well-known authorities—is being broadcast each Sunday afternoon at 5 o'clock; second, the Professors' Breakfast Table, on Monday and Friday mornings from 8:35 to 8:50; third, student debates Monday from 11:33 to 12:10, and fourth, selected readings on Tuesdays and Wednesdays at the same hour.

- In addition to the university program education has been brought by radio into the classroom of the elementary and junior high schools.
- Two periods are set aside five mornings a week during which time subjects are presented by grade and normal teachers. The first period comes at 9:10 and runs to 9:30, the second at 9:55 continuing to 10:15. The program, directly under the supervision of Rose Pesta, assistant superintendent of schools, is outlined by a radio committee appointed by the board of education and headed by Mr. G. P. Drucek Jr., principal of the Marquette school. Music is the subject Monday mornings, geog-



Countess Lisa Cipriani  
Italian



Howard Bechtolt  
Spanish



William Kurath, German



Jules Duc, French



MITCHELL TOWER  
UNIVERSITY OF CHICAGO



# THE THREE R'S ADD ANOTHER R



IN THE CLASSROOM—RADIO AS AN AID TO EDUCATION

raphy Tuesdays, science Wednesdays, literature Thursdays and history or art on Fridays. Monthly schedules of this program are furnished the schools.

- Also William J. Bogan, superintendent of the Chicago public schools, addresses the teachers and pupils the first Monday of each month at 2:15 p. m.

- In addition to these local features WMAQ broadcasts the American School of the Air, which comes to us through the Columbia chain. This program, under the auspices of an imposing advisory council, was broadcast thrice weekly last year, but because of widespread interest it was deemed advisable to increase the schedule two days this year. It is broadcast at 1:30 each afternoon except Saturday and Sunday, and though aimed primarily to reach the seventh, eighth and ninth grades has found a large listening audience among adults, many of whom, we find, are anxious to be conversant with the various subjects which are being taught to their children.

- Many other features comprise WMAQ's educational program, such as the broadcast of language lessons; elementary, intermediate and advanced French; German; elementary and advanced Spanish and elementary Italian and Italian literature, and while we propose discontinuing these particular broadcasts between April and October we anticipate rescheduling them with the fall season.

- In addition there are features that border on education, such as health (talks); home economic problems, including fashions; interior decoration, beauty and recipes; a series by the Principals Club, presenting by different public school principals school problems from their point of view; another by the Parent-Teacher Association; still another on child behavior, including series of talks on state reformatory at Pontiac; another series on the Chicago Boys' Club, etc.; garden topics, bridge lessons, etc.

- All in all, WMAQ attempts to offer a well-rounded educational program in the course of a week and plans to add to it from time to time as new interests are developed.



# AMOS THEIR

**T**HREE YEARS AGO, a pair of unknowns—today, the most outstanding success in the amusement world, bringing smiles and tears to the largest continued audience that ever listened to any one pair of performers. That is the story of Amos 'n' Andy, who nightly broadcast an episode of radio's most popular feature from the studios of WMAQ.

● Thousands of ardent fans visit WMAQ to see them. Not all do, for Amos 'n' Andy are modest and unassuming young men, unspoiled by their meteoric rise to an amazing stardom. Yet when a good-natured crowd does manage to corner them, they accept the situation gracefully, pleased to answer the excited questions that are hurled at them, autographing cards that are carried away as prized souvenirs. They will remain until the last hand has been shaken, or until the studio call-boy comes to warn them that they are "on the air in three minutes." Then they disappear from public view, into a private studio, where they are seen by no one except the engineer who supervises the broadcast of their voices to the far corners of the nation.

● In their broadcasting, Amos 'n' Andy demand absolute privacy. This is because they throw themselves so whole-heartedly into their characters; the world they have created around the Fresh Air Taxicab Company, "Incorporated," is so real to them, that they must guard against any outside influence that might spoil that illusion.

FREEMAN F. GOSDEN



● In private life, Amos is Freeman F. Gosden, a scion of three generations of Virginians and the first Gosden to leave the state. Andy is Charles J. Correll, born in Peoria, Illinois, the son of a contractor, ambitious all his life to be an actor. Gosden is 31 years old; Correll is 40. Both are married. Unlike some famous teams, they are warm friends in private life as well as in character, and likewise, Mrs. Gosden and Mrs. Correll are close friends. The two couples live in the same Chicago apartment building, and one is rarely seen in public without the other.

● Amos 'n' Andy themselves write every line they speak. This is usually done three or four days before the program goes on the air. Correll and Gosden arrive at their office, in a Chicago-

# 'N' ANDY STORY

skyscraper, every week-day morning between 11 o'clock and noon. During the next three or four hours, the work of writing the continuity to be broadcast is accomplished.

● But it is no poor, overworked Amos who sits down to the typewriter to transcribe the dictated script. It is lordly, overbearing Andy! And as Amos paces back and forth, trying lines, dictating, Andy himself sits at the typewriter and writes the lines down as they are spoken.

● This does not mean that Amos dictates the entire continuity. In fact, the work is evenly divided between the two and it would be difficult to say just which of them is responsible for any one line or situation.

● The characters of Amos 'n' Andy were created on March 19, 1928, when Correll and Gosden joined the staff of WMAQ. So popular did they become in the Chicago region that other radio stations began to demand their episodes. To supply this demand, the two began making electrical transcriptions of their broadcasts, and 35 other stations were supplied by The Daily News with wax records of these transcriptions. Amos 'n' Andy were the first team to make transcriptions exclusively for radio. Since then, however, their audience grew to such an extent that the Pepsodent Company signed a long-time contract for their services and now they are heard over the chain of the National Broadcasting System, broadcasting in person from the WMAQ studios.

● Their recent motion picture, "Check and Double Check," brought them a fortune. Their yearly income reaches huge proportions. Yet they remain level-headed, kindly, enthusiastic in their work and in their pleasure, and friendly with all with whom they come in contact.

● Among their fellow-workers at the studios, they are known as "the boys." It is perhaps the best tribute that could be paid them—that despite their tremendous success, they are regarded with the same friendship and camaraderie as in the early days when they joined WMAQ with an idea and a determination to make good.

CHARLES J. CORRELL



# THE THREE DOCTORS

THE Three Doctors—"The World's Three Greatest Radio Entertainers." By their own admission these "three fine fellows" are good. They say "we don't have to prove it . . . we admit it." Well, it seems to be the consensus among WMAQ's listeners that they won't have to prove it. For five years they have been the favorites of the middle west—acclaimed by thousands as the last word in ad-lib humorists—perfectly natural before a critical microphone and perfectly at home in their foolishness.

● That in a nutshell is the reason for their stupendous success. Pratt and Sherman have known each other

from "way back when" up in Appleton, Wis., where they used to get together of an evening for a good old sing. They both drifted to Chicago, where they teamed up professionally to add a trifle to a rather small brace of salaries which they derived from working.

● Radio soon got the best of them and they had to give up business more or less to devote more of their time to this hobby which became a business. Their droll foolishness attracted thousands of listeners and their refusal to adhere to radio's rules made them a "stand-out" among other radio entertainment.

● The addition of Dr. Rudolph, with his admirable fingers, made the trio one of the best in the country. Rudolph has commanded the respect of every pianist who has heard him and when the three boys sing their songs and joke their way through an hour of each afternoon their feminine listeners let the dishes go and get to their sewing in front of the loud speaker.

● The Three Doctors astounded the country lately by severing connections with a nationwide broadcast when they refused to become "conventionalized" by reading from manuscript. They had the courage of their convictions, though, and their judgment was vindicated by the thousands of letters that poured in on them congratulating them on their stand. Public sentiment demanded their return and today they feed their jollity to the nation at large each Thursday afternoon over the Columbia chain. Now the nation agrees that Pratt, Sherman and Rudolph are the "World's Three Greatest Radio Entertainers."



THE THREE DOCTORS  
RANSOM SHERMAN  
RUSSELL PRATT  
JOE RUDOLPH

# POPULAR FEATURES

**T**HE romance of Dan and Sylvia, heard each evening over WMAQ, is widely enjoyed by many thousands of listeners. People like it, they say, because it sounds real. And it is a real romance. Dan, in private life, is Dan Sigworth, while Sylvia's real name is actually Sylvia Snow. The two really live much of the charming life they so pleasingly portray.

- Their theory is that they should not "act" over the radio and this is, in a large manner, responsible for their success. As Dan expresses it, "When we enact our story we are unconscious of the fact that there is a microphone in the room."

- Dan and Sylvia forsook the stage to join the staff of WMAQ. For years they were one of the most popular teams in vaudeville, while Sylvia Snow was well known as a dancer.

- Another popular act, newcomers to the ranks of WMAQ, is the team of Marian and Jim. In private life they are Mr. and Mrs. James Jordon, residents of Chicago. They have two children.

- Before turning to popular music and radio entertainment about four years ago, Marian and Jim spent several years in concert work. They were regular members of the WENR staff for more than three years and were taken over by WMAQ, in company with other WENR stars, when that station became exclusively a chain outlet.

- Marian and Jim are heard in several WMAQ features. Their "Smackout," developed by WMAQ, is on the air at 6 o'clock every evening except Wednesday and Sunday. They likewise have a domestic skit on Tuesday and Friday mornings at 11:15 o'clock and are also members of the famous "Smith Family"—Marian as Mrs. Norah Smith, and Jim as Joe Fitzgerald.

- Dan and Sylvia and Marian and Jim are but two of many popular teams regularly heard over WMAQ.



DAN AND SYLVIA

MARIAN AND JIM



# MUSIC

**W**HETHER it is a gay little dance tune or a brilliant concerto WMAQ listeners are assured of correct feeling and interpretation of all music heard over the station.

The basic WMAQ orchestra of twenty-one pieces is regarded by critics as perhaps the finest musical organization on the staff of any studio in the United States. Built up slowly by Joseph Gallicchio, musical director, it numbers musicians who are all true artists.

Mr. Gallicchio himself is a concert violinist of unusual temperament and ability. Formerly with the Chicago Civic Opera, and concert master and conductor in several noted orchestras, he joined the WMAQ staff four years ago and since then has worked steadily to bring the musical organization to its present high standard.

Musicians everywhere listen to Gallicchio's concert music hour daily—as fine a compliment as an orchestra can have. Yet in dance music, too, the orchestra stands out, presenting the popular tunes of the day in special novelty and symphonic arrangements.

WMAQ offers its listeners many other dance bands, however, notable among them being the rhythmic organizations headed by Joe Rudolph and Art Gronwall, as well as the most popular of the orchestras currently appearing at Chicago night clubs.



JOSEPH GALLICCHIO  
MUSICAL DIRECTOR

## THE WMAQ STUDIO ORCHESTRA



# WOMAN'S FEATURES

**G**ONE are the days when a pinch of soda and enough flour to make a stiff dough constituted a recipe, and gone are the days when women learned news of the world only at the monthly sewing bee. Those are half-forgotten days of the last century.

Now, every day, women find news and features designed specifically for them being broadcast over WMAQ. Each week-day afternoon at 3:30 (during daylight-saving time mornings at 10:15 instead) and each Sunday morning at 10:00 WMAQ presents the Woman's Calendar. The Woman's Calendar is a forum for women. It considers all phases of the woman's world of interests. Interior decoration, styles, etiquette, beauty and cosmetics, table arrangement and serving, household suggestions, child training, menus and recipes. During the month specific notes on many of the talks are mailed to women upon request. These circulars include directions for making slip covers, draperies or pillows, talks on dining out and informal entertaining, directions for holiday decorations, diet lists and household suggestion lists. On the first day of each month a schedule of Woman's



THE WHITNEY TRIO

Calendar events for the month is mailed to the Woman's Calendar mailing list, which numbers several thousand women.

The Woman's Calendar is divided into two fifteen-minute periods and two specifically different subjects are discussed each day. Jane Hamilton conducts the Woman's Calendar department. She is assisted in the broadcast by the Whitney Trio.

Because of the informal and sympathetic nature of the Woman's Calendar, the woman's department receives many letters each day from women seeking advice on every problem of the household. These letters are answered personally by Miss Hamilton. No letter is ever read over the air except by special permission.

The Woman's Calendar and various other features for women endeavor to fill those hours from breakfast until dinner time with helpful suggestions, useful information and entertainment which will meet the demands of the busy modern woman.

JANE HAMILTON  
HOME ECONOMICS EXPERT



# S P O R T S

**T**HE Cubs wheel into the stretch in the National League pennant race running neck and neck with three other clubs. Thousands of raving fans pack Wrigley field. Other thousands are turned away. How do they follow their Cubs? By WMAQ!

● A battered, begrimed halfback wriggles and staggers over the goal line carrying victory and a Big Ten championship for his team. Sixty thousand lucky fans pack the stadium. But in homes and other spots throughout the far-flung middle west countless other thousands thrill to that finish—over WMAQ.

● And so it goes, endlessly. Championship prize fights, national basket-ball tournaments and numerous other events are carried near and far into thousands of homes, stores, filling stations, theaters, halls—every place where a radio is installed—by this pioneer sports broadcasting station, WMAQ.

● For more than six years sporting events have dotted and featured WMAQ programs the year round. And for that full length of time WMAQ has offered these programs through the voice of a man fully equipped by experience and natural bent to present sports broadcasts fairly, cleanly, quickly and with the utmost accuracy and expert opinion.

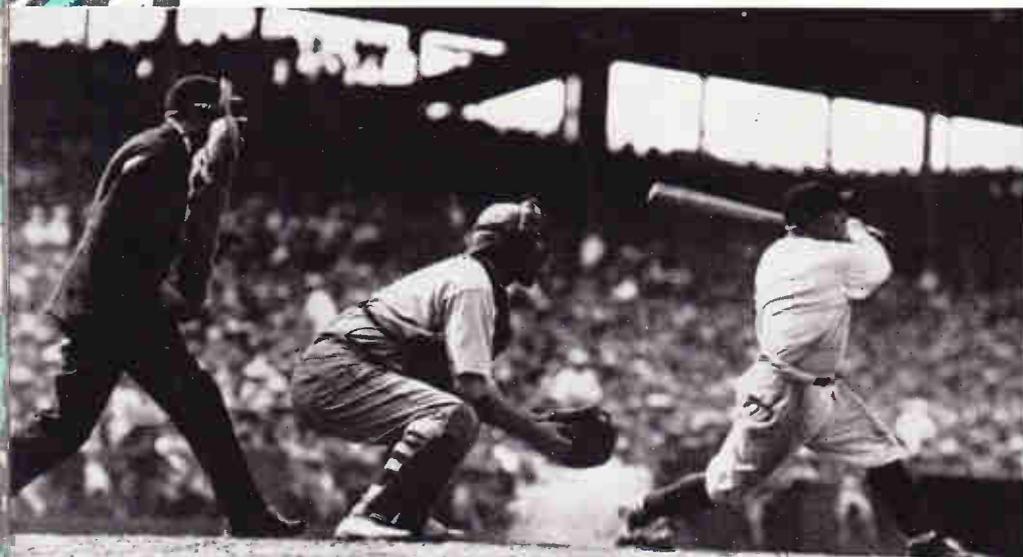
● That announcer is Hal Totten, a newspaper man and a sports expert through years of training and experience. WMAQ with Hal at the mike does not present the meaningless ranting of the casual fan, but the cool reporting of the experienced sportsman. The listener hears what he would see at the park or the stadium and he can do his own cheering or moaning as he chooses. This primary privilege and

pleasure of the sports fan is not taken from him by frenzied announcements.

● The spring of 1931 sees WMAQ starting its seventh year of baseball broadcasting. When this station determined to pioneer in this virgin field of



HAL TOTTEN  
SPORTS ANNOUNCER



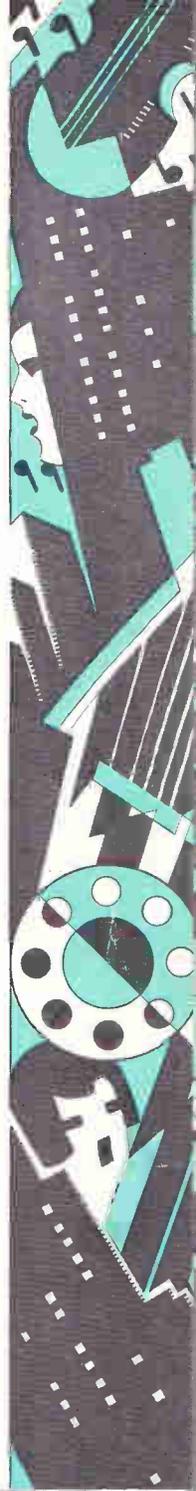
the broadcasting of football, baseball and other sports it sought within the ranks of The Chicago Daily News staff a man fitted by training, voice and sports standing to describe the games.

- Hal Totten, who opened that broadcast, still is at the microphone when WMAQ presents its sports broadcasts. Six years of baseball broadcasts fit him ably to take up the task again in 1931. As has been the case heretofore, WMAQ presents the leading games of the middle west throughout the season.

- In the spring of 1925 The Daily News station WMAQ conceived the idea of broadcasting major league games each day direct from the ball park. The American League as a unit barred broadcasting, but the National League left it to the individual clubs, and the Cubs fell in with the idea at once.

- Others in radio laughed at the notion, but today there is no broadcast on the air as universally popular and as widely listened to as the baseball games. For two years Hal Totten presented the games of the Cubs. Then the American League discovered the true benefits—at the gate and otherwise—in the broadcast and took down the bars. Since then both the Cubs and the Chicago White Sox have featured WMAQ's summer broadcasts. In addition, numerous major league players have accompanied Mr. Totten to the studio for after-the-game interviews on the sports summary hour, another regular summer feature.

- For several years The Daily News station WMAQ also has broadcast the final games of the University of Chicago basket-ball tournament. Racetrack broadcasts, prize fights and numerous other sporting events are placed before WMAQ listeners throughout the year—and through the eyes, ears and voice of the country's pioneer and premier sports announcer, Hal Totten.



# NICETIES OF LIVING

**T**HE things that make for cultural attainment are an important development in the programs of WMAQ. Whether it is bridge lessons or book reviews, an illustrated talk on musical appreciation or a delicate sonata admirably interpreted by a master of the piano, the niceties of living are mirrored at their best.

● Harold Van Horne, hailed by critics as one of America's most promising pianists, is on the staff of WMAQ and is heard daily by a tremendous audience of music lovers. While still a young man, Van Horne has been acclaimed by the press for his brilliant technique, his fluent eloquence and the dramatic interpretation which characterize his playing.

● Illustrated talks on musical appreciation by Marx and Anne Oberndorfer form another popular sustaining feature. Two groups of these talks are given—the one a morning feature for school children which takes a part in the regular schedule of many public schools, the other a series for adults both topical and geographical in nature.

MARX AND ANNE  
OBERNDORFER



HAROLD VAN HORNE  
STAFF PIANIST

● The bridge lessons of Paul H. Seymour, writer and national authority on the game, have thousands of regular listeners, while the book talks by Howard Vincent O'Brien, well-known novelist and literary editor of The Daily News, are discussed over the entire WMAQ territory.

● The talks on the drama by Lloyd Lewis, noted writer and dramatic critic of The Daily News, and discussions on music by Eugene Stinson, The Daily News music critic, are other important and highly interesting features of the station. These, with talks on world affairs by Hal O'Flaherty, Daily News foreign editor, and discussions on many other subjects are brought forth through "The Daily News of the Air," a feature heard over WMAQ at 7:45 every evening except Tuesday and Sunday.

# THE DX CLUB

THE thrill of adventure and of exploring the far and distant spots is not lost to the modern world. Just as exciting as the trip that Columbus made into the western horizon is the DX game which radio offers today.



HOWARD VINCENT O'BRIEN

● Adventurous spirits, for the most part in Chicago and environs, have joined the ranks of The Chicago Daily News DX Club and therein relate tales of far and distant lands. The log of the DX Club now reads like a veritable "Arabian Nights" tale of bygone times. The club is conducted by its secretary, Charles J. Gilcrest of The Daily News radio department.

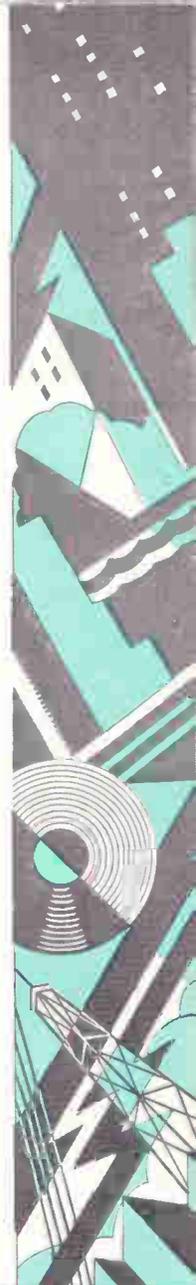
● India, Africa, China, Japan, Australia and New Zealand are some of the faraway countries which DXers have heard broadcasting. Most have been reported many times. In addition the European countries of Germany, France, England, Spain, Switzerland and Holland, as well as the Scandinavian countries, have been hooked by these knights of the air.

● Through The Daily News DX Club these ether marines compare notes, swap hints for better long-distance work, communicate with each other in far parts of the world, and find a medium which recognizes their work and play in the DX game. Some 4,000 radio fans have joined the club during its three years of existence.

● It is not necessary to hear Europe to join the club, which has no dues or obligations. And it is not necessary to submit a complete log of work, which for those fans with 700 or 800 stations would be some job. A few of the best catches, listed separately with descriptions and a total of the number heard, suffices.

● The DX Club broadcast is staged over WMAQ at 10:45 o'clock (C.S.T.) each Monday night except during the summer. The DX story appears on the Saturday radio page of The Daily News.

CHARLES J. GILCREST



# HEALTH



DR. HERMAN N. BUNDESEN

It has been said that health, wealth and happiness are the three great interests of mankind—and the greatest of these is health. In the interest of public health WMAQ gives more than casual attention to the subject.

● Dr. Herman N. Bundesen, Cook county coroner and health editor of The Daily News, broadcasts regularly over the station in a series of common-sense talks on health for the whole family.

● The public at large has tremendous confidence in Dr. Bundesen. His talks are straight from the shoulder, simple and easy to understand. He appreciates the average viewpoint. His opinions are frank and

unbiased and his genuine love for humanity is apparent through his constant service to the public welfare. Few medical men have ever built up such a following as regularly listens to Dr. Bundesen's broadcasts on health.

● In addition WMAQ broadcasts talks by many specialists in various phases of physical and mental health.

● Every morning except Sunday, too, one may participate in "the world's largest gymnasium class." Under the direction of Alfred Boand, physical director Central Department Y. M. C. A., two periods of setting-up exercises are broadcast daily. The first of these is at 6:30 a. m. The second starts at 7 a. m. Charts explaining these exercises are supplied for a nominal fee and many thousands of them have been sent to listeners. It is not necessary to have the chart, however, for Mr. Boand explains each exercise simply and concisely, then to a background of lively music the exercise is gone through.

● Yes, though his listeners do not see him, Mr. Boand actually goes through each exercise. Perhaps that is why they ring of sincerity and why "the world's largest gymnasium class" has grown to such tremendous proportions in the years it has been heard over WMAQ. It has proved to be one of the most consistently followed of all radio features.



ALFRED BOAND  
DIRECTOR OF THE WORLD'S  
LARGEST GYMNASIUM CLASS



# TOPSY TURVY TIME

**R**USSELL PRATT first appeared on the air from WMAQ with Topsy-Turvy Time on Oct. 8, 1925. Since then each day has brought its regular quantity of mail from boys and girls who hear the daily broadcast and wish to wear the red-and-gold microphone pin, which is the emblem of membership in the club. During this time, and while the roster grew to include its present 500,000 names, an extensive organization of this T.T.T. developed. It maintains a full program of entertainment and activity for these enrolled listeners, with Alpha Stalson in charge as the club's executive secretary.

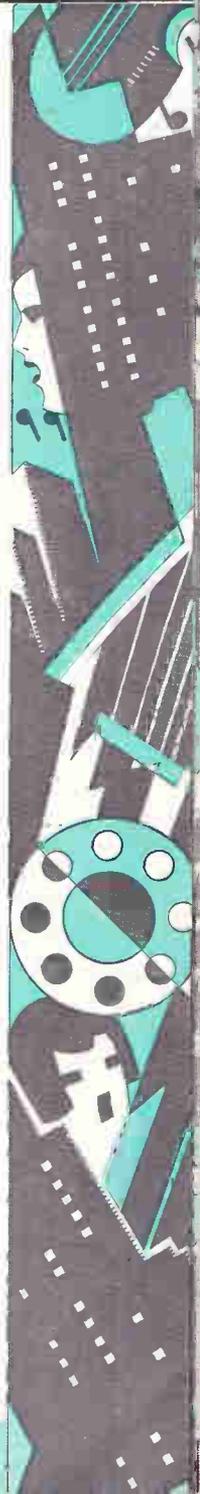
While the first aim of T.T.T. is to bring a daily half-hour of fun and entertainment into the homes of listening children there is a second aim and that is to provide interests that will reach into the other hours of a child's day. To this end games, projects and contests from gardening to toymaking and from health-building to writing poetry are provided, even to a club newspaper, found on the back page of every issue of The Chicago Daily News.

The program at 5 o'clock each weekday, however, is the main part of T.T.T. Mr. Pratt creates first of all an informal jolly setting for the program. After his opening song the listeners find the "T.T. Trio" with them as casually as if the group had joined them on the porch steps. This trio is made up of the T.T.T. Man and two engaging characters—Dr. T. Thomas Toofins and Harry H. Hoozis, who call themselves his helpers. The three make a "topsy-turvy" time of the ensuing half-hour with their fun and chatter, pausing briefly when Miss Stalson joins them at the microphone for a story-time period. Tommy, the boastful, self-styled "plain and fancy reciter of T.T.T.," and Harry, the singer of songs, confess no age or home and are never to be found except during T.T.T. and under Mr. Pratt's presiding care, but children show a never-failing delight in the amusing pair and hail them without question for the fun they bring.

RUSSELL PRATT  
THE TOPSY TURVY  
TIME MAN



ALPHA STALSON, DURING STORY TIME—WITH THE CHILDREN OF THE TOPSY TURVY STORY MAN



# THE MODEL AIRPLANE CLUB

**T**HE buzz of an airplane motor—and Jack and Roy are back again for one of their twice-weekly broadcasts of the WMAQ Model Airplane Club.

Boys who are interested in aviation—and practically every boy is—learn the fundamentals of it by building and flying model airplanes. These tiny craft, constructed of balsa, bamboo, tissue and wire, take off from ground or water and fly straight ahead, in circles, or do stunts exactly as full-sized planes do.

- The Model Airplane Club was formed as an aid to boys interested in flying. Every Tuesday and Thursday at 5:45 p. m. a radio session of the club is held. New designs in model airplanes are discussed; problems of building and flying are taken up. Often, famous flyers are invited to talk on various phases of aviation.

- One mission of the club is to investigate various model airplane kits that are on the market. These kits are put together and tested and the results passed on to the members. Another mission is to hold contests for model builders and flyers, where prizes are awarded to those showing the finest workmanship and skill. At some of these contests hundreds of planes of every description are shown.

- Further, Jack and Roy design planes of their own and furnish plans of these, or reprints of the plans of other planes, direct to members. Kits and construction materials are also provided at cost price.

- Outsiders, chancing to tune in on one of these radio meetings of the club, might not understand what it was all about. But to boys, who usually know a great

deal more about aviation than their elders, the discussions of "the problems of torque" or "longitudinal stability" are helpful and engrossing.

- Some of the models built by these boys astound aviators themselves. Boys enter into the subject enthusiastically and build their models with an understanding of aeronautics and a skill of workmanship that is a credit to boydom everywhere.

- The Model Airplane Club has members all over the United States and Canada.

JACK AND ROY—THE MODEL AIRPLANE CLUB



# IN THE INTEREST OF THE PUBLIC

**T**HE Chicago Daily News, the parent organization of WMAQ, holds a unique and enviable position in the radio field. Through its co-operation with the various branches of the radio industry it maintains a liaison with the radio-listening public through the facilities of the radio laboratory under the direction of K. A. Hathaway, radio technical adviser.

● The reduction, if not the complete elimination, of radio interference, the sponsoring of educational meetings for the radio service men of the Chicago area on a collaborative basis with the Midwest Radio Trades Association, the development of aircraft radio apparatus and certain aspects of television come under the supervision of the radio laboratory in addition to investigation of manufactured products.

● The Chicago Daily News Radio Interference Club with more than a thousand members, has been responsible for clearing a great deal of interference and has been the impetus for a move on the part of the public utilities to remedy defects in apparatus and to modernize equipment which is the source of trouble. The co-operation of a group of radio service men throughout the city and suburbs expedites investigations of the complaints.

● Radio service men from the Chicago area meet twice each month in the North Lounge of The Daily News building for the purpose of furthering their education in matters pertaining to the care of the radio sets in the homes of the community. Engineers of high standing have willingly appeared before the assemblages.

● The development of aircraft radio is conducted in the radio laboratory. New designs of transmitting and receiving apparatus are constantly in process of construction and test.

● The radio editorial department is particularly interested in the development of receiving apparatus for television, at the same time maintaining a constant watch on the television field. Mr. Hathaway is a member of the committee on television of the Radio Manufacturers' Association.

● The radio laboratory provides a service in the investigation of radio sets produced for the commercial trade. Reports are published in the radio editorial columns and the manufacturers are informed of any deficiencies discovered.

KENNETH A. HATHAWAY  
RADIO TECHNICAL ADVISER





JOHN GIHON  
PRODUCTION MANAGER

# BACKSTAGE IN RADIO

**T**HERE is nothing in the world like the staging of a radio production. Looking down from the great double plate-glass windows a visitor to WMAQ sees thirty to forty men and women scattered over the studio. Some of them are musicians; others are dramatic players and singers; still others are directors in charge of the music, the dramatics or the sound effects. Yet all of them work in the perfect co-ordination that is necessary for successful production.

● Behind the plate-glass windows there is a serene appearance to the scene. Inside the studio you would feel a tenseness and an expenditure of nervous energy that leaves the players exhausted.

● Those who are engaged in the making of a radio production are the slaves of time. They are given thirty minutes to present their story—thirty minutes to the second and not a little less or a little more. As the studio's split-second clocks hit the hour or the half-hour they must move aside to make way for other programs so that the station may continue in an unvarying schedule. For the schedule of a well-regulated station moves with precision that would rival movement of the earth itself.

● The production of other dramatic arts is simple compared to the making of a radio program. On the stage allowances can always be made for programs, even though it might be necessary to lower the curtain for an intermission. In taking motion pictures rest periods can be called whenever the director says the word. Scenes can be retaken if something has gone wrong. But in radio there can be no errors. Once a word has been spoken or a single note of music sounded it is gone beyond recall.

● This being so, there naturally must be a great deal of advance preparation for every program. Certain players, musicians and sound-effect men must use certain microphones, or be placed in certain spots in the studio. The voice of an actor must carry so many vibrations on one word and so many on another. There can be no deviation.

● As the time for a program draws near the players are in their allotted position. In the foreground, where he can signal to all who are participating, is the production manager. He wears headphones that enable him to hear all that goes on, not as uttered in the studio but as it goes out on the air. In one hand is his stop watch, for he must time every stage of the production down to fifths of seconds; in the other hand is his continuity, as the manuscript is termed in radio.

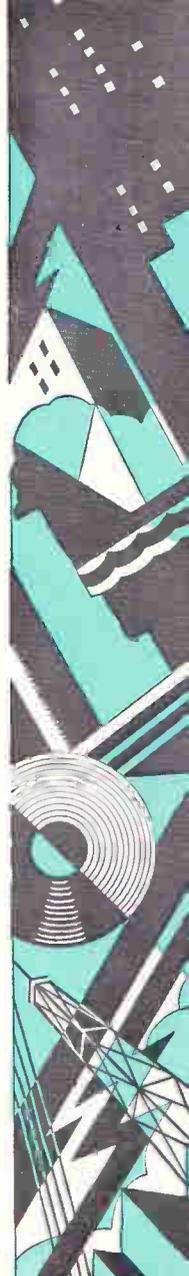
● The last few seconds pass slowly. The second hand of the clock seems to almost crawl. Then the time arrives. The engineer in the control room gives his signal. Electric signs in the studio flash the word "Silence." The production manager nods his head. The program is on.

● It is probable that the program opens with music. A certain note, perhaps, is the cue for the announcer to begin his identifying announcement. His every sentence has been timed in advance. If he speaks too rapidly or too slowly the time must be made up or drawn out by those who follow. His announcement finished, again the microphones are switched; this time, perhaps, to the actors. They are grouped around a microphone that hangs from the ceiling, according to the intensity of their voices—the light voices nearer, the heavy voices farther away. Each actor holds a copy of the continuity, since radio players seldom memorize their lines. But here the greatest caution is necessary. Rattling paper near the microphone may sound like a great explosion over the air. There can be no nervousness.

● The program continues, and sound effects must be used. Whether the scene enacted is aboard an airplane, or whether it is a storm at sea, the sound of an airplane or a storm must be reproduced. In one corner of the studio are the sound effects, some incased in elaborate cabinets, others strewn over the floor. Separate microphones pick up their sounds, the whole—voices, music and sound effects—to be blended on the "mixing panel" of the control room.

● All of the production manager's directions must be by means of pantomime. A certain turn of the hand means "faster." The stretching of both arms means "slower." Other motions mean to speak louder or softer—to move closer to the microphone—to back away from it. And always the master of all is time. No wonder that as the program ends the players leave the studio exhausted.

A SCENE DURING PRODUCTION. IN THE FOREGROUND (RIGHT) IS A CABINET THAT CREATES SOUND EFFECTS



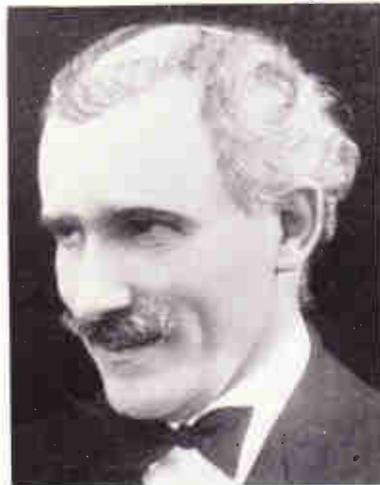
Among the Personalities  
of WMAQ—Friends You  
Know by Their Talents



BETTY McLEAN  
LEADING WOMAN



BILL HAY  
AULD SANDY



ARTURO TOSCANINI  
CONDUCTOR



IRENE BEASLEY  
BLUES SINGER



JACK NELSON  
ENTREPRENEUR



RUTH LYON  
SOPRANO



VINTON  
HAWORTH  
LEADING MAN



As leaders in the world of  
drama and music, they are  
heard frequently over WMAQ



JOHANN  
LINGEMANN  
CELLIST



FARMER RUSK  
DIRECTOR OF WMAQ  
FARM SERVICE



DOUGLAS HOPE  
CHARACTER ACTOR



FRANZ PFAUF  
PIANIST



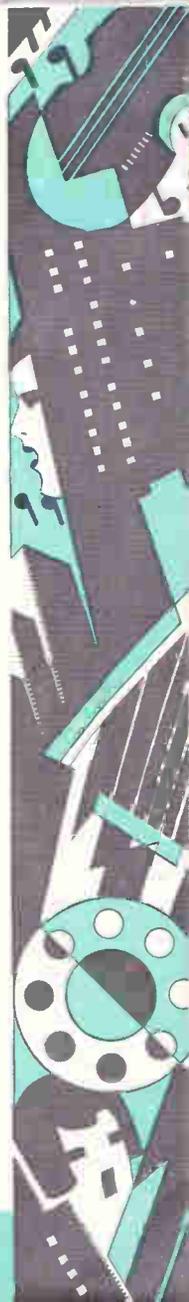
IRENE WICKER  
DRAMATIC  
PLAYER



JIMMIE GARRIGAN  
CONDUCTOR



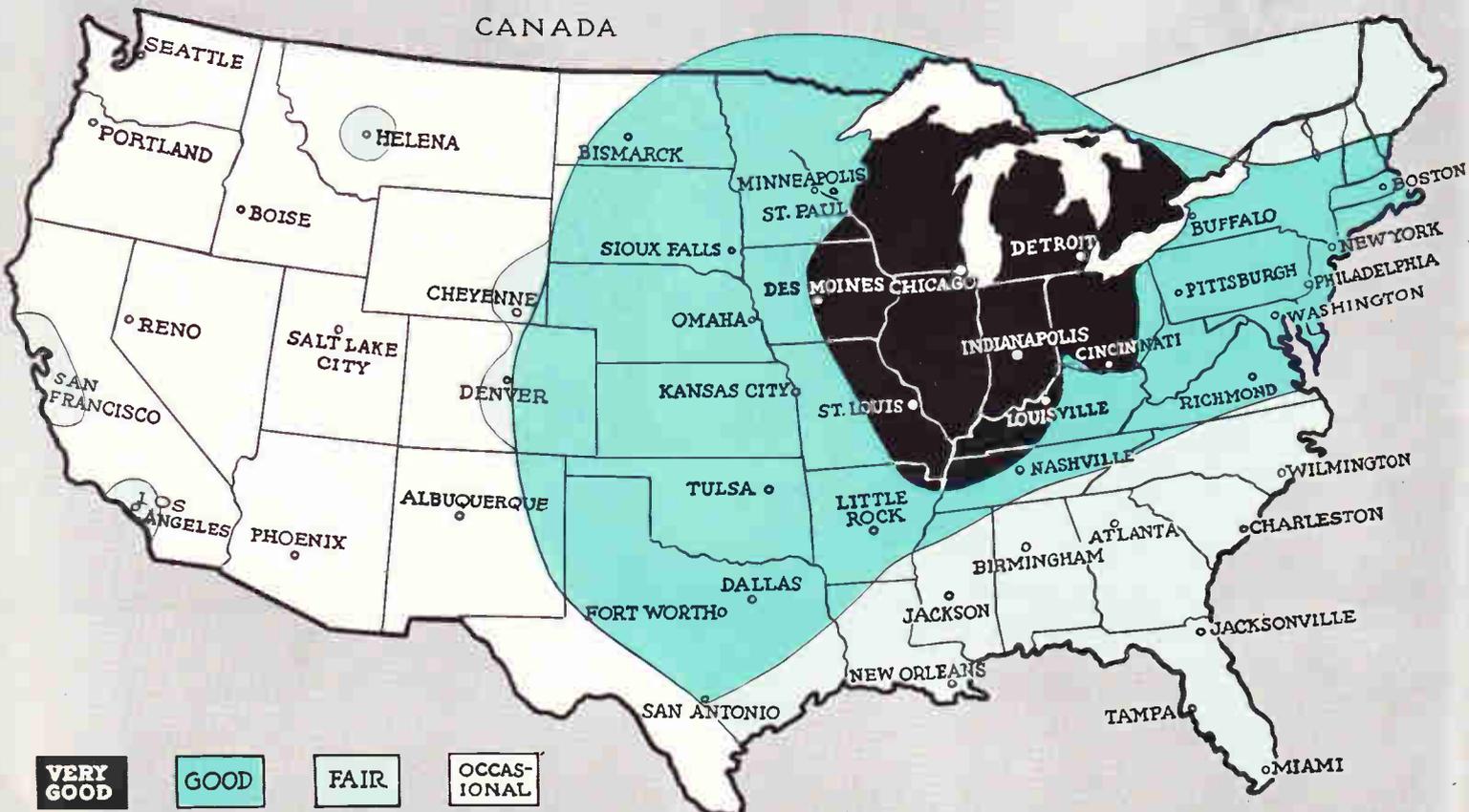
THE SMITH  
FAMILY



# COVERAGE OF WMAQ

A complete record is maintained by WMAQ of letters received from radio listeners commenting upon programs. During the period of one year the following number of cities in each state reported reception of WMAQ programs:

| STATE                | No. of Cities | STATE          | No. of Cities | Canada—             | No. of Cities |
|----------------------|---------------|----------------|---------------|---------------------|---------------|
| Alabama              | 22            | Nebraska       | 38            | Alberta             | 4             |
| Arizona              | 5             | Nevada         | 2             | British Columbia    | 6             |
| Arkansas             | 29            | New Hampshire  | 15            | Manitoba            | 30            |
| California           | 52            | New Jersey     | 48            | Ontario             | 46            |
| Colorado             | 19            | New Mexico     | 4             | New Brunswick       | 3             |
| Connecticut          | 26            | New York       | 106           | Quebec              | 10            |
| Delaware             | 4             | North Carolina | 27            | Saskatchewan        | 25            |
| District of Columbia | 1             | North Dakota   | 67            |                     |               |
| Florida              | 22            | Ohio           | 112           | TOTAL CANADA        | 124           |
| Georgia              | 26            | Oklahoma       | 47            | Cuba                | 1             |
| Idaho                | 3             | Oregon         | 7             | Mexico              | 1             |
| Illinois             | 817           | Pennsylvania   | 127           | New Zealand         | 10            |
| Indiana              | 288           | Rhode Island   | 6             | Nova Scotia         | 2             |
| Iowa                 | 316           | South Carolina | 10            | Philippine Islands  | 1             |
| Kansas               | 70            | South Dakota   | 43            | Ceylon              | 1             |
| Kentucky             | 33            | Tennessee      | 27            | Hawaii              | 1             |
| Louisiana            | 22            | Texas          | 51            | Costa Rica          | 1             |
| Maine                | 17            | Utah           | 2             | Porto Rico          | 1             |
| Maryland             | 13            | Vermont        | 14            |                     |               |
| Massachusetts        | 43            | Virginia       | 28            | TOTAL OTHER FOREIGN | 19            |
| Michigan             | 341           | Washington     | 8             | COUNTRIES           | 19            |
| Minnesota            | 109           | West Virginia  | 23            |                     |               |
| Mississippi          | 27            | Wisconsin      | 474           | GRAND TOTAL         | 3,860         |
| Missouri             | 101           | Wyoming        | 9             |                     |               |
| Montana              | 11            | TOTAL U. S.    | 3,717         |                     |               |





W. G. HAY  
COMMERCIAL MANAGER



A. LE ROY HASENBALG  
SALES REPRESENTATIVE



M. W. BRADBYER  
SALES REPRESENTATIVE

# SERVING THE PUBLIC INTEREST

**T**HE number of wave lengths available in the United States for broadcasting is limited to eighty-nine. The Chicago Daily News station WMAQ is the sole occupant of one of those channels.

● In securing the license for the operation of the station WMAQ has assumed the obligation that it will operate the station in the "public interest, convenience and necessity."

● WMAQ asks that each of the program sponsors utilizing the facilities of the station assume the same obligation—that the portion of time so used will be in the "public interest, convenience and necessity."

● Therefore each program sponsor contributes something in entertainment, education or general information that is of value to the radio audience. Unless the advertiser is willing to make such a contribution he cannot enjoy the privilege of addressing the radio audience of WMAQ.

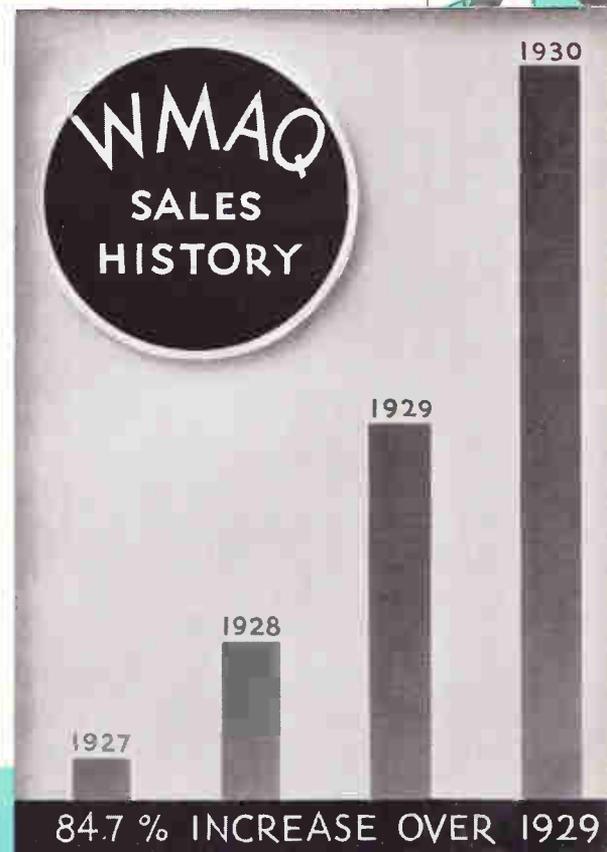
● For this reason the minimum time sold on WMAQ (except for certain group features) is fifteen minutes.

● Thus WMAQ plays fair with its radio audience.

● The result is that the listener habit of leaving the dials tuned to WMAQ is increasing.

● The WMAQ audience is an

appreciative audience—a responsive audience—and a buying audience. The growth of WMAQ sales is conclusive proof that advertisers using this increasingly popular station have obtained most satisfactory results. Intelligent care in the presentation of individual programs and a wholesome conception of public interest assure a constant growth of WMAQ's popularity.



# PROGRAM SPONSORS

Among leading concerns which sponsored programs over WMAQ during the year 1930 are the following:

## ACCOUNTS ORIGINATED IN WMAQ STUDIOS

The Pepsodent Company—Toothpaste  
Kosto Company—Dessert preparation  
Chrysler Motor Car Company  
Williams Manufacturing Company—Bond Street Spats  
The Davis Store  
Alfred, Decker and Cohn—Men's Furnishings  
Pabst Brewing Company  
Elgin National Watch Company  
Chicago Bank of Commerce  
Freeman-Beddoe Shoe Company  
Nahigian Brothers—Oriental Rugs  
O'Connor & Goldberg—O-G Shoes  
Jerrems' Tailors  
Chas. A. Stevens & Bros.  
Quality Wet Wash Laundry  
The Fair  
National Heel Manufacturing Association  
National Rug and Hammock Mills—Velvetstep Rug Cushions  
Stokely Brothers Canning Company  
Hydrox Ice Cream Company  
Carson Pirie Scott & Company—Bob-o-Link Hosiery, Stay-Down Shirts, Mandalay Underwear  
Harry Alter Company—Majestic Radio  
Hammond Clock Company  
E. Fougere Company—Vapex Nasal Oil  
Endicott-Johnson Company—Men's Shoes  
Green Brothers Company—Tastyeast  
Nunn, Bush & Weldon Shoe Company  
Robinson Furnace Company  
Martin-Senour Paint and Varnish Company  
Cincinnati Victor Company—Ventilators  
Packard Motor Car Company  
E-Z Mills—Underwear  
Kolyos Toothpaste Company  
Bohn Refrigerator Company  
Burley & Company—Home Furnishings  
Calsodent Company—Dentifrice  
Thomas J. Webb Coffee Company  
Pere Marquette Railroad  
Chicago Board of Trade  
Cutler Shoe Company  
Hartman Furniture and Carpet Company  
Hudson Motor Car Company  
Procter & Gamble Company—American Family Soap  
Klee Brothers—Men's Furnishings  
Henry C. Lytton & Sons—The Hub  
Michigan Tourist and Resort Association  
Marquette Petroleum Products Company  
Premier Malt Sales Company  
Gabriel Snubber Manufacturing Company—Shock Absorbers, Tropic Aire  
Utica Steam and Mohawk Valley Cotton Mills—Sheets and Pillowcases  
Royal Blue Stores—Chain Groceries  
Capper & Capper—Men's Furnishings  
Motorists Association of Illinois  
Arzen Laboratories—Arzen Nasal Oil  
Illinois Coal Bureau  
C. D. Peacock—Jewelers  
Hinckley & Schmidt Company—White Rock Mineral Water, Corinnis Water  
Maling Brothers—Footwear  
Gordon Baking Company  
San Francisco Convention and Tourist Bureau  
Los Angeles Chamber of Commerce  
John M. Smyth Company—Furniture  
Chicago, Burlington and Quincy Railroad  
Superior Home-Golf Company—Indoor Golf Sets  
Libby, McNeill & Libby—Canned Goods  
Curtiss Candy Company  
Chewaukla Spring Water Company  
Thomas J. Hay, Incorporated—Willys Knight, Overland  
Bunte Brothers Candy Company  
Vaughan's Seed Store  
American School of Correspondence  
Western Union Telegraph Company  
Wieboldt's Stores, Incorporated  
Goodrich Rubber Company  
Permanize Corporation of America—Permanize Auto Finish  
The Boston Store  
Edes Robe Tanning Company  
General Motors Corporation  
Montgomery Ward & Company  
Cadillac Motor Car Company—Cadillac, LaSalle  
Chevrolet Motor Car Company  
The Quaker Oats Company  
H. Ten Bruin & Sons—Ten Bruin Mustard  
Stumpfs—Society Brand Clothes

## FROM THE COLUMBIA CHAIN

Sinclair Refining Company  
Associated Jewelers  
Johns Manville Corporation—Roofing  
R. Wallace & Sons Manufacturing Company—Silverware  
Francis H. Leggett Company—Premier Salad Dressing  
Blackstone Cigar Company  
Literary Digest  
Forhans Toothpaste Company  
Tide Water Oil Sales Corporation  
Cudahy Packing Company—Old Dutch Cleanser  
Brown Shoe Company—Buster Brown and Brownbilt Shoes  
Bremer-Tully Radio—Brunswick Radio  
Ward Baking Company  
Philadelphia Storage Battery Company—Philco Batteries and Radio Sets  
National Retail Shoe Company—Men's Shoes  
Congress Cigar Company—LaPalina Cigar  
S. W. Straus & Company—Investment Securities  
Phillips-Jones Corporation—Van Heusen Collars  
Standard Oil of Indiana  
W. L. Douglas Shoe Company  
Quaker State Oil Refining Company  
General Mills, Incorporated—Gold Medal Flour  
Consolidated Cigar Corporation—Henry George Cigar  
American Chain Company, Incorporated—Weed Tire Chain  
United States School of Music  
Anheuser-Busch, Incorporated  
Herbert D. Shivers, Incorporated—Robert Burns "Pantella" Cigar  
The Carborundum Company—Abrasives and Refractory Products  
O-Cedar Corporation—Mops, Polish and Spray  
Bay State Fishing Corporation—Forty Fathom Fish  
The Wahl Company—Pencils, Fountain Pens  
Macfadden Publications—True Story Magazine  
McKesson & Robbins, Incorporated—McKesson Service Druggist Plan  
Dictagraph Products Corporation—Electrical Instruments for Hearing  
Purity Bakeries  
Ceco Manufacturing Company—Ceco Radio Tubes  
A. Bourjois & Company, Incorporated—"An Evening in Paris" Perfume  
The Bookhouse for Children—Children's Books  
Eskimo Pie Company  
American Wire Fabrics Corporation