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**WHAM**  
 150 KC

**FRIDAY, NOVEMBER 14**  
 8:00 P. M.—The Radio Guild.  
 A full hour dramatization.  
 8:30 P. M.—Francis Silva.  
 Reviewing the sports world.  
 9:00 P. M.—Grand Central Station.  
 Dramatic presentation.  
 9:30 P. M.—Death Valley Days.  
 9:58 P. M.—Tommy Dorsey.  
 Music that's different by Dorsey

**SATURDAY, NOVEMBER 17**  
 6:00 P. M.—Radio News Reporter.  
 7:00 P. M.—Hank and Herb.  
 With the Old Timers Orchestra.  
 8:30 P. M.—Linton Wells.  
 News commentator.  
 9:00 P. M.—National Barn Dance.  
 A full hour show with Uncle Ezra's gang.  
 10:00 P. M.—NBC Symphony Orchestra.  
 Conducted by Pierre Monteux.

**SUNDAY, NOVEMBER 18**  
 8:30 P. M.—Down Melody Lane.  
 With Norbert Klem's Orchestra.  
 10:30 P. M.—Oscar Nelson's Orchestra.  
 Starring Harriet Hillard and Peg Murray.  
 11:00 P. M.—The General Motors Symphony Concert.  
 Erno Rapee conducting.  
 11:30 P. M.—Hollywood Playhouse.  
 Starring Tyrone Power.  
 9:50 P. M.—Walter Winchell.  
 Presented by Jergens.

**MONDAY, NOVEMBER 19**  
 6:45 P. M.—Lowell Thomas.  
 7:30 P. M.—Italian Intermessa.  
 Music of all times and all nations.  
 8:00 P. M.—Hugh Johnson.  
 News commentator.  
 9:30 P. M.—Grand Hotel.  
 Presented by Campana.  
 9:00 P. M.—Philadelphia Symphony Orchestra.  
 Eugene Ormandy conducting.

**TUESDAY, NOVEMBER 20**  
 6:15 P. M.—Chevrolet Musical Moments.  
 With Vic Arden's orchestra and guests.  
 7:30 P. M.—The German Hour.  
 Charles Siverson conducting.  
 8:30 P. M.—It Can Be Done.  
 Starring Edgar A. Guest.  
 9:30 P. M.—The NBC Night Club.  
 Ransom Sherman, master of ceremonies.  
 11:00 P. M.—The 2500 News Reporter.  
 Latest United Press News.

**WEDNESDAY, DECEMBER 1**  
 6:30 P. M.—The Singing Lady.  
 Songs and Stories for the kiddies.  
 8:00 P. M.—Eddie Duchin.  
 Presented by Elizabeth Arden.  
 8:30—Sid Skolsky.  
 News of Hollywood.  
 9:30 P. M.—NBC Minstrel Show.  
 10:30 P. M.—Waltz Interlude.  
 Popular melodies in three-quarter time.

**THURSDAY, DECEMBER 2**  
 4:30 P. M.—Club Malinee.  
 NBC variety show from Chicago.  
 7:30 P. M.—True Stories of the New York State Police.  
 8:00 P. M.—General Hugh Johnson.  
 News commentator.  
 9:30 P. M.—The March of Time.  
 9:50 P. M.—Rochester Philharmonic Orchestra.  
 Jose Iturbi conducting.

**IN ONE EARE**  
 By ART KELLY

WHAM's programs are really going places these days. From England, Ireland, Panama, Bermuda, Porto Rico and even far off Australia and Hawaii WHAM officials are receiving reception reports that tell of hearing WHAM's high-frequency experimental station.

With only a limited watt carrier, the short wave transmitter carries WHAM's programs to foreign listeners on the frequency—31.5 megacycles.

According to John J. Long, technical supervisor of Rochester's 400-watt, the unusual flood of foreign reception reports now being received on WHAM are accounted for by the present sunspot. As the sunspot cycle reaches its peak, reception conditions on the short wave bands will become even more erratic with unpredictable periods of good and bad reception interrupting average reception conditions.

The two outstanding international football games of the season—the Egan Bowl and the Bowls—will be broadcast exclusively by the NBC on New Year's Day, Saturday, January 1.

The Sugar Bowl game from New Orleans will take the air approximately at 7:00 p. m. and the Rose Bowl game from Pasadena, Calif., will follow about 1:45 p. m.

Did you know that Clark Dezzain is the new host on the Pibber McGee and Molly program there as late as such research as rehearsal behind the March of Time broadcasts.

He and his show are written by Gene Kelly who has taken the place of Frank Will Rogers is an announcer at WHAM. William Ray, general manager of WHAM, was once an announcer at WPTX.

Fourteen miles of copper wire have been buried at a ground system to be used in connection with WHAM's new 400 foot vertical antenna. WHAM's German Hour has been moved to 7:00 Tuesday evening.

Sound effects are a headache to production men, but here is the way Don Mihan of NBC beat the bugaboo recently he had to create the sound of an electric razor for the Katzenjamer's Kitten. He did so, instead of leaving at home he brought his electric razor to the studio and shaved during the broadcast. That deed might be referred to as using your head.

Radio is taking on an air of sophistication these days. Only last week NBC bestowed upon its production men the honorable title of directors. The radio industry believes the title is in keeping with the importance of the job.

Here's another tip. Starting December 8, NBC will present from Hollywood a new variety show titled "Four Hollywood Favorites." Featuring Dietrich, host of ceremonies, Leo Forstman's orchestra, Rosemary Lane and Warner Brothers picture stars as members of the cast, the program will be heard Wednesday nights at 10:00 p. m. over the NBC Red Net.

The Saturday night NBC Symphony Orchestra concerts (WHAM, 10:30 p. m.) originate in the world's largest broadcasting studio. This unique chamber of acoustical perfection is known to NBC personnel simply as Studio 8-H.

The Variety Show, presented by NBC on WHAM each Friday at 9:00 p. m. will feature tonight student talent of Syracuse University.

Here are a couple of unusual sights one sees about a radio station in Radio City. Lyn Murray's mixed chorus, correctly attired in evening dress, huddled about a mike and singing cowboy ditties. Chief Lone Bear, on the Death Valley Days show, wearing white tie and tails, heading a tom-tom.

A thumbnail sketch of Jose Iturbi, dynamic Spaniard, who conducts the Rochester Philharmonic Orchestra during its broadcasts on WHAM. Born in Valencia in 1890... first became interested in piano work at the age of four... at seven was supporting himself and helping his family... studied in Barcelona. He was head of the piano faculty of the Geneva Conservatory of Music... conducted his first concert at the age of twenty... has toured the principal cities of Europe, England, South America, Mexico and the United States on concert tours... organized his own orchestra in 1933... devotes about four hours a day to practicing piano and another four to the studying of his scores... also speaks many languages.

Latest reports from WHAM's technical staff is that the 400-foot vertical antenna now under construction for WHAM will be completed about the first week in December. It will be in service about December 15.

Elmer Martin, President of the Automobile Workers of America, will speak before the Rochester City Club on Saturday, Nov. 27. His address, titled "Labor's Place in American Democracy," will be broadcast by WHAM, starting at 1:00 p. m.

In order to arrive at a knowledge of everything, desire to know nothing—St. John of the Cross.

**ROCKNE MEMORIAL BUILDING STARTED**

NOTRE DAME, IND.—Construction of a memorial field-house, dedicated to the memory of the late Knute K. Rockne, will begin on November 6, according to an announcement by the Rev. John F. O'Hara, C.S.C., president of the University of Notre Dame.

With a width of 182 feet and a length of 210 feet, the huge building will be devoted entirely to the physical training needs of the student body.

The famous football manager's name will be particularly honored in the foyer. In this Rockne Room will be housed the university's athletic trophies.

Features will include a 50-foot swimming pool, twelve courts for basketball and squash, and locker rooms.

With much pleasure we take the occasion to extend our warm greetings to

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