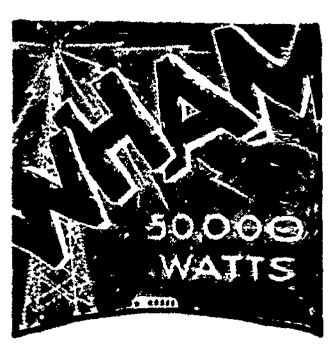


SPECIAL FEATURES

WINGS FOR THE MARTINS —Wednesdays—9:30 to 10:00 P. M. A psychological approach to the training of the children in the family. This is an educational feature of NBC and WHAM will carry the entire series.

THE ARMSTRONG - GARCIA FIGHT—Friday, Nov. 25 — 10:00 to 11:00 P. M. This is the second in this year's fight broadcasts brought you exclusively by the Adams Hat Stores.

CHICAGO CITY OPERA COMPANY—Friday, Nov. 25—12:00 P. M. to 12:30 A. M.—"Tristan and Isolde."

FOR THE CHILDREN

TERRY AND THE PIRATES—Mon., Tues. and Wed. — 5:15 to 5:30 P. M.

DON WINSLOW OF THE NAVY—Mon. thru Fri. — 5:30 to 5:45 P. M.

TOM MIX AND HIS STRAIGHT SHOOTERS—Mon. thru Fri.—5:45 to 6:00 P. M.

SING ME A SONG—Mon. at 5:00 P. M. and Thur. at 5:15 P. M.

COAST TO COAST ON A BUS —Sundays—9:10 to 10:00 A. M.

VARIETY

HANK AND HERB AND THE OLD TIMERS — Saturdays — 7:30 P. M.

NATIONAL BARN DANCE — Saturdays—9:00 P. M.

THE DIAMOND WALNUT HOUR—Sundays—10:00 A. M. A fine variety show for your Sunday morning pleasure.

JACK BENNY — Sundays — 7:00 P. M.

CHARLIE McCARTHY — Sundays — 8:00 P. M.

HOLLYWOOD PLAYHOUSE — Sundays—9:30 P. M.

CHEERIO — Sundays — 10:30 P. M.

EASY ACES—Tues, Wed. Thur. —7:00 P. M.

THOSE WE LOVE—Mondays— 8:30 P. M.

INFORMATION PLEASE — Tuesdays — 8:30 P. M.

FIBBER McGEE AND CO. — Tuesdays — 9:30 P. M.

BOB HOPE — Tuesdays — 10:00 P. M.

ONE MAN'S FAMILY — Wednesdays—8:00 P. M.

TRUE STORIES OF THE NEW YORK STATE POLICE — Thursdays—7:30 P. M.

INTERESTING NEIGHBORS— —Thursdays—8:30 P. M.

GOOD NEWS OF 1939—Thursdays—9:00 P. M.

BING CROSBY — Thursdays — 10:00 P. M.

WARDEN LAWES—Fridays— 8:00 P. M.

MARCH OF TIME — Fridays —8:30 P. M.

MUSIC

ROCHESTER CIVIC ORCHESTRA—Monday, Nov. 28—3:15 to 4:00 P. M.—Guy Fraser Harrison, conducting.

THE GERMAN HOUR — Tuesdays—7:30 to 8:00 P.M. Charles Siverson, conducting.

ARTURO TOSCANINI AND THE NBC SYMPHONY — Saturdays—10:00 to 11:30 P. M.

METROPOLITAN OPERA AUDITIONS — Sundays — 5:00 to 5:30 P. M.

ROCHESTER PHILHARMONIC ORCHESTRA — Thursday, Dec. 1—8:30 to 9:00 P. M.—Guy Fraser Harrison, conducting.

MILESTONES IN MUSIC—Saturdays—11:30 A. M. to 12:00 Noon.

NEWS

SUNDAY EVENING NEWS — Sundays—6:15 to 7:00 P. M.

FARM NEWS — Mondays thru Fridays—1:15 to 1:30 P. M.

THE COURIER NEWS—Saturdays—11:15 to 11:30 A. M.

YOUR ESSO REPORTER— Weekdays—7:00 A. M.-12:05 P. M.-6:00 P. M.-11:00 P. M. Sundays—9:00 A. M.-12:05 P. M.-6:00 P. M.-11:00 P. M.

COMMENTARY

FATHER COUGHLIN — Sundays—4:00 to 5:00 P. M.

TOMORROW'S HEADLINES — Wed. and Fri. — 7:45 to 8:00 P. M.

LOWELL THOMAS—Mon. thru Fri.—6:45 to 7:00 P. M.

NATIONAL RADIO FORUM — Mondays—10:30 to 11:00 P. M.

HARRY McTIGUE—Mon. thru Sat.—6:30 to 6:45 P. M.

"Start your day right by listening to 'Pie Plant Pete and Bashful Harmonica Joe' over WHAM every weekday morning at 7:15—'They're A Riot of Fun.'"

THE LISTENIN' POST

By AL SISSON

What Is A "Snerk"?

In radio, the term "snerks" refers to the odd habits practically all actors and announcers have when addressing the microphone.

Rupert LaBelle, in the role of Rufus Kane in the Story of Mary Marlin, worries his top vest button.

Tom Murray, WHAM Newscaster, continually ruffles his hair while dispensing his twice daily Newscasts.

Bob Guilbert Don Winslow of the Navy, shoves the tail end of his tie down inside his shirt collar.

Jack Lee, WHAM production manager, fumbles with his watch while giving out either commercial or dialogue copy (It's a habit with production men.)

Phil Lord, who plays Seth Parker, approaches the microphone with bent knees and hunched shoulders as he twangs out the New England dialect so familiar to radio listeners.

Art Kelly, WHAM promotion chief, sits very straight when orating his plugs. Art says it helps his poise.

Harry McTigue, WHAM Sportcaster, always has the microphone at his left. Harry always seems to ignore the presence of the "mic." That's something that many cannot do.

So much for "snerks for this week. More later, if we can detect them.

The question has often been asked. Who wins in the many radio contests? The answer was given out over WHAM on Tuesday evening, Nov. 15, when Mrs. J. P. Hanovan, of 202 Chestnut St. in Rochester was awarded $250.00 for her efforts in entering a contest. For several weeks the Sealtest Company has been running a contest to determine who murdered Steve Treadway, in the story, "Your Family and Mine," heard over WHAM Mondays thru Fridays at 4:45 P. M. Mrs. Hanovan followed the story and decided she had a solution. She wrote and sent to the sponsor her answer and in due time received the glad news that she had won second prize in the fourth week competition. To make it a gala occasion for the lucky lady, Mr. William Fay, Manager of WHAM invited her to the studios and immediately after the Tuesday broadcast went on the air and introduced Mrs. Hanovan to Mr. Samuel Nivling, managing director of the General Ice Cream Company (the sponsors with the Brighton Place Dairy) of "Your Family and Mine." Mr. Nivling presented the winner with a check for $250.00 and the very happy lady could only stammer, "Oh, My. This is wonderful. Thank you very much."

Television arrived in Rochester one day last week. During the convention of the Radio Engineers a television broadcast was presented for their edification. The camera was focused from one of the windows of the Sagamore Hotel and picked up the traffic at the corner of East Ave and Gibbs St. The broadcast was then relayed to the convention room in the Hotel. This gave rise to the question, "When will this new miracle be practical?"

Many engineers seem to think that it will be soon. An experimental Television Broadcast of the National Automobile Show in New York was undertaken last week and was reported as a success. A fire that broke out on Nov. 15 on Ward's Island in the East River wrote a new chapter in television history when the RCA-NBC television unit covered the event on the spot. Who knows, maybe we will be seeing all the great national and local events of the day, as well as hearing them, very soon.

Radio listeners demand continuous broadcasting. Periods of silence, whether intentional or accidental, momentary or prolonged precipitate a flood of telephone calls to the studios of radio stations.

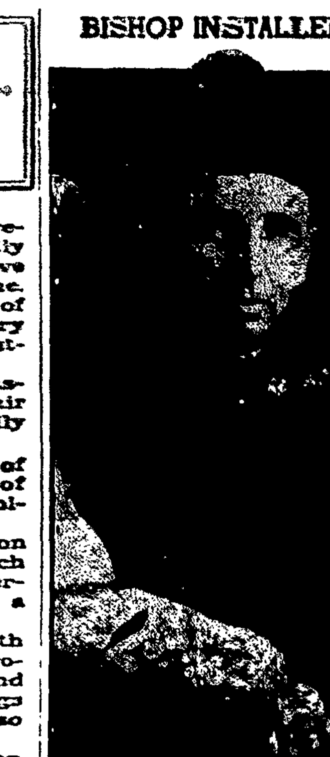
This was recently very evident when a hurricane struck the East, and when Europe trembled on the brink of war. During the tense European situation especially, the slightest interruption of service brought in scores of calls. "My radio went off for three minutes," a listener would call. "Can you tell me if war has been declared?" Many anxious persons awoke in the early hours of the morning, turned on their radios, and greeted only with silence, quickly telephoned their favorite station. A typical early morning call during the crisis: "I just turned on my radio and can't hear a thing. What's happened in Europe? When will the news broadcasts start?"

On the day that Adolph Hitler was scheduled to speak from the Sports Palace in Berlin, listeners started their calls before dawn to complain that they were unable to get the speech, even though it was not scheduled until afternoon New York time.

Truly radio has a great appeal, whether the news is war, sports or the report of the latest election returns. The listener wants programs, not silence, and the radio executives strive to give them what they want. During the days and weeks, year in and year out, Radio is at the beck and call of the public and when world shaking events are happening, the "Mic" is always on the job to report the happenings as they take place.

The hour grows late—the candle burns low and the "Listenin' Post" is ready to quit. More chatter next week.

BISHOP INSTALLED



After 33 years as mission worker, teacher, college rector and pastor, the Right Rev. John H. Peschges (above) pastor of St. Augustine's Church, Austin, Minn., was consecrated Bishop of the Diocese of Crookston, Minn. The ceremonies were held at the College of St. Teresa, Winona, where the new Bishop was ordained in 1915. He was installed, November 16, by Archbishop John G. Murray of St. Paul.

EXTRA SERVICE SET FOR SORROWFUL MOTHER NOVENA AT ST. MARY'S

To accommodate the increasing crowds attending the Perpetual Novena in honor of Our Sorrowful Mother at Old St. Mary's Church, South St., an extra [illegible] service at 3:30 P. M. will be [illegible] this Friday.

It is announced by the [illegible] [illegible]

[illegible]

[illegible] of a fine [illegible] on of the [illegible] Sacrament and [illegible] hymn.

Enroll Nocturnal Group Nov. 26

On Saturday evening, November 26, another [illegible] will be enrolled in the Nocturnal Adoration Society.

One reason for the [illegible] of this society is to [illegible] [illegible]

It is the [illegible] sacrifice th[illegible] appeals to the men.

Applicants for membership should meet the [illegible] between 9:15 and 9:30 Saturday night at the [illegible] of St Patrick's Church.

In 1937, the seventeenth anniversary of radio there were seven hundred and fifteen radio stations in the United States.

KEEP FAITH ALIVE SAYS U. S. AIDE

Stressing Need To Save America

CLEVELAND. — If America is to continue the New World upon which rest the hopes of millions, it is the high task of school teachers to keep alive in the hearts of youth unshakable faith in human liberty, democracy and Christianity, Assistant Secretary of State Francis B. Sayre declared in an address at the annual meeting here of the Northeastern Ohio Teachers Association.

"Faith in individual liberty and the rights of man, faith in democracy will not abide unless one believes in the nobility of the human spirit, in the slow upward progress of humanity, in the ultimate triumph of good," he said. "Faith in man ultimately depend upon faith in God. One who loses his faith in God ultimately become a prey to discouragement, cynicism and bitter pessimism; the inevitable result is a loss of faith in humanity. It was along ther logical there fore that the American experiment should have been built upon an unshakable faith in God.

Built on Faith

"It is true that some of the founders of this Country had departed from [illegible] believ[illegible] But the [illegible] builded [illegible] upon a fund[illegible] mental faith in the [illegible] and in goodness and in an overruling God.

"Men must come to perceive the [illegible] folly of trying to build a civilization on [illegible] [illegible] and [illegible] to realize [illegible] [illegible] values that [illegible] [illegible] [illegible] and love and [illegible] [illegible] [illegible] fundamentals of Christianity. Only [illegible]

"If we would build a civilization that will be [illegible] [illegible] will yield results that [illegible] [illegible]

[illegible]

Illness Grips Madrid

BURGOS. A bulletin released Saturday by Spanish Nationalist headquarters here gives information of a grave situation in Madrid, where widespread illness is accompanied by a serious shortage of food and heating materials. There are many cases of tuberculosis and colitis and the mortality rate in Madrid is high, the bulletin stated.

A noted Madrid physician who occupied an important position there before the war, has just escaped and declares that the recent Nationalist "bread bombardment" caused much joy, although some of the Reds burned some of the loaves. Others, he said, ate their full, disregarding the Miaja statement that the bread was poisoned. Prices of necessaries, he said, are exorbitant.

His Excellency the Most Rev. Gaetano Cicognani, Papal Nuncio to Nationalist Spain, paid a visit to the Minister of Education and congratulated that official on the educational campaign that the Franco [illegible] is realizing [illegible] [illegible] new [illegible] for high school.

The [illegible] of [illegible] Spain by Holland has started [illegible] Dutch trade, and [illegible] said. A [illegible] vessel loaded with granite has reached Amsterdam.

BILBAO. Baron Meller, director of the Belgian project to reconstruct destroyed churches in Nationalist Spain, has arrived here to arrange for a religious exhibit.

SANTANDER. —The newspapers of this city have published the names and obituaries of more than 50 laborers, members of the Farmers' Catholic Syndicates, assassinated here during the Leftist domination.

CABRA, CORDOBA. -The director of the Nationalist press, the Governor of Cordoba and other authorities attended services held for 92 persons killed in the Leftist bombardment of this city.

SPAIN Today and Tomorrow

(Continued from Page 2)

precise diction of the Papal Encyclicals.

Anti-Tuberculosis Work

This is not mere theorizing, as these writers can testify. There is an "Anti-Tuberculosis Board" in Nationalist Spain whose sanitariums are flourishing in every province. Patients pay on the basis of their wealth or income.

These correspondents witnessed the joy of thousands of refugees who fled from Republican territory and were helped by Nationalist organizations. They were particularly impressed by the "colonies" for children where tiny refugees are cared for until they are rejoined by members of their own families. Measures for the temporary or permanent adoption of war orphans are in successful operation.

The writers also noted homes for orphans and apprentices, creches for babies, thousands of children's dining-rooms nursery gardens dietic kitchens, polyclinics, homes for expectant mothers and summer holiday homes at San Sebastian, Santander and Corunn.

It was obvious that Generalissimo Franco was giving practical effect to his promise: "We have come for the people, for the poor, for the middle classes; not for the capitalists."

(Copyright, 1938, N.C.C.W.)

PERPETUAL NOVENA

In Honor of

OUR SORROWFUL MOTHER

OLD ST. MARY'S CHURCH

Every Friday

3:30 and 8 P. M.

WATCH YOUR WEIGHT FOR GOOD HEALTH!

BATHROOM SCALES

Latest, modern streamlined designs. Guaranteed 5 years. Weigh up to 250 lbs. Larger platform; enclosed construction. Easily read, rotary dials. All bathroom colors.

DETECTO $2.89
HEALTH-O-METER ... $3.95

It's Better to Bring Your Prescription To Paine's Than To Wish You Had

The PAINE DRUG CO.

Apothecaries

24-26 EAST MAIN STREET

Established 1820 Phone Main 1820

TELEPHONE OR MAIL ORDERS SENT CHARGE OR C. O. D. DELIVERIES POSTPAID ANYWHERE IN NEW YORK STATE

NOW PALACE
ANGELS WITH DIRTY FACES
JAMES CAGNEY PAT O'BRIEN
DEAD END KIDS
CHAS. RUGGLES in HIS EXCITING NIGHT

NOW CENTURY
SHIRLEY TEMPLE IN Just Around The Corner
GLENDA FARRELL in TORCHY GETS HER MAN

NOW REGENT
BROTHER RAT
PRISCILLA LANE
WAYNE MORRIS
NANCY DREW DETECTIVE with BONITA GRANVILLE

NOW TEMPLE
JOHN HOWARD in ARREST BULLDOG DRUMMOND
LAW WEST OF TOMBSTONE
HARRY CAREY

NOW CAPITOL
DEANNA DURBIN in THAT CERTAIN AGE
VALLEY OF THE GIANTS
CLAIRE TREVOR

Double-Header

Once in a blue moon will you see Saxony Worsted Suits at $25 including 2 trousers

They're usually $32.50! There's your tip-off for a sweet buy. But it's not the only reason for crashing the gate to this 2 day party. These are Sedan Saxonies —*double-woven!* Quite a mouthful to men who know better fabrics. Their firm, tight weave is ideal for this time of the year. And the way they hold a press will tempt you to wear yours every day. Call your own shot, when it comes to color and pattern. If it's new, it's here. But only until Saturday night—at $25 (with 2 trousers.) *Come-and-get-'em, while they're around!*

Friday-Saturday

Save $7.50! Here are 513 Royal Melton Overcoats at $25

Happy days—*2 of 'em*—if you've a hankering for a good overcoat. And don't want to spend a fortune for it. Lately, you've been hearing a lot about "warmth without weight". Well, Royal Meltons are the coats that started it. They're rugged as a brick wall. But light as a dewdrop, on your shoulders. Town Coat, pictured here, is a best bet for general duty day or night. And if you like to string along with the college crowd, we'll show you some single-breasted Varsity Raglans that will make you look (and feel) like a campus hero. Only 513 of these huskies are walking the plank at $25. Get one of them, *and collect your $7.50 saving!*

If you prefer "Charge It" the Bond way. Pay weekly or twice a month—Or pay 1-3 on DEC. 10 JAN. 10 FEB. 10

BOND CLOTHES
133 MAIN ST. EAST
(Near South Ave.)
Rochester's Most Modern and Complete Store for Men