

Lucky Strike Dance Orchestra on Saturdays and the Atwater Kent Hour on Sunday evenings.

WKY, Oklahoma City, owned and operated by the Oklahoma Publishing Company, became associated with the N.B.C., bringing the total associated stations to fifty-eight.

"This is a record number of permanent associates for what has been the world's largest radio network since its organization," says the N.B.C.

The Fifty-eight Stations

The N.B.C. list of associated stations and ownership follow:

WEAF, National Broadcasting Company, Inc., New York, N. Y.
 WJZ, Radio Corporation of America, New York, N. Y. (Managed and operated by the National Broadcasting Company, Inc.)
 WEEI, Edison Electric Illuminating Company, Boston, Mass.
 WBZA, Westinghouse Electric and Manufacturing Company, Boston, Mass.
 WBZ, Westinghouse Electric and Manufacturing Company, Springfield, Mass.
 WTIC, Travelers Insurance Company, Hartford, Conn.
 WJAR, The Outlet Company, Providence, R. I.
 WTAG, The Telegram Gazette, Worcester, Mass.
 WCSH, Congress Square Hotel Company, Portland, Me.
 WFI, Strawbridge and Clothier Company, Philadelphia, Pa.
 WLIT, Lit Brothers, Philadelphia, Pa.
 WRC, Radio Corporation of America, Washington, D. C. (Managed and operated by the National Broadcasting Company, Inc.)
 WBAL, Consolidated Gas, Electric Light and Power Company, Baltimore, Md.
 WGY, General Electric Company, Schenectady, N. Y.
 WGR, Federal Radio Corporation, Buffalo, N. Y.
 WHAM, Stromberg-Carlson, Telephone Manufacturing Company, Rochester, N. Y.
 WCAE, Gimbel Brothers, Pittsburgh, Pa.
 KDKA, Westinghouse Electric and Manufacturing Company, Pittsburgh, Pa.
 WTAM and WEAR, WTAM and WEIR, Inc., Cleveland, Ohio.
 WJW, The Detroit News, Detroit, Mich.
 WJR, WJR, Inc., Detroit, Mich. (Owned and operated by Richards-Oakland Company.)
 WLW and WSAL, Crosley Radio Corporation, Cincinnati, Ohio.
 WGN and WLIB, Tribune Company and Liberty Weekly, Inc., Chicago, Ill.
 WENR, Great Lakes Broadcasting Company, Chicago, Ill.
 WLS, The Prairie Farmer, Chicago, Ill.
 KYW, Chicago Herald and Examiner, Chicago, Ill.
 KFKX, Operated by Westinghouse Electric and Manufacturing Company.
 KSD, St. Louis Post-Dispatch, St. Louis, Mo.
 KWK, Greater St. Louis Broadcasting Corporation, St. Louis, Mo.
 WOC, Palmer School of Chiropractic, Davenport, Iowa.
 WHO, Bankers Life Company, Des Moines, Iowa.
 WOW, Woodmen of the World Life Insurance Association, Omaha, Neb.
 WDAF, Kansas City Star, Kansas City, Mo.
 WREN, Jenny Wren Company, Kansas City, Mo.
 KSTP, National Battery Broadcasting Company, St. Paul-Minneapolis, Minn.
 WTMJ, The Milwaukee Journal, Milwaukee, Wisc.
 KOA, General Electric Company, Denver, Colo.
 WHAS, The Courier-Journal and The Louisville Times, Louisville, Ky.
 WSM, National Life and Accident Insurance Company, Inc., Nashville, Tenn.
 WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn.
 WSB, Atlanta Journal, Atlanta, Ga.
 WBT, C. C. Coddington, Inc., Charlotte, N. C. (Chamber of Commerce.)
 KVOO, Southwestern Sales Corporation, Tulsa, Okla.
 WFAA, Dallas Morning News, Dallas, Texas.
 KPRC, Houston Post-Dispatch, Houston, Texas.
 WOAI, Southern Equipment Company, San Antonio, Tex.
 WBAP, Fort Worth Star-Telegram (Carter Publications), Fort Worth, Texas.
 WRVA, Larus and Brother Company, Richmond, Va.
 WTAX, City of Jacksonville, Jacksonville, Fla.
 KPO, Hale Brothers and the San Francisco Chronicle, San Francisco, Cal.
 KGO, General Electric Company, San Francisco, Cal.
 KFI, Earle C. Anthony, Inc., Los Angeles, Cal.
 KGW, Oregonian Publishing Company, Portland, Ore.
 KOMO, Fisher's Blend Station, Inc., Seattle, Wash.
 KHQ, Louis Wasmer, Inc., Spokane, Wash.
 WEBC, Head of the Lakes Broadcasting Company, Duluth, Minn., and Superior, Wisc.
 KSL, Radio Service Corporation of Utah, Salt Lake City, Utah.
 KWY, Oklahoma Publishing Company, Oklahoma City, Okla.

A THOUGHT FOR THE WEEK

MAY the dreams of the radio dreamers come true in 1929. Without dreams and dreamers there wouldn't be much joy in keeping awake.

Physical Director Ill, Classes Suffer

Ladies, thin and fat, have lost much of the soreness in little used muscles. The morning exercise period of the WBBM. Chicago, was discontinued pending the recovery of the director, Pat Flanagan, confined to his home with illness.

A physical director is usually supposed to be an example of perfect health, so Flanagan good-naturedly expected his share of kidding letters from his audience.

ROANOKE ASKS STATION DENIAL

Washington.

Opposition to the application of the Richmond Development Corporation to establish a radio station at Roanoke, Va., on the ground that the Federal Radio Commission "would establish a dangerous precedent by placing a broadcasting station in the hands of a public service corporation" was expressed before the Commission by Representative Woodrum (Dem.), of Roanoke, Va.

Heading a delegation from the State, Representative Woodrum declared that a new station is not needed, and that the announced intention of the corporation to employ the proposed station "to promote a better understanding between the public and public utilities generally" was against public policy.

The corporation was granted a rehearing on its application for extension of its construction permit to build the station, which originally was denied November 1 by the Commission after opposition had developed at a previous hearing, says "The United States Daily."

Others appearing against the application were former Governor E. Lee Trinkle of Virginia, R. H. Angell and Judge J. W. Price.

Supporting the application of the corporation were King Funkhouser and R. H. Blake, counsel, and F. W. Collins, vice president of the corporation. Mr. Collins denied that the purpose was of the station to "promote public utilities propaganda," saying that the station will have no connections whatever with any public utilities, and that the statement in the application to the effect public utilities would be promoted was a "broad one," and that the station would be merely to further advancement of the community.

Mr. Blake asked permission of the Commission to amend the application so as to remove the objectionable phrase.

TOO BIG A DEMAND

AWOMAN in California was stirring a mess of vegetables that was boiling on an electric stove. To her astonishment the vegetables or the pan or something gave forth the strains of "Ave Maria." She stirred some more—and heard other numbers from a broadcasting station. It is to be hoped—for the sake of radio, if not of husbands—that the Grand Amalgamated Guild of American Housewives will insist that hereafter all their cooking utensils be made with radio reception improvements.

Girls Over WLW Give Mothers Tip

Cincinnati.

To make their homes something more than boarding houses for their sons and daughters, mothers in the WLW audience are being given an insight into the success-

BOARD STUDIES CHAINS UNDER REALLOCATION

Washington.

What effect the reallocation is having on chain broadcasting is being studied by the Federal Radio Commission. A new order relating to chains may be expected, said Commissioner LaFount.

In its annual report to Congress the Commission discusses chain broadcasting as follows:

"With a comparatively few exceptions, the chain stations are independently owned and have no connection with companies owning or interested in the chain broadcasting company other than their arrangements for taking a certain amount of such programs.

"The Commission has never favored chain stations in its assignments because of any affiliations with the chain. It has uniformly selected for the preferred positions such stations as are entitled thereto because of their individual history and standing, their popularity with their audiences, the quality of their apparatus, and their faithful observance of radio rules of the air.

The 300-Mile Rule

"It is interesting to note, however, that in many cases stations which were not affiliated with chains at the time they received favorable assignments from the Commission thereafter entered upon such affiliations.

"An example of this is station WEBC, of Superior, Wis. In order to make it certain that President Coolidge would have good radio reception at his summer home, the Commission on June 4, 1928, temporarily increased this station's power from 250 to 1,000 watts for evening broadcasting during the summer. Soon after obtaining this increase the station on its own volition affiliated itself with one of the large chains.

"By its General Order No. 43, issued on September 8, 1928, the Commission sought to limit the use of cleared channels for chain programs by requiring a geographical separation of 300 miles between stations using such programs, except for one hour each evening.

Allocation Effect Studied

"The order sought to encourage synchronization by making an exception in case two stations operated on the same frequency. It also made provisions for exceptions in cases of programs of extraordinary national interest.

"Nevertheless, the very drastic effect of the order soon became apparent from the storm of protest from the listening public, and the Commission deemed it wise to postpone the effective date of the order from November 11, 1928, to February 1, 1929, in order to give it an opportunity to make further investigation to avoid injustice to listeners.

"The Commission will observe with particular care the effect of its new allocation of broadcasting stations upon chain broadcasting."

ful guiding of the adolescent mind by the adolescents themselves.

Members of Cincinnati's 3000 Girl Reserves present at 4:15 p. m. each Thursday a series of radio plays.