

FOLLOWING SPORTS THROUGH MIKE

YALE-TIGER FIGHT ON SEVEN MIKES

WBZ Ties Up with Other Stations to Tell of Big Three Game

BOSTON.—The second "Big Three" contest, the Yale-Princeton game, will be broadcast direct from the Yale bowl at New Haven by Westinghouse station WBZ Saturday afternoon, November 14.

KFWB, MOVIE STATION

(Continued from page 6)

15 years experience in the amusement and theatrical world and has shown such a genius for gauging what the general public will do that whenever the movie industry in Hollywood decides to throw a big show or put on a big spectacle of any kind wherein all hands join forces to make it a big success as only Hollywood can, the cry goes up for Norman Manning.

After looking over a few text books on Radio he decided it was too complicated for him to pick up in a few days so he decided not to be troubled with the knowledge. After all, Radio is largely entertainment and the psychology and showmanship necessary to put Radio entertainment on the air is not essentially different from that of the stage, the circus and the fire department making a run.

Smiling Charlie Wellman is the announcer at KFWB. Starting in three years ago as a singer at KYW, Chicago, later at KHJ with the Saturday afternoon frolics and Lost Angels programs he came to KFWB with considerable announcing experience and his snappy way of conducting a program and his "Don't go 'way, folks" are known throughout the country.

At most of our stations giving children's programs the period is given over to some older person who reads the nursery rhymes and tells the bedtime stories. More often than not, their audience is not what they think it is being mostly adults who get a great kick out of the rhymes and stories of their old childhood days.

"What do the kids want over the Radio?" Ben asked himself. "They don't care for jazz or classical music, except when rendered on the harmonica; talks on golf, facial surgery, food hints and a hundred other subjects do not interest them. They tune out the bedtime stories put on for their benefit."

You cannot enumerate the features that

Football Broadcasts

Saturday, November 14

- Colorado Aggies-U. of Colorado, KOA (322.4).
Chicago-Dartmouth, WMAQ (477.5).
Cincinnati-Ohio (Athens) WSAI (325.9).
Holy Cross-Rutgers, WTAG (268).
McGill-Varsity, CFCA (356).
Michigan-Ohio State, WEOA (293.9), WJR (517), WWJ (352.7).
Minnesota-Iowa WCCO (416.4); WOC (483.6).
N. M. State College-Junior College, KOB (348.6).
Oklahoma-Missouri, WOS (440.9).
Oregon Aggies-U. of Oregon, KGW (491.5).
Pittsburgh-U. of Pennsylvania, KDKA (309.1).
Princeton-Yale, WBZ (333.1), WCAP (468.5), WEAJ (491.5), WGY (379.5), WJAR (305.9), WJZ (454.3), WTIC (475.9).
Purdue-Northwestern, KYW (535.4), WBBM (226).
Texas A. & M. College-Rice Institute, KPRC (296.9).
Washington-California, KFOA (454.3), KLX (508).

have appeared at KFWB. They are too many and they change too often. But this fall it is the intention of Warner Bros. to put on one stunt that we know will be popular. By simply running a few feet of wire out onto the production lot and hooking a microphone on the end of it KFWB will broadcast, exactly as it is done every day, the direction and taking of motion pictures.

Nor is that all. If present plans are carried to completion KFWB's power will be greatly increased and it is not unlikely that Warner Bros. will erect several more stations throughout the country and become one of our largest investors in Radio transmitters, with a national tie-up for special features.

Let us quote Jack Warner about Radio and pictures: "There are some who think that in attaching a Radio station to our picture studio, we are fighting our own interests and creating formidable opposition for ourselves. We believe the contrary to be the case and are confident we are increasing the number of our friends and patrons for the entertainment we nightly broadcast places us in more intimate contact with the public and increases the friendly feeling they have for Warner Bros. We are using Radio as it is today—not what it will be tomorrow, although I confidently expect that in time the Radio and the picture business must join forces permanently to produce a superior type of entertainment that will combine all the elements of the stage, the screen and Radio."

Education Week Will Be Observed by KGO

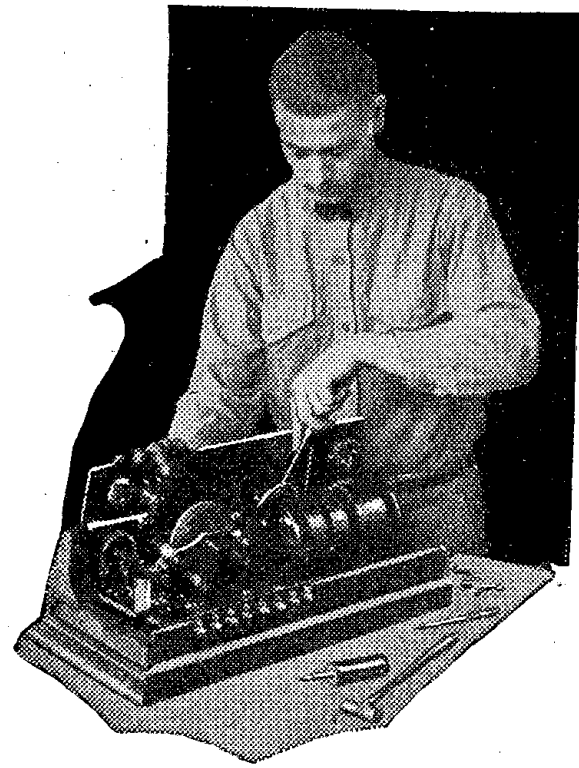
Coast Educators to Deliver Series of Tropical Talks

OAKLAND, Calif.—Radio as an aid to educational institutions will be exemplified throughout the nation during "American Education Week" from November 16 to 22. At KGO, General Electric Pacific Coast station, special educational programs, coordinated by the bureau of education with the national program, will be broadcast.

During the regular KGO Monday evening educational program, November 16, Frederick M. Hunter, superintendent of the Oakland (Calif.) public schools, will speak. His subject will be "The Constitution, and Respect for Law."

Earn \$50 to \$200 a Week in RADIO

You can! Hundreds of ambitious men are already earning thousands of dollars in this wonderful new industry—you, too, can get your share. Mail coupon below for Free Book which describes fully the amazing money-making opportunities in Radio and tells you how YOU can earn from \$5,000 to over \$10,000 a year.



THE astounding growth of Radio has created thousands of big money opportunities. Millions of dollars were spent during the past year on Radio, and thousands of young men are needed right now to meet the ever-increasing demand of work.

Men are needed to build, sell and install Radio sets—to design, test, repair—as Radio engineers and executives—as operators at land stations and on ships traveling the world over—as operators at the hundreds of broadcasting stations. And these are just a few of the wonderful opportunities.

Easy to Learn Radio at Home in Spare Time

No matter if you know nothing about Radio now, you can quickly become a Radio Expert, by our marvelous new method of practical instruction—instruction which includes all the material for building the latest up-to-date Receiving Sets.

Scores of young men who have taken our course are already earning from \$75 to \$200 a week. Merle Wetzel of Chicago Heights, Ill., advanced from lineman to Radio Engineer, increasing his salary 100% even while taking our course!

Wonderful Opportunities

Hardly a week goes by without our receiving urgent calls for our graduates. "We need the services of a competent Radio Engineer."

"We want men with executive ability in addition to Radio knowledge to become our local managers."

"We require the services of several resident demonstrators"—these are just a few small indications of the great variety of opportunities open to our graduates.

Take advantage of our practical training and the unusual conditions in Radio to step into a big paying position in this wonderful new field. Radio offers you more money than you probably ever dreamed possible—fascinating, easy work—a chance to travel and see the world if you care to, or to take any one of the many Radio positions all around you at home. And Radio offers you a glorious future!

The National Radio Institute is one of America's Pioneer Radio Schools—established in 1914. Our course is an absolutely complete one which qualifies for a government first-class commercial license. It trains you for bigger paying jobs in Radio.

Send for FREE RADIO BOOK

Learn more about this tremendous new field and its remarkable opportunities. Learn how you can quickly become a Radio Expert and make big money in Radio.

We have just prepared a new 48-page book which gives a thorough outline of the field of Radio—and describes our amazing, practical training in detail. This Free Book, "Rich Rewards in Radio," will be sent to you without the slightest obligation. Mail coupon for it now!

For a short time we are offering a reduced rate to those who enroll at once. Act promptly and save money.

Advertisement for National Radio Institute featuring a testimonial from T. Winder, Grand Junction, Colo., who earned \$15 to \$80 a week. Includes a photo of T. Winder and a coupon for a free book.

Advertisement for National Radio Institute featuring a testimonial from Geo. A. Adams, Tamaqua, Pa., who doubled his salary. Includes a photo of Geo. A. Adams and a coupon for a free book.