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Radio Beacon

WTAQ-WHBY, Inc.

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ENJOY RADIO
WITH
THE BEACON

RADIO BEACON

WISCONSIN'S
LEADING AIR
MAGAZINE

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October 2, 1937

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Bellin Bldg., Green Bay, Wis.

Vol I No. 35

WTAQ To Carry School Of Air

Many Schools To Listen To CBS Features

Wisconsin And Upper Michi-
gan Classes To Participate
In WTAQ Program

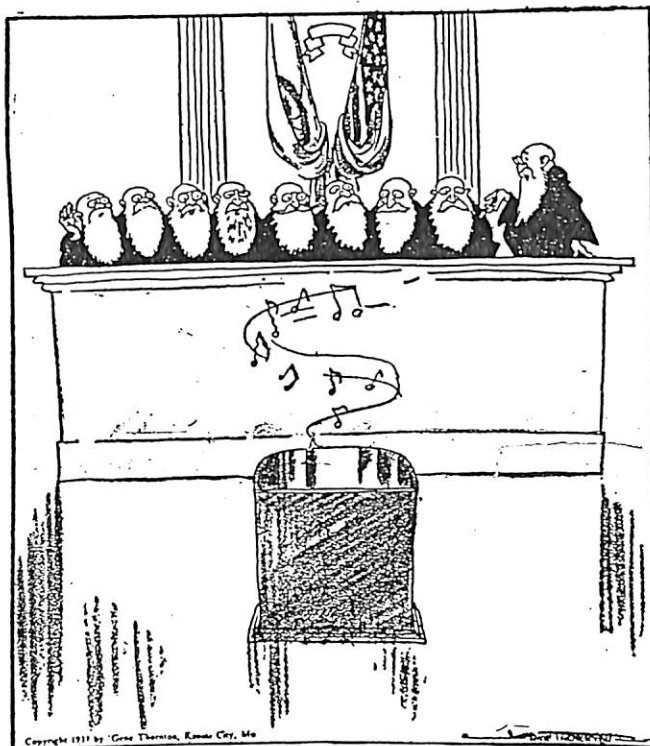
The American School of the Air of the Columbia Broadcasting System, one of the tested leaders in radio education, will return to the air for its ninth season on Monday, October 18th, with an expanded program in which the National Education Association, representing three-quarters of a million teachers and officials, will join, to enter the schoolroom proper for the first time in its history. Station WTAQ, Green Bay, will carry the entire Columbia series.

A number of schools in this section of the state have already signified their intentions of dialing WTAQ to participate in the School of the Air. Included in those who have already decided to participate are the following:

High school and grade school at Kimberly, J. P. Gerrits, principal; Elkhart Lake public school, Russell E. Wedell, supervising principal; Sturgeon Bay High school, Margaret R. Reynolds, principal; Luxemburg Public Schools, Charles F. Teske, superintendent; Lincoln and McKinley grade schools, New London, Harold H. Helms, superintendent; Powers-Spaulding, Mich., high school, Hamilton J. Robichaud, superintendent; Washington high and Washington grade schools, Two Rivers, Fred G. Bishop, superintendent; Pembine high school and Pembine grade school, J. S. Chichester, principal; the following Winnebago county rural schools, Oakwood, Grange, Larsen, Tullar, Maple, Hill, White, Gillingham, Skelton Bridge, Fountain Valley, and Nordheim, Eva C. Monson, county superintendent; Manitowoc city schools, Hugh S. Bonar, superintendent; eleven elementary, two junior, one vocational and one high school in the city of Oshkosh, Charles C. Bishop, superintendent; Lincoln and Jefferson schools in Oconto, L. W. Fulton,

ON THE NOSE

By Thornton



At least we've agreed on something! If we have new members they'll either listen to WTAQ or buy their own radio.

HERMAN'S BAVARIANS ON AIR SUNDAY

The WTAQ pre-game broadcast of music by Herman's Bavarians, will be broadcast Sunday afternoon from 1:30 to 2 o'clock immediately preceding the Green Bay Packer-Detroit Lion football game to be played here. The program, sponsored by the Hochgreve Brewing company of this city, consists of new arrangements of new and old German numbers played by an eight piece orchestra under the direction of Herman Daumler.

superintendent; State Graded, Athelstane, Roosevelt State Graded, Pound, Harmony school, Peshtigo, Fairfield school, Pound and Stewart School, Marinette, Christine Chris-

(Continued on Page 16)

Badger-Marquette Fray To Be On Air This Afternoon

With Allan Hale at the microphone, the annual Wisconsin University — Marquette University football game will be heard over WTAQ this (Saturday) afternoon beginning at 1:45 o'clock. The game between the two old state rivals, is an outstanding battle for so early in the season and is one that sets the entire state agog. Marquette walloped the Badgers last year but pre-game dope this season gives the edge to the Cardinals. The Wadhams Oil company is presenting the sports report.

First Night Game On Air Next Friday

Marquette-South Dakota Fray
To Be Broadcast Over
Station WTAQ

With Allan Hale at the microphone, listeners to WTAQ will hear the first night game broadcast of the season next Friday evening when Wadhams Oil Company presents a direct from the field play by play account of the Marquette University-South Dakota game which will be played at Marquette Stadium, Milwaukee. While no definite time for the start of the broadcast has been announced, it is expected that the game will be on the air beginning at 8 o'clock. Announcement as to the definite starting time will be made prior to game time over WTAQ.

While Marquette didn't show up to great advantage in the Ripon game, the season's opener, the grid-ders proved that they will present an interesting team in their first year under the direction of Paddy Driscoll, newly named head football coach at the Milwaukee institution of learning. By the time of the South Dakota game the Golden Avalanche will have had another game under their belts, that traditional battle against the University of Wisconsin which will be heard over WTAQ this (Saturday) afternoon, so the teamwork of the eleven is certain to be greatly improved.

With Tarzan Taylor, line coach hard at work on the Marquette forward wall, that part of the team is sure to go places, and as several good passers and receivers have been uncovered by Coach Driscoll, a wide open game, so much in favor with radio listeners, is certain to develop.

In response to many requests, WTAQ is again ready to start a children's program. For a number of weeks, partly because of the condition of the studios during the reconstruction, such a program was impossible. The new Children's Frolic will be heard at 4:30 daily.

BEAMS and BARBS

EDITED BY MIKE

WTAQ is surely offering its listeners a great many new programs for the fall and winter season, all of them tops in the entertainment field, and not all of them chain offerings. . . For instance there's that new Joannes Theatre Organ program, direct from the Bay Theatre, where Em Owen is heard at the console of the mighty Wurlitzer. The program is heard daily except Sundays at 8:45 a. m. Bert Mulroy is the announcer. . . Then a new children's program called "Children's Frolic" is coming up, starting next Monday and being heard every day except Saturdays and Sundays from 4:30 to 5. This will give the youngsters a chance to do their stuff over the air. . .

A new Wisconsin Broadcasting System chain program is coming up each Sunday afternoon at 2:15 over WHBY beginning next Sunday, and up to now the program itself has been kept a secret. However it is sponsored by Ben H. Anderson on behalf of milking machines and will originate in the studios of WIBU. Guess we'll have to tune in and see what's it's all about. . . By the way, have you tuned in to the "Phyl" Coe Mysteries sponsored by the H. C. Prange company over WTAQ each Thursday evening at 6:45. If you like your mysteries, you'll find these are thrillers. And of course, that \$50,000 in prizes for solutions, should

be of some value in attracting one to the program. . .

We get quite a kick out of Lorney Wilkinson doubling for Sam De-signe in the reading of the market quotations. Sam is on his vacation, and as Lorney should be rested up after his, it was thought fitting and proper that he should take over Sam's duties, for Sam took over Lorney's announcing while the latter was out in dear old Iowa. . .

ITURBI GUEST ON

NEW WTAQ PROGRAM

Jose Iturbi, the eminent pianist who has been heard on the Ford Sunday Evening Hour over WTAQ, will be the guest soloist on the program of concert music presented by Andre Kostelanetz' orchestra on the Chesterfield program to be heard over WTAQ-CBS Wednesday evening, October 6th from 8 to 8:30 o'clock. Deems Taylor, who is Columbia's musical director and well known as a composer and commentator will comment informally on the program.

Highlights of the concert will include Iturbi's playing of Rimsky-Korsakoff's "Caprice Espagnol" and Gershwin's "Rhapsody in Blue".

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SECOND PROGRAM OF FALL SERIES BROUGHT TO MIKE BY CANTOR

The second program of the fall series of Texaco Town, will be brought to the microphone by Eddie Cantor, the banjo-eyed comedian, on Wednesday evening, October 6th, from 7:30 to 8 o'clock, and as usual will be heard over station WTAQ. Deanna Durbin, featured young songstress, will contribute several numbers in the modern and classical moods with an orchestral background provided by Jacques Renard and his orchestra. Assisting Cantor in the humor department will be Pinky Tomlin, "Saymore Saymore" and the heckling announcer, Jimmy Wallington.

BROADCAST FROM

ANTI-T.B. DISPLAY

An interesting fifteen minute broadcast was presented WTAQ listeners Monday afternoon beginning at 1:30 o'clock, when Bert Mulroy interviewed the attendant at the Wisconsin Anti Tuberculosis Association display trailer which was parked for the occasion at the corner of Walnut and Washington streets. The display, in Green Bay for several days this week, was very interesting, and various tuberculosis statistics as its affects citizens of Wisconsin were on hand.

STAY WITH
WTAQ
DIAL 1330

AFTER THE
**Packer-Lion
Game**
**SUNDAY
OCTOBER 3**

FOR THE
Fifth Quarter

Interviews With
Packers From Their
Training Quarters

PRESENTED BY
Miller-Rasmussen
COAL DEALERS

**WE
CAN'T PULL
RABBITS
OUT OF THIS HAT
BUT
WE CAN GET
RESULTS**

In An Advertising Campaign

- TRY US -

WTAQ

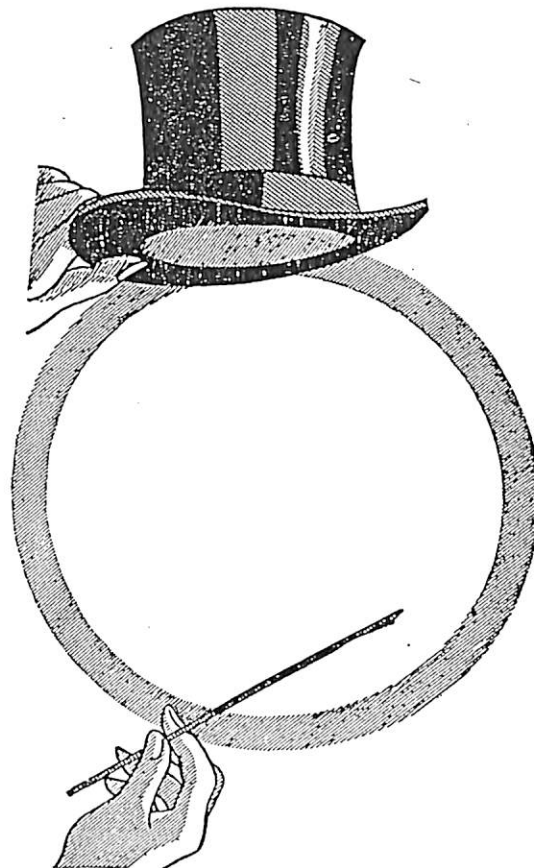
DIAL 1330

WHBY

AND

DIAL 1200

The Radio Beacon



YOU'VE HEARD 'EM OVER WTAQ-WHBY

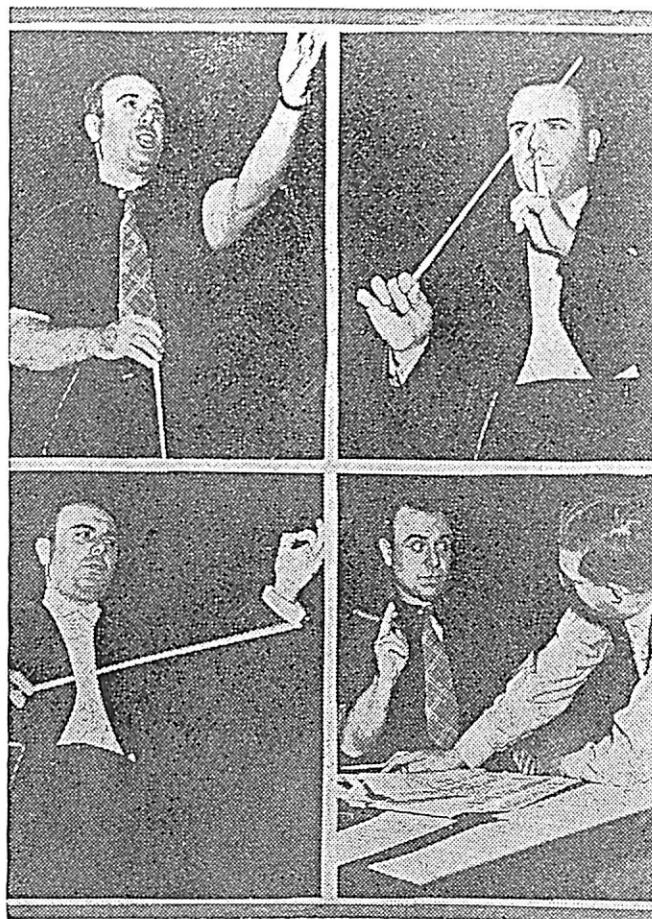
PAST, PRESENT AND FUTURE RADIO STARS

MAESTRO



You remember Gus Haenschen, maestro who conducted Chevrolet's "Musical Moments" Revue before Vic Arden took over the baton. Well, Gus is still going strong and is playing many programs in the east.

ITURBI DIRECTS



Here is show Jose Iturbi, noted pianist-conductor, in action directing the Detroit Symphony and Chorus in a broadcast of the Ford Sunday Evening Hour heard weekly over station WTAQ.

BIG VOICE



This Mary is Mary Small, the little girl with the big voice. She has been heard on Chevrolet's "Musical Moments" program and is a popular favorite over the airwaves.

PRETTY JANE



Jane Froman, heard frequently over WTAQ is a singer of renown among the major networks, and has appeared on many programs. She took Jack Benny's place on the air this summer during the comedian's vacation and did very well for herself.

RUBINOFF-KIRBERRY



Rubinoff seems to be making a harder job of his directing than Ralph Kirberry, the dream singer, is of his singing, but you can no doubt remember hearing both of these artists over WTAQ.

HARP SWINGSTER



Introducing Casper Reardon, the harp swingster, who has thrilled WTAQ listeners with his work on the harp. Reardon is heard only infrequently via radio, but his appearances are great treats.