

LOUIS WASMER INC.

S P O K A N E , U . S . A .



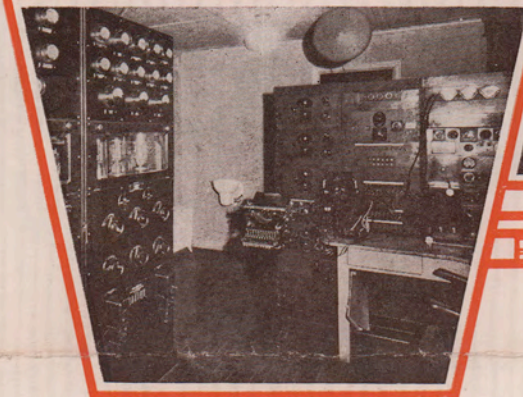
"TELLS THE
WORLD"



CORNER OF TRANSMITTER ROOM



ANNOUNCER'S CONTROL ROOM



CORNER OF
RECEPTION LOBBY



THE best and foremost equipment for radio broadcasting has been secured to send out KHQ programs.

KHQ is operated on a wave length of 508.2 meters or 590 kilocycles. It completely covers the Inland Empire, day or night, which is approximately a territory within 150-mile radius of Spokane, including a population of more than 576,000.

The station was established in 1920. It is a member of the National Association of Broadcasters and is affiliated with the National Broadcasting Company.

KHQ stands for only the best of radio entertainment and every effort is made to keep up the high quality that so distinguishes the present programs.

Spokane, Washington.

Dear Radio Friend:

We wish to thank you for your letter telling us of your reception of KHQ and we hope that you will be able to enjoy more of our programs in the future. This letter will verify your reception of KHQ at the time you stated in your letter, and tell you something of KHQ that may be of interest to you and your friends. Any comments on future programs received from you will be appreciated, you may be sure.

Yours truly,

H.H.Wixson

K.H.Q. Spokane.

LOUIS WASMER INC.

S P O K A N E , U . S . A .



★ CARL HAYWORTH ★

Popular singing-banjoist on KHQ programs and Columbia recording artist.



★ THE BEDOUINS ★

This versatile group has furnished many a happy hour of entertainment on the Musical Bazaar of KHQ.



★ CRESCENT OLD-TIME BAND ★

One of the most popular features sponsored regularly by the Crescent Manufacturing Company of Seattle.



★ THE TRIODIANS ★

The work of these three artists has met with great favor on the Jones & Dillingham Paint-o-Mine period.



★ CAMBERN'S DUTCH DOUGHBOYS ★

Have entertained KHQ audiences regularly since 1928 for the Cambern Corporation.



★ SUNSHINE HOUR ARTISTS ★

Harvey Wixon and Sue Cunningham about to present Grombacher's Sunshine Hour at the Liberty Theatre Organ.



★ THE MELODY BOYS ★

Leo Catalano and Melvin Dunne are known as the "Bell Boys," sponsored by the Bell Furniture Co.



★ THE MORNING EXERCISE ★

Cisco Bullivant presenting the morning hour of calisthenics.

WITH the foresight of a growing and permanent institution, KHQ has gathered together only the best of radio talent to carry the local programs.

The best of national programs are brought to KHQ followers through the chain connection with the National Broadcasting Company.

It is this insight into the future that has so popularized KHQ to the leadership it now holds in the Inland Empire. That this leadership is permanent may be judged by the complete confidence of leading business houses who have placed long time radio broadcasting contracts.

This leadership of the field means leadership in listeners and, of course, greater circulation.

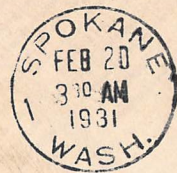
The artists whose pictures you see around this page are only a part of those regularly employed to keep KHQ programs up to their usual high standard.



LOUIS WASMER INC.
S P O K A N E, U. S. A.



LOUIS WASMER Inc.
S P O K A N E, U. S. A.



Mr. David F. Thomas
26th Street Ferry Co.
Proctorville, O.

First Presbyterian Church
Seattle, Washington

August 8, 1925

Mr. Paul F. Thomas,
Twentysixth Ferry Company,
Proctorville, Ohio.

My dear Sir:

Yours in re our radio station just received. As you know, we are the first church in America to build, own and operate our own station.

If you will tune your machine very sharply on 454 $\frac{3}{10}$ you ought to get us every Sunday. That is our wave length. We have 1000 watts. We send out the sermons every Sunday from 11:00 - 12:30; 3:00 - 4:00; 7:30 - 10:00 p. m. Eastern time would be three hours in advance; daylight saving time would be four hours. Listen to us. Write us about it. I am

Very truly yours,

M. Atkinson

First Presbyterian Church
Seattle, Washington

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Mr. ~~Paul~~ F. Thomas,

Twenty-Sixth Street Ferry Company,

PROCTORVILLE, OHIO.

KWSC

THE STATE COLLEGE OF WASHINGTON
BROADCASTING STATION
Pullman, Wn. —

1220 KILOCYCLES or 245.8 METERS

POWER: 1000 Watts Evenings
2000 Watts Daytime

January, 1931

WASHINGTON PRODUCTS

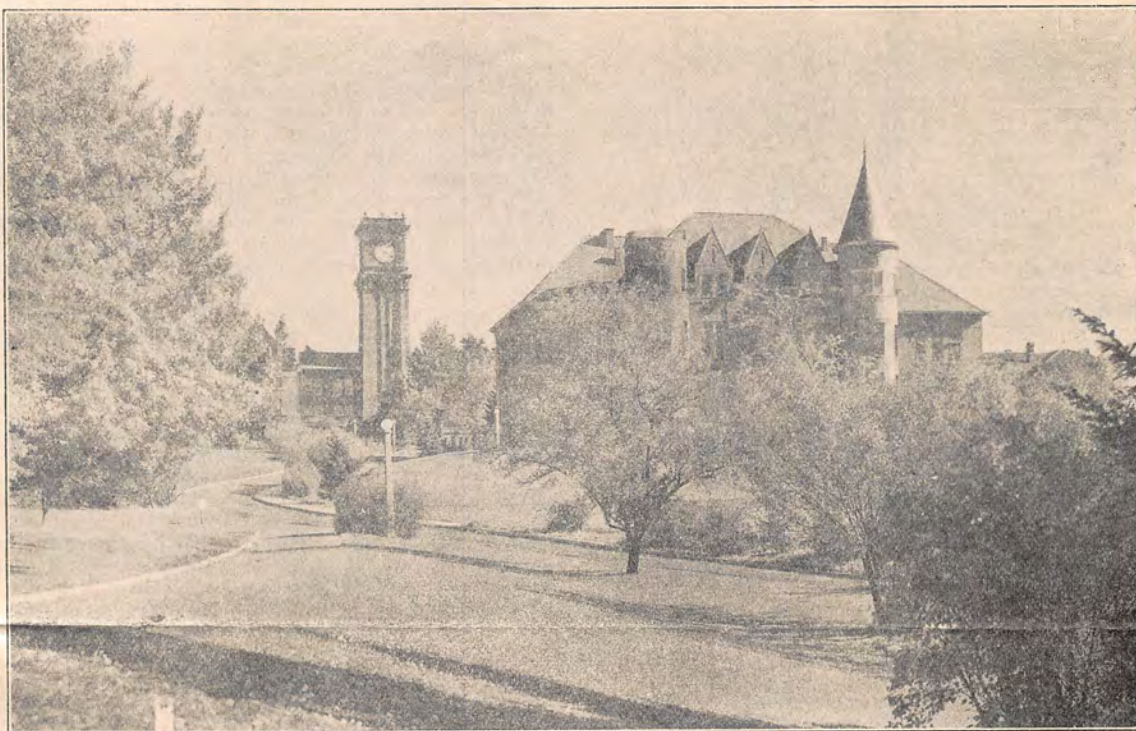
Washington apples. Washington eggs. Lumber from the Evergreen state. Washington State dairy products. These phrases should have a special significance to citizens of this state. As a Washingtonian, the mention of these commodities should bring you a glow of pride. For they represent industries in whose production Washington is peculiarly outstanding.

The broadcasting period 8:15 Wednesday evenings during January is given over to a comparison of the production of

"BUILD UP THE FARM" GAINS IN POPULARITY

The "Build Up the Farm" program jointly broadcast by the Agricultural Extension Service and the College of Agriculture every Monday night from 6:30 to 7:30, is making rapid gains in popularity with both the rural and city folk. Inspirational talks and papers together with some real entertainment features have made the farm and farm home hour one of interest to a large audience.

January's program will feature ten-minute talks on consecutive Mondays by the following men from the College of Agri-



A Silver Frost Scene at the State College.

these four particularly striking Washington State commodities. Eggs will be considered first, with Dr. Edwin F. Dummer, professor of economics, at the microphone. A week later Robert Cowan, extension specialist in marketing, reviews the dairy products situation, followed January 21 by John H. Garland and his survey of the lumber industry. Mr. Garland is instructor in economic geography. The discussion of Washington apples, to be presented by Chester C. Hampson, assistant agricultural economist, completes this month's resume of Washington products.

The professors selected to bring you information about your state for a considerable period have been in close touch with the entire situation from the growers to the marketing end of the process. Their sensitivity to the pertinent facts makes their conclusions highly valuable.

culture: O. M. Morris, "The Proper Treatment of Pruning Wounds;" H. Hackedorn, "Lamb Feeding Experiments at the Prosser Branch Experiment Station;" L. J. Smith, "What Can Electricity Do For the Dairy Farm?," and C. Svendby "Why Plant Trees on the Farm?" Specialists of the Extension Service will also take timely and seasonal topics for farm and the farm home.

During the past two months the highlight of the fall schedule for "Build Up the Farm" was a series of Grange programs. As the broadcasts move into the new year, another delightful repertoire of agricultural and home economics subjects interspersed with especially arranged musical and dramatic features, awaits the many "Build Up the Farm" enthusiasts. Tune in every Monday evening from 6:30 to 7:00 regardless of whether you live on the farm or in the city.

HOW TO DIAL KWSC

Our mail indicates an increasing interest in programs broadcast from the State College of Washington. The mailing list for printed programs each month sends schedules to a larger group of listeners in this and other states who enjoy the combination of educational material and entertainment that characterizes KWSC's programs.

Requests have come from some who have difficulty in locating the station for a guide to dialing Station KWSC. Therefore we republish the information given in the printed program for last March. If your receiving set is one of the following standard makes, KWSC should be picked up within approximately five or six points either way of the readings for your set:

| Set | Dial Number in Kilocycles | Corresponding Dial Number in Degrees |
|----------------------|---------------------------|--------------------------------------|
| Columbia | 1220 | 9 |
| Amfca | 1220 | 15 |
| Stewart Warner | | 15 |
| Stinite | 1220 | 13 |
| Freed | 1200 | 20 |
| Brunswick | 1220 | |
| Kolster | | 15 |
| Earl | 1220 | |
| Radiola | 1220 | 20 |
| Philco | 1220 | 122 |
| Temple | 1220 | |
| Edison | 1220 | |
| Lyric | 1220 | 249 |
| Apex | 1200 | 30 |
| Victor | 1220 | |
| Zenith | 1200 | 250 |
| Majestic | 1200 | 13 |
| Bremer Tully | 1220 | |
| Atwater Kent | 1220 | 11 |

GEOLOGY RADIOCASTS

Dr. Malvin G. Hoffman, instructor in petrology, scheduled for 6:45 Wednesdays, says he will talk about the philosophy of the science of geology. Philosophy is the thought from which sciences evolve. Theories are first developed and then substantiated by facts. Past geologic happenings are interpreted on the basis of present facts. And this history is a guide to an interpretation of the future. Instead of speaking about rocks as merely rocks, and valleys as means of escape of inland waters to the sea, Dr. Hoffman will describe the general harmony of the various forces of nature in their action on material things.

How the earth was developed as a member of the planetary system is derived from a study of the astronomical activities taking place today. How the earth increases in size, how mountains are built and leveled, how great quantities of hot liquid rock are poured out on the surface of the globe are the scientific stories which have been developed from observation of the processes carried on by Mother Nature under our own eyes. They are going on about us all the time and each individual with the inclination to observe can find a great deal of pleasure in watching these activities whether or not they have studied geology.

This series of five radio talks will point out to the listener some of the things the man untrained in the science, as well as the man who is familiar with geology, can look for in his daily walks of life.

BENJAMIN FRANKLIN

A program telling of the life of Benjamin Franklin, as a printer, statesman, and economist will be given on Thursday night, January 15, at 8:15 by classes in printing under the direction of Professor T. J. O'Day. A feature of the hour will be a talk by Mr. O'Day, followed by a number of episodes to be presented by students.

Franklin's birthday comes on January 17, so it was deemed proper that the listeners of KWSC should be given the opportunity to hear of the influence of his life on the early history of the United States. He was an inventor, a statesman, and printer.

SORORITY AND FRATERNITY SONGS

Fathers and mothers and relatives of W. S. C. students, alumnae of the College, and friends of the institution claim the weekly broadcast of Greek Letter group singing to be one of the most enjoyable features of student evenings over KWSC. Tuesday nights sororities and fraternities alternate in sending along on the ether waves a sample of the singing each organization does around its own dining table throughout the college year. Fifteen of the thirty-seven Greek letter residences have already taken their turn at the "mike." January evenings will see these groups perform:

- January 6—Delta Delta Delta.
- January 13—Lambda Chi Alpha.
- January 20—Delta Zeta.
- January 27—Phi Delta Theta.

The dormitory system at the State College of Washington is one of the finest in the country. The young men and women who reside in the splendid halls contribute to the Thursday night programs with thirty-minute broadcasts. Earlier in the winter Community and Ferry halls responded to the call and sent a representation to the studio. McCroskey, a woman's dormitory, goes on the air at 7:00 Thursday evening, January 15. You may expect something unusual from these co-eds.

STATISTICS

J. R. Vatnsdal concedes the high level of intelligence among women so often the subject of controversy, for on the 9:20 Wednesday morning period he appears over Station KWSC in January, he has elected to clarify several phases of statistics for his listeners. The first broadcast will explain the meaning of statistics, its uses and its abuses. The second morning of his appearance Mr. Vatnsdal will show how averages are different methods of arriving at one measurement which represents a whole group of data. The third radiocast takes his audience a little deeper into the discussion, to the normal probability curve, or the normal curve of error, with an explanation of the famous grade curve used so extensively in education these days. The last talk will be devoted to correlation, a means of comparing the variation in different sets of data to examine the possibility of interrelation.

This is an unusual opportunity for the feminine sex to "get up to date" on a field of mathematics which is becoming increasingly important year by year.

BRACE MOTOR TEST

The Brace Motor Ability Test given to KWSC listeners last January is being repeated from Station KWSC at 7:00 Tuesday evening January 6. Maurine Hall, instructor in physical education, who conducted the radio examination before will do so again this year. Miss Hall says: "Dressed in clothing which will permit freedom of movement, and with paper handy so that you may grade your efforts, you will be equipped to take the Brace Motor Ability Test. The twenty parts of the examination are so devised as to ascertain the native muscular ability of an individual."

Those who graded themselves on the test last year will find it interesting to note an increase or decrease in flexibility of muscles. Others taking the test for the first time will count it a half hour well spent.

The date is January 7; the time, 7:30.

WHAT THE DEPARTMENTS AT W.S.C. DO

This summary of the divisions of the College to be stressed the first month of the new year for "What the Department at W.S.C. Do" will aid listeners in following the activities of the departments in which they are particularly interested:

Monday Evenings, 8:45

- January 5—College of Sciences and Arts.
- January 12—School of Business Administration.
- January 19—Business Administration and Economics.
- January 26—Secretarial Training.

Wednesday Evenings, 7:15

- January 7—Mathematics.
- January 14—Electrical Engineering.
- January 21—Mechanical Engineering, No. 1.
- January 28—Mechanical Engineering, No. 2.

KWSC PROGRAM FOR JANUARY

ALL PROGRAMS ARE SCHEDULED IN PACIFIC STANDARD TIME

Market Reports are featured at 7:00, Mondays, Tuesdays, Wednesdays, and Thursdays

Saturday, January 3.

7:00—Basketball Game. Washington State vs Ellensburg Normal School.

Monday, January 5.

6:30—Build Up the Farm. W. D. Staats, master of ceremonies.
7:30—Power and Navigation Problems Along the St. Lawrence Sea-way. R. D. Sloan, vice dean, college of mechanic arts and engineering, and head, department of electrical engineering.
7:45—Traveling in the Orient. A. E. Drucker, dean, school of mines and geology.
8:15—Cases in Commercial Law. Marion Winiecki, fellow in business administration.
8:30—Pot Luck.
8:45—What the Departments at W. S. C. Do. College of Sciences and Arts. C. C. Todd, dean.
9:00—Faculty Music Appreciation Hour.

Tuesday, January 6.

10:00—Record Selections From the Operas.
10:45—What the Bacteriologist Does in His Spare Time. Cloyce Bradley, fellow in bacteriology.
11:00—Personality Expressed Through Choices in Furnishings. Nellie B. Howard, instructor in home economics.
11:20—What Is Wrong with Men's Clothing? Helen K. Robson, assistant professor of textiles and clothing.
11:40—Studio Musical Program. Rodney Berg, Tacoma, flute; Charles Wakelee, Tacoma, clarinet; Maude George, Clarkston, mezzo-soprano; Roy Motteler, Wenatchee, tenor.
12:00—Recorded Music.
12:15—Pullman Chamber of Commerce Meeting.
1:00—Recorded Music.
1:10—Uncle Sam At Your Service. Food, Drug, and Insecticide Administration.
1:20—Recorded Music. World Book Man.
1:30—Novel Hour.
2:00—Today's Program, and Recorded Music.
2:10—Great Britain and Ireland.
2:20—Art By the Way. Fine Arts Department.
2:45—Book Chat. Alice Lindsey Webb.
3:00—Studio Musical Program. Evelyn Wallingford, Pullman, piano; Katherine Reinbold, Wilbur, Soprano; Adrian Purcell, Chehalis, piano; Eda Repp, Endicott, soprano; Kenneth Holway, Palouse, saxophone.
3:30—Among the Modern Writers: Poetry. Oscar Briggs, instructor in English.
3:45—Everyday Hygiene. H. H. House, associate professor of physical education.
4:00—Studio Musical Program. Ruth Bronson, Renton, soprano; Ralph Short, Granger, piano.
4:10—Manners and Customs of European Nations: Spain. J. Horace Nunemaker, head, department of foreign languages.
4:30—Readings from the Poets.
4:45—Home Conversations on Chemistry. J. L. Culbertson, assistant professor of chemistry.
6:30—Old Fiddler.
6:50—Letters to Ma and Pa from Son.
7:00—Brace Motor Ability Test. Maurine Hall, instructor in physical education.
7:30—Delta Delta Sorority Songs.
7:45—Play Review.
8:00—Love, Live, and Laugh. Studio Staff.
9:00—Moments Musicale. Studio Staff.

Wednesday, January 7.

9:00—Service of Worship. Reverend W. E. Monbeck.
9:20—Scope of Statistics. J. R. Vatnsdal, instructor in mathematics.
9:40—Record Selections From the Operas.
10:30—A Short Story a Week.
11:00—Today's Program, and Recorded Music.
11:15—Are Modern Women on the Right Track? Carl Dent, acting head, department of sociology.
11:30—Recorded Music.
11:40—Aunt Sammy's Housekeepers' Chats. U. S. Department of Agriculture.
11:50—Studio Musical Program. Robert Beard, Pullman, tenor.
12:00—Silent.
1:30—Novel Hour.

2:00—Announcements and Recorded Music.

2:10—New Ideas in Education: Making Higher Education of Service to a Wider Range of People. G. Allen Coe, associate professor of education.
2:30—Book Reviews from the Library.
2:45—Studio Musical Program. Velma Scott, La Crosse, mezzo-soprano; Caroline Orsie, Spokane, accordion; Dean Hanna, Colfax, baritone.
3:00—The Native of the Philippines. No. 1. Mrs. W. D. Buchanan, State Federation of Women's Clubs.
3:15—Readings from the Poets.
3:30—Are You Buying a Washing Machine? Evelyn H. Roberts, research specialist in home economics.
3:45—Studio Musical Program. Josephine Simas, Sprague, soprano; Jean Huffman, Colfax, piano; Laila Svendby, Pullman, soprano.
4:00—On the Coast of Northern Seas: On What Does an Estonian Live? Francis J. Bowman, acting instructor in history.
4:15—This and That.
4:30—Food Habits and Economic Importance of Eastern Washington Hawks. No. 1. Gilbert Blunt, Entiat, department of zoology.
4:45—College Brevities. George Starlund, college publications' editor.
6:30—Current Business Conditions. Gordon F. Cadisch, director, school of business administration.
6:45—Formation of the Earth. Melvin G. Hoffman, instructor in petrology.
7:00—The Training Table. W. S. C. Coaching Staff.
7:15—What the Departments at W. S. C. Do. Mathematics.
7:30—The Kings' Castle. "Down Cellar." Department of Architectural Engineering.
7:45—Cougar Basketball Chatter. Howard Greer, athletic news director.
7:55—Problems in Personnel Management: Factors Which May Reduce Labor Turnover. N. J. Aiken, associate professor of economics, and director, placement bureau.
8:15—Washington Products: Eggs. Edwin F. Dummer, professor of economics.
8:30—Recorded Program. World Book Man.
8:45—English for Everyday Use: The Dictionary. Lewis E. Buchanan, instructor in English.
9:00—Moments Musicale. Studio Staff.

Thursday, January 8.

6:30—Collegiate Review.

Friday, January 9.

7:00—Basketball Game. Washington State vs. Oregon State.

Saturday, January 10.

7:00—Basketball Game. Washington State vs. Oregon State.

Monday, January 12.

6:30—Build Up the Farm. W. D. Staats, master of ceremonies.
7:30—Power and Navigation Problems Along the St. Lawrence Sea-ways. R. D. Sloan, vice dean, college of mechanic arts and engineering, and head, department of electrical engineering.
7:45—Traveling in the Orient. A. E. Drucker, dean, school of mines and geology.
8:15—Cases in Commercial Law. Henry R. Schieman, instructor in business administration.
8:30—Pot Luck.
8:45—What the Departments at W. S. C. Do. School of Business Administration. G. F. Cadisch, director.
9:00—Faculty Music Appreciation Hour.

Tuesday, January 13.

10:00—Record Selections From the Operas.
10:45—What the Bacteriologist Does in His Spare Time. Cloyce Bradley, fellow in bacteriology.
11:00—Rooms of a Homelike House. Nellie B. Howard, instructor in home economics.
11:20—The Ready Made Clothing Industry. Helen K. Robson, assistant professor of textiles and clothing.
11:40—Studio Musical Program. Bernard Butler, Burlington, accordion; Guillermo de Leon, Pooy, Ilocos Norte, P. I., piccolo; Ralph Keckley, Chehalis, trombone; Betty Hollom, Yakima, soprano.

KWSC RADIO PROGRAM

- 12:00—Recorded Music.
 12:15—Pullman Chamber of Commerce Meeting.
 1:00—Recorded Music.
 1:10—Uncle Sam At Your Service. Food, Drug, and Insecticide Administration.
 1:20—Recorded Music. World Book Man.
 1:30—Novel Hour.
 2:00—Today's Program, and Recorded Music.
 2:10—Great Britain and Ireland.
 2:20—Art By the Way. Fine Arts Department.
 2:45—Book Chat. Alice Lindsey Webb.
 3:00—Studio Musical Program. George Davis, Kirkland, piano; Dorothy Arthaud, Hoquiam, mezzo-soprano; Oscar Carlson, Pullman, piano; Harold German, Ritzville, baritone; Dorothy Bussard, Spokane, soprano.
 3:30—Among the Modern Writers: Plays. Andrew Green, instructor in English.
 3:45—Everyday Hygiene. H. H. House, associate professor of physical education.
 4:00—Studio Musical Program. Betty Henley, Pomroy, soprano; Clea Huber, Anatone, piano.
 4:10—Manners and Customs of European Nations: Spain. Bertha L. Koegler, fellow in foreign languages.
 4:30—Readings from the Poets.
 4:45—Home Conversations on Chemistry. J. L. Culbertson, assistant professor of chemistry.
- 6:30—Old Fiddler.
 6:50—Letters to Ma and Pa from Son.
 7:00—Orchestra.
 7:20—Old Fiddler.
 7:30—Lambda Chi Alpha Fraternity Songs.
 7:45—Play Review.
 8:00—Love, Live, and Laugh. Studio Staff.
 9:00—Moments Musical. Studio Staff.

Wednesday, January 14.

- 9:00—Service of Worship. Reverend D. R. Martin.
 9:20—Averages. J. R. Vatnsdal, instructor in mathematics.
 9:40—Record Selections From the Operas.
 10:30—A Short Story a Week.
 11:00—Today's Program, and Recorded Music.
 11:10—With a Student Pilgrimage to Europe. Mrs. Elton Fulmer, Pullman.
 11:30—Recorded Music.
 11:40—Aunt Sammy's Housekeepers' Chats. U. S. Department of Agriculture.
 11:50—Studio Musical Program. Ethel Wood, Pullman, piano.
 12:00—Silent.
- 1:30—Novel Hour.
 2:00—Announcements, and Recorded Music.
 2:10—Book Reviews from the Library.
 2:25—Pioneering in Higher Education. J. P. Ingle, instructor in education.
 2:45—Studio Musical Program. Lorraine Freehouse, Kelso, soprano; Cleo Flint, Wolf Point, Montana, piano; Tom Decker, Ferndale, bass-baritone.
 3:00—The Native of the Philippines. No. 2. Mrs. W. D. Buchanan, State Federation of Women's Clubs.
 3:15—Readings from the Poets.
 3:30—The Romance of Starch. Evelyn H. Roberts, research specialist in home economics.
 3:45—Studio Musical Program. Fred Aguinardo, P. I., violin; Harold Van Atta, Vancouver, baritone; Palmer Trimble, Garfield, baritone.
 4:00—On the Coast of Northern Seas: Lithuania, a Storm-Center of Europe. Francis J. Bowman, instructor in history.
 4:15—This and That.
 4:30—Food Habits and Economic Importance of Eastern Washington Hawks. No 2. Gilbert Blunt, Entiat, department of zoology.
 4:45—College Brevities. George Starlund, college publications' editor.
- 6:30—Current Business Conditions. Gordon F. Cadisch, director, school of business administration.
 6:45—Igneous Rocks. Malvin G. Hoffman, instructor in petrology.
 7:00—The Training Table. W. S. C. Coaching Staff.
 7:15—What the Departments at W. S. C. Do. Electrical Engineering.
 7:30—The Kings' Castle. "Sticks and Stones." Department of Architectural Engineering.
 7:45—Reducing for Health. Carrie M. Brown, instructor in physical education.
 7:55—Problems in Personnel Management: Making the Worker Health-Minded and Safety-Minded. N. J. Aiken, associate professor of economics, and director placement bureau.
 8:15—Washington Products: Dairy Products. Robert Cowan, extension specialist in marketing.
 8:30—Recorded Program. World Book Man.

- 8:45—English for Everyday Use: Business English. Karl G. Pfeiffer, instructor in English.
 9:00—Moments Musicales. Studio Staff.

Thursday, January 15.

- 6:30—Collegiate Review.

Friday, January 16.

- 7:00—Basketball Game. Washington State vs. University of Oregon.

Monday, January 19.

- 6:30—Build Up the Farm. W. D. Staats, master of ceremonies.
 7:30—Power and Navigation Problems Along the St. Lawrence Sea-Ways. R. D. Sloan, vice dean, college of mechanic arts and engineering, and head, department of electrical engineering.
 7:45—Traveling in the Orient. A. E. Drucker, dean, school of mines and geology.
 8:15—Cases in Commercial Law. Marion Winiecki, fellow in business administration.
 8:30—Pot Luck.
 8:45—What the Departments at W. S. C. Do. Business Administration and Economics.
 9:00—Faculty Music Appreciation Hour.

Tuesday, January 20.

- 10:00—Record Selections From the Operas.
 10:45—What the Bacteriologist Does in His Spare Time. Cloyce Bradley, fellow in bacteriology.
 11:00—Some Hints on Home Furnishings. Florence Harrison, dean, college of home economics.
 11:20—Fashion. Helen K. Robson, assistant professor of textiles and clothing.
 11:40—Studio Musical Program. Rodney Berg, Tacoma, flute; Charles Wakelee, Tacoma, clarinet; Maude George, Clarkston, mezzo-soprano; Roy Motteler, Wenatchee, tenor.
- 12:00—Recorded Music.
 12:15—Pullman Chamber of Commerce Meeting.
 1:00—Recorded Music.
 1:10—Uncle Sam At Your Service. Food, Drug, and Insecticide Administration.
 1:20—Recorded Music. World Book Man.
 1:30—Novel Hour.
 2:00—Today's Program, and Recorded Music.
 2:10—Great Britain and Ireland.
 2:20—Art By the Way. Fine Arts Department.
 2:45—Book Chat. Alice Lindsey Webb.
 3:00—Studio Musical Program. Evelyn Wallingford, Pullman, piano; Katherine Reinbold, Wilbur, soprano; Pearl La Force, Pullman, piano; Eda Repp, Endicott, soprano; Glenna Huddle, Harrington, piano.
 3:30—Among the Modern Writers: Novels. Valeda Brockway, instructor in English.
 3:45—Everyday Hygiene. H. H. House, associate professor of physical education.
 4:00—Studio Musical Program. Ruth Bronson, Renton, soprano; Mary Petley, Seattle, piano.
 4:10—Manners and Customs of European Nations: Spain. Edward C. Kundert, instructor in Spanish.
 4:30—Readings from the Poets.
 4:45—Common Food Adulterants. Janice Conklin, department of chemistry.
- 6:30—Old Fiddler.
 6:50—Letters to Ma and Pa from Son.
 7:00—Orchestra.
 7:20—Old Fiddler.
 7:30—Delta Zeta Sorority Songs.
 7:45—Play Review.
 8:00—Love, Live, and Laugh. Studio Staff.
 9:00—Moments Musicales. Studio Staff.

Wednesday, January 21.

- 9:00—Service of Worship. Reverend J. Edgar Purdy.
 9:20—Normal Probability Curve. J. R. Vatnsdal, instructor in mathematics.
 9:40—Record Selections From the Operas.
 10:30—A Short Story a Week.
 11:00—Today's Program, and Recorded Music.
 11:10—With a Student Pilgrimage to Europe. Mrs. Elton Fulmer, Pullman.
 11:30—Recorded Music.
 11:40—Aunt Sammy's Housekeepers' Chats. U. S. Department of Agriculture.
 11:50—Studio Musical Program.
 12:00—Silent.
- 1:30—Novel Hour.
 2:00—Announcements, and Recorded Music.
 2:10—Book Reviews from the Library.
 2:25—Pioneering in Higher Education. No. 2. J. Preston Ingle, instructor in education.

- 2:45—Studio Musical Program. Pearl Muck, Everett, soprano; Caroline Orsie, Spokane, accordion; Marjorie Witten, Yakima, soprano.
 - 3:00—Getting More Space for Women's Club News. Mrs. Charles McGlade, Pullman, State Federation of Women's Clubs.
 - 3:15—Readings from the Poets.
 - 3:30—Sanitation and the Wash Tub. Evelyn H. Roberts, research specialist in home economics.
 - 3:45—Studio Musical Program. Albert Schulerud, Tekoa, baritone; Douglas Babcock, Tacoma, piano; Fred Wise, Pullman, tenor.
 - 4:00—On the Coast of Northern Seas: Danzig, "Queen of the Baltic." Francis J. Bowman, instructor in history.
 - 4:15—This and That.
 - 4:30—How the Cougar Really Lives. Myrtle Mack, fellow in zoology.
 - 4:45—College Brevities. George Starlund, college publications' editor.
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- 6:30—Current Business Conditions. Gordon F. Cadisch, director, school of business administration.
 - 6:45—Formation and Structure of Lavas. Malvin G. Hoffman, instructor in petrology.
 - 7:00—The Training Table. W. S. C. Coaching Staff.
 - 7:15—What the Departments at W. S. C. Do. Mechanical Engineering. No. 1.
 - 7:30—The Kings' Castle. "Starting the Finish." Department of Architectural Engineering.
 - 7:45—Cougar Basketball Chatter. Howard Greer, athletic news director.
 - 7:55—Problems in Personnel Management: Basis of Wage Determination. N. J. Aiken, associate professor of economics, and director, placement bureau.
 - 8:15—Washington Products: Lumber. John G. Garland, instructor in economics.
 - 8:30—Recorded Program. World Book Man.
 - 8:45—English for Everyday Use: Business English. Rollie M. Brooking, instructor in English.
 - 9:00—Moments Musicales. Studio Staff.

Thursday, January 22.

- 6:30—Collegiate Review.

Monday, January 26.

- 6:30—Build Up the Farm. W. D. Staats, master of ceremonies.
- 7:30—Power and Navigation Problems Along the St. Lawrence Sea-way. R. D. Sloan, vice dean, college of mechanic arts and engineering, and head, department of electrical engineering.
- 7:45—Traveling in the Orient. A. E. Drucker, dean, school of mines and geology.
- 8:15—Cases in Commercial Law. Henry R. Schieman, instructor in business administration.
- 8:30—Pot Luck.
- 8:45—What the Departments at W. S. C. Do. Secretarial Training.
- 9:00—Faculty Music Appreciation Hour.

Tuesday, January 27.

- 10:00—Record Selections From the Operas.
- 10:45—What the Bacteriologist Does in His Spare Time. Cloyce Bradley, fellow in bacteriology.
- 11:00—Making the Best of One's Possessions. Nellie B. Howard, instructor in home economics.
- 11:20—As a Housekeeper, Do You Budget Your Time? Florence Harrison, dean, college of home economics.
- 11:40—Studio Musical Program. Elwyn Kechley, Chehalis, clarinet; Calvin Storey, Doty, clarinet; Kenneth Keeler, Fresno, California, musical saw; Betty Hollom, Yakima, soprano.
- 12:00—Recorded Music.
- 12:15—Pullman Chamber of Commerce Meeting.
- 1:00—Recorded Music.
- 1:10—Uncle Sam At Your Service. Food, Drug, and Insecticide Administration.
- 1:20—Recorded Music. World Book Man.
- 1:30—Novel Hour.
- 2:00—Today's Program, and Recorded Music.
- 2:10—Great Britain and Ireland.
- 2:20—Art By the Way. Fine Arts Department.
- 2:45—Book Chat. Alice Lindsey Webb.
- 3:00—Studio Musical Program. Marilla Blakesley, Anacortes, piano; Aleatha Perry, Pullman, soprano; Pearl Barton, Spokane, piano; Dorothy Bussard, Spokane, soprano; Kenneth Holway, Palouse, saxophone.

- 3:30—Robert Bridges. Murray W. Bundy, head, department of English.
- 3:45—Everyday Hygiene. H. H. House, associate professor of physical education.
- 4:00—Studio Musical Program. Harvey Flansburg, Spokane, violin; Emma Just, Portland, Oregon, piano.
- 4:10—Manners and Customs of European Nations: Spain. Kenneth H. Vanderford, fellow in foreign languages.
- 4:30—Readings from the Poets.
- 4:45—Common Table Salt. W. E. Bradt, assistant professor of chemistry.

- 6:30—Old Fiddler.
- 6:50—Letters to Ma and Pa from Son.
- 7:00—Orchestra.
- 7:20—Old Fiddler.
- 7:30—Phi Delta Theta Fraternity Songs.
- 7:45—Play Review.
- 8:00—Love, Live, and Laugh. Studio Staff.
- 9:00—Moments Musicales. Studio Staff.

Wednesday, January 28.

- 9:00—Service of Worship. Reverend J. M. Adams.
- 9:20—Correlation. J. R. Vatnsdal, instructor in mathematics.
- 9:40—Record Selections From the Operas.
- 10:30—A Short Story a Week.
- 11:00—Today's Program, and Recorded Music.
- 11:10—With a Student Pilgrimage to Europe. Mrs. Elton Fulmer, Pullman.
- 11:30—Recorded Music.
- 11:40—Aunt Sammy's Housekeepers' Chats. U. S. Department of Agriculture.
- 11:50—Studio Musical Program. Laila Svendby, Pullman, soprano.
- 12:00—Silent.

- 1:30—Novel Hour.
- 2:00—Announcements, and Recorded Music.
- 2:10—Book Reviews from the Library.
- 2:25—Pioneering in Higher Education. No. 3. J. Preston Ingle, instructor in education.
- 2:45—Studio Musical Program. Tom Decker, Ferndale, bass-baritone; Esther Daniel, Hooper, piano; Dean Hanna, Colfax, baritone.
- 3:00—George Bernard Shaw and the State Moment. Andrew J. Green, instructor in English, representing the State Federation of Women's Clubs.
- 3:15—Readings from the Poets.
- 3:30—Where Washing is Taboo. Evelyn H. Roberts, research specialist in home economics.
- 3:45—Studio Musical Program. Harold Van Atta, Vancouver, baritone; Jean Huffman, Colfax, piano; Palmer Trimble, Garfield, baritone.
- 4:00—On the Coast of Northern Seas: New Polish Harbors, Gdynia and Pytzie. Francis J. Bowman, instructor in history.
- 4:15—This and That.
- 4:30—Bird Calls. Department of Zoology.
- 4:45—College Brevities. George Starlund, college publications' editor.

- 6:30—Current Business Conditions. Gordon F. Cadisch, director, school of business administration.
- 6:45—Cinder Cones of the Cascades. Malvin G. Hoffman, instructor in petrology.
- 7:00—The Training Table. W. S. C. Coaching Staff.
- 7:15—What the Departments at W. S. C. Do. Mechanical Engineering.
- 7:30—The Kings' Castle. "Cozy and Warm." Department of Architectural Engineering.
- 7:45—Danger Signals in Childhood. Virginia Shaw, instructor in physical education.
- 7:55—Problems in Personnel Management: Wage Systems and Incentives. N. J. Aiken, associate professor of economics, and director, placement bureau.
- 8:15—Washington Products: Apples. Chester C. Hampson, assistant agriculturist.
- 8:30—Recorded Program. World Book Man.
- 8:45—English for Everyday Use: R. S. V. P. or Social Correspondence. Dorothy Dakin, associate in English.
- 9:00—Moments Musicales. Studio Staff.

Thursday, January 29.

- 6:30—Collegiate Review.

DEAN DRUCKER

Travelogues in themselves are nothing out of the ordinary. But a travelogue by a man who has resided nine years as well as traveled extensively in the countries he describes is most unusual. Dean Arthur E. Drucker, School of Mines and Geology at 7:45 Monday evenings has vividly pictured existing

institutions and peoples of Korea, Japan, and China, and broadcast illustrative music from those countries during the fall months. In January Dean Drucker plans to cover Australia and New Zealand as the concluding radiocasts for his series on the Orient.

HOUSEHOLD TOPICS

Have you ever walked into a house and thought admiringly, "You'd now this house belonged to Mrs. Brown. It looks just like her." That was an illustration of "Personality Expressed Through Choices in Furnishings," the subject Mrs. Nellie B. Howard is going to discuss over Station KWSC January 6. Nor does Mrs. Howard intend to abandon the problem of house appointments with a single fifteen-minute period. The next Tuesday she covers "Rooms of a Home-like House," followed a week later with "Some Hints on Home Furnishings" by Dean Florence Harrison. In "Making the Best of One's Possessions" January 27 Mrs. Howard will show you ways of finding increasing joy in present equipment for your house. Mrs. Howard is an instructor in home economics much endeared to KWSC listeners for the series on rugs presented last year. This new group promises to be equally interesting and worthwhile.

"What is Wrong with Men's Clothing?" Someone must have raised that question or Helen K. Robson would not have selected it as the first clothing talk in her list for January. "The Ready Made Clothing Industry" comes in for comment the second week this month, with "Fashion" featured one week later. This assistant professor of textiles and clothing has a way of expressing her points that will delight you. Miss Robson comes at 11:20.

Dean Florence Harrison of the College of Home Economics knows the importance of making each minute work for you. Dean Harrison is scheduled for 11:20, January 27, and her topic is in the form of a query, "As a Housekeeper, Do You Budget Your Time?"

From clothes to laundry is only a step, and we make it when we turn from the Tuesday morning home economics period over Station KWSC to the Wednesday afternoon homemaker's broadcast. This month Evelyn Roberts, research specialist in home economics, appears with four talks of practical application: "Are You Buying a Washing Machine?" "The Romance of Starch," "Sanitation and the Wash Tub," and "Where Washing is Taboo." Miss Roberts will be heard at 3:30 Wednesdays.

NEW MORNING SCHEDULE

The rearrangement of KWSC programs for morning hours has divided the "Record Selections from the Operas" into two broadcasts, a forty-five minute interval opening the Tuesday morning broadcast at 10:00 each week, and a fifty minute period at 9:40 on Wednesdays. Now housewives may proceed with their tasks to the accompaniment of opera both Tuesdays and Wednesdays.

Mr. Cloyce Bradley, fellow in bacteriology, takes the 10:45 hour each Tuesday morning during January for presenting "What the Bacteriologist Does in His Spare Time." The College of Home Economics program from 11:00 to 11:40 and the student musical recital at 11:40 undergo no change in time.

The Pullman ministers retain first place on Wednesday morning radiocasts, and this month will be followed by the group of statistic broadcasts by J. R. Vatnsdal. "A Short Story a Week" now comes on Wednesday mornings instead of Tuesdays. Ten-thirty should find you ready to complete some quiet bit of work while you listen to an engrossing short story.

11:00 brings brief descriptions of program offers for later broadcasts of the day. The first week in January at 11:15, Carl Dent, acting head of the department of sociology takes up the question "Are Women on the Right Track". Throughout the remainder of the month Mrs. Elton Fulmer of Pullman goes on the air at 11:10 with interesting notes from a student tour of Europe. Aunt Sammy's Housekeepers' Chats now come at 11:40, and a studio musical program has been arranged for 11:50 Wednesdays.

BASKETBALL BROADCASTS

Station KWSC answers "yes" to the many inquiries as to whether or not the College plans to broadcast any of its basketball games this year. Draw your chair close to the radio at 7:00 and listen to hoopsters pile up scores or wrest occasional hard-won baskets from worthy opponents, as the case may be, during these games:

January 3—Washington State vs. Ellensburg Normal School.

January 9—Washington State vs. Oregon State College.

January 10—Washington State vs. Oregon State College.

January 16—Washington State vs. University of Oregon.

The evening of January 5 the W. S. C quintet battles with Gonzaga on the home floor. The game itself will not be broadcast, but between numbers on KWSC's regular program, basketball scores will be announced, allowing alumnae and friends to follow the progress of the game. This will likewise be done Monday evening January 12, when Washington State meets the Whitman team.

MODERN WRITERS AND EVERYDAY ENGLISH

The culmination of the entire fall broadcasting by the Department of English comes in January when the two series "Among the Modern Writers, and "English for Everyday Use" are brought to a close.

Oscar Briggs conducts the last poetry radiocast 3:30 Tuesday afternoon, January 6. At that hour January 13 Andrew Green, instructor in English, presents the remaining talk of his group on plays. Dr. Vaieda Brockway says there are still some important points to be covered in her discussion of modern novels January 20. The last Tuesday afternoon in the month Dr. Murray W. Bundy, head of the department of English, devotes fifteen-minutes at 3:30 to "Robert Bridges." Those of you who have heard Dr. Bundy know that this will be an especially fine number.

"English for Everyday Use" would not be complete without instruction on the use of the dictionary. Lewis E. Buchanan's suggestions Wednesday evening, January 7, at 8:45 will be made as the result of considerable experimentation and will be directed toward practical use. "Business English" has been left for Karl G. Pfeiffer and Rollie M. Brooking to discuss the second and third Wednesdays. Dorothy Dakin calls the final talk for the series "R.S.V.P." and will deal with "blue book" rules for social correspondence.

DICK AND MARGE

After the Christmas holidays the Kings will merrily resume the weekly planning of a home that comprises the radiocast "The Kings' Castle." From the most vague imagining the dream castle of this ambitious young married couple is actually materializing in "brick and mortar," and has progressed so rapidly that January 7 will find Dick and Marg deciding about the layout for "Down Cellar." "Sticks and Stones" comes next with "Starting the Finish" for January 21, and "Cozy and Warm" on the last Wednesday of this month.

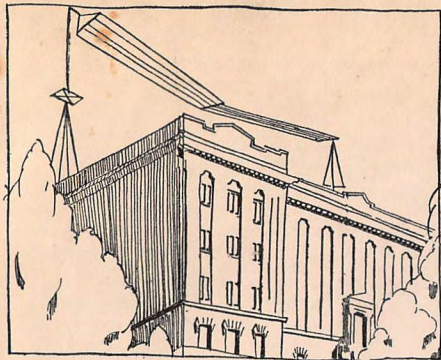
The Department of Architectural Engineering is skillfully weaving advice on the construction of a small home that will satisfy the needs of modern families into this entertaining broadcast. Details apt to be overlooked by the casual individual are brought up and taken care of with precision and expertness. If you plan to build sometime in the future you will find yourself confronted with the many difficulties Dick and Marge are forced to face. Their solution may prove helpful in your case, too. "The Kings' Castle" is worth listening to that you may store up knowledge for future reference.

ON THE COAST OF NORTHERN SEAS

Dr. Francis J. Bowman takes you through a winter in the Lands of the Midnight Sun in this popular afternoon feature. Beginning in October with an American student's experiences at a European University, Dr. Bowman has told of Tromsø, the base of polar expeditions and whaling voyages, Stockholm, the "Venice of the North," depicted the lumbering and wood-pulp manufacture of Sweden, visited Gripsholm Castle, and Visby, the "town of ruins and roses," and crossing to Iceland, described the "Althing," the oldest parliament in the world.

This month Dr. Bowman answers the question "On What Does an Estonian Live?" takes you to "Lithuania, a Storm-Center of Europe," and "Danzig, 'the Queen of the Baltic,'" ending the January group with a word picture of the New Polish harbors, Gdynia and Pytzic.

This series of colorful pictures of places here and there in the Baltic Lands comes at 4:00 Wednesday afternoons.



Radio Station K W S C
State College of Washington
Pullman, Washington



Mr. David Thomas
Proctorville, Ohio