

# RADIO LOG

WEATHER REPORTS



OUTSTANDING WORLD EVENTS

IMPORTANT FOOTBALL GAMES



CONTESTS

CORRECT TIME



MUSICAL STARS



SEARLE PROCESS

**Mona Motor OIL**

BEST BECAUSE PUREST

FARM INFORMATION

LATEST MARKET REPORTS

COLUMBIA NETWORK FEATURES

DINNER MUSIC



GRAND OPERA STARS



BASEBALL SERIES

RELIGIOUS SERVICES



SONGS

NEWEST DANCE MUSIC



RECIPES

FAMOUS COMEDIANS

DRAMA MELODRAMA

EDUCATION

MUSICAL COMEDY

CLASSICAL MUSIC

LOGS

BOXING EXHIBITIONS



HOUSEHOLD HELPS

BANDS



Mona Motor Oil Twins



GRAND OPERA

FROM YOUR STATION **K.O.I.L**





# TUNE IN! STATION KOIL

(Established July 10, 1925)

Operated for Your Enjoyment  
by the MonaMotor Oil Co.

## KOIL Staff

Great care has been given to the selection of what we believe to be a superior station staff. We have brought together from many parts of the country, radio engineers, operators, musical, and program directors and a group of capable announcers. The result is the presentation of outstanding programs and services.



**ENJOY**  
**yourself**  
*Tune in on*  
**K-O-I-L**

## KOIL Programs

The best of entertainment, and events of great interest, along with market reports, weather forecasts and news releases make up the daily program from the Council Bluffs and Omaha studios of KOIL. Sustaining programs are of the best—commercial programs always enjoyable, because KOIL artists are professionals and not amateurs. As a member of the Columbia Broadcasting System, we present national features, sporting, historical and musical events that in

many cases could not be heard except through KOIL.

## Transmission and Reception

The first exclusive radio studio building erected in the United States was built by the MonaMotor Oil Co. for KOIL.

The KOIL Engineering Staff keeps KOIL equipment in first class condition at all times, resulting in thousands upon thousands of cards, letters and telegrams, remarking on "wonderful volume"—"marvelous reception"—"excellent programs" etc. This response has come from every state in the Union, and every province in Canada; from Alaska, Mexico, West Indies, Cuba, Porto Rico, Hawaii, Honduras, Canal Zone, New Zealand, Australia, Wrangel Island, England and from ships at sea in many parts of the world.

## Enjoy Your Station

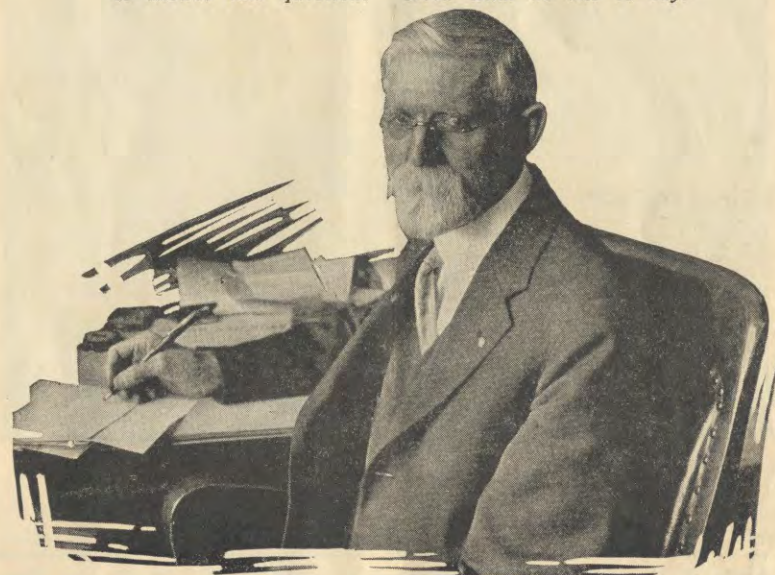
KOIL is YOUR station. We are always endeavoring to render a greater broadcasting service. We hope thereby to deserve your friendship. Tune in KOIL often. Tell us what you want. And as a friend, we will appreciate a trial of MonaMotor Oil—"best because purest."



# "Who Pays for Broadcasting?"

By E. D. JUDD

*As a man who holds the purse strings of the MonaMotor Oil Company, Mr. Judd, the Treasurer, is most fitted to answer this question. Read what he has to say.*



Last year the cost of maintenance and operation of our Radio Station KOIL was enormous, a figure which, I am sure, would surprise most of our listeners. With the exception of the organizations who employ the facilities of our station for commercial purposes, the MonaMotor Oil Company bears the entire expense.

This expense is very large, nevertheless, we do not consider KOIL as just a medium through which we may advise the world of the merits of our products, but rather as *an honest endeavor to be of public service.*

We believe in the old axiom, "Give and ye shall receive", and to that end we are continually preaching the gospel of radio broadcasting, because we believe that the listeners will appreciate this service and evidence their appreciation by patronage.

In the final analysis, the radio audience pays for broadcasting, not by way of paying a higher price for the product, but rather by making possible a greater volume of business for the manufacturer and thereby offsetting the high cost of sending the programs into the homes of the listening millions.

We appreciate the splendid spirit of good will which our listeners evidence, and we are glad that our increased volume of business allows us to be of public service in the operation of KOIL.





When dusk comes down upon the town,  
When evening shadows creep,  
When flowers fold their petals  
And softly fall asleep:

Then lights wink out upon the hill,  
Like twinkling fairy eyes,  
To guide the song of radio  
On its journey through the skies.

The KOIL transmitter and towers are located on the hills overlooking Council Bluffs, Omaha and the Missouri River Valley. At Council Bluffs the broadcasts are from the "Hill-Top Studios." The studios in Omaha are located in the Hotel Fontenelle. In addition to main studios in Omaha and Council Bluffs, KOIL broadcasts from a great many remote control points.

### The KOIL Staff

Manager— DON SEARLE	SCOTT-HOWE-BOWEN INC. New York City	Dramatic Advisers— BOYD IRWIN
Program and Musical Director— HAROLD FAIR	NATIONAL RADIO ADV. INC. Chicago, Ill.	CHAS. R. DOHERTY MonaMotor Oil Twins— JOHN WOLFE
Hostess— EVELYN KITTS	Radio Operators— GORDON ANDERSON	NED TOLLINGER
Advertising Representatives— O. G. ROESLER LEONARD KLINE	KENNETH SHIRK ART RYDBERG	Announcers— HAROLD FAIR GEORGE ROESLER WILSON DOTY HOWARD MARTIN DON SEARLE
	Organist— J. WILSON DOTY	
	Ensemble Director— ROBERT CUSCADEN	

The majority of the staff have received University training in public speaking and journalism, making them very well fitted for writing advertising continuities and for announcing, as well as for the innovation of many program features.

The MonaMotor Oil Company also presents weekly programs over a great many other stations geographically situated in order to serve all radio listeners with "MonaMotor Oil Programs." Tune in for this entertainment to

KFH—Wichita, Kansas	KFWB—Hollywood, Cal.	WSAI—Cincinnati, Ohio
KFCR—Santa Barbara, Cal.	KMED—Medford, Ore.	WNAX—Yankton, S. D.
KFRC—San Francisco, Cal.	KSTP—St. Paul, Minn.	WTAQ—Eau Claire, Wis.
KFUM—Colo. Springs, Colo.	WHB—Kansas City, Mo.	

## "Don't Kid Yourself"

"Oil is oil" to be sure—in so far that all of it, that is used for motor car lubrication comes out of the ground. But oil as it comes from the ground, cannot be used in a motor until it has been purified.

It is in the degree of purification—as well as in the character of the oil used—that MonaMotor Oil excels all others.

In other words, it is the **lack of impurities** in oil that determines its quality, to a very large extent. And most motor oils are processed to a certain point, at which they are assumed to be "good enough," and then marketed.

## MonaMotor Oil Is "Best Because Purest"

MonaMotor Oil is processed far beyond the point where other oils are considered "good enough." MonaMotor Oil is put through the exclusive Searle Purification Process, which makes it "Best Because Purest."

MonaMotor Oil will withstand harder punishment, and still retain its lubricating qualities. It will last longer, and give better protection because of this extreme purity.

MonaMotor Oil is so thoroughly refined that it is 98 per cent resistant to carbon formation, and 95 per cent resistant to crankcase moisture. And again it is, its extreme purity that gives it these fine qualities.

It is absolutely guaranteed to satisfy you or your money will be refunded. You can't lose—try it.





## BROADCASTING STATION WAVELENGTHS

Station	City and State	Kilo Cycles	Meter	Watt Power	Dials		
					1	2	3
KOIL	Council Bluffs, Ia.	1260	238.0	1000			
KDKA	E. Pittsburgh, Pa.	980	305.9	50000	28		
KDYL	Salt Lake City, Utah	1290	232.4	1000			
*KEJK	Beverly Hills, Cal.	1250	239.9	500			
*KELW	Burbank, Cal.	780	384.4	500			
*KEX	Portland, Ore.	1180	254.1	5000			
*KFAB	Lincoln, Nebr.	770	389.4	5000	50		
KFAD	Phoenix, Ariz.	620	483.6	500	8		
*KFAU	Boise, Idaho	1250	239.9	1000			
KFBU	Laramie, Wyo.	600	499.7	500			
KFCR	Santa Barbara, Cal.	1500	199.9	100			
KFDM	Beaumont, Texas	560	535.4	500			
*KFDY	Brookings, S. D.	550	545.1	500			
*†KFEQ	St. Joseph, Mo.	560	535.4	2500	92		
*  KFH	Wichita, Kans.	1300	230.6	1000			
KFI	Los Angeles, Cal.	640	468.5	5000			
KFJF	Oklahoma City, Okla.	1470	204.0	5000			
*KFJM	Grand Forks, N. D.	550	545.1	500			
*KFJR	Portland, Ore.	1300	230.6	500			
*KFKA	Greeley, Colo.	880	340.7	500			
KFKB	Milford, Kans.	1130	265.3	5000	18		
*KFKU	Lawrence, Kans.	1220	245.8	1000			
KFKX	Chicago, Ill.	1020	293.9	5000			
*KFLV	Rockford, Ill.	1410	212.6	500			
*KFMX	Northfield, Minn.	1250	239.9	1000			
*KFNF	Shenandoah, Ia.	890	336.9	500	35		
*KOL	Seattle, Wash.	1270	236.1	1000			
*KFON	Long Beach, Cal.	1250	239.9	1000			
*KFPY	Spokane, Wash.	1390	215.7	500			
KFOA	St. Louis, Mo.	1090	275.1	5000			
*KFQB	Ft. Worth, Texas	1240	241.8	1000			
KFQZ	Hollywood, Cal.	850	352.7	1000			
KFRC	San Francisco, Cal.	610	491.5	1000			
*KFRU	Columbia, Mo.	630	475.9	500	76		
†KFSD	San Diego, Cal.	600	499.7	500			
*KFSG	Los Angeles, Cal.	1120	267.7	500			
*KFUL	Galveston, Texas	1290	232.4	500			
KFUM	Colorado Springs, Colo.	1270	236.1	1000			
*KFUO	St. Louis, Mo.	550	545.1	500			
*  KFWB	Hollywood, Cal.	950	315.6	1000			
*KFWI	San Francisco, Cal.	930	322.4	500			
*KFWM	Oakland, Cal.	930	322.4	500			
*KFYR	Bismark, N. D.	550	545.1	500			

\* Divides Time with other stations.  
 || Present MonaMotor Oil Company Programs.

† Daylight hours only.



## Oil in a Can Is Like a Race Horse in a Stall

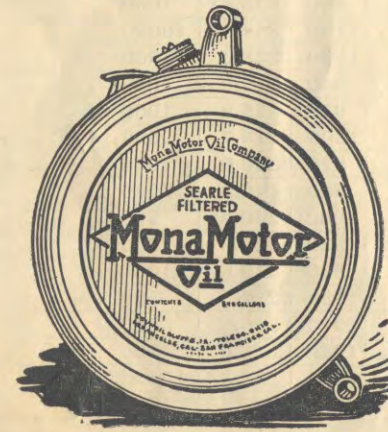
Lubricating oil in a bottle or a can may look fine. So may a race horse in a stall. But put that horse on a track—make him run half a mile—and he may prove to be “all looks and nothing else.” The same is true of motor oils. Looks, color and extravagant claims mean nothing at all. It is the test of actual performance that shows up poor horses—and poor oil.

An oil at room temperature may have plenty of body. But your motor doesn't work at room temperature. Its heat is around 350 degrees. An oil that will protect it must maintain a body sufficient to provide lubrication at this heat. Otherwise your motor suffers terrific wear.

## MonaMotor Oil Does Not Break Down Under Heat

This super-purified oil is the most perfect motor lubricant known, because it is processed far beyond the point where other oils are considered “good enough.” Made from 100 per cent paraffine base crude, it is put through the Searle Purification Process, which gives a purity never before known and makes it the highest grade oil in the world.

Try a filling in your crankcase. If you do not then believe it is the best oil you ever used, the dealer who supplied it will return your money on request. And—it costs no more than competing oils of lower quality.





K 9 BX St Joseph 879  
 List of Broadcasting Stations—Continued

Station	City and State	Kilo Cycles	Meter	Watt Power	Dials		
					1	2	3
KGA	Spokane, Wash.	1470	204.0	5000			
*KGBZ	York, Nebr.	930	322.4	500			31632
*KGEF	Los Angeles, Cal.	1300	230.6	1000			
*KGGF	Picker, Okla.	1010	296.9	500			
KGHL	Billings, Mont.	950	315.6	500			
KGO	Oakland, Cal.	790	379.5	10000			
*KGRS	Amarillo, Texas	1410	212.6	1000			
KGW	Portland, Ore.	620	483.6	1000			
KHJ	Los Angeles, Cal.	900	333.1	1000			
KHQ	Spokane, Wash.	590	508.2	1000			
KJR	Seattle, Wash.	970	309.1	5000			
KLDS	Independence, Mo.	950	315.6	500			
*KLRA	Little Rock, Ark.	1390	215.7	1000			
KLX	Oakland, Cal.	880	340.7	500			
KLZ	Denver, Colo.	560	535.4	1000			
*KMA	Shenandoah, Ia.	930	322.4	500			32
KMBC	Independence, Mo.	950	315.6	500			30
KMED	Medford, Ore.	1420	211.1	50			
*KMIC	Inglewood, Cal.	1120	267.7	5000			
KMMJ	Clay Center, Nebr.	740	405.2	1000			
*KMO	Tacoma, Wash.	1340	223.7	500			
KMOX	St. Louis, Mo.	1090	275.1	5000			90
*KMTR	Hollywood, Cal.	570	526.0	1000			
*KNRC	Santa Monica, Cal.	780	384.4	500			
KNX	Hollywood, Cal.	1050	285.5	5000			
KOA	Denver, Colo.	830	361.2	12500			47
KOAC	Corvallis, Ore.	560	535.4	1000			
KOB	State College, N. Mex.	1180	254.1	10000			
KOIL	Council Bluffs, Ia.	1260	238.0	1000			
KOIN	Portland, Ore.	940	319.0	1000			
KOMO	Seattle, Wash.	920	325.9	1000			
KOW	Denver, Colo.	1390	215.7	500			
*KPLA	Los Angeles, Cal.	570	526.0	1000			
KPO	San Francisco, Cal.	680	440.9	5000			
*KPOF	Denver, Colo.	880	340.7	500			
KPRC	Houston, Texas	920	325.9	1000			
*KPSN	Pasadena, Cal.	950	315.6	1000			
KQV	Pittsburgh, Pa.	1380	217.3	500			
KQW	San Jose, Cal.	1010	296.9	500			
*KRGV	Harlingen, Texas	1260	238.0	500			
*KRLD	Dallas, Texas	1040	288.3	10000			37
KSBA	Shreveport, La.	1450	206.8	1000			6
*KSAC	Manhattan, Kans.	580	516.9	500			

† Daylight hours only.  
 || Present MonaMotor Oil Company Programs.

\* Divides Time with other stations.

## For Winter Driving Pleasure

### An Anti-Freeze That Will Not Evaporate



- #### Facts About Glyco
1. Glyco does not evaporate.
  2. Will not injure any part of a cooling system.
  3. Harmless to Duco and Lacquer finishes.
  4. Odorless.
  5. Non-inflammable.
  6. Stays mixed—will not separate.
  7. Insures more uniformly efficient motor operating temperature.
  8. Can be kept from year to year.
  9. Requires no pre-mixing.
  10. Cheaper in the long run.
- Just one word of caution. In order to enjoy full benefit of this remarkable anti-freeze, be sure to follow carefully the instructions below:

#### GLYCERINE-TIGHT

Have Your Service Man Follow These Instructions When Servicing GLYCO

Glyco cannot evaporate. Only by leakage or overflow can it escape. Therefore it is vital to see that the cooling system is glycerine-tight.

Your garageman can easily flush all dirt and sediment from the cooling system, tighten hose connections, cylinder head gaskets and pump packings, so there can be absolutely no question that the system is leak-proof.

Also don't waste Glyco through the overflow pipe inside the radiator. Never fill radiator higher than within 3 inches of the top of this pipe (Fords 4 inches). This allows the solution to expand without overflowing when heated up.

On the coldest day of the year GLYCO will not freeze and in warmer weather it will not evaporate. One filling (if your motor is glycerine tight) will give you sure protection against damage to your radiator from freezing.

#### Harmless

The U. S. Bureau of Standards in its Letter Circular 28 (dated December 1, 1925) describes the many advantages of radiator glycerine, stating among other things that it is harmless to all materials of the cooling system, including rubber. It is equally harmless to the new lacquer body finishes.

IF YOU WANT THE BEST BE SURE TO ASK FOR:

**Glyco**  
 DISTILLED  
**Radiator Glycerine**

KRPP  
 Dallas  
 Texas  
 KRPP

G. P. A. SPECIFICATION

Sold by independent Service Stations and Garages everywhere



W. J. R. Birmingham Alabama  
List of Broadcasting Stations—Continued

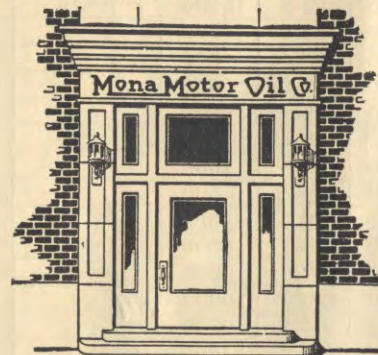
Station	City and State	Kilo Cycles	Meter	Watt Power	Dials		
					1	2	3
*KSCJ	Sioux City, Ia.	1330	225.4	1000			
*KSD	St. Louis, Mo.	550	545.1	500	99		
KSL	Salt Lake City, Utah	1130	265.3	5000			
*KSO	Clarinda, Ia.	1380	217.3	1000	8		
KSOO	Sioux Falls., S. Dak.	1110	270.1	1000			
KSTP	St. Paul, Minn.	1460	205.4	10000			
KTAB	Oakland, Cal.	550	545.1	500			
*KTBI	Los Angeles, Cal.	1300	230.6	1000			
*KTBR	Portland, Ore.	1300	230.6	500			
*KTHS	Hot Springs, Ark.	800	374.8	5000	45		
KTNT	Muscataine, Ia.	1170	256.3	5000	16		
*KTSA	San Antonio, Texas	1290	232.4	1000			
*KTW	Seattle, Wash.	1270	236.1	1000			
*KUAO	Fayetteville, Ark.	1390	215.7	1000			
*KUOM	Missoula, Mont.	570	526.0	500			
*KUSD	Vermillion, S. Dak.	890	336.9	500			
*KUT	Austin, Texas	1120	267.7	500			
*KVI	North Des Moines, Wash.	1340	223.7	1000			
*KVOO	Bristow, Okla.	1140	263.0	5000			
KWJJ	Portland, Ore.	1060	282.8	500			
KWK	St. Louis, Mo.	1350	222.1	1000			
*KWKH	Shreveport, La.	850	352.7	20000	40		
*KWSC	Pullman, Wash.	1390	215.7	500			
*KWWG	Brownsville, Texas	1260	238.0	500			
*KXA	Seattle, Wash.	570	526.0	500			
*KXL	Portland, Ore.	1250	239.9	500			
KYA	San Francisco, Cal.	1230	243.8	1000			
KYW	Chicago, Ill.	1020	293.9	5000			
NAA	Washington, D. C.	690	434.5	1000			
†WAAF	Chicago, Ill.	920	325.9	500			
†WAAW	Omaha, Nebr.	660	454.3	500	69		
WABC	Richmond Hill, N. Y.	860	348.6	5000	37		
*WABO	Rochester, N. Y.	1440	208.2	500			
WADC	Akron, Ohio.	1320	227.1	1000			
WAIU	Columbus, Ohio	640	468.5	5000			
*WAPI	Auburn, Ala.	1140	263.0	5000			
*WBAA	West LaFayette, Ind.	1400	214.2	500			
*WBAK	Harrisburg, Pa.	1430	209.7	500			
*WBAL	Baltimore, Md.	1060	282.8	5000			
*WBAP	Ft. Worth, Texas	800	374.8	50000	46		
*WBAW	Nashville, Tenn.	1490	201.6	5000	45		
*WBBM	Chicago, Ill.	770	389.4	25000			
*WBBC	Brooklyn, N. Y.	1400	214.2	500			

† Daylight hours only.  
Present MonaMotor Oil Company Programs.

\* Divides Time with other stations.

## Behind MonaMotor Oil Products Stands a House Forty Years Old

The MonaMotor Oil Company was founded in 1889—40 years ago—and today is one of the oldest and largest independent oil manufacturers in the country.



### The House behind the goods

Both consumer and dealer may buy its products with the comforting assurance that they are not new and untried, and that the house back of them is time-tested and thoroughly experienced in the production of lubricants of all kinds.

The company has large plants in Council Bluffs, Iowa, and Toledo, Ohio, where MonaMotor Oil is refined, and distributing branches at San Francisco and Los Angeles. It is an independent company, marketing its products entirely through independent dealers in all parts of the country.

Every product of the MonaMotor Oil Company is guaranteed to give complete satisfaction—and the guarantee is backed by a concern of financial responsibility, as well as the disposition to make that guarantee good.

MonaMotor Oil dealers are selected with great care. They are “hand picked” for their ability to serve the consumer properly and honestly.

MonaMotor Oil signs are your guarantee of protection.

Buy MonaMotor Oil Company products with complete confidence. The guarantee behind them is that they must please you, or you can have your money back on request—with a smile and without a quibble.

“The House Behind the Goods” guarantees you this.



**List of Broadcasting Stations—Continued**

Station	City and State	Kilo Cycles	Meter	Watt Power	Dials		
					1	2	3
*WBBR	Rossville, N. Y.	1300	230.6	1000			
*WBCN	Chicago, Ill.	870	344.6	5000	50		
*WBET	Medford, Mass.	1360	220.4	500			
WBIS	Boston, Mass.	1230	243.8	500			
WBOQ	Richmond Hill, N. Y.	860	348.6	5000			
WBRC	Birmingham, Ala.	930	322.4	500			
*WBRL	Tilton, N. H.	1430	209.7	500			
WBT	Charlotte, N. C.	1080	277.6	10000			
*WBZ	East Springfield, Mass.	990	302.8	15000			
*WBZA	Boston, Mass.	990	302.8	500			
*WCAC	Mansfield, Conn.	1330	225.4	500			
†WCAD	Canton, N. Y.	1220	245.8	500			
WCAE	Pittsburgh, Pa.	1220	245.8	500			
*WCAJ	Lincoln, Nebr.	590	508.2	500			
*WCAL	Northfield, Minn.	1250	239.9	1000			
*WCAM	Camden, N. J.	1280	234.2	500			
*WCAP	Asbury Park, N. J.	1280	234.2	500			
WCAU	Philadelphia, Pa.	1170	256.3	5000			
*WCBD	Zion, Ill.	1080	277.6	5000			
WCCO	Minneapolis, Minn.	810	370.2	10000	44		
WCFL	Chicago, Ill.	970	309.1	50000			
WCGH	Brooklyn, N. Y.	1400	214.2	500			
WCGU	Coney Island, N. Y.	1400	214.2	500			
*WCMA	Culver, Ind.	1400	214.2	500			
WCOA	Pensacola, Fla.	1120	267.7	500			
WCOC	Columbus, Miss.	880	340.7	500			
WCSH	Portland, Me.	940	319.0	500			
*WCSO	Springfield, Ohio	1380	217.3	500			
*WCWK	Ft. Wayne, Ind.	1230	243.8	500			
*WCX	Detroit, Mich.	750	399.8	5000			
*WDAE	Tampa, Fla.	620	483.6	1000			
*WDAF	Kansas City, Mo.	610	491.5	1000	80		
*WDAG	Amarillo, Texas	1410	212.6	1000			
*WDAY	Fargo, N. D.	1280	234.2	1000			
WDBJ	Roanoke, Va.	930	322.4	500			
*WDBO	Orlando, Fla.	620	483.6	1000			
WDEL	Wilmington, Del.	1410	212.6	500			
*WDGY	Minneapolis, Minn.	1390	215.7	500			
WDOD	Chattanooga, Tenn.	1280	234.2	1000			
*WDRC	New Haven, Conn.	1330	225.4	500			
WDSU	New Orleans, La.	1270	236.1	1000			
WEAF	New York, N. Y.	660	454.3	50000			
WEAN	Providence, R. I.	1160	258.5	500			

† Daylight hours only.  
 †† Present MonaMotor Oil Company Programs.

\* Divides Time with other stations.

## Shift Gears the Easy Way Even in Cold Weather

Another winter driving trouble has been thrown into the discard by the MonaMotor Oil Company. Due to the introduction of MonaMotor Glycerated Gear Lubricant it is now possible to have gears that shift easily during cold weather.

### Flows Readily— Lubricates Perfectly



This outstanding lubricant is an effective combination of high-quality glycerated cold-tested stocks. It can be used with perfect assurance that it will flow readily in cold weather, thus proving a great aid to women drivers as well as to all who must drive cars in cold weather.

But not only does MonaMotor Glycerated Gear Lubricant permit easier shifting of gears, it also gives perfect lubrication at all times. It will not "channel" but "follows the gears," protecting them against friction, no matter how cold the weather.

### An Exclusive MonaMotor Product—For Your Own Protection Accept No Substitutes

Glycerated Gear Lubricant is an exclusive MonaMotor product, perfected after long research. It has been thoroughly tested and is sold with an absolute guarantee of satisfaction. Accept no substitutes but insist on MonaMotor Glycerated Gear Lubricant, which alone is sure to give the results you want.

# MonaMotor

## Glycerated Gear Lubricant





List of Broadcasting Stations—Continued

Station	City and State	Kilo Cycles	Meter	Watt Power	Dials		
					1	2	3
†WEAI	Ithica, N. Y.	1270	236.1	500			
*WEAO	Columbus, Ohio	550	545.1	750			
*WEAR	Cleveland, Ohio	1070	280.2	1000			
*WEBC	Superior, Wis.	1280	234.2	1000			
WEBH	Chicago, Ill.	1020	293.9	5000			
WEEI	Boston, Mass.	590	508.2	500			
†WEMC	Berrien Springs, Mich.	590	508.2	1000			
*WENR	Chicago, Ill.	870	344.6	5000	37		
*WEVD	Woodhaven, N. Y.	1300	230.6	500			
†WEW	St. Louis, Mo.	760	394.5	1000			
*WFAA	Dallas, Texas	1040	288.3	5000			
*WFAN	Philadelphia, Pa.	610	491.5	500			
*WFBL	Syracuse, N. Y.	900	333.1	750			
WFBM	Indianapolis, Ind.	1050	285.5	25000			
*WFI	Philadelphia, Pa.	560	535.4	500			
WFIW	Hopkinsville, Ky.	940	319.0	1000	31		
*WFJC	Akron, Ohio	1450	206.8	500			
*WFLA	Clearwater, Fla.	900	333.1	1000			
*WGBC	Memphis, Tenn.	1430	209.7	500			
*WGBF	Evansville, Ind.	630	475.9	500			
*WGBS	Astoria, N. Y.	1180	254.1	500			
*WGCP	Newark, N. J.	1250	239.9	500			
*WGES	Chicago, Ill.	1360	220.4	500			
WGHP	Detroit, Mich.	1240	241.8	750			
*WGMS	Minneapolis, Minn.	1250	239.9	1000			
*WGN	Chicago, Ill.	720	416.4	15000			
WGR	Buffalo, N. Y.	550	545.1	750			
*WGST	Atlanta, Ga.	890	336.9	500			
WGY	Schenectady, N. Y.	790	379.5	50000			
*WHA	Madison, Wis.	570	526.0	750			
WHAM	Rochester, N. Y.	1150	260.7	5000			
*WHAP	New York, N. Y.	1300	230.6	1000			
WHAS	Louisville, Ky.	820	365.5	10000			
*WHAZ	Troy, N. Y.	1300	230.6	500			
*  WHB	Kansas City, Mo.	950	315.6	1000			
*WHBL	Sheboygan, Wis.	1410	212.6	500			
*WHDI	Minneapolis, Minn.	1390	215.7	500			
*WHEC	Rochester, N. Y.	1440	208.2	500			
WHK	Cleveland, Ohio	1390	215.7	1000			
*WHO	Des Moines, Ia.	1000	299.8	5000	26		
*WHT	Chicago, Ill.	1480	202.6	5000			
*WIBO	Chicago, Ill.	1480	202.6	5000			
*WIBW	Topeka, Kans.	1300	230.6	1000			

† Daylight hours only.  
|| Present MonaMotor Oil Company Programs.

\* Divides Time with other stations.



# High Compression Motors Demand an Improved Fuel

Automobile engines of today are far different from those of even a few years ago. High compression and high speed have made necessary a different type of gasoline than that commonly in use, if the greatest efficiency is to be experienced.

MonaMotor Hi-Compression Benzol Gasoline is a product which has been developed to meet the requirements of modern motors. It is an anti-knock gasoline that "follows through." It pushes the pistons down with more the effect of a steam engine than that of an internal-combustion motor.

An  
Extra-  
Premium  
Product

**MonaMotor**  
Hi-Compression  
**BENZOL**  
GASOLINE

At  
Regular-  
Premium  
Prices

## Economy, Satisfaction, Super-Performance

This super-gasoline will give you smoother performance, increased mileage, reduced carbon trouble and freedom from knocks. Exhaustive tests have proven that MonaMotor Hi-Compression BENZOL Gasoline is distinctively in a class by itself, yet the price is no higher than that charged for ordinary anti-knock gasoline.

Test MonaMotor Hi-Compression BENZOL Gasoline thoroughly in your own car. You will see that every claim we make has its foundation in actual performance.

**MonaMotor**  
GASOLINE  
—  
U. S. Motor  
Fuel Specifi-  
cations

## An Extra Dry, Clean-burning Gasoline Sold at the Regular Price

MonaMotor Gasoline conforms in every particular to the trade standard known as "U. S. Motor Fuel." It is free from sulphur and other harmful impurities. Unsurpassed for the mileage it gives and for its quicker acceleration. Yet this dry, clean burning gasoline costs no more than ordinary low grade gasolines.



List of Broadcasting Stations—Continued

Station	City and State	Kilo Cycles	Meter	Watt Power	Dials		
					1	2	3
*WICC	Sport Hill, Conn.	1430	209.7	500			
*WIOD	Miami Beach, Fla.	1240	241.8	1000			
*WIP	Philadelphia, Pa.	610	491.5	500			
*WJAD	Waco, Texas	1240	241.8	1000			
WJAG	Norfolk, Nebr.	1060	282.8	500			
WJAS	Pittsburgh, Pa.	1290	232.4	1000			
WJAX	Jacksonville, Fla.	1260	238.0	1000			
*WJAZ	Mt. Prospect, Ill.	1480	202.6	5000			
*WJAY	Cleveland, Ohio	1450	206.8	500			
*WJBT	Chicago, Ill.	770	389.4	10000			
WJJD	Mooseheart, Ill.	1180	254.1	20000	15		
*WJKS	Gary, Ind.	1360	220.4	500			
*WJR	Detroit, Mich.	750	399.8	5000	53		
WJZ	Boundbrook, N. J.	760	394.5	30000			
†WKAR	East Lansing, Mich.	1040	288.3	500			
*WKBF	Indianapolis, Ind.	1400	214.2	500			
*WKBH	LaCrosse, Wis.	1380	217.3	1000			
*WKBN	Youngstown, Ohio	570	526.0	500			
WKBW	Amherst, N. Y.	1470	204.0	5000			
WKEN	Buffalo, N. Y.	1040	288.3	1000			
WKRC	Cincinnati, Ohio	550	545.1	500			
WKY	Oklahoma, Okla.	900	333.1	1000			
*WLAC	Nashville, Tenn.	1490	201.6	5000	00		
*WLB	Minneapolis, Minn.	1250	239.9	1000			
†WLBL	Stevens Point, Wis.	900	333.1	5000			
WLBW	Oil City, Pa.	1260	238.0	500			
WLBZ	Dover-Foxcroft, Mo.	620	483.6	500			
*WLIB	Chicago, Ill.	720	416.4	15000			
*WLIT	Philadelphia, Pa.	560	535.4	500			
*WLS	Chicago, Ill.	870	344.6	5000	38		
*WLTH	Brooklyn, N. Y.	1400	214.2	500			
WLW	Cincinnati, Ohio	700	428.3	50000	61		
*WLWL	New York, N. Y.	1100	272.6	5000			
*WMAC	Cazenovia, N. Y.	1440	208.2	500	10		
*WMAF	South Dartmouth, Mass.	1360	220.4	500			
*WMAK	Martinsville, N. Y.	900	333.1	750			
WMAQ	Chicago, Ill.	670	447.5	5000	67		
*WMAZ	Macon, Ga.	890	336.9	500			
WMBD	Peoria Heights, Ill.	1440	208.2	500			
WMBF	Miami Beach, Fla.	560	535.4	500			
*WMBI	Chicago, Ill.	1080	277.6	5000			
*WMBS	Lemoyne, Pa.	1430	209.7	500			
WMBO	Auburn, N. Y.	1370	218.8	1000			

† Daylight hours only.  
|| Present MonaMotor Oil Company Programs.

\* Divides Time with other stations.

# The Oil Proof Spark Plug

## Eight Outstanding Advantages

1. Stoneco insulator—withstands 30,000 volts and 3,800 degrees of heat.
2. Extra large metal electrode—will last the life of any motor.
3. Uses the only one-piece electrode ever put in a spark plug—cannot "go bad."
4. Lifetime spark points—guaranteed to withstand heat and not burn off.
5. Constant non-variable gap—never needs adjustment at any time.
6. Oil-burning center electrode—burns off any excess oil: prevents carbon deposit.
7. Fires between a surface and a point—admitted the most scientific construction.
8. Foul proof chamber—prevents fouling and electrical "shorting."



## Eliminates "Unavoidable" Plug Trouble

Now you can escape from the troubles which spark plugs have given you in the past.

Install a set of The OIL PROOF Spark Plugs in your motor, and you can forget them—absolutely. Even if your motor is an "oil pumper" you will have no trouble with ignition. The OIL PROOF Spark Plug is exactly what the name indicates. **It will fire through oil.**

It will last practically the life of your motor, because the improved Stoneco insulator has tremendous strength and the electrodes will not burn away. These plugs will stand up under high speed, and high compression motor service.

This plug can be identified by the name "The OIL PROOF." and the red diamond on the face of the insulator.

If your dealer cannot supply you, order direct.

**Spark Plug Manufacturing Division**  
**MonaMotor Oil Company**  
 Council Bluffs Toledo San Francisco Los Angeles





# MonaMotor Oil



## List of Broadcasting Stations—Continued

Station	City and State	Kilo Cycles	Meter	Watt Power	Dials		
					1	2	3
WMC	Memphis, Tenn.	780	384.4	500			
*WMCA	New York, N. Y.	570	526.0	500			
WMMN	Fairmont, W. Va.	890	336.9	500			
WNAC	Boston, Mass.	1230	243.8	500			
*WNAD	Norman, Okla.	1010	296.9	500			
*  WNAX	Yankton, S. D.	570	526.0	500	91		
*WNBR	Memphis, Tenn.	1430	209.7	500			
WNOX	Knoxville, Tenn.	560	535.4	1000			
WNRC	Greensboro, N. C.	1440	208.2	500			
*WNYC	New York, N. Y.	570	526.0	500			
*WOAI	San Antonio, Texas	1190	252.0	5000	15		
*WOAN	Lawrenceburg, Tenn.	600	499.7	500			
*WOAX	Trenton, N. J.	1280	234.2	500			
*WOC	Davenport, Ia.	1000	299.8	5000			
*†WODA	Patterson, N. J.	1250	239.9	1000	95		
*WOI	Ames, Ia.	560	535.4	3500	95		
*WOKO	Mt. Beacon, N. Y.	1440	208.2	500			
*WOOD	Grand Rapids, Mich.	1270	236.1	500			
*WOQ	Kansas City, Mo.	610	491.5	1000			
WOR	Newark, N. J.	710	422.3	5000			
*WORD	Batavia, Ill.	1480	202.6	5000			
*WOS	Jefferson City, Mo.	630	475.9	500	76		
WOV	New York, N. Y.	1130	265.3	1000	85		
*WOW	Omaha, Nebr.	590	508.2	1000	81		
*WOWO	Ft. Wayne, Ind.	1160	258.5	5000			
*WPAP	Cliffside, N. J.	760	394.5	500			
*WPCC	Chicago, Ill.	570	526.0	500			
†WPCH	New York, N. Y.	810	370.2	500			
*WPG	Atlantic City, N. J.	1100	272.6	5000			
*WPOR	Suffolk, Va.	780	384.4	500			
†WPSC	State College, Pa.	1230	243.8	500			
WPTF	Raleigh, N. C.	680	440.9	10000			
*WQAM	Miami, Fla.	1240	241.8	750			
WRBC	Valparaiso, Ind.	1240	241.8	500			
WRC	Washington, D. C.	950	315.6	500			
*WREC	Whitehaven, Tenn.	600	499.7	500			
*WREN	Lawrence, Kan.	1220	245.8	1000	14		
*WRHM	Minneapolis, Minn.	1250	239.9	1000	123		
*WRM	Urbana, Ill.	570	526.0	500			
*WRR	Dallas, Texas	1190	252.0	5000			
WRUF	Gainesville, Fla.	1470	204.0	5000			
WSAI	Cincinnati, Ohio	800	374.8	5000			
WRVA	Richmond, Va.	1110	270.1	5000			

† Daylight hours only.

|| Present MonaMotor Oil Company Programs.

\* Divides Time with other stations.



# MonaMotor Oil



## Selected Quality Products, Super Service for Your Car Economy and Courtesy

We Will Gladly—

Fill Your  
Radiator

Clean Your  
Windshield

Inflate  
Your Tires

Help You  
Anyway  
We Can

Whenever you drive up to a service station which displays the sign of the MonaMotor Service System, you are assured of receiving

- products of highest quality which will give you maximum performance.
- prompt, careful and efficient service on any job, large or small.
- the same cheerful, smiling attitude on the part of the attendant with "free" service as with "paid" service.
- courtesy and cooperation of the kind that has made authorized MonaMotor Service Stations a favorite with women drivers.
- a clean, orderly station with sanitary rest rooms and other conveniences for the motorist.

To Get Greater Pleasure from  
Driving Your Car

Always Look for:

Authorized  
**MonaMotor Service**

At Authorized Stations of the MonaMotor Service System you are always assured of every service that will help make driving safer or more enjoyable.





**MonaMotor Oil**



**MonaMotor Oil**



List of Broadcasting Stations—Continued

Station	City and State	Kilo Cycles	Meter	Watt Power	Dials		
					1	2	3
WSB	Atlanta, Ga.	740	405.2	10000			
*WSBT	South Bend, Ind.	1230	243.8	500			
*WSDA	Brooklyn, N. Y.	1400	214.2	500			
*WSEA	Portsmouth, Va.	780	384.4	500			
WSKC	Bay City, Mich.	1410	212.6	500			
WSM	Nashville, Tenn.	650	461.3	5000	71		
WSMB	New Orleans, La.	1320	227.1	750			
WSPD	Toledo, Ohio	1340	223.7	500			
*WSUI	Iowa City, Ia.	580	516.9	500	89		
*WSUN	Clearwater, Fla.	900	333.1	1000			
*WTAD	Quincy, Ill.	1440	208.2	500			
*WTAM	Cleveland, Ohio	1070	280.2	3500			
*WTAQ	Eau Claire, Wis.	1330	225.4	1000	95		
*WTAR	Norfolk, Va.	780	384.4	500			
*WTAW	College Station, Texas	1120	267.7	500			
WTFF	Washington, D. C.	1460	205.4	10000			
WTFI	Toccoa, Ga.	1450	206.8	500			
WTIC	Hartford, Conn.	600	499.7	50000			
WTMJ	Milwaukee, Wis.	620	483.6	1000	75		
WWJ	Detroit, Mich.	920	325.9	1000			
*WWL	New Orleans, La.	850	352.7	5000			
WWNC	Asheville, N. C.	570	526.0	1000			
*WWVA	Wheeling, W. Va.	1160	258.5	5000			

† Daylight hours only.

‡ Present MonaMotor Oil Company Programs.

\* Divides Time with other stations.

The MonaMotor Oil Twins  
Are Still "Singing Around"



JOHN WOLFE NED TOLLINGER

John Wolfe and Ned Tollinger, better known to the radio public as "John and Ned—The MonaMotor Oil Twins," are still touring the country, entertaining nightly from radio stations in various parts of the country.

"John and Ned" are the only traveling team in the country representing a radio station, and doubtless are the best known entertainers, in their line, on the air.

The "Twins" have the enviable record of having entertained by invitation from nearly 150 of the principal radio stations of the country, and calls for their services are constantly being received in greater numbers than can be scheduled.

It is impossible to give their route here: but you can undoubtedly find them on the air from time to time from some of the stations listed below. And if you wish to have two of their most popular songs ready at hand at any time, step into your local Columbia dealer's store and ask for Columbia Record No. 1340-D—"The Book of Etiquette" and "I'm Saving Saturday Night for You."

Here are some of the stations from which the Twins have entertained:

KJR, KFOA, KHQ, KMO, KGW, KEX, WLAB, WSKC, WOOD, WJR, WCX, WREO,  
KGA, KGO, KPO, KWG, KFRG, KOW, KMJ, WGHF, WTAL, WHEB, WJBL, WJBC, WSBT,  
KFWH, KFWO, KFVB, KFON, KNX, KHJ, WGBF, WBH, WFBM, WOWO, WRAF,  
KLX, KOA, KFKX, KFEO, KLZ, KFXF, KFH, WLW, WADC, WHK, WEAO, WSMK,  
KVOO, KWOR, KFAB, KMMJ, KFOR, KSO, WJBK, WOI, WAFD, WTMJ, WWJ, WOR,  
KMOX, KTHS, KTNT, KFNF, KMA, KOIL, WEAN, WNAC, WFBL, WMAK, WCAU,  
KFSD, KPSN, KFVW, KWCR, KFUM, KSCJ, WJAS, WAIU, WKRC, WMAQ, WSAI,  
KSOO, KSTP, KFQB, WCAD, WNAX, WEBC,  
WTAQ, WIAG, WEAU, WKY, WHB, WRR, CNRV, CKCD, CFCN, CNRW, CKPC,  
WHO, WAMD, WCAL, WKAF, WSOE, WIAZ, CNRU, CKOC,  
WGES, WEBH, WJJD, WQJ, WBBM,



## Locate Stations Easily

After you have logged stations easy to tune in, you may reach other stations by intelligent tuning between points already logged. All stations on the same frequency have the same settings on the dials.

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| <p><b>550 KC., 545.1 Meters</b><br/>WGR—Buffalo, N. Y.<br/>WEAO—Columbus, Ohio<br/>WKRC—Cincinnati, Ohio<br/>KFUD—St. Louis, Mo.<br/>KSD—St. Louis, Mo.<br/>KFDY—Brookings, S. D.<br/>KFYR—Bismark, N. D.<br/>KFJM—Grand Forks, N. D.<br/>KTAB—Oakland, Cal.</p> <p><b>560 KC., 535.4 Meters</b><br/>WLIT—Philadelphia, Pa.<br/>WFI—Philadelphia, Pa.<br/>KFDM—Beaumont, Texas<br/>WMBF—Miami Beach, Fla.<br/>WNOX—Knorrville, Tenn.<br/>WOI—Ames, Iowa<br/>KFEO—St. Joseph, Mo.<br/>KOAC—Corvallis, Ore.<br/>KLZ—Dupont, Colo.</p> <p><b>570 KC., 526.0 Meters</b><br/>WNYC—New York City<br/>WMCA—New York City<br/>WSYR—Syracuse, N. Y.<br/>WSMK—Dayton, Ohio<br/>WKBN—Youngstown, Ohio<br/>WVNC—Asheville, N. C.<br/>KGKO—Wichita Falls, Tex.<br/>WHA—Madison, Wis.<br/>WPCC—Chicago, Ill.<br/>WRM—Urbana, Ill.<br/>WNAX—Yankton, S. D.<br/>KUOM—Missoula, Mont.<br/>KMTR—Hollywood, Calif.<br/>KPLA—Los Angeles, Calif.<br/>KXA—Seattle, Wash.</p> <p><b>580 KC., 516.9 Meters<br/>(Canadian Shared)</b><br/>WTAG—Worcester, Mass.<br/>WKAQ—San Juan, P. R.<br/>WOBU—Charleston, W. Va.<br/>WSAZ—Huntington, W. Va.<br/>KGFX—Pierre, S. D.<br/>KSAC—Manhattan, Kans.<br/>WSUI—Iowa City, Iowa</p> <p><b>590 KC., 508.2 Meters</b><br/>WEEL—Boston, Mass.<br/>WEMC—Berrien Springs, Mich.<br/>WCAJ—Lincoln, Nebr.<br/>WOW—Omaha, Nebr.<br/>KHQ—Spokane, Wash.</p> <p><b>600 KC., 499.7 Meters<br/>(Canadian Shared)</b><br/>WTIC—Hartford, Conn.<br/>WCAO—Baltimore, Md.<br/>WREC—Whitehaven, Tenn.<br/>WOAN—Lawrenceburg, Tenn.<br/>WEBW—Beloit, Wis.<br/>KFSD—San Diego, Calif.<br/>KFBU—Laramie, Wyo.</p> | <p><b>610 KC., 491.5 Meters</b><br/>WFAN—Philadelphia, Pa.<br/>WIP—Philadelphia, Pa.<br/>WDAF—Kansas City, Mo.<br/>WOO—Kansas City, Mo.<br/>KFRC—San Francisco, Cal.</p> <p><b>620 KC., 483.6 Meters</b><br/>WLBZ—Dover-Foxcraft, Mo.<br/>WDBO—Orlando, Fla.<br/>WDAE—Tampa, Fla.<br/>WTMJ—Brookfield, Wis.<br/>KGW—Portland, Ore.<br/>KFAD—Phoenix, Ariz.</p> <p><b>630 KC., 475.9 Meters<br/>(Canadian Shared)</b><br/>WMAL—Washington, D. C.<br/>WOS—Jefferson City, Mo.<br/>KFRU—Columbia, Mo.<br/>WGBF—Evansville, Ind.</p> <p><b>640 KC., 468.5 Meters</b><br/>WAIU—Columbus, Ohio<br/>KFI—Los Angeles, Calif.</p> <p><b>650 KC., 461.3 Meters</b><br/>WSM—Nashville, Tenn.</p> <p><b>660 KC., 454.3 Meters</b><br/>WEAF—Bellmore, N. Y.<br/>WAAW—Omaha, Nebr.</p> <p><b>670 KC., 447.5 Meters</b><br/>WMAC—Chicago, Ill.</p> <p><b>680 KC., 440.9 Meters</b><br/>WPTF—Raleigh, N. C.<br/>KPO—San Francisco, Calif.</p> <p><b>690 KC., 434.5 Meters<br/>(Canadian Exclusive)</b><br/><b>700 KC., 428.3 Meters</b><br/>WLW—Mason, Ohio<br/>KFVD—Culver City, Calif.</p> <p><b>710 KC., 422.3 Meters</b><br/>WOR—Newark, N. J.</p> <p><b>720 KC., 416.4 Meters</b><br/>WGN-WLIB—Chicago, Ill.</p> <p><b>730 KC.<br/>(Canadian Exclusive)</b><br/><b>740 KC., 405.2 Meters</b><br/>WSB—Atlanta, Ga.<br/>KMMJ—Clay Center, Neb.</p> <p><b>750 KC., 399.8 Meters</b><br/>WJR-WCX—Pontiac, Mich.</p> <p><b>760 KC., 394.5 Meters</b><br/>WIZ—New York, N. Y.<br/>WEW—St. Louis, Mo.</p> <p><b>770 KC., 389.4 Meters</b><br/>KFAB—Lincoln, Nebr.<br/>WBWM-WJBT—Chicago, Ill.</p> | <p><b>780 KC., 384.4 Meters<br/>(Canadian Shared)</b><br/>WSEA—Portsmouth, Va.<br/>WTAR-WPOR—Norfolk, Va.<br/>WMC—Memphis, Tenn.<br/>KELW—Burbank, Calif.<br/>KNRC—Santa Monica, Cal.</p> <p><b>790 KC., 379.5 Meters</b><br/>WGY—Schenectady, N. Y.<br/>KGO—Oakland, Calif.</p> <p><b>800 KC., 374.8 Meters</b><br/>WSAI—Mason, Ohio<br/>WBAP—Ft. Worth, Texas<br/>KTHS—Hot Springs, Ark.</p> <p><b>810 KC., 370.2 Meters</b><br/>WPCH—New York, N. Y.<br/>WCCO—Minneapolis, Minn.</p> <p><b>820 KC., 365.5 Meters</b><br/>WHAS—Louisville, Ky.</p> <p><b>830 KC., 361.2 Meters</b><br/>KOA—Denver, Colo.</p> <p><b>840 KC.<br/>(Canadian Exclusive)</b><br/><b>850 KC., 352.7 Meters</b><br/>KWKH—Kennonwood, La.<br/>WWL—New Orleans, La.<br/>KFQZ—Hollywood Calif.</p> <p><b>860 KC., 348.6 Meters</b><br/>WABC-WBOQ—New York, N. Y.</p> <p><b>870 KC., 344.6 Meters</b><br/>WLS—Crete, Ill.<br/>WENR-WBCN—Chicago, Ill.</p> <p><b>880 KC., 340.7 Meters<br/>(Canadian Shared)</b><br/>WQAN—Scranton, Pa.<br/>WGBI—Scranton, Pa.<br/>WCOC—Columbus, Miss.<br/>KLX—Oakland, Calif.<br/>KPOF—Denver, Colo.<br/>KPKA—Greeley, Colo.</p> <p><b>890 KC., 336.9 Meters<br/>(Canadian Shared)</b><br/>WJAR—Providence, R. I.<br/>WMMN—Fairmont, W. Va.<br/>WMAZ—Macon, Ga.<br/>WGST—Atlanta, Ga.<br/>KGJF—Little Rock, Ark.<br/>KUSD—Vermillion, S. D.<br/>KFNF—Shenandoah, Iowa</p> <p><b>900 KC., 333.1 Meters</b><br/>WFBL—Syracuse, N. Y.<br/>WMAK—Martinsville, N. Y.<br/>WKY—Okla. City, Okla.<br/>WFLA-WSUN—Clearwater, Fla.</p> | <p><b>WLBL—Stevens Pt., Wis.</b><br/><b>KHJ—Los Angeles, Calif.</b><br/><b>KSEI—Pocatello, Idaho</b><br/><b>KGBU—Ketchikan, Alaska</b></p> <p><b>910 KC., 329.7 Meters<br/>(Canadian Exclusive)</b></p> <p><b>920 KC., 325.9 Meters</b><br/>WWJ—Detroit, Mich.<br/>KPRC—Houston, Tex.<br/>WAAF—Chicago, Ill.<br/>KOMO—Seattle, Wash.</p> <p><b>930 KC., 322.4 Meters<br/>(Canadian Shared)</b><br/>WDBJ—Roanoke, Va.<br/>WBRC—Birmingham, Ala.<br/>KGBZ—York, Nebr.<br/>KMA—Shenandoah, Ia.<br/>KFWM—Oakland, Calif.<br/>KFWI—San Francisco, Cal.</p> <p><b>940 KC., 319.0 Meters</b><br/>WCSS—Portland, Maine<br/>WFIW—Hopkinsville, Ky.<br/>KOIN—Portland, Ore.<br/>KGU—Honolulu, T. H.<br/>KFXX—Denver, Colo.<br/>KFEL—Denver, Colo.</p> <p><b>950 KC., 315.6 Meters</b><br/>WRC—Washington, D. C.<br/>KMC-KLDS—Independence, Mo.<br/>WHB—Kansas City, Mo.<br/>KFWB—Los Angeles, Calif.<br/>KPSN—Pasadena, Calif.<br/>KGHL—Billings, Mont.</p> <p><b>960 KC.<br/>(Canadian Exclusive)</b><br/><b>970 KC., 309.1 Meters</b><br/>WCFL—Chicago, Ill.<br/>KJR—Seattle, Wash.</p> <p><b>980 KC., 305.9 Meters</b><br/>KDKA—Pittsburgh, Pa.</p> <p><b>990 KC., 302.8 Meters</b><br/>WBZ—E. Springfield, Mass.<br/>WBZA—Boston, Mass.</p> <p><b>1000 KC., 299.8 Meters</b><br/>KGFH—Glendale, Calif.<br/>WHO—Des Moines, Iowa<br/>WOC—Davenport, Iowa</p> <p><b>1010 KC., 296.9 Meters<br/>(Canadian Shared)</b><br/>WQAO-WPAP—New York, N. Y.<br/>WHN—New York, N. Y.<br/>WRNY—New York, N. Y.<br/>KGGF—Picks, Okla.<br/>WNAD—Norman, Okla.<br/>WJBB—Sarasota, Fla.<br/>KQW—San Jose, Calif.</p> <p><b>1020 KC., 293.9 Meters</b><br/>KYW-KFKX—Chicago, Ill.</p> |
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## Use Our Free Touring Service

The MonaMotor Oil Company and Radio Station KOIL conduct a free bureau of touring information. You are cordially invited to take full advantage of any help it can extend. Write us—we can doubtless be of great assistance.

### If You Have Planned A Trip

Tell us where you plan to go. Write us for road maps. We will tell you about places of unusual interest which you can visit. If you wish any other information we will see that you get it.

### If You Have NOT Planned A Trip

You may feel the urge to "go somewhere." We can suggest a route to meet any conditions which time or other limitations may impose. We will gladly suggest one or more tours, long or short.

There is no obligation or charge attached to this service. The bureau is maintained solely in an effort to be of greater service to the motoring public.

### MonaMotor Oil Tourist Bureau, Council Bluffs, Iowa

Name.....

Address.....

Make and age of automobile.....

How long can you be gone.....

Where had you thought of going.....



## STATIONS BY WAVE LENGTHS—Continued

<b>1030 KC.</b> (Canadian Exclusive)	<b>1180 KC., 254.1 Meters</b> WGBS—Astoria, L. I. WJJD—Mooseheart, Ill. KEX—Portland, Ore. KOB—State College, N.M.	<b>1290 KC., 232.4 Meters</b> WJAS—Pittsburgh, Pa. KTS—San Antonio, Tex. KFUL—Galveston, Texas KDYL—Salt Lake City, U.	<b>1400 KC., 214.2 Meters</b> WCGU—Coney Island, N. Y. WSGH—WSDA—Brooklyn, N. Y. WLTH—Brooklyn, N. Y. WBBC—Brooklyn, N. Y. WBAA—Brooklyn, N. Y. WBAA—LaFayette, Ind. WCMA—Culver, Ind. WKBF—Indianapolis, Ind.
<b>1040 KC., 288.3 Meters</b> WKEN—Buffalo, N. Y. WKAR—E. Lansing, Mich. WFAA—Dallas, Texas KRDL—Dallas, Texas	<b>1190 KC., 252.0 Meters</b> WRR—Dallas, Texas WOAI—San Antonio, Tex.	<b>1300 KC., 230.6 Meters</b> WBBR—Rossville, N. Y. WHAP—New York, N. Y. WEVD—Woodhaven, N.Y. WHAZ—Troy, N. Y. KFH—Wichita, Kans. WIBW—Topeka, Kans. KGEF—Los Angeles, Calif. KTBI—Los Angeles, Calif. KFJR—Portland, Ore. KTBR—Portland, Ore.	<b>1410 KC., 212.6 Meters</b> WDEL—Wilmington, Del. WSKC—Bay City, Mich. KGRS—Amarillo, Texas WDAG—Amarillo, Texas KFLV—Rockford, Ill. WHBL—Sheboygan, Wis.
<b>1050 KC., 285.5 Meters</b> WFBM—Indianapolis, Ind. KNX—Hollywood, Calif.	<b>1220 KC., 245.8 Meters</b> WCAD—Canton, N. Y. WCAE—Pittsburgh, Pa. WREN—Lawrence, Kans. KFKU—Lawrence, Kans.	<b>1320 KC., 227.1 Meters</b> WADC—Akron, Ohio WSMB—New Orleans, La. KGIO—Idaho Falls, Idaho KGIO—Twin Falls, Idaho KGHP—Pueblo, Colo. KGHB—Honolulu, Hawaii	<b>1430 KC., 209.7 Meters</b> WICC—Easton, Conn. WBRL—Tilton, N. H. WMBS—Lemoine, Pa. WCAH—Columbus, Ohio WGBC—Memphis, Tenn. WNBK—Memphis, Tenn. WBAK—Harrisburg, Pa.
<b>1060 KC., 282.8 Meters</b> WBAL—Baltimore, Md. WTIC—Hartford, Conn. WJAG—Norfolk, Nebr. KWJJ—Portland, Ore.	<b>1230 KC., 243.8 Meters</b> WNAC—WBS—Boston, Mass. WPSC—State College, Pa. WSBT—South Bend, Ind. WFBM—Indianapolis, Ind. WCWK—Ft. Wayne, Ind. KYA—San Francisco, Calif.	<b>1330 KC., 225.4 Meters</b> WDRS—New Haven, Conn. WCAC—Starrs, Conn. WTAQ—Eau Claire, Wis. KSCJ—Sioux City, Ia.	<b>1440 KC., 208.2 Meters</b> WHEC—WABO—Rochester, N. Y. WMAC—Cazenovia, N.Y. WOKO—Mt. Beacon, N.Y. WABF—Kingston, Pa. WRAX—Philadelphia, Pa. WNRC—Greensboro, N.C. WTAD—Quincy, Ill. WMBD—Peoria Hts., Ill. KLS—Oakland, Calif.
<b>1070 KC., 280.2 Meters</b> WAAT—Jersey City, N.J. WTAM—Cleveland, Ohio WEAR—Cleveland, Ohio	<b>1240 KC., 241.8 Meters</b> WGHP—Fraser, Mich. KFQB—Ft. Worth, Texas WJAD—Waco, Texas WQAM—Miami, Fla. WIOD—Miami Beach, Fla. WRBC—Valparaiso, Ind.	<b>1340 KC., 223.7 Meters</b> WSPD—Toledo, Ohio KMO—Tacoma, Wash. KVI—Nr. Des Moines, Wash.	<b>1450 KC., 206.8 Meters</b> WBMS—Union City, N.J. WNJ—Newark, N. J. WIBS—Elizabeth, N. J. WKBO—Jersey City, N. J. WSAR—Fall River, Mass. WJAY—Cleveland, Ohio WFJC—Akron, Ohio KSBK—Shreveport, La. WTFI—Toccoa, Ga.
<b>1080 KC., 277.6 Meters</b> WBT—Charlotte, N. C. WCBD—Zion, Ill. WMBI—Chicago, Ill.	<b>1250 KC., 239.9 Meters</b> WGCP—Newark, N. J. WODA—Patterson, N. J. WAAM—Newark, N. J. WLB—WGMS—Minneapolis, Minn. WRHM—Fridley, Minn. KFMX—Northfield, Minn. WCAL—Northfield, Minn. KFON—Long Beach, Calif. KEJK—Beverly Hills, Cal. KXL—Portland, Ore. KFAU—Boise, Idaho	<b>1350 KC., 222.1 Meters</b> WBNY—New York, N. Y. WMSG—New York, N. Y. WCDA—New York, N. Y. WKBO—New York, N. Y. KWK—St. Louis, Mo. WIL—St. Louis, Mo.	<b>1460 KC., 205.4 Meters</b> WTFE—Mt. Vernon Hills, Va. KSTP—Westcott, Minn.
<b>1090 KC., 275.1 Meters</b> KMOX—KFQA—St. Louis, Mo.	<b>1260 KC., 238.0 Meters</b> WLBW—Oil City, Pa. WJAX—Jacksonville, Fla. KWVG—Brownsville, Tex. KRCV—Harlingen, Tex. KOIL—Council Bluffs, Ia.	<b>1360 KC., 220.4 Meters</b> WBET—Medford, Mass. WMAF—S. Dartmouth, Mass. WQBC—Utica, Miss. WJKS—Gary, Ind. WGES—Chicago, Ill. KFBB—Havre, Mont. KGIR—Butte, Mont. KGB—San Diego, Calif.	<b>1470 KC., 204.0 Meters</b> WKBW—Amherst, N. Y. KFJF—Oklahoma City, Okla. WRUF—Gainesville, Fla. KGA—Spokane, Wash.
<b>1100 KC., 272.6 Meters</b> WPG—Atlantic City, N. J. WLWL—New York, N. Y. KJBS—San Francisco, Cal.	<b>1270 KC., 236.1 Meters</b> WEAT—Ithaca, N. Y. WASH—Gr. Rapids, Mich. WOOD—Gr. Rapids, Mich. WDSU—New Orleans, La. KWLC—Decorah, Ia. KGA—Decorah, Ia. KTW—Seattle, Wash. KOL—Seattle, Wash. KFUM—Colo. Spgs., Colo.	<b>1370 KC., 217.3 Meters</b> WCOS—Springfield, Ohio KQV—Pittsburgh, Pa. KSO—Clarinda, Ia. WKBH—LaCrosse, Wis.	<b>1480 KC., 202.6 Meters</b> WJAZ—Mt. Prospect, Ill. WHT—Deerfield, Ill. WORD—Batavia, Ill. WIBO—Desplaines, Ill.
<b>1110 KC., 270.1 Meters</b> WRVA—Richmond, Va. KSOO—Sioux Falls, S. D.	<b>1280 KC., 234.2 Meters</b> WCAM—Camden, N. J. WCAP—Asbury Park, N.J. WOAX—Trenton, N. J. WDOD—Chattanooga, Tenn. WDAY—Fargo, N. D. WEBC—Superior, Wis.	<b>1380 KC., 215.7 Meters</b> WHK—Cleveland, Ohio KLRA—Little Rock, Ark. KUOA—Fayetteville, Ark. KOW—Denver, Colo. KWSC—Pullman, Wash. KFPY—Spokane, Wash. WHDI—Minneapolis, Minn. WDGY—Minneapolis, Minn.	<b>1490 KC., 201.6 Meters</b> WBAW—Nashville, Tenn. WLAC—Nashville, Tenn.

## KOIL Is an Excellent Advertising Medium

A new avenue of merchandising is open to those who desire greater distribution in the cornbelt. KOIL has a circulation of 467,082 receiving sets with 1,868,328 listeners\* in the states of IOWA, Nebraska, Missouri, Kansas, Minnesota, and South Dakota alone. And under favorable conditions KOIL has reached out as far as 12,000 miles. There is thus offered an exceptional opportunity for coverage.

Radio strengthens printed advertisements.

Radio adds to your prestige.

Radio makes possible tie-ups with local distributors.

Radio as an advertising medium is appreciated by dealers and jobbers.

Radio creates worth-of-mouth advertising second to none.

Radio allows a third person to tell your story.

Radio makes possible last-minute information.

Radio moves merchandise.

The KOIL staff, comprising announcers, continuity experts, merchandisers, salesmen, artists, and technical engineers, is on a par with the best stations of the country. For those who want "planned sales service" and not "just publicity," we are always ready to confer without obligation. Let us tell you more, Write to KOIL, commercial department, Council Bluffs, Iowa.

\*If you are interested in knowing how these conservative figures were secured we will gladly give more information.



## KOIL SPONSORS

Some of the finest entertainment on the air comes to you from KOIL through the sponsorship of many of the largest national advertisers in the country.

Some of these programs reach you through the Columbia network: but many others emanate directly from the KOIL studios.

A partial list of the many products and organizations represented by interesting and enjoyable programs over KOIL follows:

### Radio

Crosley Radio Receivers  
 Musicone Loud Speakers  
 Dynacone Loud Speakers  
 Majestic Radio Receivers (CBS)  
 DeForest Radio Tubes (CBS)  
 Ceco Radio Tubes (CBS)  
 Yale Batteries (CBS)  
 Kolster Radio Receivers (CBS)

### Household

Sheps Household Spray  
 Sheps Furniture Polish  
 International Oil Burners  
 Royal Baking Powder (CBS)  
 Sonora Phonographs (CBS)  
 N. R. (Nature's Remedy) (CBS)  
 Lowney's Candies (CBS)  
 LaPalina Cigars (CBS)  
 Dwarfies Breakfast Food  
 Aladdin Mantle Lamps

### Automotive

Gillette Tires and Tubes  
 National Batteries  
 The Oil Proof Spark Plug  
 Sweeney Automotive and  
 Electrical School  
 Glyco Radiator Glycerine

### Agricultural

Sheps Barnyard Spray  
 Sheps Plant Spray  
 Sheps Stock Dip  
 Gurney Seed & Nursery Co.  
 Marvel Liquid Medicine

### Municipal and Hotels

Hotel Fontenelle, Omaha  
 Hotel Lassen, Wichita  
 Chamber of Commerce, Medford,  
 Ore.  
 Chamber of Commerce, Santa Bar-  
 bara, Calif.

### Miscellaneous

Chicago, Milwaukee & Pacific R.  
 R.  
 Roseland Dance Hall, Omaha  
 Corley Mountain Highway, Colo-  
 rado Springs, Colo.  
 Tenth Baptist Church, Philadel-  
 phia (CBS)  
 True Story Magazine (CBS)  
 Warner Bros. Vitaphone Attrac-  
 tions (CBS and local)  
 Tripp Inn, Omaha  
 World Theatre, Omaha  
 Brandeis Theatre, Omaha

## A NEW, SAFE SPRAY for Healthier Gardens

**FOR FLOWERS, VEGETABLES, VINES, SHRUBS**

### Non- poisonous Spray Kills Insects

Now your plants can be assured of positive protection against insects. Sheps Plant Spray controls and kills both sucking and chewing insects, including Aphids, Thrips, Green Flies, Mealy Bugs, Worms, Caterpillars and others.

**NON-POISONOUS** for humans, birds, animals and plants. Sure death to insects. Will not injure the most delicate blooms or plants. Benefits soil and foliage.

The easiest spray to mix. Sheps Plant Spray is poured into water, stirred for 15 seconds, then poured into sprayer adding the required amount of water. 20 seconds from bottle to plant. No tedious and time-taking mixing—no soapsud solution. Spraying directions on each bottle.



#### Following sizes and prices:

2 oz. bottle, postpaid.....35c  
 8 oz. bottle, postpaid.....75c  
 16 oz. bottle, postpaid.....\$1.25  
 Quart can, postpaid..... 2.00  
 Gallon can, postpaid..... 6.35  
 5 gallon can, postpaid.....30.00

**Bulk Prices on Inquiry.**

If your Dealer cannot supply you, order direct

Write for free folder, "Sheps Sprays"—a guide telling how to better care for your garden—how to free it from all insect pests.

## SHEPARD LABORATORIES

Dept. of Sprays

Council Bluffs, Iowa

### ALSO MAKERS OF THESE PRODUCTS

#### Sheps Household Spray

Kills moths, ants, roaches, mosquitoes and flies in the home. Protects the health of your family. Will not stain.

#### Sheps Stock Dip

For horses, cows, sheep, hogs, poultry. No Naphthalene. No Mineral Oil.

#### Sheps Furniture Polish

Gives new lustre to old furniture. Will not streak or leave a greasy surface. Supreme as a cleaner and polish for floors and woodwork.

#### Sheps Barnyard Spray

Repels and kills flies. Makes Milking Time a pleasure. Contented Cows give more milk.



# This Chart Tells the Story



This chart shows how MonaMotor Oil is super-refined by the Searle Purification Process, under Patent No. 1,600,845 which no other manufacturer can use unless licensed by us.

# Here's Why You Should Be Particular About Oil

Carbon has long been admitted to be the motorist's worst foe. But, because carbon is present in large quantities in both gasoline and lubricating oil, it has been accepted as a necessary evil—and expense. Now we know better.

The real carbon is released as a fine, dry powder, when oil or gasoline burns in a motor cylinder. If there were no impurities in the oil this excess carbon would be blown out of the exhaust, and "carbon trouble" will be unknown.

But there are many impurities in most lubricating oils. These impurities are of a varnish-like nature—sticky and non-volatile. They catch and hold both the carbon released from oil and gasoline and the road dust drawn into the cylinders with air from the carburetor. Then this mixture bakes into a hard mass which we call carbon, but which really is a "motor clinker."

MonaMotor Oil is super-refined. The gummy impurities (glutoleumoids) are removed. Consequently it is fully 98 per cent proof against having "motor clinker" or carbon.

The same process that removes the varnish-like impurities also makes it 95 per cent resistant to crankcase condensation, and to "sludging." But that is not all. It has greater resistance to crankcase dilution than any other known oil. It has greater resistance to breakdown of body from heat.

With all these advantages, it costs you no more than competing oils. A test in your own motor will prove its superiority more quickly than any other.

Look for this trade-mark

