

WHYN, Baby Station of Area, Now Expanding Its Quarters

Attractive Building at South Hadley Falls Houses Two Studios, Engineer's Room, Offices—Other Studios at Holyoke and Northampton

Located on the banks of the Connecticut river across from Mount Tom is a one-story radio station, Holyoke's WHYN, which went into operation on the airwaves early in 1941 as an independent station with transmitter and control room located at South Hadley Falls. Today, only a few years after its inception, the station is expanding with addition to and building for additional offices.

An attractive building, which stands alone beyond the houses which border the roads leading to it, the brick studio is designed with glass-enclosed windows, has two soundproof studios for broadcasting, an engineering room with encased wall fixtures covered with numerous dials, several offices and a roomy lounge.

Three members of the original staff are still with the station, one having recently returned from service with the AAF. Maj. Charles DeRose, general manager of the studio, Joseph Sanford, engineer, and P. J. Montague, commercial manager, are also original staff members.

The radio station has also welcomed back to its folds John H. VonDell, Jr., new music director of WHYN and former navy ensign, who served on an LST in the Mediterranean as a gunnery officer for nearly two years. Educated at Amherst, he is a graduate of Massachusetts State college and now works at the station. He became associated with the station while at college.

Now an affiliate of Yankee and Mutual networks, WHYN maintains studios at Holyoke, Northampton and South Hadley Falls.

PROGRAMS CLASSIFIED

COMEDY AND MUSIC

- 1.30—Sammy Kaye WSPR
- 4.00—Your America, WHYN, WOR
- 4.30—RCA show WTIC
- 6.00—Mary Small WSPR
- 6.30—Charlotte Greenwood, WSPR
- 6.00—Hall of fame WSPR
- 6.00—Ozle and Harriet, WMAS, WDRS
- 6.30—Gilderleeve WMAS, WDRS
- 6.30—Baby Snock, WMAS, WDRS
- 7.00—Jack Benny, WTIC, WGY
- 7.30—Blonde WMAS, WDRS
- 8.30—Bandwagon, WBAZ, WTIC, WGY
- 8.00—Fred McCarthy, WBAZ, WTIC, WGY
- 9.30—Familiar music, WBAZ, WTIC, WGY
- 9.30—Star theater, WMAS, WDRS
- 10.30—Parkyakarkus show, WBAZ, WTIC, WGY

DRAMA

- 6.00—Six Bells, WSPR, WHYN, WHAI
- 6.30—One man's family, WBAZ, WTIC, WGY
- 8.30—Land of lost, WHYN, WHAI, WOR
- 8.00—The Shadow, WHAI, WOR
- 7.30—Thin man, WMAS, WDRS
- 9.00—Human adventure, WHYN, WHAI, WOR
- 10.00—Brownstone house, WHYN, WHAI, WOR
- 10.00—Theater guild of the air, WSPR
- 11.30—Light story, WTIC, WGY
- 11.30—Fidel Classical, WSPR

A. M.

- 11.30—Honored music WTIC
- 7.00—Stradivari, WMAS, WDRS
- 7.30—John Charles Thomas, WBAZ, WTIC, WGY
- 8.00—New York Philharmonic, WMAS, WDRS
- 4.30—Electric hour, WMAS, WDRS
- 5.00—Family hour, WMAS, WDRS
- 6.00—Symphony of air, WBAZ, WTIC, WGY
- 6.30—Evening party, WSPR
- 8.00—Sunday evening hour, WSPR
- 10.00—All-rite, WBAZ, WTIC, WGY

A. M.

- 10.30—Weather WHAI
- 11.00—W. Sweeney, WMAS, WDRS
- 6.15—Chase, WHYN, WHAI, WOR
- 6.45—Shirley WMAS, WDRS
- 6.30—Foster, WHYN, WHAI, WOR
- 7.00—Pearson WSPR
- 7.45—Heaton, WHYN, WHAI, WGY
- 8.55—Calmer WMAS, WDRS
- 9.00—Whicell WSPR
- 9.15—Parsons WSPR
- 9.45—Fidler WSPR

RELIGIOUS

- 6.00—Dr. Gilkey WSPR
- 6.45—Christian Science, WBAZ
- 10.00—Bible classes, WHYN, WHAI
- 10.30—Southernaires WSPR
- 10.15—Second Congregation, WHAI
- 11.00—Eternal light WBAZ
- 11.00—Church of Unity WSPR
- Noon—Pilgrim hour, WHYN, WHAI
- 6.15—Story to order, WTIC, WBAZ
- 6.15—Coast-to-coast WSPR
- 1.15—World series, WHYN, WHAI, WOR
- 2.00—Chaplain Jim, WSPR

DESIGN FOR LIVING

FOLKSONGS OF ALL NATIONS Presented by Wm. Kavanagh Furniture Co. Sunday 12:00—WMAS

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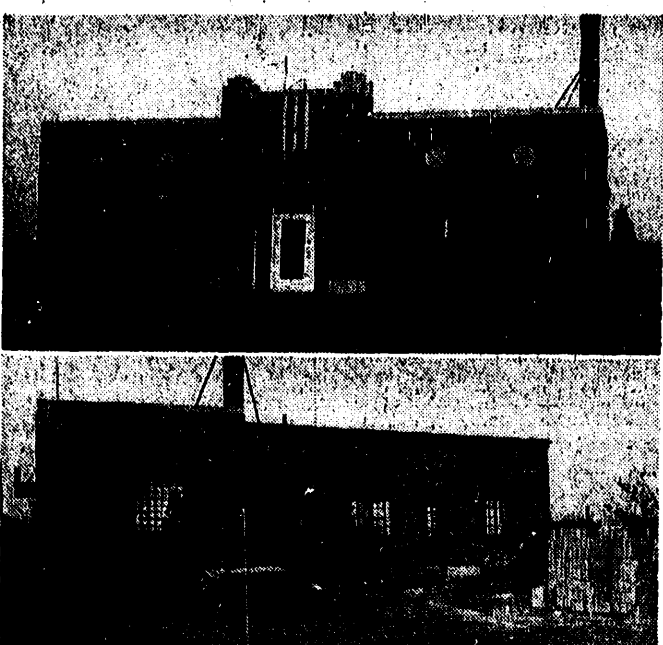
Western Electric Model 63 Hearing Aid

There's only one gift the hard-of-hearing really want—to hear better again! What better gift could you give some loved one than the new Western Electric Model 63 Hearing Aid... offering "Full Color" hearing for more realistic speech and music? Come in. Learn full details about the smaller, lighter, low-priced Model 63. Make it your way of saying "Merry Christmas" every day of the year!

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WHYN Expands Quarters



The baby station of broadcasters in this area, Holyoke's WHYN, is being enlarged for more offices. The modernized building is located on the banks of the Connecticut river, across from Mount Tom at South Hadley Falls. The upper photo shows the entrance to the building, while the lower photo shows a picture of construction now under way on the side entrance to the building, erected in 1941 the year when the station went on the air.

On the Airwaves Today

7.30—News	11.45—Organ reveries	12.30—Lullaby hour
7.45—1 hour of the Southland singing	12.00—Pietro hour	1.30—Chase
8.00—Evangelical hour	1.00—Lullaby hour	1.30—Chase
8.15—Christian Science	1.30—Catholic truth period	1.30—Chase
8.30—News	1.30—Catholic truth period	1.30—Chase
8.30—Words and music	2.00—Thin man	2.00—Thin man
8.30—D and I miners	2.00—Thin man	2.00—Thin man
8.30—World peace	2.00—Thin man	2.00—Thin man
8.30—Words and music	2.00—Thin man	2.00—Thin man
8.30—World peace	2.00—Thin man	2.00—Thin man
11.45—Solitaire time	2.00—Thin man	2.00—Thin man
Noon—News	2.00—Thin man	2.00—Thin man
12.05—Weather	2.00—Thin man	2.00—Thin man
12.10—Singing caroles	2.00—Thin man	2.00—Thin man
12.15—Symphonies	2.00—Thin man	2.00—Thin man
1.15—Washington views	2.00—Thin man	2.00—Thin man
1.30—Harvest of stars	2.00—Thin man	2.00—Thin man
1.30—John Charles Thomas	2.00—Thin man	2.00—Thin man
1.30—World peace	2.00—Thin man	2.00—Thin man
1.30—One man's family	2.00—Thin man	2.00—Thin man
1.30—Army hour	2.00—Thin man	2.00—Thin man
1.30—Rhythm of air	2.00—Thin man	2.00—Thin man
1.30—World peace	2.00—Thin man	2.00—Thin man
1.30—Gilderleeve	2.00—Thin man	2.00—Thin man
1.30—Jack Benny	2.00—Thin man	2.00—Thin man
1.30—News	2.00—Thin man	2.00—Thin man
1.30—News	2.00—Thin man	2.00—Thin man
1.30—News	2.00—Thin man	2.00—Thin man
1.30—News	2.00—Thin man	2.00—Thin man
1.30—News	2.00—Thin man	2.00—Thin man

GOOD PLAYS, MUSIC FEATURE PROGRAMS LISTED FOR TODAY

Afternoon, Evening Broadcasts Have Wide Appeal—Walter Huston Cast in Two Eugene O'Neill Plays

Two plays by Eugene O'Neill, "The Emperor Jones" and "Where the Cross is Made," are adapted for radio tonight on "The Night of the Air" with Walter Huston starred in both. The first half hour at 10 will carry "The Emperor Jones" with Canada Lee in the lead role. Huston will have a major part in the dramatization, followed a half-hour later on the same program by the second story, an act of lost treasure along the coast of California. Huston will portray Capt. Bartlett, master of a whaling vessel (WSPR, 10 to 11 p. m.).

Texan 'DP'



Another Will Rogers? This is what many listeners to the "Quiz Kids" are wondering about Robert Burke, 14, who stands 6 feet, 4 inches in his cowboy boots and has a sincere dry humor enlivened by his Western drawl. He calls himself a "DP from Texas," his home state. Translated, a displaced person.

The highest-paid child in radio, Bobby Hooper, has probably the smallest daily income of a star in the field. His allowance is five cents a day although he earns several hundred dollars weekly.

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Clete Roberts Returns To American Newaroom

Clete Roberts, war correspondent of the American Broadcasting Company, has returned from overseas to resume his postwar duties with the network in American's newaroom. He served with the air corps for a year and subsequently as a correspondent for more than two years. He covered action in both the European and Pacific theaters.

MICHIGAN TULIPS
75 BULBS \$1.69

NEW THRILLS CHILLS!

THE SHADOW
TODAY
5 PM
STATION WHYN

He spent a two-week vacation with his wife and daughter, Penny, 7, and is now on the job handling special events for the western division.

The Sacred Heart Program is heard every weekday of the year over Station WSPR at 7:00 A. M.

SPECIAL:
Begin on Tuesday, Nov. 13, a vitally important series on the Peace Plan of the Blessed Mother of God, the story of Fatima in Portugal.

"It Starts the Day Right"

LEONARD WARREN
EUGENE ORMANDY
The Ford Sunday Evening Hour
Sunday 8 to 9 P. M. Station WSPR

BLONDIE
WMAS 7:30
ON THE AIR FOR SUPER SUDS

WHYN Program Format Scheduled for Change

Northampton will have its own program, effective tomorrow, when Holyoke's WHYN stations adopts a new program format for its "Northampton Merry Go-Round." Five minutes will be allowed on the half-hour air show strictly for local news. Transcriptions will remain a regular portion of the program, with several other additions included on the air show, designed to interest Northampton residents. The five-day series will be broadcast 3 to 3.30 every afternoon as a sustaining feature.

"TISSUE STARVATION"

Early and Advanced Signs



"TISSUE STARVATION" is producible by a lack of vitamins in the living cells of your body.

SCARLET-RED DISCOLORATION and pronounced lesions of the tongue, as well as bleeding and soreness in the gums, may be caused by advanced "Tissue Starvation."

ROUGH SKIN—most often found on arms and thighs, but possible anywhere on the body—are often caused by even a mild, chronic "Tissue Starvation" for vitamin A.

COMMON, OR EARLY, vitamin deficiency in the eye tissues. Eye tissues should be clear and bluish-white when in perfect health—now "muddy" or cloudy-looking.

DOCTORS CALL conditions like this "Mosaic Pavement" skin. Note how the skin is excessively parched, cracked and crinkled because of an advanced vitamin starvation.

AN EXAMPLE OF an advanced "Tissue Starvation" producible by a severe and prolonged lack of vitamins. Note thickening and discoloration of the eye whites.

DOROTHY E. MILLER WORKSHOP SPEAKER

Miss Dorothy E. Miller of Somerset, currently supervisor of radio stations WBAZ and WBAZ, will be the fifth speaker to lecture at the Springfield Radio Workshop at the High School of Commerce Wednesday night. Her topic will be "This is Continuity."

SECONDED UNION SEEKS FM STATION LICENSE

For the second time in less than a month a union has applied for a license to maintain an FM (frequency modulation) station. The Amalgamated Clothing Workers of America-CIO is the latest to approach the FCC. Sidney Hillman, ACW head, is a vocal proponent of the station to operate an FM station with David Dubinsky of the International Ladies Garment Workers Union, an arch rival of Hillman, filing application early last month.

Also a recent application was received by the FCC was for the "Book-of-the-Month club, which seeks a station at New York city, the same desired site sought by both unions.

Judy Canova: My new synthetic stockings are made out of a mixture of wool, wood and rubber. When I get a run I don't know whether I've got a clinker, a splinter or a blowout.

What is the middle name of Thomas L. Thomas? Answer: Unrecognizable! The L. stands for Lynny, which is reason enough why Thomas does not use the name.

Agriculture Department Urges FM for Colleges

The United States department of agriculture will send a report of FM broadcasting to state agricultural extension directors of state colleges in this country. It was revealed recently.

Entitled "FM for you," the report gives a brief outline of the basic and educational possibilities of FM broadcasting. The aim of the report is to arouse enthusiasm for the station applications by state colleges. According to department spokesmen, profitable opportunities are available for agricultural extension work through FM.

Glamor Course Offered At Chicago NBC Studio

The accent is on glamour in the NBC Chicago studios where 80 percent of the female secretarial staff were enrolled in a four-week course whose aim is to make the girls the "assistants to look at" group of females in an office.

The idea is the brainchild of Jack Ryan, NBC Chicago press manager, who believes in making a pleasantly lovely atmosphere between the NBC public and employee in relations departments.

The Signs of Vitamin Deficiency often appear first in Eyes, Skin, Tongue and Mouth

MOST Americans are deeply ignorant of the true nature of vitamins. In contrast to the general belief, vitamins are not merely a daily diet need—not merely elements in our food. Vitamins are part and parcel of every body tissue. And if you've a shortage of vitamins in your system, signs of tissue deficiency—of "Tissue Starvation"—may appear in your body itself.

Even overweight people can have a "Tissue Starvation"! And advanced medical opinion tells us that literally thousands of Americans do show some signs of "Tissue Starvation," producible by a lack of vitamins in the body.

The cases to the left above—the advanced cases—were chosen from a population group long subject to severe vitamin deficiencies. They do not depict conditions frequently found in American life. But the right column represents the early or common stages of "Tissue Starvation."

Watch for these signs. Look at your eyes; your tongue; in the mirror. Run your hand over your skin—over your thighs and arms. These signs, of course, may result from such conditions as irritation, or infection, or other forms of malnutrition, but "Tissue Starvation" due to vitamin deficiency is a frequent and basic cause.

So help guard against this form of "Tissue Starvation" by taking One-A-Day (brand) Multiple Vitamins. You get all the known needed vitamins in One-A-Day Multiple Vitamins—A, B₁, B₂, C and D, plus Niacin, Amide, Calcium Pantothenate and B₆.

THE MILES PLAN FOR HEALTH PROTECTION

1. PROPER DIET. Vitamin deficiencies may occur gradually in the body tissues throughout your entire life. So try to eat a balanced diet every day from now on.
2. PROTECTIVE VITAMINS. Take one capsule of One-A-Day Multiple Vitamins every day.
3. CONDITIONING FACTORS. Certain conditions and habits (dietary, over-indulgence, etc.) increase vitamin needs. Protect yourself then by taking extra vitamins.
4. SEE YOUR DOCTOR—If you think you have lesions—as above—that indicate vitamin deficiency.

ONE A DAY MULTIPLE VITAMIN CAPSULES

Miles Laboratories, Inc., Elkhart, Ind.