

High Point Business Review of 1937

These Reviews by J. D. Carabo Advertising Service

Smith's Studio

1-2 S. Main St., Over Woolworth's Phone 2758 High Point, N. C.

is one of the most progressive establishments in this section specializing in doing high grade photography. The proprietor has especially prepared this studio to take of their customers who desire the very best in photography. This studio has an excellent reputation for high class commercial and portrait work and the prompt and courteous attention shown in each and every particular.

Their prices are within reach of everyone. Appointments will be promptly taken care of. They have established a large and substantial patronage from the people of the city and surrounding territory. This studio makes a specialty of family groups and the taking of children's pictures as well as men, women and commercial work. Photographs have always been

more than a mere gift of sentiment. A birthday photograph for example, always delights because of the sweet significance of the occasion as well as the regard and the enduring quality itself, so when you give, let your gift fulfill that existing desire for something permanent. We take great pleasure in recommending this Studio to all of our readers.

Barber-Hall Printing Company

Hamilton St. Phone 2383 High Point, N. C.

able representatives of Master Printers," is a tribute well earned this enterprising establishment which is especially well equipped for all kinds of commercial printing not possible by many other concerns who are not prepared to handle them. A printing contract is too large or small as they are one of the best institutions of their kind in this entire section of the state. They specialize in commercial printing and are well equipped to supply their patrons at all times of

the year with the most prompt and reliable work. It has been the object of this company to secure fair and honest profit, but never an exorbitant one. "When you have selected your printer, stay with him," and this up-to-date and complete institution should be given first consideration. It is prepared to serve you in commercial printing and we wish to suggest that any problem of commercial printing may be readily and satisfactorily solved by a visit

to this house of many suggestions. It may well be said that no business house transacting business in this part of the state has maintained a better heritage or has a higher standing as a leading establishment than this well-known concern. The success of the establishment is a distinct tribute to the business ability of the management who has always insisted that its patrons be served with the very best of work. In charge are prominent and well known business men of this community whom we wish to compliment.

Barber-Hall Printing Co.

"Better Printing Pays" All kinds of Commercial Printing including Engraved Wedding Announcements, Social Stationery 221 Hamilton St. Phone 2385 High Point, N. C.

HIGH LITES OF WMFR

Sunday P. M. 12:00—Luncheon Music. 12:15—Men of Vision. 12:30—Luncheon Music. 1:00—1:15 p. m.—Zenith Singers. 1:15—Tune Time. 1:45—Philco Radio Program. 2:00—The Song Shop. 2:15—WLV Program (To be announced). 2:30—Pentecostal Holiness Period. 2:45—Around the Console. 3:00—The Friendly Period. Rev. T. R. York. 3:15—Choral Echoes (WLW). 3:30—Matinee Melodies. 3:45—Princess Pat Program. 4:00—Interlude. 4:15—Parade of the Maestros. 4:45-6:15 p. m.—To Be Announced. 6:15-6:30 p. m.—Buick Sport Flashes. 6:30-6:45 p. m.—Melody Parade. Monday Program 6:30—Early Rising Club. 7:15—Classified Column of the Air. 8:00—Morning Devotional. 8:15—Soft Music. 8:30—Early News. 8:45—Radio Spotlight. 9:00—Hymns of all Churches. 9:15—Hope Alden's Romance. 9:30—Bar X Program, Starring the Rhythm Buddies. 9:45—Linda's First Love. 9:55—Duke Power Varieties. 10:00—We Live Again. 10:15—Fats Waller (Recorded). 10:30—Morning Musicals. 10:45—Tune Time. 11:00—Morning Musicals. 11:15—Hook Advises On Planting By the Moon. Monday P. M. 12:00—Luncheon Music. 12:15—Clover Brand News. 12:30—Luncheon Music. 1:15—Tuning Around. 1:30—Variety Time. 1:45—News Commentary. 2:00—High Point College Program. 2:15—George Hall (Recorded). 2:30—Matinee Melodies. 3:00—Helen Nugent (WLW). 3:15—Resettlement Program. 3:30—Music of the Masters. 3:45—Old Songs. 4:00—Senior High Program. 4:15—Life of Mary Sothorn. 4:30—Classified Column of the Air. 5:15—J. V. Minner, National Health Service. 5:30—Interlude. 5:45—Late News. 6:00—Melody Parade. 6:15-6:30 p. m.—Buick Sport Flashes. 6:30—Sport Flashes. 6:45—Melody Parade. Tuesday Program 6:30—Early Risers Club. 7:15—Classified Column of the Air. 8:00—Morning Devotional. 8:15—Soft Music. 8:30—Early News Bulletin. 8:45—Radio Spotlight. 9:00—Hymns of all Churches. 9:15—Hope Alden's Romance. 9:30—Bar X Program. 9:45-10:00 a. m.—Philco Radio Program. 10:00—Linda's First Love. 10:15-10:30 a. m.—Hollywood on Parade. 10:30—We Live Again. 10:45—Art Gillham. 11:00—Tune Time. 11:15—Musical Varieties. 11:45—Musical Grab Bag.

Tuesday P. M. 12:00—Luncheon Music. 12:15—Clover Brand News. 12:30—Luncheon Music. 1:00—Guest Artist Recital. 1:15—Manhattan Concert Band. 1:30—Variety Time. 1:45—News Commentary. 2:00—Study in Black and White. 2:15—Matinee Melodies. 2:45—Los Angeles Symphony Orchestra. 3:00—Interlude. 3:15—The American Scene. 3:30—Swing Time. 4:00—Henry Busse. 4:15—Life of Mary Sothorn. 4:30—Our City Government. 4:45—Classified Column of the Air. 5:30—Interlude. 5:45—Late News. 6:15-6:30 p. m.—Buick Sport Flashes. 6:30—Sport Flashes. 6:45—Melody Parade. Kent, Washington, called the Pacific. Wednesday Morning 6:30—Early Risers Club. 7:15—Classified Column of the Air. 8:15—Soft Music. 8:30—Early News. 8:45—Radio Spotlight. 9:00—Hymns of all Churches. 9:15—Hope Alden's Romance. 9:30—Benny Goodman (WLW). 9:45—Philco Radio Program. 10:00—Linda's First Love (WLW). 10:15—Duke Power Varieties. 10:30—We Live Again (WLW). 10:45—Morning Melodies. 11:00—Tune Time. 11:15—Petite Musicals. 11:30—Jose Ramos (Recorded). 11:45—Musical Grab Bag. Wednesday P. M. 12:00—Luncheon Dance Music. 12:15—Clover Brand News. 12:30—Luncheon Dance Music. 1:15—Municipal Dance Band. 2:00—Matinee Melodies. 1:30—Variety Time. 1:45—News Commentary. 2:15—Matinee Melodies. 2:30—Symphony Orchestra. 2:45—Organ Melodies. 3:00 p. m.—Ralph Nyland, tenor (WLW). 3:15—Old Songs. 3:30—Benny Goodman (Recorded). 3:45—Songs of All nations. 4:00—Easter and Pope—Piano team. 4:15—Life of Mary Sothorn. 4:30—Classified Column of the Air.

Thursday Morning 6:30—Early Risers Club. 7:15—Classified Column of the Air. 8:15—Soft Music. 8:30—Early News Bulletin. 8:45—Radio Spotlight. 9:00—Hymns of all Churches. 9:15—Hope Alden's Romance. 9:30—Bar X Program. 9:45-10:00 a. m.—"Phyl" Coe Mystery Program. 10:00—Linda's First Love. 10:15-10:30 a. m.—Hollywood on Parade. 10:30—We Live Again. 10:45—Fats Waller (Recorded). 11:00—Benny Goodman (Recorded). 11:15—Petite Musicals. 11:30—Musical Grab Bag. Friday Morning 6:00—Burtner Varieties. 6:30—Early Risers Club. 7:15—Classified Column of the Air. 8:00—Morning Devotional. 8:30—Morning News. 8:45—Radio Spotlight. 9:00—Betty Crocker. 9:15—Hope Allen's Romance (WLW). 9:30—Bar X Program—Rhythm Buddies. 9:45-10:00 a. m.—Philco Radio Program. 10:00—Linda's First Love. 10:15—Duke Power Varieties. 10:30—We Live Again. 10:45—Moment Musicals. 11:00—Varieties. 11:30—Tune Time. Noon and Afternoon 12:00—Luncheon Dance Music. 12:15—Clover Brand News. 12:30—Luncheon Dance Music. 1:00—Manhattan Concert Band. 1:15—Choral Echoes. 1:30—Variety Time. 1:45—News Commentary. 2:00—Music Appreciation. 2:15—Variety Show. 2:30—Dance Band. 2:45—¾ hour in ¼ Time. 3:00—Helen Nugent (WLW). 3:15—Jungle Jim. 3:30—Fairview St. Choral Club. 3:45—Swing Time. 4:15—Life of Mary Sothorn (WLW). 4:30—Classified Column of the Air. 6:15—Parade of the Maestros. 5:45—Late News. 6:00-6:15 p. m.—Burtner Program. 6:15-6:30 p. m.—Buick Sport Flashes. 6:30—Short Flashes. 6:45—Melody Parade. Saturday Morning 6:30—Early Risers Club. 7:15—Classified Column of the Air. 8:00—Morning Devotional. 7:30—Classified Column of the Air. 8:15—Soft Music. 8:45—Radio Spotlight. 9:00 a. m.—Hawaiian Serenaders. 9:15—Morning Melodies. 9:30—Bar X Program, Starring the Rhythm Buddies. 9:45-10:00 a. m.—Philco Radio Program. 10:00—Watch Tower Program. 10:15—Morning Varieties. 10:30—Federation of Music Clubs (WLW). 10:45—A Bit O' Sunshine. 11:00—Kiddies Program. 11:30—Academy of Medicine. 11:45—Musical Grab Bag. Noon and Afternoon 12:00—Luncheon Music. 12:15—Clover Brand News. 12:30—Luncheon Music. 1:00—Sidewalk Shoppers. 1:15—Guest Artist Recital. 1:30—Front Page Drama. 1:45—Commentary of the News. 2:00—Benny Goodman (Recorded). 2:15—Shep Fields (Recorded). 2:30—Camera Club. 2:45—Matinee Melodies. 3:00—Dixie Jamboues. 4:00—Moment Musicals. 4:15—Swing Time. 4:30—Classified Column of the Air. 5:15—Waltz Time. 5:30—Interlude. 5:45—Late News. 6:00—Melody Parade. 6:15-6:30 p. m.—Buick Sport Flashes. 6:30—Sport Flashes. 6:45—Melody Parade. Sunday Program 9:00—Choral Echoes. 8:15—People's Bible School. 8:30—Johnny Johnson, Singer of Songs. 9:00—The Gospel Hour. 9:30—Morning Melodies. 9:45-10:00 a. m.—News Period. 10:00—Musical Treasure Chest. 10:35—Watch Tower Program. 10:50—Musical Contrasts. 11:00—Wesley Memorial church. There are more than 20 universities in Tokyo, most of which are private institutions. Production of synthetic resins increased from eight million pounds in 1924 to more than 100 million pounds in 1934.

MERCHANTS! The Chain Of Selling Is Now Complete

Chicago Tribune Service Supplies The Link To Profits!

This business of producing profitable sales is a difficult one. A single weak link in the chain of methods ruins the entire plan.

Your product, your sales-help, your price may be right. But if that vital element, good advertising, is missing, the chain is weak.

Now we can help you strengthen your selling chain—adding that all-important link that makes for sturdy, substantial profits.

The link is Chicago Tribune Service, now a part of our Advertising Department. We possess the exclusive rights to this modern business builder and make it available to our advertisers absolutely free for use in our columns.

Think what that means to local business. Advertising, to compare in excellence with any used in any paper, is now yours for the asking. Merchandising plans, copy, artwork prepared by metropolitan experts, can improve YOUR advertising. Plans, ideas, suggestions from the highest paid men in the profession go to work for your business.

We have added Tribune Service to our staff as part of our forward policy of serving advertisers and readers. It means the final link in the chain of good selling—a link you won't dare ignore if you want profits—a link that's vital to modern business.

We'd like to tell you more about it and show you the latest copy of Tribune Service. Its extreme practicability will please you. Its soundness and strength will show you that here at last is intelligent advertising. Ask us to bring a copy to your office or drop in here.

OUR WAY By WILLIAMS



THE DAILY COURIER