

Attend WIL's Fall Festival at Fox Theatre this week

N. S. E.

Radio

and

Entertainment

in and around
ST. LOUIS

RAE

Week
Ending
Sept. 24
1932



ALMA ROTTER, WIL "SONGBIRD"
Appearing This Week at the Fox Theatre

PRICE **5**¢
PUBLISHED
WEEKLY

Hour by Hour Program Listings for the Week

Radio and Entertainment

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A CALENDAR of THINGS HAPPENING and COMING

THE WORLD'S CHAMPIONS

A few years ago when the St. Louis baseball team came home with a pennant the town "went wild." Perhaps people were in a "celebratin' mood" then. They were enthusiastic, too, when Lindbergh came back from Paris.

Recently St. Louis' fame in aviation was broadcast to the world when three of its citizens emblazoned the skies with three history-making flying achievements. The world was amazed by these events. Not one newspaper in the entire world, we are sure, failed to chronicle these achievements.

Major James H. Doolittle flew an airplane faster than anyone had ever flown a land plane. Captain James Haizlip reduced the flying time across the continent more than an hour and his wife, Mae Haizlip, set a new speed record for women.

Here are some events, it seems to us, worth celebrating. We know what New York, Chicago, Los Angeles or Podunk would have done under the circumstances. And we know what St. Louis, logical aviation center of the world and apparently least air-minded city, did, or rather did not do.

Doolittle and the Haizlips came home. A few newspapermen were at the airport to get an indifferent interview and then, a few days later the Chamber of Commerce gave a perfunctory luncheon.

It all seemed rather sad to us, but maybe we are too enthusiastic about aviation and too unconcerned about professional baseball.

Movies

AMBASSADOR:
"Blessed Event" with Lee Tracy, Dick Powell, former master of ceremonies here, and Mary Brian. Jay Mills leading an elaborate stage show.

FOX:
WIL radio stars in person in a Fanchon and Marco's "Broadcast" idea. "Chandu the Magician" with Edmund Lowe as the feature presentation.

LOEW'S STATE:
"Grand Hotel" with Greta Garbo, John and Lionel Barrymore and Joan Crawford.

MISSOURI:
Dolores Del Rio in "The Bird of Paradise."

ST. LOUIS-RKO:
Constance Bennett in "What Price Hollywood" and a tabloid edition of Rio Rita on the stage.

Baseball

SPORTSMAN'S PARK:
Browns vs. New York, September 17-19.

Cardinals vs. Cincinnati, September 21 and 22.

Cardinals vs. Pittsburgh, September 23-25.

Conventions

Evangelical Brotherhood, Evangelical Synod of N. A., Sept 17-20—1932.

International Assn. of Bridge Structural & Ornamental Iron Workers, Sept. 19-29—1932.

International Assn. of Electrotypers, Sept 21-23—1932.

COMING AND GOING

By Fleet Smith

Grand Avenue's "Come-Back"
The St. Louis Theatre, which closed last May, reopens this week with the new film "What Price Hollywood" and a tabloid edition of Rio Rita on the stage. Next week the St. Louis will present a stage show headed by Norma Talmadge and George Jessel. Grand avenue seems to have licked the old devil depression.

The Theatrical Season
Not much in sight for patrons of the legitimate theatre. The American Theatre has set its opening for October 10, when "Cynara" begins a week's engagement as the first of the American Theatre Society Subscription series. "Of Thee I Sing" a last year's New York hit, is scheduled for a later date. The American will be the only legitimate theatre operating in St. Louis this season.

"The Good Fairy"
The Little Theatre of St. Louis will present the Franz Molnar comedy "The Good Fairy" at the Artists' Guild, October 13, under the direction of Thomas Wood Stevens.

Muny Opera Stars in New York Show

Hope Emerson and Doris Patston, who appeared this summer on the Muny Oper Stage, are in Fred Stone's Musical Comedy, "Smiling Faces," which opened recently in New York.

N. Y. OKs "Blessed Event"
New York Critics like the "Blessed Event" film version which comes to the Ambassador. One of them says: "It has smashing surprise laughs coming hot on the heels of dramatic grip!

In the Celluloid
Harry Niemeyer goes whimsical in his announcement of "Grand Hotel's" popular price run at Loew's this week, to wit:

"It is reliably reported that no changes have been made in the cast since the picture was first shown here, and that Garbo, Joan Crawford, John Barrymore, Lionel Barrymore, Wallace Beery and Lewis Stone are still playing their original roles.

New York's New Crop
Among New York's new crop of plays and musicals are:

And Life Goes On and On, from Vicki Baum's book; Domina, produced by William A. Brady and starring his wife, Grace George.

Flying Colors, a revue by Howard Dietz and Arthur Schwartz.

Here Today, a comedy about Authoress Dorothy Parker by George S. Kaufman.

The Comic Artist, a play by Pulitzer Prizewinner Susan Glaspell.

The Good Earth, dramatized by Owen & Donald Davis from Pearl Buck's Pulitzer Prizewinning novel.

Dinner at Eight, by George S. Kaufman and Edna Ferber.

Dangerous Corners, by John Boynton Priestley.

Liliom (revival), with Eve Gallienne and Joseph Schildkraut.

The Great Magoo, by Ben Hecht and Gene Fowler.

Alien Corn by Sidney Howard and **The Rape of Lucrece** by Andre Obey; with Katharine Cornell.

New editions of the **Scandals**, **Vanities** and **Passing Show**.

In ST. LOUIS

The AMERICAN HOTEL
275 ROOMS WITH BATH
\$2.00 UP

The ANNEX
226 ROOMS WITH BATH
\$1.50 UP

The AMERICAN HOTEL
MARKET AT SEVENTH

The AMERICAN ANNEX
MARKET AT SIXTH

Our Food has made our Reputation
COFFEE SHOP OPEN UNTIL MIDNIGHT

RADIO SHOW HAS BEEN POSTPONED

Special Anniversary Edition of Radio and Entertainment Will Be Issued Instead

The Board of Directors of the St. Louis Radio Trades Association has voted to indefinitely postpone the Eighth Annual Southwest National Radio Trades Show, which was scheduled to open the week of October 17 at the Coliseum.

The action of the Trades Association abrogates its arrangement with Radio and Entertainment to publish a special souvenir program for distribution at the show.

It does not however affect the publication of the special first anniversary edition of Radio and Entertainment, which will be combined with the first annual handbook of radio entertainment to be issued next month.

The special edition handbook will be a combination radio album and radio log. It will be of permanent value to the radio listener in view of its completeness.

BROADCAST FROM BOTTOM OF OCEAN ON KWK SUNDAY

Adverse weather conditions caused the postponement of Dr. William Beebe's attempt to probe the secrets of the sea off Non-such Island near Bermuda, from last Sunday to this Sunday, September 18.

Now St. Louis is Dancing to
Charlie Booth and His Orchestra

Eddie Wacker
Radio Star
Master of Ceremonies

NEW atmosphere
people
music

Castle Ballroom
29th and Olive

STAGE STAR



William Faversham

"We have met the enemy and they are ours . . . two ships, two brigs, one schooner and one sloop." This famous message will be brought to radio listeners in the role of Captain Perry when the Battle of Lake Erie is dramatized in Sunday's episode of "Roses and Drums" over KMOX at 4:30 p.m.

ANNOUNCERS' DERBY NEARS END HOLT LEADS LAUX; LANG THIRD

THE announcers' popularity derby ends with next week's issue of Radio and Entertainment. The final ballot is published in this issue. All ballots must be in the mail before midnight Monday, September 19. Ballots received after 11 a. m. Tuesday, September 20 will not be counted.

The total vote up to press time of this edition is printed herewith. Bob Holt has a slight edge over France Laux and Billy Lang is trailing in the third position. A tabulation follows:

	Previously Reported	Week Last	TOTAL
Bob Holt (KMOX)	431	341	772
France Laux (KMOX)	340	396	736
Billy Lang (WIL)	146	163	309
Holland E. Engle (KMOX)	171	98	269
Franklyn MacCormack (WIL)	143	65	208
Garnett A. Marks (KMOX)	108	61	169
Neil Norman (WIL)	72	46	118
Harold Bolande (KMOX)	73	30	103
Woody Klose (KMOX)	67	26	93
Bob Enoch (WIL)	39	20	59
Paul Sullivan (KMOX)	11	32	43
Gay Lee (KMOX)	11	10	21

FINAL BALLOT—TEN VOTES RADIO and ENTERTAINMENT'S ST. LOUIS RADIO ANNOUNCERS' POPULARITY CONTEST

(ANNOUNCER)

(STATION)

MARCHING WITH TIME



HERE'S an intimate glimpse of how Time marches—behind radio scenes, at least, as the weekly program of news dramatizations is staged over the Columbia network. Above are shown the large cast of actors participating in the broadcast in the foreground, as the action is directed by Director Don Stauffer in the control room in the background. The program is heard each Friday at 6:30 p. m. over KMOX.

WIFE OF NORMAN THOMAS TO SPEAK

Mrs. Norman Thomas, wife of the Socialist candidate for the presidential election this fall, will offer her first public expression of opinion when she is interviewed before the microphone by Catherine Mackenzie, New York newspaper woman and conductor of the radio column, "Catherine Mackenzie Entertains," Monday from 8:15 to 8:30 a. m. over KMOX. During the interview, Mrs. Thomas will speak about the old house at 71 Irving Place which she has decorated and turned into a tea-room and meeting place for young people of extremely moderate means.

CHAMLEE TO SING THREE LOVE SONGS

Mario Chamlee, famous American operatic tenor, again comes to the microphone with a group of three popular ballads on the Nestle "Chocolateers" program of Friday, at 6 p. m. over KWK.

The solo group by Chamlee will include "The Night Was Made for Love," "Lover Come Back to Me" and "Love's Old Sweet Song."

WIL's Artists Appearing at Fox

Gala Event at Grand Avenue
Theatre Breaks Attendance
Records

WIL's fall festival and radio show is being presented this week at the Fox Theatre in addition to the regular bill at the Grand avenue show palace.

The presentation includes all of WIL's outstanding staff artists and announcers, among them Alma Rotter, Victor recording artist; the Vaughn Brothers, known as the Rhythm Hoboes, whose harmonizings are known to thousands; the Radio "Band-Its" and their hot tunes; Mr. Fixit, who "fixes" everything from affairs of the heart to the more mundane affairs of life and Otto Reinert and WIL's studio orchestra, a versatile group of musicians.

Then too, there will be Uncle Ben and his Lone Star Rangers, with their wild, pulsating tunes; Jackie Archer, radio's recent "find"; Eddie Wacker, in tuneful, popular songs; the entire announcing staff of WIL, including Franklyn MacCormack, Billy Lang, Neil Norman and Bob Enoch in a side-splitting comedy skit; others to be heard are: the Sweetheart Soprano and the Diamond Tenor, in classic melody; Bobby Stubbs, one of the pioneer radio artists of St. Louis; Les Roberts, baritone; Allen Wills, popular singer; Henrietta Jordan, widely known organist.

In addition, there will be a talkie version of "Chandu, the Magician" a mystery drama with a great cast, including some of the outstanding movie stars. The movie production is based on the radio act of the same name.

Besides the WIL production on the stage will be Charlie Foy, son of the late Eddie Foy of stage renown, in one of the funniest skits now traveling any of the circuits—"Foy's Bughouse." The Foy presentation is proclaimed as having more laughs to the minute than any other act of its kind.

There will be other acts on the stage also, including one of the Municipal Opera stars and the usual film program.

AL SMITH TALKS ON THE "RADIO" NEXT WEDNESDAY

Alfred E. Smith, editor, will discuss the craft in an address over a nationwide network of the Columbia Broadcasting System, Wednesday, from 3 to 3:15 p. m.

The editor-in-chief of the New Outlook Magazine will speak during Bill Schudt's "Going to Press" program, weekly guest forum of the press and the oldest of Columbia's sustaining features.

The former governor, who says his journalistic appointment fulfilled a life-time ambition, is expected to give his ideas on editing a journal of national opinion,

MAGIC!

Woody Klose of KMOX has a little book on his desk entitled "Radio Jokes for Gentlemen Only." It explodes with a loud bang when its front cover is lifted. Almost everyone has been trapped by it but it remained for Will Lindhorst, the well-known magician, to be the big catch . . . he got away but left a note to Woody saying "I got fooled."

HERE THEY ARE

Following are names of the radio orchestra leaders published last week:

1—Jack Denny. 2—Harry Sosnick. 3—Wayne King. 4—Ted Fiorito. 5—Georgie Price. 6—Joe Reichman. 7—Al Roth. 8—Irving Rose. 9—Jan Garber. 10—Herbie Kay. 11—George Olsen. 12—Guy Lombardo.



IRENE Taylor, Cape Girardeau, Missouri girl, who came to radio through the encouragement of Paul Whiteman, has joined the Whiteman organization as a featured soloist in programs broadcast over NBC networks from the Hotel Biltmore, New York.

Miss Taylor will replace Mildred Bailey, who is leaving Whiteman's band to sing in vaudeville and radio.

The young blues singer is a product of the Middle-West. Her father, Wilson Taylor, was formerly a judge of the Supreme Court of Missouri. Irene went to school in Texas and made Dallas her home for a number of years.

including human problems of the job, a message to women writers, and how to cope with the deluge of poetry.

The new magazine chief will speak at an hour when he usually begins his daily editorial stint. He reaches for his pencil and eye-

shade about 5:30 p. m., when most people are fighting the subway rush home. Editor Smith gets his editorial inspiration at night. By day, he confers with numerous people, manages the world's biggest building, and presides at executive meetings.

We're Telling You

By Fleet Smith

Woody Klose, KMOX luminary, has a new hobby . . . flying . . . he has bought himself an airplane and in two weeks learned to fly it . . . already he has eight hours of solo flying toward a pilot's license . . . Gold-fish culture was too dull for Woody . . . The Cardinals have lost the world's championship, but the Doolittle-Haizlip combination of St. Louis has hung up three world's flying records, which is more important anyway . . . Harlan Eugene Read, KMOX news commentator reads more than 15 newspapers a day . . . WIL's fall festival at the Fox Theatre this week is expected to break a few box-office records . . . the entire staff of artists and announcers in the show . . . The tune Guy Lombardo plays as a background for Burns and Allen is "Crazy People" . . . Nancy Mary is back from her vacation in Maine . . . A West Coast oil company has paid \$100,000 for the right to broadcast play-by-play descriptions of football games out there . . . Mundy Opera receipts for the season were \$384,623 . . . about 16 per cent off . . . KMOX and WIL are considering track-side broadcasts of the races at Fairmount . . . Burns and Allen have a new 40-week contract on the Publix Circuit at \$1500 per week . . . Their weekly radio broadcasts are now heard from Chicago . . . synchronized by telephone with Lombardo's music in the East . . . Henry, Zeb and Otto, KMOX trio, are making theatrical appearances . . . "Eddie" Hill is a better newspaper man than radio spieler . . . he will have difficulty filling the Literary Digest poll assignment . . . following such good talkers as Floyd Gibbons and Lowell Thomas . . . but we're intensely interested in that poll . . . as the poll goes, so goes the country . . . The Chicago World's Fair to be held next year, will have among its sights a colossal de luxe night club . . . no announcement has been made of a racketeers' exhibit . . . or a pickpockets' concession . . . The hard-working Boswell Sisters have cancelled all vaudeville engagements for six weeks . . . Vincent Lopez and his band are headed for Chicago after eight consecutive years at the St. Regis in New York . . . Hobbies of some local radio "celebs"—Benson Brothers would rather fish; Billy Lang likes to dance, so does Franklyn MacCormack; Bill West enjoys hunting and "Hank" Richards is fond of horse-back riding; while France Laux sticks to baseball and John Harrington swims; Gay Lee likes to cook, Neil Norman spends his spare time reading and Holland Engle golfs; Don Hunt finds relaxation in song-writing, Ruth Betz listens to the radio and Nancy Mary likes swimming . . . "Hold 'em Jail" is a movie title . . . Kate Smith requested her listeners to write letters to a little sick boy and he got 2000 . . . You can buy television sets in England for \$75.

WIL Stars in Stage Show at Fox Theatre this week

"Musical Director"



★
Franklyn
MacCormack
(left)
Captain
of the
"Dream Boat"

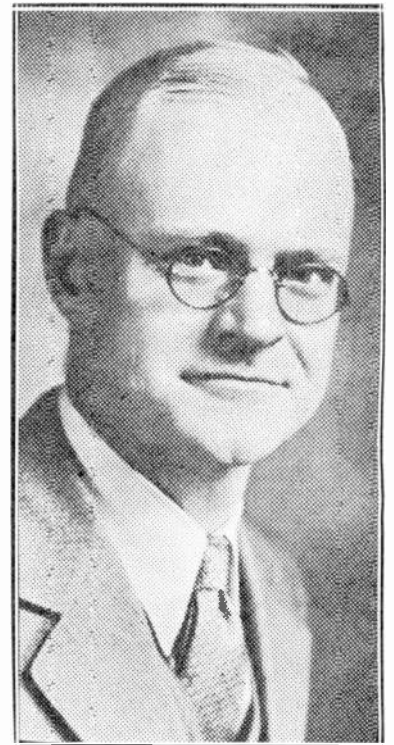
★



Otto Reinert

★
"Mr. Fixit"
(right)
Will be
There to
Meet
His
Many
Friends

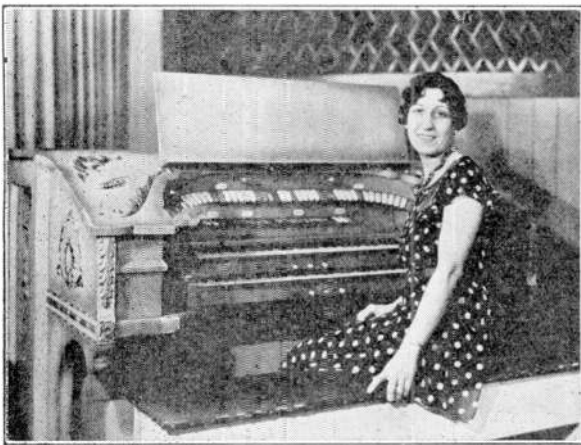
★



★
THE program at the Fox Theatre this week includes a presentation of WIL's staff artists under direction of Franklyn MacCormack, program director of the popular radio station.

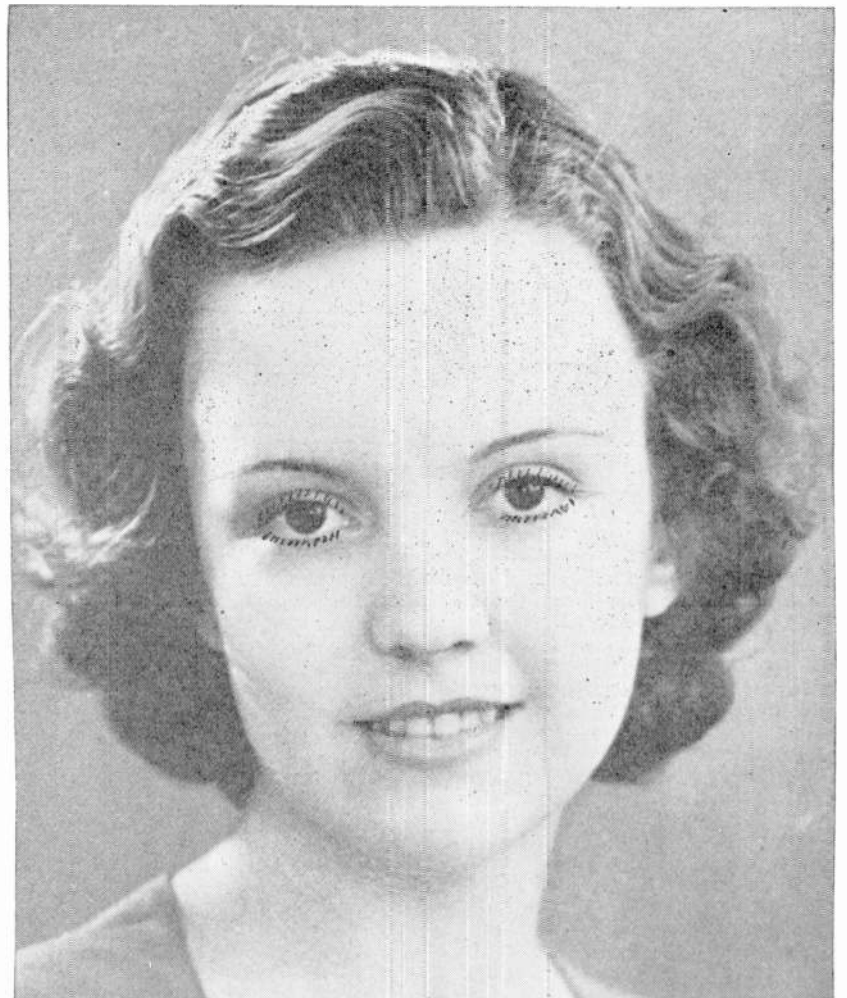
★

WIL's Organist



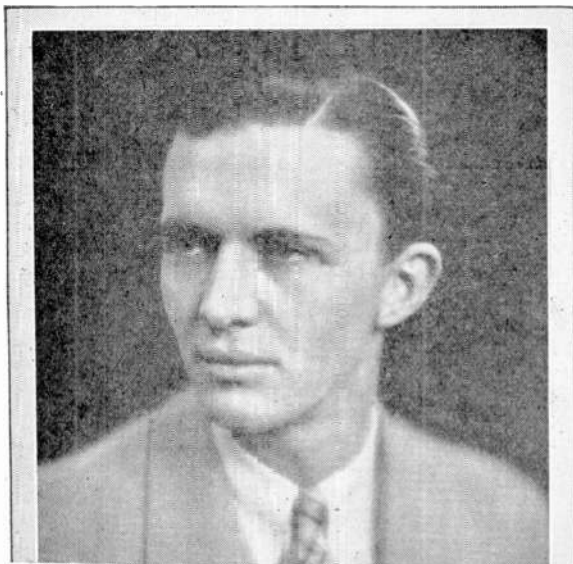
Ruth Jordan

Jackie Archer, Radio's Latest "Find"



★
Billy
Lang,
"The
Old
Night
Watch-
Man"
(left)

★



Radio "Pigskin" Season Opens with New All-American Football Show

With the inauguration on September 23rd of the "All-America Football Show," under the direction of Christy Walsh, national sports writer, radio listeners will be assured of the last word in authority on college football as it is played throughout the fall. The program will span the intercollegiate football season and will be heard over KMOX every Friday from 8 to 8:30 p. m.

The series will be presented under the auspices of the All-American Board of Football, of which Walsh is the organizer and a charter member. His pronouncements will be indicative of the official ratings to be made at the close of the season by the board.

Walsh will bring a number of interesting innovations to the air, including re-enactments of thrilling episodes from the greatest games of 1932, with the exuberant Harry von Zell as sports announcer. This will be a regular feature. The opening program will recall performances of last year and set the stage for what is to come.

Walsh also will bring to the microphone prominent football coaches of the country for forecasts, sidelights and chats on strategy and training.

An 18-piece band, under the baton of Freddie Rich, and a large male chorus, coached by Andre Kostelanetz, will present college and fraternity songs. Assisting Christy Walsh in building the programs is Charles Spear, Columbia continuity writer who is himself a former college athlete and a close friend of many of the great figures of the gridiron.

George Sheffield, Noted Tenor Comes to WIL in New Program

George Sheffield's initial appearance over WIL last Tuesday afternoon was greeted with great enthusiasm by the radio audience. His selections and rendition of catchy songs have made him quite a favorite in leading cities throughout the country.

Mr. Sheffield sings with a style and finish distinctly his own, adding to his clear tones and splendid coloring. His intonation is all that can possibly be desired, while his capacity for expression establishes him immediately in the high esteem of his auditors. Rich and pure, his voice rings out with cornet-like mellowness and beauty. His voice is purely lyric, of the most appealing quality. In power and compass is more than sufficient for all reasonable demands.

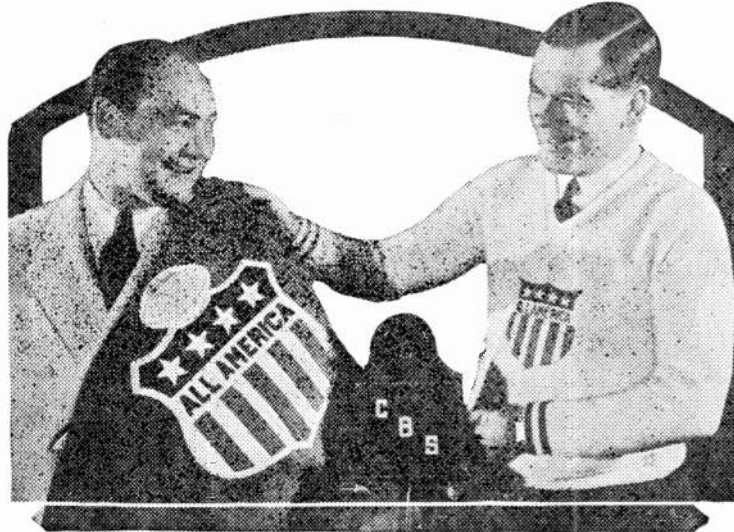
Mr. Sheffield has sung with great success in London, England and other European Cities and toured with the St. Louis Sym-

phony Orchestra in the leading cities throughout the United States—and his rich tenor voice proved a wonderful asset to the organization. Both the press and public predict an exceedingly bright future for this young artist.

Mr. Sheffield received his musical education in London, England and Paris, France, under the instruction of such eminent artists as Wm. Shakespear and M. Sbriglia. In French and German Songs Mr. Sheffield had as his instructors, M. A. Jouin, chef du chant au Gaité-Lyrique in Paris and in Berlin Herr Coenraad V. Bos, the well-known accompanist and coach.

Mr. Sheffield will be heard over Radio Station WIL every Tuesday and Thursday afternoon from 2:15 to 2:30 in a program of well know tenor songs.

Football On the Air



Above, Walsh uses Freddie Rich as a model for a field blanket, one of which will be awarded to members of the All-American team which Walsh will help to select this fall.

NBC TO BROADCAST 20 GAMES

Arranging of fall schedule of inter-collegiate football broadcasts over networks of the National Broadcasting Company has begun. Eastern Inter-Collegiate Association has agreed that each school would decide for itself whether or not to permit broadcasting.

"A number of factors must be taken into consideration in selecting the games to be carried over our national networks," John F. Royal, NBC vice-president in charge of programs, commented today.

"Each year we receive thousands of letters from college and university alumni, requesting us to broadcast the big game of the season of their individual schools. As we can broadcast a play-by-play description of only about 20 games, to be selected from more than 1000 inter-collegiate football contests, the choice of games must be carefully made to approximate as nearly as possible the greatest public interest."

WARD WILSON TO MIMIC TWO OTHER FELLOWS FRIDAY

Ward Wilson, mimic on the Royal Vagabonds program, who has been garnering a good deal of backstage atmosphere in recent vaudeville engagements, will give his impression of two stage hands in a characteristic conversation, when he takes the microphone for the Royal Vagabonds broadcast, Friday at 5:15 p. m. over KWK.

Billy Artzt and his ensemble and the singing duo will offer:

1. Seein' Sweetie Home.
2. Something in the Night.
How Can You Say No?
Why Can't I Find Somebody to Love?
3. Nutsy Fagan.
4. Me Minus You.
5. I Know You're Lying But I Love It.

WIL Whatnots

By Catherine Snodgrass

A new Sunday program on Radio Station WIL is the recorded program "Radio Artists on Parade." It is presented by the Royal Loan Company of St. Louis and features the latest recordings of the most popular radio stars. Radio Stars on Parade is broadcast at 4 o'clock Sunday afternoons.

From the Red Mill, one of the most delightful of Victor Herbert's many successful light operas, the Sweetheart Soprano and Diamond Tenor have selected the duet — Because You're You. This delightful number will be sung on their program "Thirty Minutes of Melodies Old and New," which is presented at 2:30 every Sunday.

WIL announces that during the coming season the Sunday morning services of the Third Baptist Church, located on Grand and Washington boulevards will be broadcast with the sermons of Dr. Oscar Johnson, pastor, at the regular church hour, 11 o'clock.

Mr. Ray Gourley, of the Gourley School of Music, addressed the radio audience of WIL last Friday. He thanked them for their many interesting letters and the titles suggested, and announced the winners of the contest for a name for the Gourley Entertainers—Ray and Bob.

The name decided upon, which won the first prize of \$50.00 was The Gourley Musical Aces. It is a most appropriate name for these two very clever young men who play steel guitars, ukuleles, accordions, banjos and some times can be persuaded to sing.

An interesting program of the late afternoon is the Venetian Trio's presentation of semi classical numbers. The artists on this program are Otto Reinert, violinist, Frank Menges Celloist, and Allister Wylie, pianist. Many very complimentary letters have been received, expressing appreciation of the peaceful tone beauty of this quarter-hour of melody.

Here is an interesting bit of news for the boys and girls. The management of WIL wired the Chief of the Pirate's crew, who is aboard his galleon in Southern waters, that they would send an airship for him so that he could be in St. Louis the week of WIL's big radio show at the Fox Theatre. The chief has accepted the invitation and will be in the lobby of the theatre to greet the members of his St. Louis "crew."

Joseph Gustat, first trumpet, and Edward C. Oventrop, trombonist, of the St. Louis Symphony Orchestra, will be guest artists on the "Voice of the Vibraphone" program Friday at 1:15 p. m. over station WIL.

The program will consist of specially arranged classics for trumpet and trombone.

Politics



MELISSA Alexander, who will be heard on the NBC Artists Service program. She has been interested in politics and economics since her girlhood in Montana.

NBC PRESENTS FAMOUS PEOPLE ON ARTIST HOUR

Melissa Alexander, authority on politics and economics; Lowell Thomas, author and radio figure; Irvin S. Cobb, humorist, and Maurice Sachs, French economist, will share the spotlight on the NBC Artists Service program of Tuesday, at 7 p. m. to be broadcast to NBC listeners.

These four well-known personalities will be introduced to NBC listeners by Harold Peat, director of the Special Features Division of the NBC, in a half-hour broadcast in which the NBC Symphony Orchestra under the direction of Cesare Sodero will play and the speakers will be heard in short talks.

Alois Havrilla, NBC announcer, will introduce Peat, who in turn will present the speakers. Each will have an important part in the broadcast.

Whether it is a discussion of Russia, world personalities, politics or labor questions, Melissa Alexander is at home before the microphone or on the lecture platform. She is considered one of America's outstanding women speakers. She was raised in Montana and before she was old enough to vote she organized a new political party there. Later she was secretary to the Speaker of the House in the Montana Legislature and attended the national party conventions. Miss Alexander has traveled widely and has written books and articles upon many

ADJECTIVES

The legions of fans of Lanny Ross, the handsome, blonde tenor on the Maxwell House Program, requires a thesaurus of superlatives to describe his voice. Although his sentimental songs are the same whether heard in Portland, Maine, or Portland, Oregon, in Minneapolis or in Dallas, his listeners react differently.

Here are a few of the adjectives used to describe his voice, as culled from a collection of his fan mail: "Nice," "Restful," "Natural," "Heavenly," "Sweet," "Pure," "Cultured," "Warm," "Buoyant," "Personable," "Lovely," "Mellow," "Full-Bodied," "Refreshing," "Divine," "Strong," "Manly," and "Dignified."

EASY ACES SKIT WILL RETURN TO AIR NEXT MONDAY

"Easy Aces," the comedy of American home life featuring Goodman Ace and his wife, Jane, will return to the air on KMOX, Monday, September 26th, at 9:15 p.m.

Ace, former Kansas City newspaperman, and his wife, in both real life and the studio, will again play the leading roles. Ace is author of the script. Mary Hunter will return to the role of "Marge." Truman Bradley, former CBS program announcer, will be a new-comer in the cast, taking the part of a mysterious stranger destined to crash into the Ace home in an important way.

While bridge-table controversies again will enter into the script, the new series will require even less knowledge of that indoor pastime than did the former series. Bridge teetotalers will be able to follow the complications with as much appreciation as will the ardent Culbertson-ites.

The opening script will consist of a series of "cut-backs" from the former series, acquainting new listeners with the characters and reacquainting former fans with familiar voices.

FU MANCHU MAKES RADIO DEBUT ON KMOX NEXT WEEK

The Fu Manchu mystery stories by Sax Rohmer, familiar to readers and movie-goers throughout the world, will come to radio Monday, September 26, from 7:45 to 8:15 p. m. in the first of a weekly series over KMOX, and the Columbia network.

social questions. Her subject will be "Our American Democracy."

All of the four speakers are to appear this winter throughout the United States under NBC Artists Service auspices.

Sally Walker, KMOX Shopper, Came to Radio from Stage

BY PRIN BROWN

NOTE: A photograph of Sally Walker will be reproduced on the cover of Radio and Entertainment next week.

RED-HAIRED, radiant Sally Walker, who engages her listeners over KMOX at 11 a. m. in fascinating accounts of her daily shopping at Nugent's Department Stores, left the stage for radio.

She was born in Chicago and received her education and early training in dramatics there. After winning a scholarship for further training in New York, she spent much time and study in preparation for the stage. From time to time she played bits in the movies, and posed for toothpaste "ads" and magazine covers.

Soon she attracted the attention of casting directors and was offered an important role in "Lady Alone," a comedy-drama in which Alice Brady was starred. Then, under the name of Lee Smith, her real name, she won stardom as Richard Bennett's leading lady in several outstanding Broadway successes. Later, for a solid year, she was starred in the stage production of "Broadway." St. Louis audiences will remember having seen her in the role of "Pearl" when the show played at the Schubert theatre.

For the last two years Sally has been before the microphone in a great variety of roles. Her stage experience has admirably fitted her for a quick understanding and interpretation of lines. She likes

the fast-moving pace of radio but admits a longing for the smell of grease-paint now and then. Recently when Guy Robertson and Gladys Baxter sang on her programs from Nugent's, she was as interested in their reports of mutual friends and their activities in the theatre as they were in her work in radio's sphere.

She thoroughly enjoys her occupation as Nugent's shopper and fashion dictator, the trips she makes throughout the stores, conducting Nugent's style shows, meeting people and receiving audience correspondence.

Very feminine and petite, she adores pretty clothes and looks adorable in them. Her favorite color is blue, just the shade that matches her eyes and contrasts with her glorious red hair. She "senses" style, is shrewd in forecasting the mode and is discerning in her selection of good buys.

In addition to her broadcasts over KMOX as the Nugent store reporter, she is heard in dramatic programs.

The observation that Sally Walker looks like Nancy Carroll, the movie actress, was made by Yanner Alexander in her "For the Feminine Ear" column and it is true, for they have been confused.

NEVER SAY DIE!

"There is a tradition in New York which is probably not generally known. There is no such thing as a New York policeman or detective putting up his hands, even with a revolver muzzle pressed against his heart. The unbroken tradition is for him to draw, no matter what the price."

This interesting piece of news concerning an unwritten law among New York's "finest" was brought to light by Tom Curtin, famous author, criminal investigator and war correspondent, who now dramatizes actual cases from the files of the New York Police Department for the Tuesday evening Lucky Strike Hour which is broadcast over a nationwide NBC network.

NICKNAMES

They know 'em by their nicknames in the NBC studios: To their associates these celebrities of the air waves are known as—"Hack" Wilson, "Gus" Haenschen, "Pat" Kelly, "Ginny" Rea, "Kel" Keech, "Nat" Shilkret, "B. A." Rolfe, "Socket" Coe, "Spike" Hunt, "Milt" Cross, "Jimmy" Wallington, "Bill" Glen, "Art" Jarrett, "Len" Joy, "Tom" Curtin, "Wally" Butterworth, "Skeets" Miller, "Bunny" Grauer, "Scrappy" Lambert, "Georgia Drawl" Munday.

Patri Returns



ANGELO Patri's series of talks to parents on the many problems of child training will be resumed over KMOX Sunday evening at 5:45.

Women Now Filling Important Places In Radio

NOTE: This is the first of a series of articles on the Achievements of Women in Radio.

CATHERINE Mackenzie, who engages in captivatingly informal interviews over a far-flung Columbia network, began her career with the man who first gave wings to the human voice. At 18, she was experimental assistant and confidential secretary to Alexander Graham Bell, inventor of the telephone.

At an age when many young women begin as sub-debs, this refreshing person was world-adventuring and hobnobbing with celebrities. Her experiences and interests rival those of women such as Helen Hayes, Amelia Earhart and Emily Post, whom she brings to the microphone. Yet she says her greatest thrill came during one of New York's worst residential fires when she climbed from a flame-



licked room onto the tallest ladder and descended on bare feet and in a red velvet tea gown.

Miss Mackenzie, still young, slight, with blue-grey eyes, brown hair, and attractive smile, comes from adventurous Canadian stock. She was born on Cape Breton Island, northeast of Nova Scotia, on the same day that her father was elected a leader of the colony. She has been writing her own ticket pretty well since.

As a writer, Catherine Mackenzie published her first opus at the age of nine. Once she was paid three dollars for a poem, and promptly purchased additional copy paper and a large box of candy. Vanity, however, was whaled out of her by three "interested" brothers, all older than herself.

She made her mark first at Baddeck Academy, then at boarding school. She planned to go to Cornell University where her old-

(Continued on Page 10)

FOR THE FEMININE EAR

Whisperings From The Ether

BY YANNER ALEXANDER



WIVES of CANDIDATES

* * * *

GUARD YOUR WEIGHT

* * * *

CHRISTMAS SHOPPING

* * * *

FOR THE CAKE-EATERS

YOU'VE read a lot about Mrs. Franklin D. Roosevelt's many activities outside her home—a magazine about babies is the latest—and Mrs. Hoover's interest in geology, but you probably didn't know 'til now that the pet project of Mrs. Norman Thomas, wife of the Socialist candidate for the presidency, is a meeting place for impecunious young people.

Mrs. Thomas tells all about remodeling an old house just off Gramercy Park in New York City into a tea room where young men and girls with slim purses find a congenial and attractive atmosphere over KMOX Monday, when "Catherine Mackenzie Entertains."

Incidentally, Mrs. Thomas is as little known to the general public as her hobby. The interview is her first, either radio or newspaper. Not that she isn't a newsworthy person and a charming one too. Like Mrs. Roosevelt, Mrs. Thomas is a daughter of an old New York family, and she also boasts Ann Hutchinson, a famed suffragette of Colonial times, as an ancestor. Interested in education and problems of health, she ran one of the first tubercular clinics in New York, in connection with Christ Church. There Viola Stewart met Norman Thomas, and since that time has accompanied him everywhere, although remaining in the background.

THE Hollywood edict for women stars—guard your weight—has been adopted and improved in the French movie studios. There, in addition to a daily adherence to proscribed non-fattening meals, studio dieticians rule the actresses must exist three days in every month on a liquid diet. Orange juice for breakfast, and for luncheon and for dinner all they want of the cooked juice of non-fattening green vegetables. If they just can't get along on that, they get the vegetables too. At that, I think the Paris three-day diet more sensible than the famous Hollywood eighteen day affair. Try it if you want a new slimming method.

LET'S be girls with vision and solve one Christmas shopping problem early. There's always some poor male on the list destined to receive a tie, so why not be sure of choosing one he'll really like. Choose one of the new blouses made of men's tie foulard to alternate with sweaters under your swagger suit. He may like the pattern, and you can duplicate it for him later on. Or wear it around enough to let him at least get used to it and he won't get such a shock on Christmas morning. Anyhow, you'll promote a discussion of haberdashery and such that will give you unconscious hints. Cravat pins to hold feminine scarves in place are new too, but not helpful in the same way, as my Bond Street correspondent reports no sign of a revival of masculine interest in them between now and the holidays.

ALTHOUGH I cling to the old hit or miss, slice or crumb process myself, I'll pass on the news of a table accessory something like a knife but with prongs where a blade would be, advocated by more efficient cake cutters. The prongs press into the cake and with a slight turn compass-wise, the cake is broken into even slices. The cake can be divided with accuracy and without any waste, this way.

This spice salad recipe was overheard on Aunt Sammy's Housekeeping Chat over WEW:

Soak 1 tablespoon gelatine in ¼ cup cold water and dissolve in 1 cup boiling water. Add ¼ teaspoon salt, ½ cup orange juice, ⅛ teaspoon ground clove. Allow mixture to cool slightly; when beginning to thicken, add 1¼ cups diced celery, ¾ cup diced red apples, and turn into individual molds. Chill. Serve on lettuce with mayonnaise.

Directing Radio Hour For the Farmerite

BY GAY LEE

Director of the KMOX Farm Service Hour

THE Farm Service Hour is on the air over KMOX each week day from 12 until 1 p. m., with the exception of Tuesday, Wednesday and Thursday when the hour is interrupted by a popular quarter-hour network broadcast.

We endeavor during the Farm Service Hour to combine educational items of interest to farmers with musical and other entertaining features in such a way that the entire hour will hold the listener whether he be the type who looks to his radio merely for amusement or is among those who depend upon it for more substantial benefit.

Musical features are taken from the regular staff of KMOX and are varied in nature ranging over



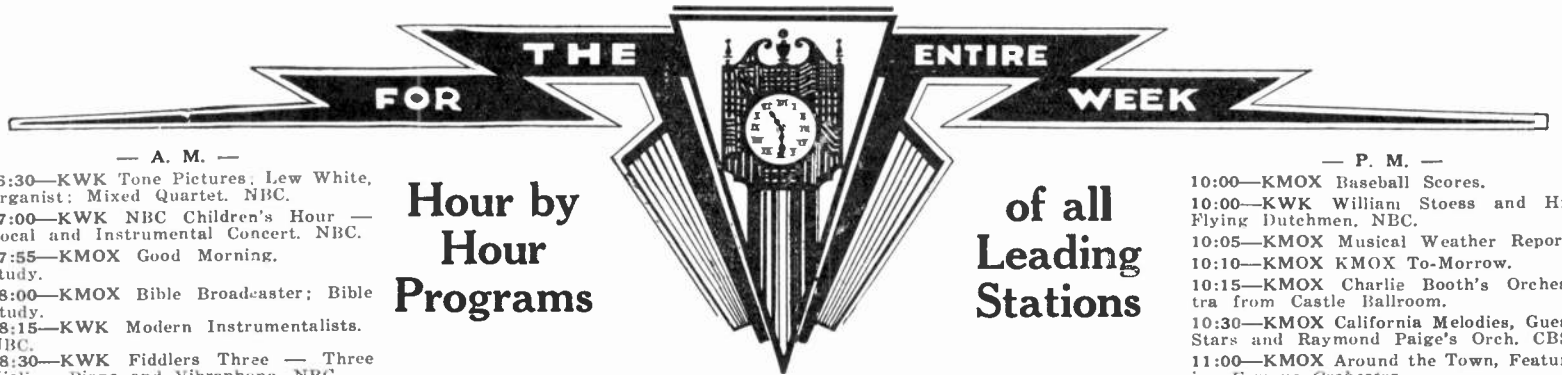
the period of one week, from the music of the plains, songs of the West, to the semi-classics as played by instrumentalists. Novelty musical and comedy skits are provided by Henry, Zeb and Otto, favorites with this audience; by the Banjo Kings, and a variety of soloists.

Educational features are drawn from many sources but in every case follow closely the work of the Colleges of Agriculture in the Middle West and the U. S. Department of Agriculture. We have letters on file from the universities expressing their appreciation of the assistance KMOX has given in bringing authoritative information to the farmers of this area, also letters from Morse Salisbury, Chief of Radio Service of the U. S. Department of Agriculture, expressing similar appreciation.

During a week's programs, the following phases of farm activities are discussed: Soil management;

(Continued on Page 11)

RADIO PROGRAM TIME-TABLES



— A. M. —

6:30—KWK Tone Pictures. Lew White, Organist; Mixed Quartet. NBC.

7:00—KWK NBC Children's Hour — Vocal and Instrumental Concert. NBC.

7:55—KMOX Good Morning. Study.

8:00—KMOX Bible Broadcaster; Bible Study.

8:15—KWK Modern Instrumentalists. NBC.

8:30—KWK Fiddlers Three — Three Violins, Piano and Vibraphone. NBC.

8:30—KFUO Pilgrim Lutheran Church Service.

8:45—KMOX Religious Education.

8:45—KWK A Song for Today; Lowell Patton, Gloria La Vey; Fenwick Newell. NBC.

9:00—KMOX Julia Mahoney and Charles Carlile. CBS.

9:30—KMOX Melody Makers. CBS.

9:30—WEW Instructions: St. Francis Xavier Church.

10:00—KMOX Salt Lake City Tabernacle Choir and Organ. CBS.

10:00—KWK Waldorf-Astoria Organ Recital. NBC.

10:00—KFUO Bible Study — Pilgrim Lutheran Church.

10:30—KMOX Reis and Dann. CBS.

10:30—KWK Garcia's Mexican Marimba Band. NBC.

10:45—KMOX Watch Tower Program.

10:45—KFUO Pilgrim Lutheran Church Service.

10:55—WEW Music and Sermon of High Mass.

11:00—KMOX Fourth Church of Christ Scientist.

11:00—KWK Biblical Drama — "Herod King of Judea and Solomon." NBC.

11:00—WIL Third Baptist Church — Dr. Oscar C. Johnson.

11:30—KWK Clyde Doerr's Sax. Octet. NBC.

12:00—KMOX Popular Concert; String Ensemble; Carl Hohengarten, directing.

12:00—KFUO Organ Recital.

Hour by Hour Programs

of all Leading Stations

Features For Sunday

Choir and organ music from the Salt Lake City Mormon Tabernacle at 10 a. m. on KMOX.



Rubino f f and his Chase & Sanborn orchestra, with Georgie Price and Harry Richman. A full hour of fun and music starting at 6 p. m., KMOX.

Noonday musicale on WIL at 12 o'clock.

"Songs that Never Grow Old" on WIL at 1 p. m.

Jane Frohman and her band on KSD at 2 p. m.

Paul Whiteman's rhythmic concert will be a feature on KWK at 4 p. m.

Borah Minnevitich and his harmonic rascals, recently recruited from vaudeville, will be heard on KWK at 6:30 p. m.

"California Melodies"—fresh from Hollywood, with Raymond Paige and his orchestra. KMOX at 10:30 p. m.

— P. M. —

12:15—WIL Noonday Musical — Dick Malloy, Vocalist.

1:30—KMOX Emerson Brown, Baritone — Mississippians Trio and Kenneth Wright, organist.

12:30—KSD Moonshine and Honey-suckle.

12:30—KWK Yeast Foamers, Charlie Agnew's Orchestra. NBC.

12:45—WIL Sunday Organ Melodies.

1:00—KMOX Symphonic Hour; Howard Barlow conducting, CBS.

1:00—KSD Wayne King and His Orchestra.

1:00—KWK Our American Music. NBC.

1:00—WIL Songs that Never Grow Old — Studio Orchestra. Bigalthe Electric Co.

1:00—WEW Midwest Hour.

1:15—WIL Bobby Stubbs and His Music.

1:30—KMOX "Eyes of the World" — New Drama Series.

1:30—KSD Stars of Tomorrow.

1:30—KWK 48th Highlanders Military Band. NBC.

1:30—WIL Deutcher Rundfunk.

1:30—WEW Gourley Variety Duo.

1:45—KMOX "Easy Chair Memories" Featuring Bob Holt.

1:45—WEW Music.

2:00—KMOX Sunday Matinee; Featuring Henry, Zeb and Otto; the Banjo Kings; The Mississippians. Male Trio; Ted Straeter's Three Best Girls; Georgia Irwin, Sunny Joe and Sad Sam, Banjo and Accordion.

2:00—KSD Jane Froman and Orchestra.

2:00—WIL Spotlight Players.

3:00—KFUO German Gospel Hour.

2:00—WEW "Links of Love" Program.

2:15—KSD Elizabeth May and Vee Lownhurst.

2:15—WIL Organalities.

2:30—KSD Kremlin Art Quintet.

2:30—KWK Highlights of the Bible. NBC.

2:30—WIL George L. Weber's Sparklers—Studio Orchestra.

2:30—WEW Schira School of Music.

2:45—KSD Songsters.

3:00—KMOX Irene Beasley; The Round-towners and Freddie Rich's Orchestra.

— P. M. —

3:00—KWK The World of Religion. NBC.

3:00—WIL Jimmy Greer's Orchestra(T)

3:00—WEW Havird-Waples College Club Orchestra.

3:15—WIL Afro-American Minstrel.

3:30—KWK Road to Romany. NBC.

3:30—KMOX Echoes of Hawaii — by the Royal Hawaiians.

3:30—WIL Musical Memories and Allen Wills.

3:30—KFUO Shut-In Hour.

3:30—WEW Musical Program — Mrs. Ferrell B. Bentley.

3:45—KMOX Charlie Booth's Castle Ballroom Orchestra.

3:45—WEW Anita Martin.

4:00—KMOX St. Louis Community Forum; Speakers and Music.

4:00—KWK Paul Whiteman's Rhythmic Concert. NBC.

4:00—WIL Radio Artists on Parade(R)

4:00—WEW The Inter-Racial Hour — Sponsored by the Chronicle, official organ of the Federated Colored Catholics of the U. S., Edited by Wm. M. Markoe, S. J. Speaker, Herman Dreer on "A Glimpse Into Negro Folk Lore." Music directed by Major N. Clark Smith of Sumner High School.

4:15—WIL Song of the Strings; Studio Orchestra.

4:30—KMOX "Roses and Drums" — Dramatic Sketch — Fritz Leiber.

4:30—KSD L'Heure Exquise.

4:30—WIL Hot Timers.

4:30—WEW Trio School of Music.

4:45—WIL Twilight Sketches.

5:00—KMOX The World's Business— Dr. Julius Klein from Washington, D. C. (new series.)

5:00—KSD Tenor with Orchestra.

5:00—WIL Lights and Shadows.

5:00—WEW Moment Musicale.

5:15—KMOX Baseball Scores.

5:15—KSD Baseball Scores.

5:15—WEW Music.

5:20—KMOX Organ Hour.

5:20—KSD To be announced.

5:30—KSD Circle Program.

5:30—WIL Vesper Hour.

5:30—WEW Von Koenig and His Counts (dance music.)

— P. M. —

5:45—KMOX Angelo Patri — "Your Child." CBS.

6:00—KMOX Wm. Vincent Hall, Baritone and Do Re, Mi, Girl Trio. CBS.

6:00—KSD Rubino f f's Orchestra — Chase and Sanborn Hour.

6:15—KWK Squads Right; Humorous Sketch. NBC.

6:30—KMOX Roxy Theatre Symphony.

6:30—KWK Borah Minnevitich and his Harmonica Rascals. NBC.

7:00—KMOX Columbia Dramatic Laboratory. CBS.

7:00—KSD David Lawrence.

7:00—KWK Enna Jettick Melodies — Mixed Quartet. NBC.

7:15—KSD Album of Familiar Music.

7:30—KMOX Harry Sosnik, Pianist and His Band with Male Quartet in Parade of Melodies, Featuring Harriet Cruise, Soloist. CBS.

7:45—KSD Richard Wagner Memorial Concert.

7:45—KWK Sheafer Lifetime Revue. Orchestra. NBC.

8:00—KMOX Ernest Hutcheson, Pianist with Howard Barlow's Orch. CBS.

8:00—WIL Salvatore Santaella's Orchestra. (T)

8:15—KWK The Old Singing Master. NBC.

8:30—KMOX The Gauchos; Orchestra; Tito Guizar. CBS.

8:30—WIL Afro-American Minstrel.

8:45—KSD Sunday at Seth Parker's.

8:45—KWK Three Keys, Negro Trio. NBC.

8:45—WIL Allen Wills; Songs as You Like Them.

9:00—KMOX An Leaf and Ben Alley.

9:00—KWK Malik Mystery Drama. NBC.

9:00—WIL Arcadians Dance Orchestra.

9:15—KMOX Piano Moods; by Ruth Hulse Nelson.

9:15—KSD Official weather forecast.

9:15—KFUO Devotional Hour.

9:30—KMOX Sunny Joe and Sad Sam — Guitar and Accordion classics.

9:30—WIL Ben Selwyn Orchestra.

10:00—WIL Ray DeVinney's Orchestra.

9:45—KMOX "Today's Highlights" — Harlan Eugene Read.

— P. M. —

10:00—KMOX Baseball Scores.

10:00—KWK William Stoess and His Flying Dutchmen. NBC.

10:05—KMOX Musical Weather Report.

10:10—KMOX KMOX To-Morrow.

10:15—KMOX Charlie Booth's Orchestra from Castle Ballroom.

10:30—KMOX California Melodies, Guest Stars and Raymond Paige's Orch. CBS.

11:00—KMOX Around the Town, Featuring Famous Orchestra.

"How do you do"

Norman Brokenshire, Columbia's announcer - extraordinary and master of ceremonies for "Music That Satisfies," got into public circulation through a newspaper want-ad.

Way back when they advertised in the "personal column" to discover announcing talent, Norman applied and became one of radio's "original four horsemen" associated with

the telephone company pioneer New York stations. His breezy "How do you do, ladies and gentlemen, how Do you Do" soon became a national catch-phrase. The entire radio world today knows him as its most irrepressible cut-up and ingenious showman.

"Broke" previously had been an amazing jumping-jack in jobs. He hobnobs alike with newsboys, porters and celebrities and any laurels rest lightly on his freckled brow.

Brokenshire was born in Mutcherson, Ontario, on March 10, 1898, where he began life as the \$25-a-year schoolboy janitor. His father was the town's minister and school-teacher. His father's calling took Norman to Cambridge, Mass., Hollowell, Maine, and other New England points, where he was schooled in his youth while operating various woodshed print shops.

The World War broke up the family. Norman became alternately a shoe factory inspector, Boston high school boy, underage infantryman, YMCA hut secretary, campaigner for the Inter-Church World and organizer for the Near East Relief. Then he was graduated from Syracuse University. He came to New York to enter the air-reduction business, but instead expanded on the airwaves through the want-ad.

Norman looms over six feet, weighs 190 pounds, has blue-grey eyes, black hair, a clipped ruddy mustache, and a big sense of humor.



NORMAN BROKENSHIRE.

Radio Programs For Monday, September 19

— A. M. —

6:30—KMOX Farm Folks Hour; Featuring Texas Tacky and Farm Information.
 6:30—KWK Sunbirds, NBC.
 6:30—KFUO Morning Family Worship.
 6:45—KMOX Oatsville General Store; Dramatic Sketch.
 6:45—KWK John Fogarty, NBC.
 7:00—KMOX The Early Morning Time Signals from the Band Wagon.
 7:00—KSD Three Mustachios.
 7:00—KWK Waltzes, NBC.
 7:00—WIL Breakfast Club Express—Popular Program.
 7:00—WEW Morning Musicals.
 7:15—KSD Top of the Morning.
 7:15—KWK Lady Bugs, NBC.
 7:30—KSD Flying Fingers.
 7:30—KWK Vic and Sade, NBC.
 7:30—WEW The Day's Dedication.
 7:45—KWK Nothing But the Truth.
 8:00—KMOX Public Interest period.
 8:00—KSD "Jack and Jill."
 8:00—WIL Don't be Late for School—Birthday Bells; Children's Program.
 8:00—WEW Music.
 8:15—KMOX Catherine MacKenzie Entertains, CBS.
 8:15—KSD Breen and De Rose.
 8:15—KWK Clara, Lu 'n' Em, NBC.
 8:30—KMOX Madison Singers, CBS.
 8:30—KSD Sonata.
 8:30—KWK Our Daily Food, NBC.
 8:30—WIL Cecil and Sally, (T)
 8:45—KMOX Morning Moods, Orchestra, CBS.
 8:45—KWK Chicago Ensemble.
 8:45—WIL Bill and Bud; Guitarists.
 9:00—KSD Melody Three.
 9:00—KWK Organ Melodies, NBC.
 9:00—WIL Sunshine Serenaders; Studio Orchestra.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KMOX Fred Berrens and His Orchestra, CBS.
 9:15—KSD Household Institute.
 9:15—WIL Morning Organ Melodies with Allen Clarke, Baritone.
 9:20—WEW Music.
 9:30—KMOX Academy of Medicine.
 9:30—KSD U. S. Navy Band.
 9:30—KWK "Singing Strings," NBC.
 9:45—KMOX Ben Alley, Tenor.
 9:45—WIL Uncle Ben's Lone Star Rangers.
 10:00—KMOX KMOX String Ensemble.
 10:00—KSD Johnny Marvin, Tenor.
 10:00—WEW Weather Report; Opening Grain Market.
 10:15—KMOX Women's Radio Hour — Featuring Sunny Joe and Sad Sam and Margo.
 10:15—KSD On Wings of Song.
 10:15—WIL Song of the Strings; Studio Orchestra.
 10:15—WEW Parent's Forum.
 10:30—KMOX Nugent's Musical News; Sally Walker.
 10:30—KWK Words and Music, NBC.
 10:30—WIL Carlos Molina's Orch. (T)
 10:30—WEW Music.
 10:45—KMOX Columbia Revue, CBS.
 10:45—WIL Paul Whiteman's Orch. (T)
 11:00—KMOX Missouri Women's Federation Program.
 11:00—KSD Vacation Wanderings.
 11:00—WEW Al Haley and His Orchestra.
 11:05—KWK Harold Stokes Orch, NBC.
 11:15—KMOX Mart Building Program.
 11:15—WIL Master's Music Room. (T)
 11:30—KMOX Madison String Program.
 11:30—KWK National Farm and Home Hour.
 11:30—WIL Red Nichols and His Five Pennies. (R)
 11:30—WEW Gypsy Joe.
 11:45—KMOX News Flashes from the St. Louis Star & Times.
 11:45—KSD Snyder's Orchestra.
 11:45—WIL Organ Melodies; Organist.
 11:55—KMOX KMOX Today.
 12:00—KMOX Farm Service Hour — Henry, Zeb and Otto; Sunny Joe; and Sad Sam.
 12:00—KSD Health Talk.
 12:00—WIL Noonday Musical — Dick Malloy, Vocalist.
 12:00—WEW Farm Reporter's Program — Live Stock Exchange.

— P. M. —

12:15—KFUO Noonday Religious Address.
 12:30—WIL Ray and Bob; Guitarists.
 12:45—WIL Hot Timers.
 1:00—KMOX Columbia Salon Orchestra, CBS.
 1:00—KSD "The Revolving Stage."
 1:00—KWK Consolaries, NBC.

— P. M. —

1:00—WIL Melody Revue; Reinert's Orchestra.
 1:00—WEW To be announced.
 1:15—KMOX Home Radio Hour; Featuring Lullaby Lady and String Ensemble.
 1:30—KMOX The Captivators.
 1:30—KSD "Woman's Review."
 1:30—KWK Rhythmic Serenade, NBC.
 1:30—WIL Rodeo Program.
 1:45—KMOX The Four Eton Boys, CBS.
 1:45—WIL Manhattan Melodies.
 2:00—KMOX News Flashes from the St. Louis Star & Times.
 2:00—KSD Pop Concert.
 2:00—WIL Police Releases.
 2:10—KMOX Frank Westphal's Orchestra, CBS.
 2:15—WIL Eddie Lake; Piano Melodies.
 2:30—KMOX Columbia Artists Recital.
 2:30—KSD Soloist.
 2:30—WIL Afro-American Minstrel.
 2:30—WEW Popular Piano Numbers; Joe "Buddy" Duddy.
 2:45—KSD "Lady Next Door."
 2:45—WIL Afternoon Frolic.
 3:00—KMOX Romance, CBS.
 3:00—KSD Soloist.
 3:00—WIL Musical Gems; Organist.
 3:00—WEW Closing Markets.

— P. M. —

6:30—KSD The Revelers.
 6:30—WIL George L. Weber's Sparkler's Orchestra, Studio Orchestra.
 6:45—KMOX Jay C. Flippencies, CBS.
 6:45—WIL Civic Service Period; Mr. Pixit.
 7:00—KSD Gypsies' Orchestra.
 7:00—KWK Weiner Minstrels, NBC.
 7:00—WIL Radio's Six Stars; Biedermann Furniture Co.
 7:15—KMOX The Mills Brothers, CBS.
 7:15—WIL Afro-American Minstrel.
 7:30—KMOX Evening in Paris Mysteries, CBS.
 7:30—KSD The Parade of the States.
 7:30—KWK Jack Benny; George Olsens' Music with Ethel Shutta, Soloist, NBC.
 7:30—WIL Alma Rotter; Songs.
 7:45—WIL Jack Dunn's Orchestra. (T)
 8:00—KMOX The Boswell Sisters and Shilkret's Orchestra, CBS.
 8:00—KSD National Radio Forum.
 8:00—KWK The Country Doctor; Featuring Phillips H. Lord, NBC.
 8:00—WIL Barn Dance Music; Uncle Ben's Lone Star Rangers.
 8:15—KMOX "Unsung Heroes"; Dramatic Series, CBS.
 8:30—KMOX Guy Lombardo and His Royal Canadians, CBS.

HOWARD BARLOW
LEADER OF NOTED
SYMPHONY UNIT

Howard Barlow, diminutive but dynamic leader of the Columbia Symphony Orchestra, led his musicians through Luigin's "Ballet Egyptienne" at 3:00 P. M. Sunday, Sept. 18, 1927, and the newly organized Columbia Broadcasting System had given its first program to the listeners of America. Still the dean of Columbia's broadcasters, Barlow has since then become one of radio's outstanding names.



His interest in music began while he was a student at the University of Colorado, which he left when his father declared he would have no "long-haired musician" in the family and put him to work heaving railroad ties in a lumber camp. Barlow rebelled and returned to college—this time Reed College in Portland, Oregon, where, unknown to his father, he won a musical scholarship to Columbia University. He studied and supported himself slimly for two years until the war interrupted and he went across as Private Barlow.

Returning as Sergeant Barlow he started his musical career in earnest: conducting the Peterboro (N. H.) Musical Festival in July, 1919, for Mrs. Edward McDowell, widow of the composer. In 1923 he organized the American National Orchestra. Later he was musical director for three years for the Neighborhood Playhouse in New York, which he finally left to join the then infant Columbia network as a charter member of its staff of artists.

Graham Bell's experimental laboratory in Canada, displayed great ability, and became his experimental assistant and confidential secretary—all this at the mature age of 18!

For eight years radio's first woman "columnist" toiled at Bell's side. She travelled all over the world. Her days were packed with experiment, research, writing. After his death she wrote his biography, which won her fame for its penetrating and unbiased judgment on the man and his work.

She then turned her attention to free-lance writing and sold feature articles to New York newspapers, National Geographic Magazine and the Christian Science Monitor.

Catherine MacKenzie is a radio veteran of two years. She was familiar to listeners as "Mrs. Blake" before the Columbia Broadcasting System enrolled her as an air columnist.

Selections For Today

Get up with the "Sunbirds" on KWK at 6:30 a. m. Donald Novis and his golden voice on KSD at 4:45 p. m.

The "Breakfast Club Express" on WIL at 7 a. m. Jay C. Flippencies on KMOX at 6:45 p. m. will give you a laugh.

"Uncle Ben's Lone Star Rangers" on WIL at 9:45 a. m. for those who like this sort of music. Jack Benny, wisecracking master of ceremonies; George Olsen and his music and Ethel Shutta on KWK at 7:30 p. m.

"Joy Time" with Irene Beasley at 4 p. m. on KMOX. Paul Whiteman's music comes over KSD at 9 o'clock tonight.

3:15—KSD Paul Whiteman's Orchestra.
 3:15—WEW Music.
 3:30—KMOX Organ Recital.
 3:30—KSD Piano Duo.
 3:30—WIL Etchings in Jazz.
 3:45—KMOX Wayne Fletcher.
 3:45—KSD Circle Program.
 3:45—WEW Lesson in Italian; Prof. V. P. Gabrielli.
 4:00—KMOX Joy Time with Irene Beasley, CBS.
 4:00—KSD Dinner Music.
 4:00—WIL Lights and Shadows; Studio Orchestra.
 4:15—KMOX Reis and Dunn, CBS.
 4:15—KWK Graham Prince and His Orchestra, NBC.
 4:15—WIL Radio Band-Its.
 4:30—KMOX Sunny Joe and Sad Sam.
 4:30—KSD "Drifting and Dreaming."
 4:30—WIL Venetian Trio.
 4:45—KMOX Lone Wolf Tribe, CBS.
 4:45—KSD Donald Novis.
 4:45—WIL Pirates Club — Children's Program.
 5:00—KMOX News Flashes from the St. Louis Star & Times.
 5:00—KSD Harriett Lee's Orchestra.
 5:00—KWK The Singing Lady, NBC.
 5:00—WIL Reinert's Orchestra.
 5:10—KMOX Sports Reporter.
 5:15—KMOX Miniature Revue with Coyita Bunch, Singer; Margo, Piano; and Sunny Joe, Banjo; and String Ensemble.
 5:15—KSD Baseball Scores.
 5:15—WIL Indra Lemoyné, Soprano.
 5:20—KSD Today's News.
 5:30—KMOX "Skippy," (T)
 5:30—KSD Concert Ensemble.
 5:30—KWK The Stebbins Boys, NBC.
 5:30—WIL Bobby Stubbs and His Music.
 5:45—KMOX Tito Guizar, Tenor, CBS.
 5:45—KSD The Goldbergs.
 5:45—KWK Billy Jones and Ernie Hare.
 5:45—WIL Jimmy Greer's Orch. (T)
 6:00—KMOX Henry, Zeb and Otto.
 6:00—KSD String Quartet.
 6:00—KWK Gene King, Narrator with Harold Stokes Orchestra, NBC.
 6:00—WIL Inquiring Reporter.
 6:05—WIL Organ Melodies.
 6:10—WIL Sports Review.
 6:15—KMOX Singin' Sam, CBS.
 6:15—WIL Dinner Dance Music — Bigalite Electric Co.
 6:30—KMOX Kate Smith and Her Swanee Music, CBS.

8:30—KSD Dance Miniature.
 8:30—WIL Rodeo Program.
 8:45—KMOX Myrt and Marge, CBS.
 8:45—WIL Allen Willis; Songs as You Like Them.
 9:00—KMOX The Buccaneers.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy, NBC.
 9:00—WIL Jackson-Marable Orchestra.
 9:01—KSD Paul Whiteman's Orchestra.
 9:15—KMOX Columbia Symphony Orchestra, CBS.
 9:15—KSD Tenor with Orchestra.
 10:30—KSD Howard Lanin's Orchestra.
 9:30—KMOX Back Home with Frank Luther and Sylvania's, (T)
 9:30—WIL Guy Lombardo and Royal Canadians, (T)
 9:30—KFUO Question Hour.
 9:45—KMOX "Today's Highlights" — Harlan Eugene Read.
 10:00—KMOX Baseball Scores.
 10:00—WIL Paul Whiteman's Orch. (T)
 10:00—KFUO Young People's Hour.
 10:05—KMOX Musical Weather Reports Official Weather Forecasts.
 10:10—KMOX KMOX Tomorrow.
 10:15—KMOX Mrs. Timmins' Place.
 10:15—WIL Ray DeVinney's Orchestra.
 10:30—KMOX Ted Weem's Orch. CBS.
 10:30—WIL Palladium Program.
 10:45—KMOX Sport Squibs by France Laux.
 11:00—KMOX "Around the Town in Chicagoland" Dance Orchestra, CBS.
 12:00—KMOX Monday in the Ozarks with Uncle Feezel.
 12:15—KMOX The Voice at Midnight.

WOMEN IN RADIO

(Continued from Page 8)

est brother was an instructor. That was in 1914. The World War snapped short her schooling. Three brothers went overseas with the kilted Cape Breton Highlanders, C. E. F., and all died in action.

Catherine turned to profitable pursuits for life work. She became associated with Alexander

Radio Programs For Tuesday, September 20

— A. M. —

6:30—KMOX Farm Folks Hour; Farm Information; Texas Tacky.
 6:30—KWK Sunbirds. NBC.
 6:30—KFUO Morning Family Worship.
 6:45—KMOX Oatsville General Store Sketch.
 6:45—KWK John Fogarty. NBC.
 7:00—KMOX Early Morning Time Signals from the Band Wagon.
 7:00—KSD Gene and Glenn.
 7:00—KWK Waltzes; Walter Blaufuss. NBC.
 7:00—WIL Breakfast Club Express—Popular Program.
 7:00—WEW Morning Musicale.
 7:15—KSD Top of the Morning.
 7:15—KWK Lady Bugs. NBC.
 7:30—KSD Jack and Jill.
 7:30—KWK Vic and Sade. NBC.
 7:30—WEW The Day's Dedication.
 7:45—KMOX Brad and Al. CBS.
 7:50—KSD Pieplant Pete.
 8:00—KMOX Public Interest Period.
 8:00—KSD "The Happy Family."
 8:00—WIL Lon't be Late for School Program; Birthday Bells; Children's Program.
 8:00—WEW Music.
 8:15—KMOX Morning Moods. CBS.
 8:15—KSD Souvenirs of Melody.
 8:15—KWK Clara, Lu 'n' Em. NBC.
 8:30—KMOX Helen Board, Soprano.
 8:30—KSD "Three Orphans."
 8:30—KWK Our Daily Food. NBC.
 8:30—WIL Cecil and Sally. (T)
 8:45—KMOX U. S. Navy Band Concert. CBS.
 8:45—KSD Breen and De Rose.
 8:45—KWK Irma Glenn. NBC.
 8:45—WIL Bill and Budd; Guitarists.
 9:00—KMOX KMOX String Ensemble.
 9:00—KSD "Your Child."
 9:00—WIL Sunshine Serenaders; Studio Orchestra.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KMOX Today's Pioneers — Ida Bailey Allen. CBS.
 9:15—KSD Household Institute.
 9:15—KWK Kathleen Stewart, Pianist. NBC.
 9:15—WIL Morning Organ Melodies with Allen Clarke, Baritone.
 9:30—KMOX The Round Towners Quartet. CBS.
 9:30—KSD Army Band Concert.
 9:30—KWK Through the Looking Glass. NBC.
 9:45—KMOX Vincent Sorey. CBS.
 9:45—KWK Rhythm Ramblers. NBC.
 10:00—KMOX Ted Brewer's Orch. CBS.
 10:00—KSD Johnny Marvin, Tenor.
 10:00—KWK Men of Song. NBC.
 10:00—WEW Weather Report; Opening Grain Market.
 10:15—KMOX Women's Radio Hour — Featuring Staff Artists.
 10:15—KSD On Wings of Song.
 10:15—WEW Song Recital; Miss Agnes Vogler.
 10:30—KMCX Nugent's Musical News.
 10:30—KWK Words and Music. NBC.
 10:30—WEW Music.
 10:45—KMCX Columbia Revue. CBS.
 11:00—KMCX St. Louis Medical Society.
 11:00—KSD Classic Varieties.
 11:00—WEW Music.
 11:15—KMCX Geo. Hall's Orch. CBS.
 11:15—WIL Tune-In Period.
 11:30—KMOX Atlantic City Musicale.
 11:30—KSD Luncheon Music.
 11:30—KWK National Farm and Home Hour. NBC.
 11:30—WIL Neighborhood Hour Announcements.
 11:30—WEW Gypsy Joe.
 11:45—KMOX News Flashes from the St. Louis Star and Times.
 11:45—WIL Organ Melodies, Organist.
 11:55—KMOX KMOX Today.
 12:00—KMOX Aunt Jemima Blues Singer. CBS.
 12:00—KSD The Merry Madcaps.
 12:00—WIL Noonday Musical — Dick Malloy, Vocalist.
 12:00—WEW Report of St. Louis Live Stock Exchange.

— P. M. —

12:15—KMOX "Sweethearts of the Air" — Helen Nugent and Ben Alley. CBS.
 12:15—KFUO Noonday Religious Address.
 12:30—KMOX Farm Service Hour — Featuring Henry, Zeb and Otto and Sad Sam.
 12:30—KWK Strollers Matinee. NBC.
 12:30—WIL Ray and Bob; Guitarists.
 12:45—WIL Hot Timers.
 1:00—KMOX Columbia Artists Recital.
 1:00—KSD Vocal Art Quartet.
 1:00—KWK Radio Troubadors. NBC.

— P. M. —

1:00—WIL Melody Revue — Reinert's Orchestra.
 1:15—KMOX Home Radio Hour; The Levee Man and Two Guitars.
 1:15—WIL Bert Seston.
 1:30—KMOX Aeolian Piano Recital.
 1:30—KSD Women's Review.
 1:30—KWK Blaufuss Ensemble. NBC.
 1:30—WIL Rodeo Program.
 1:45—KMOX Frank Westphals Orchestra. CBS.
 1:45—WIL Manhattan Melodies.
 2:00—KMOX News Flashes from the Star & Times.
 2:00—KSD "Slow River."
 2:00—WIL Police Releases.
 2:10—KMOX Down Melody Lane.
 2:15—KMOX Baseball; St. Louis Browns vs. Cleveland at Cleveland — (ticker game.)
 2:15—WIL George Sheffield, Tenor.
 2:30—KSD Tea Dansante.
 2:30—WIL Afro-American Minstrel.
 2:45—KSD The Lady Next Door.
 2:45—WIL Afternoon Frolic.
 3:00—KSD Garden Melodies.
 3:00—WIL Musical Gems; Organist.
 3:00—WEW Closing Markets.
 3:15—WIL Beulah Ambach, Radio Blue Belle.

— P. M. —

6:15—KMOX Fray and Braggiotti — Franco Italian Piano Team. CBS.
 6:15—WIL Dinner Hour Concert.
 6:30—KMOX Kate Smith and Her Swanee Music. CBS.
 6:30—KSD National Civic Artists.
 6:30—WIL George L. Weber's Sparklers.
 6:45—KMOX Musical Fast Freight. CBS.
 6:45—WIL Civic Service Period; Mr. Fixit.
 7:00—KMOX "Music that Satisfies"—The Street Singer. CBS.
 7:00—KSD St. Louis Artists Recital.
 7:00—KWK Alice Mock, Soprano and Male Trio. NBC.
 7:00—WIL Radio's Six Stars. Biederman Furniture Co.
 7:15—KMOX Threads of Happiness.
 7:15—WIL Afro-American Minstrel.
 7:30—KMOX Crime Club — Mystery Dramatization; opening episode.
 7:30—KSD Ed Wynn and Don Vorhees' Band.
 7:30—KWK Friendship Town. NBC.
 7:30—WIL Allister Wylie; Piano Stylist.
 7:45—WIL Southlanders.
 8:00—KMOX Musical Album of Popular Classics. CBS.

BRUCE BARTON

NOW ON WEEKLY RADIO PROGRAM

Bruce Barton, author and magazine writer, is now heard once each week in a new series of talks on the General Electric Circle program over KSD and a National Broadcasting Company network.

Barton, whose articles and books have a wide following, will be heard at 3:45 p. m. each Tuesday. Heywood Brown, New York columnist, continues on the program as a daily commentator of news.

RADIO ON THE FARM

(Continued from Page 8)

dairying; poultry management; child care and home topics; fruits and vegetables; livestock care and management; 4-H Club and vocational agriculture work; and various projects of the Farm Bureau, the National Grange, and the Farmer's Union, especially as applied to legislative measures.

Daily releases come from the Missouri College of Agriculture on specific information in regard to planting and operation.

The KMOX livestock market report, given by Ernie Knolkemper of the Producers Live Stock Commission Association, draws a wide listening audience. The Association is one of the largest and most successful of the farmer owned co-operative marketing organizations in the country. The radio reports include the shipper's name and address, a description of the cattle sold, and comments on the manner in which the cattle were handled before coming to market.

Shippers to this market come from Nebraska and Kansas and Texas and Mississippi as well as from adjoining states and they look to KMOX for their livestock market tabulations, which are presented at 12:20 p. m., and the Grain, Poultry, Butter and Egg Markets are given at the end of the hour.

A series of County programs are presented every Saturday. In these the Farm Adviser of the County arranges a program featuring the principal points of achievement in his county, bringing before the microphone farmers, men and women, who have won success in various phases of correctly applied farm practices.

Dear Editor:

Who are the musicians in the KMOX String Ensemble?

The KMOX String Ensemble is composed of a number of outstanding musicians, including Carl Rossow, cellist star of the Symphony and Municipal Opera orchestras, and Joe Milsteen, violin virtuoso, under the direction of Carl Hohengarten.

Selections For Today

Gene and Glenn, "Early Birds" on KSD at 7 a. m.

Alice Mock, pleasing soprano, with male quartet on KWK at 7 p. m.

"Sunshine Serenaders" on WIL at 9 a. m., presenting the popular Franklyn MacCormack with studio orchestra.

Ed Wynn and his clowning, with Don Vorhees' Band on KSD at 7:30 p.m.

"Nugent's Musical News" is a good program for women—at 10:30 a. m. KMOX.

Howard Barlow and Columbia Symphony Orchestra on KMOX at 9 p.m.

Melody Revue with Reinert's Orchestra on WIL at 1 p. m.

Lew Diamond and his orchestra from Edgewater Beach Hotel, Chicago. (KWK at 10:30 p. m.)

3:15—WEW Violin Solos — Mr. John Boland.
 3:30—WIL Etchings in Jazz.
 3:40—KMOX Baseball Scores.
 3:45—KMOX News Flashes from the St. Louis Star & Times.
 3:45—KSD Circle Program.
 3:45—WED Lesson in Italian — Prof. V. P. Gabrielli.
 3:55—KMOX Organ Interlude.
 4:00—KMOX Tuesday Special String Orchestra and Organ.
 4:00—KSD Dinner Music.
 4:00—KWK Eliot Everett and His Orchestra. NBC.
 4:00—WIL Lights and Shadows; Studio Orchestra.
 4:00—WEW Frank Browne.
 4:15—WIL Radio Band-Its.
 4:30—KMOX Sunny Joe and Sad Sam.
 4:30—KSD "Radio Rubes."
 4:30—WIL Venetian Trio.
 4:30—WEW Mystic Serenader.
 4:45—KMOX Reis and Dunn. CBS.
 4:45—KSD Back of the News in Washington.
 4:45—WIL Pirates Club — Children's Program.
 4:45—WEW Buchanan-Bentley Musicale
 5:00—KMOX Uncle Billy.
 5:00—KSD Mid-Week Hymn Sing.
 5:00—WIL Reinert's Orchestra.
 5:15—KMOX Miniature Revue.
 5:15—KSD Baseball Scores.
 5:15—KWK Frankie Masters Orchestra. NBC.
 5:15—WIL Wurlitzer Piano Capers — Hope Barham.
 5:20—KSD Today's News.
 5:30—KMOX "Skippy."
 5:30—KSD Ray Perkins.
 5:30—KWK The Stebbins Boys. NBC.
 5:30—WIL Bobby Stubbs and His Music.
 5:45—KMOX Georgie Price and Benny Kreuger's Orchestra. CBS.
 5:45—KSD The Goldbergs.
 5:45—KWK Red and Ramona. NBC.
 5:45—WIL Jimmy Greer's Orch. (T)
 6:00—KMOX Songs of the Islands — Royal Hawaiians.
 6:00—KSD Vocal Soloists and Orchestra.
 6:00—KWK You and Your Government. NBC.
 6:00—WIL Inquiring Reporter.
 6:05—WIL Organ Melodies.
 6:10—WIL Sport Review.

8:00—KSD Dance Orchestra and Drama.
 8:00—KWK The Country Doctor with Phillips H. Lord. NBC.
 8:00—WIL Salvatore Santaella's Orchestra. (T)
 8:15—KWK Tune Detective. NBC.
 8:30—KMOX Ozzie Nelson's Orchestra. CBS.
 8:30—WIL Rodeo Program.
 8:45—KMOX Myrt and Marge. CBS.
 8:45—KWK Jane Froman. NBC.
 8:45—WIL Allen Wills; Songs as You Like Them.
 9:00—KMOX Howard Barlow and Columbia Symphony Orchestra. CBS.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy. NBC.
 9:00—WIL Arcadian's Dance Orchestra
 9:01—KSD Dream Singer.
 9:15—KSD Dave Dalton and His Orchestra.
 9:30—KMOX Little Jack Little. CBS.
 9:30—KSD Jack Denny Orchestra.
 9:30—WIL Sauter's Park — Jackson-Marable Orchestra.
 9:45—KMOX "Today's Highlights" — Harlan Eugene Read.
 10:00—KSD Baseball Scores.
 10:00—KMOX Whiteman's Orchestra.
 10:00—KWK Baron Lee and His Blue Rhythm Band. NBC.
 10:00—WIL Ray DeVinney's Orchestra.
 10:05—KMOX Musical Weather Report — Official Weather Forecast.
 10:10—KMOX KMOX Tomorrow.
 10:15—KMOX Mrs. Timmins' Place — Drama Sketch.
 10:30—KMOX Al Lyons and his Meadowbrook Club Orchestra.
 10:30—KSD Dance Music.
 10:30—KWK Lew Diamond and His Orchestra from Edgewater Beach Hotel. NBC.
 10:30—WIL Palladium Program.
 10:45—KMOX Sport Squibs by Fraace Laux.
 11:00—KMOX "Around Chicago Town" with Famous Orchestras. CBS.
 11:00—WIL Arcadian's Dance Orchestra.
 11:00—KFUO Truth Hour.
 11:30—WIL Bill Bailly's Orchestra.
 11:30—KFUO Man's Questions and God's Answers.
 12:00—KMOX Al Lyons and His Meadowbrook Club Orchestra.
 12:15—KMOX Charlie Booth's Castle Ballroom Orchestra.
 12:30—KMOX Voice at Midnight.

Radio Programs For Wednesday, September 21

— A. M. —

6:30—KMOX Farm Folks Hour; Farm Information and Texas Tacky.
 6:30—KWK Sunbirds, NBC.
 6:30—KFUO Morning Family Worship.
 6:45—KMOX Oatsville General Store Sketch.
 6:45—KWK John Fogarty, NBC.
 7:00—KMOX Early Morning Band Wagon and Time Signals.
 7:00—KSD Morning Glee Club.
 7:00—KWK Waltzes; String Ensemble, NBC.
 7:00—WIL Breakfast Club Express—Popular Program.
 7:00—WEW Morning Musicale.
 7:15—KSD Top of the Morning.
 7:15—KWD Lady Bugs, NBC.
 7:30—KSD Flying Fingers.
 7:30—WEW The Day's Dedication.
 8:00—KMOX Public Interest Period with Time Signals.
 8:00—KSD "The Happy Family."
 8:00—WIL Don't be Late for School; Birthday Bells; Children's Program.
 8:00—WEW Music.
 8:15—KMOX Catherine MacKenzie Entertains, CBS.
 8:15—KSD Food Talk.
 8:15—KWK Clara, Lu, 'n' Em, NBC.
 8:30—KMOX Melody Parade; Vincent Sorey's Orchestra, CBS.
 8:30—KSD Soloist.
 8:30—KWK Our Daily Food, NBC.
 8:30—WIL Cecil and Sally, (T)
 8:45—KMOX Four Clubmen; Male Quartet, CBS.
 8:45—KSD Betty Crocker.
 8:45—KWK Consolaries; Irma Glenn, NBC.
 8:45—WIL Bill and Bud; Guitarists.
 9:00—KMOX Morning Moods, CBS.
 9:00—KSD Breen and De Rose.
 9:00—WIL Sunshine Serenader's Orchestra; Popular Tunes.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KSD Household Institute.
 9:15—WIL Morning Organ Melodies with Allen Clarke, Baritone.
 9:20—WEW Music.
 9:30—KMOX Rhythm Kings, CBS.
 9:30—KSD Army Band Concert.
 9:45—KMOX Ben Alley, Tenor, with Novelty Orchestra, CBS.
 9:45—WIL Uncle Ben's Lone Star Rangers.
 10:00—KMOX KMOX String Ensemble.
 10:00—KSD Johnny Marvin, Tenor.
 10:00—WEW Weather Report; Opening Grain Market.
 10:15—KMOX Women's Radio Hour—Featuring Coyita Bunch; Sunny Joe; and Margo.
 10:15—KSD On Wings of Song.
 10:15—WIL Studio Orchestra—Song Strings.
 10:15—WEW Movie Bulletin.
 10:30—WIL Eddie Groom; The Dixie Troubadour.
 10:35—KMOX Sally Walker presents Nugent's Musical News.
 10:45—KMOX Columbia Revue, CBS.
 10:45—WIL Leo Reisman's Orch. (R)
 11:00—KMOX St. Louis Dental Society.
 11:00—KSD Vacation Wanderings.
 11:15—KMOX Mart Building Program.
 11:15—WIL Bing Crosby, (R)
 11:30—KMOX Madison String Ensemble.
 11:30—KSD Prince's Orchestra.
 11:30—KWK National Farm and Home Hour, NBC.
 11:30—WIL Master's Music Room, (T)
 11:30—WEW Gypsy Joe.
 11:45—KMOX News Flashes from the St. Louis Star & Times.
 11:45—KSD Child Study.
 11:45—WIL Organist; Organ Melodies.
 11:55—KMOX KMOX Today.
 12:00—KMOX Aunt Jemima, CBS.
 12:00—WIL Noonday Musical—Dick Malloy, Vocalist.
 12:00—WEW Report of St. Louis Live Stock Exchange.

— P. M. —

12:15—KMOX Farm Service Hour—Henry, Zeb and Otto; and Sunny Joe and Sad Sam.
 12:15—KFUO Noonday Religious Address.
 12:30—WIL Ray and Bob, Guitarists.
 12:45—WIL Hot Timers.
 1:00—KMOX Columbia Salon Orchestra, CBS.
 1:00—KSD Salon Concert Ensemble.
 1:00—KWK Radio Troubadors, NBC.
 1:00—WIL Melody Revue.
 1:15—KMOX Home Radio Hour; Featuring Lullaby Lady; String Ensemble and Two Guitars.
 1:15—WIL Voice of the Vibraphone—Schuyler Alward and Jerry Cammack.

— P. M. —

1:30—KMOX Belle Forbes Cutter, CBS.
 1:30—KSD Women's Review.
 1:30—KWK Rhythmic Serenade, NBC.
 1:30—WIL Rodeo Program.
 1:45—KMOX Four Eton Boys, CBS.
 1:45—WIL Manhattan Melodies.
 2:00—KMOX News Flashes from the St. Louis Star & Times.
 2:00—KSD Song Souvenirs.
 2:00—KWK Midweek Musicale, NBC.
 2:00—WIL Police Releases.
 2:10—KMOX Musical Interlude.
 2:15—KMOX The Captivators, CBS.
 2:15—WIL Eddie Lake; Banjo Melodies.
 2:30—KMOX Musical Romances.
 2:30—KSD Tea Dansante.
 2:30—WIL Afro-American Minstrel.
 2:45—KMOX Down Melody Lane—Kenneth Wright, Organist.
 2:45—KSD Lady Next Door.
 2:45—WIL Afternoon Frolic.
 2:55—KMOX Baseball—Cincinnati Reds vs. St. Louis Cardinals at St. Louis.
 3:00—KSD Swanee Serenaders.
 3:00—WIL Musical Gems; Organist.
 3:00—WEW Closing Markets.
 3:10—WEW Bud Waples.
 3:15—WIL Nancy Mary the Girl Philosopher.
 3:30—KSD Beau Balladeer.

— P. M. —

6:45—WIL Civic Service Period—Mr. Fixit.
 7:00—KMOX Guy Lombardo and His Royal Canadians; Burns and Allen, CBS.
 7:00—KSD Orchestra and Guest Artist
 7:00—KWK The G. Washington Coffee Concert Orchestra, NBC.
 7:00—WIL Radio's Six Stars, Biederman Furniture Co.
 7:15—WIL Afro-American Minstrel.
 7:30—KMOX Crime Club—Mystery Dramatization, CBS.
 7:30—KSD The Choristers and Orchestra.
 7:30—KWK Jack Benny; George Oleens' Music with Ethel Shutta, NBC.
 7:30—WIL Alma Rotter; Songs.
 7:45—WIL Jack Dunn's Orchestra, (T)
 8:00—KMOX Ruth Etting and Shilkret's Orchestra, CBS.
 8:00—KSD Corn Cob Pipe Club.
 8:00—KWK The Country Doctor with Phillips H. Lord, NBC.
 8:00—WIL Tamburizza Orchestra.
 8:15—KMOX Adventures in Health—Dr. Bundeson, CBS.
 8:30—KMOX Transit Radio News—Ambassador Theatre Show.
 8:30—KSD Echoes of the Palisades.
 8:30—WIL Rodeo Program.

The Listener's Voice

Gentlemen: I am sending ten votes for France Laux in the Announcers' Popularity Contest. My favorite announcer really is Bob Thomas of KWK, but as they are not qualifying in the contest I am voting for my second choice.

I also wish to give three cheers for RAE Magazine, the best radio magazine to be found anywhere.

Lloyd M. Kluesner,
 St. Charles, Mo.

"A TOUGH SPOT"

Dear Editor: I would like to see Wody Kloose win the contest. But I would feel bad if Bob Holt lost. Then, too, Holland Engle has a lovely voice. Now I ask you, what would you do in a case like that.

Mrs. J. P. Hill

P. S.—Woody Kloose is a wonderful singer, too, I've heard him sing for "John and Ned."

Woody Kloose is not announcing regularly now. He is giving most of his time to executive work.—Ed.

THANK YOU—WE WON'T

I think your magazine is wonderful and don't forget to send me the special souvenir handbook of radio entertainment.

Mrs. S. Strickland,
 4442a Athlone Ave.

WE'LL DO IT SOON

Dear Sir: Congratulations on your magazine. Haven't missed a single copy since its publication. In fact I buy two copies a week for I have the pleasure of sending Miss Irene Beasley one. That long, tall gal from Dixie, she certainly enjoys it too. If you find it possible would deem it a great favor if you could put her picture on the front cover in the near future. Enclosed find 14 votes for Frank Laux.

Looking forward to Irene's picture and wishing you every success.

Mrs. Elvira Eckerman.

WANTS MORE LOCAL NEWS

Dear Editor: Please give us more local pictures and news instead of so much chain news. It seems like you are getting away from home too much and we like to know about our own artists and announcers best. —RAE Reader.

Can't we get Tommy and Bob, back again so many miss them—they were so good.

KMOX Listener.

Write Mr. Richards at KMOX about Tommy and Bob. —Ed.

Please answer in your Radio and Entertainment what Holland E. Engle on the St. Louis Star and Times means when he says, "It's thirty to you." Thanks.

V. A. Swift,
 St. Genevieve, Mo.

"Thirty" is a term used by newspapermen and printers meaning "that's all." It is always used by telegraphers to indicate the end of a news dispatch. —Ed.

Selections For Today

Irma Glenn at the KWK console over KWK at 8:45 a. m.

* * * * *

"On the Wings of Song" at 10:15 on KSD is a good morning program.

* * * * *

Bing Crosby singing a recorded program on WIL at 11:15 a. m.

* * * * *

"For the Feminine Ear"—Yanner Alexander telling the ladies what to wear and how to acquire charm—3:15 p. m., WIL.

Donald Novis at 4:45 p. m., will delight those who like "radio's best voice." (KSD.)

* * * * *

Burns and Allen, "wise and dumb crackers"—with Guy Lombardo's orchestra at 7 p. m. on KMOX.

* * * * *

Don't change the dial—if you like mystery drama, The Eno Crime Club will be on KMOX at 7:30.

* * * * *

Baron Lee and his "hot rhythm" from the Cotton Club in New York, on KWK at 10 o'clock, p. m.

3:30—WIL Etchings in Jazz.
 3:30—WEW Music.
 3:45—KSD Circle Program.
 3:45—WEW Lesson in Italian—Prof. V. P. Gabrielli.
 4:00—KSD Dinner Music.
 4:00—WIL Lights and Shadows; Studio Orchestra.
 4:00—WEW Eddie Krite and His Orchestra.
 4:15—WIL Radio Band-Its.
 4:30—KSD "Drifting and Dreaming."
 4:30—WIL Venetian Trio.
 4:30—WEW Jack Ralls; Concert Pianist.
 4:40—KMOX Baseball Scores.
 4:45—KMOX Lone Wolf Tribe, CBS.
 4:45—KSD Donald Novis.
 4:45—WIL Pirates Club—Children's Program.
 5:00—KMOX News Flashes from the St. Louis Star & Times.
 5:00—KSD Talk.
 5:00—KWK The Singing Lady, NBC.
 5:00—WIL Reinert's Orchestra.
 5:10—KMOX Miniature Revue—Dorie Shumate; Margo; Sunny Joe and Sad Sam.
 5:15—KSD Baseball Scores.
 5:15—KWK The Vagabonds with Ward Wilson, NBC.
 5:15—WIL Indra Lemoyne, Soprano.
 5:20—KSD Today's News.
 5:30—KMOX "Skipper."
 5:30—KSD Concert Ensemble.
 5:30—KWK The Stebbins Boys, NBC.
 5:30—WIL Bobby Stubbs and His Music.
 5:45—KMOX Angelo Patri, CBS.
 5:45—KSD The Goldbergs.
 5:45—KWK Billy Jones and Ernie Hare.
 5:45—WIL Jimmy Greer's Orch. (T)
 6:00—KMOX Henry, Zeb and Otto.
 6:00—KSD "Big Time."
 6:00—KWK American Tax Payers League, NBC.
 6:00—WIL Inquiring Reporter.
 6:05—WIL Organ Melodies.
 6:10—WIL Sports Review.
 6:15—KMOX Singin' Sam, CBS.
 6:15—WIL Dinner Dance Music.
 6:30—KMOX Kate Smith and Her Swanee Music.
 6:30—KSD Whiteman's Orchestra.
 6:30—WIL George L. Weber's Sparklers.
 6:45—KMOX Musical Fast Freight.

8:45—KMOX Myrt and Marge, CBS.
 8:45—WIL Allen Wills; Songs As You Like Them.
 9:00—KMOX Edwin C. Hill in Literary Digest Poll News.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy, NBC.
 9:00—WIL Arcadian's Dance Orchestra.
 9:01—KSD Nellie Revell.
 9:15—KMOX Quiet Moments—Ruth Nelson and Bob Holt.
 9:15—KSD Tenor with Orchestra.
 9:30—KMOX Charles Carlile, Tenor and Orchestra, CBS.
 9:30—WIL Victor Young's Orch. (T)
 9:30—KFUO Mid-Week Devotional Hr.
 9:45—KMOX "Today's Highlights"—Harlan Eugene Read.
 10:00—KWK Baron Lee and His Blue Rhythm Band, NBC.
 10:00—WIL Boswell Sisters, (T)
 10:00—KFUO Laymen's Hour.
 10:05—KMOX Official Weather Reports—Official Weather Forecasts; Music.
 10:10—KMOX KMOX Tomorrow.
 10:15—KMOX Mrs. Timmins' Place.
 10:15—WIL Ray DeVinney's Orchestra.
 10:30—KMOX Al Lyons' Orchestra—Meadowbrook Country Club.
 10:30—WIL Palladium Program.
 10:30—KSD Dance Music.
 10:45—KMOX Sport Squibs by France Laux.
 11:00—KMOX Around Chicago Town, CBS.
 12:00—KMOX Al Lyons and His Meadowbrook Club Orchestra.
 12:15—KMOX Voice at Midnight.

GEORGIE PRICE GOES IT ALONE

Georgie Price starts the first of his solo guest appearances with Rubinoff on the Chase and Sanborn hour of Sunday at 6 p. m. over KSD with a varied selection of chatter, songs and impersonations of famous stage stars.

Radio Programs For Thursday, September 22

— A. M. —

6:30—KMOX Farm Folks Hour; Farm Information and Texas Tacky.
 6:30—KWK Sunbirds; String Ensemble. NBC.
 6:30—KFUO Morning Family Worship.
 6:45—KWK John Fogarty. NBC.
 7:00—KMOX Early Morning Band Wagon with Time Signals.
 7:00—KSD Gene and Glenn.
 7:00—KWK Waltzes; Walter Blaufuss. NBC.
 7:00—WIL Breakfast Club Express — Popular Program.
 7:00—WEW Morning Musicale.
 7:15—KSD Top of the Morning.
 7:15—KWK Lady Bugs. NBC.
 7:30—KSD The Upstaters.
 7:30—KWK Vic and Sade. NBC.
 7:30—WEW The Day's Dedication.
 7:45—KMOX Brad and Al, Comedy and Songs. CBS.
 7:45—KWK Nothing But the Truth. NBC.
 7:50—KSD Pieplant Pete.
 8:00—KMOX Public Interest Period and Time Signals.
 8:00—KSD "The Happy Family."
 8:00—WIL Don't be Late for School; Birthday Bells; Children's Program
 8:00—WEW Music.
 8:15—KMOX Visiting with Ida Bailey Allen. CBS.
 8:15—KSD "Souvenirs of Melody."
 8:15—KWK Clara, Lu 'n' Em. NBC.
 8:30—KMOX Four Clubmen. CBS.
 8:30—KSD "Three Orphans."
 8:30—KWK Our Daily Food. NBC.
 8:30—WIL Cecil and Sally. (T)
 8:45—KMOX "Have you heard?" — Radio Column by Barbara Gould. CBS.
 8:45—KSD Breen and De Rose.
 8:45—KWK Irma Glen, Organist. NBC.
 8:45—WIL Bill and Bud; Guitarists.
 9:00—KMOX Sunny Joe and Sad Sam.
 9:00—KSD Soloist.
 9:00—WIL Sunshine Serenader's Orchestra; Studio Orchestra.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KMOX U. S. Navy Band Concert. CBS.
 9:15—KSD Household Institute.
 9:15—KWK Singing Strings. NBC.
 9:15—WIL Morning Organ Melodies with Allen Clarke, Baritone.
 9:20—WEW Music.
 9:30—KMOX The Ambassadors; Male Trio. CBS.
 9:30—KSD Marionettes.
 9:30—KWK Rhythm Ramblers. NBC.
 9:45—KMOX V. E. Meadow's Beauty School of the Air. CBS.
 9:45—KWK McKesson Musical Novelities. NBC.
 9:45—WIL Uncle Ben's Lone Star Rangers.
 10:00—KMOX KMOX String Ensemble.
 10:00—KSD Johnny Marvin, Tenor.
 10:00—KWK Men of Song. NBC.
 10:00—WEW Weather Report; Opening Grain Market.
 10:10—WEW Public School Playground News.
 10:15—KMOX Women's Radio Hour — Featuring Popular Artists.
 10:15—KSD On Wings of Song.
 10:15—WIL C. F. Lindsley, Reader. (T)
 10:15—WEW Music.
 10:30—KMOX Nugent's Musical News; Sally Walker.
 10:30—KWK Words and Music. NBC.
 10:30—WIL Guy Lombardo's Royal Canadians. (T)
 10:45—KMOX Columbia Revue. CBS.
 10:45—WIL Melody Master's Orchestra.
 11:00—KMOX Governmental Educational Program.
 11:00—KSD Popular Varieties.
 11:00—WEW Eddie Krite and Fred Pitts — Varieties.
 11:15—KMOX George Hall's Hotel Taft Orchestra. CBS.
 11:30—KMOX Atlantic City Musicale.
 11:30—KWK National Farm and Home Hour. NBC.
 11:30—WEW Gypsy Joe.
 11:45—KMOX News Flashes from the St. Louis Star & Times.
 11:45—KSD Luncheon Music.
 11:55—KMOX KMOX Today.
 12:00—KMOX Aunt Jerima. CBS.
 12:00—KSD Salon Singers.
 12:00—WEW Report of St. Louis Live Stock Exchange.

— P. M. —

12:15—KMOX Farm Service Hour with Organ; Sunny Joe; and String Ensemble.
 12:15—KFUO Noonday Religious Address.
 12:30—KWK Syncopators Orch. NBC.
 12:30—WIL Neighborhood Announcements.

— P. M. —

12:45—WIL Hot Timers.
 1:00—KMOX Columbia Salon Orchestra. CBS.
 1:00—KSD Three Mustachios.
 1:00—WIL Melody Revue; Reinert's Orchestra.
 1:00—WEW To be announced.
 1:15—KMOX Home Radio Hour with the Levee Man.
 1:15—KSD "Famous Loves."
 1:15—KWK Radio Troubadors. NBC.
 1:15—WIL Prof. Healthy's Class.
 1:30—KMOX Frank Westphal's Orchestra. CBS.
 1:30—KSD Woman's Review.
 1:30—KWK Concert Petite. NBC.
 1:30—WIL Rodeo Program.
 1:45—KWK Rhythmic Serenade. NBC.
 1:45—WIL Manhattan Melodies.
 2:00—KMOX News Flashes from the St. Louis Star & Times.
 2:00—KSD Musical Comedy Hits.
 2:00—WIL Police Releases.
 2:00—WEW Mary Ganley.
 2:10—KMOX Musical Interlude.
 2:15—KMOX U. S. Army Band Concert. CBS.
 2:15—KWK U. S. Navy Band. NBC.
 2:15—WIL George Sheffield, Tenor.
 2:30—KSD Tea Dansante.

— P. M. —

5:45—WIL Jimmy Greer's Orch. (T)
 6:00—KMOX Songs of the Islands — Royal Hawaiians.
 6:00—KSD Rudy Vallee and Guest Star
 6:00—KWK Regimentalists. NBC.
 6:00—WIL Inquiring Reporter.
 6:05—WIL Organ Melodies.
 6:10—WIL Sports Review.
 6:15—KMOX Fray and Braggotti — Piano Team. CBS.
 6:15—KWK The Song Sleuth. NBC.
 6:15—WIL Dinner Hour Concert.
 6:30—KMOX "Meyer the Buyer" — Comic Sketch. CBS.
 6:30—KWK Rin Tin Tin Thriller. NBC.
 6:30—WIL George L. Weber's Sparklers.
 6:45—KMOX Modern Male Chorus. CBS
 6:45—WIL Civic Service Period; Mr. Fixit.
 7:00—KMOX The Boswell Sisters. CBS.
 7:00—KSD Last of Three Discussions on the Expanding Universe.
 7:00—WIL Radio's Six Stars.
 7:15—KMOX Mills Brothers Quartet.
 7:15—WIL Afro-American Minstrel.
 7:30—KMOX Romantic Dramatization; Love Story Hour. CBS.

The Answer Man

Q—Who says "Hello yourself, Jack Smith" on the Absorbine, Jr. program?
 A—Paul Dumont.
 Q—Who is the master of Ceremonies on Nestle's program?
 A—Allyn Joslyn.
 Q—What is the G. E. Circle theme song, and who is the vocalist?
 A—"By My Fireside." Theodore Webb, baritone.
 Q—Where was Erno Rapee born?
 A—Budapest, Hungary.
 Q—Are any members of the Goldberg family related?
 A—No.
 Q—Is Ed Wynn married?
 A—Yes.

Selections For Today

"Pieplant Pete" and his quaint music on KSD at 7:50 a. m.
 * * * * *
 "Men of Song" NBC feature on KWK at 10 a. m.
 * * * * *
 Melody Master's Orchestra on WIL at 10:45 a. m.
 * * * * *
 Radio "Band-Its" on WIL at 4:15 p. m.
 * * * * *
 The Vagabonds, with Ward Wilson on KWK at 5:15 p. m.
 * * * * *
 "Meyer the Buyer," comic strip characters. Try it, maybe you'll like it. KMOX at 6:30 p. m.
 * * * * *
 Fleishmann Hour at 7 p. m., with Rudy Vallee and guest stars. (KSD.)
 * * * * *
 Al Lyons and his music from Meadowbrook Country Club over KMOX at 10:30 p. m. and again at midnight.

2:30—KMOX Musical Romances — String Ensemble.
 2:30—WIL Afro-American Minstrel.
 2:45—KMOX Down Melody Lane — Kenneth Wright, Organist.
 2:45—KSD Lady Next Door.
 2:45—WIL Afternoon Frolic.
 2:45—WEW Song Recital.
 2:55—KMOX Baseball Game; Cincinnati Reds vs. St. Louis Cardinals at St. Louis.
 3:00—KSD Ivy Scott.
 3:00—WIL Musical Gems; Organist.
 3:00—WEW Closing Markets.
 3:15—KSD Paul Whiteman's Orchestra.
 3:15—WIL Beulah Ambach; Radio Blue Belle.
 3:15—WEW Strings in Harmony.
 3:30—WIL Etchings in Jazz.
 3:30—WEW Lesson in Italian — Prof. V. P. Gabrielli.
 3:45—KSD Circle Program.
 3:45—WEW Ray Myrick.
 4:00—KSD Dinner Music.
 4:00—WIL Lights and Shadows; Studio Orchestra.
 4:00—WEW Eddie Krite and His Orchestra.
 4:15—WIL Radio Band-Its.
 4:30—KSD Parisian Entertainers.
 4:30—WIL Venetian Trio.
 4:40—KMOX Baseball Scores.
 4:45—KMOX News Flashes from the St. Louis Star & Times.
 4:45—WIL Pirates Club — Children's Program.
 4:55—KMOX Organ Interlude.
 5:00—KMOX Uncle Billy.
 5:00—KSD The Rollickers.
 5:00—KWK The Singing Lady. NBC.
 5:00—WIL Reinert's Orchestra.
 5:15—KMOX Harold Stern's Orchestra. CBS.
 5:15—KSD Baseball Scores.
 5:15—KWK The Vagabonds with Ward Wilson. NBC.
 5:15—WIL Wurlitzer Piano Capers — Hope Barham.
 5:20—KSD Today's News.
 5:30—KMOX "Skippy."
 5:30—KSD Ray Perkins.
 5:30—KWK The Stebbins Boys. NBC.
 5:30—WIL Bobby Stubbs and His Music.
 5:45—KMOX Georgie Price and Benny Kreuger's Orchestra. CBS.
 5:45—KSD The Goldbergs.
 5:45—KWK Specialty Singers. NBC.



Julia Sanderson

Q — When did Julia Sanderson meet Frank Crumit?
 A—In 1922, when he was cast as her leading man in the musical "Tangerine."
 Q — When and where was George Hicks born, and is he married?
 A — In Tacoma, Washington, in 1905. Recently married.

Q—What kind of an instrument does "Slim" of the Three Keys use?
 A—A tenor guitar.
 Q—Was Harry Richman in George White's "Scandals of 19-26"?
 A—Yes.
 Q—Who is Beau Balladeer?
 A—Leonard Lewis.
 Q—Is Phil Dewey married and in what year was he born?
 A—Yes. 1902.
 Q—Where and when was Ben Grauer born?
 A—Staten Island, New York, on June 2, 1908.
 Q—How long have George Olsen and Ethel Shutta been married?
 A—Six years last April.
 Q — Did anyone but Harry Reser ever direct the Clicquot Club Eskimos, and how long has that program been on the air?
 A — N o . Since December, 1925.



Harry Reser

Q—What is Ramona's full name?
 A—Ramona Davies.
 Q—Who are the members of the Southernaires Quartet?
 A—Homer Smith and Lowell Peters, tenors; Jay Toney, baritone; William Edmonson, bass and director.

Radio Programs For Friday, September 23

— A. M. —

— P. M. —

— P. M. —

— P. M. —

6:30—KMOX Farm Folks Hour; Farm Information and Texas Tacky.
 6:30—KWK Sunbirds. NBC.
 6:30—KFUO Morning Family Worship.
 6:45—KMOX Oatsvill General Store—Sketch.
 6:45—KWK John Fogarty. NBC.
 7:00—KMOX Early Morning Time Signals from the Band Wagon.
 7:00—KSD Morning Glee Club.
 7:00—KWK Waltzes. NBC.
 7:00—WIL Breakfast Club Express—Popular Program.
 7:00—WEW Morning Musicale.
 7:15—KSD Top of the Morning.
 7:30—KSD "Jack and Jill."
 7:30—KWK Vic and Sade. NBC.
 7:30—WEW The Day's Dedication.
 7:45—KWK Nothing But the Truth. NBC.
 8:00—KMOX Public Interest Period and Time Signals.
 8:00—KSD Three Orphans.
 8:00—WIL Don't be Late for School; Birthday Bells; Children's Program.
 8:00—WEW Music.
 8:15—KMOX Frank Crumit and Julia Sanderson. CBS.
 8:15—KSD Breen and De Rose.
 8:15—KWK Clara, Lu 'n' Em. NBC.
 8:30—KSD "Strolling Fiddler."
 8:30—KWK Our Daily Food. NBC.
 8:30—WIL Cecil and Sally. (T)
 8:45—KMOX Melody Parade. CBS.
 8:45—KSD Betty Crocker.
 8:45—WIL Bill and Budd; Guitarists.
 9:00—KMOX Magic Piano Twins. CBS.
 9:00—KSD U. S. Marine Band.
 9:00—WIL Sunshine Serenader's Orchestra.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KMOX The Captivators; Orchestra. CBS.
 9:15—KWK Piano Novelties. NBC.
 9:15—WIL Morning Organ Melodies; with Allen Clarke, Baritone.
 9:20—WEW Music.
 9:30—KMOX KMOX Song Writer.
 9:30—KWK Singing Strings. NBC.
 9:45—KMOX Ben Alley. CBS.
 10:00—KMOX KMOX String Ensemble. Carl Hohengarten, directing.
 10:00—KSD Johnny Marvin. Tenor.
 10:00—WEW Weather Report; Opening Grain Market.
 10:15—KMOX Women's Radio Hour — Featuring Staff Artists.
 10:15—KSD On Wings of Song.
 10:15—WEW Mary Hendrix.
 10:30—KMOX Nugent's Musical News.
 10:30—KWK Words and Music. NBC.
 10:45—KMOX Columbia Revue. CBS.
 11:00—KMOX George Hall's Hotel Taft Orchestra. CBS.
 11:00—KSD Tom Gerun's Orchestra.
 11:00—KWK Harold Stokes Orch. NBC.
 11:00—WEW Al Haley and His Orchestra.
 11:15—KMOX Mart Building Program.
 11:15—WIL Announcements.
 11:30—KMOX Atlantic City Musicale.
 11:30—KSD Luncheon Music.
 11:30—KWK National Farm and Home Hour. NBC.
 11:30—WIL Song of the Strings — String Trio.
 11:30—WEW Gypsy Joe.
 11:45—KMOX News Flashes from the St. Louis Star & Times.
 11:45—WIL Organ Melodies.
 11:55—KMOX KMOX Today.
 12:00—KMOX Farm Service Hour — Talk; Organ; and Henry Zeb and Otto; and Sad Sam.
 12:00—KSD Pianist.
 12:00—WIL Noonday Musical — Dick Malloy, Vocalist.
 12:00—WEW Report of St. Louis Stock Exchange.
 — P. M. —
 12:15—KFUO Noonday Religious Address.
 12:30—KWK Syncopators. NBC.
 12:30—WIL Ray and Bob; Guitarists.
 12:45—WIL Hot Timers.
 1:00—KMOX Grab-Bag. CBS.
 1:00—KSD Three Shades of Blue.
 1:00—KWK Radio Troubadors. NBC.
 1:00—WIL Melody Revue.
 1:00—WEW To be announced.
 1:15—KMOX Home Radio Hour — Lullaby Lady.
 1:15—KSD "Hobby Ridding."
 1:15—WIL Voice of the Vibraphone—Schuyler Alward and Jerry Cammack.
 1:30—KMOX Popular Concert — String Ensemble.
 1:30—KSD Women's Review.
 1:30—KWK Celebrated Sayings. NBC.
 1:30—WIL Rodeo Program.

1:45—KMOX Columbia Educational Feature. CBS.
 1:45—WIL Manhattan Melodies.
 2:00—KMOX Columbia Salon Orchestra. CBS.
 2:00—KSD Hill Billies.
 2:00—WIL Police Releases.
 2:15—KSD Rice String Quartet.
 2:15—WIL Adventures of Lord Algy; Drama.
 2:30—KMOX Musial Romances — String Ensemble.
 2:30—WIL Afro-American Minstrel.
 2:45—KMOX Down Melody Lane with Henry, Zeb and Otto; and Organ.
 2:45—KSD Lady Next Door.
 2:45—WIL Afternoon Frolic.
 2:55—KMOX Baseball Game; Pittsburg Pirates vs. St. Louis Cardinals at St. Louis.
 3:00—KSD Swanee Serenaders.
 3:00—WIL Musical Gems; Organist.
 3:00—WEW Closing Marr.ts.
 3:10—WEW Ko Ha La Conservatory.
 3:15—WIL Nancy Mary; The Modern Girl Philosopher.
 3:30—KSD Echoes of Erin.
 3:30—WIL Etchings in Jazz.
 3:30—WEW Margaret Schoen.
 3:45—KSD Circle Program.

7:00—WIL Radio's Six Stars. Biederman Furniture Co.
 7:15—WIL Afro-American Minstrel.
 7:30—KMOX To the Ladies. CBS.
 7:30—KSD Leo Reisman's Orchestra.
 7:30—KWK Roy Shield's Orchestra with Edna Kellogg. NBC.
 7:30—WIL Alma Rotter; Songs.
 7:45—WIL Jack Dunn's Orchestra.
 8:00—KMOX Street Singer and Orchestra in "Music that Satisfies." CBS.
 8:00—KSD Paul Whiteman's Orchestra
 8:00—KWK The Country Doctor with Phillips H. Lord. NBC.
 8:00—WIL Salvatore Santaella's Orchestra. (T)
 8:15—KMOX Colonel Stoopnagle and Budd. CBS.
 8:30—KMOX Guy Lombardo and His Royal Canadians. CBS.
 8:30—KSD Mystery Drama — "The Phantom of Crestwood."
 8:30—WIL Rodeo Program.
 8:45—KMOX Myrt and Marge. CBS.
 8:45—KSD Vocal and Instrumental Soloists.
 8:45—KWK Jane Froman and Her Band NBC.
 8:45—WIL Allen Wills and His Songs As You Like Them.

9:30—WIL Jackson-Marable's Syncopators. Sauter's Park.
 9:30—KFUO Bible Study.
 9:45—KMOX Highlights of the Day—Harlan Eugene Read.
 10:00—KMOX Baseball Scores.
 10:00—KWK Baron Lee and His Blue Rhythm Band. NBC.
 10:00—WIL Ray De Vinney's Orchestra. Diane's Club.
 10:00—KFUO Radio Calendar.
 10:05—KMOX Musical Weather Report — Official Forecasts.
 10:10—KMOX KMOX Tomorrow.
 10:15—KMOX Mrs. Timmins' Place.
 10:30—KMOX Al Lyons' Meadowbrook Club Orchestra.
 10:30—KSD Ted Black's Orchestra.
 10:30—WIL Palladium Program.
 10:45—KMOX Sportsquibs by France Laux.
 11:00—KMOX Around Chicago Town — Featuring Famous Orchestras. CBS.
 11:00—WIL Ray DeVinney's Orchestra. Diane's Club.
 11:30—WIL Arcadian's Dance Orchestra.
 12:00—KMOX Al Lyons' Meadowbrook Club Orchestra.
 12:15—KMOX The Voice at Midnight.

Selections For Today

A program of waltz music from NBC over KWK at 7 a. m.

Jane Frohman and her band over KWK at 8:45 p. m.

Ben Alley in a group of new songs on KMOX at 9:45 a. m.

Edwin C. Hill will give latest results of the Literary Digest presidential election poll and other items of interest. (9 p. m. on KMOX.)

If you like "hill-billy" music, tune in on KSD at 2 p. m.

Franklyn MacCormack and his "Dream Boat" on WIL at 10 p. m.

Countess Albani and the Cavaliers on KSD at 6 p. m.

Ray DeVinney's Orchestra on WIL at 10:15 and 11:45 p. m.

3:45—WEW Lesson in Italian — Prof. V. P. Gabrielli.
 4:00—KSD Dinner Music.
 4:00—WIL Lights and Shadows; Studio Orchestra.
 4:15—WIL Radio Band-Its.
 4:30—KSD To be announced.
 4:30—WIL Venetian Trio.
 4:30—WEW Richard Ralls.
 4:40—KMOX Baseball Scores.
 4:45—KMOX Lone Wolf Tribe.
 4:45—WIL Pirates Club — Children's Program.
 4:45—WEW F. Buchanan Bentley.
 5:00—KMOX News Flashes from the St. Louis Star & Times.
 5:00—KSD Organ Reverie.
 5:00—KWK The Singing Lady. NBC.
 5:00—WIL Reinert's Orchestra.
 5:10—KMOX Organ Interlude.
 5:15—KMOX Vaughn de Leath. CBS.
 5:15—KSD Baseball Scores.
 5:15—KWK The Vagabonds with Ward Wilson. NBC.
 5:15—WIL Indra LeMoynne; Soprano.
 5:30—KMOX "Skippy."
 5:30—KSD Concert Orchestra.
 5:30—KWK The Stebbins Boys. NBC.
 5:30—WIL Bobby Stubbs and His Music.
 5:45—KMOX Connie Boswell. CBS.
 5:45—KSD The Goldbergs.
 5:45—KWK Billy Jones and Ernie Hare. NBC.
 5:45—WIL Jimmy Greer's Orch. (T)
 6:00—KMOX Henry, Zeb and Otto.
 6:00—KSD Countess Albani and Cavaliers.
 6:00—KWK Leonard Joy's Orchestra with Guest Artist. NBC.
 6:00—WIL Inquiring Reporter.
 6:05—WIL Organ Melodies.
 6:10—WIL Sport Review.
 6:15—KMOX Singin' Sam. CBS.
 6:15—WIL Dinner Dance Music — Bigalite Electric Co.
 6:30—KMOX March of Time; Dramatized News Events. CBS.
 6:30—KWK Candle Lightin' Time. NBC.
 6:30—WIL George L. Weber's Sparklers.
 6:45—WIL Civic Service Period; Mr. Fixit.
 7:00—KMOX All-American Football Show under the direction of Christy Walsh—Musical Features. CBS.
 7:00—KSD Arctic Night Club.
 7:00—KWK First Nighter. NBC.

9:00—KMOX Edwin C. Hill; Literary Digest. CBS.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy. NBC.
 9:00—WIL Arcadian's Dance Orchestra
 9:01—KSD "El Tumbo Romantico."
 9:15—KMOX Columbia Symphony Orchestra. CBS.
 9:15—KSD Tenor with Orchestra.
 9:30—KMOX Piano Recital — Aeolian Hour.

BOBBY STUBBS IS WIL PERSONALITY

Bobby Stubbs, the popular young singer of WIL is young in years but exceedingly old in experience. Bobby hails from the sunny South, and came to St. Louis when radio was in its making. Possessing a good singing voice and a pleasing personality he soon convinced the management of WIL that he was deserving of a position on their regular staff. Since that time, Bobby has sung his way into the hearts of the people in ear shot of the mike.

Bobby is also an outstanding Master of Ceremonies, a position he has frequently filled at various clubs and public gatherings in St. Louis. His speaking voice, with its Southern drawl wins him many friends and he is popularly known as the Baritone Balladier and sings nightly over WIL at 5:30 o'clock.

TEXAS TACKY'S NEW SONG

"Texas" Tacky, the singing-whistling and guitar-playing cowboy featured over KMOX, has added song-writing to his list of talents. Here's his latest hit in his own words:

"WHEN THE LIGHTNIN' STRUCK THE HEN-HOUSE"

"Oh, one quiet day last summer
 When it was hot and dry
 A cloud came up and the thunder
 Went rumbling thru the sky.

The rain began a fallin'
 It came from the Southwest side
 When the lighnin' crashed about us,
 "It's the hen-house" Grandpa cried,
 Oh, the chickens ran and the feathers flew
 And the domineca rooster was knocked cockoo
 Three dozen eggs were scrambled where they lay.
 Our old red hen went up in smoke
 And the bob-tailed rooster tried to croak
 When the lighnin' struck our hen-house that fine day.

We moved out all the nest eggs
 And shooed the chicks away
 We took them to the hog-house
 So they'd have a place to stay

When everything was still again
 The excitement all was o'er
 Grandpa said "I've lost my pipe
 That I kept by the hen-house door!"

(NOTE) The above lyrics will fit the music of almost any good hill-billy tune

Radio Programs For Saturday, September 24

— A. M. —

- 6:30—KMOX Farm Folks Hour; Farm Information and Texas Tacky.
- 6:30—KWK Sunbirds. NBC.
- 6:30—KFUO Morning Family Worship.
- 6:45—KMOX Oatsville General Store.
- 6:45—KWK John Fogarty. NBC.
- 7:00—KMOX Early Morning Time Signals from the Band Wagon.
- 7:00—KSD Gene and Glenn.
- 7:00—KWK Waltzes. NBC.
- 7:00—WIL Breakfast Club Express — Popular Program.
- 7:00—WEW Morning Musicales.
- 7:15—KSD Top of the Morning.
- 7:15—KWK Lady Bugs. NBC.
- 7:30—KSD Jack and Jill.
- 7:30—KWK Vic and Sade. NBC.
- 7:30—WEW The Day's Dedication.
- 7:50—KSD Pieplant Pete.
- 8:00—KMOX Public Interest Period.
- 8:00—KSD "The Happy Family."
- 8:00—WIL Don't Be Late for School; Birthday Bells; Children's Program.
- 8:00—WEW Music.
- 8:15—KMOX Catherine MacKenzie Entertainers. CBS.
- 8:15—KSD "Souvenirs of Melody."
- 8:15—KWK Dance Masters. NBC.
- 8:30—KMOX New World Salon Orchestra. CBS.
- 8:30—KSD Soloists.
- 8:30—KWK Our Daily Food. NBC.
- 8:30—WIL Cecil and Sally. (T)
- 8:45—KSD Breen and De Rose.
- 8:45—KWK Irma Glenn. Organist. NBC.
- 8:45—WIL Bill and Bud; Guitarists.
- 9:00—KMOX Adventures of Helen and Mary. CBS.
- 9:00—KSD Cello Recital.
- 9:00—WIL Sunshine Serenader's Orchestra.
- 9:00—WEW Opening Markets.
- 9:10—WEW Garvin Martin. Tenor.
- 9:15—KSD Household Institute.
- 9:15—KWK Rhythm Ramblers. NBC.
- 9:15—WIL Morning Organ Melodies with Allen Clarke.
- 9:30—KMOX Columbia Revue; Orchestra. CBS.
- 9:30—KSD Swensen's Orchestra.
- 9:45—KWK Spanish Idylls. NBC.
- 9:45—WIL Uncle Ben's Lone Star Rangers.
- 10:00—KMOX KMOX String Ensemble.
- 10:00—KSD Johnny Marvin. Tenor.
- 10:00—KWK Men of Song. NBC.
- 10:00—WEW Weather Report; Opening Grain Market.
- 10:10—WEW Public School Playground News.
- 10:15—KMOX Women's Radio Hour — Featuring Staff Artists.
- 10:15—KSD On Wings of Song.
- 10:15—WIL Song of the Strings.
- 10:20—WEW Music.
- 10:30—KMOX Nugent's Musical News.
- 10:30—KWK Words and Music. NBC.
- 10:30—WIL Charles F. Lindsely, Reader. (T)
- 10:45—KMOX Ted Brewer's Orch. CBS.
- 10:45—WIL Eddie Groom; The Dixie Troubador.
- 11:00—KMOX George Hall's Orch. CBS.
- 11:00—KSD The Week-Enders.
- 11:00—KWK Harold Stokes Orch. NBC.
- 11:00—WIL Ben Bernie and the Lads. (R)
- 11:00—WEW Music.
- 11:15—WIL Master's Music Room. (T)
- 11:30—KMOX Madison String Ensemble. CBS.
- 11:30—KSD Bestor's Orchestra.
- 11:30—KWK National Farm and Home Hour. NBC.
- 11:30—WIL Jack Hylton's London Novelty Orchestra. (T)
- 11:30—WEW Gypsy Joe.
- 11:45—KMOX News Flashes from the St. Louis Star & Times.
- 11:45—WIL Organ Melodies.
- 11:55—KMOX KMOX Today.
- 12:00—KMOX Farm Service Hour — Sunshine Sally.
- 12:00—KSD Vacation Wanderings.
- 12:00—WIL Noonday Musical — Dick Malloy, Vocalist.

— P. M. —

- 12:15—KFUO Music.
- 12:30—KWK National Farm Forum. NBC.
- 12:30—WIL Ray and Bobb, Guitarists.
- 12:45—WIL Hot Timers.
- 1:00—KMOX Boston Popular Revue.
- 1:00—WIL Melody Revue; Reinert's Orchestra.
- 1:00—WEW To be announced.
- 1:15—KMOX Home Radio Hour — Henry, Zeb and Otto.
- 1:15—KWK Radio Troubadors. NBC.
- 1:15—WIL Bert Sexton.
- 1:30—KMOX The Round Towners. CBS.
- 1:30—KWK Singing Strings. NBC.
- 1:30—WIL Rodeo Program.

— P. M. —

- 1:45—KMOX Elmer McDonald, "The Old Timer."
- 1:45—WIL Manhattan Melodies.
- 2:00—KMOX News Flashes from the St. Louis Star & Times.
- 2:00—KWK Rhythmic Serenade. NBC.
- 2:00—WIL Police Releases.
- 2:10—KMOX Musical Interlude.
- 2:15—KMOX Associated Craft Players.
- 2:15—WIL Tea Dance. (T)
- 2:30—KMOX Musical Romances; String Ensemble.
- 2:30—WIL Afro-American Minstrel.
- 2:45—KMOX Down Melody Lane.
- 2:45—WIL Afternoon Frolic.
- 2:45—WEW Alma Cremer, Lyric Soprano.
- 2:55—KMOX Baseball — Pittsburgh Pirates vs. St. Louis Cardinals at St. Louis.
- 3:00—WIL Musical Gems; Organist.
- 3:00—WEW Closing Markets.
- 3:15—WEW Music.
- 3:30—WIL Etchings in Jazz.
- 3:30—WEW Baritone; Wm. Biefeldt.
- 3:45—WIL Kathryn Hamilton.
- 3:45—WEW Music.
- 4:00—KSD Dinner Music.
- 4:00—WIL Lights and Shadows; Studio Orchestra.

Selections For Today

For the early risers in the country there is Texas Tacky and his quaint home-made songs on KMOX at 6:30 a. m.

Organ melodies and Allen Clarke, baritone, on WIL at 9:15 a. m.

11:30 a. m. will find us tuned in on Don Bestor's orchestra on KSD.

The Radio Troubadors, NBC presentation over KWK at 1:15 p. m.

The "Inquiring Reporter" on WIL at 6 p. m.

Gus Arnheim and his "Ace Band of Movieland" on KMOX at 6:30 p. m.

There will be a program of national light operas on KSD at 7 p. m.

"The Three Keys," negro harmonizers, on KWK at 8:30 p. m.

- 4:00—WEW Orchestra.
- 4:15—WIL Radio Band-Its.
- 4:20—KSD "Opry House."
- 4:30—WIL Venetian Trio.
- 4:40—KMOX Baseball Scores.
- 4:45—KMOX News Flashes from the St. Louis Star & Times.
- 4:45—KSD Donald Novis.
- 4:45—WIL Pirates Club — Children's Program.
- 4:55—KMOX Organ Interlude.
- 5:00—KMOX The Political Situation in Washington Tonight. CBS.
- 5:00—KSD Dance Music.
- 5:00—WIL Reinert's Orchestra.
- 5:15—KMOX Wm. Vincent Hall, Baritone and Orchestra. CBS.
- 5:15—KSD Baseball Scores.
- 5:15—WIL Wurlitzer Piano Capers—Hope Baham.
- 5:30—KMOX "Skippy."
- 5:30—KSD The Rollickers.
- 5:30—KWK The Cuckoos. NBC.
- 5:30—WIL Bobby Stubbs and His Music.
- 5:45—KMOX St. Louis Civic Band.
- 5:45—KSD The Goldbergs.
- 5:45—WIL Jimmy Greer's Orch. (T)
- 6:00—KSD Harlem Fantasy.
- 6:00—KWK "Whoopie." NBC.
- 6:00—WIL Inquiring Reporter.
- 6:05—WIL Organ Melodies.
- 6:10—WIL Sports Review.
- 6:15—KMOX Vaughn de Leath.
- 6:15—WIL Dinner Hour Concert.
- 6:30—KMOX Gus Arnheim's Orchestra. CBS.
- 6:30—KSD K-7, a Dramatic Sketch.
- 6:30—WIL George L. Weber's Sparkler's Orchestra.
- 6:45—WIL Civic Service Period; Mr. Fixit.
- 7:00—KMOX "Music that Satisfies."
- 7:00—KSD National Light Operas.

— P. M. —

- 7:00—KWK Week-End Revue with Gus Van and the Pickens Sisters. NBC.
- 7:00—WIL Radio's Six Stars. Biederman Furniture Co.
- 7:15—KMOX The Mississippians Male Trio.
- 7:15—WIL Afro-American Minstrel.
- 7:30—KMOX Ruth Hulse Nelson at the Organ and Bob Holt in "Quiet Moments."
- 7:30—WIL Allister Wylie; Piano Stylist.
- 7:45—KMOX Syracuse Variety Hour.
- 7:45—WIL Jack Dunn's Orchestra. (T)
- 8:00—KSD Dance Program.
- 8:00—WIL Salvatore Santaella's Orchestra. (T)
- 8:15—KMOX Columbia Public Affairs; Vithalbhaj J. Patel, former Lord Mayor of Bombay and President of Indian Assembly Legislative. CBS.
- 8:30—KWK Three Keys. NBC.
- 8:30—WIL Rodeo Program.
- 8:45—KMOX Coral Islanders. CBS.
- 8:45—WIL Allen Wills; Songs as You Like Them.
- 9:00—KMOX KMOX County Fair.
- 9:00—KSD Official weather forecast.
- 9:00—KWK Amos 'n' Andy. NBC.
- 9:00—WIL Arcadian's Dance Orchestra.
- 9:01—KSD Dream Singer.
- 9:15—KSD Merle Thorpe.
- 9:30—KMOX Harold Stern's Orchestra. CBS.
- 9:30—KSD Paul Whiteman's Orchestra.

— P. M. —

- 9:30—WIL Jackson-Marable's Syncopators. Sauter's Park.
- 9:45—KMOX "Today's Highlights."
- 10:00—KMOX Baseball Scores.
- 10:00—KSD Buddy Rogers' Orchestra.
- 10:00—WIL Ray DeVinney's Orchestra. Diane's Club.
- 10:05—KMOX Musicales Weather Report — Official Forecasts.
- 10:10—KMOX KMOX Tomorrow.
- 10:15—KMOX Continue: KMOX County Fair—Featuring Henry, Zeb and Otto; Uncle Feezel and His Mountaineers; The Mississippians; Harmonica Harry; Texas Tacky; The Banjo Kings; Three Best Girls; and the Royal Hawaiians.
- 10:30—KSD Tom Gerun's Orchestra.
- 10:30—KWK Lew Diamond and His Orchestra. NBC.
- 10:30—WIL Palladium Program.
- 10:45—KMOX Sportsquibs by France Laux.
- 11:00—KMOX KMOX County Fair — continued.
- 11:00—KSD Larry Revel's Orchestra.
- 11:00—WIL Arcadian's Dance Orchestra.
- 11:30—KSD Dance program from Cleveland.
- 11:30—WIL Bill Bailey's Orchestra.
- 12:00—KMOX Al Lyons Meadowbrook Club Orchestra.
- 12:15—KMOX Charlie Booth's Orchestra from Castle Ballroom.
- 12:30—KMOX Al Lyons' Meadowbrook Club Orchestra.
- 12:45—KMOX The Voice at Midnight.

WIL's Inquiring Reporter Gets Reactions of "Man on the Street"

By Prin Brown

This girl reporter went with WIL's Inquiring Reporter on his rounds just to see how it's done. The big idea behind the expedition was to find ten persons' answers to the question "should married women whose husbands earn enough to support them, be given employment." The I. R. jogs around town every week-day popping questions to people he meets casually, jots down their opinions and broadcasts them in Floyd Gibbons style at six o'clock the same night. A cross-section of St. Louis opinion results.

The G. R. showed up late as usual at the mid-town corner chosen for the meeting place. The I. R. hadn't wasted any time twiddling his thumbs or doing anything most people do when waiting. No, he had already started work. Trying to ask a coy lady what she thought of working wives. The lady was more interested in talking about her new permanent and they were just about deadlocked. The I. R. finally won with persuasiveness and brawn, six feet, two and a half inches and some two hundred pounds of it. He gave the interviewee a pass to the Missouri Theatre and that was that.

Then we started for the next place and person in the I. R.'s nice shiny maroon sedan. You can identify him by the car and the dark sun glasses he generally wears, if the photo reproduced doesn't help. En route the I. R. explained that the movie pass is given at the end of each questioning, which makes it a reward instead of a bribe.

Just then we spotted an older woman who appeared to be waiting for a street car. The next problem was where to find a park-

ing space, the hardest part of the I. R.'s job, he says. After causing something of a traffic jam, and accompanied by the tooting horns of still irate motorists, we started the second interview. The I. R. introduced himself and asked the lady her opinion. She seemed only too glad to air it (no pun intended) and talked blithely on while several trolleys came and went.

Afterwards, the I. R. said the more difficult people he's interviewed either answered only in monosyllables or talked his arm off. They're in the minority, fortunately. Most of the people he contacts are friendly, and give very intelligent, brief statements. That's remarkable, considering they have no warning.

The next few interviews took place at intervals of about ten blocks and went smoothly and quickly. Oh yes, there was one typical Missourian. The lady had to be shown and the I. R. brought out credentials from WIL.

With nine down and one to go, the I. R. reversed things and started cross-examining the G. R. A girl with opinions about everything, she trotted them all out and pocketed her pass. The I. R. and the G. R. went their separate ways to their typewriters.

The I. R. is really David Paster-nak, 24-year-old St. Louis advertising man. While attending night classes at Washington U., he wrote material for Milton Slosser, Ambassador theatre organist, giving that up just recently. It was really through Slosser that he entered radio.

The Inquiring Reporter idea was started years ago by the now defunct New York Evening Mail, but so far as is known WIL is the first to bring it to radio. Listeners are asked to suggest suitable questions, and \$2.50 is given for each one accepted.

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Hour-by-Hour Program Listings for the Week