

Ringmasters of Radio Crack their Whips—See Page 6

N. S. E.

Radio

and

Entertainment

in and around
ST. LOUIS

RAE

Week
Ending
June 25
1932



YVONNE D'ARLE (Municipal Opera)
(Opera, Operetta, Radio)

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DOINGS ABOUT TOWN

A CALENDAR of THINGS HAPPENING and COMING

Harmony of Harmony

We have in the world today an extreme example of disharmony of general and particular interest. It would seem that nations, political parties, industries, business and people are all working at cross purposes.

The national conventions of the two major political parties will soon be history and the presidential ballyhoo will be under way. Thus far, nothing has happened in the political world to stir the mass mind. It is the same old political picnic that comes every four years.

We should like to predict, that regardless of the vote-baiting platforms of either party, harmony will be the deciding factor at the polls in November.

Harmony is the greatest need today and there can not be harmony without a leader big enough to lead. The party that produces him will unquestionably win.

A famous orchestra leader was interviewed recently on the radio and he was asked to give his secret for the success of his organization. He said it was harmony of the harmonious association of members of his band.

Penetration Point

Radio as a penetrating power to reach far and wide and deep as a means of entertainment and instruction has come compellingly to our attention through a request to Joe Reichman, the band-man. A man serving a life-term in the state prison of Utah, after reading an article about the band leader in "Radio and Entertainment" wrote asking for his picture and commenting upon the benefits of the magazine. Even in a prison, the magazine is used as a means of locating desirable programs on the radio.

Stoopnagle's Platform

Called upon to make public his platform, that eminent statesman, Colonel Lemuel Q. Stoopnagle, recently gave the following reasons why the public should "Keep Stoopnagle Out of the White House":

- 1.—He doesn't like silk hats.
- 2.—Is muscle-bound and therefore not good at throwing out the opening ball of the baseball season.
- 3.—Doesn't like finger-bowls.
- 4.—Doesn't like to shake hands so much.
- 5.—Looks terrible in a frock coat.
- 6.—Doesn't like to go fishing in a stiff collar.
- 7.—Doesn't like to sleep in four-posters.
- 8.—Likes to laugh loudly.
- 9.—Prefers to "ad lib" rather than read from a typewritten page.

IMPORTANT:—If you are a subscriber and do not receive your weekly copy of RADIO AND ENTERTAINMENT promptly, or if your neighborhood news dealer cannot supply you just call—

CHestnut 9148

and ask for the CIRCULATION DEPARTMENT

Movies

AMBASSADOR:

Johney Weismuller, famous swimmer and star of "Tarzan" on the stage in a production titled "Dive In."
"Thunder Blow" starring Tal-lalah Blankhead.

LOEW'S STATE:

"Sky Devils" with Spencer Tracy.

MISSOURI:

"The Dark Horse," a political comedy with Warren Williams and Bette Davis and "No Greater Havoc" with Alexander Carr and Beryl Mercer.

FOX:

Ann Harding in "Westward Passage" and a rhythm Fan-chon and Marco idea on the stage.

Opera

MUNICIPAL THEATER:

"The Last Waltz" with Charlotte

Lansing, Guy Robertson and Leonard Ceeley.

Baseball

SPORTSMAN'S PARK:

Browns vs. New York, June 20 to 23.
Cardinals vs. Chicago, June 25 to 27.

Conventions

St. Louis Women's District Golf Association, (Event) June 20-25, 1932.

Missouri Baptist Young Peoples Union, June 21-23, 1932.

Alpha Omega Fraternity, June 23-25, 1932.

Order of DeMolay, State Convention, June 23-25, 1932.

Twelfth Engineers Association June, 1932.

Missouri Valley Typographical Conference, June 1932.

Omega Sigma Sorority, June 1932.

COMING AND GOING

By Fleet Smith

The lilting strains of "The Last Waltz" will hover caressingly around the Municipal Theater this week when Charlotte Lansing returns to the title role of Oscar Straus' lovely operetta by that name.

It is said that the sting would be taken from death, if it were but tempered by a preceding waltz and the theme of this week's presentation is taken from that idea. It might have been said if it were one of the Straus waltzes, death would be even less severe.

Lieutenant Merrington as played by Guy Robertson, an American, is walking through the castle of Prince Paul of Vandalia. He discovers the iniquitous Prince as played by Leonard Ceeley paying court to a beautiful lady who spurns his attentions. Merrington attempts to aid her and thus incurs the wrath of the Prince who orders him to court martial.

Countess Vera, the lady in question, manages to assure the Prince that by ordering the death of the American he would but be making a hero of him and that the thing to do is to send him home. The enamoured Prince Paul gives in and lets Countess Vera reign for ten minutes. During the reign, she orders Merrington to marry her and since the ruler is under oath, he cannot prevent the culmination of a hasty romance.

From this charmingly romantic composition comes the melodies of "The Last Waltz" and "Now Fades My Golden Love Dream,"

with the musical background provided by the symphonic orchestra under Giuseppe Bamboschek's able direction.

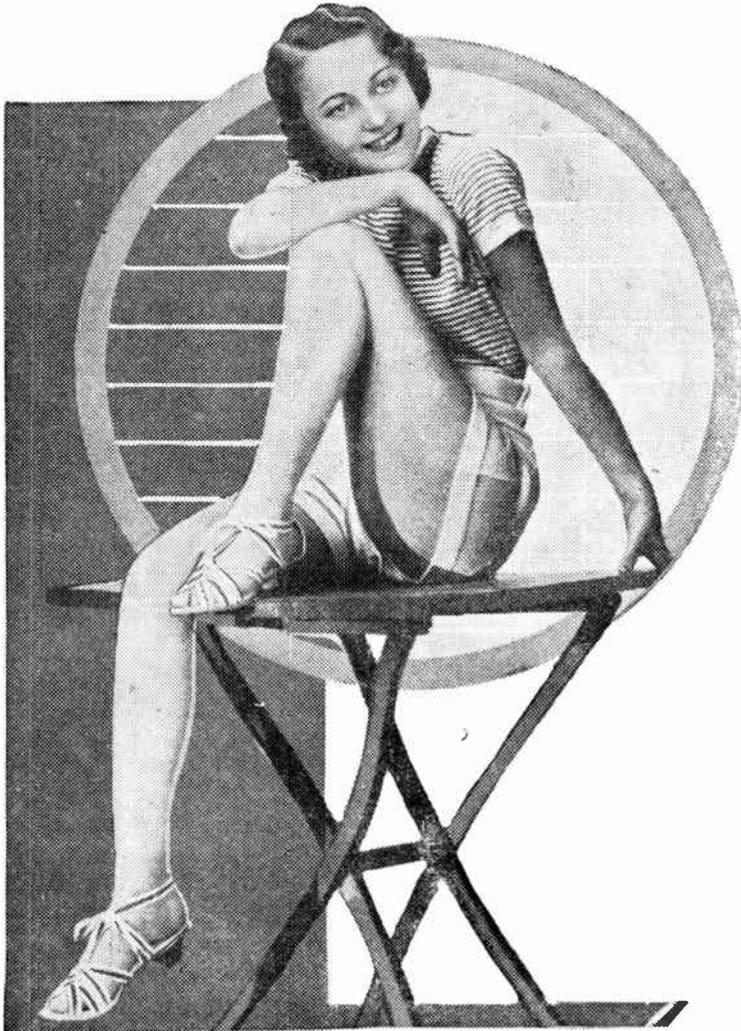
WHIMSIES

Inspiring the soul as well as the feet is the musical mission of Guy Lombardo and his Royal Canadians. Guy revealed this lofty purpose in an interview on KMOX. Nancy Frazer, editor of **Radio and Entertainment**, did the interviewing.

Many of the boys and girls who have been running away from St. Louis to escape the humidity of other more prosperous summers are staying right here this season. St. Louis is the best equipped summer place of all the inland cities, what with its Municipal Opera, its excellent dine-dance spots (for every purse and purpose) and its nearby Ozarks.

Not since we glided around the patio of the Coral Gables Country Club, under a tropical moon, have we been so pleased with life until we went to Mr. Bradshaw's place at Meadowbrook. It was KMOX night there, with Guy Lombardo officiating at the baton and Bill West genially hosting. Bill's ideas of hospitality come from South of the Mason and Dixon line where hospitality is still something of an art. And as one of the Amos 'n' Andy characters, expresses it — we were "chawmed."

For Long and Short Waves



PEG La Centra, currently featured singer in the Palm Beach program which is heard each Monday and Thursday night at 8:45 p. m. over KMOX and the Columbia network. The ensemble consists of cream flannel shorts and a crew-necked striped sweater with short sleeves.

HERE'S GOOD NEWS FOR MUSIC LOVERS

In addition to the complete Saturday Evening Lewisohn Stadium Concert programs, the Columbia Broadcasting System will broadcast select portions of the programs each Sunday night, from 6:30 to 7:30 p. m., beginning July 3. The broadcasts, covering the first half of the Sunday concerts, will be heard over KMOX.

The Stadium Concerts, held in the outdoor auditorium of the College of the City of New York, were inaugurated as an experiment in light summer music 14 years ago.

The series has come to be known popularly as "the summer Philharmonic."

FINAL PROGRAM OF ABENDMUSIKAL

Abendmusik, a program of classical music on Station WEW, will be presented by members of the Abendmusik Club in a final program at 3:15 p. m., Sunday. It will be the 26th program in this series, which is under the direction of Antonia Kotthoff, pianist.

RAY DOOLEY ON FOLLIES PROGRAM

Jack Pearl's German dialect, Ray Dooley's "kid" impersonations, Art Jarrett's tenor voice, and Jean Sargent's torch songs, will be the highlights of the Ziegfeld radio presentation over KMOX Sunday.

KWK'S MYSTERY!

Thomas Patrick Convey's station KWK frequently broadcasts mystery stories for the delight of the thrill-seekers, has a mystery of his own, which is not being broadcast.

Last Sunday Thomas Patrick entertained members of the KWK staff at his country place near Kirkwood. The festivities began early and ended very late.

After the last guest had departed, Mr. Convey began checking up. The transmitter was still there and he found the antenna towers intact.

But what had become of the water in the swimming pool?

CBC OFFICIAL SEES RADIO COVERAGE DEFINITELY FIXED

Radio's value to the advertiser is now as definitely established as that of any other medium, in the opinion of Walter Preston, Columbia Broadcasting executive, who is in St. Louis supervising the reorganization of the KMOX program department. Preston is program director of WBBM, Chicago.

"Uncertainty has been taken out of radio broadcasting coverage," declares the CBC director, who finds little seasonal fluctuation in listener efficiency, which, he says, is steadily increasing.

Preston believes that radio's best testimonial as an advertising medium is the fact that the most consistent sponsors of ether programs are those who have been on the air since commercial sponsorship began.

CBC MEDAL TO AMELIA EARHART

Amelia Earhart Putman will be awarded the Columbia Broadcasting System medal for distinguished contribution to the radio art.

The award, it was stated, is in recognition of Mrs. Putman's extemporaneous interviews broadcast from London at the completion of her solo Atlantic flight.

GARNETT MARKS NOW HEARD ON WIL

Garnett Marks, veteran announcer and soloist, formerly heard on KMOX, has joined the staff at WIL, according to an announcement from L. A. Benson, president of the station. He will be in charge of the early morning programs and serve as chief news announcer.

Another Local Band on Chain

Irving Rose Goes on NBC Network from KWK for Weekly Coast-to-Coast Broadcast



BOB PRICE

Irving Rose's orchestra is now a feature of a coast to coast broadcast every Thursday night from 11 to 11:30 p. m., according to an announcement made by Clarence G.

Cosby, general manager of the station. This is the first orchestra from St. Louis to be featured over an NBC network as a regular feature. Stations from Washington, D. C., to Oakland, California are taking this program.

Featured during the broadcast is Bob Price, crooning tenor, who is serving as soloist during the season on the Hotel Statler Roof. The band is heard nightly locally over station KWK.

This is the second St. Louis dance band engaged for coast-to-coast broadcasting, Joe Reichman having been signed by CBS for a program every Monday night over KMOX.

WEISMUELLER IN SWIM TALK ON WIL TUESDAY NIGHT

Johnny Weismueller, swimmer and movie adonis, who is making a personal appearance at the Ambassador theater this week, will be on the air at 8 o'clock Tuesday night over WIL on a program sponsored by the Transit News.

In his radio appearance, Weismueller will give tips on swimming. He is one of the world's fastest water champions, holding some 39 records at various distances. His recent film appearance in "Tarzan," although his first flicker experience, has won him acclaim as an actor.

FAY BAINTER IN "ROSES AND DRUMS"

Fay Bainter, who skyrocketed to fame in the play "East Is West," will turn radio actress Sunday, during the presentation of "Roses and Drums" over KMOX and the Columbia network, from 4:30 to 5 p. m.

To Dramatize the Country Doctor

Phillips Lord, Creator of Rural Characters, Brings New Program Over KWK Monday

PHILLIPS H. Lord, creator of "Seth Parker," will add another personality to his long list of rural characters when he becomes The Country Doctor in a new series of programs under that title, to be inaugurated over KWK Monday at 8 p. m.

The Country Doctor, a series of dramatic sketches written and produced by Lord with himself in the title role, will be broadcast each Monday, Tuesday and Wednesday night under the sponsorship of the Lambert Pharmaceutical Company, makers of Listerine.

Disappearing Type

The old time country doctor, called by Lord "as true a type of vanishing American as the Indian," will be portrayed in the sketches. Lord calls him "Dr. Matthews" and has drawn him out of the memories of his own New England boyhood, but the practical, kindly character, part scientist, part philosopher and part priest, could come from any section of America.

"As I see him," says Lord, "he could be living in any small community, even today, but unfortunately his type has become all too rare. He's had offers to go to the big cities—and at good salaries, but he has preferred to remain in the little town among the people he knows have come to depend upon him."

Phillips Lord



SWISS RADIO LISTENERS GET PROGRAMS OVER TELEPHONE

A system whereby telephone subscribers can enjoy radio broadcasts without actually owning a radio set has been inaugurated recently in Switzerland, according to a report from Henry E. Stebins, assistant United States Trade Commissioner at Berne. To date, he says, a total of approximately 2,000 installations have been put into effect in Basle, Berne, Geneva, Zurich, Chur, Lausanne, Lugano, Locarno, Bellinzona and Montreux.

The advantages which the Swiss telegraph and telephone administration claim for the installation are (a) no antenna is necessary; (b) reception of the broadcasts from the two large broadcasting stations which are served with special underground wires for broadcasting service, is absolutely clear; (c) there are no atmospheric disturbances; (d) there is no static caused by electric railroads or machines in the neighborhood; (e) no battery is needed; (f) there is a very simple receiving

device; and (g) listening in is very easy, for sound volume can be regulated.

The principle by which the radio-telephone works is a simple one. Basically it is nothing more or less than attaching a loud speaker to a telephone and receiving radio broadcasts over telephone wires. There are only two radio broadcasting stations in Switzerland, one at Beromunster and one at Sottens. However, there are studios at Zurich, Basle, Berne, Geneva, and Lausanne. The Swiss telephone radio can broadcast only those programs emitted by the two stations. For the present no foreign broadcasts can be received unless, of course, they are relayed through the Swiss stations. This restriction to a single or double program has been cited as a poor feature of the service, but negotiations between sending stations and simple adjustments will in time give the telephone radio the same choice of programs that other listeners in have.

ROGERS HORNSBY'S TRUE-LIFE STORY TO BE DRAMATIZED

Dramatic, true-life incidences in the careers of world famous baseball players form the basis of a new program series, broadcast over KMOX each Thursday at 11 p. m.

On Thursday at this same time, highlights in the life of Rogers Hornsby, manager for the Chicago Cubs, will be depicted. On the following Thursday, June 30, amazing anecdotes coloring the career of Jimmie Foxx, first baseman for the Athletics, will be disclosed.

Each program will be climaxed by the re-enactment of an actual game in which the player being described, took an outstanding part. France Laux is in charge of the radio presentations and acts as narrator and announcer. He is assisted by a cast of actors and sound-effects men to lend color and action to the dramas.

Authentic historical data for the dramas is assembled by the Sporting News and carried out in detail for radio dramatization by Don Hunt, KMOX continuity chief. The Sporting News will send a complete biography of the baseball personage, who has been the hero of the drama, to all listeners writing in requests.

NEW 5% RADIO TAX EFFECTIVE

The new revenue bill, which is to go into effect on Tuesday imposes a 5 per cent tax on the manufacturer's sale price of radio sets, chassis, tubes, power packs, reproducing units, phonograph mechanisms and records.

B. A. Rolfe Gives 1200th Broadcast

Radio's Veteran Band Leader Stages Come-Back and Tells How He Did It

B. A. Rolfe, who has just celebrated his 1200th broadcast, has fooled the wise-acres who said he wouldn't come back.

Rolfe has thoroughly punctured the adage that middle-age must bow to youth. At 52 he is going stronger then ever and appears ready to outlast the best of the youngsters as director of his new NBC orchestra heard each Thursday and Friday at 6:30 p. m., over KWK.

"When you discover that you are lagging in the musical world, you've got to change your stride," says Rolfe. "For instance, instead of using the staid and conventional opening in my new program, I have adopted a music-box effect.

"I use the music-box idea in the same way vaudeville houses use the pit orchestra. It plays and then the featured band is announced. When my show is over, it is over. We don't play our own march-off music. The music-box effect comes on again, to leave the impression that when our band finishes, the show is over.

"Radio is leaning more and more toward high class vaudeville. Showmanship is coming to the fore in every new program, and in vaudeville when a featured band or act is presented, it doesn't play its own music for the curtain to go up, nor does it play after the act is over."

A "DOGGIE" AUDIENCE

Among the Rin Tin Tin fans who listen to the Thrillers every Thursday night at 6:15 p. m., over an NBC network is an English dog named 'Erbert, in Gloucester, England, which his master, William H. Marris, gets on his short wave set. 'Erbert wakes up at 1 a. m., long enough to answer his radio hero's barks, and stays awake as long as Rin Tin Tin is on the air.

The Rin Tin Tin fan mail reveals that dogs of all countries and breeds respond to the whimpers and barks broadcast during the Rin Tin Tin Thrillers, showing that dog language is international.

WIL STAFF WILL FROLIC SUNDAY

The annual WIL staff and studio picnic will be held on Sunday at Hollywood Beach on the Mernec, according to an announcement of L. A. Benson, president of the station.

After nine o'clock in the morning, the station will be turned over to special engineers, announcers and entertainers who will carry through the day while the entire personnel of the station picnics, swims and plays games. This annual feature is provided by the owners of the station.

RAY SCHMIDT TO DESCRIBE MATCH

The wrestling match between Dusek, the Omaha wildman, and Garibaldi, well-known St. Louis wrestling championship contender, will be broadcast exclusively over KMOX by Ray Schmidt on Monday, starting at 10:15 p. m.

Coming to U. S. A.



NINON Vallin, French soprano, who is considered one of the most beautiful women on the European concert and operatic stages, will be brought to this country for her first extended American tour next fall by NBC Artists Service.

**"THE ROUND-UP"
NEW KMOX SHOW
SATURDAY NIGHT**

**Guy Lombardo Tells How Fame
Came To His Royal Canadians**

We're Telling You

By Fleet Smith

A scintillating array of stars is being aligned from the list of talent appearing over KMOX this week to take part in "The Round-Up," KMOX's new Saturday night program feature, 10:15 to 11:15 p. m.

The favorites heard throughout the week will return to the KMOX studios by rail, motor, boat and afoot to face the spotlight and take a "curtain-call" under the direction of Woody Klose and Holland Engle.

Popular personalities of long-standing and the newly discovered "finds" will be among those to be presented in this hour review. The gang rounded up will include Mike Child's bandsmen, furnishing the orchestral backgrounds; Virginia Williams, petite blonde glorifier of the torch song; the Three Pals; Roy Rischoi and his perfect violin; the comedy team and their irresistible good humor; Wayne Fletcher and his repertoire of ballads; and Ralph and Ruth; the nimble fingered two piano and piano and organ team, whose simplest melodies are rhapsodical.

(Continued from last week)

As he talked, Lombardo had been sitting at a table during an intermission in the evening program. Now he rose to re-join his men, and deftly swung them into another dance number. Guy seldom plays the violin now; directing is his job. Carmen, too, conducts sometimes, in addition to singing and playing the saxophone, flute and clarinet.

Lebert, who once had so bitterly opposed every instrument but the drums, now plays the trumpet, and is a vocalist as well. Seven years ago, when the Royal Canadians needed a trumpet player more than a trap drummer, Guy asked him to take lessons. In a short time he had won the place for himself. "And now," said Brother Guy, "for dance work Lebert is probably the best trumpet player in the country!"

The fourth Lombardo brother joined the band recently, and Guy generously claims that 20-year-old Victor has more ability than any of his predecessors. Victor plays the saxophone, and had a little orchestra of his own before he received a bid from the Canadians.

The Lombardo brothers look quite a lot alike—dark, slick hair, sparkling brown eyes, flashing smiles. Guy, with the carriage of an athlete and the poise of an ambassador, may have the most vivid personality. But they'll all be heartbreakers in radioland when television reveals them to their fans.

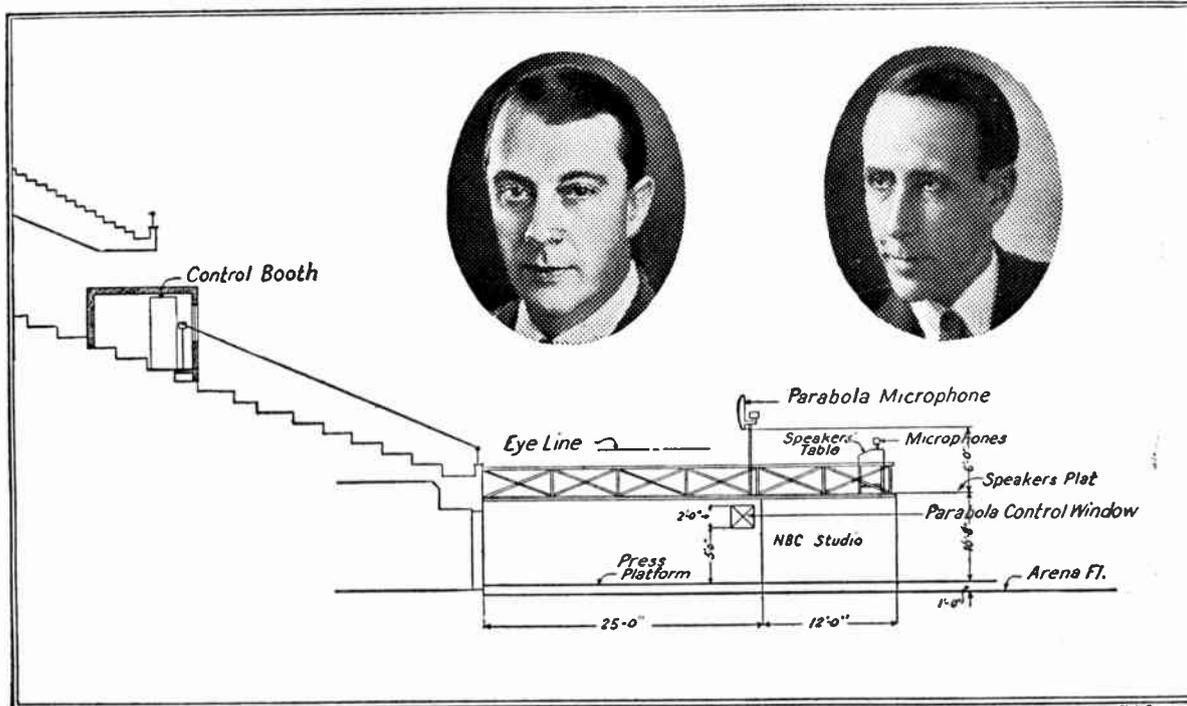
Guy returned to his table and took up the thread of his story: "I was only sixteen, and the rest, of course, were younger, when we took our first summer resort job. In the winter of '18 and '19 we played dance engagements, the four of us collecting the magnificent sum of \$16 a night. We very nearly broke up that winter. Dad thought we were paying too much attention to music and not enough to school—which was true—and he locked up our instruments.

"We got them back by promising to play only on Friday nights. And so it went on until 1921, when Paul Whiteman's dance music swept the whole continent. I got a bid to organize a larger band for a regular ballroom engagement.

(Concluded on page 15)

Public auditions . . . as we view them . . . are a grand waste of time . . . but not without fascination . . . for there is always a 200-to-1 shot that some real talent . . . will be uncovered . . . In fact the percentage is exactly three out of 500 . . . that many aspirants ever make the mike . . . The public audition . . . is a revival of the theatrical amateur night of long ago . . . which inspired so much cabbage-throwing that innocuous era of entertainment . . . KMOX's scenery has been enhanced by . . . a new program director, who might easily qualify for the title role in . . . "Beauty and Brains" . . . Frank and Ernest . . . KWK patter team . . . are about to . . . spring a surprise on their popular program . . . Her name is Georgia Flynn and she sings . . . She's a sophomore at Washington University, and is just sixteen . . . The finest example of radio harmony . . . is the Lombardo boys . . . They really personify it . . . playing together in the same band . . . for more than ten years . . . If we could be as happy as Joe Reichman looks when he is directing his band . . . we'd fly away with the angels . . . Too bad the Chase can't make good . . . it's such a nice place too . . . to be in the hands of a lot of receivers . . . Maurice Payne might tell them how to get out . . . KMOX has a good idea in its Saturday night jamboree "The Round-Up" . . . Here's your chance, Woody . . . Virginia Williams . . . diminutive blonde . . . is the year's local "find" in radio . . . Madame Teresame . . . KMOX fashion advisor . . . has been asked to do five turns a week . . . instead of two . . . Franklyn MacCormack's "Dream Boat" program on WIL . . . inspires us more than ten preachers . . . The next . . . big . . . fillum with a radio theme will be . . . "Big Broadcast" now in production . . . Del King, KWK spieler . . . and Betty Forbes, same station . . . are vacationing together . . . They're Mr. and Mrs. King in private life . . . Del's hobby is sailboating . . . Nancy Mary, the "Modern Girl Philosopher" had Guy Lombardo as her guest . . . on her popular WIL program last week . . . Clarence Cosby of KWK . . . has succeeded in getting Irving Rose on the chain . . . The Chamber of Commerce publicity committee . . . owes him a cigar at least . . . Russ Columbo and Pola Negri . . . are romancing . . . according to reports from New York . . . St. Louis is a "big time" theatrical center in the summer . . . thanks to Paul Beisman and his Muny Opera . . . Just when we were settled down to enjoy prohibition . . . Rockefeller, Sloan and other "large shots" discover its all wet . . . Add exclamations, surprise—"You could have knocked me over with a wet plank" . . . See you on the river. . . . F. S.

Broadcasting the National Conventions



THE National Broadcasting Company's layout in the Chicago Stadium, from which the Republican national convention is put on the air is shown above together with photographs of Graham McNamee (at left) and William Hard, who describes the proceedings. To the left of the diagram is the main control booth overlooking the auditorium. Next come the newly developed parabolic microphones which picks up the words of speakers on the floor of the house, as well as the noise of demonstrations. Still further to the right are the standard "mikes" on the speaker's table, while below are sound-proof studios and the control windows from which NBC engineers will focus the parabolic microphones in any desired direction. The same equipment will be used in broadcasting the Democratic national convention.

YVONNE D'ARLE STAR OF OPERA AND RADIO CAPTURES ST. LOUISANS

Prima Donna of Municipal Opera
Began Her Stage Career
At 16

By Harry Burke



RADIO audiences know Yvonne D'Arle as a singer of the first rank, an opinion in which the great audiences of the St. Louis Municipal Opera quite agree; but the Municipal Opera audience has this advantage, it knows Miss D'Arle personally. Before she became the radio star she is today, she was one of the greatest singing favorites that the great Municipal Opera of St. Louis has ever presented.

There was a "before that" too; for Yvonne D'Arle is a continued story. A great dramatist once said "I'm a man, and nothing that is human is alien to me." Miss D'Arle might truly revise that saying, thus: "I'm a singer and nothing that is sung is alien to me." In radio, in opera, in operetta, she has reached goals of success, the attainment of which might fulfill the average singer's life ambition.

Her's is a radiant personality. Tall, stately, splendidly propor-

tioned; she is not the less thoroughly feminine for possessing an athletic physique. Good health and good will both radiate in her presence. Quick, crisp and informed is her conversation. Off stage there is nothing about her which suggests the prima donna; she is without pose or pretense. The magnetism of a beautiful face is emphasized by the flashing white of her teeth as smiles reveal them. Dark hair crowns a well noised head. Her dark brown eyes alternate between pensiveness and laughter. Well formed, regular and strong are her features, which suggest the will to do.

That will must have lain unguessed beneath an exterior of the American girl, who made her stage debut at the age of 16 as ingenue in a musical travesty which was presented at Oscar Hammerstein's Opera House in London. The unknown comedienne had voice and charm as well as personality London reviewers said, and with that auspicious be-

ginning Miss D'Arle might have gone on playing ingenue roles until she was a grandmother. A year later found her back in America as prima donna in a touring operetta company, and the following year she sang the title role of Bizet's Carmen with the New York Grand Opera. It was in that part she attracted the notice of Andrieas Dippel, who had been at the helm of the Metropolitan Opera's Wagnerian productions. Dippel at once engaged her for the title role in "The Lilac Domino" in which she scored tremendous success, both in New York and on tour, for the work ran for two years. By this time Miss D'Arle was established as a singer and obtained an audition at the Metropolitan Opera House, a hearing which resulted in a contract for prima donna roles, and on December 1st, 1921—her birthday—she sang Muesetta in "La Boheme." She created the role of Koupaba when Rimsky-Korsakoff's "The Snow Maiden" was present-

ed for the first time at the Metropolitan. In a concert tour with Tita Ruffo, she scored a nationwide platform success. She sang grand opera in leading theatres of South America and in many of the great European Opera Houses, including the Opera Comique in Paris.

Miss D'Arle came to Municipal Opera in 1925, and scored an outstanding success in leading prima donna roles throughout that season. Upon her return to New York she was engaged by Florenz Ziegfeld for the prima donna of his triumphant production "The Three Musketeers." Since that time she has been engaged in concert work in Europe and in radio work in this country. Her return to Municipal Opera brings her back to countless thousands of admirers.

In opera, operetta and radio she has conquered. What next? Yvonne D'Arle must answer for herself in the next chapter of her continued story.

My Goodness, Ed. What A Grand Fool You Are !

By Ed. Wynn

MY goodness, Graham. I'm insulted. Asking me if I write my own jokes. Of course I write my own jokes. Well—maybe I don't exactly write them, but I rewrite them. That's all anybody can do, because—you want to know something, Graham? I'll tell you a secret. There aren't any new jokes, Graham.

Honest. I'll tell you what I mean. You see, all jokes have to have some kind of a plot. And all the plots have been known for hundreds of years. All new jokes are just old jokes with the setting and characters changed.

And that's what I do, Graham. Every week I change dozens of gags for my NBC-Texaco Fire-

Chief broadcast. Some of them I get from books that were written as far back as the 16th century. But I never tell a joke the way I have read it, Graham.

Now, let's take an old joke. Let's take the joke about the man who went to the theatre box-office to buy a ticket. You remember that one, Graham? You remember, the man went up to the ticket window and the treasurer told him the seats were four dollars. Oh, you must have heard this one, Graham. Remember, the man handed the treasurer some money, and the treasurer said, "But this is only two dollars." And then the man said, "Oh, that's all right. I'm blind in one eye. I'll only see half the show."

Now in a minute I'll show you how you can change that joke completely. But first, I'll show you how you can add to it and make two jokes out of one. All you have to do to make two jokes, Graham, is to add another line and have the treasurer say, "Well in that case I ought to charge you eight dollars, because it will take you twice as long to see the show."

— But now I'll show you how to use the same plot, but change the whole joke. Now, you see, Graham, the basis of that joke is that something is cut in half. That is the plot, cutting something in half. So, to get a new joke, all I have to do is cut something in half.

Now, using the same basic plot, I'll make a new joke. All right. A man comes up to the box office and buys a one dollar ticket for a seat away up in the gallery. Then, as soon as the lights go down, he comes down stairs and stands right behind the orchestra seats.

When the lights go up for the first intermission, the usher comes up and asks to see his ticket. He shows her the ticket and the girl says, "Why this is only a dollar ticket. Standing room downstairs is two dollars." And he says, "Oh, that's all right. I'm only standing on one foot."

And that, Graham, is how I change a joke.

ANNOUNCERS ARE THE RINGMASTERS OF RADIO

Invisible to Their Audience, These Modern Master Showmen, Must Use Descriptive Powers and Vocal Tricks With Split-Second Efficiency

By Nancy Frazer

CIRCUS ringmasters without the whips—and without silk hats describe announcers as I see it.

Without the blare of the circus top and the rollicking music which would make anything colorful, these subtle-toned masters of ceremonies get the listener in the proper mood to accept and appreciate each separate program. They can conjure up a picture as impelling as ever, these figures of another era, through tinsel, gay moving crowds and stenorian tones which exhorted each and every one to "see the daredevil defy death for your amusement" ever got.

Through intonations and facile voice shadings, announcers in charge of programs visualize the act about to go on in their own minds and then parade it over the ether waves with all the reality of a real show. It's a gift and it is a new school of showmanship that radio has brought about.

When radio was young, entertainers were put on the air to put themselves across but that was a long time ago. The program which does not have an announcer to prepare the public for it is a rarity in these days. In fact, the manner in which a program gets over is largely due to how the announcer handles it and the mood into which he gets his listeners to experience it.

Perhaps when television gets into full swing they will go back to the colorful garb which so characterized their forbears in the field but that is only a conjecture



FRANCE LAUX



HOLLAND ENGLE



JOHN HARRINGTON

for who could imagine six-foot-two Billy Lang, announcer at WIL in swashbuckling garb and a shiny top hat ! !

In addition to being on regular schedule to take charge of programs, most of them at the different stations have special programs or take part in the different features presented throughout the day. It isn't exactly an easy life to be constantly on call with split second precision nor is it exciting but these men have larger followings and greater possibility for popularity than — well than real ringmasters ever had.

There are four at each, KMOX, KWK and WIL who divide up the eighteen hours of the broadcasting day.

France Laux, senior announcer at KMOX, handles all of the baseball broadcasts as well as the sports announcements and does straight announcing for part of the evening broadcasts.

Holland Engle's voice is heard from remote control and he splits the evening announcements with France Laux. He is Uncle Jim on the Pet Koko program, sings as Dr. Coocoo several times a week and is one of the continuity writers in his spare moments.

Bob Holt is regular announcer in the afternoon and at night and conducts the daily "Farm and Home Hour."

Harold Bolande, (accent on the last syllable) is a recent acquisition from WDAF, Kansas City, and is the first voice heard on the station in the morning. He announces what programs there are in the morning before eight o'clock, reads the news flashes and conducts the Public Interest program each Monday.

Ray Schmidt assists France Laux at the baseball broadcasts and relates the thrilling events at



FRANKLYN MAC CORMACK

Franklyn MacCormack, beloved as the Old Captain of the Dream Boat program at WIL, is also program director at the station. He announces the features in the morning and splits the work at night.

Neil Norman has appeal as a commercial announcer and is on duty during the afternoon and at night as is Billy Lang, who also handles the remote control broadcasts and is heard nightly on the Night Watchman program.

Garnett Marks, who has recently come to the station starts off the broadcasting day at seven o'clock and announces until nine. He is the news announcer during the morning.

Throughout the day when the minute shows are paraded these men figuratively crack the whip for each ring presentation.



BILLY LANG



STERLING HARKINS

Fashion's Trend

By Teresame



FOR THE MERAMEC— OR THE SEA SHORE

SWIM like a fish in the ocean but don't look like a fish on the sands." I quote from Johnny Weismueller, nationally famed swimmer, who apparently is as clever in speech as he is skilful in the water. The shops offer intriguing things for little money, and if you want to be very swank you'll deck yourself in white (lined, for wet white becomes transparent) and then develop a rich brown tan for contrast.

There are three types of suits: the brassiere, fully described in its name; the streamline, for the young and slender; and the dressmaker which has various tricky sponsors, the "straphanger," so-called because the front is supported by straps which cross the back below the shoulders, slip through and tie around the waist. Another equally prominent house varies this by cutting straps short and tying them at the back of the neck.

But after all is said and done, nothing is to be preferred to the classic Annette Kellerman model. These are to be had with matching detachable wrap around skirts which may be used as capes.

You aren't in it at all unless you have a beach coat of terry cloth or turkish toweling; and a huge bag to match, mounted on a wooden frame with rope for handles. Your hat should be as big as an umbrella and as light as a leaf—of straw or raffia or fabric or cellophane. A crocheted twine crown, or no crown at all, adds to the generally lightsome effect. In bathing caps you may choose between the "coiffure" model, ridged and swirled to look like your own hair, and the very soft rubber that looks like the popular knitted fabrics. Those with patented suction cups on the inside keep the water out of your ears. Shoes are merely rubber soles and straps—of water-proofed terry to match the coat.

And there's nothing fishy about any of these garments!

FOR THE FEMININE EAR

Whisperings From The Ether

—BY YANNER ALEXANDER—



COOKING AS A MAN'S ART

* * * *

DON'T BE A CINDER

* * * *

HOW TO CHOOSE A BOOK

* * * *

BAKED TOMATOES AND CHEESE

THE pioneer male home economics expert was probably the one who first scattered ashes on the rugs "to keep away the moths." Now there's at least one in every broadcasting studio, if not in every home.

WEW furnishes a good example. "Aunt Sammy's Housekeepers' Chats" are given by the Rev. Bro. George E. Rueppel, S. J., and Bro. Rueppel, who is also operations manager of the station, really enjoys this part of his work.

There have always been rumors that Beatrice Fairfax, the love-lorn expert, was in reality an unromantic, slightly bald and more than slightly fat, newspaper man. Don Hunt, young and nice looking, has been just as successful in ghost writing from the feminine angle. He would rather remain out of the spotlight, except as Uncle Billy, but if you liked Katheryne Daily's homemaking talks over KMOX, thank Don. He gathered as well as wrote her material.

Even though they retain their amateur standing, some of the local radio announcers like to boast of their culinary ability. John Harrington and Bill Vincent of KWK say they haven't forgotten the campfire cookery they learned as Boy Scouts. While Franklyn McCormack, program director at WIL, claims he can make the best Italian spaghetti in seventeen counties.

I DON'T think the spotty, localized sun-burn so many of us acquire in a summer of Sundays adds much to health or good looks. It's steady, gradual exposure that gives you a delicate tan all over so why not go about it scientifically during the week.

Equip yourself with a garden hat, sun glasses and protective cream or lotion and try doing some of your household chores outdoors. A bathing suit will do, but a brief sun suit is easy to make and cooler and more comfortable for sun bathing on the roof or lawn. The first periods should be short and taken in the late afternoon, if your skin is sensitive. Then gradually increase them to the limit of your mid-day leisure.

This preparation will help a lot when you get a good dose of ultra-violet rays at the beach. But don't forget to bring along a cream that allows tanning but protects against burning. There's one that is also used in hospitals when X-rays are taken. It stays on longer than olive or cocoanut oils and promotes the same bronzy-tan.

DON'T you like to know something more about a book than the cover reveals before you buy or rent it? I do. That's why I'm looking forward to radio reviews of new novels by Dorothy Grindon of the public library. She plans to start giving them over WIL when her present series on travel books ends next month.

BAKED tomatoes with cheese sauce are nice for warm weather dinners, either served alone or with strips of toast spread with sardine paste or with deviled ham.

Here's a simple recipe from the scrapbook of Ida Bailey Allen, Columbia network home economics expert heard over KMOX:

Take out blossom ends of 6 tomatoes and make slight gashes across the tops. Bake until tender. Heat 2 tablespoons fat, add 2 tablespoons flour and mix until smooth. Add 1 cup milk gradually and cook 8 to 10 minutes, stirring constantly. Add a little salt and pepper and ½ cup cheese and stir until cheese is melted. Then pour over the baked tomatoes.



SHOP-O-GRAMS

Miss Alexander will not make purchases for in-town or out-of-town readers but will be glad to tell them where these "Smart Buys" may be found. A postcard or letter addressed to her, care of Radio and Entertainment will tell you where to find the merchandise described in Shop-O-Grams.

THERE'S nothing so annoying as seeing Mrs. and Miss World wearing exact copies of something the saleswoman told you was "one of a kind." Just one different touch can make a costume exceedingly smart and lift it above the commonplace. To prove that this exclusive business isn't necessarily expensive, I've been scouting about the smaller shops and found truly individual things at near "mass production" prices.

A SIMPLY grand collection of little red straw hats is price-tagged \$3. Absurd side-swiping brims. Infinitesimal crowns. Lipstick colors that go so well with white. Broad brimmed white straws, too! Not so dippy and rained-on looking as many of the cheaper ones. Practically sun and rain proof as well as good looking . . . they're \$5. Other colors and styles, including some nice large browns and blacks, are various prices, from a third to half off their original ones.

SHOES also can be different without being bizarre. A pair of white pigskin at \$5.95 fr'instance. The leather is new and very smart this year.

ONE can't have too many white fabric gloves this year and here are three inexpensive suggestions for adding to your collection. One is hand-stitched in black or brown. Another is distinguished for a zigzag decoration in self color and greater length, which wrinkles nicely. Both of these sell for 88 cents. The third, which has a pearl fastener and scalloped edge, is only 50 cents.

COMPLETE RADIO PROGRAMS



— A. M. —

7:00—KWK NBC Children's Hour — Vocal and Instrumental Concert; Milton J. Cross, Master of Ceremonies. NBC.
 7:55—KMOX Good Morning.
 8:00—KMOX Bible-Broadcaster; Bible-Study.
 8:00—KWK Dad and Jean—Children's Program from Newspaper Comic Strips —Pet Milk Co.
 8:30—KWK Let's Pretend Lady — Children's Program.
 8:30—KFUO Pilgrim Lutheran Church Service.
 8:45—KMOX Religious Education.
 8:45—KWK Balladeers — Orchestra Program of Ballads and Semiclassical Selections.
 9:00—KMOX Children's Pleasure Hour.
 9:00—KWK Morning Musicale; George Rasley, Tenor. NBC.
 9:15—KMOX Julia Mahoney and Charles Carlie with Emery Deutsch's Orchestra.
 9:30—KMOX Voice of St. Louis.
 9:30—KWK Vocal, Semiclassical Selections, Records.
 9:30—WEW Instruction; St. Francis Xavier Church, Rev. William J. McGucken, S. J.
 9:45—KWK Hydrox Musicale; Orchestra Program of Current Selections; by Hydrox Ice Cream Co.
 10:00—KFUO Bible Study; Pilgrim Lutheran Church.
 10:00—WEW Sodality Program, presented by the Sodality Union.
 10:15—KWK Vocal, Semiclassical Records.
 10:30—KMOX Major Smith and Jubilee; Chorus.
 10:30—KWK Summer Idyll. NBC.
 10:30—WEW Catholic Students Mission Crusade Program.
 10:45—KMOX Watch-Tower Program.
 10:45—KFUO Pilgrim Lutheran Church Service.
 10:55—WEW Music of High Mass and Sermon by Rev. Gerald Ellard, S. J.
 11:00—KMOX Fourth Church of Christ Scientist.
 11:00—KWK At Home Hour with Wm. E. Hugo.
 11:00—WIL Third Baptist Church — Rev. C. Oscar Johnson.
 11:30—KWK KWK Little Symphony.
 12:00—KMOX 30 Minute Men.
 12:00—KWK In the Time of Roses — Mixed Chorus; Godfrey Ludlow, Violinist.
 12:00—WIL Victor Salon Orchestra.
 12:00—KFUO Organ Recital.

— P. M. —

12:15—WIL Dinner Dance Music.
 12:30—KMOX Ann Leaf at the Organ.
 12:30—KSD Moonshine and Honeysuckle
 12:30—KWK Yeastfoamers — Charlie Agnew's Orchestra, NBC.
 Of Thee I Sing, Lullaby of the Leaves, I Love You Truly, Medley of Old Berlin Waltzes, Sally, L. Comparita, Happy Go Lucky You, Just Another Dream of You, June.
 12:45—WIL Songs that Never Grow Old.
 1:00—KMOX Symphonic Hour; Featuring Toscha Seidel, Violinist with Concert Orchestra.
 1:00—KSD Wayne King's Orchestra.
 1:00—KWK What's the Matter with Father. NBC.
 1:00—WIL Palladium Program.
 1:00—WEW Midwest Hour.
 1:15—WIL Melody and Musing. (R)
 1:30—KSD Stars of Tomorrow.
 1:30—KWK Echoes from Versailles — String Orchestra with Tenor Soloist.
 1:30—WIL Bobby Stubbs and His Music.
 1:30—WEW Gourley Variety Trio.
 1:45—WIL Master's Music Room. (R)
 2:00—KMOX St. Louis Community Forum; Speakers; Music.
 2:00—KSD Jane Froman and Orchestra
 2:00—KWK Alka Seltzer Program — Songs of Home Sweet Home; String Ensemble. NBC.
 2:00—WIL Spotlight Players.
 2:00—WEW "Links of Love" Program.
 2:15—KSD John Fogarty, Tenor.
 2:15—WIL Olympian Quartet. (R)
 2:30—KMOX Grace Methodist Church; Choir and Organ.
 2:30—KSD International Rebroadcast from Berlin, Germany.

Hour by Hour Programs

of all St. Louis Stations

Features For Sunday

Children's hour for those who get up early—at 7 a. m., over KWK with Milton J. Cross.

Jane Froman, Missouri girl, singing songs in her charming manner (KSD) at 2 p. m.

International re-broadcast from Germany at 2:30 for those who like distance (KSD)

Dewey Jackson's Orchestra at 3 p. m., over WIL.



The "Three Bakers" with Sylvia Froos and Billy Artz's Dance Orchestra at 5:30 over KWK.

Helen Morgan will sing "Show Boat" numbers on the Gem Highlights at 8 p. m., with Jack Denny's orchestra KMOX.

"The Dream Boat" inspirational readings by the Old Captain. WIL at 9:45 p. m.

California Melodies from the land of the movie stars at 10:30 p. m. (KMOX.)

— P. M. —

2:30—KWK Friendly Hour. NBC.
 2:30—WIL Sparklers; Studio Orchestra.
 2:30—WEW Oberkirchers String Quartette.
 2:45—KSD Pastels.
 3:00—KMOX Irene Beasley; Round Towners Quartet.
 3:00—KWK Sabbath Reveries; "Why Worry,"—Dr. Charles L. Goodell. NBC. Prayer and Response; Dr. Goodell. O Master Let Me Walk With Thee — Chorus. My Dear Redeemer and My Lord — Chorus. Break Thou the Bread of Life—Chorus. "Why Worry"—Address by Dr. Goodell. Benediction. The King of Love My Shepherd Is—Chorus.
 3:00—WIL Dewey Jackson's Orchestra
 3:00—KFUO German Gospel Hour.
 3:00—WEW Piano Recital — Marie Kelly.
 3:15—WEW Abendmusikal; John McNally, tenor, Antonia Kotthoff, pianist.
 3:30—KMOX Poet's Gold.

— P. M. —

3:30—KWK Road to Romany; Gypsy Music; Balalaika Orchestra; Tenor Soloist. NBC.
 3:30—WIL Musical Memories.
 3:30—KFUO Shut-in Hour.
 3:45—KMOX Winter Garden Walkathon.
 3:45—WEW Gerak Musicale.
 4:00—KMOX Ballad Hour.
 4:00—KWK Harry Lange's Forest Park Highlands Orchestra.
 4:00—WIL Radio Artists on Parade.
 4:00—WEW College Church Concert, George Devereux, director.
 4:30—KMOX "Roses and Drums," Dramatic Sketch.
 4:30—KSD "Our American Schools."
 4:30—KWK Ted Jansen's Forest Park Highlands Orchestra.
 4:30—WIL Variety Serenaders; Studio Orchestra.
 4:45—WIL Twilight Sketches.
 5:00—KMOX The World's Business. Dr. Julius Klein, Assistant Secretary of Commerce. CC.

NANCY MARY'S HEART-TO-HEART CHATS NEW RADIO AND ENTERTAINMENT FEATURE

Beginning in next week's issue of Radio and Entertainment, Nancy Mary—"The Modern Girl Philosopher" will discuss problems of the modern girl. This exclusive feature will supplement her regular broadcasts over WIL at 3 p. m., Monday, Wednesday and Friday.

Nancy Mary's mission is to interpret the modern girl or woman to herself and to help in solving every-day problems. Her radio talks have brought hundreds of favorable letters.

Born in Missouri, educated at the University of Missouri School of Journalism and extensively travelled, Nancy Mary is a competent adviser of members of her sex. Each week she will discuss some problem presented by a reader.

— P. M. —

5:00—KSD Balkan Mountain Men.
 5:00—KWK Twilight Musicale — Miller Ferguson Institute of Music.
 5:00—WIL Hot Timers; Studio Orch.
 5:00—WEW Edward Ryan, "The Irish Minstrel."
 5:10—KSD Baseball Scores.
 5:15—KMOX Baseball Scores.
 5:15—KSD Balkan Mountain Men.
 5:15—WIL Song of the Strings; Studio Orchestra.
 5:15—WEW Musicale directed by Mrs. Rosalind Day.
 5:20—KMOX Organ Hour.
 5:30—KSD Orchestral Gems.
 5:30—KWK Standard Brands, The Three Bakers with Sylvia Froos, Blues Singer and Billy Artz' Dance Orchestra. NBC.
 5:30—WIL Radio Church.
 5:45—KMOX Ernie Golden's Orchestra and Quartet.
 6:00—KMOX Columbia Experimental Dramatic Laboratory.
 6:00—KSD Rubinfoff's Orchestra.
 6:00—KWK McCravy Brothers; Hearthiside Singers. NBC.
 6:15—KWK David Earle, Concert Pianist.
 6:30—KMOX Wm. Vincent Hall and Jerry Rich's Orchestra.
 6:30—KWK Joe Reichman's Hotel Chase Orchestra.
 7:00—KMOX Toscha Seidel Concert Orchestra.
 7:00—KSD David Lawrence.
 7:00—KWK Enna Jettick Melodies — Mixed Quartet with Robert Armbruster's Ensemble. NBC.
 7:15—KSD Ohman and Arden in Album of Familiar Music.
 7:15—KWK Bayuk Stag Party; Male Quartet with Ivan Rudisill's Orchestra.
 7:30—KMOX Harry Sosnik, Pianist and his Band with Male Quartet.
 7:45—KSD Shaeffer Lifetime Revue.
 7:45—KWK To be announced. NBC.
 8:00—KMOX Belle Baker, The Four Kton Boys and Jack Denny's Orchestra.
 8:00—KSD Musings.
 8:00—WIL Ambassador Theater Orch.
 8:15—KSD L'Heure Exquise.
 8:15—KWK Barbasol, The Old Singing Master. NBC.
 Consecration—Choir. Annie Laurie — Ensemble. I Cannot Sing the Old Songs — Singing Master. Angels of Jesus — Choir. Home Sweet Home — Singing Master. Lindy — Quartet. Paradise — Choir.
 8:30—KMOX Ziegfeld Radio Show.
 8:30—WIL C. F. Lindsley. (T)
 8:45—KSD Sunday at Seth Parker's.
 8:45—KWK Ted Jansen's Forest Park Highlands Orchestra.
 8:45—WIL Allister Wylie, Pianist.
 9:00—KMOX Winter Garden Walkathon.
 9:00—KWK Ball Time Signal.
 9:00—KWK Harry Lange's Orchestra.
 9:00—WIL Dance Orchestra.
 9:15—KMOX Kreuzer Artists Hour.
 9:15—KSD Official Weather Forecast.
 9:15—KWK Sport Review Sponsored by Artphone Co.
 9:15—KFUO Devotional Hour.
 9:30—KWK Frank Master's Orchestra.
 9:30—WIL Palladium Program; Marathon Walkathon.
 9:45—KMOX News Flashes by Eugene Harland Read.
 9:45—KWK Ted Jansen's Forest Park Highlands Orchestra.
 9:45—WIL Dream Boat — Franklyn MacCormack.
 10:00—KMOX Baseball Scores.
 10:00—KWK At the Baldwin; Concert.
 10:00—WIL Bing Crosby. (T)
 10:05—KMOX Gus Arnheim's Orches.
 10:15—WIL Roy Dveinney's Orchestra.
 10:30—KMOX California Melodies, Guest Stars and Raymond Paige's Orchestra.
 10:30—KWK Ted Jansen's Forest Park Highlands Orchestra.
 10:30—WIL Paul Whiteman's Orchestra.
 11:00—KMOX Sunday Night Varieties; Orchestra.
 11:00—WIL Clarence Foster's Orchestra.
 11:30—KMOX Winter Garden Walkathon.
 11:30—WIL Studio Frolic.
 11:45—KMOX Speed Demons; Orchestra.

Complete Radio Program For Monday, June 20

— A. M. —

6:30—KFUO Morning Family Worship.
 6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX The Early Morning Band Wagon. (R)
 7:00—KSD Gene and Glenn.
 7:00—WIL Breakfast Club Express — Popular Program.
 7:15—KSD Top of the Morning.
 7:15—KWK Dad and Jean—Children's Program from Newspaper Comic Strips by Pet Milk Co.
 7:30—KMOX The Merry Makers.
 7:30—KSD "Secretary Hawkins."
 7:30—KWK Beautiful Thoughts. Montgomery Ward Program. NBC.
 7:45—KWK Guy Lombardo's Orchestra. Records.
 8:00—KMOX Public Interest Period—New Daily Series.
 8:00—KSD Pie Plant Pete.
 8:00—WIL Don't be Late for School; Children's Program.
 8:00—WEW The Day's Dedication.
 8:15—KMOX Sweet and Hot; Orchestra.
 8:15—KSD Breen and De Rose.
 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls. NBC.
 8:15—WIL Birthday Bells.
 8:30—KSD Harriet Braun, Violinist.
 8:30—KWK Our Daily Food — Great Atlantic & Pacific Tea Co. NBC.
 8:30—WIL Cecil and Sally. (R)
 8:30—WEW Sign off until 9:00 A. M.
 8:45—KMOX The Madison Singers.
 8:45—KSD Contralto Solo.
 8:45—KWK Victor Young's Orch. (R)
 8:45—WIL Morning Moods. (T)
 9:00—KMOX Morning Moods; Orch.
 9:00—KSD To be announced.
 9:00—KWK To be announced.
 9:00—WIL Sunshine Serenaders; Studio Orchestra.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KSD Household Institute.
 9:15—KWK Cab Calloway's Orch. (R)
 9:15—WIL Artists Parade. (R)
 9:30—KMOX Academy of Medicine.
 9:30—KSD U. S. Navy Band.
 9:30—KWK Singing Strings. NBC.
 9:30—WIL Allen Clarke — Prince of Songs.
 9:45—KMOX Ben Alley, Tenor.
 9:45—KWK Hospitality Program; by Coca Cola. (T)
 9:45—WIL Dixie Trio; Instrumental.
 10:00—KMOX Ted Brewer's Orchestra.
 10:00—KSD Circle Program.
 10:00—KWK Merrimen Quartet. NBC.
 10:00—WIL Song of the Strings; Studio Orchestra.
 10:00—WEW Weather Report—Opening Grain Market.
 10:15—KMOX Women's Radio Hour.
 10:15—KSD The Real Geo. Washington.
 10:15—KWK War Against Depression—Talk.
 10:15—WIL Today's Song Hits. (R)
 10:15—WEW Parent's Forum.
 10:20—KWK Cab Calloway's Orch. (R)
 10:25—KWK Marmola Program. (T)
 10:30—KMOX Columbia Revue; Orch.
 10:30—KSD On Wings of Song.
 10:30—KWK Lew Conrad's Orch. NBC.
 10:30—WIL Paul Whiteman's Orch. (T)
 10:45—KWK Horticultural Society — Talk.
 11:00—KMOX Missouri Women's Federation Program.
 11:00—KSD Jack Miles' Orchestra.
 11:00—KWK Paul Whiteman's Orchestra. (R)
 11:00—WIL Dorothy Grindon's Book Review.
 11:12—KWK Welcome Inn—Talk.
 11:15—KMOX Mart Building Program.
 11:15—KWK KWK Radio Bazaar.
 11:15—WIL "Red" Nichols and His Five Pennies. (R)
 11:30—KMOX Madison String Ensemble
 11:30—KSD The Venetians.
 11:30—KWK National Farm and Home Hour. NBC.
 11:30—WIL Studio Orchestra.
 11:45—KMOX Winter Garden Walkathon.
 11:45—WIL Palladium Program.
 12:00—KMOX Farm Service Hour — Henry, Zeb and Otto and Organ Melodies
 12:00—KSD Health Talk.
 12:00—WIL Luncheon Dansante.
 12:00—WEW Farm Reporter's Program — Live Stock Exchange.

— P. M. —

12:15—KFUO Noonday Religious Address.
 12:30—KWK Around the Piano with Wm. E. Hugo.
 12:30—WIL Ray and Bob; Guitarists.
 12:45—WIL Hot Timers; Sweet and Hot Music by Studio Orchestra.
 1:00—KMOX Coronado String Ensemble
 1:00—KSD "The Revolving Stage."
 1:00—KWK Organ Selections. (R)
 1:00—WIL Progressive Merchants Campaign; Orchestra.
 1:15—KMOX Home Radio Hour.
 1:15—KWK Sterling Harkins, Tenor; Herb Berger, Pianist.
 1:30—KMOX Piano Recital; Aeolian.
 1:30—KSD Women's Review.
 1:30—WIL Stars of Songland. (T)
 1:45—KMOX The Four Eton Boys — Novelty Quartet.
 1:45—KWK To be announced. NBC.
 1:45—WIL Voice of the Vibraphone — Schuyler Alward and Jerry Cammack.
 2:00—KMOX Westphal's Dance Orch.
 2:00—KSD Pop Concert.
 2:00—KWK Frank and Ernest; Comedy and Harmony; by Makers of Pebebo.
 2:00—WIL Police Releases.

— P. M. —

5:30—KMOX Easy Aces; Dialogue.
 5:30—KSD Musical Revelries.
 5:30—KWK The Stebbins Boys. Swift and Co. NBC.
 5:30—WIL Palladium Program; Walkathon Marathon.
 5:45—KMOX Winter Garden Walkathon.
 5:45—KSD The Goldbergs.
 5:45—KWK Billy Jones and Ernie Hare Best Foods. NBC.
 5:45—WIL Twilight Sketches.
 6:00—KMOX The Bath Club.
 6:00—KSD String Quartet.
 6:00—KWK Carnation Contented Program; Gene Arnold, Narrator; Male Quartet and Morgan L. Eastman's Orchestra. NBC.
 6:00—WIL Bobby Stubbs and His Music.
 6:15—KMOX Singin' Sam.
 6:15—WIL Bigalte Dinner Concert.
 6:30—KMOX Kate Smith and Her Swanee Music.
 6:30—KSD Voice of Firestone. Male Quartet and Orchestra.
 6:30—KWK Death Valley Days; Dramatic Program by Pacific Coast Borax Co. NBC.

Ten Years Ago

Jack Denny was headlining the vaudeville circuits with Bobby Folsom—Jack leading a twelve-piece band, and Miss Folsom contributing the vocals.

Then a semi-pro basketball player, Ted Husing was completing the current cage season as high scorer of the New York State League.

Little Jack Little, employed by a music publishing firm, was en route to Pittsburgh on a tour of the country's few radio stations to "plug" its songs. On the train he wrote his first hit tune—"Jealous."

Louis Dean, from Alabama, was working in upstate New York as a phonograph salesman.

Thirteen-year-old Kate Smith was singing her way through the seventh grade class in a Washington public school, and at home she entertained the parlor company. She was known as "the Smith bad girl."

Ben Bernie, without the "old maestro" tag, was doing a "single" in vaudeville with his trusty violin—still lonesome for his erstwhile partner, Phil Baker.

Lanny Ross, a boy soprano, was starring in baseball and track at the Cathedral Choir School in New York City.

Her singing ability unknown to her, Irene Beasley was an ambitious schoolgirl in Amarillo, Texas, studying piano in hopes of being a concert pianist.

Sylvia Froos, seven-years-old, was beginning her vaudeville career as Baby Sylvia, and was hailed as a child sensation.

— P. M. —

9:30—KMOX Noble Sissle's Orchestra.
 9:30—KWK Pep Express. Local.
 9:30—WIL Palladium Program; Walkathon Marathon.
 9:30—KFUO Question Hour.
 9:45—KMOX News Flashes.
 9:45—WIL Dream Boat — Franklyn MacCormack.
 10:00—KMOX Baseball Scores.
 10:00—KWK Ted Jansen's Forest Park Highlands Orchestra.
 10:00—WIL News Flash.
 10:00—KFUO Young People's Hour.
 10:05—KMOX Talk and Band. (T)
 10:10—KMOX Public Incorporated.
 10:15—KMOX Isham Jones and His Orchestra.
 10:15—WIL Ray Diveinney's Orchestra.
 10:30—KSD Harry Reser and His Eskimos.
 10:30—KWK News Bulletin.
 10:30—WIL Progressive Merchants Campaign.
 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
 11:00—KMOX Sport Squibs by France Laux.
 11:00—KWK Irving Rose's Hotel Statler Orchestra.
 11:00—WIL Around Town with the Old Night Watchman.
 11:15—KMOX KMOX Speed Demons.
 11:30—KMOX Winter Garden Walkathon.
 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
 11:45—KMOX Song Parade; KMOX Orchestra.
 11:45—KWK Irving Rose's Hotel Statler Orchestra.

Selections For Today

"Morning Moods" an orchestral program with Emery Deutsch conducting (KMOX) at 9 a. m.

Dorothy Grindon's book revues at 11 a. m. (WIL.)

U. S. Navy Band at 9:30 a. m., over KSD.

"The Modern Girl Philosopher" at 3 p. m.—Nancy Mary in a heart-to-heart chat. (WIL.)

Henry Doolittle, Rural Philosopher over WIL at 7:15 p. m.

Wiener Sinclair Minstrels at 7 p. m. (KWK.)

First performance of "The Country Doctor" by Phillips Lord, 8 p. m. (KWK.)

Vincent Lopez and his good dance music at 9:15 p. m. from New York over KSD.

2:15—KWK Concert and Symphony Orchestra. (R)
 2:15—WIL Musical Gems. (T)
 2:30—KMOX Ruth Hulse Nelson, Organ.
 2:30—KSD Today's News.
 2:30—KWK Baseball Special. Local.
 2:30—WIL Afternoon Frolics.
 2:30—WEW Popular Piano Numbers; Joe "Buddy" Duddy.
 2:45—KSD The Lady Next Door.
 2:55—KWK New York vs. Browns.
 3:00—KMOX Romance; Frank Westphal's Orchestra.
 3:00—KSD May We Present.

3:00 p. m.—WIL—Radio and Entertainment's Nancy Mary, "The Modern Girl Philosopher."

3:00—WEW Closing Markets.
 3:15—WIL Eddie Lake; Banjo Melodies.
 3:15—WEW A. Miramonti, accordion.
 3:30—KMOX Snooks Friedman's Orch.
 3:30—KSD Swanee Serenaders.
 3:30—WIL Matinee Melodies. (R)
 3:30—WEW Musical Program.
 4:00—KMOX Current Events by H. V. Kaltenborn.
 4:00—KSD Dinner Music.
 4:00—WIL Majestic Gardens Orchestra.
 4:15—KSD "Skippy."
 4:15—WIL Venetian Trio; Studio Orch.
 4:30—KMOX George Hall's Hotel Taft Orchestra.
 4:30—KSD Today's News.
 4:30—WIL Studio Features.
 4:45—KMOX The Funnyboners; Comedy
 4:45—KSD Merry Madcaps.
 4:45—WIL Pirate's Club — Children's Program.
 4:50—KWK Careful Children's Club—St. Louis Safety Council.
 5:00—KMOX Uncle Billy (Children's Feature.)
 5:00—KSD Tenor with Orchestra.
 5:00—KWK Kellox Singing Lady. NBC.
 5:00—WIL Sleepy Hollow Trio and Edward Wacker.
 5:10—KSD Baseball Scores.
 5:15—KMOX Duo Piano Forte; Ruth and Margo.
 5:15—KSD Pirate Club.
 5:15—KWK Chandu, the Magician — by White King Soap Co. (T)
 5:15—WIL Organ Melodies.

6:30—WIL Sparklers Orchestra; Studio Orchestra.
 6:45—KMOX Col. Stoopnagle and Budd
 6:45—WIL Civic Service Period; Mr. Fixit.
 7:00—KMOX Musical Comedy Memories—Joel Walters, Tenor; with KMOX Orchestra.
 7:00—KSD Gypsies Orchestra.
 7:00—KWK Sinclair Wiener Minstrels; Minstrel Show with Gene Arnold. NBC.
 7:00—WIL Bill Bailey's Orchestra.
 7:15—KMOX The Street Singer.
 7:15—WIL Henry Doolittle; Rural Philosopher.
 7:30—KMOX An Evening in Paris.
 7:30—KSD The Parade of the States.
 7:30—KWK Canada Dry Ginger Ale Program; Jack Benny; George Olsen and His Music and Ethel Shutta. NBC.
 7:30—WIL Allister Wylie; Piano Styl-ist.
 7:45—WIL Jackie Archer and the Vaughn Brothers.
 8:00—KMOX The Boswell Sisters and Shilkret's Orchestra.
 8:00—KSD National Radio Forum.
 8:00—KWK The Country Doctor with Phillips H. Lord; by Lambert Pharmacal C. (Premiere). NBC.
 8:00—WIL Barn Dance Music.
 8:15—KMOX Howard Barlow and the Columbia Symphony Orchestra.
 8:15—KWK Dave Wright, Tenor with Orchestra.
 8:30—KSD "Do You Remember?"
 8:30—KWK Love Songs and Waltzes; Featuring Frank Munn, Tenor; by Sterling Products Co. NBC.
 8:30—WIL Ed. Breese; Memories. (T)
 8:45—KMOX The Buccaneer's Quartet. New Program Series.
 8:45—KWK Songs of Today and Yesterday, featuring Alvin Griesedieck. Tenor; by Falstaff Co.
 8:45—WIL Allen Wills; Songs as You Like Them.
 9:00—KMOX Winter Garden.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy. NBC.
 9:00—WIL Fate Marable's Orchestra.
 9:01—KSD Russ Columbo's Orchestra.
 9:15—KMOX Lanny Ross, Tenor and Orchestra.
 9:15—KSD Vincent Lopez's Orchestra.
 9:15—KWK Sport Review Sponsored by Artophone Co.

Complete Radio Program For Tuesday, June 21

— A. M. —

6:30—KFUO Morning Family Worship.
 6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX Early Morning Band Wagon. (T)
 7:00—KSD Gene and Glenn.
 7:00—WIL Breakfast Club Express—Popular Program.
 7:15—KSD Top of the Morning.
 7:15—KWK Dad and Jean; Children's Program from Newspaper Comic Strips by Pet Milk Co.
 7:30—KMOX Melody Parade.
 7:30—KSD "Secretary Hawkins."
 7:30—KWK Beautiful Thoughts. Montgomery Ward Program, NBC.
 7:45—KMOX Brad and Al.
 7:45—KWK Adventures of Helen and Henry. Forbes Tea and Coffee Co.
 8:00—KMOX Public Interest Period.
 8:00—KSD Banjoleers.
 8:00—KWK HiHatters Orchestra. (R)
 8:00—WIL Don't be Late for School; Children's Program.
 8:00—WEW The Day's Dedication.
 8:15—KMOX To be announced.
 8:15—KSD Souvenirs of Melody.
 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls, NBC.
 8:15—WIL Birthday Bells.
 8:30—KMOX The Round Towners — Quartet.
 8:30—KSD Pie Plant Pete.
 8:30—KWK Our Daily Food. Great Atlantic & Pacific Tea Co. NBC.
 8:30—WIL Cecil and Sally. (T)
 8:30—WEW Sign off until 9:00 A. M.
 8:45—KMOX U. S. Navy Band Concert.
 8:45—KSD Breen and De Rose.
 8:45—KWK R. B. Davis Co. Featuring Al and Pete. Comedy and Harmony. NBC
 8:45—WIL Morning Moods (T)
 9:00—KSD "Your Child."
 9:00—KWK Mrs. A. M. Goudiss; Recipes and Menus. NBC.
 9:00—WIL Sunshine Serenader's Orch.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KMOX Clara Alden Spence.
 9:15—KSD Household Institute.
 9:15—KWK Tangee Musical Dreams — William Stoess Orchestra, NBC.
 9:15—WIL Uncle Ben's Lone Star Rangers.
 9:30—KMOX Helen Board, Soprano.
 9:30—KSD Army Band Concert.
 9:30—KWK Through the Looking Glass with Frances Ingram; by Bristol Meyers
 9:30—WIL Allen Clarke — Prince of Songs.
 9:45—KMOX Do Re Mi, Novelty Trio.
 9:45—KWK Leo Reisman's Orch. (R)
 10:00—KMOX St. Louis Medical Society
 10:00—KSD Circle Program.
 10:00—KWK Piano Interlude by Herbert Berger.
 10:00—WEW Weather Report—Opening Grain Market.
 10:15—KMOX Women's Radio Hour.
 10:15—KSD The Real Geo. Washington.
 10:15—KWK Talk on Depression by Charles A. Baker.
 10:15—WEW Talk.
 10:30—KMOX Columbia Revue, Orch.
 10:30—KSD On Wings of Song.
 10:30—KWK Bronco Busters. (T)
 10:45—KWK Charles Howard, Tenor.
 10:55—WEW Arlington Time Signal.
 11:00—KMOX Current Questions before Congress.
 11:00—KSD Classic Varieties.
 11:00—KWK Red Cross Talk.
 1:05—KWK Peter Van Steeden's Orchestra. (R)
 1:15—KMOX George Hall's Hotel Taft Orchestra.
 1:15—KWK KWK Radio Bazaar.
 1:15—WIL Tune-in period.
 1:30—KMOX Atlantic City Musicale.
 1:30—KSD Luncheon Music.
 1:30—KWK National Farm and Home Hour. NBC.
 1:30—WIL Neighborhood Hour Announcements.
 1:45—KMOX Winter Garden Walkathon.
 1:45—WIL Palladium Program; Walkathon Marathon.
 2:00—KMOX Aunt Jemima, Songs.
 2:00—KSD The Merry Madcaps.
 2:00—WIL Luncheon Dansante; Studio Orchestra; Otto Reinert.
 2:00—WEW Report of St. Louis Live Stock Exchange.

— P. M. —

12:30—KMOX Farm Service Hour — Henry. Zeb and Otto.
 12:30—KWK Citizens Relief Committee —Talk.
 12:30—WIL Ray and Bob; Guitarists.
 12:45—KWK Mills Brothers. (R)
 12:45—WIL Hot Timers; Sweet and Hot Music.
 1:00—KMOX Coronado String Ensemble
 1:00—KSD Young Artists' Light Opera
 1:00—KWK Stick to the Finish Club; Orchestra Program of Current Selections by Hydrox Ice Cream Co.
 1:00—WIL Progressive Merchants Campaign; Otto Reinert's Orchestra.
 1:15—KMOX Home Radio Hour.
 1:30—KMOX Snapshots.
 1:30—KSD Women's Review.
 1:30—WIL Bert Sexton; Dixie Melody Man.
 1:45—WIL Musical Masterpieces. (R)
 2:00—KMOX Boston Petite Symphony.
 2:00—KSD The Magic of Speech.
 2:00—KWK Frank and Ernest, the Pebecco Boys; by Lehn and Fink.
 2:00—WIL Police Releases.
 2:15—KWK Baseball Special. Local.
 2:15—WIL Famous Dance Orchestra.

— P. M. —

6:00—KSD Julia Sanderson and Frank Crumit and Orchestra.
 6:00—KWK National Advisory Council on Radio in Education. NBC.
 6:00—WIL Bobby Stubbs and His Music.
 6:15—KMOX Seeing the Night Clubs with Abe Lyman's Orchestra.
 6:15—WIL Bigalite Dinner Concert.
 6:30—KMOX Kate Smith and Her Swanee Music.
 6:30—KSD Dramatized Story.
 6:30—KWK Dinner Melodies. Orchestra
 6:30—WIL Sparklers Orchestra.
 6:45—KMOX Joe Polooka; Dialogue.
 6:45—KWK Sisters of the Skillet — Proctor, Gamble Co.
 6:45—WIL Civic Service Period; Mr. Fixit.
 7:00—KMOX St. Louis Civic Band — Circus Program.
 7:00—KSD Artists' Service Musicale.
 7:00—KWK Household Evening Hour Featuring Edgar A. Guest, Poet and Guest Speaker. NBC.
 7:00—WIL Bill Bailey's Orchestra.
 7:15—WIL Sport Review.
 7:30—KMOX Crime Club; Mystery Dramatization.

KWK Kinks

Bill Hirth, head of the continuity department, made his first birdie the other day, but how it's done is still a mystery to him. Anyway, it helped him win his daily lunch hour match with Bob Thomas, one up. And, Bob ranks No. 1 among the studio golfers.

Maybe the secret of that inimitable Berger rhythm is in the bag of peanuts on Herb's piano. He eats a handful between each number and averages from one to two bags a program.

John Harrington, Bob Thomas and Jeff Le Pique don't believe in getting away from radio after working hours. They all have receiving sets in their automobiles.

Robert Sorrells, who doubles on the tuba and bass viol in the studio orchestra is a onetime minister of the Gospel. He still has a license to preach.

Johnny Tinnea, general handy man about the studio, had an official title for the first time when Grace Beck was ill with the gripe —acting assistant program director. Now he's wearing "civies" instead of that swanky uniform he used to affect.

The "mystery singer" has felt the Bi-Centennial influence. He has abandoned his mask and dominance for a patriotic color scheme —blue suit, white shirt, red, white and blue hat band and tie to match. It's a costume that catches one's eye and curious fans will find it easier to identify him. His name remains a secret, however.

— P. M. —

10:00—KWK Ted Jansen's Forest Park Highlands Orchestra.
 10:00—WIL Boswell Sisters (T)
 10:05—KMOX Band and Talk. (T)
 10:05—KSD Jack Pettis' Orchestra.
 10:10—KMOX Public Incorporated.
 10:15—KMOX Speed Demons; KMOX Orchestra.
 10:15—WIL Ray Diveinney's Orchestra.
 10:30—KMOX Joe Sanders and the Original Night Hawks.
 10:30—KSD The Oleanders Orchestra.
 10:30—KWK News Bulletin.
 10:30—WIL Progressive Merchants Campaign.
 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
 11:00—KMOX Sport Squibs by France Laux.
 11:00—KWK Irving Rose's Hotel Statler Orchestra.
 11:00—WIL Around Town with the Old Night Watchman.
 11:00—KFUO Truth Hour.
 11:15—KMOX Orchestral Melodies — KMOX Orchestra.
 11:30—KMOX Winter Garden Walkathon.
 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
 11:30—KFUO Man's Questions and God's Answers.
 11:45—KMOX Al Lyons and His Orchestra from the Meadowbrook Country Club.
 11:45—KWK Irving Rose's Hotel Statler Orchestra.
 12:15—KMOX Song Parade.

Selections For Today

Uncle Ben's "Lone Star Rangers" at 9:15 a. m., from WIL.

Movie Star Revue over KMOX at 12:15 p. m.

The Mills Brothers and their remarkable harmony at 5:15 p. m. (KMOX.)

Young artists' light opera program at 1 p. m. on KSD.

Edgar Guest and his inspirational poems at 7 p. m. (KWK.)

Edwin Franko Goldman and his famous band from "The Mall," in Central Park, New York City — 7:30 p. m., over KWK.

Ed. Wynn and Graham McNamee in their "foolery" at 7:30 p. m. on KSD.

Old Night Watchman and his round of dance music by popular orchestras at 11 p. m. (WIL.)

2:30—KMOX Ruth Hulse Nelson; Organ.
 2:30—KSD Instrumental Soloists.
 2:30—WIL Afternoon Frolic.
 2:45—KSD The Lady Next Door.
 2:55—KMOX New York at St. Louis.
 2:55—KWK New York vs. Browns.
 3:00—KSD Gilbert Strousk.
 3:00—WIL Clara Engle and Her Songs
 3:00—WEW Closing Markets.
 3:15—KSD Swanee Serenaders.
 3:15—WIL Musical Gems. (R)
 3:15—WEW Violin Solos—Mr. John Boland.
 3:30—KSD Garden Melodies.
 3:30—WIL Matinee Melodies (R)
 4:00—KSD Dinner Music.
 4:00—WIL Majestic Gardens Orchestra. (T)
 4:15—KSD "Skippy."
 4:15—WIL Venetian Trio.
 4:30—KSD Today's News.
 4:30—WIL Studio Feature.
 4:40—KMOX Base Ball Scores.
 4:45—KMOX Noble Sissle's.
 4:45—KSD Back of the News in Washington.
 4:45—WIL Pirate's Club — Children's Program.
 5:00—KMOX Uncle Billy (Children's Feature.)
 5:00—KSD Mid-Week Hymn Sing.
 5:00—KWK The Kelloe Singing Lady.
 5:00—WIL Sleepy Hollow Trio and Ed Wacker.
 5:10—KSD Baseball Scores.
 5:15—KMOX The Mills Brothers Quartet.
 5:15—KSD Pirate Club.
 5:15—KWK Chandu, the Magician; by White King Soap Co. (T)
 5:15—WIL Piano Capers; Hope Barnham.
 5:30—KMOX Winter Garden Walkathon.
 5:30—KSD "Singing Sam."
 5:30—KWK The Stebbins Boys — by Swift and Co. NBC.
 5:30—WIL Palladium Program; Marathon Walkathon.
 5:45—KMOX George Price and Benny Kreuger Orchestra.
 5:45—KSD The Goldbergs.
 5:45—KWK Billy Jones and Ernie Hare; by Best Foods Co. NBC.
 5:45—WIL Twilight Sketches.
 6:00—KMOX The Bath Club.

7:30—KSD Ed. Wynn and Don Voorhees' Band.
 7:30—KWK Goldman Concert; Edwin Frank Goldman, Conductor. NBC.
 March Solennelle — Tschaikovsky
 Andante Cantabile—Fifth Symphony
 Nutteracker-Suite — Tschaikovsky
 Italian Caprice — Tschaikovsky
 Overture (Benvenuto Cellini) — Berlioz
 Caprice Brillante — The Debutante
 Concert Solo, Del Staigers—Clarke
 Excerpts from Tosca — Puccini
 Excerpts from Pinaflore — Sullivan
 Grand March (University) — Goldman
 7:30—WIL Allister Wylie; Piano Stylist.
 7:45—WIL Jackie Archer and the Vaughn Brothers.
 8:00—KMOX Alex Gray and Orchestra
 8:00—KSD Lucky Strike Dance Orch.
 8:00—KWK The Country Doctor with Phillips H. Lord; by Lambert Pharmacal Co. NBC.
 8:00—WIL Transit News Program.
 8:15—KMOX Musical Fast Freight.
 8:15—KWK Herbert Berger's Orchestra
 8:25—WIL News Flash.
 8:30—KMOX Howard Barlow and the Columbia Symphony Orchestra.
 8:30—KWK Affiliated Products—Paris Night Life; Princes Ivanova Obolensky.
 8:30—WIL Front Page Head Lines Drama. (T)
 8:45—KWK Dancing Rhythms; Orch.
 8:45—WIL Allen Wills and His Songs As You Like Them.
 9:00—KMOX Carefree Hour. (T)
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy. NBC.
 9:00—WIL Dewey Jackson's Orchestra
 9:01—KSD Russ Columbo's Orchestra.
 9:15—KMOX Wayne Fletcher, with Novelty Accompaniment; Piano, Organ and Violin.
 9:15—KSD "Opry House."
 9:15—KWK Sport Review Sponsored by Artophone Co.
 9:30—KMOX Harold Stern's Orchestra.
 9:30—KSD Dornberger's Orchestra.
 9:30—KWK Pep Express. Local
 9:30—WIL Palladium Program; Walkathon Marathon.
 9:45—KMOX Today's Highlights.
 9:45—WIL Dream Boat — Franklyn MacCormack.
 10:00—KMOX Baseball Scores.
 10:00—KSD Dream Singer.

— P. M. —

2:15—KMOX Movie Star Revue.
 2:15—KFUO Noonday Religious Address.

Complete Radio Program For Wednesday, June 22

— A. M. —

6:30—KFUO Morning Family Worship.
 6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX Early Morning Band Wagon. (R)
 7:00—KSD Gene and Glenn.
 7:00—WIL Breakfast Club Express—Popular Program.
 7:15—KSD Top of the Morning.
 7:15—KWK Dad and Jean; Children's Program from Newspaper Comic Strips; by Pet Milk Co.
 7:30—KMOX Merry Makers.
 7:30—KSD "Secretary Hawkins."
 7:30—KWK Beautiful Thoughts. Montgomery Ward Program. NBC.
 7:45—KWK Ted Weems Orchestra. (R)
 8:00—KMOX Public Interest Period.
 8:00—KSD Pie Plant Pete.
 8:00—KWK Beatrice Mabie Beauty Talk. NBC.
 8:00—WIL Don't be Late for School; Children's Program.
 8:00—WEW The Day's Dedication.
 8:15—KMOX The Singing Vagabond; Artells Dickson.
 8:15—KSD Food Talk.
 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls. NBC.
 8:15—WIL Birthday Bells.
 8:30—KMOX Melody Parade; Orch.
 8:30—KSD Elizabeth May.
 8:30—KWK Our Daily Food — Great Atlantic & Pacific Tea Co. NBC.
 8:30—WIL Cecil and Sally. (T)
 8:30—WEW Sign off until 9:00 A. M.
 8:45—KMOX Four Clubmen; Male Quartet.
 8:45—KSD Betty Crocker.
 8:45—KWK Abe Lyman's Orch. (R)
 8:45—WIL Morning Moods (T)
 9:00—KMOX The Virginia Mountaineers
 9:00—KSD Keeping Up with Daughter
 9:00—KWK Chicago Ensemble. NBC.
 9:00—WIL Serenader's Orchestra — Popular Tunes.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KMOX Music That Never Grows Old; Margo Clarke, Piano.
 9:15—KSD Household Institute.
 9:15—KWK Wayne King's Orch. (R)
 9:15—WIL Artists Parade. (R)
 9:30—KMOX Round the World Cooking School; Ida Bailey Allen.
 9:30—KSD Army Band Concert.
 9:30—KWK Rhythm Ramblers. NBC.
 9:30—WIL Allen Clarke — Prince of Songs.
 9:45—KMOX Organ Melodies — Ruth Hulse Nelson.
 9:45—KWK Hospitality Program Featuring Ida Bailey Allen; by Coca Cola.
 9:45—WIL Dixie Trio; Instrumental.
 10:00—KMOX Edna Wallace Hopper—Beauty Talk. (T)
 10:00—KSD Circle Program.
 10:00—KWK Piano Interlude by Herbert Berger.
 10:00—WIL Studio Orchestra; Song of the Strings.
 10:00—WEW Weather Report—Opening Grain Market.
 10:05—KMOX Ted Brewer's Orchestra.
 10:15—KMOX Women's Radio Hour.
 10:15—KSD The Real Geo. Washington.
 10:15—KWK Semiclassical, Vocal Selections. (R)
 10:15—WIL Today's Song Hits. (T)
 10:15—WEW Talk.
 10:30—KMOX Columbia Revue; Orchestra.
 10:30—KSD On Wings of Song.
 10:30—KWK Lew Conrad's Orchestra.
 10:30—WIL Leo Reisman's Orch. (R)
 10:45—KWK Theronoid Health Talk.
 10:50—KWK Bert Lown's Orch. (R)
 10:55—WEW Arlington Time Signal.
 11:00—KMOX St. Louis Dental Society.
 11:00—KSD Jack Miles' Orchestra.
 11:00—KWK Harold Stokes Orchestra.
 11:00—WIL Bing Crosby. (R)
 11:15—KMOX Mart Building Program.
 11:15—KWK KWK Radio Bazaar.
 11:15—WIL Old Time Songs. (R)
 11:30—KMOX Madison String Ensemble
 11:30—KWK National Farm and Home Hour. NBC.
 11:30—WIL Master's Music Room. (T)
 11:45—KMOX Winter Garden Walkathon.
 11:45—WIL Palladium Program.
 12:00—KMOX Aunt Jimima Songs.
 12:00—KSD Child Study.
 12:00—WIL Luncheon Dansante; Studio Orchestra.
 12:00—WEW Farm Reporter's Program —Live Stock Exchange.

— P. M. —

12:15—KMOX Farm Service Hour — Henry, Zeb and Otto. Mrs. E. W. Mahood —Talk.
 12:15—KFUO Noonday Religious Address.
 12:30—KWK Council of Jewish Women Talk.
 12:30—WIL Ray and Bob; Guitarists.
 12:45—KWK Lee Morse, Crooner. (R)
 12:45—WIL Hot Timers; Sweet and Hot Music; Skinnell, Jones, Hahn.
 1:00—KMOX The Coronado String Ensemble.
 1:00—KSD Salon Concert Ensemble.
 1:00—KWK Stick to the Finish Club; Orchestra program of Current Selections by Hydrox Ivc Cream Company.
 1:00—WIL Progressive Merchants Program; Otto Reimert's Orchestra.
 1:15—KMOX Home Radio Hour.
 1:30—KMOX Belle Forbes Cutter, Soprano, and Orchestra.
 1:30—KSD Women's Review.
 1:30—WIL Prof Healthy's Class — Tuberculosis Society.
 1:45—KMOX Four Eton Boys! Novelty Quartet.
 1:45—WIL Voice of the Vibraphone —Jerry Cammack and Schuyler Alward.

— P. M. —

5:30—KMOX Easy Aces; Dialogue.
 5:30—KSD Schackley's Orchestra with Guest Artists.
 5:30—KWK The Stebbins Boys; by Swift & Co. NBC.
 5:30—WIL Palladium Program.
 5:45—KMOX Winter Garden Walkathon.
 5:45—KSD The Goldbergs.
 5:45—KWK Billy Jones and Ernie Hare; by Best Foods. NBC.
 5:45—WIL Twilight Sketches.
 6:00—KMOX The Bath Club.
 6:00—KSD "Big Time."
 6:00—KWK American Tax Payers League. NBC.
 6:00—WIL Bobby Stubbs and His Music.
 6:15—KMOX Singin' Sam.
 6:15—KWK Address by Robert P. Lamont. NBC.
 6:15—WIL Bigalte Dinner Concert.
 6:30—KMOX Kate Smith and Her Swanee Music.
 6:30—KSD "Old Counselor" and Orchestra.
 6:30—KWK Automobile Club—Talk.
 6:30—WIL Sparklers Orchestra; Studio Orchestra.

OLD MAESTRO IS COLUMBIA STAR

Long one of Columbia's most popular features, Ben Bernie, the self-styled "Old Maestro," has ridden on a wave of wisecracks to a new high in popularity during the past year.



Ben was born Bernard Ancel, and his father kept a blacksmithy in the shadow of the Brooklyn Bridge. His father wanted him to be an engineer, while his mother wanted Ben to be a violinist. A dutiful son, he studied to be an engineer and learned to play the violin in his spare time. After two years of college he broke into vaudeville, and engineering was forgotten. After success as a single act, in which he found his patter even more successful than his playing, he teamed with accordion man Phil Baker. Following the war a dance orchestra that he organized with himself as its wisecracking leader was an immediate vaudeville hit, and a one-month engagement at the Roosevelt Grill in New York stretched into five years. His "I hope you like it," has since become a by-word with Columbia network listeners as well.

His stamping grounds of late have been in Chicago. Twenty long black cigars a day and betting on horses are his greatest hobbies.

— P. M. —

9:15—KSD Russ Columbo's Orchestra.
 9:15—KWK Sport Review by Artophone Co.
 9:30—KMOX Don Redman and His Orchestra.
 9:30—KWK Pep Express. Local.
 9:30—WIL Palladium Program; Marathon Walkathon.
 9:30—KFUO Mid-Week Devotional Hr.
 9:45—KMOX News Flashes by Eugene Harland Read.
 9:45—WIL Dream Boat — Franklyn MacCormack.
 10:00—KMOX Baseball Scores.
 10:00—KWK Ted Jansen's Orchestra.
 10:00—WIL C. F. Lindsley; Organ.
 10:00—KFUO Laymen's Hour.
 10:05—KMOX Band and Talk. (T)
 10:10—KMOX Public Incorporated.
 10:15—KMOX Speed Demons — KMOX Orchestra.
 10:15—WIL Ray Diveinney's Orchestra.
 10:30—KMOX Isham Jones.
 10:30—KSD Charlie Agnew's Orchestra.
 10:30—KWK News Bulletin.
 10:30—WIL Progressive Merchants Program; Orchestra.
 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
 11:00—KMOX Sport Squibs by France Laux.
 11:00—KWK Irving Rose's Hotel Statler Orchestra.
 11:00—WIL Around Town with the Old Night Watchman.
 11:15—KMOX Orchestral Novelties.
 11:30—KMOX Winter Garden Walkathon.
 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
 11:45—KMOX Al Lyons and His Orchestra.
 11:45—KWK Irving Rose's Hotel Statler Orchestra.
 12:15—KMOX Song Parade.

Selections For Today

"The Singing Vagabond" at 8:15 a. m. (KMOX.)

Ruth Hulse Nelson's organ melodies at 9:45 a. m. (KMOX.)

Ray and Bob and their guitars, 12:30 p. m. (WIL.)

Eddie Lake, banjo strummer, at 3:15 p. m., (WIL.)

Robert P. Lamont, Secretary of the

Interior, will deliver an address at 6:15 p. m. (KWK.)

Grace Moore, soprano, in a program of popular selections on the Good-year program at 7 p. m. (KSD.)

Ted Jansen's Orchestra from Forest Park Highlands at 10 p. m. (KWK.)

For late dancing tune in on KMOX at 11:45 p. m., for Al Lyons and his music.

2:00—KMOX The Captivators.
 2:00—KSD Song Souvenirs.
 2:00—KWK Frank and Ernest; The Pebeco Boys; by Lehn and Fink.
 2:00—WIL Police Releases.
 2:15—KWK Baseball Special. Local.
 2:15—WIL Musical Gems. (T)
 2:30—KMOX Ruth Hulse Nelson, Organ.
 2:30—KSD Today's News.
 2:30—WIL Afternoon Frolic.
 2:45—KSD Lady Next Door.
 2:55—KMOX New York at St. Louis—Baseball Broadcast.
 2:55—KWK New York vs. Browns.
 3:00—KSD Breen and De Rose.

3:00 p. m.—WIL—Radio and Entertainment's Nancy Mary, "The Modern Girl Philosopher."

3:00—WEW Closing Markets.
 3:15—KSD Swanee Serenaders.
 3:15—WIL Eddie Lake; Banjo Melodies
 3:15—WEW Bud Waples and Company.
 3:30—KSD Beau Balladeer.
 3:30—WIL Matinee Melodies. (R)
 3:30—WEW Symphony, Trs.
 3:45—KSD Florence Wightman's Orchestra.
 4:00—KSD Dinner Music.
 4:00—WIL Majestic Gardens Orchestra
 4:15—KSD "Skippy."
 4:15—WIL Venetian Trio.
 4:30—KSD Today's News.
 4:30—WIL Studio Feature.
 4:40—KMOX Baseball Scores.
 4:45—KMOX The Funnyboners; Songs and Comedy.
 4:45—KSD Ted Black Orchestra.
 4:45—WIL Pirate's Club — Children's Program.
 4:50—KWK Careful Children's Club—St. Louis Safety Council.
 5:00—KMOX Uncle Billy (Children's Feature.)
 5:00—KSD D'Avery with Orchestra.
 5:00—KWK The Kellogg Singing Lady.
 5:00—WIL Sleepy Hollow Trio and Eddie Wacker.
 5:10—KSD Baseball Scores.
 5:15—KMOX Ruth Hulse Nelson and Margo Clarke in duo piano forte.
 5:15—KSD Pirate Club.
 5:15—KWK Chandu, the Magician — by White King Soap Co. (T)
 5:15—WIL Sunset Melodies (T)

6:45—KMOX Col. Stoopnagle and Budd
 6:45—KWK Evening Melodies; Orchestra with Sterling Harkins, Tenor.
 6:45—WIL Civic Service Period; Mr. Fixit.
 7:00—KMOX Guy Lombardo and His Royal Canadians.
 7:00—KSD Goodyear Program Revelers with Guest Artist.
 7:00—KWK G. Washington Coffee Co. "Adventures of Sherlock Holmes." NBC.
 7:00—WIL Bill Bailey's Orchestra.
 7:15—WIL Sport Review.
 7:30—KMOX Crime Club — Mystery Dramatization.
 7:30—KSD The Choristers and Orchestra.
 7:30—KWK Canada Dry Ginger Ale Program; Featuring Jack Benny; George Olsen and His Music and Ethel Shutta, Soloist, NBC.
 7:30—WIL Allister Wylie; Piano Stylist.
 7:45—WIL Jackie Archer and the Vaughn Brothers.
 8:00—KMOX Ruth Etting and Shilkret's Orchestra.
 8:00—KSD New Musical Feature.
 8:00—KWK The Country Doctor with Phillips Lord; by Lambert Pharmacal Co. NBC.
 8:00—WIL Al Roth and Gloom Chasers
 8:15—KMOX Adventures in Health—Dr. Bundeson.
 8:15—KWK War Against Depression—Talk.
 8:20—KWK Herbert Berger and His Orchestra.
 8:25—WIL News Flash.
 8:30—KMOX Howard Barlow — Symphony Orchestra.
 8:30—KSD Club Program.
 8:30—KWK Affiliated Products; Waves of Melody; Victor Arden's Orchestra with Tom Brown, Tenor. NBC.
 8:30—WIL Master's Music Room. (T)
 8:45—KWK Dancing Rhythms; Orch.
 8:45—WIL Allen Wills; Songs As You Like Them.
 9:00—KMOX Winter Garden Walkathon.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy. NBC.
 9:00—WIL Fate Marable's Orchestra.
 9:01—KSD Nellie Revell.
 9:15—KMOX Lanny Ross; Tenor and Orchestra.

Complete Radio Program For Thursday, June 23

— A. M. —

6:30—KFUO Morning Family Worship.
 6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX Early Morning Band Wagon. (R)
 7:00—KSD Gene and Glenn.
 7:00—WIL Breakfast Club Express—Popula- Program.
 7:15—KSD Top of the Morning.
 7:15—KWK Dad and Jean; Children's Program from Newspaper Comic Strips; by Pet Milk Co.
 7:30—KMOX Morning Moods.
 7:30—KSD "Secretary Hawkins."
 7:30—KWK Beautiful Thoughts. Mont- gomery Ward Program. NBC.
 7:45—KMOX Brad and Al; Songs and Comedv.
 7:45—KWK Adventures of Helen and Henry. Forbes Tea & Coffee Co.
 8:00—KMOX Public Interest Period.
 8:00—KSD Banjoers.
 8:00—KWK Ted Black's Orchestra. (R)
 8:00—WIL Don't be Late For School.
 8:00—WEW The Day's Dedication.
 8:15—KMOX Clara Alden Spence — Household Hints.
 8:15—KSD "Souvenirs of Melody."
 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls. NBC.
 8:15—WIL Birthday Bells.
 8:30—KMOX Four Clubmen.
 8:30—KSD Pie Plant Pete.
 8:30—KWK Our Daily Food — Great Atlantic & Pacific Tea Co. NBC.
 8:30—WIL Cecil and Sally. (T)
 8:30—WEW Sign off until 9:00 A. M.
 8:45—KMOX Beauty Talk — Barbara Gould.
 8:45—KSD Breen and De Rose.
 8:45—KWK Al and Pete; by R. B. Davis Co. NBC.
 8:45—WIL Morning Moods. (R)
 9:00—KMOX U. S. Navy Band Con- cert.
 9:00—KSD Musical Institute.
 9:00—KWK Mrs. A. M. Goudiss; Recip- es and Menus. NBC.
 9:00—WIL Sunshine Serenader's Or- chestra; Studio Orchestra.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's House- keepers' Chat.
 9:15—KSD Household Institute.
 9:15—KWK Jacque Renard's Orch. (R)
 9:15—WIL Uncle Ben's Lone Star Rangers.
 9:30—KMOX The Ambassadors; Male Trio.
 9:30—KSD Marionettes.
 9:30—KWK Rhythm Ramblers. NBC.
 9:30—WIL Allen Clarke — Prince of Song.
 9:45—KMOX Ben Alley, Tenor.
 9:45—KWK McKesson and Robbins Musical Magazine. NBC.
 9:45—WIL Song Hits. (R)
 10:00—KMOX Edna Wallace Hopper— Beauty Talk. (T)
 10:00—KSD Circle Program.
 10:00—KWK Red Nichols Orch. (R)
 10:00—WIL C. F. Lindsley and Organ.
 10:00—WEW Weather Report—Opening Grain Market.
 10:05—KMOX Ted Brewer's Orchestra.
 10:15—KMOX Women's Radio Hour.
 10:15—KSD The Real Geo. Washington.
 10:15—KWK Piano Interlude by Herbert Berger.
 10:15—WIL Ballroom Aristocrats. (R)
 10:25—KWK Marmola. (T)
 10:30—KMOX Columbia Revue; Orch.
 10:30—KSD On Wings of Song.
 10:30—KWK Better English by Mrs. Margaret A. Hewitt.
 10:30—WIL Rudy Vallee and His Con- necticut Yankees. (T)
 10:45—KWK O' Cedar Melody Men. NBC
 10:55—WEW Arlington Time Signal.
 11:00—KMOX Hall's Hotel Taft Orch.
 11:00—KSD Popular Varieties.
 11:00—KWK Fletcher Henderson's Or- chestra. (R)
 11:15—KWK KWK Radio Bazaar.
 11:30—KMOX Atlantic City Musicale.
 11:30—KSD Luncheon Music.
 11:30—KWK National Farm and Home Hour. NBC.
 11:45—KMOX Winter Garden Walka- thon.
 12:00—KMOX Aunt Jemima Songs.
 12:00—KSD Salon Singers.
 12:00—WEW Report of Live Stock Ex- change.

— P. M. —

12:15—KMOX Movie Star Revue — Dandarine.
 12:15—WIL Tune-in-period.
 12:15—KFUO Noonday Religious Ad- dress.

— P. M. —

12:30—KMOX Farm Service Hour — Henry Zeb and Otto; Songs.
 12:30—KWK Kommunity Workers Kw- estions.
 12:30—WIL Announcements; Neighbor- hood.
 12:45—KWK Ruth Etting, blues. (R)
 12:45—WIL Palladium Program; Walk- ation Marathon.
 1:00—KMOX Coronado String Ense- mble.
 1:00—KSD Three Mustachios.
 1:00—KWK Stick to the Finish Club; Orchestra program of Current Selections by Hydrox Ice Cream Co.
 1:00—WIL Progressive Merchants Cam- paign.
 1:15—KMOX Home Radio Hour.
 1:15—KSD "Famous Loves."
 1:30—KMOX Boston Popular Revue.
 1:30—KSD Women's Review.
 1:30—WIL Hot Timers; Studio Orch- estra.
 1:45—WIL Melody Master's Orches- tra; Studio Orchestra.
 2:00—KMOX U. S. Army Band Con- cert.
 2:00—KSD Musical Comedy Hits.

Selections For Today

"Clara, Lu 'n' Em" at 8:15 on KWK.

Ben Alley, tenor, in a group of favorite songs at 9:45 a. m. (KMOX)

Clara Engle and her songs at 3 p. m. (WIL.)

Mrs. Norman Windsor in one of her interesting talks—7:15 p. m. (WIL.)

"Big Six of the Air," including Ohman and Arden, piano team, at 7 p. m. (KSD.)

Whispering Jack Smith comes on at 8:15 p. m. (KWK.)

2:00—KWK Frank and Ernest; The Pebecco Boys; by Lehn and Fink.
 2:00—WIL Police Releases.
 2:15—KWK Baseball Special. Local.
 2:15—WIL Famous Dance Orchestras.
 2:30—KMOX Ruth Hulse Nelson; Or- gan.
 2:30—KSD Instrumental Soloists.
 2:30—WIL Afternoon Frolic.
 2:45—KSD Lady Next Door.
 2:55—KMOX Baseball. New York at St. Louis.
 2:55—KWK New York vs. Browns.
 3:00—KSD "May We Present."
 3:00—WIL Clara Engle and Her Songs
 3:00—WEW Closing Markets.
 3:15—KSD Swanee Serenaders.
 3:15—WIL Musical Gems. (R)
 3:15—WEW Studio Music.
 3:30—WIL Matinee Melodies. (R)
 3:30—WEW Hilo Hawaiian Duo.
 4:00—KSD Dinner Music.
 4:00—WIL Majestic Gardens Orchestra
 4:15—KSD "Skippy."
 4:15—WIL Venetian Trio.
 4:30—KSD Today's News.
 4:30—WIL Studio Feature.
 4:40—KMOX Baseball Scores.
 4:45—KMOX Tommy Christian's Palis- ades Orchestra.
 4:45—KSD "Musical Comedy Revue."
 4:45—WIL Pirate's Club; Children's Program.
 5:00—KMOX Uncle Billy (Children's Feature.)
 5:00—KWK The Kellog Singing Lady.
 5:00—WIL Sleepy Hollow Trio; Eddie Wacker.
 5:10—KSD Baseball Scores.
 5:15—KMOX Harold Stern's Orchestra
 5:15—KSD Pirate Club.
 5:15—KWK Chandu, the Magician — by White King Soap Co. (T)
 5:15—WIL Piano Capers; Hope Barn- ham.
 5:30—KMOX Winter Garden Walka- thon.
 5:30—KSD "Singing Sam."
 5:30—KWK The Stebbins Boys — by Swift & Co. NBC.
 5:30—WIL Palladium Program; Mara- thon Walkathon.
 5:45—KMOX Georgie Price and Benny Kreuger's Orchestra.
 5:45—KSD The Goldbergs.
 5:45—KWK Billy Jones and Ernie Hare; by Best Foods. NBC.
 5:45—WIL Twilight Sketches.

— P. M. —

6:00—KMOX The Bath Club.
 6:00—KSD Rudy Vallee and Guest Stars.
 6:00—KWK To be announced.
 6:00—WIL Bobby Stubbs and His Mu- sic.
 6:15—KMOX Seeing the Night Clubs with Abe Lyman's Orchestra.
 6:15—KWK Rin Tin Tin Thriller — by Chappell Bros. NBC.
 6:15—WIL Bicalte Dinner Concert.
 6:30—KMOX Children's Pleasure Hour (Santa Claus).
 6:30—KWK Proctor and Gamble — Featuring B. A. Rolfe's Orchestra. NBC.
 6:30—WIL Sparkler's Orchestra; Stu- dio.
 6:45—KMOX Joe Palooka.
 6:45—KWK Sisters of the Skillet.
 6:45—WIL Civic Service Period; Mr. Fixit.
 7:00—KMOX Modern Male Chorus.
 7:00—KSD "Big Six" of the Air; Solo- ist; Quartet and Orchestra.
 7:00—KWK Just Willie. U. S. Rubber Co. (T)
 7:00—WIL Bill Baily's Orchestra.
 7:15—KMOX Mills Brothers Quartet.
 7:15—KWK Rudy Baie, Crooning Ten- or with Orchestra.
 7:15—WIL Mrs. Norman Windsor — Child Conservation Program.
 7:30—KMOX Romantic Dramatization.
 7:30—KSD Adventures of Sherlock Holmes.
 7:30—KWK Real Folks; Thompkins Corners. NBC.
 7:30—WIL Allister Wylie; Piano Styl- ist.
 8:00—KMOX The Boswell Sisters and Orchestra.
 8:00—KSD Lucky Strike Dance Orch.
 8:00—KWK Melody Moments. Orch.
 8:15—KMOX Musical Fast Freight.
 8:15—KWK Whispering Jack Smith. By Makers of Absorbine, Jr. NBC.
 8:30—KMOX Howard Barlow and His Columbia Symphony Orchestra.
 8:30—KWK Affiliated Products; "Holly- wood Nights" Frank Luther, Tenor and Gene Rodemich's Orchestra. NBC.
 8:45—KWK Song of Today and Yester- day. Featuring Alvin Griesedieck, Ten- or. By Falstaff Co.
 9:00—KMOX Irene Beasley; Blues.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy. NBC.
 9:01—KSD Russ Columbo's Orchestra.
 9:15—KMOX KMOX Travel Bureau.
 9:15—KSD Harry Reser and His Eskim- os.
 9:15—KWK Sport Review by Arto- phone.
 9:30—KMOX Isham Jones; Orchestra.
 9:30—KWK Pep Express. Local.
 9:45—KMOX News Flashes and Today's Highlights by Eugene Harland Read.
 10:00—KMOX Baseball Scores.
 10:00—KSD The Dream Singer.
 10:00—KWK Ted Jansen's Forest Park Highlands Orchestra.
 10:00—WIL News Flash.
 10:05—KMCX Band and Talk. (T)
 10:05—KSD Jack Pettis' Orchestra.
 10:05—WIL Ben Bernie and the Lads.
 10:10—KMOX Public Incorporated.
 10:15—KMOX KMOX Dance Orchestra.
 10:15—WIL Ray Dinevin's Orch.
 10:30—KMOX Art Kreuger and Orch.
 10:30—KSD Agnew's Orchestra.
 10:30—KWK News Bulletin.
 10:25—WIL Progressive Merchant's Pro- gram.
 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
 11:00—KMOX Sport Squibs by France Laux.
 11:00—KWK Irving Rose's Hotel Statler Orchestra.
 11:00—WIL Around Town with the Old Night Watchman.
 11:00—KFUO Near-to-Midnight Gospel Hour.
 11:15—KMOX Speed Demons.
 11:30—KMOX Winter Garden Walka- thon.
 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
 11:30—WIL Dewey Jackson's Orchestra.
 11:30—KFUO Stories from the Old Testa- ment.
 11:45—KMOX Al Lyons and His Orch.
 11:45—KWK Irving Rose's Hotel Statler Orchestra.
 12:15—KMOX Song Parade.

In the Spotlight

By Ray Schmidt

THE sports world has its eye on the coming championship go in the new out-of-door Madison Square Garden, New York, between the titleholder Mar- Schmeling and his American chal- lenger Jack Sharkey.

It will be Schmeling's second de- fense of his title as you all re- member how young Stribling attempted to bring the crown home to Cleveland.

While the bout lacks the glamour, color and appeal such a the Dempsey-Firpo, Dempsey Tunney or Dempsey-anybody fight it is the only heavyweight cham- pionship go of the year and that is something.

While most American fans would like to see the Boston gol- bring the title back to the U. S. A. it is hard to pick him as the ulti- mate winner because his record although good in spots is not im- pressive. You will remember the old tottering Dempsey kayoe him after Tunney had won the crown from the good old manass- mauler. So we're going to string along with Schmeling.

Ed. Lewis came through with a win over Dick Shikat in New York the other night as his ad- mirers figured he would. This win paves the way for a Londos-Lewi- bout and although Promotor Ton- Packs had announced that he had withdrawn from the bidding for the contest it looks as though St. Louis would be the logical place to stage the affair. Staged in the ball park, the attraction should draw \$60,000.00 and bring a lot of people to the city. At this writing it appears New York has the inside track although Ton- Packs may yet bring the champion- ship go to St. Louis, at least we're hoping so.

DID YOU KNOW THAT:

Jack Quinn, son of old Bob and known to many St. Louisans; is now traveling with the Red Sox. . . Garnet E. Marks, formerly of the sport staff of KMOX is now with WIL . . . The rendezvous of the sport world is any one of the various walkathon emporiums. . . Ten years ago today both the Browns and Cards were fighting for the lead. . . Umpire Harry Geisel of the American league is a great wrestling fan and spoke over KMOX on our recent wrest- ing broadcast. . . Thomas Patrick head of KWK, was once a football player with the Chicago Mohawks. . . Ray Smith of the sports staff of the Globe Democrat and the writer have often been blamed for each others mistakes but there's no relationship at all, only good friends. . . We wondered if any of the sport fans remembered Ur- ban Shocker, Bill Dilhoeffter Carl Weilman, Austin McHenry Jimmy McAleer, Ebbie Dunn Charley Bechtold, Hap Marre Knute Rockne, Jim McCarthy and others on memorial day. . . Stay in there everybody—see you later

Complete Radio Program For Friday, June 24

— A. M. —

6:30—KFUO Morning Family Worship.
 6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX Early Morning Band Wagon. (R)
 7:00—KSD Gene and Glenn.
 7:00—WIL Breakfast Club Express—Popular Program.
 7:15—KSD Top of the Morning.
 7:15—KWK Dad and Jean; Children's Program from Newspaper Comic Strips; by Pet Milk Co.
 7:30—KMOX Merry Makers.
 7:30—KSD "Secretary Hawkins."
 7:30—KWK Beautiful Thoughts. Montgomery Ward Program. NBC.
 7:45—KWK Guy Lombardo's Orchestra. (R)
 8:00—KMOX Public Interest Period.
 8:00—KSD Pie Plant Pete.
 8:00—KWK Mrs. Blakes Radio Column.
 8:00—WIL Don't be Late for School; Children's Program.
 8:00—WEW The Day's Dedication.
 8:15—KMOX Frank Crumit and Julia Sanderson.
 8:15—KSD Breen and De Rose.
 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls. NBC.
 8:15—WIL Birthday Bells.
 8:30—KSD "Strolling Fiddler."
 8:30—KWK Our Daily Food. Great Atlantic & Pacific Tea Co. NBC.
 8:30—WIL Cecil and Sally. (R)
 8:30—WEW Sign off until 9:00 A. M.
 8:45—KMOX Musical Grocer.
 8:45—KSD Betty Crocker.
 8:45—KWK Victor Young's Orch. (R)
 8:45—WIL Morning Moods. (T)
 9:00—KMOX The Captivators, Orch.
 9:00—KSD U. S. Marine Band.
 9:00—KWK U. S. Marine Band. NBC.
 9:00—WIL Sunshine Serenaders.
 9:00—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KWK Tangee Musical Dreams.
 9:15—WIL Artists Parade. (R)
 9:30—KMOX Round the World Cooking School; Ida Bailey Allen.
 9:30—KWK Cab Calloway's Orch. (R)
 9:30—WIL Allen Clarke — Prince of Song.
 9:45—KMOX Ben Alley, Tenor.
 9:45—KWK Hospitality Program Featuring Ida Bailey Allen. By Coca Cola.
 10:00—KMOX Edna Wallace Hopper—Beauty Talk. (T)
 10:00—KSD Circle Program.
 10:00—KWK Paul Whiteman's Orchestra. (R)
 10:00—WEW Weather Report—Opening Grain Market.
 10:05—KMOX Brewer's Orchestra.
 10:15—KMOX Women's Radio Hour.
 10:15—KSD The Real Geo. Washington.
 10:15—KWK Piano Interlude by Herbert Berger.
 10:15—WEW Studio Music.
 10:30—KMOX Columbia Revue, Orch.
 10:30—KSD On Wings of Song.
 10:30—KWK Lew Conrad's Orchestra.
 10:45—KMOX Maple City Four.
 10:45—KWK HiHatters Orchestra. (R)
 10:55—WEW Arlington Time Signal.
 11:00—KMOX Hall's Hotel Taft Orch.
 11:00—KSD Luncheon Music.
 11:00—KWK Big Sisters Organization—Talk.
 11:15—KMOX Mart Building Program.
 11:15—KWK KWK Radio Bazaar.
 11:15—WIL Song of the Strings — String Trio.
 11:30—KMOX Atlantic City Musicals.
 11:30—KWK National Farm and Home Hour. NBC.
 11:45—KMOX Winter Garden Walkathon.
 11:45—WIL Palladium Program; Marathon Walkathon.
 12:00—KMOX Farm Service Hour; Mary Herrington; Talk—Sunshine Sally and Organ.
 12:00—KSD Army Band.
 12:00—WIL Luncheon Dansante; Otto Reinert's Orchestra.
 12:00—WEW Live Stock Exchange.

— P. M. —

12:15—KFUO Noonday Religious Address.
 12:30—KWK League of Women Voters—Talk.
 12:30—WIL Ray and Bob; Guitarists.
 12:45—KWK Arthur Jarrett, Tenor.
 12:45—WIL Hot Timers; Sweet and Hot Music.
 1:00—KMOX Coronado String Ensemble
 1:00—KSD Three Shades of Blue.
 1:00—KWK Stick to the Finish Club; Orchestra Program of Current Selections by Hydrox Ice Cream Co.

— P. M. —

1:00—WIL Progressive Merchants Campaign.
 1:15—KMOX Home Radio Hour.
 1:15—KSD "Hobby Riding."
 1:30—KMOX Columbia Salon Orch.
 1:30—KSD Women's Review.
 1:30—WIL Bert Sexton — Piano and Songs.
 1:45—KMOX Ruth Nelson and Ball Game Ads.
 1:45—WIL Voice of the Vibraphone—Schuyler Alward and Jerry Cammack.
 2:00—KMOX Baseball Game Selection to be announced.
 2:00—KSD Triangle Program.
 2:00—KWK Frank and Ernest — The Pebecco Boys. By Lehn and Fink.
 2:00—WIL Police Releases.
 2:15—KSD Le Trio Charmante.
 2:15—KWK Baseball Special. Local.
 2:15—WIL Organ Melodies.
 2:30—KSD Instrumental Soloists.
 2:30—WIL Afternoon Frolic.
 2:45—KSD Lady Next Door.

3:00 p. m.—WIL—Radio and Entertainment's Nancy Mary, "The Modern Girl Philosopher."

— P. M. —

6:00—KWK Nestles Program; Guest Artist: Leonard Joy's Orchestra. NBC.
 6:00—WIL Bobby Stubbs and His Music.
 6:15—KMOX Singin' Sam.
 6:15—WIL Bigalte Dinner Concert — Studio Orchestra.
 6:30—KMOX Today and Yesterday—Music and Dramatic Presentation.
 6:30—KWK Proctor & Gamble Program. B. A. Rolfe's Orchestra. NBC.
 6:30—WIL Sparklers; Orchestra.
 6:45—KWK Sisters of the Skillet.
 6:45—WIL Civic Service Period; Mr. Fixit.
 7:00—KMOX Week-end Hour.
 7:00—KSD Arctic Night Club.
 7:00—KWK Friendship Town. Small Town Sketch by Chesebrough Mfg. Co.
 7:00—WIL Bill Bally's Orchestra.
 7:15—WIL Henry Doolittle; The Rural Philosopher.
 7:30—KMOX To the Ladies.
 7:30—KSD Leo Reisman's Orchestra.
 7:30—KWK Armour Program — Roy Shield's Orchestra with Edna Kellogg, Soprano. NBC.
 7:30—WIL Allister Wylie; Piano Styl-ist.

WIL Whatnots

—By Catherine Snodgrass—

Listeners on WIL were given a treat last Friday when Joseph Carione broadcast a program of well known trumpet solos. Mr. Carione is known as the "Golden Voiced Trumpet of the Air" and has been solo trumpet of the Municipal Opera Orchestra and the Symphony for twelve years.

The Venetian Trio at 4:15 p. m. every afternoon is proving very popular. This program features unusual melodies of well-known composers.

A program of unusual interest to parents is the Thursday evening broadcast of Mrs. Norman Windsor, president of the Child Conservation Conference of St. Louis. Mrs. Windsor speaks on human engineering and the problems of parenthood. Her program is broadcast at 7:15 p. m. over WIL each Thursday night.

The Hot Timers who broadcast regularly over WIL every day at 12:45 p. m. are in search of a new name and they have appealed to their radio friends for suggestions. Many and widely varied have been the proposed substitutes and some people even insist that they cling to "Hot Timers" as it seems so suitable. This combination consists of banjo, trumpet, clarinet and bass violin. Their theme number is "Sweet and Hot" and their melodies were favorites more than ten years ago, now all dressed up in hot modern rhythm.

Clyde Singleton who plays the bass fiddle with WIL's staff orchestra is gaining a reputation for his clever orchestral arrangements. Clyde's pet slang phrase is "It's the berries." Whether things go right or wrong "It's the berries."

Every Sunday the telephone operator at WIL receives phone calls—inquiries about the Diamond Tenor and Sweetheart Soprano who appear regularly on the program of "Melodies Old and New." "Just who are these two delightful artists," and why are their names a secret," do they ever make a personal appearances," "give us their names," are some of the questions. Others with greater curiosity ask if the Diamond Tenor and Sweetheart Soprano are a married pair. To this question the answer is No!

— P. M. —

11:00—KMOX Sport Squibs by France Laux.
 11:00—KWK Irving Rose's Hotel Statler Orchestra.
 11:00—WIL Around Town with the Old Night Watchman.
 11:15—KMOX Speed Demons Orchestra
 11:30—KMOX Winter Garden Walkathon.
 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
 11:45—KMOX Al Lyons and His Orch.
 11:45—KWK Irving Rose's Hotel Statler Orchestra.
 12:15—KMOX KMOX Song Parade.

Selections For Today

Frank Crumit and Julia Sanderson in their unusual singing and talking act at 8:15 a. m. (KMOX.)

Cecil and Sally (on a record) at 8:30 a. m. (WIL.)

Frank and Ernest, the chatter and patter boys at 2 p. m. (KWK.)

Nancy Mary "The Modern Girl Philosopher" at 3 p. m. (WIL.)

"Uncle Billy" will draw the children around at 5 p. m. (KMOX.)

Jessica Dragonette at 6 p. m. (KSD.)

Russ Columbo's orchestra at 9 p. m. (KSD.)

Joe Reichman and his dance music at 10:45 p. m., over KWK.

3:00—WIL Nancy Mary: The Modern Girl Philosopher.
 3:00—WEW Closing Markets.
 3:00—KSD "May We Present."
 3:00—KWK To be announced.
 3:15—WIL Musical Gems. (R)
 3:15—WEW Studio Music.
 3:30—KSD Echoes of Erin.
 3:30—WIL Matinee Melodies. (R)
 3:30 WEW Piano Recital — Margaret Schoen.
 3:40—KMOX Baseball Scores.
 3:40—KSD Dolly Connelly, Songs.
 3:45—KMOX Piano Pictures.
 3:45—KSD The Songsters.
 4:00—KMOX John Kelvin.
 4:00—KSD Dinner Music.
 4:00—WIL Majestic Gardens Orch. (T)
 4:15—KMOX Friedman's Orchestra.
 4:15—KSD "Skippy."
 4:15—WIL Venetian Trio.
 4:30—KSD Today's News.
 4:30—WIL Studio Feature.
 4:45—KMOX The Madison Singers.
 4:45—KSD Merry Madcaps.
 4:45—WIL Pirate Club.
 4:50—KWK Careful Children's Club; St. Louis Safety Council.
 5:00—KMOX Uncle Billy (Children's Feature.)
 5:00—KSD D'Avery with Orchestra.
 5:00—KWK The Kellogg Singing Lady.
 5:00—WIL Sleepy Hollow Trio; Eddie Wacker.
 5:10—KSD Baseball Scores.
 5:15—KMOX Henry, Zeb and Otto—Songs.
 5:15—KSD Pirate Club.
 5:15—KWK Chandu, the Magician—by White King Soap Co. (T)
 5:15—WIL Sunset Melodies.
 5:30—KMOX Easy Aces; Dialogue.
 5:30—KSD Schackley's Orchestra with Guest Artists.
 5:30—KWK The Stebbins Boys — by Swift & Co. NBC.
 5:30—WIL Palladium Program Marathon Walkathon.
 5:45—KMOX Winter Garden Walkathon.
 5:45—KSD The Goldbergs.
 5:45—KWK Billy Jones and Ernie Hare; by Best Foods Co. NBC.
 5:45—WIL Twilight Sketches.
 6:00—KMOX The Bath Club.
 6:00—KSD Jessica Dragonette and Cavaliers.

Complete Radio Program For Saturday, June 25

— A. M. —

- 6:30—KFUO Morning Family Worship.
- 6:45—KMOX Good Morning.
- 6:50—KMOX Farm Information.
- 6:55—KWK Social Hour Community Announcements.
- 7:00—KMOX Early Morning Band Wagon. (T)
- 7:00—KSD Gene and Glenn.
- 7:00—WIL Breakfast Club Express—Popular Program.
- 7:15—KSD Top of the Morning.
- 7:15—KWK Dad and Jean; Children's Program from Newspaper Comic Strips; by Pet Milk Co.
- 7:30—KMOX The Commuters.
- 7:30—KSD The Laugh Club.
- 7:30—KWK Beautiful Thoughts. Montgomery Ward Program. NBC.
- 7:45—KMOX The Singing Vagabond; Artells Dickson.
- 7:45—KWK Adventures of Helen and Henry. Forbes Tea & Coffee Co.
- 8:00—KMOX Public Interest Period.
- 8:00—KSD Banjoers.
- 8:00—KWK Leo Reisman's Orchestra. (R)
- 8:00—WIL Don't be Late for School.
- 8:00—WEW The Day's Dedication.
- 8:15—KMOX Clara Alden Spence — Speaker.
- 8:15—KSD "Souvenirs of Melody."
- 8:15—KWK Vocal. Semiclassical Selections. (R)
- 8:15—WIL Birthday Bells.
- 8:30—KMOX New World Salon Orch.
- 8:30—KSD Young Artists Trio.
- 8:30—KWK Our Daily Food. Great Atlantic & Pacific Tea Co. NBC.
- 8:30—WIL Cecil and Sally (R)
- 8:30—WEW Sign off until 9:00 A. M.
- 8:45—KWK Peter Van Steeden's Orch.
- 8:45—WIL Morning Moods. (T)
- 9:00—KMOX Adventures of Helen and Mary.
- 9:00—KSD Breen and De Rose.
- 9:00—KWK Mrs. A. M. Goudiss; Recipes and Menus. NBC.
- 9:00—WIL Sunshine Serenader's Orch.
- 9:00—WEW Opening Markets.
- 9:15—KSD Household Institute.
- 9:15—KWK Rhythm Ramblers. NBC.
- 9:15—WIL Uncle Ben's Lone Star Rangers.
- 9:15—WEW Studio Music.
- 9:30—KMOX Columbia Revue; Orchestra.
- 9:30—WIL Allen Clarke — Prince of Song.
- 9:45—KWK Ted Weems Orch. (R)
- 9:45—WIL Dixie Trio; Instrumental.
- 10:00—KMOX Ted Brewer's Orchestra.
- 10:00—KSD On Wings of Song.
- 10:00—KWK Making Vacation Count—Talk.
- 10:00—WIL Song of the Strings.
- 10:00—WEW Weather Report—Opening Grain Market.
- 10:10—KWK Vocal Semiclassical Selections. (R)
- 10:15—KMOX Women's Radio Hour.
- 10:15—KSD The Real Geo. Washington.
- 10:15—KWK Del King, Baritone; Herbert Berger, Pianist.
- 10:15—WIL Song Revue. (R)
- 10:30—KMOX Public Audition.
- 10:30—KSD On Wings of Song.
- 10:30—WIL Ben Bernie and the Lads.
- 10:45—KWK Ted Weems Orch. (R)
- 10:55—WEW Arlington Time Signal.
- 11:00—KSD Ted Black's Orchestra.
- 11:00—KWK Harold Stokes Orchestra.
- 11:00—WIL Master's Music Room. (T)
- 11:00—WEW Chat with the Wild's Man.
- 11:15—KWK KWK Radio Bazaar.
- 11:15—WIL Old Time Songs. (T)
- 11:30—KMOX Madison String Ensemble
- 11:30—KWK National Farm and Home Hour. NBC.
- 11:30—WIL Studio Orchestra.
- 11:45—KMOX Winter Garden Walkathon.
- 11:45—WIL Palladium Program; Marathon Walkathon.
- 12:00—KMOX Farm Service Hour — J. A. Fairchild; Perry County Organ — and Henry, Zeb and Otto.
- 12:00—KSD Rice String Quartet.
- 12:00—WIL Luncheon Dansante Orch.

— P. M. —

- 12:15—KFUO Music.
- 12:30—KWK Tuberculosis Society.
- 12:30—WIL Ray and Bob; Guitarists.
- 12:45—KWK Boswell Sisters. (R)
- 12:45—WIL Hot Timers; Sweet and Hot Music.
- 1:00—KMOX Coronado String Ensemble
- 1:00—KWK Stick to the Finish Club; Orchestra Program of Current Selections by Hydrox Ice Cream Co.
- 1:00—WIL Progressive Merchants Campaign.
- 1:15—KMOX Home Radio Hour.

— P. M. —

- 1:30—KMOX Boston Variety Hour.
- 1:30—WIL Stars of Songland. (T)
- 1:45—WIL Musical Masterpieces. (T)
- 2:00—KMOX Ann Leaf.
- 2:00—KWK Frank and Ernest — The Pebecco Boys; by Lehn & Fink.
- 2:00—WIL Police Releases.
- 2:15—KMOX Associated Craft Players
- 2:15—KWK Baseball Special.
- 2:15—WIL Organ Melodies. (T)
- 2:30—KMOX Ruth Hulse Nelson and Organ.
- 2:30—WIL Afternoon Frolic.
- 2:55—KMOX Baseball — Chicago at St. Louis.
- 2:55—KWK Chicago vs. Cardinals.
- 3:00—WIL Clara Engle and Her Songs.
- 3:15—WIL Musical Gems. (R)
- 3:30—WIL Kathryn Hamilton.
- 3:45—WIL Matinee Melodies. (R)
- 4:00—KSD Dinner Music.
- 4:00—WIL Majestic Gardens Orch. (T)
- 4:15—KSD "Skippy."
- 4:15—WIL Venetian Trio.
- 4:30—KSD Three Mustachios.
- 4:30—WIL Studio Feature.
- 4:40—KMOX Baseball Scores.
- 4:45—WIL Pirates Club — Children's Program.

— P. M. —

- 8:00—KMOX Ruth Etting and Orch.
- 8:00—KSD Lucky Strike Dance Program.
- 8:00—KWK Rudy Baie, Crooning Tenor with Orchestra.
- 8:00—WIL Al Roth and Gloom Chasers.
- 8:15—KMOX Columbia Public Affairs.
- 8:25—WIL News Flash.
- 8:30—KWK Joe Reichman's Hotel Chase Orchestra.
- 8:30—WIL C. F. Lindsley and Organ.
- 8:45—KMOX The Coral Islanders.
- 8:45—KWK Dancing Rhythms. Orch.
- 8:45—WIL Allen Wills and Songs As You Like Them.
- 9:00—KMOX Irene Beasley and Orch.
- 9:00—KSD Official Weather Forecast.
- 9:00—KWK Amos 'n' Andy. NBC.
- 9:00—WIL Dewey Jackson's Orchestra
- 9:01—KSD Russ Columbo's Orchestra.
- 9:15—KMOX Don Redman's Orchestra.
- 9:15—KSD Merle Thorpe.
- 9:15—KWK Sport Review by Artophone Co.
- 9:30—KMOX Stern's Orchestra.
- 9:30—KSD "Tom, Dick and Harry."
- 9:30—KWK Pep Express.
- 9:30—WIL Palladium Program; Marathon Walkathon.

tour in the middle west, and settled in Cleveland. There we were joined by Larry Owens, who's a whizz on a sax, sings for us, and does some of our arranging.

"After four years in Cleveland, we spent two in Chicago, where I had the satisfaction of rejuvenating the club where we played by persuading the owner to broadcast from it. Of course, it was swell publicity for us, and we had plenty of fans before we came to New York.

We're busier now than we ever have been in our lives, what with broadcasting for Columbia, playing here, making records and going on tours from time to time for the Music Corporation of America. I give a lot of attention to fan mail, and we work all hours of the night trying out new pieces and rehearsing.

That's the way we make our arrangements. No one of us is responsible for them. We just stay after work, all get our manuscripts and pencils, and plug away. We try out everybody's suggestions, and go over and over the stuff until we think the effects are right.

The four brothers are the last of the musical Lombardos. Their sister, Elaine, now 21, studied classical piano with fine teachers but she has no intention of following it professionally. Joseph, the fifth brother, is 19 and can't even carry a tune. He wants to be an architect.

Countless radio fans, from time to time, have made inquiry regarding the personnel of Guy Lombardo and his Royal Canadians. Tiring of answering these letters, Guy had a neat little pamphlet prepared by the Music Corporation of America which carries a brief sketch on every one of the famous bandmen. Excerpts from the "Lombardo Low-down" are as follows:

"Guy, conductor of the Royal Canadians, is the oldest of the four brothers, and acknowledges that he is 28 years old. Always conducts his orchestra with a violin under his arm, yet he never plays it. He has been dubbed 'Reckless' by other members of the orchestra because of the manner in which he drives automobiles.

"Carmen, arranger, soloist and saxophonist, is the second of the quartet of famous brothers. They call him 'Bull' because he worries so much over the affairs of the orchestra.

"Lebert, the third of the brothers, plays one of the sweetest trumpets in the country. The boys have stuck the name of 'Ever-ready' on him. He picked up the title through his ever punctual habits. He is 25.

"Victor, the fourth of the Lombardo clan, is the 'kid' of the band. He is 20 years old, but despite his age, has had a great deal of musical experience, having played around Canada with his own orchestra.

"Fred 'Enemy' Kreitzer, pianist, was titled 'Enemy' because of his German tendencies during the war. (The End)

Selections For Today

Allen Clarke, the "Prince of Songs" at 9:30 (WIL.)

On the Wings of Song at 10 a. m. over KSD.

"Hot Timers," sweet and hot music at 12:45 p. m. (WIL.)

Henry, Zeb and Otto at 12 o'clock (noon) over KMOX.

Bill Bailey's orchestra at 7 p. m. (WIL.)

Boston Symphony Orchestra at 7:15 p. m. (KSD.)

Irving Rose and his Hotel Statler orchestra at 11 p. m. (KWK.)

"Radio Round-Up" new KMOX program lasting an hour from 10:15 p. m. and introducing stars of the studio.

- 4:45 —KMOX Leon Belasco's Orch.
- 5:00—KSD To be announced.
- 5:00—KWK Happy Harmonies; Orch.
- 5:00—WIL Sleepy Hollow Trio; Eddie Wacker.
- 5:10—KSD Baseball Scores.
- 5:15—KMOX Wm. Hall and Orchestra
- 5:15—KSD Melody Trail.
- 5:15—KWK To be announced. NBC.
- 5:15—WIL Piano Capers
- 5:30—KMOX Do Re Mi; Novelty Trio.
- 5:30—KWK St. Louis Public Schools —Talk.
- 5:30—WIL Palladium Program; Marathon Walkathon.
- 5:45—KMOX Winter Garden Walkathon.
- 5:45—KSD The Goldbergs.
- 5:45—KWK Sonata Recital. NBC.
- 5:45—WIL Twilight Sketches.
- 6:00—KMOX Armenian National Chor-us.
- 6:00—KSD To be announced.
- 6:00—KWK Health Products; Danger Fighters. NBC.
- 6:00—WIL Bobby Stubbs and Orchestra
- 6:15—KMOX Seeing the Night Clubs with Abe Lyman's Orchestra.
- 6:15—KSD Civic Concerts Program.
- 6:15—WIL Bigalte Dinner Concert.
- 6:30—KMOX Chicago Variety Hour.
- 6:30—KSD K-7, a Dramatic Sketch.
- 6:30—KWK Dancing with Countess Dorsay; Ben Selvin's Orchestra. NBC.
- 6:30—WIL Sparklers Program; Popular Tunes.
- 6:45—WIL Civic Service Period; Mr. Fixit.
- 7:00—KMOX Isham Jones Orchestra.
- 7:00—KSD Southernaires.
- 7:00—KWK Herbert Berger's Orch.
- 7:00—WIL Bill Bailey's Orchestra.
- 7:15—KMOX Parks Air College with Orchestra.
- 7:15—KSD Boston Symphony Orchestra.
- 7:15—WIL Sports Review.
- 7:30—KMOX Winter Garden Walkathon.
- 7:30—KWK First Nighter "Incognito" College Comedy by Campana Co. NBC.
- 7:30—WIL Allister Wylie; Piano Styl-ist.
- 7:45—KMOX U. S. Army Band Concert.
- 7:45—WIL Jackie Archer and Vaughn Brothers.
- 9:45—KMOX News Flashes by Eugene Harland Read.
- 9:45—KSD Jack Pettis' Orchestra.
- 9:45—WIL Dream Boat — Franklyn MacCormack.
- 10:00—KMOX Baseball Scores.
- 10:00—KSD Dream Singer.
- 10:00—KWK Ted Jansen's Orchestra.
- 10:00—WIL Ted Black's Orchestra.
- 10:05—KMOX Organ Interlude.
- 10:05—KSD Buddy Rogers' Orchestra.
- 10:10—KMOX Public Incorporated.
- 10:15—KMOX The KMOX Round-Up—Saturday Night Novelty Revue; Orch.
- 10:15—WIL Ray Diveinney's Orchestra.
- 10:30—KSD Don Amado and His Musical Gauchos.
- 10:30—KWK News Bulletin.
- 10:30—WIL Progressive Merchants Campaign.
- 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:00—KMOX Sport Squibs by France Laux.
- 11:00—KWK Irving Rose's Hotel Statler Orchestra.
- 11:00—WIL Around Town with the Old Night Watchman.
- 11:15—KMOX Saxophone Quintet with the KMOX Orchestra.
- 11:30—KMOX Winter Garden Walkathon.
- 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:45—KMOX Al Lyons and his Orch.
- 11:45—KWK Irving Rose's Hotel Statler Orchestra.
- 12:15—KMOX Song Parade. KMOX.
- 12:45—KMOX Al Lyons and His Orch.

LOMBARDO'S LIFE STORY CONCLUDED

That's when the Royal Canadians really started. The nine of us who got together then had been born and brought up within a mile of each other. And ever since that time we have not been a mile apart.

"We came to the United States in 1923, played a short vaudeville

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Guy Lombardo's Life Story in this Issue

N. S. E.

Radio

and

Entertainment

in and around
ST. LOUIS

ra&

Week
Ending
June 18
1932



VIRGINIA WILLIAMS (KWK-KMOX)
"Little Thoughts Come Stealing"

PRICE **5**¢
PUBLISHED
WEEKLY

With Complete Weekly Schedule of Local Broadcasts

World Radio History

Radio and Entertainment

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A CALENDAR of THINGS HAPPENING and COMING

Protecting Radio Public

One hundred and twenty-five radio service engineers have been awarded badges by the Technical Committee of the St. Louis Radio Trades Association.

The badges symbolize fair dealings and competent radio service and are awarded only to men who have met requirements of the Committee.

The system of issuing badges of authority to radio service men was adopted to safeguard the public from "quacks" and "gyms," who are known to have victimized owners of radio receivers.

Service badges are awarded only to service men, whose technical knowledge of radio is determined by a test of 60 questions prepared by Prof. R. Glasgow, dean of the Electrical and Radio Engineering School of Washington University, and A. R. Zahorsky, of the Rankin Trades School. The examination papers of the candidates are graded by these authorities.

The Trades Association assumes responsibility for the men whom they authorize to wear the service badges and thus the public is protected against damaged receivers or unfair prices.

We congratulate President Sampson and members of the Association for their endeavors to give St. Louis radio listeners efficient radio reception and we recommend the badge of service to our readers.

A list of authorized service engineers will be published in the next issue of **Radio and Entertainment**.

Radio's Young Men

One of the reasons radio broadcasting has made such rapid strides in the last decade, we believe, is because radio development has been unhampered by tradition and precedent.

The progress of older industries is known to have been retarded by old fogey procedure and a tendency to discourage the ideas of young men.

Radio executives are invariably young men. The head of one of the major broadcasting chains is 31 years old. The new manager of operations of KMOX is 28, while the local program director of that station is but 22.

The flexibility of youth has been a boon to the radio progress.

ST. LOUIS BROADCASTING STATIONS

Call	Wave Length	OWNERSHIP	LOCATION
KFUO	550	Evangelical Lutheran Church	Concordia Seminary Parkview 1313
KFWF	1200	St. Louis Truth Center, Inc.	4030 Lindell Franklin 1072
KMOX	1090	Voice of St. Louis, Inc.,	Mart Building Central 8240
KSD	550	Post-Dispatch	Post-Dispatch Bldg. Main 1111
KWK	1350	Thomas Patrick, Inc.	Hotel Chase Delmar 3210
WEW	760	St. Louis University	221 N. Grand Jefferson 8080
WIL	1200	Missouri Broadcasting Corp.	Hotel Melbourne Jefferson 8403

Movies

AMBASSADOR:

Guy Lombardo and his Royal Canadians on the stage with Grace Allen and George Burns, radio stars. "The Mouthpiece," feature presentation.

FOX:

Warner Baxter in "Man About Town" with Chat West on the stage in a Fanchon and Marco idea.

LOEW'S STATE:

"New Morals For Old" with Myrna Loy, Robert Young and Lewis Stone.

MISSOURI:

Ann Dvorak in her starring vehicle "The Strange Love of Molly Louvain" and Leslie Howard in "Reserved for Ladies."

Conventions

National Zonta Clubs, June 14-16, 1932.

Illinois Cemetery Superintendents Association, June 15-17, 1932.

Missouri Cemetery Improvement Association, June 15-17, 1932.

Central States Amateur Rowing Association Regatta, (Event) June 18-19, 1932.

Baseball

SPORTSMAN'S PARK:

Browns vs. Washington, June 11 to 14.

Opera

MUNICIPAL THEATER:

"The Riviera Girl" starring Yvonne D'Arle and supported by Guy Robertson and Leonard Ceeley.

COMING AND GOING

By Fleet Smith

THE RIVIERA GIRL

Swinging to a modern version of the Riviera, the Municipal Opera goes into its second week with the presentation of "The Riviera Girl" starring Miss Yvonne D'Arle. Miss D'Arle has been a star of the Metropolitan Opera and Ziegfeld shows.

Fanciful and gay this operatic comedy depicts the courtship of Count Lorenz's son, Charles, and Sylvia, a singer without a title. The romance meets difficulties when the count refuses to let his son marry Miss D'Arle in the role of Sylvia. However, Sam Springer and his wife, who have come to Monte Carlo to reform it, find a solution to their difficulties. They find a count for Sylvia to marry and divorce so she can be eligible for the hand of Charles.

The romance takes a different turn about that time but all ends happily—even to Sam's deciding that Monte Carlo doesn't need reforming.

The musical setting for the opera composed by Emmerich Kalman, is provided by a symphonic orchestra of fifty pieces under the direction of Giuseppe Bamboschek, former director of the Metropolitan Opera House.

Charlotte Lansing will again take the leading role next week and will be supported by the favorites Guy Roberson, Leonard Ceeley and Barbara Newberry.

Clarence Foster and his "Showboat" orchestra have begun an engagement at Majestic Gardens and are now heard regularly over WIL on the "Old Night Watchman" dance program.

"Old John Public," is a new feature on KMOX nightly at 10:10 o'clock, except Sunday. "Old John" represents the Public Incorporated, and talks on subjects of interest to local tax payers. At present he is advocating a deeper interest in the coming elections.

KMOX is one of the first broadcasting stations to install automatic precision oscillators to control its frequency. These have been installed in duplicate to comply with the rule of the Federal Radio Commission that radio stations keep within 50 cycles of its allowed frequency. The rule becomes effective this month and violators are subject to a suspension of their licenses.

Triumphant with the success of his Decoration Day tour and urged on by stacks of appreciative mail, Irving Heller of the Irving Heller Travel Bureau is planning four all-expense summer cruises on the Great Lakes. The two in July will leave on July 9th and 30th and there are to be two in August. Chicago, Mackinac Island, Detroit and thence to Niagara Falls by Steamer are all included in the \$92.75 nine-day's idyllic trip. Cheaper than staying at home and certainly much more thrilling, I says.

Guy Lombardo's Life Story is One of Harmony and Success

The crooning style of dance rhythm that is wafted over your radio nowadays is, to a great extent, the heritage of a boyhood friendship begun sixteen years ago in London, Ontario. No one person evolved the slow, smooth tempo that has captured the fancy of a dance-mad nation. It partly came about through harmony—not the musical variety, either, but the harmony of comradeship.

That is the story of Guy Lombardo and his Royal Canadians.

Here is an orchestra conductor who is an acknowledged leader in modern musical styles. His regular programs over the Columbia Broadcasting System have made him as well-known all across the continent as he is in New York. His individuality of performance has made "Lombardo Tempo" a new term in the lexicon of popular music.

But he can't, for the life of him, tell you just how his music is different! Ask him to identify the quality that has raised his Royal Canadians to stardom, and he becomes quite incoherent: "Why, ah, well, you see—according to the principles of harmony—I mean—".

Then, scarcely realizing it himself, he blurts out the reason, which is perfectly simple and non-technical: "Maybe it's teamwork that has made us successful. Eleven men, each using his head and knowing that his judgment is good, working together like one man. We're friends, see? Always have been. Ten years . . ."

But it was sixteen years ago that Guy began. He was a violinist of somewhat more than average ability, which he says wasn't claiming much for a boy of twelve. Papa Lombardo was very strict about the practicing of Guy, Jr.

Music, he said, should have an important place in every cultural background. No good for a profession, of course, but a very convenient and satisfying asset in private life. All of his children, declared Guy, Sr. — and there were five boys and one girl—were going to learn something about music. He little dreamed then how completely that determination was to be fulfilled.

Born in Italy, Papa Lombardo came to London, Ontario, and became a fairly prosperous clothing designer. He married a Canadian girl of Italian descent. Both had the love for music common to their ancestral country-



Guy Lombardo, Radio Headliner, Who Is Appearing With His Orchestra at the Ambassador Theater

men, but neither was a musician. Nor were any of their parents, nor their grandparents; there simply were no musicians in the family until the present generation came along.

Carmen, the second eldest brother, was tooting a flute by the time he was eleven. So Guy and Carmen went around the block and enlisted Mrs. Kreitzer's little boy, Freddy, in their "orchestra." Freddy was eleven and played the piano.

(Continued on Page 14)

LUPE VELEZ ON THE AIR SUNDAY

Lupe Velez, internationally prominent star of the stage and screen, and Jack Sharkey, challenger for the world's heavyweight boxing championship, will be the guest stars on the broadcast of Gem Highlights to be heard over KMOX and the Columbia network, Sunday at 8 p. m. Jack Denny and his orchestra will furnish the musical selections.

IT'S A GIFT

A handsome picture of Guy Lombardo, suitable for framing, will be sent to readers of Radio and Entertainment upon receipt of this coupon.

Name _____
Street _____
City _____

"SHOW BOAT" TO BE HEARD AGAIN

In response to thousands of requests from radio listeners everywhere, Florenz Ziegfeld again will present a condensed version of "Show Boat" on the Chrysler program over KMOX Sunday at 8:30 p. m. This half-hour presentation, with Helen Morgan and Paul Robeson in the leading roles, will be exactly the same as the broadcast of six weeks ago.

GALAXY OF STARS IN "PARIS" SHOW

A gala broadcast, in which many celebrities of the air will take part, will be staged over the KMOX network on Monday evening from 7:30 to 9, on the occasion of the 182nd broadcast of "An Evening in Paris."

Such stars as Kate Smith, Morton Downey, Lanny Ross, Singin' Sam, the Boswell Sisters, Norman Brokenshire, Colonel Stoopnagle and Budd, Freddie Rich and Burns and Allen are expected to participate in the studio party, as well as the regular personalities of the program.

MANY FLAG DAY FEATURES ON AIR

Flag Day will be observed over National Broadcasting Company networks with an address by Representative Sol Bloom, of New York, services from the home of Francis Scott Key, and an original radio play depicting the first use of the American flag in battle.

Bloom will speak during the George Washington Bicentennial Flag Day program from the home of Francis Scott Key, author of "The Star Spangled Banner," in Washington, D. C. It will be heard over the network at 1 p. m., Tuesday. At the conclusion of the address a special musical service will be heard from the Key home.

"We Salute the Flag," a radio drama by Burke Boyce, NBC Continuity Editor, will be broadcast at 4:30 p. m.

W. H. West KMOX Operations Head

Columbia Broadcasting System Takes Over Program Department of Local Station

Nelson R. Darragh, executive head of KMOX, has announced important changes in the management of KMOX, which has become a key station of the Columbia Broadcasting System.

Under the new management, according to the announcement, William H. West is made operations manager in charge of all departments and the Columbia program department assumes an active part in the selection of talent for KMOX broadcasts.

No changes in the executive personnel of the station are announced, although about 18 members of the operating staff are affected by the new policy.

The purpose of the changes, according to Darragh, is to bring KMOX the advantages of Columbia program planning and to increase efficiency of the station.

Although West has been acting operations manager since January 1, he did not assume management of the station officially until last week. He has been connected with KMOX almost since its inception, having joined the organization as an engineer. He is 28 years old and one of the youngest station executives in radio.

West is a native Missourian and was educated at Drury College, Springfield, where he was affiliated with a local broadcasting station. He came to St. Louis to become associated with Colin B. Kennedy, a radio manufacturer, whose activities later were transferred to South Bend, Indiana.

The set-up at KMOX brings to St. Louis certain broadcasting advantages and improvements which the city has not previously enjoyed, according to Darragh. As a Columbia network station, the programs of KMOX will be comparable to those of radio stations in Chicago and New York.

Irene Beasley On New Program Series

Irene Beasley, Columbia's "long, tall gal from Dixie," will inaugurate a new series of bi-weekly musical broadcasts over the nation-wide network and KMOX Thursday, June 16, at 9 p. m. Accompanied by Fred Berrens and his orchestra, Miss Beasley will be heard each Thursday and Saturday evening at the same hour.

Sixty Million Listeners Await Republican Convention Opening

Republicans Meet at Chicago Tuesday to Nominate Candidate for President. Democrats Convene June 28.

An audience of radio listeners estimated in excess of 60,000,000 will tune in this week on the Republican National Convention, which opens Tuesday in Chicago. The Democratic National Convention opens two weeks later in the same city.

Both NBC and CBS have made elaborate arrangements to broadcast all sessions of the two conventions.

The Columbia staff of broadcasters will be headed by Ted Husing, veteran announcer, Frederic William Wile, political analyst, and H. V. Kaltenborn, pioneer in the field of news broadcasting.

A dozen new-type dynamic microphones, of the design which has been used with noteworthy success by Columbia in its broadcasting of concerts and conventions, will be installed for the party conclaves. New standards of fidelity of transmission have been made possible through their use and it is expected that the listeners in 16,000,000 homes now believed equipped with radio will receive a clearer picture of the conventions than heretofore was possible.

Five points of origination for the broadcasts have been planned. The first—and most important, of course—is a microphone in the center of the speakers' platform. Here, upon occasion, Ted Husing will preside at a microphone and describe graphically the events taking place in the vast hall.

At either end of the platform will be a control window manned by an operator in charge of a directional microphone. He will be able to "point" the sensitive instrument at the scene of a speech from the floor or a demonstration. At intervals, then, Husing will be able to bring to the radio audience the picturesque clamor indigenous to a national party convention.

A fourth point of origination for broadcasts will be a studio constructed beneath the platform. This will adjoin a Columbia office and broadcasting officials hope to bring party leaders there for statements of their views in regard to such problems as may arise in the course of the conventions.

Still another special studio will be located in the Congress Hotel, convention headquarters. Columbia has reserved a suite of rooms and converted it into studio, reception hall and office. From here, at such times as the conventions are not in session, Wile and Kaltenborn are expected to comment on the doings of the day.

For the most part broadcasts from the Stadium will be scheduled only when interest is at its height—as, for instance, the openings, keynote speeches, nominating speeches and balloting. Times for these programs can not be pre-determined until the convention sits and adopts a routine.

Preliminary plans call for at least four regular periods daily, at which times Kaltenborn, Wile and others will be heard. Program executives are working on a tentative schedule calling for broadcasts in early morning, early afternoon, evening and night. Exact times will be announced later.

GIRL ON THE COVER

It was all a surprise to Virginia Williams, now featured singer of the chain with Joe Reichman's orchestra, when she became a radio singer. She has had a musical education, and plays the piano, the violin and the banjo but had never thought of singing. She, in fact, made her radio debut as a pianist over an Arkansas station.

She was singing for fun one night when some one suggested that she go through the ordeal of an audition. Her soft, clear almost "blues" voice clicked and she sang over KWK, thence to WIL and now sings over KWK with the orchestra and on the chain over KMOX. She attended the University of Alabama.

Russian Star



ZINAIDA Nicolina, Russian singer, will offer a program of gypsy songs when she is brought to the microphone as guest star of the Kodak Week-end Hour on Friday, 7 p. m., over KMOX. Nicolina, who came to this country from Russia with the well-remembered "Chauve Souris," has appeared on several CBS network programs during the past three years.

KWK ARTISTS AND STAFF GUESTS OF THOMAS PATRICK

Thomas Patrick Convey will play host to the entire KWK staff at a picnic to be held at his summer home, the station's private country club, on the grounds of the transmitter plant at Kirkwood, on Sunday.

The nearly fifty continuity writers, announcers, salesmen and other studio attaches and a large group of entertainers will all attend. This is possible because only one telephone operator and an announcer to make station identifications on the network programs are necessary on Sunday. Sterling Harkins and Del King will divide the work and each spend half the day at the studio and half at the picnic.

There will be horseback riding, swimming and trapshooting as well as the usual picnic arrangements.

PAUL WHITEMAN GOES BACK TO HIS BELOVED NEW YORK

Paul Whiteman, acknowledged dean of modern music, has gone back to New York.

After years of playing throughout the United States, including a tour of Europe, Whiteman has begun an engagement at the Hotel Biltmore.

With Whiteman and his orchestra are Mildred Bailey, blues singer, Jack Fulton, tenor, the King's Jesters, Ramona, youthful songbird, new Whiteman "find," and an ensemble of other entertainers, including a three piano team and an augmented orchestra.

ILOMAY BAILEY COLLAPSES ON BOAT

IloMay Bailey, beautiful blues singer heard with Lee Sims in the Piano Moods program from the Chicago NBC studios, is confined to Grant Memorial hospital for treatment following her collapse on her speedboat "The IloMay" recently.

She was rushed to the hospital where her condition was first diagnosed as appendicitis. Doctors now believe her condition is due to acute indigestion.

George Price



NOW a feature of the Chase and Sanborn Tea broadcasts on KMOX.

Lucky Strike's New Air Show Introduces Broadway Comedian

Heralded as radio's greatest variety program, Lucky Strike's new program begins Tuesday. From this date on, Walter O'Keefe, nimble-witted comedian and singer, will pilot the Lucky Strike Dance Hour's magic carpet, introducing on Tuesdays Police case dramatizations (authorized by Commissioner of New York Police, Edward P. Mulrooney,) on Thursdays, Walter Winchell (who on June 16th, returns to the air for the first time after a vacation imposed on him by overwork) and on Saturdays, the most famous of all comedians, Bert Lahr.

Lahr, now featured star on the Ziegfeld Show "Hot Cha," began his theatrical career when 18 years old and after appearing in vaudeville and burlesque, crashed the gates of Broadway fame in "Flying High," a musical show.

During the inaugural week of these new programs, the radio listeners will hear not only the

above mentioned stars of the stage, screen and newspaper worlds, but also the music of five of the country's leading dance orchestras, with Joe Sanders playing from Chicago and Jack Denny playing from New York on Tuesday, Anson Weeks playing from San Francisco and Joe Moss playing from New York on Thursday, and George Olsen, playing from New York on Saturday.

MYSTERY SINGER OF KWK ON DISCS

The "Mystery Singer" at KWK, whose identity is a deep, dark secret, has just completed a series of 26 electrical transcriptions for distribution to broadcasting stations throughout the country. He is actually a prominent young clubman, who sings because he likes it.

WIL Whatnots

By Catherine Snodgrass

Otto Reinert, musical director of WIL in discussing his program of "Musical Memories," dedicated to anniversaries, said that it is amazing the number of requests received for the songs, "My Mom", "That Daddy and Mother of Mine," "Somebody Loves You" and "Many Happy Returns of the Day." These four numbers seem to be the favorites. The vocal refrains on this all-request program are sung by Allen Wills.

The five Vaughn brothers who appear nightly over WIL are bemoaning the fact that the sixth member of the family was stolen Decoration Day—the sixth member is their automobile. They feel certain that the car is so used to stopping at WIL that when the robber attempts to drive up Lindell Boulevard, the car will stop right in front of the station. It will be given a royal welcome.

The members of WIL's staff orchestra seem to be going in for dogs in a big way. In fact almost every member possesses one. The merits of the different animals are intently discussed between sessions and sometimes the animals, themselves, are even brought down and displayed with pride.

Bud Wilde is back in the orchestra. He has been appearing with the orchestra on the stage of the Ambassador Theatre during the past season. Bud plays violin and banjo and sometimes can be persuaded to sing. Perhaps you will recall that he was Hans in the "Pretzel Benders," a program which was very popular early last winter.

The announcer with curly hair and a pointed mustache announced to the listeners of WIL the other day that we would have "Shattered showers in both Illinois and in Missouri." There was a slight typographical error in the Weather Report sent in and the young man instead of saying "Scattered Showers" read it as written. The rest of the day the staff continued to inquire about the arrival of Shattered Showers.

One of the favorites of the afternoon frolics on WIL is Les Roberts, a St. Louis boy who is rapidly developing into a feature artist. Les has lately graduated from college and it was while traveling with the basket ball team that he discovered his voice

One evening at a party Les met Anita Muth, who was broadcasting on WIL. She heard him sing and suggested that he try out. Les' sincere efforts combined with a natural singing voice bids fair to make a future radio star. Good work Les! Keep it up.

RADIO HEROES

Eight members of the KWK staff came to the assistance of Ed. King, a member of that organization, who was stricken recently while playing golf and taken to St. John's Hospital. King was suffering from high blood pressure, which caused acute anemia and a blood transfusion was found necessary to save his life.

When the call came to Clarence Cosby, KWK manager, for volunteers for the blood transfusion, eight staff members reported at the hospital. John Harrington, popular announcer, was one of the volunteers and he was selected by the physicians.

King is recovering.

BROADWAY STARS IN RADIO DRAMA

Blanche Yurka, Donald Meek and John Beal, three of Broadway's favorites, will turn from the legitimate stage to the microphone during the presentation of the Sunday episode of "Roses and Drums," over KMOX, from 4:30 to 5 p. m.

Miss Yurka's most recent triumph was in the title role in "Lysistrata." Critics have hailed her as the outstanding Ibsen actress of today.

Al Lyons, Suave Band Leader, Used To be "Alberto De Leon"

By Nancy Frazer

This is the sixth of a series of articles introducing popular St. Louis dance orchestras heard on the air. Next week, Miss Frazer will introduce Otto Reinert, leader of the WIL orchestra.

Alberto De Leon from Eldred Weller Newton and thence to Al Lyons, St. Louis' Master of Ceremonies and dance band leader!

You see, when Al Lyons ran away from home out in San Francisco because his family just couldn't see how any good could come from his insisting upon piano playing, he split cord wood (hard wood, he says) on the top of one of the local mountains which look pretty to gaze at but are not so hot a place to even whittle wood much less splitting it. Then he joined a Spanish Opera Company, consisting of a couple of American dancers and a really Spanish singer.

He needed a name that would fit in with the picture, so he did some reading upon the subject and decided upon the picturesque Alberto. From that, the less colorful but more American title of Al Lyons was evolved.

After that company went broke in the far Northwest, leaving him with the proverbial quarter in his

pocket, he started eastward playing the piano or doing whatever presented itself until he finally landed in Boston. There he graduated from the New England Conservatory of Music while spending his time as a featured pianist and getting in some dance band experience.

I found him in his dressing room where Mrs. Lyons was helpfully getting him ready for his next appearance and he is even more charming off stage than when viewed from one of the squishily comfortable seats at the Fox Theater.

I have always cherished a secret desire to know if the gracefully rotating hands and baton of a leader mean anything and have never up until now had nerve enough to press one into explaining. He seemed amenable to any suggestion and so I risked it.

He jumped up and took up the portfolio of music which had come in with the week's Fanchon and Marco presentation and explained to my layman mind just when he pointed one finger and when the whole hand was used in directing. All the while he "Tum, ti tum, La de la dad" with winsome conviction as he read the music until I found myself doing it too. And I am not musical, Oh no! So he must be a good leader.

Al Lyons was the first orchestra leader for the Fanchon and Marco ideas when they started in the Warfield houses in San Francisco some eleven years ago. He has been with them ever since, playing in all of the big theaters of the forty-six on the circuit.

He is now directing the orchestra at the Meadowbrook Country Club where he must change his mental picture of music from the symphonic arrangements of the stage to dance tempo on his way out there each night. Under pressure, he explained that he carried mental slide picturizations of the different scores around in his head from which he leads his music instead of relying entirely upon the memory of the trend the tunes themselves take.

He plays an accordion as well as the piano as does Mrs. Lyons who was a featured accordionist on the stage before they were married. She was known in those days as Violet Lawrence.

Really a story in itself is Al Lyons' family. His father and mother who still live in California are Seventh Day Adventists and his mother has never been inside of a theater. His father occupies the chair of higher mathematics and is an astrologer.

I was sufficiently enthusiastic after meeting and talking to this local light in stage and dance orchestra direction that I felt like the American who was presented to King Albert of Belgium and afterwards exclaimed, "If kings are like that I am for them."

Secret of "Gaspape" Organ Bared



AFTER keeping details of it a closely guarded secret for more than a year, Colonel Lemuel Q. Stoopnagle finally consented to allow his Mighty Gaspape-Organ—one of his many inventions—to be photographed. As shown, the power is supplied by his partner, Budd, who occasionally executes a piccolo obligato on the intake pipe he holds. The occasion for the unshrouding of the Organ was the first anniversary of the Colonel's and Budd's broadcasts over KMOX, which took place on Tuesday, May 31. They are heard currently each Monday and Wednesday evening at 6:45 p. m.

THEY'RE FRANK AND ERNEST—But Not Really

KWK's Chatter and Patter Team Are Not As Serious As Their Names Sound

By Yanner Alexander



"ERNEST"

BOB Thomas' favorite flavor is chocolate . . . Danny Seyforth takes vanilla. Bob is 21, Danny 23. Those are the only differences between KWK's Frank and Ernest.

Danny is Frank and Bob is Ernest. They met when Bob was announcing one of Danny's programs about three years ago. January, 1930, Danny stopped by the studio to renew the friendship. Danny started playing the piano . . . Bob aired his tenor . . . they traded gags . . . and a new act was born.

Their audition was a success, but on the day set for their first broadcast, Danny took sick—grippe—and it was postponed. Then the habit of doing the same thing began with Bob developing the symptoms, and the debut was set ahead another week.

The false starts didn't mean anything. When they did get going they clicked immediately. The original schedule of two broadcasts a week was increased to three, then to every weekday. Now they have a secretary to handle their fan mail, and things are shaping towards a national hook-up.

There's no professional jealousy, that bugaboo of so many successful teams. When Danny hits a false note, it doesn't happen often, but Danny's not per-

fect—Bob doesn't beef about it afterwards. If Bob makes a mistake—silence again.

Bob prepares Monday's jokes and Tuesday's riddles and they collaborate on the Saturday playettes. Danny creates Margie and her mother on Wednesday and selects the old favorite tunes and poems for Thursday and Friday. He also does all the musical programs as Bob's sports announcing keeps him pretty busy.

For the past two years they have been going South in the spring with the Cardinals and with Bob's father, Thomas Patrick Convey, president of KWK. They trek along with the ball club and barnstorm all the radio stations on the route. Helps build up their name and fame, and, incidentally, gives Bob an opportunity to get acquainted with the ball club over again in preparation for his sports announcing.

Bob's five feet nine and 160 pounds, light brown hair, hazel eyes. Danny's a smaller and darker edition. He wears his mustache on a schedule. He shaved it off for three months because Bob didn't like it. Now he's starting it again for another three months. Danny carries an art-gum eraser around with him to keep his black and white sports shoes clean. Bob has a passion



"FRANK"

for singing lead in a trio or quartet. Any time he sees one in a practice session, he joins it, and is immensely proud of himself if he succeeds in carrying the tenor well.

They use the same desk, officially Bob is Robert Thomas Convey, vice-president of KWK. They don't borrow one another's ties, which may be one reason why they never quarrel. But they have sweaters to match and generally buy the same sort of clothes. They both play golf, although Bob goes around in the early eighties and Danny's score sometimes looks more like a batting average. They swim, too, at the Convey summer home at Kirkwood, where Danny spends most of his time. They like the same type of girl. Blonde or brunette not specified, but no girlish gigglers, please! When they order dinner, it's just a repetition of "I'll take the same," until it comes to the ice cream.

We're Telling You

By Fleet Smith

"Between the devil and the NBC" . . . is a new radio tune . . . Countess Albani spends . . . her spare time . . . attending auction sales . . . Dorothy Gardner . . . publicity girl at KMOX . . . has been transferred to . . . WBBM Chicago . . . Yanner Alexander . . . goes stockingless . . . and plays . . . a right good tennis game . . . Nancy Mary, "The Modern Girl Philosopher" . . . swims efficiently . . . and used to be a life guard . . . on the Meramec . . . George McElhiney, Jr. . . . has acquired a chauffeur . . . Jack Denny the dance band leader . . . looks like a Texas ranger . . . Bing Crosby's wife . . . travels with him . . . Amelia Earhart may go on the air when she returns from abroad . . . she plays the piano . . . Bill West . . . KMOX chief . . . has a transitone radio in his Ford . . . Margo Clark, KMOX pianist . . . came to radio . . . via the public audition route . . . Al Lyons . . . Fox Theater musical director . . . expects to organize a tango dance band . . . on his return from . . . Europe this summer . . . He and . . . Mrs. Lyons . . . each pull a mean . . . accordion . . . Cliff Edwards . . . better known as "Ukulele Ike" . . . is not so sensational . . . on the air . . . Colonel Stoopnagle has a book at the publishers . . . written and illustrated by himself . . . He's a cartoonist, y'u know . . . Thousands of children . . . are trying to keep . . . Uncle Billy on the air . . . The summer opera season opened with . . . a flourish . . . it's the most successful civic . . . enterprise . . . in the world . . . artistically and otherwise . . . Joe Reichman's signature on the air . . . is "Little Thoughts" . . . a tune written by . . . himself . . . Virginia Williams . . . sings it . . . Bandleaders and crooners . . . have escaped the depression . . . There goes Irving Rose . . . in his Packard Victoria . . . Niel Norman . . . WIL announcer . . . is our choice . . . as the announcer . . . with greatest . . . mike appeal . . . Eighteen members of . . . KMOX staff . . . are "ad libbing" . . . following the explosion . . . KWK has a "Little John" and a "Big John" . . . so designated to avoid confusion . . . John Harrington . . . is the large one . . . John Tinnea . . . is the smalljohn . . . Julian Sampson . . . Radio Trades President . . . and Bill Mackle . . . are laying plans . . . for the Southwest Radio Show . . . Charlie Burgess . . . should have been an actor . . . Guy Lombardo . . . is a regular reader of . . . this magazine . . . Milt Harris . . . Fox P. A. . . has started a . . . popularity contest . . . with vacation trips . . . for the winners . . . Maurice Payne . . . runs a . . . "Sweet" hotel . . . Floyd Gibbons . . . has reduced his . . . talking speed . . . to avoid imitators Excuse us . . . we're off . . . to the movies . . . to get . . . cool.—FS.

Takes Rare Musical Combination to Make Vibraphone

The Voice of the Vibraphone programs which go on the air at 1:45 p. m. each Monday, Wednesday, and Friday over Station WIL, introduce probably the most novel team of radio artists in St. Louis.

Schuyler Alward, Wizard of the Xylophone, and Jerry Cammack, the Maestro of the Console, present fifteen minutes of Vibraphone, xylophone, organ and piano.

Schuyler Alward's vaudeville experiences over a period of many years have particularly fitted him for radio work. He has not only spent several years as an entertainer but has the background of thorough musicianship which enabled him to be the musical director of the Ohio Theatre in Indianapolis for four years. He has some amusing experiences to relate as to his early days as a recording artist for both Edison and Columbia.

When phonograph records were first made, it sometimes took several hours to make each one and at the end of the day's work, after producing one record which was considered a perfect master record, he received the amazing sum of \$5 for his work. About the only outlet for these records at the time was in the then very popular penny arcades of which there were thousands throughout the country.

Jerry Cammack, who played a large part in designing and assembling the Wicks organ which is now in the WIL studios, is a musician through his own determination. Running away from home at the age of twelve because he wasn't permitted to practice piano, he developed a wanderlust which took him to all parts of the United States and incidentally made of him one of the top notch

pianists of the day. When it became the rage to have pipe organs in motion picture theatres, Jerry was one of the first to study this very complicated instrument and the fact that he has succeeded can be attested by the thousands of fan letters he has received since first playing the organ over station WIL.

Claire Engel is well known to both motion picture audiences and to listeners of WIL. Miss Engel has appeared on the stage of Loew's State, Missouri and the Fox Theatres numerous times for extended engagements. Miss Engel has a way of her own when entertaining, she sings and plays her own accompaniment. She learns all her songs by ear and her repertoire is unusually large and interesting.

In the Spotlight

By Ray Schmidt

THE Browns have created more interest among local baseball fans than at any time since the reign of Bill Killifer, coming home last week with a record of 21 wins against 25 setbacks.

It has been some time since the Brownies have been pennant contenders and a spurt by Phil Ball's team would be just the tonic needed for sports in St. Louis.

In the meantime the Cardinals continue to surprise the sport world with many deals. First, last Saturday night, it was announced that pitcher Flint Rhem and infielder Eddie Delker had been sold to the Phillie Quakers.

Following on the heels of this announcement was the notice that Harvey Hendrick had been sent back to Cincinnati for a cash consideration. "Gink," as he was known around the circuit, was a good ballplayer and should help Howley as he did last season.

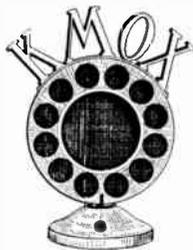
The announcement by Jimmy Conzelman, the new Bears coach, that he had arranged for Chicago U to play the Bears in a football game here in 1933 was greeted with enthusiasm by St. Louis grid followers. Conzelman, perhaps the greatest football man to wear the uniform of Washington University is expected to bring back the old football spirit at the Pike-way. The scheduling of games like the one with Chicago will no doubt stir up quite a bit more interest than has been prevalent heretofore at the hilltop.

And don't forget that another protege of Knute Rockne will be trying to mold The Missouri Tigers into a great football machine at Columbia, and if the accomplishment of "Chile" Walsh is any criterion then Carideo will be as great a coach as he was a player and that's "sumpin."

DID YOU KNOW THAT:—

Ruth Hulse Nelson of KMOX has often been confused with "Rough-house" Nelson, the wrestler . . . Jack Dwyer is going to give St. Louis a real football eleven this fall by importing several Eastern soccer stars . . . Most of the experts pick Schmelting to win over Sharkey . . . Kansas City has one of the finest parks in the minors with a long rightfield . . . Bob Thomas, the KWK sport announcer was quite a footballer with University City High . . . France Laux, the KMOX sport announcer, has often expressed a desire to be a big league ump . . . Walter Stewart's life was despaired of a few years ago and now he's one of the best south-paws in the business . . . Willis Johnson, the obliging secretary of the Browns, was a star on the gridiron for St. Louis U . . . Bert Fenega, the Cleveland High School coach, had quite a lot to do with the development of Mowrey, the St. Louis boy now with Minneapolis . . . Be looking for you out at the Browns games . . .

MAKING MIRACLES HAPPEN ON SCHEDULE



These Heroes of Radio Are Seldom Seen and Never Heard

By Fleet Smith

WOULD you pay a nickel to see how a whisper is projected from St. Louis to Alaska, or Honduras? No!

In these days of chronic ennui it is nearly impossible to interest anybody in miracles—even first-class miracles. But I've just seen one and if you'll stifle that yawn I'll tell you about it.

There's nothing particularly remarkable about tossing sounds thousands of miles. That's been done for years. There is something anomalous, though, in the way it is done, I think.

St. Louis, so it happens, has one of the most powerful radio stations in the United States. It's KMOX, now a key station of the Columbia System. The KMOX studios in the Mart Building are visited daily by hundreds of people, who come to watch the broadcasting through the large glass partitions. And that is all they see.

The real heroes of radio are seldom seen and never heard, for they are not the announcers, the wise-cracking masters of ceremonies or the saxophone players.

The boys who make it possible for you to hear your favorite programs are not even in the studio.

They might well be called "boys" for they are very young men, most of whom began playing with crystal radio sets when they were still wearing short trousers. They are now radio engineers performing miracles on schedule.

Bill West, is the chief of the miracle men of KMOX. He's 28, and has just been appointed operations manager of the whole works—studios as well as transmitter plant. He grew up with radio and is now KMOX's oldest staff member.

The transmitter plant of KMOX—a \$250,000 thing for those who are still impressed with large figures—is located in a scenic valley on the banks of the Meramec river about ten miles south of the city limits. Its towers, 300 feet high, support the antenna from which the "Voice of St. Louis" is flashed throughout the continent.

It is at the transmitter that the miracles are performed with astonishing efficiency, for it is

here that the programs from the studios are taken off the telephone wires, put through a process of amplification and hurled to listeners through their receivers.

The young man in charge of the transmitter is Nicholas J. Zehr, plant engineer, a former wireless operator on steamships, who became a radio engineer. His assistants are F. I. Liggett, Thomas A. Church and S. M. Foster,

The studio program comes into the plant through a control board and a million things happen to it before it finally passes out to the antenna.

The first step in this part of the broadcast miracle is the conversion of 45,200 volts of everyday electricity that comes out from the city over two special lines. This voltage is reduced to 440 at the transformer and then taken underground to the transmitter, where Zehr and his assistants are waiting to make it jump through hoops and what have you.

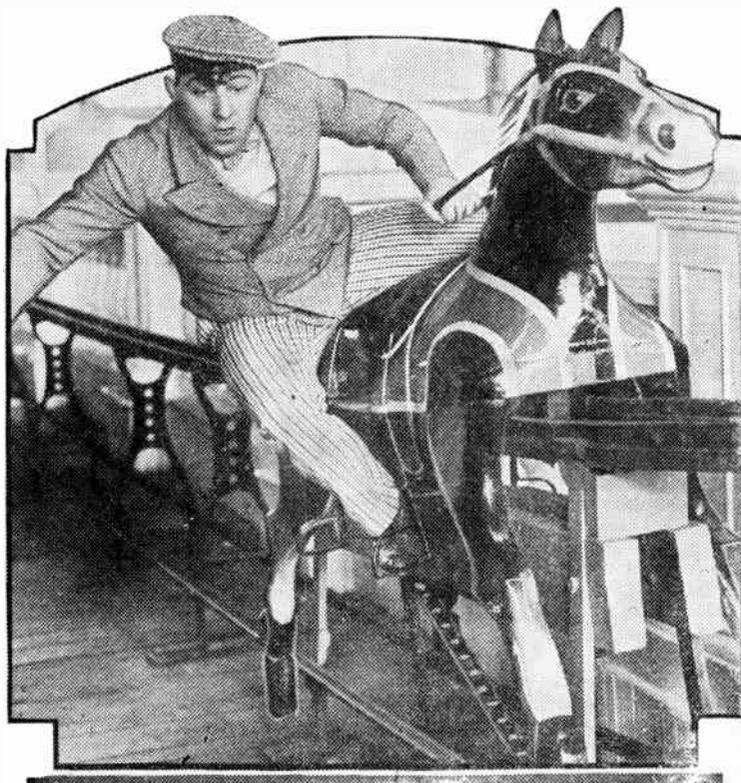
The layman on a visit to the transmitter is at once impressed

by the control and meter panels of black and the enormous rectifying and amplifying tubes which are visible in glass cases. These tubes costing about \$500 each are water cooled. About \$7000 worth of tubes are in use and as many held in reserve for "spares." When one of these tubes burn out, as they frequently do, there is a loss of from one to four minutes in transmission.

The input through the amplifying tubes is more than 200,000 watts. This tremendous wattage is necessary to maintain a 50,000 watt efficiency in the amplification.

When the program is properly amplified and ready to go out on the air, it is taken via underground lines from the transmitter to the coupling unit housed under the antenna about a hundred yards distant. Here, by means of a series of coils, it is coupled to the antenna from whence it starts on its way to thousands of receivers scattered over the continent.

Palooka Takes A Ride



FOR THE FEMININE EAR

Whisperings From The Ether

BY YANNER ALEXANDER



FIRST ROW JUDGING

* * *

PRONE CHINNING

* * *

SANDWICH STYLE TREND

FEMININE stars of radio, stage and the movies doing St. Louis "in the flesh" face at least one extremely critical observer among their many faithful fans. My own private spy sits in the very first row at the opening matinee. She looks first at—guess what?

The chin line of all things. Figure, make-up and clothes receive their share of attention later but they don't soften her judgment. Some of the slimmest, most attractive actresses have flabby muscles under their chins, she says, and she rates their age and physical charms accordingly.

YOU may think that if these women with every beauty aid at their commands can't correct this bad chin line your own case would be pretty hopeless. It isn't though, especially if you begin treatment early. Soft lights and sweet music make the illusion of youth and beauty easy for the performer. This simple exercise and treatment will help make it a reality for you.

Lie on the bed, arms relaxed at the sides, and allow your head to drop over the edge. Then slowly raise it until your chin almost touches your chest; lower again in the same unhurried fashion. Repeat this five times the first day and try to gradually work up to twenty. Using a flexible patten or the palm of your hand, pat tissue cream briskly into your neck and under your chin for several minutes following the exercise.

General overweight may be to blame but very often muscles and tissues are flabby without being fat. This flabbiness can come from habitually thrusting the head forward. So watch your posture, too!

If you feel the urge to go back to Nature via the picnic route, and this weather does affect some people that way, colored wax papers simplify the sandwich-wrapping part.

Perhaps the wrappers have the largest share in making the outing a success at that. Playing blind man's buff with the sandwiches usually ends with your glaring at the person who seems to have a corner on the chicken salad fillings and doubtless this simple soul envies you the ham and cheese you despise. All of which destroys the general feeling of gaiety and good will, said to be the real aim and purpose of picnics.

So do your share for world peace by choosing a color for each kind. Ham sandwiches in pink paper, egg in yellow paper, olives in green, cream cheese in white, and so on. Choose your own color schemes for combination sandwiches.

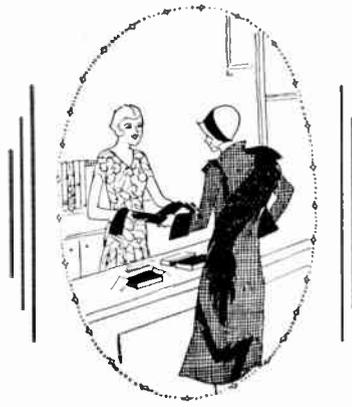
KWK's Cooking-for-Two Solution

THE bridal month brings up the cooking-for-two problem and the hardest part of that is knowing just what kind of meat to get so there will be enough but not too much. Working wives require a simple solution and Dorothy King of KWK is the obvious choice to supply it. You may know that she is married to Del King and co-stars with her announcer husband on the Helen and Henry and Dad and Jean programs. She's also Betty Forbes, the food expert, which makes her ideas for twosome menus well worth while.

Letting Dorothy speak for herself: "While almost everyone likes a roast of lamb, a leg or shoulder threatens many appearances to a family of two. However, you can have a miniature roast by having five or six chops cut in one piece.

"Baked ham seems like another dish reserved for the groaning boards of old-fashioned family dinners, but it isn't. A delicious substitute is smoked loin, known as Canadian back bacon, obtainable in any weight. I like to prepare it just as I should a baked ham. Rub the service of the meat with dry mustard, then with brown sugar made into a paste with vinegar. Stick with cloves and bake in a slow oven, allowing about 30 minutes per pound.

"A stuffed flank steak is another small family meat cut. If it is too large for one meal, cut it in two. You can score it until it is almost in tatters and then fry it quickly in a little butter. Use the other half with a savory dressing. Spread with the dressing, roll, sew or tie into place and cook gently until tender."



SHOP-O-GRAMS

Miss Alexander will not make purchases for in-town or out-of-town readers but will be glad to tell them where these "Smart Buys" may be found. A postcard or letter addressed to her, care of Radio and Entertainment will tell you where to find the merchandise described in Shop-O-GRAMS.

STERLING silver and wedding presents are almost synonymous, and while \$500 tea services will go to a lucky few this year there are no end of silver pieces priced for depression depleted purses. If any of your friends are bridging it this June, here are some ideas. Sugar and creamers, \$4.50 and \$5; compotes, \$3.50; silver rimmed cheese plate and silver knife, \$2.75 for the set; and candle sticks, \$3.50 a pair. These are special prices, of course, from a third to a half off. Included in the sale are a few sterling silver desk lighters for your own dear self.

MAYBE I'm being a bit premature, but I've found just the thing to wear over a bathing suit, easier to don than pajamas, and, with the addition of hat and sandals, appropriate miles away from the water. It looks like any other dress, double-breasted style with wide lapels and high waist-line. The secret is in the buttons down the side front of the skirt. They're not simply ornamental; they make the dress as easy to wear as a smock. Of linen striped in swim suit colors on white, \$1.

THE "raffia riders" are amusing decorations for what-not shelves. These little straw men and their steeds, horses, elephants, even a turtle, stand about five inches high and cost 75 cents each. Many other clever imported toys for grown-ups are included in the seasonal sale of a downtown decorator's shop. Sensible things, too. Maple what-nots for walls or corners are priced at \$1. And Italian pottery in new peasant designs and striking Mexican bits start at around a dollar.

Fashion's Trend

By Teresame

FASHION is showing herself in truly feminine colors through the contradictoriness of her mood. Especially in fabrics. Evening fabrics are being used for day wear and day fabrics for evening; cottons and woollens have invaded the field long reserved for silk. And just as we were becoming accustomed to the bizarre—fashion sedately reverts to taffeta.

"The rustle of taffeta" — the sweetest music clothes can make, especially to masculine ears. Taffeta's use now is in the costume slips, of the same color but deeper tone, which are worn under organdy frocks. These slips are not quite so necessary, but equally intriguing under the embroidered batiste dresses which go to the country clubs and to bridge-lunches. Later we'll have them under our sheer light woolls in dark colors; and though concealed, their soft presence will impart a feeling of elegance which will do much to enhance the popularity of woolls.

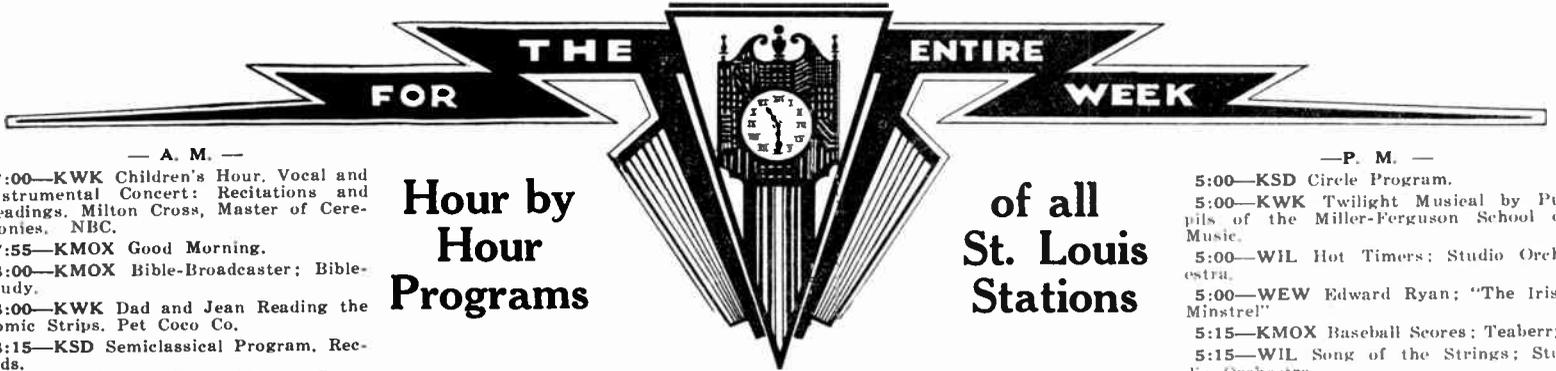
But don't imagine that taffeta is merely to be heard and not seen. Even now in cooler cities and in northern resorts smart little taffeta suits and part taffeta dresses (these latter usually in plaids) are disporting themselves. The suits may be had in black and various colors, and with white organdy or lace blouses and befitting accessories are proving complete knockouts. Soft taffeta evening gowns with quaint puffs at the shoulders and ruchings at the neckline are reminiscent of grandmother's youth and as charming as the tales she tells of her conquests.



The evening dress of chiffon or organdy or even of pique may have its accompanying short jacket of taffeta, mayhap beruffled and beupped. Recently I saw a linen tailored dress with a taffeta box coat. And some of the frilliest summer frocks have taffeta hats to match, surmounted by a perky bow of the gown fabric to show that it belongs.

Madame Teresame's fashion talks are heard over KMOX at 11 a. m., every Tuesday and Friday.

COMPLETE RADIO PROGRAMS



— A. M. —

7:00—KWK Children's Hour. Vocal and Instrumental Concert: Recitations and Readings; Milton Cross, Master of Ceremonies. NBC.

7:55—KMOX Good Morning.

8:00—KMOX Bible-Broadcaster; Bible-Study.

8:00—KWK Dad and Jean Reading the Comic Strips. Pet Coco Co.

8:15—KSD Semiclassical Program. Records.

8:30—KWK Let's Pretend Lady; Betty McQuire; Reader with Herbert Berger's Orchestra.

8:45—KMOX Religious Education.

8:45—KWK Balladers Popular Dance Orchestra.

9:00—KMOX Children's Pleasure Hour.

9:00—KWK Morning Musicale, George Rasely, Tenor; Josef Honti, Pianist; Josef Stopak, Violinist. NBC.

9:15—KMOX Julia Mahoney and Charles Carlile with Emery Deutsch's Orchestra.

9:30—KMOX Voice of St. Louis.

9:30—KWK Vocal Records.

9:30—KWK Instruction: St. Francis Xavier Church; Rev. William J. McGucken, S.J.

9:45—KWK Hydrox Skippers Orchestra. Com'l

10:00—WEW Sodality Program — Presented by the Sodality Union.

10:15—KWK Records.

10:30—KMOX Major Smith and Jubilee Chorus.

10:30—KWK Summer Idyll, Katherine Fields, Soprano; Oswald Mazzucchi, Cellist. NBC.

10:30—WEW Catholic Students Mission Crusade Program.

10:45—KMOX Watch-Tower Program.

10:55—WEW Music of High Mass and Sermon by Rev. T. M. Smith, S. J.

11:00—KMOX Fourth Church of Christ Scientist.

11:00—KWK Hugo Symphonic Orchestra

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

11:30—KWK KWK Little Symphony—Under direction of Herbert Berger.

12:00—KMOX Thirty Minute Men. CC.

12:00—KWK Biblical Drama "The Loaves and the Fishes." NBC.

12:00—WIL Victor Salon Orchestra.

— P. M. —

12:15—WIL Dinner Dance Music.

12:30—KMOX Ann Leaf at the Organ.

12:30—KSD Moonshine and Honeysuckle

12:30—KWK Northwestern Yeast. Herbie Kays Orchestra with Browning Mumery, Tenor. NBC.

12:45—WIL Songs that Never Grow Old.

1:00—KMOX Symphonic Hour; Featuring Toscha Seidel, Violinist with Concert Orchestra. CC.

1:00—KSD Wayne King's Orchestra.

1:00—KWK Friendly Hour "After Marriage. Dr. J. Stanly Durkee.

1:00—WIL Palladium Program.

1:00—WEW Midwest Hour.

1:15—WIL Melody and Musing. Records.

1:30—KSD Stars of Tomorrow.

1:30—KWK Echoes from Versailles — String Orchestra and Tenor Soloist. NBC.

1:30—WIL Bobby Stubbs and His Music.

1:30—WEW The Best from Filmland: F. M. Wilson, S. J.

1:45—WIL Master's Music Room. Records.

1:45—WEW "Links of Love" Program.

2:00—KMOX St. Louis Community Forum; Speakers; Music.

2:00—KSD Jane Froman and Orchestra

2:00—KWK Alka Seltzer. "Songs of Home Sweet Home" String Ensemble; Direction of Harry Koken; Melody Men Male Quartet; Edward Davies, Baritone.

2:00—WIL Spotlight Players.

2:15—KSD John Fogarty, Tenor.

2:15—WIL Olympian Quartet. Records.

2:15—WEW Oberkircher School of Music; String Quartet.

2:30—KMOX Jewish Service.

2:30—KSD International Rebroadcast from Berlin Germany.

2:30—KWK Ted Jansens Forest Park Highlands Dance Orchestra.

2:30—WIL Sparklers; Studio Orchestra.

2:45—KSD Pastels.

Hour by Hour Programs

of all St. Louis Stations

Features For Sunday

Dad and Jean start the children's day by reading the "funnies" to them at 8 a. m. (KWK.)

* * *

Katherine Fields, soprano, and Oswald Mazzucchi, cellist at 10:30 a. m. (KWK.)

* * *

"Songs That Never Grow Old" at 12:45 p. m. (WIL.)

* * *

International broadcast from Germany at 2:30 p. m. (KSD.)

"Song of the Strings" by the WIL studio orchestra at 5:15 p. m.

* * *

Belle Baker with Jack Denny's orchestra in Gem Highlights on KMOX at 8 p. m.

* * *

Ziegfeld Follies will repeat "Showboat" at 8:30 p. m. KMOX.

* * *

Sunday at Seth Parker's on KSD at 8:45 p. m.



— P. M. —

2:45—WEW Piano Recital; Anita Martin.

3:00—KMOX Irene Beasley, Round Towners Quartet. CC.

3:00—KWK Sabbath Reveries "The Routine of Life"—Dr. Charles L. Goodel.

3:00—WIL Dewey Jackson's Orchestra.

3:00—WEW Song Recital; Dolores Mar-seilles.

3:15—WEW Abendmusikal, directed by Antonia Kotthoff.

3:30—KMOX Poet's Gold. CC.

3:30—KWK Road to Romany; Gypsy Music; Balailakia Orchestra; Tenor Soloist. NBC.

3:30—WIL Musical Memories.

3:45—KMOX Winter Garden Walkathon.

3:45—WEW To be announced.

4:00—KMOX Ballad Hour. CC.

4:00—KWK Jansens Orchestra from Forest Park Highlands.

4:00—WIL Radio Artists on Parade. Records.

4:00—WEW Gerak Musicale.

4:15—WEW "Musical Pictures from Different Nations" Ferrell Buchanan Bentley.

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

4:30—KSD "Our American Schools."

4:30—KWK Dave Schoolen's Orchestra

4:30—WIL Variety Sorenaders; Studio Orchestra.

4:45—WIL Evening Echoes — Studio Orchestra.

4:45—WEW Musical Program. Trs.

5:00—KMOX The World's Business—Dr. Julius Klein, Assistant Secretary of Commerce.

— P. M. —

5:00—KSD Circle Program.

5:00—KWK Twilight Musical by Pupils of the Miller-Ferguson School of Music.

5:00—WIL Hot Timers; Studio Orchestra.

5:00—WEW Edward Ryan; "The Irish Minstrel"

5:15—KMOX Baseball Scores; Teaberry.

5:15—WIL Song of the Strings; Studio Orchestra.

5:15—WEW Musicale directed by Mrs. Rosalind Day.

5:20—KMOX Kilgen Organ Hour.

5:30—KSD Baseball Scores.

5:30—KWK Standard Brands. "The Three Bakers" Frank Luther, Jack Park-er, and Darrel Woodyard. Will Donaldson Accompanist; Sylvia Froos, Blues Singer; Billy Artz, Dance Orchestra; Bradford Brown, Master of Ceremonies. NBC.

5:30—WIL Radio Church.

5:35 Orchestral Gems.

5:45—KMOX Ernie Golden's Orchestra and Quartet. CC.

6:00—KMOX Columbia Experimental Dramatic Laboratory. CC.

6:00—KSD Rubino's Orchestra.

6:00—KWK David Earle Internationally Known Concert Pianist.

6:15—KWK "Standing Room Only" — Comedy Sketch. NBC.

6:30—KMOX William Vincent Hall. CC.

7:00—KMOX Toscha Seidel Concert Or-chestra. CC.

7:00—KSD David Lawrence.

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

7:15—KSD Album of Familiar Music.

7:15—KWK Bayuk Stag Party; Male Quartet with Ivan Rudisills Orchestra.

7:30—KMOX Enroute to Pennzoil Parade of Melodies; Harry Sosnik, Pianist, and his Band with Male Quartet. CC.

7:45—KSD L'Heure Exquise.

7:45—KWK Kelly Springfield Tires Program. "Making the Movies" Comedy Sketch. NBC.

8:00—KMOX American Safety Razor; Belle Baker, the Four Eton Boy and Jack Denny's Orchestra.

8:00—WIL Ambassador Theatre Orch.

8:15—KWK Barbasol Program. Harry Frankle, Master of Ceremonies with Wm. Strickles, Orchestra. NBC.

8:30—KMOX Ziegfeld Radio Show. CC.

8:30—KSD Musings.

8:30—WIL C. F. Lindsley; Organ. Trs.

8:45—KSD Sunday at Seth Parker's.

8:45—KWK Ted Jansens Forest Park Highlands Dance Orchestra.

8:45—WIL Allister Wylie; Pianist.

9:00—KMOX Winter Garden Walkathon.

9:00—WIL Dance Orchestra.

9:15—KMOX Kreuger Artists Hour.

9:15—KSD Official weather forecast.

9:30—KWK "Piano Moods" Lee Sims and Illomay Bailey. NBC.

9:30—WIL Palladium Program; Marathon Walkathon.

9:45—KMOX News Flashes. M K & T.

9:45—WIL Dream Boat — Franklyn McCormack.

10:00—KMOX Baseball Scores, Teaberry.

10:00—WIL Bing Crosby, Trs.

10:05—KMOX Gus Arnheim's Orch. CC.

10:15—WIL Roy Diveinneys Orchestra.

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

10:30—KWK Ted Jansens Orchestra from Forest Park Highlands.

10:30—WIL Paul Whiteman's Orch. Trs.

11:00—KMOX Sunday Night Varieties; Orchestra.

11:00—WIL Majestic Program.

11:30—KMOX Winter Garden Walkathon.

11:30—WIL Studio Frolic.

11:45—KMOX Speed Demons, Orchestra.



Complete Radio Programs For Monday, June 13

— A. M. —

6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX The Early Morning Band Wagon, Records.
 7:00—KSD Gene and Glenn.
 7:00—WIL Breakfast Club Express — Popular Program.
 7:15—KSD Top of the Morning.
 7:15—KWK Dad and Jean, Reading the Comic Strips; by the Pet Milk Co.
 7:30—KMOX Merry Makers, CC.
 7:30—KSD "Secretary Hawkins."
 7:30—KWK Beautiful Thoughts, Joan Blaine, Narrator; Tenor Soloist; Male Quartet, NBC.
 7:45—KWK Records.
 8:00—KMOX The Singing Vagabond; Artells Dickson, CC.
 8:00—KSD Pieplant Pete.
 8:00—WIL Don't be Late for School; Children's Program.
 8:00—WEW The Day's Dedication; G. A. Wallenhorst.
 8:15—KMOX Sweet and Hot; Orchestra, CC.
 8:15—KSD Breen and De Rose.
 8:15—KWK Clara, Lu 'n' Em; by the Palmolive Peet Co. NBC.
 8:15—WIL Birthday Bells.
 8:30—KSD Harriet Braun, Violinst.
 8:30—KWK A. & P. Tea Co. "Our Daily Food" with Col. Goodbody, NBC.
 8:30—WIL Cecil and Sally, Records.
 8:45—KMOX Madison Singers, CC.
 8:45—KSD Contralto Solo.
 8:45—KWK Records.
 8:45—WIL Morning Moods, Trs.
 9:00—KMOX Morning Moods, Orchestra, CC.
 9:00—KSD To be announced.
 9:00—KWK Mrs. A. M. Goudiss House-keeping Talk, NBC.
 9:00—WIL Sunshine Serenaders; Studio Orchestra.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's House-keepers' Chat.
 9:15—KSD Household Institute.
 9:15—KWK Records.
 9:15—WIL Artists Parade, Records.
 9:30—KMOX Academy of Medicine.
 9:30—KSD U. S. Navy Band.
 9:30—KWK Singing Strings, under direction of Walter Blaufuss, NBC.
 9:30—WIL Allen Clarke — Prince of Songs.
 9:45—KMOX Ben Alley, Tenor, CC.
 9:45—KWK Hospitality Program by Coca Cola Co. NBC.
 9:45—WIL Dixie Trio; Instrumental.
 10:00—KMOX Brewer's Orchestra, CC.
 10:00—KSD Circle Program.
 10:00—KWK Merrimen Quartet; Male Quartet, NBC.
 10:00—WIL Song of the Strings; Studio Orchestra.
 10:00—WEW Weather Report; Opening Grain Market.
 10:15—KMOX St. Louis Hour.
 10:15—KSD The Real Geo. Washington.
 10:15—KWK Piano Solos by Herbert Berger.
 10:15—WIL Today's Song Hits, Records
 10:15—WEW Parents' Forum.
 10:30—KMOX Columbia Revue, CC.
 10:30—KSD On Wings of Song.
 10:30—KWK Records.
 10:30—WIL Paul Whiteman's Orch. Trs.
 10:45—KWK Horticulture Society Talk on Flowers.
 11:00—KMOX Missouri Women's Federation Program.
 11:00—KSD Jack Miles' Orchestra.
 11:00—KWK Records.
 11:00—WIL Dorothy Grindon's Book Review.
 11:15—KMOX Mart Building Program.
 11:15—KWK KWK Radio Bazaar.
 11:15—WIL "Red" Nichols and His Five Pennies, Records.
 11:30—KMOX Madison String Ensemble.
 11:30—KSD The Venetians.
 11:30—KWK National Farm and Home Hour, Farm News and Agriculture Bulletins with Harry Koxens Homesteaders Orchestra, NBC.
 11:30—WIL Studio Orchestra.
 11:45—KMOX Winter Garden Walkathon.
 11:45—WIL Luncheon Dansante; Studio Orchestra.
 12:00—KMOX Farm Service Hour — Orkan and Henry, Zeb and Otto.
 12:00—KSD Health Talk.
 12:00—WEW Farm Reporter's Program — Live Stock Exchange.

— P. M. —

12:30—KWK Around the Piano with Wm. E. Hugo; by the Wm. E. Hugo Schools of Music.

— P. M. —

12:30—WIL Ray and Bob; Guitarists.
 12:45—WIL Hot Timers; Sweet and Hot Music by Studio Orchestra.
 1:00—KMOX String Trio from Coronado Hotel.
 1:00—KSD "The Revolving Stage."
 1:00—KWK Records.
 1:00—WIL Progressive Merchants Campaign; Orchestra.
 1:15—KMOX St. Louis Hour.
 1:15—KWK Sterling Harkins with Herb Berger.
 1:30—KMOX Aeolian Piano Recital.
 1:30—KSD Women's Review.
 1:30—WIL Stars of Songland, Trs.
 1:45—KMOX The Four Eton Boys—Novelty Quartet, CC.
 1:45—KWK Rhythm Ramblers, NBC.
 1:45—WIL Voice of the Vibraphone—Schuyler Alward and Jerry Cammack.
 2:00—KMOX Westphal's Dance Orchestra, CC.
 2:00—KSD Pop Concert.
 2:00—KWK Frank and Ernest; Comedy and Harmony Team; by the Pebeco Tooth Paste Co.
 2:00—WIL Police Releases.
 2:15—KWK Baseball Special Program with the Studio Orchestra.

— P. M. —

5:15—KMOX Duo Piano Forte; Ruth and Margo.
 5:15—KSD Sonata.
 5:15—KWK Chandu, the Magician—Mystery Drama by the White King Soap Co.
 5:15—WIL Organ Melodies.
 5:30—KMOX Lavoris—Easy Aces; Dialogue, CC.
 5:30—KSD Musical Revelries.
 5:30—KWK Swift and Co. presents the Stebbins Boys, NBC.
 5:30—WIL Palladium Program; Walkathon Marathon.
 5:45—KMOX Winter Garden Walkathon.
 5:45—KSD The Goldbergs.
 5:45—KWK Best Foods Co. presents Billy Jones and Ernie Hare, NBC.
 5:45—WIL Evening Echoes.
 6:00—KMOX Limit; The Bath Club, CC.
 6:00—KSD String Quartet.
 6:00—KWK Carnation Milk Co. Program with Gene Arnold and Morgan L. Eastman's Orchestra, NBC.
 6:00—WIL Bobby Stubbs and His Music.
 6:15—KMOX Barbasol; Singin' Sam.
 6:15—WIL Bigalte Dinner Concert.

Sterling Harkins KWK Soloist U. of Mo. Grad.

Sterling Harkins, announcer and soloist at KWK, never sings alone!

His three and a half year old daughter knows every program that he has on the air and plants her small self by the radio when it is time for them so she can sing with him, putting in variations all her own. Bettie Ann knows the words for all the currently popular melodies and shows promise of being a singer too.

Sterling Harkins came to KWK last July after successes as a singer at WODX in Mobile, Alabama. His family lives here and he listened to their pleas to hear him sing over the radio here. His guest performance received so much comment that before he left the studio, he was signed up as a staff artist.

A gift of being able to project his brown-eyed and sympathetic personality into his tenor voice is probably the greatest secret of the following he has amassed during his radio career both down south and here. His real career started when he was scarcely older than his daughter when he was a church soloist but he abandoned singing after graduating from the University of Missouri and went into business. The habit of being able to express himself in song was greater than the call of business triumphs and thus we have "Sterling Harkins announcing" and "Program by Sterling Harkins, tenor," coming out of the air through a twist of the dial.

— P. M. —

9:01—KSD Russ Columbo's Orchestra.
 9:15—KMOX Maxwell House Tune Blenders with Lanny Ross, Tenor, CC.
 9:15—KSD Lopez's Orchestra.
 9:15—KWK Sport Review by the Athophone Corporation.
 9:30—KMOX Nobel Sissle and His Orchestra, CC.
 9:30—KWK Studio Orchestra.
 9:30—WIL Palladium Program; Walkathon Marathon.
 9:45—KMOX Katy News Flashes — M. K. & T. Railway.
 9:45—WIL Dream Boat — Franklyn MacCormack.
 10:00—KMOX Baseball Scores, Teaberry
 10:00—KWK News Bulletin.
 10:00—WIL News Flash.
 10:05—KMOX Bisquick, General Mills—Talk and Band, Trs.
 10:10—KMOX Old John Public.
 10:15—KMOX Isham Jones, Orchestra.
 10:15—KWK Stick to the Finish Club Playin' Request sponsored by the Hydrox Ice Cream Co.
 10:15—WIL Ray Diveinney's Orchestra.
 10:30—KMOX Joe Reichman and His Orchestra, CC.
 10:30—KSD Harry Reser and His Eskimos.
 10:30—WIL Progressive Merchants Campaign.
 11:00—KMOX KMOX Dance Orchestra.
 11:00—KWK Irving Rose Hotel Statler Orchestra.
 11:00—WIL Around Town with the Old Night Watchman.
 11:15—KMOX Sport Squibs by France Laux.
 11:30—KMOX Winter Garden Walkathon.
 11:30—KWK Joe Reichmans Hotel Chase Orchestra.
 11:45—KMOX Song Parade; KMOX Orchestra.
 11:45—KWK Irving Rose Hotel Statler Orchestra.

Selections For Today

U. S. Navy Band at 9:30 on KSD.

Nancy Mary—"The Modern Girl Philosopher" in one of her heart-to-heart talks at 3 p. m. (WIL.)

Uncle Billy's Children's Hour at 5 p. m. (KMOX.)

Stoopnagle and Budd in silly chatter at 6:40 p. m. (KMOX.)

Wiener Minstrels always provide a good show at 7 p. m. (KWK.)

Lawrence Tibbett in a program of favorite songs on KSD at 6:30 p. m. (KSD.)

The "Dream Boat" with the "Ole Captain" at the helm sails from WIL at 9:45 p. m.

Joe Reichman's orchestra from Hotel Chase Roof at 11:30 p. m. (KWK.)

2:15—WIL Musical Gems, Trs.
 2:15—WEW Talk by R. L. Mooney.
 2:30—KMOX Ruth Hulise Nelson, Organ.
 2:30—KSD Today's News.
 2:30—WIL Eddie Lake; Banjo Melodies.
 2:30—WEW Popular Piano Numbers; Joe "Buddy" Duddy.
 2:45—KSD The Lady Next Door.
 2:55—KMOX Ball Game—Washington at St. Louis.
 2:55—KWK Washington vs Browns—Baseball Game Broadcast by the Old Judge Coffee Co.
 3:00—KSD May We Present.

3:00 p. m.—WIL—Radio and Entertainment's Nancy Mary, "The Modern Girl Philosopher."

3:00—WEW Closing Markets.
 3:15—WEW A. Miramonti, Accordion.
 3:30—KSD Swanee Serenaders.
 3:30—WIL Matinee Melodies, Records.
 3:30—WEW Musical Program.
 3:45—KSD The Songsters.
 3:45—WEW Fifteen Minutes of Good English—G. G. Grant.
 4:00—KSD Dinner Music.
 4:00—WIL Majestic Gardens Orch. Trs.
 4:00—WEW Current Events.
 4:15—KSD "Sippy."
 4:15—WIL Musicalities; Studio Orch.
 4:15—WEW E. A. Moosbrugger; Violin, Walter von Kalinowski, Accompanist.
 4:30—KSD Fiddlers Three.
 4:30—WIL Studio Feature.
 4:40—KMOX Baseball Scores, Teaberry
 4:45—KMOX The Funnyboners; Comedy.
 4:45—KSD June Pursell.
 4:45—WIL Pirates Club — Children's Program.
 4:50—KWK Careful Children's Club Program presented by Children of the St. Louis Safety Council with Ready Eddy.
 5:00—KMOX Uncle Billy (Children's Feature.)
 5:00—KSD Sonata.
 5:00—KWK The Kellog Singing Lady; by the Kellog, Co. NBC.
 5:00—WIL Sleepy Hollow Trio and Edward Wacker.
 5:10—KSD Baseball Scores.

6:30—KMOX LaPalina; Kate Smith and Her Swanee Music, CC.
 6:30—KSD Male Quartet and Orchestra
 6:30—KWK Death Valley Days; "The End of the World." Dramatic Program.
 6:30—WIL Sparklers Orchestra; Studio Orchestra.
 6:45—KMOX Ivory Soap; Colonel Stoopnagle and Budd, CC.
 6:45—WIL Civic Service Period — Mr. Fixit.
 7:00—KMOX International Revue; Sam Lanin's Orchestra with Guest Artist, CC
 7:00—KSD Gypsies Orchestra.
 7:00—KWK Wiener Minstrel Show with Roy Shields Orchestra presented by the Sinclair Oil Co. NBC.
 7:00—WIL Bill Bailey's Orchestra.
 7:15—KMOX Street Singer, CC.
 7:15—WIL Henry Doolittle; Rural Philosopher.
 7:30—KMOX Bourgeois—An Evening in Paris, CC.
 7:30—KSD The Parade of the States.
 7:30—KWK Canada Dry Ginger Ale Co. presents Jack Benny with Geo. Olsen's Orchestra, NBC.
 7:30—WIL Allister Wylie; Piano Stylist.
 7:45—WIL Jackie Archer and the Vaughn Bros.
 8:00—KMOX Chesterfield; Music that Satisfies; The Boswell Sisters and Shilkret's Orchestra, CC.
 8:00—KSD National Radio Forum.
 8:00—KWK San Felician Serenade with Bob Nolan as Master of Ceremonies.
 8:00—WIL Barn Dance Music.
 8:15—KMOX Hollywood Whispers; Cal York, Photoplay's Star Report, CC.
 8:15—KWK Herbert Berger's Orchestra with Dave Wright, Baritone Soloist.
 8:30—KMOX Howard Barlow and the Columbia Symphony Orchestra, CC.
 8:30—KSD "Do You Remember?"
 8:30—KWK Love Songs and Waltzes with Frank Munn presented by the Sterling Products Co. NBC.
 8:30—WIL Ed Breese; Memories, Trs.
 8:45—KWK The Falstaff Co. Program.
 8:45—WIL Allen Wills; Songs As You Like Them.
 9:00—KMOX Winter Garden Walkathon.
 9:00—KSD Official weather forecast.
 9:00—KWK Amos 'n' Andy, NBC.
 9:00—WIL Fate Marable's Orchestra.

Complete Radio Programs For Tuesday, June 14

— A. M. —

6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX Early Morning Band Wagon. Trs.
 7:00—KSD Gene and Glenn.
 7:00—WIL Breakfast Club Express — Popular Program.
 7:15—KSD Top of the Morning.
 7:15—KWK Dad and Jean Reading the Comic Strips, sponsored by the Pet Milk Co.
 7:30—KMOX Melody Parade. CC.
 7:30—KSD "Secretary Hawkins."
 7:30—KWK Beautiful Thoughts. Joan Blaine, Narrator; Tenor Soloist: Male Quartet. NBC.
 7:45—KMOX Wm. Rogers and Sons—Brad and Al. CC.
 7:45—KWK Adventures of Helen and Henry; sponsored by Jas H. Forbes Tea & Coffee Co.
 8:00—KMOX Fifteen Minutes with Famous Band Leaders. Records.
 8:00—KSD Banjoists.
 8:00—KWK Records.
 8:00—WIL Don't be Late for School; Children's Program.
 8:00—WEW The Day's Dedication: G. A. Wallenhorst.
 8:15—KMOX Commander Larabee — Clara Alden Spence. CC.
 8:15—KSD Sparkling Music.
 8:15—KWK Clara, Lu 'n' Em — Louise Starky, Isabelle Carothers and Helen King—Gossip. NBC.
 8:15—WIL Birthday Bells.
 8:30—KMOX Morning Moods, Orchestra. CC.
 8:30—KSD Pie Plant Pete.
 8:30—KWK A. & P. Tea Co. Our Daily Food with Col. Goodbody and Judge Gordon with the Four Singing Grocers. NBC.
 8:30—WIL Cecil and Sally. Trs.
 8:45—KMOX U. S. Navy Band Concert. CC.
 8:45—KSD Breen and De Rose.
 8:45—KWK R. B. Davis Co. Mr. Coco and Mr. Malt; Comedy Songs and Patter.
 8:45—WIL Morning Moods. Trs.
 9:00—KSD "Your Child."
 9:00—KWK Mrs. Goudiss — Forecast School of Cookery. NBC.
 9:00—WIL Sunshine Serenader's Orchestra; Variety Tunes.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KMOX Stories of the Living Great; Bobby Jones, Ida Bailey Allen.
 9:15—KSD Household Institute.
 9:15—KWK Tanzee Lipstick Program. Tanzee Musical Dreams Orchestra and Narrator. NBC.
 9:15—WIL Uncle Ben's Lone Star Rangers.
 9:30—KMOX Helen Board, Soprano.
 9:30—KSD Army Band Concert.
 9:30—KWK Bristol Meyers; Through the Looking Glass — Beauty Talk by Frances Ingram. NBC.
 9:30—WIL Allen Clarke — Prince of Songs.
 9:45—KMOX Do Re Me; Novelty Trio.
 9:45—KWK Records.
 10:00—KMOX St. Louis Medical Society.
 10:00—KSD Circle Program.
 10:00—KWK Piano Interlude; Featuring Herbert Berger.
 10:00—WEW Weather Report; Opening Grain Market.
 10:15—KMOX St. Louis Hour.
 10:15—KSD The Real Geo. Washington.
 10:15—KWK Records.
 10:15—WEW Talk.
 10:30—KMOX Columbia Revue, Orchestra. CC.
 10:30—KSD On Wings of Song.
 10:30—KWK Lou Conrad and His Hotel Wm. Penn Orchestra. NBC.
 10:45—KWK Charles Howard, Tenor.
 11:00—KMOX Current Questions Before Congress. CC.
 11:00—KSD Classic Varieties.
 11:00—KWK Red Cross Program.
 11:15—KMOX George Hall's Hotel Taft Orchestra. CC.
 11:15—KWK KWK Woman's Radio Bazaar.
 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.
 11:45—KMOX Winter Garden Walkathon.
 11:45—WIL Palladium Program; Walkathon Marathon.
 12:00—KMOX Wyeth Chemical Co. — Aunt Jemima. Songs. CC.

— A. M. —

12:00—KSD The Merry Madcaps.
 12:30—KWK Citizen's Relief Committee —Talk.
 12:00—WIL Luncheon Dansante; Studio Orchestra; Otto Reinert.
 12:00—WEW Report of St. Louis Live Stock Exchange.
 — P. M. —
 12:15—KMOX Danderine — Movie Star Revue. CC.
 12:30—KMOX Farm Service Hour — Henry, Zeb and Otto.
 12:30—WIL Ray and Bob; Guitarists.
 12:45—KWK Records.
 12:45—WIL Hot Timers; Sweet and Hot Music.
 1:00—KMOX String Trio from Coronado Hotel.
 1:00—KSD Young Artists' Light Opera Program.
 1:00—KWK Stick to the Finish Club; Featuring Herbert Berger's Orchestra by the Hydrox Ice Cream Co.
 1:00—WIL Progressive Merchants Campaign; Otto Reinert's Orchestra.
 1:15—KMOX St. Louis Hour.
 1:30—KMOX Snapshots. CC.
 1:30—KSD Women's Review.

— P. M. —

5:15—KSD Instrumental Soloists.
 5:15—KWK Chandu the Magician — by White King Soap Co.
 5:15—WIL Piano Capers; Hope Barnham.
 5:30—KMOX Winter Garden Walkathon.
 5:30—KSD "Singing Sam."
 5:30—KWK Swift and Co. — Stebbins Boys. NBC.
 5:30—WIL Palladium Program; Marathon Walkathon.
 5:45—KMOX Chase and Sanborn's Tea Program. Georgie Price and Benny Kreuzer Orchestra. CC.
 5:45—KSD The Goldbergs.
 5:45—KWK Best Foods — Billy Jones and Ernie Hare. Songs and Patter. NBC.
 5:45—WIL Evening Echoes.
 6:00—KMOX Linit. The Bath Club. CC.
 6:00—KSD Vocal Soloists and Orchestra.
 6:00—KWK National Advisory Council —Talk by Edward M. Sait, Department of Political Science, Pomona College.
 6:00—WIL Bobby Stubbs and His Music.
 6:15—KMOX The Columbians. CC.
 6:15—WIL Bigalte Dinner Concert.



Si, Carmencita!

SENORA Rita Cavaliery, Spanish soprano, who is frequently heard in broadcasts over NBC networks, has adopted Pittsburgh as her home. The soprano has traveled extensively and has sung in Australia, Italy, England, France and Mexico.

Selections For Today

Allan Clarke, member of the Munny Opera cast, will sing a group of songs at 9:30 a. m.

"Sisters of the Skillet" and their silly sallies at 6:45 p. m. (KWK.)

Lou Conrad and his orchestra on the network at 10:30 a. m. (KWK.)

Ed. Wynn, "The Perfect Fool" at 7:30 p. m. on KSD.

George Hall and his Hotel Taft orchestra at 11:15 a. m., from KMOX.

Bing Crosby, guest star on the Transit News program at 8 p. m. (WIL.)

Emily Post in one of her talks on etiquette at 10 a. m. (KSD.)

Irene Beasley in popular songs over KMOX at 9 p. m.

1:30—WIL Bert Sexton; Dixie Melody Man.
 1:45—WIL Musical Masterpieces. Records.
 2:00—KMOX Boston Petite Symphony.
 2:00—KSD The Magic of Speech.
 2:00—KWK Frank and Ernest, The Pebecco Boys; by the Pebecco Co. Comedy and Harmony Duo.
 2:00—WIL Police Releases.
 2:15—KWK St. Louis on Parade — Featuring Herbert Berger and His Studio Orchestra.
 2:15—WIL Famous Dance Orchestras.
 2:30—KMOX Ruth Hulise Nelson — Organ and Bobbie Roberts, Tenor.
 2:30—KSD Instrumental Soloists.
 2:30—WIL Afternoon Frolic.
 2:45—KSD The Lady Next Door.
 2:55—KMOX Baseball; Washington at St. Louis.
 2:55—KWK Washington vs. Browns.
 3:00—KSD Gilbert Strousk.
 3:00—WIL Clara, Engle and Her Songs.
 3:00—WEW Closing Markets.
 3:15—KSD Swance Serenaders.
 3:15—WIL Musical Gems. Records.
 3:15—WEW Violin Solos; Mr. John Boland.
 3:30—KSD Garden Melodies.
 3:30—WIL Matinee Melodies. Records.
 3:45—WEW Interpretation — A. M. Linz.
 4:00—KSD Dinner Music.
 4:00—WIL Majestic Gardens Orch. Trs.
 4:00—WEW Current Events.
 4:15—KSD "Skippy."
 4:15—WEW Children's Stories — E. Stodder Casey.
 4:30—KSD To be announced.
 4:30—WIL Studio Feature.
 4:40—KMOX Baseball Scores, Teaberry
 4:45—KMOX Noble Sissle's Orchestra.
 4:45—KSD Back of the News in Washington.
 4:45—WIL Pirate's Club — Children's Program.
 5:00—KMOX Uncle Billy (Children's Feature).
 5:00—KSD Mid-Week Hymn Sing.
 5:00—KWK Kellogg Lady; Nursery Rhymes and Songs. NBC.
 5:00—WIL Sleepy Hollow Trio and Ed. Wacker.
 5:10—KSD Baseball Scores.
 5:15—KMOX The Mills Brothers Quartet. Crisco. CC.
 6:30—KMOX LaPalina. Kate Smith and Her Swance Music. CC.
 6:30—KSD Dramatized Story.
 6:30—KWK KWK Studio Orchestra.
 6:30—WIL Sparklers; Orchestra.
 6:45—KMOX Heinz, Joe Palooka. CC.
 6:45—KWK Sisters of the Skillet — Eddie and Ralph, Specialty Songs and Dialogue. NBC.
 6:45—WIL Civic Service Period — Mr. Fixit.
 7:00—KMOX St. Louis Civic Band. Pet Koko Program.
 7:00—KSD Artists' Service Musicale.
 7:00—KWK Household Evening Hour. Edgar A. Guest Poet; Guest Speaker; Orchestra; Soprano Male Trio. NBC.
 7:00—WIL Bill Bailey's Orchestra.
 7:15—WIL Sport Review.
 7:30—KMOX Eno Crime Club; Mystery Dramatization. CC.
 7:30—KSD Ed. Wynn and Don Voorhee's Band.
 7:30—KWK Goldman Band — Edwin Fanko Goldman, Conductor. NBC.
 7:30—WIL Allister Wylie; Piano Styl-ist.
 7:45—WIL Jackie Archer and The Vaughn Brothers.
 8:00—KMOX Chesterfield. Music that Satisfies; Alex Gray, Baritone and Orchestra. CC.
 8:00—KSD Dance Orchestra.
 8:00—KWK St. Louis on Parade; Featuring Herbert Berger and His Orchestra
 8:00—WIL Transit News Program.
 8:15—KMOX Musical Fast Freight—Bisque. CC.
 8:15—KWK Mystery Singer with Herbert Berger.
 8:25—WIL News Flash.
 8:30—KMOX Howard Barlow and the Columbia Symphony Orchestra. CC.
 8:30—KWK Affiliated Products; Orchestra, Soprano and Tenor. NBC.
 8:30—WIL Front Page Headlines — Drama. Trs.
 8:45—KWK St. Louis on Parade; Featuring Herbert Berger and His Orchestra.
 8:45—WIL Allen Wills and His Songs As You Like Them.
 9:00—KMOX Irene Beasley. CC.
 9:00—KSD Official weather forecast.
 9:00—KW Amos 'n' Andy; by Pep-sodent Co. NBC.
 9:00—WIL Dewey Jackson's Orchestra.

— P. M. —

9:02—KSD Russ Columbo's Orchestra.
 9:15—KMOX Carefree Hour. Quaker State Oil. Trs.
 9:15—KSD "Opry House."
 9:15—KWK Sport Review.
 9:30—KMOX Ozzie Nelson's Orchestra.
 9:30—KSD Dance Orchestra.
 9:30—KWK St. Louis on Parade; Featuring Herbert Berger and His Orch.
 9:30—WIL Palladium Program; Walkathon Marathon.
 9:45—KMOX Katy News Flashes — M. K. & T. Railway.
 9:45—WIL Dream Boat — Franklyn MacCormack.
 10:00—KMOX Baseball Scores. Teaberry
 10:00—KSD Dream Sinker.
 10:00—KWK Ted Jansen's Forest Park Highlands Orchestra.
 10:00—WIL Boswell Sisters. Trs.
 10:05—KMOX Bisquick. Band and Talk.
 10:05—KSD Hamp's Orchestra.
 10:10—KMOX Old John Public.
 10:15—KMOX Speed Demons; KMOX Orchestra.
 10:15—WIL Ray Diveinney's Orchestra.
 10:30—KMOX Coon Sanders. CC.
 10:30—KSD Dance Orchestra.
 10:30—KWK News Bulletin.
 10:30—WIL Progressive Merchants Campaign.
 10:45—KWK Joe Reichmans Hotel Chase Orchestra.
 11:00—KMOX Orchestral Melodies — KMOX Orchestra.
 11:00—KWK Irving Rose's Hotel Statler Orchestra.
 11:00—WIL Around Town with the Old Night Watchman.
 11:15—KMOX Sport Squibs by France Laux.
 11:30—KMOX Winter Garden Walkathon.
 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
 11:45—KMOX Al Lyons and his Orchestra from Meadowbrook.
 11:45—KWK Irving Rose's Hotel Statler Orchestra.
 12:15—KMOX Song Parade; KMOX Orchestra.

Complete Radio Programs For Wednesday, June 15

— A. M. —

- 6:45—KMOX Good Morning.
- 6:50—KMOX Farm Information.
- 6:55—KWK Social Hour.
- 7:00—KMOX Early Morning Band Wagon. Trs.
- 7:00—KSD Gene and Glenn.
- 7:00—WIL Breakfast Club Express—Popular Program.
- 7:15—KSD Top of the Morning.
- 7:15—KWK Dad and Jean.
- 7:30—KMOX Merry Makers. CC.
- 7:30—KSD "Secretary Hawkins."
- 7:30—KWK Beautiful Thoughts; Joan Blaine. Narrator; Tenor Soloist; Male Quartet. NBC.
- 7:45—KWK Records.
- 8:00—KMOX Fifteen Minutes with Famous Band Leaders. Records.
- 8:00—KSD Pie Plant Pete.
- 8:00—KWK Beatrice Mable — Beauty Talk. NBC.
- 8:00—WIL Don't be Late for School; Children's Program.
- 8:00—WEW The Day's Dedication: G. A. Wallenhorst.
- 8:15—KMOX The Singing Vagabond; Artells Dickson. CC.
- 8:15—KSD Food Talk.
- 8:15—KWK Clara, Lu 'n' Em—Louise Starky, Isabelle Carothers and Helen King. Gossip. NBC.
- 8:15—WIL Birthday Bells.
- 8:30—KMOX Melody Parade; Orchestra. CC.
- 8:30—KSD Elizabeth May.
- 8:30—KWK A. & P. Tea Co. Our Daily Food with Col. Goodbody and Judge Gordon. NBC.
- 8:30—WIL Cecil and Sally. Records.
- 8:45—KMOX Four Clubmen; Male Quartet. CC.
- 8:45—KSD Betty Crocker.
- 8:45—KWK Records.
- 8:45—WIL Morning Moods. Trs.
- 9:00—KMOX The Virginia Mountaineers.
- 9:00—KSD Keeping up with Daughter.
- 9:00—KWK Singing Strings—Direction Walter Blaufuss; Sara Ann McCabe Soprano. NBC.
- 9:00—WIL Serenader's Orchestra; Popular Tunes.
- 9:00—WEW Opening Markets.
- 9:10—WEW Aunt Sammy's Housekeeper's Chat.
- 9:15—KMOX Music that Never Grows Old; Margo Clarke. Piano.
- 9:15—KSD Household Institute.
- 9:15—KWK Records.
- 9:15—WIL Artists Parade. Records.
- 9:30—KMOX Round the World Cooking School; Ida Bailey Allen. CC.
- 9:30—KSD Army Band Concert.
- 9:30—WIL Allen Clarke; Prince of Songs.
- 9:45—KMOX Piano Pictures. CC.
- 9:45—KWK Hospitality Program; by Coca Cola Bottling Co.
- 9:45—WIL Dixie Trio; Instrumental.
- 10:00—KMOX Edna Wallace Hopper—Beauty Talk. Trs.
- 10:00—KSD Circle Program.
- 10:00—KWK Piano Selections; Herbert Berger.
- 10:00—WIL Studio Orchestra Song — Strings.
- 10:00—WEW Weather Report; Opening Grain Market.
- 10:05—KMOX Ted Brewer's Orchestra.
- 10:15—KMOX St. Louis Hour.
- 10:15—KSD The Real Geo. Washington.
- 10:15—KWK Records.
- 10:15—WIL Today's Songs Hits. Trs.
- 10:15—WEW Talk.
- 10:30—KMOX Columbia Revue; Orchestra. CC.
- 10:30—KSD On Wings of Song.
- 10:30—KWK Lou Conrad's Orchestra—William Penn Hotel Orchestra. NBC.
- 10:30—WIL Leo Reischman's Orchestra. Records.
- 10:45—KWK Theronoid of St. Louis—Health Talk.
- 10:50—KWK Records.
- 11:00—KMOX St. Louis Dental Society.
- 11:00—KSD Jack Miles' Orchestra.
- 11:00—WIL Bing Crosby. Records.
- 11:15—KMOX Mart Building Program.
- 11:15—KWK KWK Woman's Radio Bazaar; Talk on Gardens, Fashion and Food.
- 11:15—WIL Old Time Songs. Records.
- 11:30—KMOX Madison String Ensemble.
- 11:30—KWK National Farm and Home Hour. NBC.
- 11:30—WIL Master's Music Room. Trs.
- 11:45—KMOX Winter Garden Walkathon.
- 11:45—WIL Palladium Program.
- 12:00—KMOX Aunt Jeremia Songs. CC.
- 12:00—KSD Child Study.
- 12:00—WIL Luncheon Dansante; Studio Orchestra.

— A. M. —

- 12:00—WEW Farm Reporter's Program —Live Stock Exchange.
- P. M. —
- 12:15—KMOX Farm Service Hour — Henry, Zeb and Otto. Mrs. E. W. Mahood —Talk.
 - 12:30—KWK Council of Jewish Women —Talk.
 - 12:30—WIL Ray and Bob; Guitarists.
 - 12:45—KWK Records.
 - 12:45—WIL Hot Timers; Sweet and Hot Music. Skinnell, Jones, Hahn.
 - 1:00—KMOX Coronado String Trio.
 - 1:00—KSD Salon Concert Ensemble.
 - 1:00—KWK Stick to the Finish Club Orchestra; by Hydrox Ice Cream Co.
 - 1:00—WIL Progressive Merchants Program; Otto Reinert's Orchestra.
 - 1:15—KMOX St. Louis Hour.
 - 1:30—KMOX Wednesday Matinee. CC.
 - 1:30—KSD Women's Review.
 - 1:30—WIL Prof. Healthy's Class — Tuberculosis Society.
 - 1:45—KMOX Four Eton Boys; Novelty Quartet. CC.
 - 1:45—WIL Voice of the Virabraphone—Jerry Cammack and Schuyler Alward.
 - 2:00—KMOX The Captivators. CC.

— P. M. —

- 5:10—KSD Baseball Scores.
- 5:15—KMOX Ruth and Margo.
- 5:15—KSD Intermezzo.
- 5:15—KWK Chandu the Magician — by White King Soap Co. Trs.
- 5:15—WIL Sunset Melodies. Trs.
- 5:30—KMOX Lavoris—Easy Aces — Dialogue.
- 5:30—KSD Schackley's Orchestra with guest artists.
- 5:30—KWK Swift and Co. The Stebbins Boys; Parker Fennelly and Arthur Allen. Comedy Sketch. NBC.
- 5:30—WIL Palladium Program.
- 5:45—KMOX Winter Garden Walkathon.
- 5:45—KSD The Goldbergs.
- 5:45—KWK Best Foods; Billy Jones and Ernie Hare. NBC.
- 5:45—WIL Evening Echoes.
- 6:00—KMOX Limit. The Bath Club. CC
- 6:00—KSD "Big Time."
- 6:00—KWK American Tax Payers League; Guest Speaker. NBC.
- 6:00—WIL Bobby Stubbs and His Music.
- 6:15—KMOX Barbasol; Singin' Sam.
- 6:15—WIL Bigalte Dinner Concert.

Holiday-ing

How the radio artists spend their week-ends:

Thelma Kessler, Columbia soprano, goes a-sailing. David Ross prunes the trees in his backyard.

Nat Shilkret would like to play golf, but can't get away during the week-end period what with arranging and composing.

Gus Van coaches an orphange baseball team on Saturday and goes fishing on Sunday.

Alex Gray has a family reunion, one week in Philadelphia and another in New York. He threatens to break this routine occasionally during the summer for a dip at Atlantic City.

Lanny Ross catches up on his reading.

Morton Downey battles against that waistline, swimming and playing tennis and baseball.

Norman Brokenshire seizes his only opportunity to stay at home. Dave (Funnyboner) Grant follows this example.

Virginia Arnold motors to New England to search for attractive inns.

Andre Baruch travels here and there taking part in aquatic competitions.

Adele Vasa takes her weekend in the middle of the week so that she can go shopping. She also paints porch furniture.

Leon Belasco writes a voluminous letter to his parents in Manchuria.

Jacques Renard takes his family out motoring.

— P. M. —

- 9:00—KMOX Winter Garden Walkathon.
- 9:00—KSD Official weather forecast.
- 9:00—KWK Amos 'n' Andy. NBC.
- 9:00—WIL Fate Marable's Orchestra.
- 9:01—KSD Nellie Revell.
- 9:15—KMOX Maxwell House Coffee—Lanny Ross, Tenor and Orchestra. CC.
- 9:15—KSD Russ Columbo's Orchestra.
- 9:15—KWK Sport Review.
- 9:30—KMOX Don Redman and His Orchestra. CC.
- 9:30—KWK St. Louis on Parade — Featuring Herbert Berger's Studio Orchestra.
- 9:30—WIL Palladium Program; Marathon Walkathon.
- 9:45—KMOX Katy News Flashes.
- 9:45—WIL Dream Boat — Franklyn MacCormack.
- 10:00—KMOX Teaberry Baseball Scores
- 10:00—KWK Ted Jansen's Forest Park Highlands Orchestra.
- 10:00—WIL C. F. Lindsley; Organ. Trs.
- 10:05—KMOX Band and Talk. Trs.
- 10:10—KMOX Old John Public.
- 10:15—KMOX Speed Demons —KMOX Orchestra.
- 10:15—WIL Ray Diveinney's Orchestra.
- 10:30—KMOX Isham Jones. CC.
- 10:30—KSD Charlie Agnew's Orchestra.
- 10:30—KWK News Bulletin.
- 10:30—WIL Progressive Merchants Program. Orchestra.
- 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:00—KMOX Orchestral Novelties.
- 11:00—KWK Irving Rose's Hotel Statler Orchestra.
- 11:00—WIL Around Town with the Old Night Watchman.
- 11:15—KMOX Sport Squibs by France Laux.
- 11:30—KMOX Winter Garden Walkathon.
- 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:45—KMOX Al Lyons and His Orch.
- 11:45—KWK Irving Rose's Hotel Statler Orchestra.
- 12:15—KMOX Song Parade.

Selections For Today

"Singing Strings" under direction of Walter Blaufuss 9 a. m. (KWK.)

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Round-the-World Cooking School with Ida Bailey Allen at 9:30 a. m. (KMOX.)

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WIL's luncheon music at noon.

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Swanee Serenaders at 3:15 p. m. over KSD is an NBC network music program.

Merle Thorpe on "business" at 4:45 (KSD.)

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Ruth Etting, in "Songs that Satisfy" at 8 p. m. (KMOX.)

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Allen Wills in songs "As You Like Them" at 8:45 p. m.

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One hour of dance music starting at 10:45 p. m. by Joe Reichman from Hotel Chase Roof and Irving Rose from the Statler. (KWK.)

- 2:00—KSD The Pilgrims.
- 2:00—KWK Frank and Ernest; Comedy Team; by Pebecco Toothpaste Co.
- 2:00—WIL Police Releases.
- 2:15—KWK St. Louis on Parade; Featuring Herbert Berger's Studio Orches.
- 2:15—WIL Musical Gems. Trs.
- 2:30—KMOX Ruth Hulse Nelson — Organ and Bobbie Roberts, Tenor.
- 2:30—KSD Today's News.
- 2:30—WIL Afternoon Frolic.
- 2:45—KSD Lady Next Door.
- 2:55—KMOX Baseball; Philadelphia at St. Louis.
- 3:00—KWK Philadelphia vs. Brown
- 3:00—KSD Breen and De Rose.

3:00 p. m.—WIL—Radio and Entertainment's Nancy Mary, "The Modern Girl Philosopher."

- 3:00—WEW Closing Markets.
- 3:15—KSD Swanee Serenaders.
- 3:15—WIL Eddie Lake; Banjo Melodies.
- 3:15—WEW Bud Waples and Company.
- 3:30—WIL Matinee Melodies. Records.
- 3:30—WEW Symphony Trs.
- 3:45—KSD Florence Wightman's Orchestra.
- 4:00—KSD Dinner Music.
- 4:00—WIL Majestic Gardens Orch. Trs.
- 4:00—WEW Current Events.
- 4:15—KSD "Skippy."
- 4:15—WIL Musicalities; Cello, Violin and Piano.
- 4:15—WEW Musical Program.
- 4:30—KSD Ted Black's Orchestra.
- 4:30—WIL Studio Feature.
- 4:30—WEW Piano Recital; Margaret Schoen.
- 4:40—KMOX Teaberry Baseball Scores.
- 4:45—KMOX The Funnyboners; Songs and Comedy. CC.
- 4:45—KSD Merle Thorpe.
- 4:45—WIL Pirates Club; Children's Program.
- 4:45—WEW The Dim-Wit Hour.
- 4:50—KWK Careful Children's Club—St. Louis Safety Council Sponsorship.
- 5:00—KMOX Uncle Billy (Children's Feature.)
- 5:00—KSD Parisian Entertainer.
- 5:00—KWK Kellox Singing Lady — Nursery Jingles, Songs and Stories. NBC
- 5:00—WIL Sleepy Hollow Trio and Eddie Wacker.

- 6:30—KMOX LaPalina. Kate Smith and Her Swanee Music. CC.
- 6:30—KSD "Old Counselor" and Orchestra.
- 6:30—KWK Automobile Club—Talk.
- 6:30—WIL Sparklers Orchestra; Studio Orchestra.
- 6:45—KMOX Ivory Soap. Col. Stoopnagle and Budd. CC.
- 6:45—KWK Evening Melodies; Featuring Sterling Harkins. Tenor and Orchestra.
- 6:45—WIL Civic Service Period — Mr. Fixit.
- 7:00—KMOX Robt. Burns. Guy Lombardo and His Royal Canadians. CC.
- 7:00—KSD Orchestra with Guest Artist
- 7:00—KWK G. Washington Coffee Co. Adventures of Sherlock Holmes; Dramatic Program. NBC.
- 7:00—WIL Bill Bailly's Orchestra.
- 7:15—WIL Sport Review.
- 7:30—KMOX Eno Salts. Crime Club; Mystery Dramatization. CC.
- 7:30—KSD The Choristers and Orchestra.
- 7:30—KWK Canada Dry Ginger Ale—Jack Benny; George Olsen and His Music with Ethel Shutta. NBC.
- 7:30—WIL Allister Wylie; Piano Stylist.
- 7:45—WIL Jackie Archer and the Vaughn Bros.
- 8:00—KMOX Chesterfield. Ruth Etting and Shilkret's Orchestra. CC.
- 8:00—KSD To be announced.
- 8:00—KWK Studio Orchestra; Featuring Herbert Berger and His Orchestra.
- 8:00—WIL Theatre Orchestra.
- 8:15—KMOX Horlicks Malted Milk. Adventures in Health. Dr. Bundeson.
- 8:15—KWK Absorbene Junior. McCravy Brothers, Frank and James; Hearthsie Singers. NBC.
- 8:25—WIL News Flash.
- 8:30—KMOX Howard Barlow; Symphony Orchestra.
- 8:30—KSD Club Program.
- 8:30—KWK Affiliated Products. Waves of Melody; Victor Arden's Dance Orchestra; Tom Brown, Tenor. NBC.
- 8:30—WIL Master's Music Room. Trs.
- 8:45—KWK St. Louis on Parade — Featuring Herbert Berger's Studio Orchestra.
- 8:45—WIL Allen Wills; Songs As You Like Them.

Complete Radio Programs For Thursday, June 16

— A. M. —

- 6:45—KMOX Good Morning.
- 6:50—KMOX Farm Information.
- 6:55—KWK Social Hour.
- 7:00—KMOX Early Morning Band Wagon, Trs.
- 7:00—KSD Gene and Glenn.
- 7:00—WIL Breakfast Club Express — Popular Program.
- 7:15—KSD Top of the Morning.
- 7:15—KWK Dad and Jean; by Pet Milk Sales Corp.
- 7:30—KMOX Morning Moods. CC.
- 7:30—KSD "Secretary Hawkins."
- 7:30—KWK Beautiful Thoughts; Joan Blaine, Narrator, Tenor Soloist; Male Quartet, NBC.
- 7:45—KMOX Brad and Al; Songs and Comedy, CC.
- 7:45—KWK Forbes Tea and Coffee Co. Happenings of Helen and Henry.
- 8:00—KMOX Fifteen Minutes with Great Band Leaders. Records.
- 8:00—KSD Banjoers.
- 8:00—KWK Records.
- 8:00—WIL Don't Be Late for School.
- 8:00—WEW The Day's Dedication; G. A. Wallenhorst.
- 8:15—KMOX Clara Alden Spence. CC.
- 8:15—KSD Sparkling Music.
- 8:15—KWK Clara, Lu 'n' Em; Louise Starky; Isabelle Carothers and Helen King—Gossip, NBC.
- 8:15—WIL Birthday Bells.
- 8:30—KMOX 4 Clubmen. CC.
- 8:30—KSD Pie Plant Pete.
- 8:30—KWK A. & P. Tea Co. Our Daily Food with George Rector; Col Goodbody and Judge Gordon; Four Singing Crocers Male Quartet, NBC.
- 8:30—WIL Cecil and Sally, Trs.
- 8:45—KMOX Barbara Gould — Beauty Talk.
- 8:45—KSD Breen and De Rose.
- 8:45—KWK R. B. Davis Co. —Mr. Coco and Mr. Malt; Comedy Songs and Patter.
- 8:45—WIL Morning Moods, Records.
- 9:00—KMOX U. S. Navy Band Concert, CC.
- 9:00—KSD Musical Institute.
- 9:00—KWK Mrs. A. M. Goudiss — Forest-Cast School of Cookery, NBC.
- 9:00—WIL Sunshine Serenader's Orchestra; Studio Orchestra.
- 9:00—WEW Opening Markets.
- 9:10—WEW Aunt Sammy's Housekeepers' Chat.
- 9:15—KSD Household Institute.
- 9:15—KWK Records.
- 9:15—WIL Uncle Ben's Lone Star Rangers.
- 9:30—KMOX The Ambassadors; Male Trio, CC.
- 9:30—KSD Marionettes.
- 9:30—KWK Rhythm Rumlbers; Harold Stokes' Dance Orchestra, NBC.
- 9:30—WIL Allen Clarke — Prince of Songs.
- 9:45—KMOX Ben Alley, Tenor, CC.
- 9:45—KWK McKesson and Robbins—String Ensemble Direction Josef Stopak
- 9:45—WIL Song Hits, Records.
- 10:00—KMOX Edna Wallace Hopper Beauty Talk, Trs.
- 10:00—KSD Circle Program.
- 10:00—KWK Records.
- 10:00—WIL C. F. Lindsley and Organ, Trs.
- 10:00—WEW Weather Report; Opening Grain Market.
- 10:05—KMOX Ted Brewer's Orch. Trs.
- 10:15—KMOX St. Louis Hour.
- 10:15—KSD The Real Geo. Washington.
- 10:15—WIL Ballroom Aristocrats, Records.
- 10:15—WEW The Pamphleteer; J. Donald Young.
- 10:30—KMOX Columbia Revue; Orchestra, CC.
- 10:30—KSD On Wings of Song.
- 10:30—KWK Better English; Featuring Mrs. Margaret Hewitt.
- 10:30—WIL Rudy Vallee and His Connecticut Yankees, Records.
- 10:45—KWK O' Cedar Company; O' Cedar Melody Men; George Howard; John Ravencroft; Ray McDermott; Vocal Trio; Francis Bastow, Guitarist; William O'Connell, Tenor, NBC.
- 11:00—KMOX Hall's Hotel Taft Orchestra, CC.
- 11:00—KSD Popular Varieties.
- 11:00—KWK Records.
- 11:15—KWK KWK Woman's Radio Bazaar.
- 11:30—KMOX Atlantic City Musicale.
- 11:30—KSD Luncheon Music.
- 11:30—KWK National Farm and Home Hour, NBC.
- 11:45—KMOX Winter Garden Walkathon.
- 12:00—KMOX Wyeth Chemical, Aunt Jimima Songs, CC.
- 12:00—KSD Salon Singers.

— A. M. —

- 12:00—WEW Report of Live Stock Exchange.
- 12:15—KMOX Movie Star Revue, CC.
- 12:15—WIL Tune in period.
- 12:30—KMOX Farm Service Hour — Henry, Zeb and Otto; Songs.
- 12:30—KWK Komunitiy Workers Kwestions; by Girl Scouts.
- 12:30—WIL Announcements; Neighborhood.
- 12:45—KWK Records.
- 12:45—WIL Palladium Program; Walkathon Marathon.
- 1:00—KMOX Coronado String Trio.
- 1:00—KSD Three Mustachios.
- 1:00—KWK Stick to the Finish Club; by Hydrox Ice Cream Co.
- 1:00—WIL Hot Timers; Studio Orch.
- 1:15—KMOX St. Louis Hour.
- 1:15—KSD "Famous Loves."
- 1:30—KMOX Boston Popular Revue.
- 1:30—KSD Women's Review
- 1:45—WIL Melody Master's Orchestra Studio Orchestra.
- 2:00—KMOX U. S. Army Band Concert, CC.
- 2:00—KSD Musical Comedy Hits.

— P. M. —

- 12:15—KMOX Movie Star Revue, CC.
- 12:15—WIL Tune in period.
- 12:30—KMOX Farm Service Hour — Henry, Zeb and Otto; Songs.
- 12:30—KWK Komunitiy Workers Kwestions; by Girl Scouts.
- 12:30—WIL Announcements; Neighborhood.
- 12:45—KWK Records.
- 12:45—WIL Palladium Program; Walkathon Marathon.
- 1:00—KMOX Coronado String Trio.
- 1:00—KSD Three Mustachios.
- 1:00—KWK Stick to the Finish Club; by Hydrox Ice Cream Co.
- 1:00—WIL Hot Timers; Studio Orch.
- 1:15—KMOX St. Louis Hour.
- 1:15—KSD "Famous Loves."
- 1:30—KMOX Boston Popular Revue.
- 1:30—KSD Women's Review
- 1:45—WIL Melody Master's Orchestra Studio Orchestra.
- 2:00—KMOX U. S. Army Band Concert, CC.
- 2:00—KSD Musical Comedy Hits.

— P. M. —

- Boys; Parker Fennelly and Arthur Allen, NBC.
- 5:30—WIL Palladium Program; Marathon Walkathon.
- 5:45—KMOX Georgie Price and Benny Kreuger's Orchestra, CC.
- 5:45—KSD The Goldbergs.
- 5:45—KWK Best Foods; Billy Jones and Ernie Hare, NBC.
- 5:45—WIL Evening Echoes.
- 6:00—KMOX Linit, The Bath Club, CC.
- 6:00—KSD Rudy Vallee and Guest Stars
- 6:00—KWK To be announced, NBC.
- 6:00—WIL Bobby Stubbs and His Music.
- 6:15—KMOX Mardi Gras, CC.
- 6:15—KWK Rin Tin Tin; Dramatic Program with Junior McLain, Henrietta Tedro, Don Ameche, Bob White and Tom Corwine, NBC.
- 6:15—WIL Bigalte Dinner Concert.
- 6:30—KMOX Children's Pleasure Hour (Santa Claus.)
- 6:30—KWK Proctor and Gamble, Ivory Soap Program Featuring B. A. Rolfe and His Orchestra, NBC.
- 6:30—WIL Sparkler's Orchestra; Studio Orchestra.
- 6:45—KMOX Heinz, Joe Palooka, CC.

Ten Years Ago

Singin' Sam was just Harry Frankel. After fourteen years of trouping with minstrel shows, he had returned to his native Richmond, Indiana where he opened a camera shop.

Brad Browne and Al Llewellyn were travelling separate paths. Brad was jobless, and living on corn beef and cabbage. Al was manager of a Newark steel factory which was burned to the ground.

Morton Downey, an up-and-coming Irish lad, was holding a French horn and singing the choruses with Paul Whiteman's S. S. Leviathan orchestra.

Musical director Louis Silvers was rapidly gaining fame as a song-writer, having written "April Showers" for Al Jolson.

Ben Alley, a senior at Marshall College, Texas, also was serving as an instructor in his Alma Mater's music department.

Ann Leaf, wearing pig-tails, was entering high school in Omaha, Nebraska.

George Hall, recently in Victor Herbert's orchestra, now was leaving his musicians at the Savoy Hotel, London, where his music was enthusiastically received.

Seventeen-year-old Nat Brusiloff was fired by his brother from his job as first violinist in a Washington theatre orchestra. Nat, having quarreled with his brother, attempted to even matters by stretching an eleven second cadenza into fourteen minutes—at the end of which time he was bounced out.

Vaughn de Leath already was a veteran broadcaster, having been the first woman to sing into a microphone.

Bing Crosby, a high school boy, was playing the role of Julius Caesar in a school play when the curtain fell down on him.

— P. M. —

- 9:30—KWK St. Louis on Parade — Featuring Herbert Berger's Orchestra.
- 9:45—KMOX Katy News Flashes.
- 10:00—KMOX Teaberry Baseball Scores.
- 10:00—KSD The Dream Singer.
- 10:00—KWK Ted Jansen's Forest Park Highlands Orchestra.
- 10:00—WIL News Flash.
- 10:05—KMOX Band and Talk, Trs.
- 10:05—WIL Ben Bernie and the Lads.
- 10:10—KMOX Old John Public.
- 10:15—KMOX KMOX Dance Orchestra.
- 10:15—KSD Hamp's Orchestra.
- 10:15—WIL Ray Diveinney's Orchestra
- 10:30—KMOX Art Kreuger and Orch.
- 10:30—KSD Agnew's Orchestra.
- 10:30—KWK News Bulletin.
- 10:35—WIL Progressive Merchants Program.
- 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:00—KMOX Speed Demons.
- 11:00—KWK Irving Rose's Hotel Statler Orchestra.
- 11:00—WIL Around the Town with the Old Night Watchman.
- 11:15—KMOX Sport Squibs by France Laux.
- 11:30—KMOX Winter Garden Walkathon.
- 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:30—WIL Dewey Jackson's Orchestra.
- 11:45—KMOX Al Lyons and His Orch.
- 11:45—KWK Irving Rose's Hotel Statler Orchestra.
- 12:15—KMOX Song Parade.

Selections For Today

"Beautiful Thoughts" program of music at 7:30 A. M. (KWK.)

Rudy Vallee and his Connecticut Yankees in a transcription of late tunes at 10:30 a. m. (WIL.)

Columbia Musical revue at 10:30 a. m. over KMOX.

Salon Singers over KSD at noon.

"Singin' Sam" will entertain at 5:30 p. m. on KSD.

Mrs. Norman Windsor in a talk on character building at 7:15 p. m. (WIL.)

For Real enjoyment, the A. & P. dance orchestra at 8 p. m., with program of songs. (KWK.)

Isham Jones and his music over KMOX at 9 p. m.

- 2:00—KWK Pebeo Program. Featuring Frank and Ernest; Comedy and Harmony Team. By Lehn & Pink.
- 2:00—WIL Police Releases.
- 2:15—KWK Baseball Special; Featuring Herbert Berger and His Orchestra.
- 2:15—WIL Famous Dance Orchestras.
- 2:30—KMOX Ruth Hulse Nelson, Organ and Bobbie Roberts, Tenor.
- 2:30—KSD Instrumental Soloists.
- 2:30—WIL Afternoon Frolic.
- 2:45—KSD Lady Next Door.
- 2:45—KWK Philadelphia vs. Browns.
- 2:55—KMOX Baseball. Philadelphia at St. Louis.
- 3:00—KSD "May We Present."
- 3:00—WIL Clara Engle and Her Songs.
- 3:00—WEW Closing Markets.
- 3:15—KSD Swance Serenaders.
- 3:15—WIL Musical Gems, Records.
- 3:15—WEW Studio Music.
- 3:30—WIL Matinee Melodies, Records.
- 3:30—WEW Hilo Hawaiian Duo.
- 4:00—KSD Dinner Music.
- 4:00—WIL Majestic Gardens Orch. Trs.
- 4:00—WEW Current Events.
- 4:15—KSD "Skippy."
- 4:15—WIL Musicalities; Studio Orch.
- 4:30—KSD "The World Today."
- 4:30—WIL Studio Feature.
- 4:40—KMOX Teaberry Baseball Scores.
- 4:45—KMOX Tommy Christians Polishes Orchestra, CC.
- 4:45—KSD "Fiddlers Three."
- 4:45—WIL Pirate's Club — Children's Program.
- 4:45—WEW Musicale.
- 5:00—KMOX Uncle Billy (Children's Feature.)
- 5:00—KSD "Musical Comedy Revue."
- 5:00—KWK Kellor Singing Lady — Nursery Jingles, Songs and Stories, NBC
- 5:00—WIL Sleepy Hollow Trio; Eddie Wacker.
- 5:00—WEW Children's Story Hour—E. Stodder Casey.
- 5:10—KSD Baseball scores.
- 5:15—KMOX Harold Stern's Orch. Trs.
- 5:15—KSD "With the Composers."
- 5:15—KWK Chandu, the Magician — By White King Soap Co. Trs.
- 5:15—WIL Piano Capers; Hope Barnham.
- 5:30—KMOX Winter Garden Walkathon.
- 5:30—KSD "Singing Sam."
- 5:30—KWK Swift & Co.—The Stebbins

- 6:45—KWK Sisters of the Skillet — Eddie and Ralph, Specialty Songs and Dialogue, NBC.
- 6:45—WIL Civic Service Period — Mr. Fixit.
- 7:00—KMOX Modern Male Chorus, CC.
- 7:00—KSD Piano Duo; Soloist; Quartet and Orchestra.
- 7:00—KWK Just Willie; by United States Rubber Co. Trs.
- 7:00—WIL Bill Baily's Orchestra.
- 7:15—KMOX Crisco, Mills Brothers Quartet, CC.
- 7:15—KWK Rudy Baie, Tenor with Herbert Berger's Orchestra.
- 7:15—WIL Mrs. Norman Windsor — Child Conservation Program.
- 7:30—KMOX Street and Smith, Romantic Dramatization, CC.
- 7:30—KSD Adventures of Sherlock Holmes.
- 7:30—KWK Maxwell Melodies; Thompson Corners, Rural Sketch, NBC.
- 7:30—WIL Allister Wylie; Piano Stylis.
- 8:00—KMOX Chesterfield, The Boswell Sisters and Orchestra, CC.
- 8:00—KSD Dance Orchestra.
- 8:00—KWK A. & P. Tea Gypsies — Harry Horlick, Director and Frank Parker, Tenor, NBC.
- 8:15—KMOX Gold Medal, Musical Fast Freight, CC.
- 8:30—KMOX Howard Barlow and His Columbia Symphony Orchestra, CC.
- 8:30—KWK Herbert Berger's Orchestra



8:45—KWK Falstaff Program, Songs of Today and Yesterday — Alvin Griesedieck, Tenor.

- 9:00—KMOX Irene Beasley, Blues, CC.
- 9:00—KSD Official weather forecast.
- 9:00—KWK Amos 'n' Andy, Pepsodent Co. NBC.
- 9:01—KSD Russ Columbo's Orchestra.
- 9:15—KMOX KMOX Travel Bureau.
- 9:15—KSD Harry Reser and His Eskimos.
- 9:15—KWK Sport Review.
- 9:30—KMOX Isham Jones, Orch. CC.

Complete Radio Programs For Friday, June 17

— A. M. —

- 6:45—KMOX Good Morning.
- 6:50—KMOX Farm Information.
- 6:55—KWK Social Hour.
- 7:00—KMOX Early Morning Band Wagon. Trs.
- 7:00—KSD Gene and Glenn.
- 7:00—WIL Breakfast Club Express—Popular Program.
- 7:15—KSD Top of the Morning.
- 7:15—KWK Dad and Jean; Sponsored by Pet Milk Sales Corp.
- 7:30—KMOX Merry Makers, CC.
- 7:30—KSD "Secretary Hawkins."
- 7:30—KWK Beautiful Thoughts; Joan Blaine, Narrator; Tenor Soloist; Male Quartet. NBC.
- 7:45—KWK Records.
- 8:00—KMOX Fifteen Minutes with Famous Band Leaders. Record.
- 8:00—KSD Pie Plant Pete.
- 8:00—KWK Mrs. Blakes Radio Column—Orchestra. NBC.
- 8:00—WIL Don't be Late for School; Children's Program.
- 8:00—WEW The Day's Dedication; G. A. Wallenhorst.
- 8:15—KMOX Bond Baking. Frank Crumit and Julia Sanderson, CC.
- 8:15—KSD Breen and De Rose.
- 8:15—KWK Clara, Lu 'n' Em. Louise Starky, Isabelle Carothers and Helen King—Gossip. NBC.
- 8:15—WIL Birthday Bells.
- 8:30—KSD "Strolling Fiddler."
- 8:30—KWK A. & P. Tea Company—Our Daily Food with Col. Goodbody and Judge Gordon. NBC.
- 8:30—WIL Cecil and Sally Records.
- 8:45—KMOX Musical Grocer. CC.
- 8:45—KSD Betty Crocker.
- 8:45—KWK Records.
- 8:45—WIL Morning Moods. Trs.
- 9:00—KMOX The Captivators; Orchestra. CC.
- 9:00—KSD Salon Singers.
- 9:00—KWK Records.
- 9:00—WIL Sunshine Serenaders Orch.
- 9:00—WEW Opening Markets.
- 9:10—WEW Aunt Sammy's Housekeepers' Chat.
- 9:15—KWK Tangee Company. Musical Drama with 14-piece Orchestra and Narrator. NBC.
- 9:15—WIL Artists Parade. Records.
- 9:30—KMOX Best Foods. Round the World Cooking School. Ida Bailey Allen.
- 9:30—WIL Allen Clarke; Prince of Song.
- 9:45—KMOX Ben Alley, Tenor. CC.
- 9:45—KWK Hospitality Program; by Coca Cola. Co.
- 10:00—KMOX Edna Wallace Hopper Beauty Talk. Trs.
- 10:00—KSD Circle Program.
- 10:00—KWK Records.
- 10:00—WEW Weather Report; Opening Grain Market.
- 10:05—KMOX Brewer's Orchestra.
- 10:15—KMOX St. Louis Hour.
- 10:15—KSD The Real Geo. Washington.
- 10:15—KWK Piano Solos by Herb Berger.
- 10:15—WEW Studio Music.
- 10:30—KMOX Columbia Revue. Orchestra. CC.
- 10:30—KSD On Wings of Song.
- 10:30—KWK Records.
- 10:45—KMOX Zorex. Maple City Four.
- 10:45—KWK Lou Conrad's William Penn Hotel Orchestra. NBC.
- 11:00—KMOX Hall's Hotel Taft Orch.
- 11:00—KSD Luncheon Music.
- 11:00—KWK Big Sister's Organization—Talk.
- 11:15—KMOX Mart Building Program.
- 11:15—KWK KWK Woman's Radio Bazaar.
- 11:15—WIL Announcements.
- 11:30—KMOX Atlantic City Musical.
- 11:30—KWK National Farm and Home Hour. NBC.
- 11:30—WIL Song of the Strings—String Trio.
- 11:45—KMOX Winter Garden Walkathon.
- 11:45—WIL Palladium Program; Marathon Walkathon.
- 12:00—KMOX Farm Service Hour—Mary Herrington; Talk. Sunshine Sally and Organ.
- 12:00—KSD Army Band.
- 12:00—WIL Luncheon Dansante; Otto Reinert's Orchestra.
- 12:00—WEW Live Stock Exchange.

— P. M. —

- 12:30—KWK League of Women Voters—Talk.
- 12:30—WIL Ray and Bob; Guitarists.
- 12:45—KWK Records.
- 12:45—WIL Hot Timers; Sweet and Hot Music.
- 1:00—KMOX String Trio.

— P. M. —

- 1:00—KSD Three Shades of Blue.
- 1:00—KWK Stick to the Finish Club; Sponsored by Hydrox Ice Cream Co. Featuring Orchestra under the Direction of Herbert Berger.
- 1:00—WIL Progressive Merchants Campaign.
- 1:15—KMOX St. Louis Hour.
- 1:15—KSD "Hobby Riding."
- 1:30—KMOX Arthur Jarrett. Songs.
- 1:30—KSD Women's Review.
- 1:30—WIL Bert Sexton; Piano and Songs.
- 1:45—KMOX Ruth Nelson and Ball Game Ads.
- 1:45—WIL Voice of the Virabraphone; Schuyler Alward and Jerry Cammack.
- 2:00—KMOX Baseball. New York at Chicago. Ticker.
- 2:00—KSD Triangle Program.
- 2:00—KWK Pebecco Boys—Frank and Ernest Comedy and Harmony Team—by Lehn and Fink.
- 2:00—WIL Police Releases.
- 2:15—KSD Le Trio Charmante.
- 2:15—KWK St. Louis on Parade; Featuring Orchestra under direction of Herbert Berger.
- 2:15—WIL Organ Melodies.

— P. M. —

- 5:30—KSD Schackler's Orchestra with Guest Artists.
- 5:30—KWK Swift & Co. Stebbins Boys—Comedy Sketch. NBC.
- 5:30—WIL Palladium Program; Marathon Walkathon.
- 5:45—KMOX Winter Garden Walkathon.
- 5:45—KSD The Goldbergs.
- 5:45—KWK Best Foods. Billy Jones and Ernie Hare Songs and Patter. NBC.
- 5:45—WIL Evening Echoes.
- 6:00—KMOX The Bath Club. CC.
- 6:00—KSD Jessica Dragonette and Cavaliers.
- 6:00—KWK Nestles Chocolatiers—Guest Artist; Leonard Joy's Orchestra.
- 6:00—WIL Bobby Stubs and His Music.
- 6:15—KMOX Barbasol. Singin' Sam. CC.
- 6:15—WIL Bigalte Dinner Concert—Studio Orchestra.
- 6:30—KMOX Today and Yesterday—Music and Dramatic Presentation. CC.
- 6:30—KWK Proctor & Gamble. B. A. Rolfe and His Orchestra; by Ivory Soap Co. NBC.
- 6:30—WIL Sparklers; Orchestra.

Selections For Today

Musical Drama with 14-piece orchestra and narrator at 9:15 a. m. (KWK.)

"On the Wings of Song" from KSD at 10:30 p. m.

United States Army band at noon on KSD.

Nancy Mary—"The Modern Girl Philosopher" at 3 p. m. (WIL.)

Lanny Ross and His orchestra at 8:30 p. m., over KMOX.

The Musketeers Quartet at 8:45 on KWK.

Allister Wylie, the piano stylist, WIL at 7:30 p. m.

Al Lyons and his dance music at 11:45 p. m. (KMOX.)

- 2:30—KSD Instrumental Soloists.
- 2:30—WIL Afternoon Frolic.
- 2:45—KSD Lady Next Door.
- 3:00—KSD "May we Present."
- 3:00—KWK Boston vs. Browns.

3:00 p. m.—WIL—Radio and Entertainment's Nancy Mary, "The Modern Girl Philosopher."

- 3:00—WEW Closing Markets.
- 3:15—WIL Musical Gems. Records.
- 3:15—WEW Serrano and Hector, Violin and Piano.
- 3:30—KSD Echoes of Erin.
- 3:30—WIL Matinee Melodies. Records.
- 3:30—WEW Musical Program arranged by W. E. von Kalinowski.
- 3:40—KMOX Teaberry Scores.
- 3:40—KSD Dolly Connelly, Songs.
- 3:45—KMOX Piano Pictures. CC.
- 3:45—KSD The Songsters.
- 4:00—KMOX John Kelvin. CC.
- 4:00—KSD Dinner Music.
- 4:00—WIL Majestic Gardens Orch. Trs.
- 4:00—WEW Weekly Book and "America" Review; Rev. Henry Regnet, S. J., Librarian, St. Louis University.
- 4:15—KMOX Freedman's Orch. CC.
- 4:15—KSD "Skippy."
- 4:15—WIL Musicalities; Studio Orch.
- 4:30—KSD To be announced.
- 4:30—WIL Studio Feature.
- 4:30—WEW Musicale.
- 4:45—KMOX The Madison Singers, CC.
- 4:45—KSD Dinner Music.
- 4:45—WIL Pirate's Club.
- 4:45—WEW Current Events.
- 4:50—KWK Careful Children's Club—by St. Louis Safety Council.
- 5:00—KMOX Uncle Billy (Children's Feature).
- 5:00—KSD Parisian Entertainer.
- 5:00—KWK Kellog Singing Lady—Nursery Jingles; Songs and Stories.
- 5:00—WIL Sleepy Hollow Trio; Eddie Wacker.
- 5:10—KSD Baseball Scores.
- 5:15—KMOX Henry, Zeb and Otto—Songs.
- 5:15—KSD Organ Reveries.
- 5:15—KWK Chandu, the Magician—By White King Soap Co. Trs.
- 5:15—WIL Sunset Melodies.
- 5:30—KMOX Lavoris. Easy Aces—Dialogue. CC.

- 6:45—KWK Sisters of the Skillet—Eddie and Ralph, Specialty Songs and Dialogue. NBC.
- 6:45—WIL Civic Service Period—Mr. Fixit.
- 7:00—KMOX Week-end Hour. CC.
- 7:00—KSD Arctic Night Club.
- 7:00—KWK Friendship Town—The Children's Party; Small Town Sketch.
- 7:00—WIL Bill Bailey's Orchestra.
- 7:15—WIL Henry Doolittle; The Rural Philosopher.
- 7:30—KMOX Woodbury Soap. To the Ladies. CC.
- 7:30—KSD Leo Reisman's Orchestra.
- 7:30—KWK Armour Program. Roy Shield's Orchestra; Soprano; Piano Duo; Fireside Singers Male Quartet. NBC.
- 7:30—WIL Allister Wylie; Piano Stylist.
- 7:45—KMOX Van Heusen. Gus Van and Nat Brusiloff's Orchestra. CC.
- 7:45—WIL Jackie Archer and The Vaughn Bros.
- 8:00—KMOX Chesterfield. Alex Gray and Orchestra. CC.
- 8:00—KSD Erno Rapee's Orchestra.
- 8:00—KWK Pontiac Program. Paul Whiteman's Orchestra with Mildred Bailey. NBC.
- 8:00—WIL Ambassador Theatre Orch.
- 8:15—KMOX Horlick's Malted Milk. Adventures in Health. Dr. Bundeson. CC.
- 8:25—WIL News Flash.
- 8:30—KMOX Howard Barlow and his Columbia Symphony Orchestra. CC.
- 8:30—KWK Sterling Products. Love Songs and Waltzes Featuring Frank Munn, Tenor and Orchestra. NBC.
- 8:30—WIL C. F. Lindsey; Interpretations of Literature. Trs.
- 8:45—KWK Musketeers Quartet; Male Voices.
- 8:45—WIL Allen Wills and His Songs As You Like Them.
- 9:00—KMOX Piano Recital. Aeolian.
- 9:00—KSD Official weather forecast.
- 9:00—KWK Amos 'n' Andy; by Pepsodent Co. NBC.
- 9:00—WIL Fate Marable's Orchestra.
- 9:01—KSD Russ Columbo's Orchestra.
- 9:15—KMOX Maxwell House Coffee.
- 9:15—KWK Lopez's Orchestra.
- 9:15—KWK Sport Review.
- 9:30—KMOX Winter Garden Walkathon.

GUY LOMBARDO'S LIFE STORY IS ONE OF HARMONY

(Continued from Page 4)

"The Lombardo and Kreitzer families almost went crazy with our rehearsals," Guy admitted. "But pretty soon we weren't so terrible."

"Mother was a very clubby person. She belonged to clubs all over town. One day she arranged for us to make our debut at a Mother's Club, and we went over big. I have a suspicion that they just thought we were 'cute,' but anyway they began asking us to play at a lot of other afternoon meetings. Then they booked us for church garden parties. And boy, how we loved it!

"We played popular stuff right from the start. I think the first piece was 'When You Wore A Tulip, A Big Yellow Tulip—"

"Well, pretty soon we found ourselves playing two or three nights or afternoons a week. Dad probably would have stopped us right then if it hadn't been for the war. London was quite a military center, and there always were thousands of men there. So we were allowed to help entertain them.

"Meanwhile, a third brother had joined us. In 1916, when Lebert was only nine, dad started him on music lessons. Lebert said he wanted to be a drummer, but dad bought him a violin. It was wrecked in a week. Then he took piano lessons, dad being pretty sure he couldn't break that up. Lebert still wanted to be a drummer. He drummed at the dinner table, and he drummed at school, and finally he drummed the idea into dad. He got his outfit and we took him in."

(To be continued.)

— P. M. —

- 9:30—KWK St. Louis on Parade; Featuring Herbert Berger's Orchestra.
- 9:30—WIL Palladium Program; Marathon Walkathon.
- 9:45—KMOX Katy News Flashes.
- 9:45—WIL Dream Boat—Franklyn MacCormack.
- 10:00—KMOX Teaberry Baseball Scores.
- 10:00—KWK Ted Jansen's Forest Park Highlands Orchestra.
- 10:00—WIL Morris Sisters.
- 10:05—KMOX Band and Talk. Trs.
- 10:10—KMOX Old John Public.
- 10:15—KMOX Gus Arnheim, Orchestra.
- 10:15—WIL Ray Diveinney's Orchestra.
- 10:30—KMOX Noble Sissles Orchestra.
- 10:30—KSD Ted Black's Orchestra.
- 10:30—KWK News Bulletin.
- 10:30—WIL Progressive Merchants Program.
- 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:00—KMOX Speed Demons Orchestra.
- 11:00—KWK Irving Rose's Hotel Statler Orchestra.
- 11:00—WIL Around Town with the Old Night Watchman.
- 11:15—KMOX Sport Squibs by Franco Laux.
- 11:30—KMOX Winter Garden Walkathon.
- 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:45—KMOX Al Lyons and His Orch.
- 11:45—KWK Irving Rose's Hotel Statler Orchestra.
- 12:15—KMOX KMOX Song Parade.

Complete Radio Programs For Saturday, June 18

— A. M. —

- 6:45—KMOX Good Morning.
- 6:50—KMOX Farm Information.
- 6:55—KWK Social Hour Community Announcements.
- 7:00—KMOX Early Morning Band Wagon. Trs.
- 7:00—KSD Gene and Glenn.
- 7:00—WIL Breakfast Club Express — Popular Program.
- 7:15—KSD Top of the Morning.
- 7:15—KWK Dad and Jean; Reading the Comic Strips.
- 7:30—KMOX The Commuters; Orchestra. CC.
- 7:30—KSD The Laugh Club.
- 7:30—KWK Beautiful Thoughts. Joan Blaine, Narrator; Tenor Soloist and Male Quartet. NBC.
- 7:45—KMOX The Singing Vagabond; Artells Dickson. CC.
- 7:45—KWK Adventures of Helen and Henry. Forbes Tea & Coffee Co.
- 8:00—KMOX Melody Parade; Orchestra. CC.
- 8:00—KSD Banjoers.
- 8:00—KWK Records.
- 8:00—WIL Don't be Late for School.
- 8:00—WEW The Day's Dedication; G. A. Wallenhorst.
- 8:15—KMOX Clara Alden Spence. CC.
- 8:15—KSD Sparkling Music.
- 8:15—WIL Birthday Bells.
- 8:30—KMOX New World Salon Orchestra. CC.
- 8:30—KSD Marionettes.
- 8:30—KWK Our Daily Food. A. & P. Tea & Coffee Co. NBC.
- 8:30—WIL Cecil and Sally. Records.
- 8:45—KWK Records.
- 8:45—WIL Sunshine Serenaders Orch.
- 9:00—KMOX Adventures of Helen and Mary. CC.
- 9:00—KSD Breen and De Rose.
- 9:00—KWK Kraft Cheese. Mrs. A. M. Goudiss, Household Talk.
- 9:00—WEW Opening Markets.
- 9:15—KSD Household Institute.
- 9:15—KWK Rhythm Ramblers. Harold Stokes Orchestra. NBC.
- 9:15—WIL Uncle Ben's Lone Star Rangers.
- 9:15—WEW Studio Music.
- 9:30—KMOX Columbia Revue. Orchestra. CC.
- 9:30—WIL Allen Clarke — Prince of Song.
- 9:45—KWK Records.
- 9:45—WIL Dixie Trio; Instrumental.
- 10:00—KMOX Ted Brewer's Orchestra.
- 10:00—KSD On Wings of Song.
- 10:00—KWK Making Vacation Count—Talk.
- 10:00—WIL Song of the Strings.
- 10:00—WEW Weather Report; Opening Grain Market.
- 10:10—KWK Interlude of Recorded Music.
- 10:15—KMOX St. Louis Hour.
- 10:15—KSD The Real Geo. Washington.
- 10:15—KWK Del King, Baritone, Accompanied by Herbert Berger.
- 10:15—WIL Song Revue. Records.
- 10:30—KMOX Public Audition.
- 10:30—KSD On Wings of Song.
- 10:30—WIL Ben Bernie and the Lads. Records.
- 10:45—KWK Lew Conrad and His Orchestra. NBC.
- 11:00—KSD Ted Black's Orchestra.
- 11:00—KWK Records.
- 11:00—WIL Master's Music Room. Tr.
- 11:00—WEW Chat with the Weather Man.
- 11:15—KWK KWK Radio Bazaar.
- 11:15—WIL Old Time Songs. Trs.
- 11:30—KMOX Madison String Ensemble.
- 11:30—KWK Nat'l Farm and Home Hour — Farm News and Bulletins with Harry Kogens Homesteaders. NBC.
- 11:30—WIL Studio Orchestra.
- 11:45—KMOX Winter Garden Walkathon.
- 11:45—WIL Palladium Program; Marathon Walkathon.
- 12:00—KMOX Farm Service Hour — J. A. Fairchild, Perry County. Organ and Henry, Zeb and Otto.
- 12:00—KSD To be announced.
- 12:00—WIL Luncheon Dansante Orch.
- P. M. —
- 12:30—KWK Tuberculosis Society Talk.
- 12:30—WIL Ray and Bob.
- 12:45—KWK Records.
- 12:45—WIL Hot Timers; Sweet and Hot Music.
- 1:00—KMOX Coronado String Trio.
- 1:00—KWK Stick to the Finish Club; Sponsored by the Hydrox Ice Cream Co.
- 1:00—WIL Progressive Merchants Campaign.
- 1:15—KMOX St. Louis Hour.
- 1:30—KMOX Boston Variety Hour. CC.
- 1:30—WIL Stars of Songland. Trs.

Al Lyons, Fox Theater Maestro



(SEE STORY ON PAGE 5)

Selections For Today

"Our Daily Food" program with good music at 8:30 a. m. (KWK.)

Uncle Ben's Lone Star Rangers in a typical "hill-billy" program, for those who like this kind of music, 9:15 a. m. (WIL.)

Ted Black's orchestra from KSD at 11 a. m.

Dancing with Countess Dorsay at 6:30 p. m. (KWK.)

Russ Columbo at 9 p. m., from KSD.

Dewey Jackson's "Hot Music" at 9 p. m. (WIL.)

For late dancing Joe Reichman and his orchestra from the Chase Hotel Roof at 12:45 a. m. (KMOX.)

— P. M. —

- 1:45—WIL Musical Masterpieces. Trs.
- 2:00—KMOX Coronado String Trio.
- 2:00—KWK Frank and Ernest; Comedy and Harmony Team; by the Lehn and Fink Co.
- 2:00—WIL Police Releases.
- 2:15—KMOX Associated Craft Players.
- 2:15—KWK St. Louis on Parade.
- 2:15—WIL Organ Melodies. Trs.
- 2:30—KMOX Ruth Hulse Nelson — Organ and Bobbie Roberts, Tenor.
- 2:30—WIL Afternoon Frolic.
- 2:55—KMOX Baseball. Philadelphia at St. Louis.
- 2:55—KWK Philadelphia vs. Browns; by the David G. Evans Coffee Co.
- 3:00—WIL Clara Engle and Her Songs.
- 3:15—WIL Musical Gems. Records.
- 3:30—WIL Kathryn Hamilton.
- 3:45—WIL Matinee Melodies. Records.
- 4:00—KSD Dinner Music.
- 4:00—WIL Majestic Gardens Orch. Tr.

— P. M. —

- 4:15—KSD "Skippy."
- 4:15—WIL Musicalities Orchestra.
- 4:30—KSD Three Mustachios.
- 4:30—WIL Studio Feature.
- 4:40—KMOX Baseball Scores.
- 4:45—KMOX Leon Belasco and His Orchestra. CC.
- 4:45—WIL Pirates Club — Children's Program.
- 5:00—KSD To be announced.
- 5:00—KWK Herbert Berger's Orchestra.
- 5:00—WIL Sleepy Hollow Trio; Eddie Wacker.
- 5:10—KSD Baseball Scores.
- 5:15—KMOX Win Hall and Orchestra.
- 5:15—KSD Melody Trail.
- 5:15—KWK To be announced. NBC.
- 5:15—WIL Piano Capers.
- 5:30—KMOX Do Re Me; Novelty Trio.
- 5:30—KWK St. Louis Public Schools Program.

— P. M. —

- 5:30—WIL Palladium Program; Marathon Walkathon.
- 5:45—KMOX Winter Garden Walkathon.
- 5:45—KSD The Goldbergs.
- 5:45—KWK Sonata Recital. NBC.
- 5:45—WIL Evening Echoes.
- 6:00—KMOX Chamber of Commerce Speaker.
- 6:00—KSD To be announced.
- 6:00—KWK Last Program of the Health Products (Danger Fighters) True Story of the Medical World. NBC.
- 6:00—WIL Bobby Stubbs and Orche
- 6:15—KMOX Vaughn de Leath, Blue
- 6:15—KSD Civic Concerts Program.
- 6:15—WIL Bigalte Dinner Concert.
- 6:30—KMOX Chicago Variety Hour.
- 6:30—KSD K-7 a Dramatic Sketch.
- 6:30—KWK Dancing with Countess Dorsay with Ben Selvins Orchestra. NB
- 6:30—WIL Sparklers Program; Popular Tunes.
- 6:45—WIL Civic Service Period — M Fixit.
- 7:00—KMOX Isham Jones Orchestra.
- 7:00—KSD Southernaires.
- 7:00—KWK St. Louis on Parade; Orchestra under the Direction of Herbert Berger.
- 7:00—WIL Bill Baily's Orchestra.
- 7:15—KMOX Parks Air College.
- 7:15—WIL Sports Review.
- 7:30—KMOX Winter Garden Walkathon.
- 7:30—KSD Club Program.
- 7:30—KWK The First Nighter Review the Play (Divorce)—A Mystery Drama Featuring June Meredith; Sponsored by the Campana Co. NBC.
- 7:30—WIL Allister Wylie; Piano Stylist.
- 7:45—KMOX U. S. Army Band Concert. CC.
- 7:45—WIL Jackie Archer and Vaughn Brothers.
- 8:00—KMOX Chesterfield. Ruth Etting and Orchestra. CC.
- 8:00—KSD Dance Program.
- 8:00—KWK Herbert Berger's Orchestra with Rudy Baie as Vocalist.
- 8:00—WIL Theatre Orchestra Concert
- 8:15—KMOX Columbia Public Affairs
- 8:25—WIL News Flash.
- 8:30—KWK Zonta International Program from the Palm Room of the Hotel Chase.
- 8:30—WIL C. F. Lindsley and Organ
- 8:45—KMOX Arthur Jarrett, Songs.
- 8:45—KWK St. Louis on Parade.
- 8:45—WIL Allen Wills and Songs You Like Them.
- 9:00—KMOX Don Redman's Orchestra
- 9:00—KSD Official weather forecasts
- 9:00—KWK Amos 'n' Andy. NBC.
- 9:00—WIL Dewey Jackson's Orchestra
- 9:01—KSD Russ Columbo's Orchestra
- 9:15—KSD Merle Thorpe.
- 9:15—KWK Sport Review Sponsored by the Artophone Corporation.
- 9:30—KMOX Stern's Orchestra. CC.
- 9:30—KSD New Musical Feature.
- 9:30—KWK Herbert Berger's Orchestra
- 9:30—WIL Palladium Program; Marathon Walkathon.
- 9:45—KMOX Katy News Flashes.
- 9:45—WIL Dream Boat — Frank McCormack.
- 10:00—KMOX Teaberry Baseball Score
- 10:00—KSD Dream Singer.
- 10:00—KWK Ted Jansen's Forest Pe Highlands' Orchestra.
- 10:00—WIL Ted Black's Orchestra.
- 10:05—KMOX Old John Public.
- 10:05—KSD Ruddy Rogers' Orchestra
- 10:15—KMOX Saturday Night Novelty Revue; Orchestra.
- 10:15—KSD Dance Music.
- 10:15—WIL Ray Diveinney's Orchestra
- 10:30—KSD Don Amanda and His Musical Gauchos.
- 10:30—KWK News Bulletin.
- 10:30—WIL Progressive Merchants Campaign.
- 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:00—KWK Irving Rose's Orchestra from the Hotel Statler.
- 11:00—WIL Around Town with the Night Watchman.
- 11:15—KMOX Sport Squibs by Frank Laux.
- 11:30—KMOX Winter Garden Walkathon.
- 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:45—KMOX Al Lyons and His Orchestra.
- 11:45—KWK Irving Rose's Orchestra from the Hotel Statler.
- 12:15—KMOX Song Parade; KMOX.
- 12:30—KMOX Al Lyons and His Orchestra.
- 12:45—KMOX Joe Reichman and His Orchestra.

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1932



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"A Castle in Spain"

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WEEKLY

With Complete Weekly Schedule of Local Broadcasts

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Vol. 1 FOR WEEK OF MAY 29 No. 36



A CALENDAR of THINGS HAPPENING and COMING

Politicians vs. Statesmen

"If a chance were given the thoughtful people of the United States to follow a real leader of large intelligence, demonstrated administrative and moral and intellectual courage, they would rise and sweep the whole discredited fabric of our present day national political machinery into the dust-bin."

Radio and Entertainment is chiefly concerned with the fields of radio and entertainment, but since every field of human endeavor is affected today by the economic crisis, it believes that it is the duty of everyone to use his intelligence in a concerted move to reconstruct the governmental machine, which apparently is hopelessly stalled.

The quoted first paragraph is from a statement by Dr. Nicholas Murray Butler, who has made a tour of 24 states to test the sentiment of the people. "At the moment," he says, "they feel themselves hemmed in, imprisoned and unable to do more than complain, discuss their distress, use strong language and wonder what can happen next."

It might be that "the people" will take the matter out of the hands of the professional politicians. This country has never yet failed to rise to the emergency.

The present crisis is world-wide in all of its aspects, but that fact does not warrant delay in intelligent action at home. Politicians, as such, we believe and hope are on the way out. Statesmen are coming in. The voice of the people, ineffectual through indifference and apathy is going to be heard.

Perhaps one of the old-line parties can find a leader, who has not been stigmatized by alliance with factions that have been floundering in a sea of selfishness. Such a leader, though, must be big enough to reform the party.

Dr. Butler brands the major political parties as "mere worthless shells having no fundamental political philosophy."

Further he says that "men who have been accustomed to exercise well-nigh undisputed authority in industry, transportation and finance have not only destroyed public confidence, but have lost confidence themselves."

The destruction of confidence has delayed the return of industrial prosperity. A new confidence must be created before we can step out of the morass in which we stand.

We need a new type of leadership in business as well as in government.

ST. LOUIS BROADCASTING STATIONS

Call	Wave Length	OWNERSHIP	LOCATION
KFUO	550	Evangelical Lutheran Church	Concordia Seminary PARKview 1313
KFWF	1200	St. Louis Truth Center, Inc.	4030 Lindell FRANKlin 1072
KMOX	1090	Voice of St. Louis, Inc.,	Mart Building CENTral 8240
KSD	550	Post-Dispatch	Post-Dispatch Bldg. MAin 1111
KWK	1350	Thomas Patrick, Inc.	Hotel Chase DElmar 3210
WEW	760	St. Louis University	221 N. Grand JEfferson 8080
WIL	1200	Missouri Broadcasting Corp.	Hotel Malbourne JEfferson 8403

Movies

AMBASSADOR:

Gene Dennis, the psychic marvel who amazed Einstein, will answer questions of the past present and future.

Ruth Chatterton in "The Rich Are Always With Us" is the feature presentation with "Slim" Timblin, the comedian, on the stage.

FOX:

Betty Compson on the stage in a Fanchon and Marco unit. "Society Girl" with James Dunn and Sally Eilers will be the feature picture.

LOEW'S STATE:

Greta Gabo in her newest film. "As you Desire Me."

MISSOURI:

"The Strange Case of Clara Deane" as portrayed by Wynne Gibson and supported by Pat O'Brien.

"Destry Rides Again" with lightning thrills provided by Tom Mix and his horse Tony. Zasu Pitts provides the comic relief.

Baseball

SPORTSMAN'S PARK:

Browns vs. Detroit, May 30 to June 1.
Cardinals vs. Cincinnati, June 2 to 5.

Opera

MUNICIPAL THEATRE:

"The New Moon" opens June 6.

Conventions

Missouri Hospital Association, June 2-3, 1932.
Mid-West Hospital Association, June 2-3, 1932.
Eighth District of Optimist International, June 4, 1932.

COMING AND GOING

By Fleet Smith

Contrary to the general opinion of listeners, the production of radio features in the studio are sorry affairs to watch. It is much more fun to hear them through the medium of the receiver. There are exceptions to this, though especially in the broadcasts of comedians, who must have audience reaction in order to know if their jokes are clicking.

The Ed. Wynn broadcast is given before an audience of about 500 persons in the Times Square studios of NBC. and those who have attended one of these thirty-minute shows say it is the best entertainment on Broadway. Wynn's costumes have always been so ridiculously original as to provoke laughter even before the comedian began talking. He has hundreds of them and wears them for the unseen audience of the radio because they help him live up to his stage title "The Perfect Fool."

By contrast in studio features, there's the popular "Dream Boat" feature which goes out to thousands of listeners from the WIL studios each night. To see this feature put on the air is merely to see a handsome man in business clothes, seated comfortably and talking earnestly into an inanimate microphone. It does not provide eye-entertainment exactly but the romantically delightful pictures his words conjure up transport his listeners into a veritable land of make-believe. He does that without any tricks of stage accoutre-

ments but through the facile shadings of his voice. Through them one mentally visualizes himself aboard a glorious ship riding gracefully at anchor in the cobalt blue of the sea from whence comes peace and romance and beauty.

Whimsies

The Mark Twain Hotel sends a personal breakfast invitation to each guest every morning.

Nancy Mary "The Modern Girl Philosopher," observes that most girls are trying to look like Greta Garbo or Joan Crawford, but most of them turning out to look like Clara Bow. "Be Yourself," is her advice.

The "hold-up" at the Walkathon the other night took place while most of the contestants were wishing that somebody would hold them up.

Colonel Stoopnagle and Budd giving an imitation of "Time and Tide:"

Time: What are you waiting for, Tide?

Tide: No man.

Time: So am I.

France Laux, the KMOX sports announcer always has at least 360 patients at the Koch Hospital listening to his daily broadcast during the baseball season."

MAY 29, 1932

VOL. 1, No.36

GAVE HOLLYWOOD "THE AIR"



BUDDY Rogers quit the movies because he saw a greater future in radio. It is rumored that certain film executives are trying to coax him back to the screen, but Buddy is deaf to their offers. He has done exceedingly well with his California Cavaliers orchestra, which is heard from Hotel Pennsylvania, New York City, over KSD.

Besides directing a dance band, which "made good over night," Buddy is appearing in "Hot Cha," the new Ziegfeld show.

Buddy left a few cracked hearts around Hollywood, when he deserted the films, but all of the beauties are not in the movie town, as the picture above will prove. The charming one on Buddy's right is Jeanette Loff, who is heard as a vocalist with the Cavaliers during their broadcasts.

Graduation exercises at the United States Naval Academy at Annapolis, Md., the culmination of "June Week" at the training establishment of the American Navy, will be heard over the KMOX-Columbia network June 2 10 a. m. to 11:15 a. m. This is the third consecutive year in which the Columbia Broadcasting System has brought this colorful scene to the American radio audience.

Radio and Entertainment's Nancy Mary, "The Modern Girl Philosopher" is heard at 3 p. m., Monday, Wednesday and Friday from WIL, in a series of intimate chats with girls and women.

TENOR'S VOICE TO SPAN OCEAN

John Coates, eminent English operatic tenor, will be heard in a special concert recital from London, England, during the international rebroadcast over KMOX and Columbia network. Sunday, at 10:30 p. m.

Three widely recognized stars of the stage—Margaret Wycherly, Frank Conroy and Margaret Sullivan—will take microphone roles during the Sunday presentation of "Roses and Drums," over KMOX at 4:30 p. m.

HERE ARE SOME HINTS FOR POLITICIANS WHO FACE "MIKE"

Contest Winner

The winner of the Philco Transitone automobile radio set to be given away for the best 20-word statement on how Radio and Entertainment enables the listener to obtain more enjoyment from his radio, will be announced on this page, next week.

An eleventh hour flood of mail made it impossible for the judges to render a decision in time for this issue.

INVITE PUBLIC TO TAKE PART IN KWK SHOW

Bob Thomas and Danny Seyforth are inviting the public to take part in another of their Frank and Ernest programs at KWK as "guest audience."

Danny says it's the first time people have been allowed right in the studio alongside the mike here in St. Louis, although it has been done once or twice in Eastern studios.

Understand, this means not outside the glass partition, but actually in the broadcasting room with the artists. There are no restrictions on noise, either. You can applaud as loud as you like, and you can even show your disapproval—if you're that way—but of course you wouldn't.

GIFTS FOR A COUNTESS

Strange and varied are the gifts from radio fans. In the same mail . . . Countess Olga Albani, NBC Soprano, whose picture appears on the cover, received two necklaces from a fan in California made from pressed rose petals . . . while from Florida came five recipes for various stews and puddings.

ORIGINAL MUSIC MEMORIAL DAY

Memorial Day will be observed tomorrow night during the "Music that Satisfies" program heard at 8 o'clock over KMOX.

As special commemoration of the day, Nat. Shilkret will introduce an original radio sketch, the "Ode to Freedom," especially written by Ferde Grofe and based on Julia Ward Howe's "Battle Hymn of the Republic."

Ruth Bryan Owen Says Radio Broadcasting Has Changed Methods of Political Campaigning

Apropos of the coming political campaigns, which are expected to be "fought in the air," Ruth Bryan Owen, Congresswoman from Florida, and daughter of the late William Jennings Bryan, has given some of her impressions of radio broadcasting from the standpoint of the public speaker.

Pointing out that radio has created a number of problems for the public speaker, she insists that the new medium of expression has subtly but surely altered the methods of effective political campaigning. She states, "It is imperceptibly but certainly effecting the critical standards of the public."

With the advent of radio Mrs. Owen points out, the political campaigner was brought into touch with a vastly larger audience. But, she adds, the speaker must contend with audience reaction which is that of the individual and not the crowd and, of greater importance still, is the absence of crowd contagion of enthusiasm and good sportsmanship.

In the case of the radio listener, individual judgment is not merged with the more volatile spirit of the crowd. Each radio listener is a separate entity, sharply critical of what he hears. The mass is not even uniform in casual interest.

This psychological problem of a disconnected and only partially interested audience, Mrs. Owen observes, binds the radio speaker by certain mechanical requirements. His speech must begin and end according to a carefully arranged program. He must "go on the air" at an exact moment and stop at an appointed split second.

In order to permit a preview of the address to be presented to the audience, the manuscript must be prepared and the speaker usually reads it. Although the author has seldom if ever been known to read her own radio speeches she depicts the situation as:

"Embarrassed by the substitution of a mechanical device (microphone) for a visible audience, the orator clings to his written speech as a ship-wrecked sailor to a spar."

Presupposing the question, Mrs. Owen remarks, "It does not improve matters to have the speaker memorize his speech. Recitation sounds even more artificial over radio than viva voce performance."

Her Tish Stories Going On the Air



MARY Roberts Rinehart's famous Tish stories are going on the air. Tish, Lizzie and Aggie, the three maiden ladies whose escapades have delighted Mrs. Rinehart's readers for many years will make their microphone debut over KWK Monday, June 6, at 8:45 p. m.

The dramatizations will be broadcast throughout the summer on Monday, Tuesday and Wednesday evenings under the title of "Tish."

Since 1911, when the first Tish story appeared in the Saturday Evening Post, that adventurous, inquisitive spinster and her two loyal but peace-loving companions have become national characters.

Illusion Shattered

While Bing Crosby was playing a vaudeville engagement in Boston recently there was held a radio contest for the best imitation of the Columbia baritone. None of the competitors was announced, merely being identified by a number.

Bing himself took part and when the returns came in it was found that he hadn't even placed.

BOSWELL SISTERS HEARD EARLIER

Beginning Monday, the Boswell Sisters will be heard a half hour earlier when their "Music That Satisfies" period is shifted to 8 p. m., every Monday and Thursday, on KMOX.

Ruth Etting will retain her 8 p. m. schedule on Wednesdays and Saturdays, and Alex Gray will continue for the time being to be featured at 8 p. m., every Tuesday and Friday.

KWK Engineer Is an Inventor

Will Ask for Patents on Two Inventions to Improve Blending of Sounds

Edward Goodberlet, KWK's own private Thomas Edison, believes that television has made greater strides in its infant years than radio did, but that it has let down and needs a good swift kick to get it going again.

And he ought to know. He's chief engineer at the studio, and has been working on transmission and reception of television so that KWK will be right there at the head of the class when the Federal Radio Commission sees fit to license studios here.

He also had the first amateur television transmission set here. That was last February. He had reports from five or six enthusiasts that they received his programs successfully.

The chief obstacle to overcome, he says, is that corrugated effect. To make this clear, he points out that the more dots in a newspaper picture, the clearer it is, and the less obvious the dots are. In television the image is produced by lines. They've only been able to get 60 lines to the square inch so far, and the goal is 250. Just that many times clearer.

He is going to apply for patents on two of his most outstanding developments. One is a portable mixer which he believes is an improvement over one put on the market by a big electrical company.

A mixer, in case you don't know, is an instrument that blends and gives unity to sounds from as many as three microphones distributed among entertainers. For instance, with an orchestra, microphones are placed in front of the soloist and at key points in the orchestra. With the mixer you can fade out the soloist or emphasize the brass until you get exactly the desired sound effect.

"The regular type series mixer now in use in most broadcasting stations," Ed. explains, "has this disadvantage—in case one channel becomes opened due to dust on its contacts, the other circuits or spares are useless. This one is dust proof. You can empty a vacuum cleaner on it. And if one microphone channel goes blooey, it won't put the other spare circuits on the blink."

The other, also in use by KWK, is a portable amplifier used on remote control broadcasting in which the hum has been completely eliminated and in which the frequency response is uniform from 35 to 10,000 cycles. It isn't fully developed yet, however.

He is also occupied with testing KWK's equipment to determine whether or not it is within 50 cycles to conform to a new ruling of the Federal Radio Commission, effective June 20

Barbasoloist



RAY Perkins, noted radio wit, will go on the air with a new program on Tuesday, with Peter Van Steeden's musicians supplying the orchestral part of the broadcast. The program will be heard Tuesdays and Thursdays at 5:30 p. m., over KSD. The series is under the sponsorship of Barbasol, with Perkins billed as the Barbasoloist and the orchestras as the Barbasoldiers of Fortune. This brings Perkins under the same sponsorship as Singin' Sam, whose bass voice rolls out over the Columbia network three times a week.

Fire Chief



ED. Wynn, whose radio show has made a record hit, is heard on KSD every Tuesday night.

FOR THE FEMININE EAR

Whisperings From The Ether

BY YANNER ALEXANDER



CARBON-COPY GIRLS

* * *

HOME-LIFE OF AN ELEPHANT

* * *

A SUBSTITUTE FOR MEAT

BOYS have been complaining they can't recognize their own dates at a dance, what with all the girls using the same make-up and wearing undistinguishable, to the masculine eye, frocks and coiffeurs.

Well, something can be done about the hair anyhow. Here's a new trick that sounds complicated but worth trying if you want to be different.

The hair is cut short at the neck line; side hair is brushed and waved upward, leaving the ears exposed, and crossing down the center line of the head in the manner of a French twist. The hair has to be carefully cut and trained beneath the twist to make a good hair line.

HERE'S something of interest to very, very young girls. Dorothy Crewe of WIL, who has the "Don't be Late for School," children's program, is planning to give a series of stories telling of the home life and loves of animals and birds at the zoo, they're to be prepared with the assistance of Director George Vierheller of the Zoo, so they'll be really authentic. Another delightful new feature of hers will be the presentation of children as "Guest Artists," on Saturday morning. Singing and reciting and all that. The first guest artist was a little girl last Saturday, who wasn't terrified a bit by the mike.

DOROTHY King, KWK's "Betty Forbes," suggests an unusual combination of five vegetables, asparagus being featured, as a dinner dish taking the place of the usual meat course.

It serves four. Grate 1 cup carrots, or cut in narrow strips 2 inches long. Put in casserole dish with 1 cup peas. Cover with a layer of asparagus stalks, cut in 2 inch strips, add 1 onion, whole, and 1/2 head lettuce shredded, add 4 tablespoons butter, 1/2 teaspoonful salt, 1 tablespoon sugar, pour over enough stock or water to cover and cook slowly in moderate oven 1 1/4 hours or until vegetables are tender. Serve in same dish.

Katherine Q. Spencer, Writer of Plays, is a Good Cook Too

Katherine Q. Spencer, head of the home economics department of KWK—doesn't that conjure a picture of a large, capable, housewifely sort of person?

Wrong. Absolutely wrong. She frankly confesses she is too inately frivolous to take a deep interest in cooking and other homemaking affairs. Certainly, her imaginary tours through the new KWK bazaar for brief glimpses of frocks and furs and entrancing whatnots are far from stodgy.

Mrs. Spencer's idea for interpretive announcing of the wares of small, exclusive shops was labled "Home Economics" by studio officials and it stands for want of a better name. But, if economics it must be, she says she would rather discuss the stock market or international finance.

Just about five feet high, dark-eyed and vivacious. Sounds delightfully feminine, doesn't it? Add the broad interests, sense of

humor and intellect, traditionally called the masculine viewpoint, and you have a more complete picture of her than name and title suggest.

Writing has been one of her main interests ever since Mrs. Spencer was a little girl. She was turning out short stories by the dozen when embryo economics experts were chiefly occupied in "playing house."

Her first job after graduation from Barnard College in 1917 was turning best sellers into movie scenarios at the old Universal Studios in New York. At the same time she was serving on the War Censorship Board. Her play, "Excuse It Please," was produced by the St. Louis Little Theatre Guild three seasons ago but at present her writing is confined to material for her program.

A native of New York, she has considered St. Louis her real home since marrying and settling here.

Fashion's Trend

By Teresame

AS the character of the entertainment, the nature of the place and the trend of the times all dictate, Society went to the horse show in tailored clothes. Those attired in a strictly formal habit could be counted on the fingers of one hand.

Outstanding for style in material, line and color, was a lacy light-weight wool knit suit of bright clear red; the skirt was ten inches from the ground, the cap sleeves reached half way to the elbow, the neckline was square. With this was worn a white sailor, a white polo coat, white shoes with reddish brown trim, and white 4-button gloves. Another stunning knit was of white boucle.

An exquisite ensemble for the occasion was a blue and white striped lace, worn under a seven-eighths navy blue coat, with blue shoes, blue hat of rough dull straw, a narrow red belt, and a bunch of red, white and blue patent leather daisies placed quite high on the right shoulder.



A dress not strictly new but worth recording because it so perfectly complemented the great beauty of the wearer was of Patou powder blue suede lace cut on form fitting lines to below the hips and then flaring to the ankles. The lady's neck was so lovely that I've forgotten the exact neckline but it was with brown summer ermine, as were the bands of the cap sleeves, and brought out the brown tints of her hair—which, by the way, was short and drawn straight back from the forehead in a shallow natural wave. The blue of her gown deepened the blue of her eyes, further enhanced by turquoise buttons in her ears; she likewise wore a silver and turquoise bracelet on her right arm, and carried a blue beaded bag. Her navy crepe coat was lined with powder blue.

A redingote with a red and white print under a blue coat; a shirtmaker dress of brown and white diagonal; a shepherd's checked shirt under a monotone cardigan coat, were among other costumes which appealed to me.

Madame Teresame's fashion talks are heard over KMOX at 11 a. m., every Tuesday and Friday.



SHOP-O-GRAMS

Miss Alexander will not make purchases for in-town or out-of-town readers but will be glad to tell them where these "Smart Buys" may be found. A post-card or letter addressed to her, care of Radio and Entertainment will tell you where to find the merchandise described in Shop-O-GRAMS.

HOW about those spring and summer clothes for your house, draperies, slip covers and such. They needn't be expensive to be smart. One clever merchant well known for his high standard of quality, is holding an attractive sale — pure linen theatrical gauze a yard wide for only 17 cents a yard — pre-shrunk, double warp Jasper cloth, 47 inches wide for 59 cents—glazed chintz with real distinction for 39 cents and 59 cents.

HE'S also making up draperies complete with pinch pleats, fastenings and all for the price of the linen damask alone—\$2.98 a yard, which is also a bargain. All of these materials come in a variety of colors, but I'll pass on a decorator's tip that brown is newest and very smart this year, in combination with turquoise blue, yellow or white.

SHEERISH white dresses simply demand white undies and here's a new pantie of mesh and glove silk that's made to order. Extremely brief, with a button fastening for that paper-on-the wall fit it costs \$1. Good-looking, form fitting white slips, and they're hard to find, too, can be found at the same price at the same shop.

I require sturdiness in my straw hats for they generally get sat upon or squashed in some way before the season is out. That's one of the reasons why I picked a soft genuine panama. Of course, it has the additional qualities of style and becomingness — a low crown and fairly broad brim with a clever dip. It was one of several styles priced at \$7. Really a bargain for a panama.

Organist Annie



ANN Leaf, diminutive organist of the Columbia Broadcasting studios, can scarcely reach the multitudinous gadgets of the Console. She wears overalls at work.

Broadway Flashes

By Fannie Fare

Those Boswells are back in vaudeville again . . . So are Les Reis and Artie Dunn.

Ted Husing, recovering from an appendicitis operation, divides his reading between the sports pages and Washington dispatches, Reason: He faces a heavy sports schedule and coverage of the political conventions upon his return to the microphone.

All Llewellyn broadcast for two weeks with a broken rib and told no one, not even partner Brad Browne, until it had mended .

Budd Hulick of the Gloom-chasing Hulicks, practising driving and soon will try for a driver's license.

The open collar fad hits the studios, with Norman Broken-shire and Art Jarrett chief practitioners.

Tony Wons planning a two-month vacation this summer in Maine, far from a radio station.

Pierre Brugnion taught three of his friends the rudiments of bridge, the ingrates . . . They "took" him for six rubbers a week later.

More vaudeville news: Irene Beasley reported about to sign for a tour of the New York variety theaters.

COLUMBIA CHAIN GETS PROGRAM FROM ST. LOUIS

Outstanding musicians from the St. Louis Symphony Orchestra and the leading dance bands in St. Louis have joined to form the "Patrician Players" which made a debut over KMOX and the Columbia network last Sunday morning.

The "Patrician Players" which calls itself a little symphony orchestra, includes a dance combination of instruments, and will specialize in symphonic interpretations of popular music. Its leaders are Elmore Condon, formerly first violinist for the Symphony Orchestra, and John Sauter. Freddie Weil and "Buddy" Heitz, featured members of the Ambassador Theatre Orchestra, are members of the group.

Little Boy's Request

Among the numerous requests received by Otto Reinert on his program of Memories broadcast every Sunday, was a letter from a little boy who said that he had been trying to make some money to purchase his father a birthday present. In his eagerness to sell newspapers he ran in the street to a machine and was knocked down by another car. He's in a hospital with a broken leg. He does not want to forget his father's birthday but because of his injury feels that the best he can do is to ask for a number dedicated to his father—and Otto has certainly put away a fine number for the father of such an enterprising a little son.

Lee Sims, who is heard on the N. B. C. Piano Moods sketch, has a very large collection of phonograph records at his country home. He spends his spare moments there, playing them over and over.

In Dramatic Radio Plays

John Harrington, KWK Announcer Is 23 Years Old and Likes Spinach

By Yanner Alexander

If John Harrington has an ambition tucked away in his upper left hand desk drawer, it's to be a big time sports announcer, always providing St. Louis is the home base.

Not a spectator sportsman. Looks like a football player and was. Played guard at University of Arkansas. A three-letter man at Kirkwood H. S. Basketball, football and baseball ranked in that order in his affections.

Baseball worked its way up with him. An outfielder in his senior year at high without playing at all. Now when he broadcasts Cardinal games, he yells so enthusiastically that Thomas Patrick Convey wants him to pipe down a little.

And it's not a pose. Talking two or three hours from Sportsman's Park is a grind, and he prefers to take his baseball on off afternoons without benefit of remote control. Believes nearly every St. Louisan is well educated in the fine points of the game, citing the diminishing number of technical queries received by him and other members of the KWK staff—most of them accounted for by the annual crop of small boys. Never misses a local football game and wishes he could announce them over the air.

Born in New York some 23 years ago. Chicago, then St. Louis became his home. Likes his "Sat-

urday night town" better than any other. His program, if any, includes marrying, a pleasant home in the country, two good automobiles, a salary of around \$500 a month, just enough work and plenty of time for play. Doesn't think he's bright or ambitious, but isn't so bashful you'd notice it.

Started this interview by spiking the report that he's engaged to a beautiful blonde. Dates more than one girl answering that description, anyhow. Also likes them rather small and dark.

However, he's letting all kinds of engagements slide until fall when he returns from hermiting it out on the river. Let the mountain come—. He's living out at Drake with Sterling Harkins, whose wife and baby have gone to Mobile, Ala., for the season, and several other congenials. It's a forty minute drive to the studios.

Working on an alternating schedule, he's able to get in lots of swimming, his favorite sport as a participant. Was a life guard at Osage Country Club three summers, the hardest job he ever had.

Oh yes, in case you don't already know and can't wait for television, he has curly brown hair, nice blue eyes, turned up nose and the beginning of a swell tan. And he likes spinach.



AMONG recent recruits to the ranks of artists in the NBC Chicago studios is Joan Winters, an exceptionally personable actress of wide stage experience.

St. Louis' Most Popular Dance Orchestras

AL ROTH, AMBASSADONIANS, WIL

By Nancy Frazer

IN a word Al Roth's greatest qualification is "versatility." He is a veteran maestro at twenty-eight and conductor of three distinct orchestras that produce everything from the most divine of symphonies to the "hottest" of jazz music. He has grown to fame with the growth of movie orchestras and that right here in St. Louis.

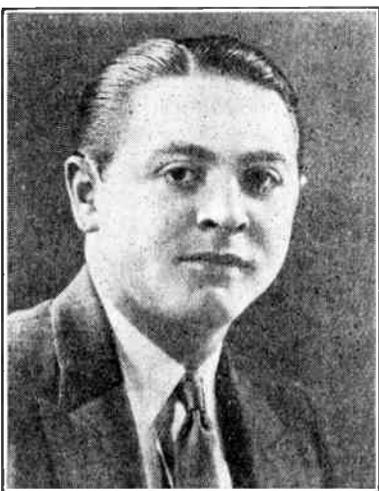
Whether he is in the pit of the Ambassador Theater conducting the forty-four piece symphony orchestra, or coaxing hot dance tunes and incidental music from the eighteen piece Ambassadorian orchestra, so beloved to movie-goers, or leading the WIL "Gloom Chasers," he is the same kindly "Red" to his musicians.

"Red" seems rather a diminutive title for one occupying so many important musical positions but that he is to all his associates and with that name he has attained the envied position of leading one of the finest theater orchestras in the city.

Back before the war, Al Roth began his musical career playing a violin in the Juniata movie house. While the other boys were still in the marble playing days, he was earning a good salary playing with the silent movies and paving the way for his early rise to local fame. From that engagement, he went to the Delmonte Theater which had one of the largest orchestras at that time.

From there he went to the Pershing Theater and since that time has played in every first-run movie house in the city. Now he has attained the pinnacle when he succeeded Dave Silverman at the Ambassador Theater in 1928 (and it is our personal opinion that he

This is the fourth of a series of articles introducing popular St. Louis dance orchestras heard on the air. Next week, Miss Frazer will introduce Joe Reichman, leader of the Hotel Chase orchestra.



had an awfully large pair of shoes to fill when he took his place.)

Being the "foil" or "Feeder" for wisecracking masters of ceremonies are numbered among his accomplishments. He has been the leader for every master of ceremonies who has ever been in the city. He has served as one himself for as long as eight weeks at a time.

He has thus become one of the best known and one of the most popular maestros on the entire Publix circuit.

Like Walter Damrosch, Al Roth feels that radio provides the greatest medium for radio musical ap-

preciation that has ever been offered. He thinks that it is but a question of time until preference will swing back to classics and the nation as a whole will become music-lovers of the higher type.

"People still prefer classical selections, anyway," he said. "Nothing gets more applause from the weekly theater audiences than a symphonic overture properly presented. The jazz era is certainly in a slump and classics are again coming into their own. Popular music, as a matter of fact, is like ice cream. It is alright for a bit of a treat but an overdose is worse than none at all—that is not true of classics."

Al Roth and his musicians are distinct in themselves because they are capable of producing so many kinds of music and can give a perfectly balanced musical diet to all of their listeners. There are many leaders of just one orchestra but leading three distinct types and doing it proficiently is really a case for public acclaim and he gets it.

St. Louis is really represented in the accomplishments of this youthful leader's success for he has always lived and worked here. He went to Central High School and studied violin under the direction of Christopher Jakob, who has turned out so many band leaders of note. He made his first public appearance here as a very scared little twelve-year old boy who played the violin at a wedding. He has attained prominence here in St. Louis and he likes everything about the city and plans to stay here so long as he continues to please.

He is a local boy who made good and that in his own home town.

We're Telling You

By Fleet Smith

France Laux . . . KMOX Sports announcer . . . once played sandlot baseball . . . with Pepper Martin . . . Alvin Griesedieck . . . soloist on the . . . "Songs of Today and Yesterday" . . . program on KWK is . . . a successful business man . . . as well as a radio star . . . Bill Hirth helped . . . open the Statler Roof . . . Johnny Urice . . . was there too . . . So was Nancy Mary "The Modern Girl Philosopher," from WIL . . . Irving Rose always . . . looks like he is . . . dressed for a party . . . two of his bandmen are in their . . . early seventies . . . in golf, that is . . . they all play it . . . Another . . . ginger-ale-cracked ice and dance place . . . in the county . . . It's Diane's on the Olive Street Road . . . Add great discoveries—a girl who doesn't drink . . . She's on the air too . . . This column nominates Dr. Nicholas Murray Butler . . . for the presidency . . . and Will Rogers . . . for vice-president . . . Walter Winchell . . . whose announced . . . nervous breakdown . . . sent him scampering to Hollywood . . . is returning to New York . . . without the . . . movie contract . . . The keyhole era is over, perhaps . . . Bill Mackle . . . Radio Trades Council's secretary . . . attended the . . . radio manufacturers' . . . convention in Chicago . . . last week . . . They are going to spend \$200,000,000 . . . this year . . . After investing about . . . \$10,000 in improvements . . . at the dog track . . . somebody discovered . . . that there . . . was a law against . . . gambling . . . Why not try . . . oral betting? Three million miles of telephone lines . . . have been used by Lucky Strike . . . in its programs . . . since last November . . . Woody Klose . . . once won an announcer popularity contest . . . Clarence Cosby . . . KWK general manager . . . used to be in vaudeville . . . A. G. Cottrell . . . who was on the KWK staff . . . is now with this mag . . . in the advertising division . . . He's a blonde . . . Buddy Rogers . . . Father Tim Dempsey . . . the greatest . . . one-man . . . relief agency in the world . . . Closing of the St. Louis Theatre . . . will take about 4000 seats off the movie circuit and . . . should help . . . the other theaters . . . Ambassador and Missouri . . . dropped more than . . . \$200,000 last year . . . Fox also operates at a loss . . . People must be staying at home . . . as there are fewer automobiles registered . . . this year . . . Madame Teresame . . . KMOX fashion expert . . . tells us that . . . St. Louis . . . has more smartly dressed women . . . than any American City.

L. A. Benson, president of WIL . . . held the first commercial . . . radio license . . . in St. Louis . . . in 1919 . . . he was 19 years old . . . at the time . . . The unemployed lady milk-sellers . . . are using . . . portable . . . dry-ice boxes . . . these . . . hot days. F. S.

ALLEN WILLS PIONEER ARTIST RETURNS TO RADIO

Allen Wills broadcast over KSD in 1924. His is the distinction of having been the first singer to sing and play his own accompaniment on KSD. He remained with KSD until 1925 then went to Loews State Theatre under direction of Don Albert. He appeared at the Grand Central and other St. Louis theatres and then went to Chicago. There he appeared in theatres and held a position with Remick Music Company in Chicago introducing their new songs. He went into business, but the longing for a professional career could not be satisfied in an office so he is back in radio work again—and this time he intends to remain and full-fill his desire.

Vegetables

VICTOR Moore, comedian of the current New York Musical hit "Of Thee I Sing," is appearing as guest artist on a series of Nestle programs over NBC networks.

Moore, who is heard at 6 p. m., each Friday night over K W K, advocates green vegetables as a mode of farm relief.

He plays the part of Senator J. Hardwood Stuffy, office-boy of both the Republican and Democratic National Committees.

World Radio History

INSIDE THE STUDIOS

WIL NOTES

Artists of WIL presented a very enjoyable show to the Shriners and their friends at the Moolah Temple last Friday evening. Tony Cabooch was master of ceremonies — Franklyn MacCormack, Neil Norman, Billy Lang, the Sweetheart Soprano and the Diamond Tenor—the Vaughn Bros.—Jackie Archer—Allister Wylie—Otto Reinert and his Staff Orchestra—but why mention more—everyone that was there had a wonderful time.

Marion Brian came to WIL through her friend Art Gilham, "The Whispering Pianist" when he was appearing on the station. She came to St. Louis from New York where she and Gilham had appeared on the same programs. Her favorites are Carrie Jacobs Bond melodies and light operas. She specializes in ballads of today and yesterday.

Eddie Wacker with his infectious smile and flaming wavy hair has sung at clubs and conventions throughout Missouri. His great ambition is to sing over the network some day. He appears with the Sleepy Hollow Trio on the Sauters Park program daily at 5 p. m.

KMOX NOTES

Faith, Hope and Charity are outmoded virtues if you can judge by the reactions of the three "Graces" (McGowan, Thompson and Dockstader) at KMOX, when we tried to distribute the virtues around.

KMOX has its little "In" with the deities in the person of three Dorothys (Adams, Jaudon, and Gardner.) "Dorothy" means a daughter of the gods.

There also are two "Ellen's in the KMOX studios. Ellen Reilly is Bill West's secretary, and Ellen Ankron is Glen Hutchinson's right hand.

Free scholarships for twenty young men ambitious to become aviators were offered last week during the "Parks Air College" program over KMOX, on which Major Jimmie Doolittle and George B. Logan of the St. Louis Chamber of Commerce, were the speakers.

The combined offerings of Ruth Hulse Nelson and Ted Straeter, staff artists for KMOX, are making a lot of fans. The unusual combination of piano and organ makes it necessary for them to do completely original arrangements of both classical and popular numbers. An interesting sidelight is the fact that while playing together, the artists are in different rooms, Miss Nelson at her giant organ, Straeter in a regular broadcasting studio.

KWK NOTES

Last summer announcers at KWK had to wear flannel trousers, brown flannel coats and brown and white shoes in the daytime and dinner coats after 6. So far this year there's been no order, and the boys have been cool and comfortable in light trousers, shirt-sleeves and old sport shoes. And they hope it lasts.

Diane Craddock is going home to Tulsa for a two week's vacation, her first in a long time. She's all atwitter over it too, she's chewed up all the nails on her left hand and has begun on her right thumb.

Russ Rohrkasse, trumpeter in Herbert Berger's mob, wears two watches, one a swanky wrist affair for show, and the other a trusty railroad man's standby. Just to be sure he gets to broadcasts on time.

Frank and Ernest, the Pebeco boys, had a guest artist the other afternoon. He was Clarence Cosby, productions chief, Clarence sang "Some of These Days." It was his first public appearance since his vaudeville days, years and years ago.

An admirer of Danny Seyforth, alias Ernest, sent him a toy chicken that does almost everything a real one does—even lays eggs. Danny has had it show off for almost everyone around the studio. If someone sends him a side of bacon he'll throw a breakfast.

What do you do? That is the first question would-be radio entertainers are asked at Friday's auditions. Meaning what kind of radio work, of course. Some of the boys and girls didn't quite get the hang of the question last week. One said, "Cemetery work," and another chap sadly admitted he was one of the unemployed.

How does Grace Beck, Clarence Cosby's right-hand girl, keep those white satin blouses so fresh? It's her studio uniform, and a good-looking one.

A jury of Chicago artists recently asked Ruth Etting, who is heard every Wednesday and Saturday over KMOX at 8 p. m., to pose for a portrait entitled "Beauty and Brains" because they felt she best represented that happy combination. However, when she modestly refused, they said her action only confirmed their judgment.

KMOX HAS TRAVEL BUREAU TO HELP PLAN VACATIONS

Radio service enters another field with the beginning of a travel bureau at KMOX.

This local feature is one of the first of this new type of service to be devised in the middle west and has been inaugurated with an earnest effort to aid those interested in planning their vacations with the least expenditure, the maximum pleasure and the greatest conservation of time, according to Katherine McIntire, program director at the station.

Booklets, minute planning and even prices are quoted upon request to the station whereby listeners will be able to get detailed information of the numerous routes of railroad, steamship and hotel possibilities throughout this country and Europe, she said. The bureau is under the direction of J. C. Hetherington, new travel expert at the station.

In June, during the peak of the vacation fervor, the broadcasts will be given three times a week. A miniature library replete with booklets and descriptions of the most remote corners of the world, including the more familiar regions of the Ozarks has been established at the station which listeners may have upon request.

THE GOLDEN DOZEN

The current issue of *Variety*, Broadway weekly devoted to the screen, stage and radio, publishes a compilation taken from reports sent in by its correspondents throughout the country to determine the 12 most popular radio programs.

The following, *Variety* says, enjoy "the top popular vogue:"

(1) Amos 'n' Andy; (2) Ziegfeld Radio Show; (3) Burns and Allen—Guy Lombardo; (4) Walter Winchell and dance bands; (5) Harry Richman—Dave Rubinoff; (6) Ben Bernie; (7) Kate Smith; (8) Morton Downey — Tony Wons — Jacques Renard; (9) Rudy Vallee — Irene Bordonio; (10) Ruth Etting — Boswell Sisters — Nat Shilkret—Alex Gray; (11) Myrt and Marge; (12) Tony Wons (sustaining.)

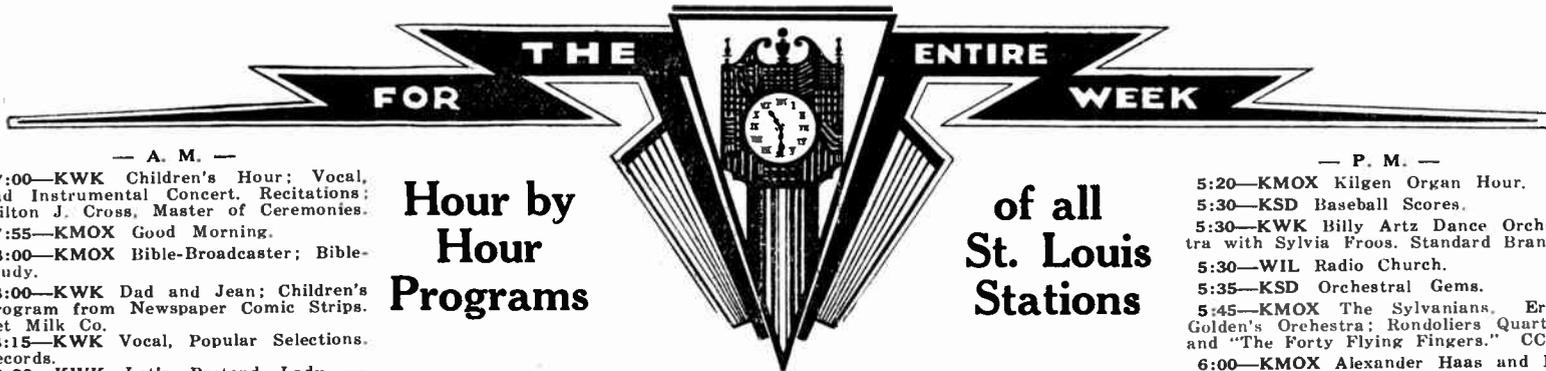
Ray Lyman Wilbur, Secretary of the Interior, will be the principal speaker during the broadcast of the fifth annual Massing of the Colors Service of the Military Order of the World War to be heard over KMOX Sunday from 2 to 3 p. m. The service held this year jointly with the George Washington Bicentennial Celebration Commission, will be held at the Sylvan Theatre on the grounds of the Washington Monument in the nation's Capital.

Radio Cry-Baby Boo-Hoos to Order



That healthy wail you hear on the air in domestic comedies broadcast from NBC's San Francisco studios isn't produced by a middle-aged actor clever at imitating a baby—not since Miss Constance McWicker, youngest member of the staff, went radio. She coos through the microphone, says "Da-da" when required to do so, and even produces a first class cry.

COMPLETE RADIO PROGRAMS



— A. M. —

7:00—KWK Children's Hour; Vocal, and Instrumental Concert. Recitations; Milton J. Cross, Master of Ceremonies.
 7:55—KMOX Good Morning.
 8:00—KMOX Bible-Broadcaster; Bible-Study.
 8:00—KWK Dad and Jean; Children's Program from Newspaper Comic Strips. Pet Milk Co.
 8:15—KWK Vocal, Popular Selections. Records.
 8:30—KWK Let's Pretend Lady — Children's Program.
 8:30—KFUO Pilgrim Lutheran Church Service.
 8:45—KMOX Religious Education — Children's Hour.
 8:45—KWK Balladeers; Orchestra Program of Popular Ballads.
 9:00—KWK Morning Musicales; George Rasely, Tenor; Florence Wightman, Harpist. NBC.
 Quartet in G Minor. Two Dances.
 9:15—KMOX Julia Mahoney and Charles Carlile with Emery Deutsch's Orchestra. CC.
 9:30—KMOX Voice of St. Louis Program. CC.
 9:30—KWK Vocal Popular Selections. Records.
 9:30—WEW Instruction; St. Francis Xavier Church, Rev. William J. McCucken, S. J.
 9:45—KWK Hydrox Musicales; Orchestra Program. Hydrox Ice Cream Co.
 10:00—KFUO Bible Study, Pilgrim Lutheran Church.
 10:00—WEW Sodality Program; presented by the Sodality Union.
 10:15—KWK Semiclassical Selections. Records.
 10:30—KMOX International Broadcast.
 10:30—KWK Yvonne D'Arle, Soprano.
 10:30—WEW Catholic Students Mission Crusade Program.
 10:45—KMOX Watch-Tower Program.
 10:45—KWK Mazzucchi and His Cello.
 10:45—KFUO Pilgrim Lutheran Church Service.
 10:55—WEW Music of High Mass and Sermon by Rev. Stephen J. Rueve, S.J.
 11:00—KMOX Fourth Church of Christ Scientist.
 11:00—KWK At Home Hour; Wm. E. Hugo.
 11:00—WIL Third Baptist Church; Rev. C. Oscar Johnson.
 11:30—KWK KWK Little Symphony.
 12:00—KMOX Ann Leaf at the Organ.
 12:00—KWK Road to Romance. NBC.
 12:00—WIL Victor Salon Orchestra.
 12:00—KFUO Organ Recital.

— P. M. —

12:15—WIL Dinner Dance Music.
 12:15—WEW Sacred Heart Novena — College Church.
 12:30—KMOX Columbia Church of the Air. CC.
 12:30—KSD Moonshine and Honey Suckle.
 12:30—KWK Herbie Kay's Orchestra; Browning Mummery, Tenor. Northwestern Yeast. NBC.
 12:45—WIL Songs That Never Grow Old.
 1:00—KMOX Symphonic Hour. Featuring Toscha Seidel, Violinist with Concert Orchestra. CC.
 1:00—KSD Wayne King's Orchestra
 1:00—KWK Friendly Hour — "Our National Heritage." Dr. J. Stanley Durkee. NBC.
 1:00—WIL Palladium Program.
 1:00—WEW Midwest Hour.
 1:15—WIL Melody and Musing. Record.
 1:30—KMOX Cathedral Hour; Orchestra and Soloist. CC.
 1:30—KSD Stars of Tomorrow.
 1:30—KWK Balkan Mountain Men—Emil Blazevich, Baritone; Ivan Ribich, Tenor. NBC.
 1:30—WIL Bobby Stubbs and His Music.
 1:30—WEW The Best from Filmland; F. M. Wilson, S. J.
 1:45—WIL Master's Music Room. Records.
 1:45—WEW Webster College Program (Corporate College of St. Louis U.)
 2:00—KMOX St. Louis Community Forum; Speakers—Music.

Hour by Hour Programs

of all St. Louis Stations

Features For Sunday

Dad and Jean will read the "funnies" to the children at 7 a.m. KWK.

Yvonne D'Arle, musical comedy star, who sings songs you'll like at 9:30 a. m. (KWK.)

The "Voice of St. Louis" program from KMOX starting at 9:30 p. m., features the St. Louis Civic Band and the Patrician Players.

Jane Froman in a program of popular songs at 2 p. m. (KSD.)

Musical Memories over WIL at 3 o'clock provides the best medium for reminiscing mu-



sically. Otto Reinert and his orchestra play request numbers during this period which were popular when couples were married.

Aida Doniella, Metropolitan Opera star, guest artist on KSD at 5 p. m.

Al Roth and his Gloom Chasers will be on the air from the Ambassador theatre tonight at 8 o'clock. This comes over WIL by remote control.

California Melodies, a sparkling musical program from Los Angeles with guest stars from Hollywood, comes in at 10:30 p. m., and is worth staying at home to hear. (KMOX.)

— P. M. —

2:00—KSD Jane Froman and Orchestra
 2:00—KWK Songs of Home Sweet Home—String Ensemble, direction Harry Kogen. Alka Seltzer Co. NBC.
 2:00—WIL Spotlight Players.
 2:00—WEW Question Box.
 2:15—KSD John Fogarty, Tenor.
 2:15—WIL Olympian Quartette. Records.
 2:30—KMOX Jewish Service.
 2:30—KSD International Radio Forum.
 2:30—KWK Ted Jansen's Orchestra; Forest Park Highlands.
 2:30—WIL Sparklers; Studio Orch.
 2:30—WEW Readings from Shakespeare—William Jenkins.
 2:45—KSD Pastels.
 2:45—WEW Garvin Martini, Tenor.
 3:00—KMOX Pastorale. Andre Kostelanetz, Conductor; Julia Mahoney, Soprano and Roger Kinne, Baritone. CC.
 3:00—KWK Sabbath Reveries — The Greatest Commandment; Dr. Charles L. Goodell. NBC.
 3:00—WIL Dewey Jackson's Orchestra.
 3:00—KFUO German Gospel Hour.
 3:00—WEW Piano Recital; Anita Martin.
 3:15—WEW Abendmusikal; Florence Timmerhoff, Contralto; Dorothea Eberley, Pianist; Mary Eimer, Accompanist.
 3:30—KMOX Brooks and Ross, Songs.
 3:30—KWK To be announced.
 3:30—WIL Musical Memories.

— P. M. —

3:30—KFUO Shut-in Hour.
 3:45—KMOX Winter Garden Walkathon.
 3:45—WEW Trio Banjo Band; M. E. Whittaker, director.
 4:00—KMOX Ace Begode's Orchestra.
 4:00—KWK Harry Lange's Orchestra; Forest Park Highlands.
 4:00—WIL Radio Artists on Parade. Records.
 4:15—WEW Gerak Musicale.
 4:30—KMOX "Roses and Drums," Dramatic Sketch. CC.
 4:30—KSD "Our American Schools."
 4:30—KWK Golden Gems. NBC.
 4:30—WIL Variety Serenaders; Studio Orchestra.
 4:30—WEW Hilo Hawaiian Duo; Ray Myrick and William Starnes.
 4:45—WIL Evening Echoes — Studio Orchestra.
 4:45—WEW "Vanished Civilizations" Rev. Albert Muntzsch, S. J.
 5:00—KMOX The World's Business; Dr. Julius Klein, Assistant Secretary of Commerce. CC.
 5:00—KSD Circle Program.
 5:00—KWK Twilight Musicales; Miller Ferguson Institute of Music.
 5:00—WIL Hot Timers; Studio Orch.
 5:15—KMOX Teaberry Baseball Scores.
 5:15—WIL Song of the Strings — Studio Orchestra.
 5:15—WEW Musicales directed by Mrs. Rosalind Day.

— P. M. —

5:20—KMOX Kilgen Organ Hour.
 5:30—KSD Baseball Scores.
 5:30—KWK Billy Artz Dance Orchestra with Sylvia Froos. Standard Brands.
 5:30—WIL Radio Church.
 5:35—KSD Orchestral Gems.
 5:45—KMOX The Sylvania's. Ernie Golden's Orchestra; Rondoliers Quartet; and "The Forty Flying Fingers." CC.
 6:00—KMOX Alexander Haas and His Gypsy Ensemble. CC.
 6:00—KSD Rubinoff's Orchestra.
 6:00—KWK David Earle, Concert Pianist.
 8:00—WIL Ambassador Theatre Orch.
 6:15—KWK Standing Room Only — Comedy. NBC.
 6:30—KMOX Greyhound Bus; Highway Traveler. CC.
 6:45—KMOX To be announced.
 7:00—KMOX Ever-Ready Radio Gaeties. Featuring Belle Baker, the Four Eton Boys, Novelty Quartet and Jack Denny's Orchestra. CC.
 7:00—KSD David Lawrence.
 7:00—KWK Enna Jettick Melodies — Mixed Quartet with Robert Armbruster's Ensemble. NBC.
 7:15—KSD Album of Familiar Music.
 7:15—KWK Bayuk Stag Party; Male Quartet with Ivan Rudisill's Orchestra.
 7:30—KMOX Enroute to Pennzoil Parade of Melodies. Harry Sosnick, Pianist and His Band with Male Quartet.
 7:45—KSD L'Heure Exquise.
 7:45—KWK Making the Movies — Comedy Sketch. Kelly Springfield Tires.
 8:00—KMOX Ernest Hutcheson, Pianist and Concert Orchestra. CC.
 8:15—KSD Parade Program.
 8:15—KWK Barbasol; The Old Singing Master. NBC.
 8:30—KMOX Ziegfeld Radio Show. Eddie Dowling, Master of Ceremonies; Florenz Ziegfeld and His Stars of Past and Present. CC.
 8:30—KSD Musings.
 8:30—WIL C. F. Lindsley and Organ.
 8:45—KSD Sunday at Seth Parker's.
 8:45—KWK The Violin Twins. NBC.
 8:45—WIL Allister Wylie; Pianist.
 9:00—KMOX Winter Garden Walkathon.
 9:00—KWK To be announced.
 9:00—WIL Dance Orchestra.
 9:15—KMOX KMOX Artists Hour.
 9:15—KSD Official Weather Forecast.
 9:15—KWK To be announced.
 9:15—KFUO Devotional Hour.
 9:30—KWK Frank Masters and His Orchestra. NBC.
 9:30—WIL Palladium Program; Marathon Walkathon.
 9:45—KMOX Katy News Flashes.
 9:45—KWK Sport Review; by Artophone Company.
 9:45—WIL Dream Boat — Franklyn MacCormack.
 10:00—KMOX Teaberry Baseball Scores.
 10:00—KWK Baldwin Concert.
 10:00—WIL Dewey Jackson's Orchestra.
 10:05—KMOX Gus Arnheim's Orchestra. CC.
 10:30—KMOX California Melodies. Guest Stars and Raymond Paige's Orchestra.
 10:30—KWK Ted Jansen's Orchestra; Forest Park Highlands.
 10:30—WIL Studio Friday.
 11:00—KMOX Sunday Night Varieties; Orchestra.
 11:30—KMOX Winter Garden Walkathon.
 11:45—KMOX Speed Demons; Orchestra

Complete Radio Programs For Monday, May 30

— A. M. —

- 6:30—KFUO Morning Family Worship.
- 6:45—KMOX Good Morning.
- 6:50—KMOX Farm Information.
- 6:55—KWK Social Hour Community Announcements.
- 7:00—KMOX The Early Morning Band Wagon.
- 7:00—KSD Gene and Glenn.
- 7:00—WIL Breakfast Club Express—Popular Program.
- 7:15—KSD Flying Fingers.
- 7:15—KWK Dad and Jean; Children's Program from Newspaper Comic Strips. Pet Milk Co.
- 7:30—KMOX Tony's Scrap Book; Conducted by Anthony Wons, CC.
- 7:30—KSD Top of the Morning.
- 7:30—KWK Beautiful Thoughts. Montgomery Ward Program. NBC.
- 7:45—KMOX Old Dutch Girl; Newsy Jingles in Rhyme and Song. CC.
- 7:45—KWK Records. Vocal, Popular Selections.
- 8:00—KMOX The Singing Vagabond; Artells Dickson. CC.
- 8:00—KSD Pie Plant Pete.
- 8:00—KWK Records. Guy Lombardo's Orchestra.
- 8:00—WIL Don't be Late for School; Children's Program.
- 8:00—WEW The Day's Dedication; G. A. Wallenhorst.
- 8:15—KMOX Sweet and Hot; Orchestras. CC.
- 8:15—KSD Breen and De Rose.
- 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls. NBC.
- 8:15—WIL Birthday Bells.
- 8:30—KSD Harriet Braun, Violinist.
- 8:30—KWK Our Daily Food. A. & P. Tea Co. NBC.
- 8:30—WIL Cecil and Sally. Records.
- 8:45—KMOX The Madison Singers.
- 8:45—KSD Contralto Solo.
- 8:45—KWK Boswell Sisters. Records.
- 9:00—KMOX Office Boy Antics.
- 9:00—KSD To be announced.
- 9:00—KWK Mrs. A. M. Goudiss — Recipes and Menus. NBC.
- 9:00—WIL Sunshine Serenaders; Studio Orchestra.
- 9:00—WEW Opening Markets.
- 9:10—WEW Aunt Sammy's Housekeepers' Chat.
- 9:15—KMOX Morning Moods; Orchestra. CC.
- 9:15—KSD Household Institute.
- 9:15—KWK Victor Young's Orchestra. Records.
- 9:15—WIL Artists Parade. Records.
- 9:30—KMOX Academy of Medicine Program. CC.
- 9:30—KSD Marionettes.
- 9:30—KWK Singing Strings. NBC.
- 9:30—WIL Allen Clarke — Prince of Songs.
- 9:45—KMOX Ben Alley, Tenor. CC.
- 9:45—KWK Hospitality Program with Ida Bailey Allen. Coca Cola. Trs.
- 9:45—WIL Dixie Trio; Instrumental.
- 10:00—KMOX Catholic Pontifical High Mass. CC.
- 10:00—KSD Circle Program.
- 10:00—KWK Merrimen Quartet. NBC.
- 10:00—WIL Girl of My Dreams; Studio Orchestra.
- 10:00—WEW Weather Report; Opening Grain Market.
- 10:15—KSD The Real Geo. Washington.
- 10:15—KWK Rit Company "Cleaning Suggestions" (Ends Series.)
- 10:15—WIL Today's Song Hits. Records.
- 10:15—WEW Parents' Forum.
- 10:30—KSD On the Wings of Song.
- 10:30—KWK To be announced.
- 10:30—WIL Paul Whiteman's Orchestra. Trs.
- 10:45—KWK Horticultural Society — Talk.
- 10:55—WEW Arlington Time Signal.
- 11:00—KMOX Missouri Women's Federation Program.
- 11:00—KSD Al Katz' Orchestra.
- 11:00—KWK Paul Whiteman's Orchestra. Records.
- 11:00—WIL Master's Music Room. Trs.
- 11:15—KMOX St. Louis Hour.
- 11:15—KWK KWK Radio Bazaar — Local.

— A. M. —

- 11:15—WIL "Red" Nichols and His Five Pennies. Records.
 - 11:30—KSD The Venetians.
 - 11:30—KWK National Farm and Home Hour. NBC.
 - 11:30—WIL Song of the Strings — String Ensemble Studio Orchestra.
 - 11:45—KMOX Winter Garden Walkathon.
 - 11:45—WIL Palladium Program; Walkathon Marathon.
 - 12:00—KMOX Farm Service Hour — Henry, Zeb and Otto; Songs.
 - 12:00—KSD Health Talk.
 - 12:00—WIL Luncheon Dansante; Studio Orchestra.
 - 12:00—WEW Farm Reporter's Program — Live Stock Exchange.
- P. M. —
- 12:15—KFUO Noonday Religious Address.
 - 12:30—KWK Council of Jewish Women — Talk.
 - 12:30—WIL Ray and Bob; Guitarists.
 - 12:45—KWK Around the Piano; Wm. E. Hugo.

— P. M. —

- 3:00—WEW Closing Markets.
- 3:15—WIL Eddie Lake; Banjo Melodies
- 3:15—WEW A. Miramonti, Accordion.
- 3:30—KMOX Friedman's Orchestra.
- 3:30—WIL Matinee Melodies. Records.
- 3:30—WEW Sacred Heart Novena — College Church.
- 3:45—KSD The Songsters.
- 4:00—KMOX Current Events by H. V. Kaltenborn. CC.
- 4:00—KSD Dinner Music.
- 4:00—WIL Allen Wills; Songs as You Like Them.
- 4:00—WEW E. A. Moosbrugger, Violin, Walter von Kalinowski, Accompanist.
- 4:15—KMOX Vaughn de Leath; Blues.
- 4:15—KSD "Skippy."
- 4:15—WIL Musicalities; Studio Orch.
- 4:15—WEW Current Events.
- 4:30—KMOX Hall's Hotel Taft Orchestra. CC.
- 4:30—KSD Fiddlers Three.
- 4:30—WIL Dance Marathon.
- 4:30—WEW Maytime Melodies.
- 4:45—KMOX The Funnyboners; Comedy Male Quartet. CC.

— P. M. —

- 6:30—KSD Male Quartet and Orchestra.
- 6:30—KWK Death Valley Days. Pacific Coast Borax Co. NBC.
- 6:30—WIL Sparklers Orchestra; Studio Orchestra.
- 6:45—KMOX Ivory Soap; The Gloom Chasers; Col. Stoopnagle and Budd. CC.
- 6:45—WIL Civic Service Period — Mr. Fixit.
- 7:00—KMOX Eugene International Revue. Sam Lanin's Orchestra. CC.
- 7:00—KSD Gypsies Orchestra.
- 7:00—KWK Sinclair Wiener Minstrels. Minstrel Show with Gene Arnold. NBC.
- 7:00—WIL Bill Baily's Orchestra.
- 7:15—KMOX Pillsbury presents the Street Singer. CC.
- 7:15—WIL Sport Review.
- 7:30—KMOX Bourjois; An Evening in Paris. CC.
- 7:30—KSD The Parade of the States.
- 7:30—KWK Jack Benny; George Olsen and His Music with Ethel Shutta, Soloist; Sponsored by Canadian Dry Ginger Ale. NBC.
- 7:30—WIL Jackie Archer, Rhythm Ho-boes; Allister Wylie; Songs, Piano.
- 7:45—WIL Louie's Hungry Five. Trs.
- 8:00—KMOX Chesterfield; Music that Satisfies; The Boswell Sisters. CC.
- 8:00—KSD National Radio Forum.
- 8:00—KWK San Felician Serenade — Bob Nolan, Master of Ceremonies. NBC.
- 8:00—WIL Barn Dance Music.
- 8:15—KMOX Photoplay Magazine — Hollywood Whispers. CC.
- 8:15—KWK Dave Wright, Tenor with Orchestra.
- 8:30—KMOX Howard Barlow and the Columbia Symphony Orchestra. CC.
- 8:30—KSD "Do You Remember?"
- 8:30—KWK Sterling Products — Love Songs and Waltzes; Featuring Frank Munn, Tenor. NBC.
- 8:30—WIL Dance Marathon.

Selections For Today

If you are awake—Tony Wons and his scrap book, at 7:30 a. m. (KMOX)

Frank and Ernest, always a good comedy-harmony bet at 2 o'clock. (KWK)

The Marionettes Orchestra will cheer you during your mid-morning household tasks at 9:30 a. m., over KSD.

Lawrence Tibbett will sing "The Cuban Love Song" and other favorites at 6:30 p. m.

"The Modern Girl Philosopher," building up the largest feminine audience on the air—at 3 p. m. today. (WIL)

Jack Benny, with George Olsen and Ethel Shutta at 7:30 p. m. (KWK)

Our beloved Singin' Sam will serenade his friends at 6:15 p.m.(KMOX)

Bellerive Orchestra over WIL at 11 p. m. Special dance music.

- 12:45—WIL Hot Timers; Sweet and Hot Music by Studio Orchestra.
- 1:00—KMOX String Trio from Hotel Coronado.
- 1:00—KSD "The Revolving Stage."
- 1:00—WIL Progressive Merchants Campaign; Orchestra.
- 1:15—KMOX St. Louis Hour.
- 1:15—KWK Sterling Harkins, Tenor; Herbert Berger, Pianist.
- 1:30—KMOX Aeolian Piano Recital.
- 1:30—KSD Women's Review.
- 1:30—WIL Stars of Songland. Trs.
- 1:45—KMOX The Four Eton Boys; Novelty Quartet. CC.
- 1:45—KWK Organ Selections. Records.
- 1:45—WIL Voice of the Vibraphone; Schuyler Alward and Jerry Cammack.
- 2:00—KMOX The Captivators; Orchestra. CC.
- 2:00—KSD Pop Concert.
- 2:00—KWK Frank and Ernest; Comedy and Harmony. Pebebo.
- 2:00—WIL Police Releases.
- 2:15—KWK Diane Craddock. Blues — Herbert Berger, Pianist.
- 2:15—WIL Butler and Brown — Two Gentlemen from the South.
- 2:15—WEW Talk by R. L. Mooney.
- 2:20—KMOX Rungs of the Ladder; from London England. CC.
- 2:27—KWK Welcome Inn—Talk.
- 2:30—KSD Today's News.
- 2:30—KWK Baseball Special.
- 2:30—WIL Afternoon Frolic.
- 2:30—WEW Popular Piano Numbers: Joe "Buddy" Duddy.
- 2:40—KMOX Columbia Artists Recital.
- 2:45—KSD The Lady Next Door.
- 2:55—KWK Browns vs. Detroit.
- 3:00—KMOX Pancho and His Orchestra. CC.

3:00 p. m.—WIL—Radio and Entertainment's Nancy Mary, "The Modern Girl Philosopher."

3:00—KFUO Reading Circle; The Letter Writer.

8:45—KWK Falsaff Program Featuring Alvin Griesedieck—Tenor; Songs of Today and Yesterday.



- 8:45—WIL Allister Wylie; Piano Styl-ist.
- 9:00—KMOX Speed Demons; KMOX Or-chestra.
- 9:00—KSD Official Weather Forecast.
- 9:00—KWK Amos 'n' Andy. NBC.
- 9:00—WIL Dewey Jackson's Orches-tra; Sauter's Park.
- 9:01—KSD Russ Columbo's Orchestra.
- 9:15—KMOX Maxwell House Coffee; Tune Blenders; Lanny Ross, Baritone and Orchestra. CC.
- 9:15—KSD Lopez's Orchestra.
- 9:15—KWK Sport Review; By Arto-phone Co.
- 9:30—KMOX Nobel Sissle's Orchestra.
- 9:30—KWK Pep Unlimited.
- 9:30—WIL Palladium Program; Walk-athon Marathon.
- 9:30—KFUO Drama Hour.
- 9:45—KMOX Katy News Flash.
- 9:45—WIL Dream Boat — Franklyn MacCormack.
- 10:00—KMOX Teaberry Sports Reporter
- 10:00—KWK Stick to the Finish Club; Orchestra program. Hydrox Ice Cream.
- 10:00—WIL Dewey Jackson's Orchestra.
- 10:00—KFUO Young People's Hour.
- 10:05—KMOX General Mills; Bisquick Talk and Band. Trs.
- 10:10—KMOX The Duo Piano Forte.
- 10:15—KMOX Gus Arnheim's Orches-tra. CC.
- 10:30—KMOX Joe Reichman and His Orchestra. CC.
- 10:30—KSD Harry Reser and His Eskim-os.
- 10:30—WIL News Flash.
- 10:35—WIL Progressive Merchants Cam-paign.
- 10:45—KWK To be announced.
- 11:00—KMOX KMOX Dance Orchestra.
- 11:00—WIL Around Town with the Old Night Watchman.
- 11:15—KMOX Sport Squibs by France Iaux.
- 11:30—KMOX Winter Garden Walka-thon.
- 11:45—KMOX Song Parade; KMOX Or-chestra.
- 12:15—KMOX Joe Reichman and His Orchestra.
- 12:30—KMOX KMOX Dance Orchestra.
- 12:45—KMOX Joe Reichman and His Orchestra.

Complete Radio Programs For Tuesday, May 31

— A. M. —

- 6:30—KFUO Morning Family Worship.
- 6:45—KMOX Good Morning.
- 6:50—KMOX Farm Information.
- 6:55—KWK Social Hour Community Announcements.
- 7:00—KMOX Early Morning Band Wagon. Trs.
- 7:00—KSD Gene and Glenn.
- 7:00—WIL Breakfast Club Express — Popular Program.
- 7:15—KSD The Laugh Club.
- 7:15—KWK Dad and Jean; Children's Program from Newspaper Comic Strips. Pet Milk Co.
- 7:30—KMOX Tony's Scrap Book; Conducted by Anthony Wons. CC.
- 7:30—KSD Top of the Morning.
- 7:30—KWK Beautiful Thoughts. Montgomery Ward. NBC.
- 7:45—KMOX William Rogers and Son; Brad and Al; Songs. CC.
- 7:45—KWK Adventures of Helen and Henry. Forbes Tea and Coffee Co.
- 8:00—KMOX Fifteen Minutes with Famous Band Leaders. Trs.
- 8:00—KSD Banjoers.
- 8:00—KWK Hihatters Orchestra. Records.
- 8:00—WIL Don't be Late for School; Children's Program.
- 8:00—WEW The Day's Dedication; G. A. Wallenhorst.
- 8:15—KMOX Airy Fairy Singer; Commander Larabee. CC.
- 8:15—KSD Sparkling Music.
- 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls. NBC.
- 8:15—WIL Birthday Bells.
- 8:30—KMOX Morning Moods; Orchestra. CC.
- 8:30—KSD Pie Plant Pete.
- 8:30—KWK Our Daily Food. A. & P. Tea Co. NBC.
- 8:30—WIL Cecil and Sally. Trs.
- 8:45—KMOX U. S. Navy Band Concert. CC.
- 8:45—KSD Breen and De Rose.
- 8:45—KWK R. B. Davis Co. featuring Al and Pete. NBC.
- 9:00—KMOX Office Boy Antics.
- 9:00—KSD "Your Child."
- 9:00—KWK Mrs. A. M. Goudiss — Recipes and Menus. NBC.
- 9:00—WIL Sunshine Serenader's Orchestra; Variety Tunes.
- 9:00—WEW Opening Markets.
- 9:10—WEW Aunt Sammy's Housekeepers' Chat.
- 9:15—KMOX Peheco; Stories of the Living Great. CC.
- 9:15—KSD Household Institute.
- 9:15—KWK Leo Reisman's Orchestra. Records.
- 9:15—WIL Artists Parade. Records.
- 9:30—KMOX Helen Board; Soprano.
- 9:30—KSD Marionettes.
- 9:30—KWK Bristol Meyers "Thru the Looking Glass with Frances Ingram.
- 9:30—WIL Allen Clarke — Prince of Songs.
- 9:45—KMOX Do Re Me. Novelty Trio.
- 9:45—KWK Peter Van Steeden's Orchestra. Records.
- 10:00—KMOX Ted Brewer's Orchestra.
- 10:00—KSD Circle Program.
- 10:00—KWK Piano Interlude by Herbert Berger.
- 10:00—WEW Weather Report; Opening Grain Market.
- 10:15—KMOX Mart Building Program.
- 10:15—KSD The Real Geo. Washington.
- 10:15—KWK To be announced.
- 10:15—WEW Talk on "Medical Missions."
- 10:30—KMOX Columbia Revue, Orchestra. CC.
- 10:30—KSD On the Wings of Song.
- 10:30—KWK Ted Weems Orchestra. Records.
- 10:45—KWK To be announced.
- 11:00—KMOX Current Questions before Congress. CC.
- 11:00—KSD Classic Varieties.
- 11:00—KWK Abe Lyman's Orchestra. Records.
- 11:15—KMOX St. Louis Hour.
- 11:15—KWK KWK Radio Bazaar — Local.

— A. M. —

- 11:15—WIL Tune-in period.
 - 11:30—KMOX Atlantic City Musicales.
 - 11:30—KSD Luncheon Music.
 - 11:30—KWK National Farm and Home Hour. NBC.
 - 11:30—WIL Neighborhood Announcements.
 - 11:45—KMOX Winter Garden Walkathon.
 - 11:45—WIL Palladium Program; Walkathon Marathon.
 - 12:00—KMOX Wyeth Chemical; Aunt Jemima Songs. CC.
 - 12:00—KSD The Merry Madcaps.
 - 12:00—WIL Luncheon Dansante; Studio Orchestra; Otto Reinert.
 - 12:00—WEW Report of St. Louis Live Stock Exchange.
- P. M. —
- 12:15—KMOX Danderine; Movie Star Revue. CC.
 - 12:15—KFUO Noonday Religious Address.
 - 12:30—KMOX Farm Service Hour — Henry, Zeh and Otto; Songs.

— P. M. —

- 3:30—WEW Sacred Heart Novena — College Church.
- 3:45—KSD Garden Melodies.
- 4:00—KSD Dinner Music.
- 4:00—WIL Allen Wills; Songs as You Like Them.
- 4:00—WEW Quarter Hours with Classical Antiquity; Presented by the Student's Classical Club, "The Latin Language and its Influence"—Wm C. Korf-macher, M. A., St. Louis University.
- 4:15—KSD "Skippy."
- 4:15—WIL Musicalities; Organ, Cello, Violin.
- 4:15—WEW Current Events.
- 4:30—KSD To be announced.
- 4:30—WIL Dance Marathon.
- 4:30—WEW Whittaker's String Trio.
- 4:40—KMOX Teaberry Baseball Scores.
- 4:45—KMOX The Duo Piano Forte.
- 4:45—KSD Back of the News in Wash- ington.
- 4:45—WIL Pirate's Club — Children's Program.
- 5:00—KMOX Uncle Billy (Children's Feature.)

— P. M. —

- 6:30—KWK Diane Craddock — Blues with Orchestra.
- 6:30—WIL Sparklers; Orchestra.
- 6:45—KMOX Children's Program.
- 6:45—KWK Sisters of the Skillet.
- 6:45—WIL Civic Service Period — Mr. Fixit.
- 7:00—KMOX Pet Milk; St. Louis Civic Band.
- 7:00—KSD "Gay Vienna."
- 7:00—KWK Household Evening Hour. Edgar A. Guest, and Orchestra with Alice Mock. NBC.
- 7:00—WIL Bill Baily's Orchestra.
- 7:15—WIL Sport Review.
- 7:30—KMOX Eno Crime Club; Dramatization. CC.
- 7:30—KSD Ed. Wynn and Don Voor-hees' Band.
- 7:30—KWK "Great Personalities" — Dramatization. New York Life Insurance Co. NBC.
- 7:30—WIL Jackie Archer, Rhythm Ho-hoes; Allister Wylie; Songs.
- 7:45—WIL Louie's Hungry Five.
- 8:00—KMOX Chesterfield; Music that Satisfies, Alex Gray and Orchestra. CC.
- 8:00—KSD Dance Orchestra.
- 8:00—KWK Mystery Singer.
- 8:00—WIL Theatre Orchestra.
- 8:15—KMOX Musical Fast Freight — Organ and Quartet. CC.
- 8:15—KWK St. Louis on Parade — Local.
- 8:30—KMOX Howard Barlow and the Columbia Symphony Orchestra. CC.
- 8:30—KWK Affiliated Products; Paris Night Life, Princess Ivanova Obolensky.
- 8:30—WIL Dance Marathon.
- 8:45—KWK St. Louis on Parade.
- 8:45—WIL Allister Wylie; Piano Styl- ist.
- 9:00—KMOX Heinz Presents Joe Pa-looka. CC.
- 9:00—KSD Official Weather Forecast.
- 9:00—KWK Amos 'n' Andy. NBC.
- 9:00—WIL Dewey Jackson's Orchestra.
- 9:01—KSD Russ Columbo's Orchestra.
- 9:15—KMOX Quaker State Motor Oil; Carefree Hour. Trs.
- 9:15—KSD "Opry House."
- 9:15—KWK Sport Review — by Arto- phone Co.
- 9:25—WIL News Flash.
- 9:30—KMOX Speed Demons — KMOX Orchestra.
- 9:30—KSD Calloway's Orchestra.
- 9:30—KWK Pep Unlimited.
- 9:30—WIL Palladium Program; Walk- athon Marathon.
- 9:45—KMOX Katy News Flashes.
- 9:45—KSD "Beale Street Nights."
- 9:45—WIL Dream Boat — Franklyn MacCormack.
- 10:00—KMOX Teaberry Baseball Scores.
- 10:00—KSD Dream Singer.
- 10:00—KWK To be announced.
- 10:00—WIL Bill Baily's Orchestra.
- 10:05—KMOX General Mills; Bisquick Band and Talk. Trs.
- 10:05—KSD Hamp's Orchestra.
- 10:10—KMOX Musical Comedy Inter- lude.
- 10:15—KMOX Dorothy Perkins Dance Orchestra.
- 10:30—KSD Simmon's Orchestra.
- 10:30—WIL Progressive Merchants Cam- paign.
- 11:00—WIL The Bellrieves Orchestra.
- 11:15—KMOX Sport Squibs by France Laux.
- 11:30—KMOX Winter Garden Walka- thon.
- 11:45—KMOX Al Lyons and His Orch- estra from Meadowbrook.
- 12:15—KMOX Joe Reichman and His Orchestra.
- 12:30—KMOX Al Lyons and His Orch- estra from Meadowbrook.
- 12:45—KMOX Joe Reichman and His Orchestra.

Selections For Today

Gene and Glen, comedy songs and patter. at 7 a. m., on KSD.

Let's try the "Stebbins Boys" for a change at 5:30 p. m., over KWK.

Vincent Sorey's Orchestra and Hernandez Brothers in an all Spanish program at 10:30 a. m., on KMOX.

"Great Personalities" dramatized at 5:30 p. m. on KWK.

Ray Perkins in a new show at 5:30 p. m. over KSD.

Kate Smith and her Swanee mu- sic at 6:30 p. m. (KMOX)

Songs sung as you like to hear them by Allen Wills at 4 p. m., on WIL.

Russ Columbo at 9 p. m. on KSD.

"The Dream Boat" with Franklyn MacCormack at the helm, sails at 9:45 from WIL.

- 12:30—KWK Citizens Relief Committee —Talk.
- 12:30—WIL Ray and Bob; Guitarists.
- 12:45—KWK Vocal, Popular Selections. Records.
- 12:45—WIL Hot Timer; Sweet and Hot Music.
- 1:00—KMOX String Trio from Hotel Coronado.
- 1:00—KSD Young Artists' Light Opera Program.
- 1:00—KWK Stick to the Finish Club; Orchestra Program. Hydrox Ice Cream.
- 1:00—WIL Progressive Merchants Cam- paign; Otto Reinert's Orchestra.
- 1:15—KMOX St. Louis Hour.
- 1:30—KMOX Musicales Americana. CC.
- 1:30—KSD Women's Review.
- 1:30—WIL Bert Sexton; Dixie Melody Man.
- 1:45—WIL Musical Masterpieces. —Records.
- 2:00—KMOX Boston Petite Symphony.
- 2:00—KSD The Magic of Speech.
- 2:00—KWK Frank and Ernest, the Pebecco Boys, Lehn and Fink.
- 2:00—WIL Police Releases.
- 2:15—KWK Baseball Special.
- 2:15—WIL Butler and Brown — Two Gentlemen from the South.
- 2:30—KMOX Ruth Hulse Nelson, Or- gan and Bobbie Roberts, Tenor.
- 2:30—KSD Tea Dansante.
- 2:30—WIL Afternoon Frolic.
- 2:45—KSD The Lady Next Door.
- 2:55—KMOX St. Louis Browns vs. Detroit.
- 2:55—KWK Detroit vs. Browns.
- 3:00—WIL Bud and Bill; Guitarists.
- 3:00—KFUO Bible Study; The Book- shelf.
- 3:00—WEW Closing Markets.
- 3:15—WIL Beulah Ambach — Radio Blue Belle.
- 3:15—WEW Violin Soles; Mr. John Boland.
- 3:30—WIL Matinee Melodies. Records.

- 5:00—KSD Mid-Week Hymn Sing.
- 5:00—KWK The Kellog Singing Lady.
- 5:00—WIL Sleepy Hollow Trio and Ed Wacker.
- 5:00—WEW Children's Story Hour— E. Stoddard Casey.
- 5:10—KSD Baseball Scores.
- 5:15—KMOX Crisco; The Mills Bros. Quartet. CC.
- 5:15—KSD Instrumental Soloists.
- 5:15—KWK Chandu, the Magician — by White King Soap Co. Trs.
- 5:15—WIL Piano Capers; Hope Barn- ham.
- 5:30—KMOX Richman Brothers Pre- sents Sylvia Froos Blues and Louis Silvers' Orchestra. CC.
- 5:30—KSD "Singing Sam."
- 5:30—KWK Swift and Company — The Stebbins Boys. NBC.
- 5:30—WIL Palladium Program; Mara- thon Walkathon.
- 5:45—KMOX Winter Garden Walka- thon.
- 5:45—KSD The Goldbergs.
- 5:45—KWK Billy Jones and Ernie Hare—Beat Foods. NBC.
- 5:45—WIL Golden Age Melodies — Organ. Trs.
- 6:00—KMOX The Linit Bath Club. CC.
- 6:00—KSD Vocal Soloists and Orches- tra.
- 6:00—KWK National Advisory Council on Radio in Education. NBC.
- 6:00—WIL Robby Stubbs and His Mu- sic.
- 6:15—KMOX Phillips Dental Magnesia —Abe Lyman's Orchestra. CC.
- 6:15—WIL Orchestra Dinner Concert; Studio Orchestra.
- 6:30—KMOX LaPalina Presents Kate Smith and Her Swanee Music. CC.
- 6:30—KSD Dramatized Story.

Complete Radio Programs For Wednesday, June 1

— A. M. —

6:30—KFUO Morning Family Worship.
 6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX Early Morning Band Wagon. Trs.
 7:30—KSD Gene and Glenn.
 7:00—WIL Breakfast Club Express — Popular Program.
 7:15—KSD The Laugh Club.
 7:15—KWK Dad and Jean; Children's Program from Newspaper Comic Strips. Pet Milk Co.
 7:30—KMOX Tony's Scrap Book; Conducted by Anthony Wons. CC.
 7:30—KSD Top of the Morning.
 7:30—KWK Beautiful Thoughts. Montgomery Ward. NBC.
 7:45—KMOX Old Dutch Girl; Newsy Jingles in Rhyme and Song. CC.
 7:45—KWK English Derby; Rebroadcast. NBC.
 8:00—KMOX Fifteen Minutes with Famous Band Leaders. Trs.
 8:00—KSD Pie Plant Pete.
 8:00—WIL Don't be Late for School; Children's Program.
 8:00—WEW The Day's Dedication; G. A. Wallenhorst.
 8:15—KMOX Singing Vagabond — Artells Dickson. CC.
 8:15—KSD Food Talk.
 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls. NBC.
 8:15—WIL Birthday Bells.
 8:30—KMOX Melody Parade, Orchestra. CC.
 8:30—KSD Elizabeth May.
 8:30—KWK Our Daily Food. A. & P. Tea Co. NBC.
 8:30—WIL Cecil and Sally. Records.
 8:45—KMOX Four Clubmen — Male Quartet. CC.
 8:45—KSD Betty Crocker.
 8:45—KWK Wayne King's Orchestra. Records.
 9:00—KMOX Office Boy Antics.
 9:00—KSD Keeping Up with Daughter
 9:00—KWK Singing Strings. NBC. Records.
 9:00—WIL Serenader's Orchestra — Popular Tunes.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KMOX Music that Never Grows Old; Piano, Margo Clark.
 9:15—KSD Household Institute.
 9:15—KWK Bert Lown's Orchestra.
 9:15—WIL Artists Parade. Records.
 9:30—KMOX Best Foods; Round the World Cooking School; Ida Bailey Allen.
 9:30—KSD Marionettes.
 9:30—KWK To be announced.
 9:30—WIL Allen Clarke — Prince of Song.
 9:45—KMOX Piano Pictures. CC.
 9:45—KWK Hospitality Program with Ida Bailey Allen, Coca Cola. Trs.
 9:45—WIL Dixie Trio; Instrumental.
 10:00—KMOX Edna Wallace Hopper Beauty Talk. Trs.
 10:00—KSD Circle Program.
 10:00—KWK Piano Interlude by Herbert Berger.
 10:00—WIL Studio Orchestra; Song of the Strings.
 10:00—WEW Weather Report; Opening Grain Market.
 10:05—KMOX Ted Brewer's Orchestra.
 10:15—KMOX Mart Building Program.
 10:15—KSD The Real Geo. Washington.
 10:15—KWK To be announced.
 10:15—WIL Today's Song Hits. Trs.
 10:15—WEW Travel Talk.
 10:30—KMOX Columbia Revue; Orchestra. CC.
 10:30—KSD On Wings of Song.
 10:30—KWK Jacque Renard's Orchestra. Records.
 10:30—WIL Leo Reisman's Orchestra. Records.
 10:45—KWK Theronoid Health Talk.

— A. M. —

10:50—KWK Vocal, Semiclassical Selections—Records.
 11:00—KMOX St. Louis Dental Society.
 11:00—KSD Al Katz' Orchestra.
 11:00—KWK Eugene Ltd. Eugene. Trs.
 11:00—WIL Bing Crosby. Records.
 11:00—WEW Easy Chair Philosophy—W. G. Downing.
 11:15—KMOX St. Louis Hour.
 11:15—KWK KWK Radio Bazaar — Local.
 11:15—WIL Old Time Songs. Records.
 11:30—KMOX Madison String Ensemble.
 11:30—KWK National Farm and Home Hour. NBC.
 11:45—KMOX Winter Garden Walkathon.
 11:45—WIL Palladium Program.
 12:00—KMOX Wyeth Chemical — Aunt Gemima Songs. CC.
 12:00—KSD Child Study.
 12:00—WIL Luncheon Dansante; Studio Orchestra.
 12:00—WEW Farm Reporter's Program — Live Stock Exchange.

— P. M. —

2:55—KWK Detroit vs. Browns.
 3:00 p. m.—WIL—Radio and Entertainment's Nancy Mary, "The Modern Girl Philosopher."
 3:00—KFUO Mid-week Shut-in Hour; The Travelers.
 3:00—WEW Closing Markets.
 3:15—WIL Eddie Lake; Banjo Melodies.
 3:30—WIL Matinee Melodies. Records.
 3:30—WEW Sacred Heart Novena — College Church.
 3:45—KSD Florence Wightman's Orchestra.
 4:00—KSD Dinner Music.
 4:00—WIL Allen Willis; Songs as You Like Them.
 4:00—WEW Piano Recital; Jack Ralls.
 4:15—KSD "Skippy."
 4:15—WIL Musicalities; Cello, Violin and Piano.
 4:15—WEW Current Events.
 4:30—KSD To be announced.
 4:30—WIL Dance Marathon.
 4:30—WEW Piano Recital; Margaret Schoen.
 4:40—KMOX Teaberry Baseball Scores.

— P. M. —

6:15—KWK To be announced.
 6:15—WIL Orchestra Dinner Concert — Studio Orchestra.
 6:30—KMOX LaPalina Presents Kate Smith and Her Swanee Music. CC.
 6:30—KSD "Old Counselor" and Orch.
 6:30—KWK Automobile Club—Talk.
 6:30—WIL Sparklers Orchestra; Studio Orchestra.
 6:45—KMOX Ivory Soap; Col. Stoopnagle and Budd. CC.
 6:45—KWK Evening Melodies; Sterling Harkins. Tenor.
 6:45—WIL Mr. Fixit — Civic Service Period.
 7:00—KMOX Robert Burns Panatela, Guy Lombardo and His Royal Canadians.
 7:00—KSD Orchestra with Guest Artist.
 7:00—KWK G. Washington Coffee — "O. Henry Stories." NBC.
 7:00—WIL Bill Bailey's Orchestra.
 7:15—WIL Studio Program.
 7:30—KMOX Eno Crime Club; Mystery Dramatization. CC.
 7:30—KSD The Choristers and Orchestra.
 7:30—KWK Jack Benny, George Olsen and His Music with Ethel Shutta, Soloist; by Canadian Dry Ale. NBC.
 7:30—WIL Jackie Archer — Vaughn Brothers, Allister Wylie, Songs.
 7:45—WIL Louie's Hungry Five. Trs.
 8:00—KMOX Chesterfield; Music that Satisfies; Ruth Etting and Orchestra.
 8:00—KSD To be announced.
 8:00—KWK San Felician Serenade — Bob Nolan, Master of Ceremonies. NBC.
 8:00—WIL Theatre Orchestra.
 8:15—KMOX Adventures in Health—Dr. Bunderson. CC.
 8:15—KWK To be announced.
 8:30—KMOX Society Playboy Hour—Welcome Lewis, Contralto and Orchestra. CC.
 8:30—KSD Artists' Service Musicale.
 8:30—KWK Affiliated Products; Waves of Melody; Victor Arden's Orchestra with Tom Brown. NBC.
 8:30—WIL Dance Marathon.
 8:45—KMOX Musical Comedy Memories; Bob Preiss, Tenor and KMOX Orchestra.
 8:45—KWK St. Louis on Parade.
 8:45—WIL Allister Wylie; Pianist.
 9:00—KMOX Winter Garden Walkathon.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy. NBC.
 9:00—WIL Dewey Jackson's Orchestra.
 9:01—KSD Nellie Revell.
 9:15—KMOX Maxwell House Tune Blenders; Lanny Ross, Tenor and Orchestra. CC.
 9:15—KSD Russ Columbo's Orchestra
 9:15—KWK Sport Review; by Artophone.
 9:25—WIL News Flash.
 9:30—KMOX Don Redman and His Orchestra. CC.
 9:30—WIL Palladium Program; Marathon Walkathon.
 9:30—KFUO Mid-Week Devotional Hour.
 9:31—KWK Pep Unlimited. Local.
 9:45—KMOX Katy News Flashes.
 9:45—WIL Dream Boat — Franklyn MacCormack.
 10:00—KMOX Teaberry Baseball Scores.
 10:00—KWK To be announced.
 10:00—WIL Bill Bailey's Orchestra.
 10:00—KFUO Laymen's Hour.
 10:05—KMOX General Mills Bisquick; Band and Talk. Trs.
 10:10—KMOX Organ Interlude.
 10:15—KMOX St. Louis Dairy Vitamin Melody Boys, Orchestra.
 10:30—KSD Jesse Crawford, Organist.
 10:30—WIL Progressive Merchants Program; Orchestra.
 11:00—WIL Around Town with the Old Night Watchman.
 11:15—KMOX Sport Squibs by France Laux.
 11:30—KMOX Winter Garden Walkathon.
 11:45—KMOX Al Lyons and His Orchestra.
 12:15—KMOX Joe Reichman and His Orchestra.
 12:30—KMOX Al Lyons and His Orchestra.
 12:45—KMOX Joe Reichman and His Orchestra.

Selections For Today

The English Derby, great horse-race classic, will be rebroadcast at 7:45 a. m. (KWK)

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Artells Dickson, the singing vagabond, will have some songs for you at 8:15 a. m. (KMOX)

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Betty Crocker will have some recipes at 8:45 (KSD)

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Dr. Max Starkloff will speak on Typhoid Fever during Professor Healthy's Live-a-Little-Longer Class program at 1:30 p. m. (WIL)

Join the "Stick to the Finish Club" and meet the KWK staff at 1 p. m.

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"The Modern Girl Philosopher" with tips to girls and women — WIL at 3 p. m.

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The great Guy Lombardo and his orchestra at 7 p. m. (KMOX)

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Grace Moore, of the Metropolitan Opera Company, on KSD at 7 p. m.

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Sparking music on the Mobiloil program at 7:30 p. m.

— P. M. —

12:15—KMOX Farm Service Hour — Henry, Zeb and Otto, Songs.
 12:15—KFUO Noonday Religious Address.
 12:30—KWK To be announced.
 12:30—WIL Ray and Bob; Guitarists.
 12:45—KWK Popular, Vocal Selections. Records.
 12:45—WIL Hot Timers; Sweet and Hot Music; Skinnell, Jones, Hahn.
 1:00—KMOX String Trio from Coronado Hotel.
 1:00—KSD With a Senator's Wife in Washington.
 1:00—KWK Stick to the Finish Club; Orchestra Program. Hydrox Ice Cream.
 1:00—WIL Progressive Merchants Program; Otto Reinert's Orch.
 1:15—KMOX St. Louis Hour.
 1:30—KMOX The Captivators; Orchestra. CC.
 1:30—KSD Women's Review.
 1:30—WIL Prof. Healthy's Class — Tuberculosis Society.
 1:45—KMOX Four Eton Boys; Novelty Quartet. CC.
 1:45—WIL Voice of the Vibraphone—Jerry Cammack and Schuyler Alward.
 2:00—KMOX U. S. Navy Band Concert. CC.
 2:00—KSD The Pilgrims.
 2:00—KWK Frank and Ernest, the Pebeo Boys. Lehn and Fink.
 2:00—WIL Police Releases.
 2:15—KWK Baseball Special.
 2:15—WIL Butler and Brown — Two Gentlemen from the South.
 2:30—KMOX Ruth Hulse Nelson, Organ and Bobby Roberts, Tenor.
 2:30—KSD Today's News.
 2:30—WIL Afternoon Frolic.
 2:45—KSD Lady Next Door.
 2:55—KMOX St. Louis Browns vs. Detroit.
 4:45—KMOX The Funnyboners; Songs and Comedy. CC.
 4:45—KSD Merle Thrope.
 4:45—WIL Pirate's Club — Children's Program.
 4:45—WEW The Dim-Wit Hour.
 4:50—KWK Careful Children's Club—St. Louis Safety Council.
 5:00—KMOX Uncle Billy (Children's Feature.)
 5:00—KSD Parisian Entertainer.
 5:00—KWK The Kellog Singing Lady.
 5:00—WIL Sleepy Hollow Trio and Eddie Wacker.
 5:00—WEW Contract Bridge; James E. Mitchell.
 5:10—KSD Baseball Scores.
 5:15—KMOX Piano and Organ.
 5:15—KSD Intermezzo.
 5:15—KWK Chandu, the Magician — White King Soap Co. Trs.
 5:15—WIL Boots and Al; Mandolin and Guitar.
 5:30—KMOX Lavioris; Easy Aces — Dialogue. CC.
 5:30—KSD Schackley's Orchestra with Guest Artists.
 5:30—KWK The Stebbins Boys. Swift and Co. NBC.
 5:30—WIL Palladium Program; Walkathon Marathon.
 5:45—KMOX Winter Garden Walkathon.
 5:45—KSD The Goldbergs.
 5:45—KWK Billy Jones and Ernie Hare. Best Foods. NBC.
 5:45—WIL Golden Age Melodies — Organ. Trs.
 6:00—KMOX The Linit Bath Club. CC.
 6:00—KSD "Big Time."
 6:00—KWK American Tax Payers League. NBC.
 6:00—WIL Bobby Stubbs and His Music.
 6:15—KMOX Singin' Sam the Barba-sol Man. CC.

Complete Radio Programs For Thursday, June 2

— A. M. —

6:30—KFUO Morning Family Worship.
 6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX Early Morning Band Wagon. Trs.
 7:00—KSD Gene and Glenn.
 7:00—WIL Breakfast Club Express — Popular Program.
 7:15—KSD The Laugh Club.
 7:15—KWK Dad and Jean; Children's Program from Newspaper Comic Strips.
 7:30—KMOX Tony's Scrap Book; Conducted by Anthony Wons. CC.
 7:30—KSD Top of the Morning.
 7:30—KWK Beautiful Thoughts. Montgomery Ward Program, NBC.
 7:45—KMOX Wm. Rogers and Son; Brad and Al, Songs and Comedy. CC.
 7:45—KWK Adventures of Helen and Henry. Forbes Tea and Coffee Co. Records.
 8:00—KMOX Fifteen Minutes with Great Band Leaders. Trs.
 8:00—KSD Banjoists.
 8:00—KWK Red Nichol's Orchestra.
 8:00—WIL Don't be Late for School.
 8:00—WEW The Day's Dedication: G. A. Wallenhorst.
 8:15—KMOX Commander Larabee — Airy Fairy Singer. CC.
 8:15—KSD Sparkling Music.
 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls. NBC.
 8:15—WIL Birthday Bells.
 8:30—KMOX Melody Parade; Orchestra. CC.
 8:30—KSD Pie Plant Pete.
 8:30—KWK Our Daily Food. Great A. & P. Tea Co. NBC.
 8:30—WIL Morning Moods, Records.
 8:45—KMOX Barbara Gould Beauty Talk. CC.
 8:45—KSD Breen and De Rose.
 8:45—KWK R. B. Davis Co. Al and Pete. NBC.
 9:00—KMOX Office Boy Antics.
 9:00—KSD Musical Institute.
 9:00—KWK Mrs. A. M. Goudiss; Recipes and Menus. NBC.
 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. CC.
 9:15—KSD Household Institute.
 9:15—KWK Fletcher Henderson's Orchestra. Records.
 9:15—WIL Artists Parade. Records.
 9:30—KMOX The Ambassadors; Male Trio. CC.
 9:30—KSD Marionettes.
 9:30—KWK Rhythm Rambles. NBC.
 9:30—WIL Allen Clarke; Prince of Song
 9:45—KMOX Ben Alley, Tenor. CC.
 9:45—KWK McKesson and Robbins Musical Magazine. NBC.
 9:45—WIL Song Hits. Records.
 10:00—KMOX Edna Wallace Hopper Beauty Talk. Trs.
 10:00—KSD Circle Program.
 10:00—KWK Guy Lombardo's Orchestra. Records.
 10:00—WIL C. F. Lindsley and Organ.
 10:00—WEW Weather Report; Opening Grain Market.
 10:05—KMOX Ted Brewer's Orchestra.
 10:15—KSD The Real Geo. Washington.
 10:15—KWK To be announced.
 10:15—WIL Ballroom Aristocrats. Records.
 10:15—WEW The Phamphleteer — J. Donald Young.
 10:30—KMOX Columbia Revue; Orchestra. CC.
 10:30—KSD On the Wings of Song.
 10:30—KWK Better English by Mrs. Margaret A. Hewitt.
 10:30—WIL Rudy Vallee and His Connecticut Yankees. Records.
 10:45—KWK O'cedar Melody Men. NBC.
 11:00—KMOX Hall's Hotel Taft Orchestra. CC.

— A. M. —

11:00—KSD Popular Varieties.
 11:00—KWK Victor Young's Orchestra — Records.
 11:15—KMOX St. Louis Hour.
 11:15—KWK Radio Bazaar—Local.
 11:30—KMOX Atlantic City Musicals.
 11:30—KSD Luncheon Music.
 11:30—KWK National Farm and Home Hour. NBC.
 11:45—KMOX Winter Garden Walkathon.
 12:00—KMOX Wyeth Chemical — Aunt Jemima Songs. CC.
 12:00—KSD Salon Singers.
 12:00—WEW Report of Live Stock Exchange.
 —P. M.—
 12:15—KMOX Danderine; Movie Star Revue. CC.
 12:15—WIL Tune-in period.
 12:15—KFUO Noonday Religious Address.
 12:30—KMOX Farm Service Hour — Henry, Zeb and Otto; Songs.

— P. M. —

3:00—WEW Closing Markets.
 3:15—WIL Beulah Ambach; Radio Blue Belle.
 3:15—WEW Studio Music.
 3:30—WIL Matinee Melodies. Records.
 3:30—WEW Sacred Heart Novena — College Church.
 3:40—KSD Swanee Serenaders.
 4:00—KSD Dinner Music.
 4:00—WIL Allen Willis; Songs As You Like Them.
 4:00—WEW Hilo Hawaiian Duo.
 4:15—KSD "Skippy."
 4:15—WIL Musicalities; Studio Orch.
 4:15—WEW Current Events.
 4:30—KSD "The World Today."
 4:30—WIL Studio Program.
 4:30—WEW Symphony Transcriptions.
 4:40—KMOX Teaberry Baseball Scores.
 4:45—KSD June Pursell.
 4:45—WIL Evening Echoes; Orchestra.
 4:45—KMOX The Duo Piano Forte.

— P. M. —

6:15—WIL Orchestra Dinner Concert—Studio Orchestra.
 6:30—KMOX LaPalina Presents Kate Smith and Her Swanee Music. CC.
 6:30—KWK Proctor and Gamble "B. A. Rolfe's Orchestra." NBC.
 6:30—WIL Sparklers Orchestra.
 6:45—KMOX The Columbians; Orchestra. CC.
 6:45—KWK Sisters of the Skillet.
 6:45—WIL Mr. Fixit — Civic Service Period.
 7:00—KSD Piano due; Soloist; Quartet and Orchestra.
 7:00—KWK Just Willie. U. S. Rubber Co. Trs.
 7:00—WIL Bill Baily's Orchestra.
 7:15—KMOX Crisco — Mills Brothers Quartet. CC.
 7:15—KWK Rudy Baie, Crooning Tenor with Orchestra.
 7:15—WIL Mrs. Norman Windsor — Child Conservation Program.
 7:30—KMOX Street and Smith Love Story Magazine; Dramatization. CC.
 7:30—KSD Adventures of Sherlock Holmes.
 7:30—KWK Real Folks — Thompkins Corners. NBC.
 7:30—WIL Jackie Archer — Vaughn Brothers; Allister Wylie; Songs.
 8:00—KMOX Chesterfield; Music that Satisfies; The Boswell Sisters and Orchestra. CC.
 8:00—KSD Dance Orchestra.
 8:00—KWK Harry Horlick's Atlantic and Pacific Dance Gypsies with Frank Parker, Tenor. NBC.
 8:15—KMOX Musical Fast Freight — Organ and Quartet. CC.
 8:30—KMOX Howard Barlow and His Columbia Symphony Orchestra. CC.
 8:30—KWK Dancing Rhythms; Orch.
 8:45—KMOX Old Popular Songs with Melodies; KMOX Orchestra with Bob Preiss, Tenor.
 8:45—KWK Falstaff Program; Featuring Alvin Griesedieck, Tenor.

Selections For Today

The Melody Parade with Emery Deutsch conducting on KMOX at 8:30 a. m.

Allen Clarke in a song program at 9:30 a. m. (WIL)

Emily Post will tell the June Bride how to properly plan a wedding during her appearance as guest speaker on the Circle program over KSD at 10 o'clock.

One would never believe it, but the "Three Mustachios" are worth dialing at 1 p. m. (KSD)

Billy Jones and Ernie Hare still entertaining the multitudes at 5:45 p. m. (KWK)

Eddie Wacker, and the "Sleepy Hollow Trio" at 5 p. m. (WIL)

Alvin Griesedieck, St. Louis' own tenor, on the Falstaff program at 8:45 p. m. (KWK)

"Katy" News Flashes at 9:45 p. m., from KMOX is a summary of news events of the day.

12:30—KWK Community Workers Kwestions—Talk by C. O. Kette.
 12:30—WIL Announcements; Neighborhood.
 12:45—KWK Boswell Sisters, Records.
 12:45—WIL Palladium Program; Walkathon Marathon.
 1:00—KMOX String Trio from Coronado Hotel.
 1:00—KSD Three Mustachios.
 1:00—KWK Stick to the Finish Club. Orchestra Program. Hydrox Ice Cream.
 1:00—WIL Progressive Merchants Campaign.
 1:15—KMOX St. Louis Hour.
 1:15—KSD "Famous Loves."
 1:30—KMOX Boston Popular Revue.
 1:30—KSD Women's Review.
 1:30—WIL Hot Timers; Studio Orch.
 1:45—WIL Melody Masters Orchestra; Studio Orchestra.
 2:00—KMOX U. S. Navy Band Concert. CC.
 2:00—KSD Musical Comedy Hits.
 2:00—KWK Frank and Ernest, the Pebecco Boys; by Lehn and Fink.
 2:00—WIL Police Releases.
 2:15—KWK Baseball Special.
 2:15—WIL Butler and Brown — Two Gentlemen from the South.
 2:30—KMOX Ruth Hulse Nelson, Organ and Bobbie Roberts, Tenor.
 2:30—KSD Tea Dansante.
 2:30—WIL Afternoon Frolic.
 2:45—KSD Lady Next Door.
 2:55—KMOX St. Louis Cardinals vs. Cincinnati Reds.
 2:55—KWK Cincinnati vs. Cardinals.
 3:00—WIL Bill and Bud; Guitarists.
 3:00—KFUO Woman's Hour — Poet's Corner.

5:00—KMOX Uncle Billy (Children's Feature.)
 5:00—KSD Dandies of Yesterday.
 5:00—KWK The Kellog Singing Lady.
 5:00—WIL Sleepy Hollow Trio; Eddie Wacker.
 5:00—WEW Children's Story Hour — E. Stoddard Casey.
 5:10—KSD Baseball Scores.
 5:15—KMOX Wm. Vincent Hall and Freddie Rich's Orchestra. CC.
 5:15—KWK Chandu, the Magician — White King Soap Co. Trs.
 5:15—WIL Piano Capers; Hope Barnham.
 5:30—KMOX Richman Bros. Presents Sylvia Froos, Blues and Louis Silvers' Orchestra. CC.
 5:30—KSD "Singing Sam."
 5:30—KWK Swift and Company featuring the Stebbins Boys. NBC.
 5:30—WIL Palladium Program; Marathon Walkathon.
 5:45—KMOX Winter Garden Walkathon.
 5:45—KSD The Goldbergs.
 5:45—KWK Billy Jones and Ernie Hare. Best Foods. NBC.
 5:45—WIL Golden Age Melodies; Organ.
 6:00—KMOX The Linit Bath Club. CC.
 6:00—KSD Rudy Vallee and Guest Stars.
 6:00—KWK Edgeworth Program — Dr. Traprock and Harriet Lee. NBC.
 6:00—WIL Bobby Stubbs and His Music.
 6:15—KMOX Phillips Dental Magnesia — Abe Lymans Orchestra. CC.
 6:15—KWK Rin Tin Tin Thriller; by Chappell Bros. NBC.



9:00—KMOX Heinz presents Joe Paolooka. CC.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy. NBC.
 9:01—KSD Russ Columbo's Orchestra.
 9:15—KMOX Travel Bureau.
 9:15—KWK Sport Review by Artophone Company.
 9:15—KSD Harry Reser and His Eskimos.
 9:30—KMOX Nobel Sissle's Orchestra.
 9:31—KWK Pep Unlimited. Local.
 9:45—KMOX Katy News Flashes.
 9:45—KSD Beale Street Nights.
 10:00—KMOX Teaberry Baseball Scores.
 10:00—KSD The Dream Singer.
 10:00—KWK To be announced.
 10:00—WIL Dewey Jackson's Orchestra.
 10:05—KMOX General Mills, Bisquick Band and Talk. Trs.
 10:05—KSD Hamp's Orchestra.
 10:10—KMOX Organ Interlude.
 10:15—KMOX Phelan Faust Painters; KMOX Orchestra.
 10:30—KSD Agnew's Orchestra.
 10:35—WIL Progressive Merchants Program.
 11:00—WIL Around Town with the Old Night Watchman.
 11:15—KMOX Sport Squibs by France Laux.
 11:30—KMOX Winter Garden Walkathon.
 11:45—KMOX Al Lyons and His Orch.
 12:15—KMOX Joe Reichman and His Orchestra.
 12:30—KMOX Al Lyons and His Orch.
 12:45—KMOX Joe Reichman and His Orchestra.

Complete Radio Programs For Friday, June 3

— A. M. —

6:30—KFUO Morning Family Worship.
 6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Community Announcements.
 7:00—KMOX Early Morning Band Wagon. Trs.
 7:00—KSD Gene and Glenn.
 7:00—WIL Breakfast Club Express—Popular Program.
 7:15—KSD Flying Fingers.
 7:15—KWK Dad and Jean; Children's Program from Newspaper Comic Strips. Pet Milk Co.
 7:30—KMOX Tony's Scrap Book; Conducted by Anthony Wons. CC.
 7:30—KSD Top of the Morning.
 7:30—KWK Beautiful Thoughts. Montgomery Ward. NBC.
 7:45—KMOX Old Dutch Girl; Newsy Jingles in Rhyme and Song. CC.
 7:45—KWK Cab Calloway's Orchestra. Records.
 8:00—KMOX Fifteen Minutes with Famous Band Leaders. Trs.
 8:00—KSD Pie Plant Pete.
 8:00—KWK Mrs. Blakes Radio Column—Proctor Gamble. NBC.
 8:00—WIL Don't be Late for School. Children's Program.
 8:00—WEW The Day's Dedication: G. A. Wallenhorst.
 8:15—KMOX Bond Bread Program—Frank Crumit and Julia Sanderson. CC.
 8:15—KSD Breen and De Rose.
 8:15—KWK Clara. Lu 'n' Em — The Superauds Girls. NBC.
 8:15—WIL Birthday Bells.
 8:30—KSD To be announced.
 8:30—KWK Our Daily Food; A. & P. Tea Co. NBC.
 8:30—WIL Cecil and Sally. Records.
 8:45—KMOX Babo Bright Spot. CC.
 8:45—KSD Betty Crocker.
 8:45—KWK Paul Whiteman's Orchestra. Records.
 9:00—KMOX The Captivators; Orchestra. CC.
 9:00—KSD Salon Singers.
 9:00—KWK Huetta Time Signal.
 9:00—KWK U. S. Marine Band. NBC.
 9:00—WIL Sunshine Serenaders Orch.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—WIL Artists Parade. Records.
 9:30—KMOX Best Foods; Round the World Cooking School with Ida Bailey Allen. CC.
 9:30—WIL Allen Clarke — Prince of Song.
 9:45—KMOX Ben Alley, Tenor. CC.
 9:45—KWK Hospitality Program with Ida Bailey Allen, Coca Cola. Trs.
 10:00—KMOX Edna Wallace Hopper Beauty Talk. Trs.
 10:00—KSD Circle Program.
 10:00—KWK Leo Reisman's Orchestra. Records.
 10:00—WEW Weather Report; Opening Grain Market.
 10:05—KMOX Ted Brewer's Orchestra.
 10:15—KMOX Mart Building Program.
 10:15—KSD The Real Geo. Washington.
 10:15—KWK To be announced.
 10:15—WEW Studio Music.
 10:30—KMOX Columbia Revue; Orchestra. CC.
 10:30—KSD On the Wings of Song.
 10:30—KWK Peter Van Steeden's Orchestra. Records.
 10:45—KMOX Zorex Moth Chasers—Maple City Four Quartet. CC.
 10:45—KWK Diane Craddock, Blues with Herbert Berger, Pianist.
 11:00—KMOX George Hall's Orchestra.
 11:00—KSD Larry Funk's Orchestra.
 11:00—KWK Big Sisters Organization—talk.
 11:15—KMOX St. Louis Hour.
 11:15—KWK Radio Bazaar. Local.
 11:15—WIL Announcements.
 11:30—KMOX Atlantic City Musicale.
 11:30—KWK National Farm and Home Hour. NBC.

— A. M. —

11:30—WIL Song of the Strings — String Trio.
 11:45—KMOX Winter Garden Walkathon.
 11:45—WIL Palladium Program; Marathon Walkathon.
 12:00—KMOX Farm Service Hour — Sunshine Sally and Organ Melodies.
 12:00—KSD Army Band.
 12:00—WIL Luncheon Dansante; Otto Reinert's Orchestra.
 12:00—WEW Live Stock Exchange.
 —P. M.—
 12:15—KFUO Noonday Religious Address.
 12:30—KWK League of Women Voters —Talk.
 12:30—WIL Ray and Bob; Guitarists.
 12:45—KWK Popular Vocal Selections. Records.
 12:45—WIL Hot Timers; Sweet and Hot Music.
 1:00—KMOX String Trio from Coronado Hotel.
 1:00—KSD Three Shades of Blue.

— P. M. —

3:40—KSD Dolly Connelly, Songs.
 3:45—KSD The Songsters.
 4:00—KSD Dinner Music.
 4:00—WIL Allen Wills; Songs as You Like Them.
 4:00—WEW Song Recital, Mrs. Florence Mahoney.
 4:15—KSD "Skippy."
 4:15—WIL Musicalities; Studio Orch.
 4:15—WEW Current Events.
 4:30—KSD To be announced.
 4:30—WIL Dance Marathon.
 4:30—WEW Weekly Book and "America" Review—Rev. Henry Regnet, S. J., Librarian, St. Louis University.
 4:40—KMOX Teaberry Baseball Scores.
 4:45—KMOX The Madison Singers.
 4:45—KSD Dinner Music.
 4:45—WIL Pirate's Club — Children's Program.
 4:50—KWK Careful Children's Club; St. Louis Safety Council.
 5:00—KMOX Uncle Billy (Children's Feature.)

— P. M. —

6:30—KWK Proctor Gamble Program: "B. A. Rolfe's Orchestra." NBC.
 6:30—WIL Sparklers; Orchestra.
 6:45—KWK Sisters of the Skillet. NBC.
 6:45—WIL Mr. Fixit — Civic Service Period.
 7:00—KMOX Kodak Week-End Hour.—Nat Shilkret's Orchestra with Guest Artist. CC.
 7:00—KSD Arctic Night Club.
 7:00—KWK Friendship Town; Chesebrough Mfg. Co. NBC.
 7:00—WIL Bill Baily's Orchestra.
 7:15—WIL Studio Program.
 7:30—KMOX Woodbury Soap; To the Ladies. CC.
 7:30—KSD Leo Reisman's Orchestra.
 7:30—KWK Armour Program — Roy Shield's Orchestra with Edna Kellog, Soprano. NBC.
 7:30—WIL Jackie Archer — Vaughn Brothers; Songs
 7:45—KMOX Van Heusen Program—Gus Van and Nat Brusloff's Orchestra.
 7:45—WIL Louie's Hungry Five. Trs.
 8:00—KMOX Chesterfield; Music that Satisfies; Alex Gray and Orchestra. CC.
 8:00—KSD Young Artists' Light Opera
 8:00—KWK Pontiac Program Featuring Paul Whiteman's Orchestra with Mildred Bailey. NBC.
 8:00—WIL Ambassador Theatre Orch.
 8:15—KMOX Horlicks Malted Milk—Adventures in Health; Dr. Bundeson.
 8:30—KMOX Howard Barlow and His Columbia Symphony Orchestra. CC.
 8:30—KWK Sterling Products; Love Songs and Waltzes. NBC.
 8:30—WIL Dance Marathon.
 8:45—KWK Dancing Rhythms; Orch.
 8:45—WIL Allister Wylie; Pianist.
 9:00—KMOX Aeolian Piano Recital.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Heutte Time Signal.
 9:00—KWK Amos 'n' Andy. NBC.
 9:00—WIL Dewey Jackson's Orchestra.
 9:01—KSD Russ Columbo Orchestra.
 9:15—KMOX Maxwell House Tune Blenders; Lanny Ross, Tenor and Orchestra. CC.
 9:15—KSD Lopez's Orchestra.
 9:15—KWK Sport Review; by Artophone Co.
 9:25—WIL News Flash.
 9:30—KMOX Don Redman's Orchestra.
 9:30—WIL Palladium Program; Marathon Walkathon.
 9:30—KFUO Bible Study.
 9:31 KWK Pep Unlimited. Local.
 9:45—KMOX Katy News Flashes.
 9:45—WIL Dream Boat — Franklyn MacCormack.
 10:00—KMOX Teaberry Baseball Scores.
 10:00—KWK To be announced.
 10:00—WIL Bill Baily's Orchestra.
 10:00—KFUO Radio Calendar.
 10:05—KMOX General Mills, Band and Talk. Trs.
 10:10—KMOX Organ Interlude.
 10:15—KMOX St. Louis Dairy; Vitamin Melody Mixers; Orchestra.
 10:30—KSD Ted Black's Orchestra.
 10:30—WIL Progressive Merchants Program.
 11:00—WIL Around Town with the Old Night Watchman.
 11:15—KMOX Sport Squibs by France Laux.
 11:30—KMOX Winter Garden Walkathon.
 11:45—KMOX Al Lyons and His Orchestra.
 12:15—KMOX Joe Reichman and His Orchestra.
 12:30—KMOX Al Lyons and His Orchestra.
 12:45—KMOX Joe Reichman and His Orchestra.

Selections For Today

Little Jack Little at 7 a. m. over KMOX.

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The Round the World Cooking School at 9:30 a. m. brings you new recipes and ideas for kitchen use. (KMOX)

* * * *

Song of the Strings on WIL at 10:30 a. m.

* * * *

"Three Shades of Blue" at 1 p. m. on KSD.

"The Modern Girl Philosopher" on "trial marriage" at 3 p. m. (WIL)

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Edna Kellog with Roy Shields Orchestra at 7:30 p. m. (KWK)

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Paul Whiteman's Orchestra and Mildred Bailey over KWK at 8 p. m.

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Vincent Lopez — speaking — and bringing his dance music to you at 9:15 over KSD.

1:00—KWK Stick to the Finish Club; Orchestra program of current selections sponsored by Hydrox Ice Cream Co.
 1:00—WIL Progressive Merchants Program; Otto Reinert's Orchestra.
 1:15—KMOX St. Louis Hour.
 1:15—KSD "Hobby Riding."
 1:30—KMOX Arthur Jarrett, Songs.
 1:30—KSD Women's Review.
 1:30—WIL Bert Sexton; Piano and Songs.
 1:45—KMOX Columbia Educational Features. CC.
 1:45—WIL Voice of the Vibraphone—Schuyler Alward, Jerry Cammack.
 2:00—KMOX U. S. Marine Band Concert. CC.
 2:00—KSD Triangle Program.
 2:00—KWK Frank and Ernest, the Pebeo Boys; by Lehn and Fink.
 2:00—WIL Police Releases.
 2:15—KSD Le Trio Charmante.
 2:15—KWK Baseball Special.
 2:15—WIL Butler and Brown — Two Gentlemen from the South.
 2:30—KMOX Ruth Hulse Nelson, Organ and Bobbie Roberts, Tenor.
 2:30—KSD Tea Dansante.
 2:30—WIL Afternoon Frolic.
 2:45—KSD Lady Next Door.
 2:55—KMOX St. Louis Cardinals vs. Cincinnati Reds.
 2:55—KWK Cincinnati vs. Cardinals.
 3:00 p. m.—WIL—Radio and Entertainment's Nancy Mary, "The Modern Girl Philosopher."
 3:00—KFUO The Historian. Facts Worth Knowing.
 3:00—WEW Closing Markets.
 3:15—WIL Musical Gems. Records.
 3:15—WEW Serrano and Hector, Violin and Piano.
 3:30—WIL Matinee Melodies. Records.
 3:30—WEW Sacred Heart Novena — College Church.

5:00—KSD Dream Pictures.
 5:00—KWK The Kellog Singing Lady.
 5:00—WIL Sleepy Hollow Trio; Eddie Wacker.
 5:00—WEW Contract Bridge — James E. Mitchell.
 5:10—KSD Baseball Scores.
 5:15—KMOX Henry, Zeb and Otto—Songs and Comedy.
 5:15—KSD Organ Reveries.
 5:15—KWK Chandu, the Magician; by White King Soap Co. Trs.
 5:15—WIL Boots and Al; Banjo and Guitar.
 5:30—KMOX Lavaris; Easy Aces — Dialogue. CC.
 5:30—KSD Schackler's Orchestra with Guest Artists.
 5:30—KWK The Stebbins Boys; Swift and Co. NBC.
 5:30—WIL Palladium Program; Marathon Walkathon.
 5:45—KMOX Winter Garden Walkathon.
 5:45—KSD The Goldbergs.
 5:45—KWK Billy Jones and Ernie Hare. Best Foods. NBC.
 5:45—WIL Golden Age Melodies — Organ. Trs.
 6:00—KMOX The Linit Bath Club. CC.
 6:00—KSD Jessica Dragonette and Cavaliers.
 6:00—KWK Nestles Chocolatiers — Leonard Joy's Orchestra. NBC.
 6:00—WIL Bobby Stubbs and His Music.
 6:15—KMOX Singin' Sam, the Barbasol Man. CC.
 6:15—WIL Dinner Concert; Studio Orchestra.
 6:30—KMOX DuPont De Nemour; Today and Yesterday; Music and Dramatic Presentations.

Complete Radio Programs For Saturday, June 4

— A. M. —

6:30—KFUO Morning Family Worship.
 6:45—KMOX Good Morning.
 7:00—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX Early Morning Band Wagon. Trs.
 7:00—KSD Gene and Glenn.
 7:00—WIL Breakfast Club Express—
 7:15—KSD The Laugh Club.
 7:15—KWK Dad and Jean; Children's Program from Newspaper Comic Strips. Pet Milk Co.
 7:30—KMOX Tony's Scrap Book; Conducted by Anthony Wons. CC.
 7:30—KSD Top of the Morning.
 7:30—KWK Beautiful Thoughts. Montgomery Ward Program. NBC.
 7:45—KMOX The Singing Vagabond—Artells Dickson. CC.
 7:45—KWK Ted Weems Orchestra—Records.
 8:00—KMOX Melody Parade; Orchestra. CC.
 8:00—KSD Banjoleers.
 8:00—WIL Don't be Late for School.
 8:00—WEW The Day's Dedication; G. A. Wallenhorst.
 8:15—KMOX Commander Larabee — The Airy Fairy Singer. CC.
 8:15—KSD Sparkling Music.
 8:15—KWK Vocal, Popular Selections. Records.
 8:15—WIL Birthday Bells.
 8:30—KMOX New World Salon Orchestra. CC.
 8:30—KSD Marionettes.
 8:30—KWK Our Daily Food. A. & P. Tea Co. NBC.
 8:30—WIL Cecil and Sally. Records.
 8:45—KWK Abe Lyman's Orchestra—Records.
 9:00—KMOX Office Boy Antics.
 9:00—KWK Mrs. A. M. Goudiss, Recipes and Menus. Kraft Cheese Program.
 9:00—WIL Sunshine Serenaders' Orch.
 9:00—WEW Opening Markets.
 9:15—KMOX Music that Never Grows Old; Margo Clark, Piano.
 9:15—KSD Household Institute.
 9:15—KWK Rhythm Ramblers. NBC.
 9:15—WIL Artists Parade. Records.
 9:15—WEW Studio Music.
 9:30—KMOX Columbia Revue; Orchestra. CC.
 9:30—WIL Allen Clarke — Prince of Song.
 9:45—KWK Wayne King's Orchestra. Records.
 9:45—WIL Dixie Trio; Instrumental.
 10:00—KMOX KMOX Public Auditions.
 10:00—KSD Keys to Happiness.
 10:00—KWK Making Vacation Count—Talk.
 10:00—WIL Girl of My Dreams Orch.
 10:00—WEW Weather Report; Opening Grain Market.
 10:10—KWK Mills Brothers. Records.
 10:15—KSD The Real Geo. Washington.
 10:15—KWK Del King, Baritone; Herbert Berger, Pianist.
 10:15—WIL Song Revue. Records.
 10:30—KSD On Wings of Song.
 10:30—WIL Ben Bernie and the Lads. Records.
 10:45—KWK Board of Religious Organizations—Talk.
 11:00—KMOX Hall's Hotel Taft Orchestra. CC.
 11:00—KSD Larry Funk's Orchestra.
 11:00—KWK To be announced.
 11:00—WIL Master's Music Room. Trs.
 11:00—WEW Chat with the Weather Man.
 11:15—KMOX St. Louis Hour.
 11:15—KWK KWK Radio Bazaar — Local.

— A. M. —

11:15—WIL Old Time Songs. Trs.
 11:30—KMOX Madison String Ensemble.
 11:30—KWK National Farm and Home Hour. NBC.
 11:30—WIL Song of the Strings; Studio Orchestra.
 11:45—KMOX Winter Garden Walkathon.
 11:45—WIL Palladium Program; Marathon Walkathon.
 12:00—KMOX Farm Service Hour.
 12:00—KSD To be announced.
 12:00—KWK Tuberculosis Society.
 12:00—WIL Luncheon Dansante Orch.

— P. M. —

12:15—KFUO United States Health Talk.
 12:30—WIL Ray and Boh.
 12:45—KWK Vocal, Popular Selections. Records.
 12:45—WIL Hot Timers; Sweet and Hot Music.
 1:00—KMOX String Trio from Hotel Coronado.
 1:00—KWK Stick to the Finish Club; Orchestra program of current selections sponsored by Hydrox Ice Cream Co.
 1:00—WIL Progressive Merchants Campaign.
 1:15—KMOX St. Louis Hour.
 1:30—KMOX Boston Variety Hour.
 1:30—WIL Beulah Ambach — Radio Blue Belle.
 1:45—WIL Musical Masterpieces. Trs.
 2:00—KMOX String Trio from Hotel Coronado.
 2:00—KWK Frank and Ernest; the Peheco Boys. Lehn and Fink.
 2:00—WIL Police Releases.
 2:15—KMOX Important News "Piano plus News Flashes."
 2:15—KWK Baseball Special.
 2:15—WIL Butler and Brown — Two Gentlemen from the South.
 2:30—KMOX Ruth Hulse Nelson, Organ and Bobbie Roberts, Tenor.
 2:30—WIL Afternoon Frolic.
 2:30—KFUO Music.
 2:55—KMOX St. Louis Cardinals vs. Cincinnati Reds.
 2:55—KWK Cincinnati vs. Cardinals.
 3:00—WIL Bill and Bud; Guitarists.
 3:00—KFUO Old Testament Hour.
 3:15—WIL Melodies. Records.
 3:15—KFUO Music.
 3:30—WIL Kathryn Hamilton.
 3:30—KFUO Norwegian Hour.
 3:45—WIL Matinee Melodies. Records.
 3:45—KFUO Slovak Hour.
 4:00—KSD Dinner Music.
 4:00—WIL Allen Willis; Songs As You Like Them.
 4:15—KSD "Skippy."
 4:15—WIL Musicalities; Orchestra.
 4:30—KSD Three Mustachios.
 4:30—WIL Dance Marathon.
 4:40—KMOX Teaberry Baseball Scores.
 4:45—KMOX Leon Belasco and His Orchestra. CC.
 4:45—WIL Pirate's Club — Children's Program.
 5:00—KMOX Talk; Frederic Wm. Wile.
 5:00—KSD To be announced.
 5:00—KWK Happy Harmonies; Orch.
 5:00—WIL Sleepy Hollow Trio; Eddie Wacker.
 5:10—KSD Baseball Scores.
 5:15—KMOX Wm. Vincent Hall and Orchestra. CC.
 5:15—KWK To be announced. NBC.
 5:15—WIL Piano Capers.
 5:30—KMOX Do Re Me, Novelty Trio.
 5:30—KSD To be announced.
 5:30—KWK St. Louis Public Schools — Talk.
 5:30—WIL Palladium Program; Marathon Walkathon.
 5:45—KMOX Winter Garden Walkathon.
 5:45—KSD The Goldbergs.
 5:45—KWK Sonata Recital. NBC.
 5:45—WIL Golden Age Melodies — Organ. Trs.

— P. M. —

6:00—KMOX Fray and Braggiotti; Piano Team. CC.
 6:00—KSD Baseball Scores.
 6:00—KWK Health Products "Danger Fighters" — Dramatization. NBC.
 6:00—WIL Orchestra Concert and Bobby Stubbs.
 6:15—KMOX Phillips Dental Magnesia — Abe Lyman and His Orchestra. CC.
 6:15—KSD Civic Concerts Program.
 6:15—WIL Dinner Concert; Studio Orchestra.
 6:30—KMOX To be announced.
 6:30—KSD Radio in Education.
 6:30—KWK Dancing with Countess Dorsay; Ben Selvin's Orchestra. NBC.
 6:30—WIL Sparklers Program; Popular Tunes.
 6:45—KMOX Chicago Variety Hour.
 6:45—WIL Mr. Fixit — Civic Service Period.
 7:00—KMOX Vaughn de Leath; Blues.
 7:00—KSD "K-7," a dramatic sketch.
 7:00—KWK Rudy Baie, Crooning Tenor with Orchestra.
 7:00—WIL Bill Baily's Orchestra.
 7:15—KMOX Armenian National Musicale Chorus. CC.
 7:15—WIL Sports Review.
 7:30—KMOX Winter Garden Walkathon.
 7:30—KSD Club Program.
 7:30—KWK Campana First Nighter; "Fandango"—Mystery Drama. NBC.
 7:30—WIL Jackie Archer — Vaughn Brothers; Allister Wylie.
 7:45—KMOX U. S. Army Band Concert. CC.
 7:45—WIL Louie's Hungry Five. Trs.
 8:00—KMOX Chesterfield; Music that Satisfies with Ruth Etting and Orchestra. CC.
 8:00—KSD Dance Program.
 8:00—KWK St. Louis on Parade.
 8:00—WIL Theatre Concert Orchestra
 8:15—KMOX Columbia Public Affairs.
 8:30—KWK To be announced. NBC.

— P. M. —

8:30—WIL Dance Marathon.
 8:45—KMOX Arthur Jarrett; Songs.
 8:45—KWK St. Louis on Parade.
 8:45—WIL Allister Wylie; Pianist.
 9:00—KMOX Don Redman's Orchestra.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy. NBC.
 9:00—WIL Dewey Jackson's Orchestra.
 9:01—KSD Russ Columbo's Orchestra.
 9:15—KSD Merle Thorpe.
 9:15—KWK Sport Review; by Arto-phone Co.
 9:25—WIL News Flash.
 9:30—KMOX Madriguras Orchestra.
 9:30—KSD New Musical Feature.
 9:30—KWK Pep Unlimited.
 9:30—WIL Palladium Program; Marathon Walkathon.
 9:45—KMOX Katy News Flashes.
 9:45—KSD Beale Street Nights.
 9:45—WIL Dream Boat — Franklyn MacCormack.
 10:00—KMOX Teaberry Baseball Scores.
 10:00—KSD Dream Singer.
 10:00—KWK To be announced.
 10:00—WIL Bill Baily's Orchestra.
 10:05—KMOX Organ Interlude.
 10:05—KSD Buddy Rogers' Orchestra.
 10:15—KMOX Forhes Tea and Coffee; Saturday Nite Revue.
 10:15—KSD Dance Music.
 10:30—KSD Herbert Gordon's Orchestra
 10:30—WIL Progressive Merchants Campaign.
 11:00—WIL Around Town with the Old Night Watchman.
 11:15—KMOX Sport Squibs by France Laux.
 11:30—KMOX Winter Garden Walkathon.
 11:45—KMOX Al Lyons and His Orchestra.
 12:15—KMOX Joe Reichman and His Orchestra.
 12:30—KMOX Al Lyons and His Orchestra.
 12:45—KMOX Joe Reichman and His Orchestra.

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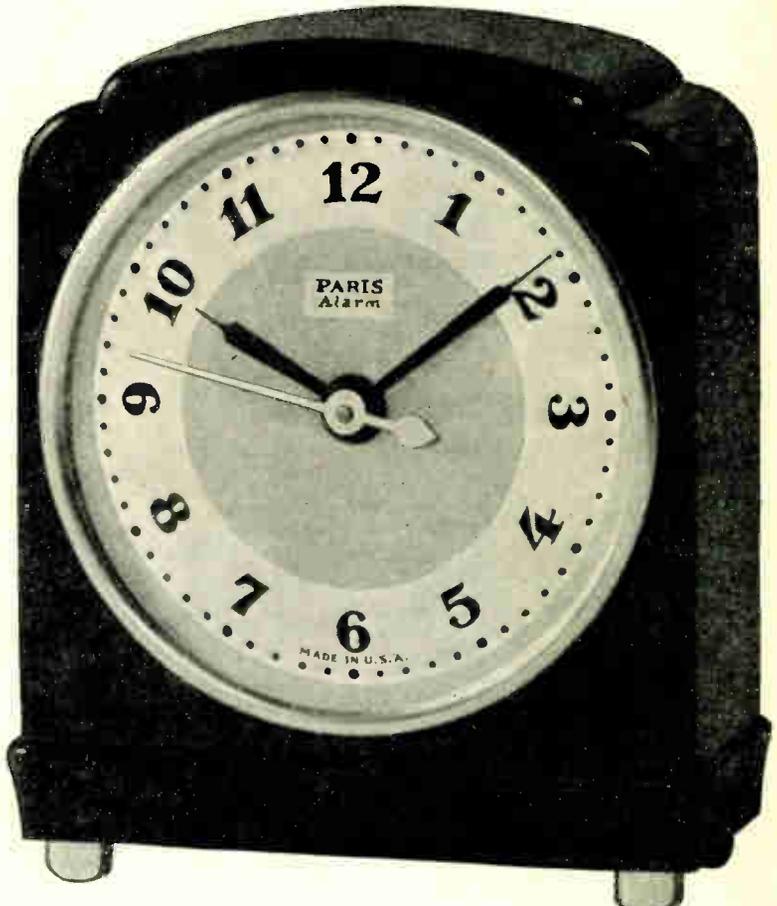
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