

PRAIRIE
FARMER'S
New

NAMED SOON
See Pg. 3

WALS Weekly

MARCH 23
1935



•
**Hayloft
Minstrels**

•
Programs

FLANNERY SISTERS - Page. 12

LISTENERS' MIKE



Letter from a Pal

So far everyone has been pleased with your magazine. Well, I think it's **ROTTEN**. It isn't even worth 25 cents a year. All it is is 15 sheets of good paper wasted. People who pay \$1.00 a year are just throwing their money away. As for the programs, I think they are grand. Your magazine certainly does them an injustice. . . . Please try and better your magazine and let's hear more of Lulu Belle. —Marcella Miller, Fond Du Lac, Wis.

Listeners, this is your page. Your letters concerning the magazine, the programs, or other letters, will be welcome. Please hold your "scripts" to one hundred words. Address "Listeners' Mike."

Why, Boys!

Will somebody please tell the Ridge Runners "ladies before gentlemen" on their morning programs, or aren't they gentlemen? Why, why don't we hear more of Linda Parker? —Janet Hannigan, Chicago.

Politeness, Fooey!



Can't something be done about your overly polite announcers? I refer especially to that "Good morning, Howard," "Good morning, Joe," "Good morning, friends," "Good morning, Julian," "Good morning, Howard," "Good morning everyone" lingo which is heard each week-day at 7:00. And the idea of thanking a performer after each selection is positively silly. Imagine being thanked for doing their work! If it weren't for the above and Pat Buttram's would-be imitation of Will Rogers, you would rate much higher in the way of radio entertainment.—E. F. P., Milwaukee, Wis.

Three Jeers

Our family never goes out on Saturday nights, as we can't stand to miss one of your "parties." But can't Ramblin' Red Foley "ramble" off and lose himself? And can't Arkie take his place? And do we just have to listen to Tiny Stowe?—Mrs. J. E. Lary, Haynesville, La.

The Open Door

While many folks seem to find things to criticize about radio broadcasts, I would like to say that in our home the radio has opened the door to a whole new world. We have heard distinguished speakers whom we could never have hoped to hear otherwise, and we have learned to listen for beautiful music played by master musicians. When we hear mention of some far away place, we like to look it up in the atlas, and so the radio helps us to learn geography. We want you to know that we truly appreciate the splendid service that the radio broadcasting stations give us.—Ruth Shirley, Chicago.

Hi, Neighbor

Just to tell you how much I enjoy your new "baby." When I received it I had to sit down and look it through immediately. I was baking cookies and when I thought about looking at them, they were just pieces of charcoal. More power to Julian, a Big Foot Prairie "hick" like me.—Adeline Wittmus, Big Foot Prairie, Ill.

Keep 'Em Home

We hate to think of Arkie, Lulu Belle and Scotty going away for personal appearances because they don't sing on the radio. You should keep them home. They're the best ones.—Adeline Kelbel, Hillsboro, Wis.

The New WLS Weekly

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JULIAN T. BENTLEY, Editor
VOLUME 1 NUMBER 6
March 23, 1935

FLASHES

Pants • Sets • Mounties
Judges • Name • Speaker

Miss Zay Coleman, Decatur, Illinois, is a forthright young lady who believes in giving honest criticism when asked for it. Asked what she thought of the stage work of Ralph Emerson and Ford Rush after their recent personal appearance in Decatur, Miss Coleman said: "We liked the boys' songs and comedy, but, really, Ralph should get a new tuxedo. His pants were terribly tight for him."

This information was relayed to Ralph, who took it to heart and visited his tailor. Result is that Ralph now has a brand new dinner jacket and pants to match.

"And do you know," said Ralph, "the label in my old coat showed I bought it in 1925."

The Boys' Choir of Holy Cross, one of Europe's unique choral ensembles, will be heard over an NBC network during a broadcast from the North German Lloyd Liner, Stuttgart, as she sails into New York harbor on Monday, March 25. The choir consists of 66 youths from Dresden, Germany, and is coming to this country for an extensive concert tour, starting the night following their arrival at the Metropolitan Opera House.

There are 25,551,569 radio receiving sets in 21,455,799 homes in the United States—more than twice the number of residence telephones—and the total number of radio listeners over 10 years of age is placed at 70,804,137. These new figures are contained in what is believed to be the most comprehensive radio survey ever undertaken and just released by the Columbia Broadcasting System in cooperation with the statistical staffs of Dr. Daniel Starch, noted research expert, and of the McGraw-Hill Publishing Company.

The survey required a year of investigation by a nationwide field staff which made 125,000 home-to-home interviews in 321 communities, covering cities, small towns and farms in every state and studying every type of family in the various income brackets. Calls were properly proportioned as to income levels, time zones and small geographic sections. They were actual interviews with members of families.

U. S. Radio Homes
(Jan. 1, 1935) 21,455,799
Homes with two sets
or more 2,295,770
Automobile radios 1,800,000

Total radio sets 25,551,569
Home Radio Listeners
(Averaging 3.3 to a home) 70,804,137
Number of radios bought
in 1934 4,084,000

A series of trans-Atlantic programs over National Broadcasting Company networks during the spring and summer months will bring listeners an imposing array of educational and entertaining broadcasts from Italy.

Included in the series will be the first broadcast from a gondola in Venice, music and descriptions of two of Italy's famous festivals and the first broadcast ever made from the fiery crater of Mount Vesuvius.

The Festa del Redentore, annual celebration each August of the "Saviour's feast" by Venetian gondoliers, will be described over an NBC network, marking the first broadcast in this country from Venice. Songs of the gondoliers as they gather in front of St. Mark's Square with their gaily illuminated boats will be included in the broadcast.

On April 30, NBC listeners will hear description and music from the so-called "Calendimaggio," at Assisi, Italy. This is a celebration held every year the night of April 30 to usher in the month of May with songs in the streets and public squares. The festival dates back to mediaeval times.

St. Francis of Assisi was one of those who participated in the singing as a boy 700 years ago. Most of the ancient songs which will be heard over NBC networks are from the sixteenth century.

Of the thousands of name suggestions entered in the Weekly name contest, a bare half dozen survive. From these six, which have come through the various elimination tests, the name for this magazine will be chosen. The judges, Arthur Page, A. W. (Tiny) Stowe and Julian Bentley, hope they will be able to announce the new name and the name of the lucky winner of the \$100 prize before the first of the month. It has been a long, hard task, this selecting, and the judges sincerely trust that the name they choose will be one that will fit the magazine through the years.

Pianist John Brown, than whom there are few finer fellows or musicians, served for 18 months with the American Expeditionary Force during the World War.

Basil Loughrane of the NBC Sally of the Talkies cast formerly was a member of the Royal Northwest Mounted Police. He was hardly more than a youth at the time (his associates twitted him because he shaved only once every two weeks), but he always got his man.

Two full breaths are needed to pronounce the real name of Don Mario, Spanish tenor of the NBC Penthouse Serenade. The complete moniker is Jose Francisco Antonio Ildeberto Israel Alvarez Del Rio Loyola. The first five names are those of saints whose feast days coincided with the date of Mario's birth. Alvarez is his father's name, Del Rio is his mother's family name and Loyola, his grandmother's.

Helen Joyce, who, with Martha Crane, has been in charge of the first half hour of Homemakers' Hour, is a busy girl these days, filling a list of speaking engagements before women's clubs in various parts of Chicago. Helen's attractive personality and long experience as a speaker make her much sought after. She speaks on the "behind the scenes" view of radio besides conducting interesting food tests and lecturing on household aids.

Among clubs she recently addressed are, The Christian Mothers' Society of St. Francis Xavier Parish, the Jehovah Evangelical Lutheran Ladies Aid, the Women's City Club of Independence Square and the Evangelical Lutheran Peace Dorcus Society.

"Beware of fortune tellers and crystal gazers pretending to direct youth along vocational lines," warned Professor Hamrin of Northwestern University last Sunday morning in a radio discussion. "Educators are giving more serious attention than ever to this important problem of directing young people into the occupations they are best fitted for."

"After a boy has discovered what line he is fitted for," said B. R. Ryall, DuPage county, Illinois, Y. M. C. A. executive, "he has just started. There is no royal road to success, except by work. However," added Mr. Ryall, "when a boy is fitted to the right job, he is happy in his work."

These talks were part of the introductory program in a Sunday morning series which will bring the opinions of many educators on questions of vocational guidance and personal adjustment.

HELLO, Fanfare friends. This weekly dropping around to your house has become a very pleasant habit. By the way, don't forget to plunge right into your questions as soon as they pop into your minds. To answer them is our reason for being with you. Quite a few items of more than passing interest are on the panel for this week's grilling so... here's to them...

FANFARE

Q. and A. • TWISTERS
 CLYDE • LINDA
 PERSONALS • LOIS
 By WYN ORR



From Mrs. Cora Heeter, of Valparaiso, Indiana, comes a letter asking "who are the Tune-Twisters?" The Tune-Twisters—and up and coming music-garbling group, are Otto Morse, who plays the trumpet; Henry Hartley, heard on the violin; George Thall, who blows into his coronet, and Ted Gilmore, doubler on the guitar and banjo.

Mrs. Lucy Sumerlin, of Mattoon, Illinois, inquires, "When are the Westerners to take their vacations this year?" Louise, Allen and Dott Massey, Larry Wellington and Milt Mable left Chicago the 17th of March for a two-weeks' visit to New York.

From Taylorville, Illinois, we are happy to receive Miss Florence Stilts first question to the "Weekly Fanfare:" "What has become of Lois Schenck, formerly heard frequently on Homemakers' Hour, and is she married?" Lois is concentrating her time and abilities on making the Women's Page of Prairie Farmer the best it has ever been. No, Lois is not married.

The handsome young man pictured here is none other than that talented top tenor of the Rangers Quartet-



Clyde Moffett

Quintet, Clyde Everett Moffett. He's been singing all his life, ever since he first opened his eyes in Ottawa, Kansas. Used to herd cattle during summer vacations from high school and college. Then someone gave him a good steer, and he wound up as a vocalist. Served in the Commissary Dept. of Uncle Sam's forces during the War. Studied at Chicago Musical College after 1918, and won his degree. Then—came vaudeville, concert work—and radio. Has sung in the Mikado, Chimes of Normandy, and The Sorcerer. Is married to Ann Forkal of Joliet. Looks like—and was—a Football Captain. Height, 5' 11". Weight, 180. Has the physique of a discus-thrower—and the voice of a coming star.

The Misses Shirley Williamson and Hester Hutchinson of Poynette, Wisconsin, are anxious to know if Lulu Belle has naturally curly hair, and whether or not Malcolm Claire is married. Yes, Lulu Belle's titian locks are naturally curly. Spare-ribs Claire is married. His wife is the former Lillian Peterson of Racine, Wisconsin.

Mrs. F. Wackendorf of Mukwonago, Wisconsin, asks for the birthdays of George Goebel and Howard Chamberlain. Georgie was born in Chicago, May 20, 1919. Howard Chamberlain first saw the light of day on March 10, 1907, in Rochester, Indiana.

Miss Velda Hoffield, of Decatur, Illinois, wants to know something about Linda Parker, the charming Sunbonnet Girl. In brief: Linda came to the big city from the Cumberland Mountains. Has been singing all her life. Plays the accordion, banjo, piano, clarinet, and dulcimer. Birthday January 18. Height 5' 2". Has mischievous blue eyes. Titian hair. Is usually smiling. Rehearses most of her spare time. Is the wife of Art Jones, baritone of the Maple City Four.

From Gary, Indiana, Miss Margaret K. asks where, and when was Tiny Stowe born? Tiny came into the world on March 22, 1901, in the little town of Hubbard City, Texas, which metropolis also was the birthplace of Tris Speaker of baseball fame.

Many thanks to Miss Eva Madsen, of Alden, Illinois, for her splendid letter concerning this page in what Arthur "Tiny" Stowe calls our "new Baby." Miss Madsen suggests that we whistle our Fanfare Air opening to the Question and Answer Period. Says Jack Holden mentioned that we could warble a bit. We'll see Jack about that, but, out of respect to you good listeners, feel constrained to confine ourself to the customary instrumental introduction to our period of chatter.

Looking back a few years. It was on March 15, 1928, that the Federal Radio Commission, organized to control broadcasting and radio stations, was placed under the jurisdiction of the Department of Commerce.

Dan Hosmer, whose "Pa and Ma Smithers" show has been on the air for five years throughout the middle west, started that human show again Monday of last week, with Hazel Dopheide living the role of Ma. Hazel won the shot in one of the most keenly-contested audition sessions ever staged. You'll like her, and the irrefragable Pa.

Homer Griffith, for so many months identified with WLS as the Friendly Philosopher, is now free-lancing and has six shows weekly over WCFL and another six over WGN.

We hear on good authority: That Continuity Editor Bill Kline of WBBM-CBS Chicago, is looking for a new berth; annual re-organization of staff going into effect. Kline is one of the best men in the business. Hope his freedom results as happily for him as it did for former chief Bill Cooper, who went from the Wrigley Building to Merchandise Mart to become head of the NBC script section. WBBM's Bill Kline is not to be confused with our Bill Cline.

That George Olson, band leader, has become linked with Fleming Allen, NBC production man, in the handling of Allen's latest tunes.

That Dorothy MacDonald, who was so instrumental in placing that grand show "Aunt Abbie Jones," is now working on locating a new script show entitled "This Woman," about which we hear glowing reports.

That Virginia Lee is organizing a new show which she expects to break during the course of the week.

Bill Jones, who writes those intriguing arrangements for the network barn dance shows, appeared in Schubert's Blossom Time, and Hammerstein's Vagabond King, before deciding to follow the air-lanes.

Much as we would like to, space does not frequently permit of the printing of many questions and answers. As a consequence, we are doing our best to blend the service of this printed column with daily comments on the air. However, if you expressly desire your inquiries to be answered herein, will you kindly let us know? After all, this is your page, and we'll do our level best to make it the kind of reading you like. Let us hear from you, won't you? Until next issue... g'bye.

MINSTRELS

By
 GEORGE
 BIGGAR

in the Hayloft

Westerners in
 Radio City



ALL of the flavor of an old-time Dixieland minstrel show will pervade the Eighth Street Theatre hayloft tonight, March 23, for Uncle Ezra is coaching certain members of the crew who aspire toward black-face proficiency.

Arthur (Tiny) Stowe will be the interlocutor, whose duty it will be to extract laughable wise-cracks from such characters as Sparreribs, Fritz Meissner and Jimmie Dean. Music and song of yesterday's minstrel days are to be furnished by the Maple City Four, Hoosier Hot Shots, Dean Brothers, Uncle Ezra, the Rangers, and a brass band. Minstrelsy will be featured during the latter part of the WLS-NBC National Barn Dance hour between 8:30 and 9:30.

This program will not find all of the barn dance boys and girls "at home," for the Westerners and Louise Massey are in New York making recordings. For five minutes during the hour, however, these entertainers will be "hooked up" to the program from NBC's Radio City in the big eastern metropolis. So, while their hayloft pals and the theatre audience sit listening, the Westerners will be singing "Round-Up Lullabye" and "Take Me Home, Boys" from the most luxurious radio studios in the world. Naturally, the "switch" to New York will be made so rapidly that listeners can hardly discern it, as they're tuned in on the National Barn Dance from coast to coast.

While the Westerners see eastern sights, their 9:00-9:30 a. m. programs are being ably filled by Otto and His Tune Twisters, presented by



Tiny Stowe, the minstrels and the Maple City Four, who will make the old Hayloft ring tonight.

"Rodeo Joe" Kelly. And are you listening to the young lady who is doing the beautiful yodeling on the program? You'll no doubt hear more about her later, in Wyn Orr's Fanfare columns and elsewhere.

The Rangers Five, singing a variety of songs backed by their own instrumentation, are featured on Thursday and Friday night from 7:15 to 7:30, during the Westerners' absence. Ozzie Westley, Clyde Moffett, Walter Tuite, Lew Story and Merton Minnich compose this most versatile aggregation.

"Cousin Toby," who in real life is Danny Duncan of vaudeville fame, has developed a most unusual "spot" as the comedy feature of the Gillette Hayloft Party on Saturday nights at 9:30. Assisted by the Gillette Bears quartet and Jack Holden, Toby is featured in "syncopated comedy"—a whirlwind combination of "rhyme, rhythm and song." When you listen to it, you can imagine the length of time that must be required in writing and rehearsing this 5-minute bit. Toby says it often takes him eight or nine hours to get it just the way he wants it.

Henry Burr, that dean of ballad singers, continues to please regularly on the Gillette Party and during his 1:15-1:30 p. m. programs on Monday, Wednesday and Friday. You may also hear him on the Little Brown Church of the Air at 9:30 a. m. each Sunday. Many are the letters from listeners who express their enjoyment at being able to hear this rich tenor voice.

(Continued on page 15)

CLASSICS AIRED

Two of England's major sports classics—the Grand National Steeple Chase and the Oxford-Cambridge boat race—have been scheduled by the CBS Department of Public Events and Special Features as two outstanding international broadcasts for spring presentation.

Packed with thrills, excitement and all the color that goes with century-long tradition, these events carry great interest for American followers of both professional and amateur sport. This year the Grand National will be run on Friday, March 29, and the Oxford-Cambridge contest on Saturday, April 6. Exact times when Columbia network listeners may tune in on the eye-witness accounts will be announced later.

The coming Grand National will mark the 97th anniversary of its running. Each year it attracts the best horseflesh in Europe and America alike, to say nothing of the capacity audience which gathers at Aintree to view the great turf spectacle and to wager millions on the outcome.

The famous course at Aintree is 4 miles, 856 yards long and has a total of 30 water and fence hazards. Last year's Grand National winner was Lady Paget's "Golden Miller."

No less colorful and exciting is the annual contest between the crack oarsmen of Oxford and Cambridge Universities which always attracts a huge throng from London to witness the battle on the Thames River, between Putney and Mortlake.

LEMON

Noble Cain, NBC Central Division choral director, is ready to believe anything about the immensity of Texas. A radio listener sent him a crate of what Cain thought was grapefruit from the million-acre King ranch near the Mexican border. Mrs. Cain selected a large one and served it to her husband for breakfast. He didn't discover until he had tasted it that the fruit was a giant lemon, not a grapefruit.

MUSICIAN

Smiley Burnett, who has appeared on many programs with The Oklahoma Yodeling Cowboy, Gene Autry, is master of 26 musical instruments, but he most frequently uses his piano-accordion. One of his tricks is to manipulate five instruments at once.

Program Director George C. Biggar during the latter part of the World War was commissioned a second lieutenant in the U. S. Infantry.



THE LATCH STRING



HOWDY, folks. Well, another week has rolled 'round. Spring arrived here a couple days ago, says the calendar, and it's just 28 days now, 'till Easter bonnets will be on parade, and Mr. Bunny will have his day.

Radio listeners were surprised and pleased the other day when they heard Phil Evans' cheery greeting on Dinner Bell program. This veteran livestock market man received a hearty welcome when visiting Chicago. Probably the best versed man on cattle feeding in the country, Phil is tuned in with interest by stockmen, feeders and farmers throughout his section of the country. As manager of the Producers Livestock Commission Company, feeder cattle division, at Kansas City, Missouri, he presents a half-hour farm and stock program via the airwaves of station KMBC, Kansas City, each weekday morning, from 6:15 to 6:45.

Phil's program consists of a variety of farm news, live stock markets, music and even poetry, which he modestly says—seems to be pleasing KMBC listeners. His mail is picking up in most encouraging volume. Congratulations, Phil. We feel sure your old friends throughout the mid-west here, will hear of your success with pleasure.

"No sir, I don't believe folks appreciate radio, and furthermore it's like wealth and other things we didn't used to have 50 or 60 years ago. The more folks have, are blessed with, and served with, the more they want nowadays." This was the frank answer which picturesque George L. S. Vanes, 89, gave when asked his version of radio's service and benefits and how folks enjoyed life in yesteryears as compared with today.

Mr. Vanes, who was a pioneer farmer for 50 years down in Warren and Pulaski counties, Indiana, recalls the old backwoods dances, of 60 or 70 years ago. They were held at the closing of log rollings, weddings and countryside festive occasions. He said folks came from miles around.

"The men wore plain clothes, and," he added emphatically, "the women wore CLOTHES, and everyone had a big time."

"Yes, I know times and folks change, and mebbe it's all for the best, but when I was a boy and folks were clearing up their farms and looking to the future with faith, they were happy and found time to be neighbors and share with each other. Then, with crops from their clearing labors, bringing in increased wealth, greed set in and it's increased as the years have passed."

Buttoning his overcoat and picking up his walking stick, Mr. Vanes shook hands in leavetaking, turning to add, "But, it's a good old world after all, my boy, and this radio business has cheered and helped a sight of folks through some mighty cloudy days."

These are a few of the "queer" or stickler questions, received via telephone, the past week:

What's the best kind of potatoes to plant and how many pieces should each potato be cut into?

Do you really think now is a good time to buy farm land, and if so, where would you buy?

Is it true soap can be made out of ashes, and have you got the recipe?

Where do your artists get their cowboy boots and hats and are they as expensive as claimed?

We're figuring on making an auto trip to Oklahoma. Could you give us any idea of how much gas and oil it would take?

Do you suppose we could raise turkeys in our back yard? And why are they so hard to raise?—and where can we get eggs?

I sent in my application to sing over eight months ago. How come I've not heard from you?

Program music filled the studio air. Seats were well filled with visitors when he slipped quietly by to a choice corner seat, unnoticed. Glancing up from our desk, we were surprised to note he was comfortably stretched out with his feet on the seat cushions. When reproached by us, he growled his protests. Amid the visitors' laughter, we led the unruly fellow to the exit, a bit roughly, perhaps, for after all he was only a poor stray police pup trying to get along. So as he whimpered down the stairs, we felt rather sorry, for who can say that even stray dogs are all bad—and we'd taken part in just another of life's little dramas.

40 Years Before

Grizzled Veteran Tells All . . .

By Pat Buttram

A LITTLE more than a year ago I thought that I knew about as much radio as anybody but after perusing around with the innards uv it fer a spell I found out I didn't even know how to spell it. Now all you folks that want to git the real inside dope on a first-yearer's radio work you will do well to read this column (In fact you've done pretty well to git this fer).

Editor's note: Get on with your story!

P. B. Note: Don't resh me.

Back when I wuz a little youngun' runnin' round in the hills uv Winston county, Alabama, (The fairest dimple on America's cheek) I used to call hogs a bit. I wuzn't so big so I couldn't holler very loud but I had a brother that couldn't holler a-tal.

Being as how my Pa wuz the preacher, every time they had a church function er play they allus had to put me in hit 'cause my Pa wuz preacher an' he wuz the boss.

Well, I got enough experience there to learn how to dodge anything from a tomatar to a dead cat an' how to stumble on an' off the stage but hit wasn't til about three years later that my first real stage appearance wuz.

I went over to B'ham (Short fer Birmingham) to git a little book larnin' at Birmingham Southern College and fer some reason er other I jined the Dramatic Club. (Maybe hit wuz because ye had to have a few extra credits.)

Anyway when they had a play they needed somebody to stand up an' look dumb an' fer some reason er other they shoved me in there, and then on top uv that somebody invented the idee uv me a-makin' a



the Mike, Man and Boy

found out that they actually paid money fer that stuff. I couldn't figger out why (and still can't). But if they wanted to pay me that wuz their loss and my gane.

Ed. note: Watch your spelling. You're grammar's terrible!

P. B. Note: You got hit wrong. My grandpa wuz the carry-on-er. Gramma wuz all right.

Well, fer about six er seven months I plugged along at WSGN the little 100-watt station, and Steve used to tell me about Chicago and the folks up here and so finally one day he decided he'd come up fer a visit to the Fair and as I allus' had a hankerin' to see the Statue uv Liberty I come along too (I didn't find out til I got here that hit wuz in Los Angeles. Jack Holden told me.

curtain speech. I think the idee wuz to put me out there first so them that had something to throw could git a good target before the rest come out. But then hit happened.

One night after the show they said that somebody wuz wantin' to see me an' I jest figgered hit wuz some feller that didn't git a good fair throw at me on the stage an' come back to do the job right, but it wuz Steve Cisler, manager uv one uv the radio stations there. He wanted me to talk on the air.

I told him I'd as soon talk there as anywhere and asked him when to start. And he said Saddidy. When Saddidy come I wuz there and announced the Barn Dance fer a couple uv hours. We got a couple uv letters about it, something inheard uv down there, so they figgered I wuz a success.

Well, I jest played around fer a month er two and then one day I

Well, after appearin' 'round here fer a week er two as guest artist an' purnouncer on one program an' tother, they finally let me in th' family an'—well—here I am. . . . And I reckon I'm about th' luckiest feller in th' world to be here.

And so, folks, and Mr. Editor, that's my story and I'm stuck with it, but I would like to take this time—I mean space—to thank all of you fer writing. Hit shore was a dandy letter. I'll allus keep it, and when I go home I'll show it to the folks and let them read it. . . .

In case any uv ye don't know it we put on a little tad uv a program every mornin' at 6:45 sponsored by—

Ed. Note: No advertising, Maxwell Emmett Buttram!

P. B. Note: You can't please everybody!

So long folks, I'll be seein' uv ye.

... LISTENING IN WITH WLS DAILY PROGRAMS

SATURDAY, MARCH 23
to
SATURDAY, MARCH 30

870 k.c. 50,000 Watts

Sunday, March 24

8:00 a. m. to 12:00 noon, CST

8:00—Romelle Fay plays the organ in 30 friendly minutes announced by Howard Chamberlain.

8:30—Lola and Reuben Bergstrom in heart songs. (Willard Tablet Co.)

8:45—News broadcast with summary of week end world-wide news brought by Trans-Radio Press through Julian Bentley.

9:00—Vocational Guidance series.

A new program that is helpful to young people desiring suggestions for their life work.

9:30—WLS Little Brown Church of the Air—Dr. John W. Holland, pastor. Hymns by Little Brown Church Singers and Henry Burr, tenor, assisted by WLS Orchestra and Romelle Fay, organist.

10:15—Y.M.C.A. Hotel Chorus, directed by Jack Homier, in a program of varied numbers arranged for 16 trained male voices.

You can sit back and enjoy the beautiful and stirring songs of this fine vocal organization.

10:45—Better Speech Institute from NBC Studios.

11:00—Choral Program.

11:15—Phil Kalar in popular songs, with WLS Orchestra. (Evans Fur Co.)

11:30—(Monday Livestock Estimate) Verne, Lee and Mary. (Community Motors)

11:45—Canary Musicale. (Justrite Co.)

12:00 noon—WENR programs until 6:30 p. m.

Sunday Evening, March 24

6:30 to 8:00 p. m. CST

6:30—Bakers' Broadcast featuring Joe Penner. (Standard Brands NBC.)

7:00—An Hour with the General Motors Symphony. (NBC.)

Monday, March 25 to Friday, March 29

Sat. Eve. Mar. 23

7:00 to Midnight CST

7:00—Cumberland Ridge Runners and John Lair in "Mountain Memories." (Big Yank)

7:15—Christine, Otto and His Tune Twisters. (Pathfinder)

7:30—Keystone Barn Dance Party featuring Lulu Belle and other Barn Dance entertainers. (Keystone Steel and Wire Co.)

8:00—RCA Radio City Party on NBC.

8:30—National Barn Dance NBC Hour with Uncle Ezra, Hoosier Hot Shots, Maple City Four, Cumberland Ridge Runners, Westerners, Lulu Belle, Verne, Lee and Mary, Spareribs and other Hayloff favorites, with Joe Kelly as master of ceremonies. (Alka-Seltzer) Uncle Ezra will introduce a "corkin' good" old-time minstrel show.

9:30—Gillette Hayloff Party. Gillette Bears, Cousin Toby, Henry Burr, tenor, Hoosier Sod Busters and Ralph Emerson, organist. (Gillette Tire Co.)

10:00—Ferris Barn Dance Jubilee. Otto and His Tune Twisters, Flannery Sisters, Spareribs, Grace Wilson, Eddie Allen.

10:45—Prairie Farmer - WLS National Barn Dance continues until midnight with varied features. Jack Holden, Joe Kelly and Arthur (Tiny) Stowe, masters of ceremonies.

For almost eleven years, Saturday night has meant "Barn Dance" to literally millions of radio listeners.

6:00 a. m. to 3:00 p. m. CST

6:00—Smile-A-While with Joe Kelly—Daily—Cumberland Ridge Runners in old-time melodies. Mon., Wed., Fri.—Flannery Sisters in harmony songs. Tues., Thurs.—Linda Parker in mountain songs.

6:20 - 6:30—Daily—Service features; including temperature reports, Chicago, Indianapolis and E. St. Louis Livestock Estimates, Weather Forecast, Retailers' Produce Reporter, Day's WLS Artists' Bookings.

6:30—Cumberland Ridge Runners. (Sterling Insurance Co.)

Linda Parker is featured in this 15 minutes with the Ridge Runners—Karl Davis, Red Foley, Harty Taylor, Slim Miller.

6:45—Pat Brittram's Radio School for Beginners Jes' Startin'—featuring Pat and the Oshkosh Overall Boys. (Oshkosh Overall Co.)

7:00—News broadcast with up-to-the-minute local and world-wide news brought by Trans-Radio Press—Julian Bentley.

7:10—Cumberland Ridge Runners.

7:15—Prairie Farmer Bulletin Board—items of wide variety and interest from rural correspondents, "Check" Stafford.

7:30—Jolly Joe and his Pet Pals—Joe Kelly has his morning conference with his "Palsy Walsies."

7:45—Mon., Wed., Fri.—Jimmie and Eddie Dean in songs of today and yesterday. (Gardner Nursery)

Tues., Thurs., Sat.—Fairy Tales and other Stories. Spareribs (Malcolm Claire) tells stories in "deep south" dialect, assisted by Ralph Emerson, organist.

8:00—Morning Devotions conducted by Jack Holden, assisted by Rangers quartet and Ralph Emerson.

Sat.—Dr. Holland gives review of Sunday School lesson.

We thank you for your numerous letters expressing the helpful inspiration you receive from this daily WLS service.

8:15—Hoosier Sod Busters; Flannery Sisters; WLS Artists' Bookings; Weather Forecast; Temperature Report.

8:30—Ford Rush, baritone, in popular songs, with Ralph Emerson. Ten-second drama. Conducted for Sears' Chicago Retail Stores by Marquis Smith.

Ford and Ralph, both pioneers on WLS, have a happy daily program of melody and fun that thousands enjoy.

8:45—Morning Minstrels with WLS Rangers, "Spareribs" Claire, "Possum" and "Porkchops" Dean, Arthur (Tiny) Stowe, interlocutor. (Olson Rug Co.)

9:00—Chicago and Indianapolis Livestock Receipts; Chicago Hog Market Flash.

9:00—Otto and His Tune Twisters with Christine Smith. (Peruna and Kolor-Bak)

9:30—Today's Children—Dramatic serial adventures of a family. (NBC)

9:45—Mon., Wed., Fri.—Cumberland Ridge Runners, featuring Red Foley. (Crazy Crystals)

Tues., Thurs., Sat.—"The Clinic of the Air," with Dr. Copeland. (Cream of Nujol.)

10:00—Tower Topics by Sue Roberts, Songs by Bill O'Connor, tenor, assisted by John Brown, pianist. (Sears' Mail Order.)

10:15—Jim Poole in mid-morning Chicago cattle, hog and sheep market direct from Union Stock Yards. (Chicago Livestock Exchange.)

10:20—Butter, egg, dressed veal, live and dressed poultry quotations.

10:25—News broadcast. Mid-morning bulletins by Julian Bentley.

10:30—Today's Kitchen with WLS Rangers Five, Sophia Germanich, soprano; John Brown, pianist, and Ralph Emerson, organist, Jack Holden and Howard Chamberlain, Produce Reporter, The Old Story Teller, Mrs. Mary Wright, home advisor, in talks on menus, food and household economy. Special guest speakers.

11:00—Mon., Wed., Fri.—Aunt Abbie Jones, a serial story built around the lovable character of Aunt Abbie and her home town neighbors.

Tues., Thurs.—Cumberland Ridge Runners, featuring Red Foley. (Crazy Crystals)

11:15—Mon., Wed., Fri.—Food talks by Josephine Gibson. (Heinz NBC)

Tues.—Hoosier Sod Busters and Flannery Sisters.

Thurs.—Modern Treasure Hunters. (Numismatic)

11:30—Mon., Wed., Fri.—Cornhuskers Band and Choreboy in popular rhythmic melodies and ballads.

A "different" type of program that makes for variety in our weekly schedules.

Tues., Thurs.—Dean Bros. (Willard Tablet Co.)

11:45—Weather forecast, fruit and vegetable market. Artists' bookings.

11:55—News broadcast of mid-day reports—Julian Bentley.

Afternoon

(Daily ex. Sat. & Sun.)

12:00 noon to 3:00 p. m. CST

12:00—Mon., Wed., Fri.—Virginia Lee and Sunbeam—a serial love story featuring Virginia Lee (Northwestern Yeast.)

Tues.—Flannery Sisters in harmonies; James H. Murphy in livestock feeding talk at 12:10.

Thurs.—Jung Garden Corner with orchestral melodies. (Jung Seed Co.)

DINNERBELL PROGRAMS

12:15 to 1:00 p. m. CST

12:15—Prairie Farmer Dinnerbell Program, conducted by Arthur C. Page. Varied music, farm news, talks and service features. Jim Poole's closing livestock market at 12:30; Dr. Holland's devotional thoughts.

Monday—Orchestra, Sophia Germanich, Dean Bros. C. V. Gregory, Editor of Prairie Farmer, in "Parade of the Week."

Tuesday—Ralph Waldo Emerson, organist. Hoosier Sod Busters, WLS Rangers, Sophia Germanich.

Wednesday—Orchestra, German Band, Flannery Sisters, Sophia Germanich.

Thursday—Ralph Emerson, Otto and His Tune Twisters, Orchestra, Sophia Germanich.

Friday—Orchestra, Flannery Sisters, Red Foley, Sophia Germanich.

1:00—"Pa and Ma Smithers"—our new rural sketch.

"We have such hearty laughs at Pa's expense and sincerely hope you will stay with us forever. We need cheering up." This comment was one of the first to come to Pa and Ma. Let us know how you like them.

1:15—Mon., Wed., Fri.—Henry Burr, tenor and famous recording artist, assisted by orchestra.

Tues., Thurs.—Phil Kalar, baritone accompanied by Ralph Emerson, in popular songs. (Evans Fur Co.)

1:30—Closing Grain Market on Board of Trade by F. C. Blisson of U. S. Department of Agriculture.

1:35—Mon., Wed., Fri.—Herman Feiber, Jr., violin solos.

Tues., Thurs.—Howard Black and Reggie Cross, Hoosier Sod Busters.

1:45—Homemakers' Hour. (See following schedule of daily features.)

Daily Homemakers' Schedule

Monday, March 25

1:45 to 3:00 p. m. CST

1:45 - 2:15—Orchestra; George Simons, tenor; Wyn Orr in Fanfare, Mrs. Helen Joyce in food talk.

2:15 - 2:30—Flannery Sisters, Orchestra, Florence Ray.

2:30 - 2:50—Guest speaker; Dr. John W. Holland, and Orchestra.

2:50 - 3:00—Orchestra, Flannery Sisters.

Tuesday, March 26

1:45 - 2:15—Ralph Emerson, Rangers Five, Wyn Orr in Fanfare; Mrs. Helen Joyce in food talk.

2:15 - 2:30—Ralph Emerson, John Brown and Bill O'Connor.

2:30 - 2:50—"Little Dramas from Life," by Mrs. Blanche Chenoweth.

2:50 - 3:00—Ralph Emerson, John Brown and Bill O'Connor.

Wednesday, March 27

1:45 - 2:15—Orchestra, George Simons, tenor; Wyn Orr in Fanfare; Mrs. Helen Joyce in food talk.

2:15 - 2:30—Orchestra, Grace Wilson, contralto; and Florence Ray.

2:30 - 2:50—R. T. Van Tress, garden talk; Mrs. Mary Wright, WLS home adviser; orchestra.

2:50 - 3:00—Orchestra and Grace Wilson.

FREE! REMARKABLE NEW BOOKLET ABOUT STOMACH TROUBLE

Explains a marvelous scientific treatment which is bringing amazing relief. People everywhere tell of astonishing results obtained. Many report having given up hope until this treatment brought definite relief from stomach misery.

No matter how long you have suffered, or what you have tried in the past—

RELIEF AFTER 25 YEARS
I suffered with ulcers of the stomach for 25 years. I lost weight until I was down to 80 pounds. Had just about given up hope of getting relief when I heard about your treatment. I have been using it now for three weeks and eat and sleep like I haven't done for years. Have gained 15 pounds—feel like a new man.
Chas. F. Blaine

Just send your name and address in a letter, or on a postal card, and this wonderful booklet about stomach trouble will be sent to you absolutely FREE.
WILLARD TABLET CO. Dept. W
215 W. Randolph St., Chicago, Ill.

ELECTRIC HAIR WAVER Only \$1.95 COMPLETE

Gives Natural Wave in 20 Minutes at Home
At last! Wave your hair at home with the new Electric Hair Waver! Takes only 20 minutes to give yourself any type wave, and dry your hair. SAFE, gentle heat puts in soft, natural, beautiful, permanent-type curls, waves, ringlets, rolls and tucks. No more high beauty-shop bills. No more tedious, uncomfortable "over-night" curls and trimmers. Safe-kill! gives you professional wave quickly, easily, safely.
Guaranteed by 12-Year-Old Electrical Firm
Plug into any live electric outlet. Uses an ordinary household current, AC or DC, or home light plug current. Will last lifetime. Made of finest materials. Customer writes: "Safe-kill saves the money and keeps my hair waved perfectly. Taken only a few minutes to use." SEND NO MONEY! Pay postman only \$1.95, plus few cents postage, when he delivers your Waver, ready to use. Nothing else to buy. Complete directions included. Satisfaction guaranteed or money back. Mail order today. Safe-Electric Co., Dept. 5-378 Cincinnati, Ohio

Sore Throat? Tonsils Bother?

Whether troubled with sore throat or tonsillitis occasionally or a chronic sufferer—by all means then write today for Dr. Offord's FREE Folder on the cause, course, dangers and treatment of soreness of the throat. Not only tells you what to do—also tells you what NOT to do. How to care for small children, adults, etc. No cost or obligation to get this Folder. Merely send your name and address. A postcard will do. Do it now—today.

DR. A. J. OFFORD
Dept. 45 — 4628 Prairie Ave., Chicago

Thursday, March 28

- 1:45-2:15—Orchestra, John Brown and Grace Wilson; Wyn Orr in Fanfare; Mrs. Helen Joyce in food talk.
- 2:15-2:30—Ralph Emerson, John Brown and Ford Rush, baritone.
- 2:30-2:50—WLS Little Home Theater.
- 2:50-3:00—Orchestra, John Brown and Ford Rush.

Friday, March 29

- 1:45-2:15—Orchestra, George Simmons, tenor; Wyn Orr in Fanfare; Mrs. Helen Joyce in food talk.
- 2:15-2:30—Vibrant Strings, John Brown, Evelyn Overstake, contralto.
- 2:30-2:50—H. D. Edgren, "Parties and Games." Orchestra.
- 2:50-3:00—Orchestra, Evelyn Overstake and John Brown.

Saturday, March 30

- 1:45-2:15—Rangers Five, Ralph Emerson, Wyn Orr in Fanfare; Mrs. Helen Joyce in food talk.
- 2:15-2:30—Verne, Lee and Mary; Ralph Emerson and Hoosier Sod Busters.
- 2:30-2:50—Interview of WLS personality by Wyn Orr.
- 2:50-3:00—Ralph Emerson; Verne Lee and Mary; George Goebel.

Sat. Morning, March 30

- 6:00 to 9:00—See daily schedule of morning features.
- 9:30—George Goebel, "The Little Cowboy" in western and old-time songs.
- 9:45—"The Clinic of the Air" with Dr. Royal Copeland. (Cream of Nijol.)
- 10:00—Sears Junior Roundup, conducted by Sue Roberts.
- 10:15—Geo. C. Biggar in WLS program news.
- 10:20—Butter, egg, dressed veal, live and dressed poultry quotations.
- 10:25—Julian Bentley in up-to-the-minute world-wide news.
- 10:30—Today's Kitchen. (See daily schedule.)
- 11:00—Cumberland Ridge Runners, featuring Red Foley. (Crazy Crystals)
- 11:15—Hoosier Hot Shots in instrumental and vocal novelties.
- 11:30—"Be Kind to Announcers." Fifteen minutes of fun and foolishness with Joe Kelly, Jack Holden, Howard Chamberlain and Pat Buttram.
- 11:45—Weather report; fruit and vegetable markets; artists' bookings.
- 11:55—News; Julian Bentley.

12:00 noon to 3:00 p. m. CST

- 12:00—Otto and His Tune Twisters in sweet and lively novelties.
- 12:15—Poultry Service Time; Ralph Emerson, organist; Skyland Scotty, Dean Brothers, Bill Denny, "The Poultry Man." Thirty minutes.
- 12:45—Weekly Livestock Market Review by Jim Clark of the Chicago Producers' Commission Association.
- 12:55—Grain Market Quotations by F. C. Bisson of U. S. Department of Agriculture.
- 1:00—Merry-Go-Round — Forty-five minutes of rollicking fun and entertainment.
- 1:45—Homemakers' Hour. See Special Daily Schedule.)
- 3:00—Sign Off for WENR.

EVENING PROGRAMS

Monday, March 25

7:00 to 8:30 p. m. CST

- 7:00—Jan Garber's Supper Club (Northwestern Yeast.) (NBC)
- 7:30—Care Free Carnival. (Crazy Crystals.) (NBC)
- 8:00—Sinclair Minstrels. (Sinclair Oil Refining.) (NBC)

Tuesday, March 26

- 7:00—Eno Crime Clues. (NBC)
- 7:30—Lawrence Tibbett. (Packard Motors.) (NBC)
- 8:00—Grace Moore. (Vicks Products.) (NBC)

Wednesday, March 27

- 7:00—Penthouse Party. (Eno Salts.) (NBC)
- 7:30—Lanny Ross's Log Cabin Orchestra. (General Foods.) (NBC)
- 8:00—Twenty Thousand Years in Sing Sing. (Sloan's Liniment.) (NBC)

Thursday, March 28

- 7:00—College Prom. (Kellogg Company.) (NBC)
- 7:15—WLS Rangers and Wm. Vickland.
- 7:30—"Red Trails." (American Tobacco Co.)
- 8:00—"Death Valley Days." (Pacific Coast Borax.) (NBC)

Friday, March 29

- 7:00—Irene Rich. (Welch's Grape Juice.) (NBC)
- 7:15—WLS Rangers.
- 7:30—"The Intimate Revue. (Bromo-Seltzer.) (NBC)
- 8:00—Beatrice Lillie. (Rorden's Products.) (NBC)

AN OPEN MIKE

TONIC • GEORGE
MINSTRELS • BROADWAY

By TINY STOWE



HOWDY. Hope everything is booming along in grand style for you and yours. There's nothing like a few happy words from your friends to make you feel that everything is all right with this old world—so I want to thank you for the kind letters that have been coming in. If many more of them come in, it won't be necessary for me to take that Spring 'lasses an' Sulphur this year—because they're about the best tonic I know!

I needed 'em. We never know when we are going to be called, do we? A few weeks ago you probably read something about George Hall and Margaret Lillie and a visit with them back-stage at the Palace Theater.

George was acting as stage manager for the Weaver Brothers company then. He and his wife, Margaret Lillie, were out to dinner a couple of times, and we had lots of fun discussing old times and old timers in the show business. The night they left, George said: "Tiny, I'll be writing to you just as soon as I get rid of this cold I've got."

That was on a Thursday night. Five days later George had passed on, a victim of pneumonia. None of his friends in Chicago knew about it until a clipping came to Peggy Jolly from Springfield, Missouri. George was a grand trouper, a real man and a friend. There won't be any more like him.

Things like that sorta take the pep out of a fellow.

Be sure to catch the National Barn Dance tonight—March 23. It's sort of a birthday celebration for me—as Friday the 22nd I reached the Methuselah-like age of 34—and maybe that's why Walt Wade invited me to bring my Southern Minstrel Show to the network barn dance hour. Anyhow, we're going to try and put on an old-time minstrel show in the style that made minstrels the talk of the country for many a year. Better still, come on down to the Eighth Street Theatre and join in the fun.

New York must be sitting up and taking notice this week. Those rhythm riding Westerners from the plains of

New Mexico are finding out what makes Broadway so broad—or the "way" it is. You will overlook the Wyn Orr-ish pun please, this time? Goin' places, folks—maybe you're looking for "Bigger" numbers!

Another letter from Morocco, Indiana, from Lucille Wiltfang sets quite a record. Lucille tells us that she has just passed her 18th birthday and for a period of 7 years she has been a constant WLS listener from 8 o'clock Monday morning until 12 o'clock Saturday night, missing only those programs that school interfered with. That's quite a record, don't you think?

Small chatter: "Pete" Peterson, formerly with NBC and Blackett-Sample-Hummert, has joined the staff of Hearst Radio, Inc., to handle national advertising for all Hearst stations. "Pete" is recognized as one of the best radio salesmen in the business. . . KRNT, Des Moines, has been added to the CBS basic network. John Heverly, formerly of WMT, Waterloo, and other Mid-Western stations, will fill the vacancy created by the departure of Bennett Fischer, KOMO-KJR, Seattle. Fischer is going to Italy for a vacation. . . Gabriel Heater, news commentator of WOR, Newark, gave sidelights of the Hauptmann trial in an address to the Advertising Club of New York recently—as if that trial hadn't had plenty of publicity. . . There must be something about radio I haven't discovered. Fischer is going to Italy for a vacation, and Alfred Nilson, WOR, Newark engineer, owns the famous Chinese junk "Amoy"—the only junk of its kind in Atlantic waters. Well, the "junk" I drive in Chicago is about ready for the Atlantic or the river or somewhere. . . And here's a radio engineer that's a full-fledged Kentucky Colonel—Charles W. Horn of NBC, New York. Governor Ruby Lafoon conferred the honor last week.

Oh well, I'll have to chase along now and see about planning a vacation in Cleero or renting a row boat on Lake Michigan—but I am a first lieutenant in the Marines, so I wouldn't care about being a Kentucky Colonel. See you next week.

DON'T SEND I PENNY



Marvelous Bargain
In two pretty summer dresses made of washable all-silk pongee. They have styled collars, self belts, short sleeves, and pleats in skirt fronts. Natural tan color. Sizes for misses, 14 to 20. Yours for \$1.98 to \$3.00.
Order by No. 79.
IT'S EASY to get them! Just send us a letter—no money given your name, address and size wanted. Pay postage when he delivers these two silk dresses to you. We pay postage. Your money back if you are not satisfied!
WALTER FIELD CO., Dept. X1668 CHICAGO

One Year From Today What Will You Be Earning?

This may be the most important year in your life! Your whole future is apt to depend on how you take advantage of present business changes.
The "New Deal" is opening up new jobs, creating unusual opportunities, bringing back prosperity. But that does not insure prosperity for you. Only you can insure that.
For months—maybe years—employers will be able to pick and choose out of the millions now unemployed or dissatisfied with their work and pay. Naturally they will pick the men with most preparation and ability.
You should—you must—make yourself quickly more valuable—to protect what you have and to insure getting your share of the promotions and pay raises. It is being done by OTHERS—it can be done by YOU!

Ask us to send you full details about our new spare time training, and to explain how it prepares you to meet today's demands and opportunities, also about our salary-increasing plan. If you really are in earnest, you should investigate at once. Check your field below, write your name and address, and mail.

LaSalle Extension University Dept. R-183 Chicago

- Send me, free, the facts about the demands and opportunities in the business field I have checked—and about your training for that field.
- Higher Accounting
 - Expert Bookkeeping
 - Business Management
 - Traffic Management
 - C. P. A. Coaching
 - Personnel Management
 - Modern Salesmanship
 - Industrial Management
 - Modern Foremanship
 - Business English
 - Law—LL. B. Degree
 - Commercial Law
 - Stenography
 - Effective Speaking

Name _____
Present Position _____
Address _____

GIRLS ON COVER

The old front porch at home during the long summer evenings was the first "stage" for the Flannery sisters, Violet and Alene—better known as Allie and Billie.

That was in Gladstone, Michigan, on little Bay de Noc, at the edge of the upper peninsula copper country. The girls learned to play guitar and ukulele and to sing together. Neighbor folk said they thought it sounded great.

"But we weren't too sure that our friends were right," says Billie, "so we took lessons in voice and kept on practicing."

It wasn't long before the girls were in frequent demand to entertain at concerts, parties and teas. And of course, they sang in the church choir, too.



Billie and Allie Flannery snapped near their childhood home, a "cabin in the pines" of Northern Michigan.

Radio attracted the sisters from the very first and they determined to enter that field. But, how to break in? That was the question. Chicago was a long way off and they had no friends there.

Then one of the barn dance radio shows played at the Gladstone Theatre, and sitting in the front row were Allie and Billie, you may be sure. When the performance was over the theatre manager introduced

the girls to Dolly and Milly Good, the Girls of the Golden West.

After they had heard the Flannery sisters sing, Milly and Dolly wired Bill Ellsworth, their manager, that here was a pair of girls he should hear. Billy invited them to come to Chicago for an audition. They came, sang, and the next week were making a Mid-West theatrical tour.

Since the first of January the girls have been appearing regularly on air programs throughout the week and on the Saturday night barn dance shows.

Brief Biography

"Lil Clifflie" of Sinclair Minstrels fame . . . was born Hursell Clifford Saurbier . . . now known as Cliff Soubrier to listeners on many NBC programs . . . born June 25, 1891 in Canada while parents were trouping with Kickapoo medicine show . . . went on the stage at age of four . . . played in carnivals, medicine shows, dramatic stock . . . when he became too old to play "Little Eva" in "Uncle Tom's Cabin" was sent to school at Christ's Church Cathedral, Hamilton, Ontario . . . sang as leading boy soprano until he was eighteen when he went back to show business . . . played everything from burlesque to Shakespeare, blackface to light opera . . . from Broadway to sticks . . . in 1917 became American citizen . . . joined army in Louisville, Ky. . . "Join a show and see the world" is Cliff's advice and he loves both the stage and traveling . . . collects crystals and semi-precious stones on the way . . . played opposite his future wife in Chicago show . . . in 1930 she went on the air and while waiting in the studio for her he was unexpectedly asked, "Can you do Scotch dialect?" . . . Cliff could and did . . . has been in radio ever since.



"Hmm, a cavity in his bicuspid."

NOT FOR SISSIES

Author Willis Cooper of the Lights Out program is very weary of being called a sissy. Mr. Cooper is not a sissy, as his friends loyally attest. A sissy, Cooper claims, couldn't write those horrible Lights Out programs, which are broadcast every Wednesday at midnight over WENR.

But some hard-bolled radio fans have been writing Cooper to call him, in effect, just that. These cynical fellows have been casting aspersions at the NBC Central Division continuity editor because one of his Lights Out dramas ran to psychological horror rather than physical. Ordinary mortal men who heard it pronounced the piece eerie enough to scare most people. But some insatiable gluttons for the macabre called Cooper a sissy.

Therefore, from now on, Cooper promises his dramas will go from one awful horror to another until even the author is afraid to listen. Having conceived and originated this program, Cooper now knows how the creator of Frankenstein must have felt.

Bunkhouse Show

The Westerners' Western Nights program on Thursday nights has proved so popular that it is being followed on Friday nights at 7:15 with a "Musical Round-Up" of contrasting character. The musical paintings of romance and adventure which have featured the Western Nights program give way to the "yippees" of fun and frolic of a typical bunkhouse jamboree. It will be continued after their return from New York.

Statistics on MacHugh

If Edward MacHugh, familiarly known to NBC listeners as the "Gospel Singer," would build one long program of all the different songs he has broadcast during his eleven years before the microphone it would take him six days and six hours to sing that program—with no time out for eat, drink or rest.

The Scotch baritone has sung more than 3,000 different sacred songs since he became a specialist in this branch of the singing art, and every one from memory. MacHugh is constantly searching for forgotten songs and keeps informed of all current publications.

MacHugh's extensive repertoire is the result of necessity, not an idle ambition to sing more different songs than any other singer. Last year, in addition to his four weekly broadcasts, the "Gospel Singer" made 360 personal appearances in recital.



Reg Kross and Howard Black, the Hoosier Sodbusters, take a couple of big bites out of the world's biggest harmonica. This instrument, which was custom built for the Sodbusters, weighs 16 pounds and is four and a half feet long.

Blow by Blow

A blow by blow description of the annual Golden Gloves national finals at the Chicago Stadium, will be heard over an NBC-WEAF network at 10:30 p. m., CST, on Friday, March 29. The Golden Gloves matches will bring leading young boxers to Chicago, where the championship will be determined this year.

You Requested

So many scores of listeners have requested copies of this poem by Jack Holden that it is reprinted here.

Last night, little man, I heard you . . . saying your goodnight prayer

I . . . was typing some letters . . . Mother was with you there.

I heard you say "Forgive us our debts as we forgive our debtors."

My typewriter keys stopped clicking. I looked up from my letters.

I thought, what do you know of sin and debt, you whose heart is so free?

Perhaps that line of your prayer, little man, was not meant for you, but for me.

Then I thought of something I had done and it brought a cloud to my mind.

I closed my eyes and repeated that line . . . It was not your prayer, but mine.

—Jack Holden.

PROGRAM THRILLS

The recent Saturday night broadcast from the Chicago Historical Society brought in a number of letters from listeners who had particular reason to be interested in the program. One of them is reprinted here.

"I am writing this letter because I am sure that you will be interested to learn of the interest which my wife and I felt in your Washington program. We were listening to the Hayloft program when we heard the announcement that the next feature would be a hunting call on the very hunting horn which was owned by Col. Fielding Lewis, brother-in-law of General Washington. A thrill went through both of us because my wife is a direct descendant of Col. Fielding and Betty Lewis.

"Our oldest daughter's name is Betty Washington Peirce, and my wife's father was Judge Fielding Lewis Childs of the Probate Courts of Missouri. Within two months I gave a lecture on the topic of 'Kenmore,' the Lewis home, before the Society of History Teachers of Boston. I am the Head of the History Department in the Public Latin School of Boston, the school which is just celebrating its Three Hundredth Anniversary this coming April. So perhaps you can see that the sound of that old horn brought very great significance to us."—William H. H. Peirce, Needham, Mass.

Girls' Problems

The problems of a girl looking for work in the city will be discussed during Homemakers' Hour, Monday, March 25, at 2:30 p. m.

The speaker will be Miss Esther Stamats, director of the service department of the Y. W. C. A. Her talk will be directed to the young girls in the country and smaller towns who wonder about their chances for employment in the larger cities.

Miss Stamats' department includes the employment bureau, which interviews 10,000 girls annually; the room registry bureau, which found rooms for 13,000 women, girls and families during A Century of Progress, and the Emergency Bureau.

MICKEY CUT-TO-SIZE QUILT PATCHES

Sufficient "MICKEY" cut-to-size fast color quilt patches, to complete the first color of the exquisite TRIP AROUND THE WORLD quilt top sent to you for only—**25¢** Package contains 2 sets of 28 patches each of green prints and 31 patches of solid color to match, a total of 115 patches. Also included is detailed instructions and charts showing how to finish with your own patches, and a valuable coupon which enables W. L. S. listeners to purchase the balance of "MICKEY" cut-to-size quilt patches, to complete quilt top, at a special low price. The latest 53 page "MICKEY" quilt catalogue sent with each order. Send 25 cents today for this special offer, to

MICKEY, Dept. 57
244 N. Ogden Ave. CHICAGO

TUNE IN WLS

Every SUNDAY at 11:45 A.M.

for the Famous JUSTRITE

Canary Bird Programs

Sponsored by the Justrite Company, makers of scientifically prepared pet foods in the familiar alternating yellow and black striped containers on sale everywhere.

ALWAYS FEED YOUR CANARY EXCLUSIVELY ON



LOS ANGELES THE JUSTRITE CO. JERSEY CITY
MILWAUKEE - TORONTO, CAN.

WLS BOOK OF HYMNS

A choice collection of hymns used in the Little Brown Church and in Morning Devotions.

Send 25 cents in coin, addressing "Book of Hymns," WLS, Chicago.

Learn ELECTRICITY

IN 12 WEEKS—IN COVNEY SHOPS All practical work on real electrical machinery and equipment. No advanced education or experience needed. Immediate employment help after graduation. I'll Finance Your Training Get your training first—then pay nothing later. Free order of details of "Pay-After-Graduation" plan and how many learn while W. L. S. LEWIS, PRESIDENT, COVNEY ELECTRICAL SCHOOL, 200 S. Pauline Street, Dept. 52-29, Chicago, Illinois

Made Her Gain 10 Pounds In 4 Weeks

Builds Up Cold-Fighting Cold-Chasing Resistance Against Bad Winter Colds

IF you want to gain a few pounds of good firm flesh and want to build up your cold-chasing, cold-fighting resistance so bad colds can't grip you, we are confident, that the wonderful new Peruna is worthy of a trial. You see Peruna contains the tonic iron, minerals, appetite and digestive stimulants and herb conditioners that may be just what your system needs and lacks. Guaranteed by its makers to give full satisfaction or your money back.

You can obtain Peruna at All Drug and Department Stores.

PURER SPEECH

By Arthur C. Page

Radio broadcasting has produced a whole new art of public speaking and of singing. It will be found eventually that the necessities of radio work have lifted to new levels the methods of presentation.

An orator speaking from the public platform to a visible audience, using not only words, but facial expression, gestures and the attitudes of his whole body to convey his meaning, is sadly at a loss when he attempts to use those same methods before the microphone. The entire value of his talk must be translated into sound waves only—no gestures, no stagecraft, but merely the sound of his words.

This fact has necessitated a purer form of speech than ever has been used in public addresses before. Every syllable and every accent is of far greater importance.

The audience which might be held spellbound by the actual appearance of the orator stamping up and down the platform, or might be too embarrassed to walk out even though weary, is not bound by any such limitations on radio. It requires truly just a twist of the wrist to stop listening, and therefore the magnitude and emphasis and appeal must be in the spoken word. Radio speakers must be not only accurate, but they must have that additional dimension in speech which might be defined as sincerity or sympathy or perhaps the all-inclusive word personality.

Loudness No Prize

In music the changes brought about by radio are even more striking. There is no longer a premium on the singer with a powerful bellows and a mighty diaphragm.

The microphone ruthlessly exposes defects of song which might pass unnoticed if the singer were visible, distracting some of the attention by the soulful look of his eyes, a trifle more by the suit he happened to be wearing, or by the gestures of his hands. When he sings for the radio there is no distracting influence which divides the attention of the listener.

A striking example is found in the singing of a quartet. A male quartet with strong, heavy tones can get away with a good deal of "faking" before a visible audience, because the voices are so blended that it doesn't matter too much when the bass slides around uncertainly from one tone to another until he comes to rest in a harmonious key. On the radio this will not do at all. The microphone throws those errors into a pitiless spotlight, so that every defect and every false note is magnified. It is for this reason that a male quartet which sounds pretty good before a visible audience may sound terrible on the radio.

HOMEMAKERS' CORNER

By MRS. MARY WRIGHT

Good morning, friends. I hope you are enjoying a nice spring day and can stroll leisurely out to the hen house and gather your own eggs. But, if you do, don't use them for a few days, for angel food cakes, fondues, souffles and the like, because scientists tell us that fresh egg whites do not beat up as well as do those a few days old. And now, on to the subject of the day:

Souffles

Of all sad words that men can tell
The saddest are these: Again it fell.

And such are the thoughts of many women who attempt to make souffles without understanding their nature.

But once this is discovered, the battle is won.

Here are the secrets. Souffles have two bad habits. If they are baked too long or at too high a temperature, they shrink, which often leads the cook to say that her souffle fell in the oven. Taking a souffle out of the oven before it is thoroughly baked or setting it in a cold draft will cause it to fall, just as it does any other fluffy baked mixture into which egg whites are folded, such as angel food cakes.



Mrs. Mary Wright

Temperamental Eggs

Eggs, you know, are temperamental, whether we consider their range in price from midsummer to midwinter or simply the way they act in cooking. Because of some of the interesting results scientists are finding in their research on egg cookery these days, it is almost dangerous to make any definite statement on the subject without qualifying it.

Consequently, I will simply give you the test to tell when a souffle is baked sufficiently . . . at least one that has always worked in practice. Such a test is the same as for baked custard; a knife, inserted in the center of the souffle should come out clean. Use a thin bladed paring knife in making the test so the incision will not be noticeable.

Cheese Souffle

3 tbsp. butter 1 c. grated American cheese
3 tbsp. flour 1/8 tsp. paprika
1/4 tsp. mustard salt, if needed
1 cup milk 3 eggs

Make a cheese sauce of the first seven ingredients in this manner:

blend the melted butter, flour and mustard smoothly together, add the milk gradually, stirring constantly, and cook until it thickens. Cool slightly, add the cheese, paprika and salt (the amount needed will depend upon the saltiness of the cheese) and stir until the cheese is melted.

Beat the egg yolks until thick and lemon colored and add slowly to the cheese sauce, stirring constantly. Beat the egg whites until very stiff and fold into this mixture. Turn into an oiled mold or into individual ramekins, set in a pan of hot water, and bake in a moderate oven, 350 to 375 degrees F., until knife, inserted in the center, comes out clean. (30 to 45 minutes.)

This same recipe can be used for other souffles, including chicken souffles, lamb, veal, oyster, lobster and shrimp. Simply substitute an equal amount of either one of these, sea food, meat or poultry, finely chopped, in the place of the grated cheese in the recipe and add a tablespoon of chopped parsley in place of the mustard.

Handy Dishes

These souffles are handy dishes to serve for Sunday night suppers, because they can be prepared in the morning all except folding in the egg white, which of course, can be done just before slipping it into the oven. It requires no watching during the 45 to 50 minutes of baking so you are free to enjoy your guests during this time.

But there are other kinds of souffles besides the kind mentioned . . . sweet souffles, which are served for dessert.

These include date souffles, prune, apricot, lemon and orange, for fruit souffles, as well as chocolate and rice souffles.

We are very glad to give you this recipe, by request of our readers:

Graham Cracker Roll (14 servings)

24 Graham crackers, rolled fine
1 lb. marshmallows, cut fine
1 lb. dates, cut fine
1/2 cup nut meats
1 cup coffee cream

Save out 3/4 cup cracker crumbs. Combine remaining ingredients and mix well. Form in loaf and roll in crumbs saved. Let stand at least 12 hours. Slice and serve with whipped cream.

I like to keep this dessert in the refrigerator much of the time to serve unexpected guests that drop in. It keeps for weeks if you can keep its whereabouts hidden from the family.

HAYLOFT MINSTRELS

(Continued from page 5)

nationally famous for so many years on phonograph records. Mr. Burr always "specialized" in songs of the heart and home, and after coming on radio regularly through WLS, he said: "I have re-found my old audience and gained many new friends."

Admirers of Dr. John W. Holland, our radio pastor, will have the opportunity of hearing his daughter, Beulah Holland, in a short message on the Little Brown Church of the Air service tomorrow, Sunday, March 24. Miss Holland is on the staff of the Ward Clinic in Chicago, an organization which serves needy people. Some of the interesting experiences of her many contacts will be related to listeners.

Many are the letters that I see from shut-ins, which makes one believe that if radio did nothing but make the lives of these invalids happier, it would be well worthwhile.

Several months ago I received a letter from Marie Zellou of Chicago, expressing her appreciation of our programs and the hope that some day she might attend the National Barn Dance at the Eighth Street Theatre.

This week there came another letter from her. It read: "A few months ago I wrote and told you that some-

day I would go down to see the good old barn dance. Well, that day is nearing, for we're getting tickets for next Saturday night. I am an invalid in a wheel-chair, you will remember, but with the aid of two grown-ups I am able to get around more, and they'll take me to the barn dance. I like the whole hayloft bunch. They're all grand folks. If you'd allow me to go back-stage to get autographs in my Family Album, I'll be so happy for the rest of my life."

Somehow, we have the feeling that if no one but Miss Zellou attended the Barn Dance this Saturday night, the boys and girls of the Old Hayloft would still feel well repaid.

Without the great response from listeners in the form of letters and cards, radio wouldn't be nearly so interesting. A new program takes the air—we are told by the volume and contents of letters just how it is "hitting." Cancel a popular old program for some unavoidable reason—and watch the protests roll in! One big reason why radio entertainment, as a whole, has been kept so clean and wholesome is because of the influence of listeners through their written comments. Most broadcasters feel the responsibility that is theirs when they undertake to enter the living rooms of millions of folks every day.

TUNING SUGGESTIONS

Sunday, March 24		Thursday, March 28	
8:30	Adventures of Gracie. CBS	7:00	Rudie Vallee. NBC
12:00	Lights Out. NBC	7:30	Forum of Liberty. CBS
P.M.—CST		8:00	Capt. Henry's Showboat. NBC
1:30	Lux Radio Theatre. NBC	8:30	Fred Waring's Pennsylvanians. CBS
2:00	New York Symphony. CBS	9:30	Capt. Dobbie's Ship of Joy. CBS
4:00	Schumann-Heink. NBC	10:00	Paul Whiteman. NBC
6:00	Alexander Woolcott. CBS	Friday, March 29	
7:00	Eddie Cantor. CBS	7:00	Mrs. F. D. Roosevelt. CBS
Monday, March 25		8:00	March of Time. CBS
8:45	Uncle Ezra (also Wed., Fri.). NBC	7:15	Edwin C. Hill. CBS
	Boake Carter (nightly ex. Sat., Sun.). CBS	8:00	Beatrice Lillie. NBC
7:30	Carefree Carnival. NBC	8:30	Phil Baker. NBC
8:00	Sinclair Minstrels. NBC	Saturday, March 30	
Tuesday, March 26		6:00	Religion in the News. NBC
6:45	You & Your Government. NBC	7:00	Roxie Review. CBS
8:00	Bing Crosby. CBS	8:30-9:30	National Barn Dance
9:00	Walter O'Keefe. CBS	10:00-11:00	Minneapolis Symphony. CBS
	Beauty Box Revue. NBC		
Wednesday, March 27			
7:00	Penthouse Party. NBC		
8:00	Lili Pons. CBS		
8:30	Town Hall. NBC		

No Matter What Your Age
No Need Now to Let

Gray Hair

Cheat You



Now Comb Away Gray This Easy Way

GRAY hair is ratty. It screams: "You're getting old!" To end gray hair handicaps all you now have to do is comb it once a day for several days with a few drops of Kolor-Bak sprinkled on your comb, and afterwards regularly once or twice a week to keep your hair looking nice. Kolor-Bak is a solution for artificially coloring gray hair that imparts color and charm and abolishes gray hair worries. Grayness disappears within a week or two and users report the change is so gradual and so perfect that their friends forget they ever had a gray hair and no one knew they did a thing to it.

Make This Trial Test

Will you test Kolor-Bak without risking a single cent? Then, go to your drug or department store today and get a bottle of Kolor-Bak. Test it under our guarantee that it must make you look 10 years younger and far more attractive or we will pay back your money.

FREE Buy a bottle of Kolor-Bak today and send top flap of carton to United Remedies, Dept. W-4, 244 So. Wabash St., Chicago 4, Illinois. AND POSTPAID & 50c box of KURAK Shampoo.

GIVEN AWAY!

WLS
Homemakers' Hour
2:45 P.M.
Mon. Wed. Fri.

Each week, Chappel Brothers, Inc., of Rockford, Ill., give away to you of **KEN-L-BISKITS** The "Golden Cakes of Energy" in a "Most Unusual News" Contest

3 MIXMASTERS

KEEP YOUNG and BEAUTIFUL!

Acne and other skin irritations improve greatly when SKINEZOL is used. Send \$1.00—use one week and then if not satisfied your dollar will be refunded. SKINEZOL is a salve that contains no harmful ingredients. SOUTHERN LABORATORIES Ada - Oklahoma

25 CROCHET PATTERNS 10¢

Put up in handy book form. Consists of detailed photos and complete directions for making latest 2578 designs: sweaters, blouses, berets, scarfs, gloves and bathing suits. Sent postpaid for only 10¢ (U.S. Silver or Stamp) in Canada, 10¢.

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15 JUNG'S WAYHEAD. Big 2nd Trias. ripe as early as July 4th. Regular price 15¢ per pkt., but to introduce Jung's Quality Seed, we send a trial pkt. of this Tomato, and Carrot, Lettuce, Onion, Radish, Sugarbeet, Asparagus, Watermelon, Eggplant, Cucumber, Sweet Peas, and Fancy Zucchini. 10 pkts. in all. If you will enclose 10¢, in Canada 20¢.

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A beautiful book of forty-eight pages, it is interesting from the unique cover design, to the last page where John Brown at the piano plays the closing strains before signing off.

More than a hundred choice, new pictures

of your WLS friends, and a great many interesting little items about them and about the operation of the broadcasting station.

This Album will be a choice keepsake in your home.

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