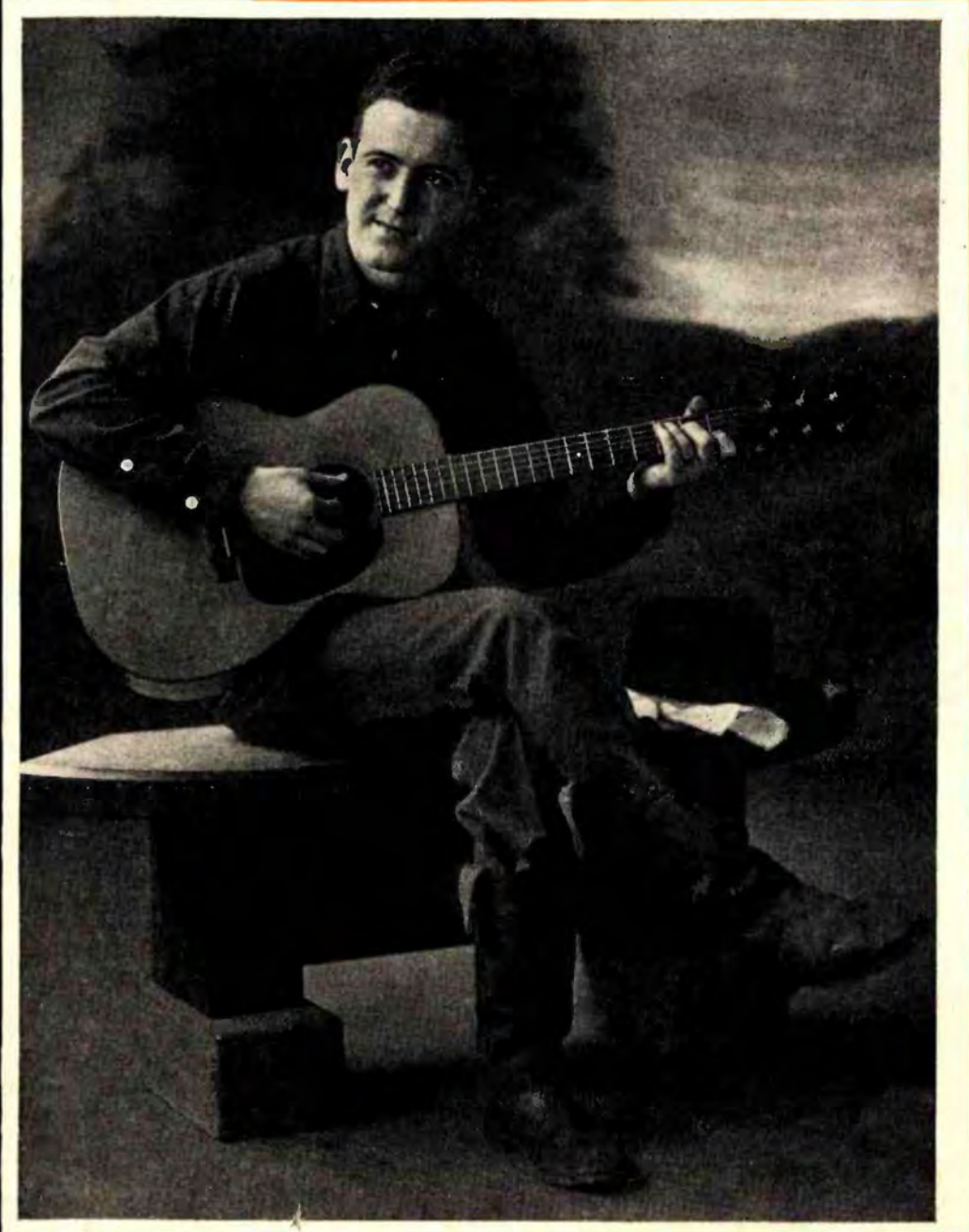


HARRISON PUTN
R I
TEKONSHA HIGH
P M 2-3-37

Stand By!

PRAIRIE FARMER'S RADIO WEEKLY



APRIL 20
1935

•
Tony Wons

•
**Radio Rules
the Air**

LISTENERS' MIKE



Glad You Like It

I want to thank you for the wonderful page 12 of your April 6 issue. If that were the only page in the issue, we would have more than value received. Please have many more like it. . . . Mrs. E. J. Rice, Pana, Ill.

Thank You

Just a few lines to let you know how much I enjoy your radio magazine. I think it's swell and it surely gives us a lot of information about our radio folks. I know they're all trying hard to please everyone. Your Listeners' Mike column is a good place for folks to express their opinions. But some people do give me a pain in the neck. They're never satisfied.—Mrs. J.M.L., Chicago.

Distinction

Your weekly is the only magazine that each member of our family reads from cover to cover. . . . Mrs. Vernon Parker, Grand Chain, Ill.

He's for Mirth

I see a lot of comment, pro and con, about mirth and levity in radio programs. I have been a radio fan for a number of years and to my way of thinking this same mirth and levity are one of the most outstanding improvements in radio broadcasting. . . . Politeness, laughter and clean amusement are our choice.—H. S. Tennis, Washington, Ind.

Referred to Wyn Orr

I am wondering if you could find a place in Stand By for the birthdates of radio folks. There are times when Fanfare is given over the air that one is unable to listen and then when some birth date is given it is missed. . . . I can't understand why all the war on this subject of who is liked and who disliked. Life is too short to be upset over such trivial affairs. Life means more than this. There are a number of programs I don't care about. I just don't listen. That's all. . . . Leona Mae Frye, Secor, Ill.

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."

A Good Plan

When my two-year subscription is up, I'm going to cut the pictures out of the front of the magazine and paste them into a scrap book with the biography of each one.—G. K. Elmhurst, Ill.

Wyn Denies It

I don't think announcers are extreme in politeness. It's a very good way to teach children. . . . I'm not afraid to bet a big angel food cake that Wyn Orr is married. . . . Mrs. E. J. Reising, Peoria, Ill.

From the North

Hearing an announcer who is polite is like meeting a cultured and well-mannered person in your own home. . . . Programs are very much enjoyed up here where there is no entertainment other than radio. This place is in the mining area of the Patricia District of Ontario and is about 120 miles from the railroad by water and 90 by winter route. . . . K. B. S., Gold Pines, Ont.

Mary, Take a Bow

I want to thank Mrs. Mary Wright for her wonderful recipes in Stand By! I hope you keep up the recipes. . . . Katherine Everhart, Lafayette, Ind.

Something for Nothing

We purchased our radios knowing that we were getting something for nothing. . . . In other words, they were to be a cheap form of entertainment, so to speak. Taken from this angle, we can't expect everything on every program to be to our liking because the sponsors are surely entitled to some say in the matter.—W. S. Efav, Centerville, Iowa.

They Stand By

Just to tell you how much we enjoy your Stand By! magazine. The name is fine. We read every word in it and then "stand by" till the next issue comes.—Mrs. Emery Heavey, Sunman, Ind.

Mother's Day

Responding to thousands of demands by listeners, Mme. Ernestine Schumann-Heink will return to the Little Theatre Off Times Square to play in a specially written First Nighter drama based on Mother's Day, on Friday, May 10, over an NBC-WEAF network at 9:00 p.m., CST. Mme. Schumann-Heink appeared on the First Nighter program in her first straight dramatic role on March 29. She will appear again with June Meredith, Don Ameche and Cliff Soubier, regular members of the First Nighter cast, on May 10.

New Serial

John Charles Thomas, famous American baritone, will return to NBC as the star of a new radio and dramatic serial with music in which he will both sing and act, beginning Wednesday, April 24, at 8:00 p.m., CST. Our Home on the Range, as the new series will be known, will feature the celebrated operatic star as a singing ranch owner, and will be on the air over an NBC-WJZ network for 45 minutes each Wednesday. William Daly's orchestra will also be heard.

STAND BY!

BURRIDGE D. BUTLER, Publisher
Copyright, 1935, Prairie Farmer Publishing Co.
1230 Washington Blvd., Chicago
Indianapolis: 17 West Market Street
New York City: 250 Park Avenue
Subscription Price, \$1.00 a Year
Single Copy, 5 cents
Issued Every Saturday

Entered as second-class matter February 15, 1935, at the post office at Chicago, Illinois, under the Act of March 3, 1879.

JULIAN T. BENTLEY, Editor
VOLUME I NUMBER 10
April 20, 1935

FLASHES

Easter • King • Steve
Tony • Poet • Vets

A SPECIAL short-wave broadcast from Vatican City, in which His Holiness Pope Pius XI will be heard blessing the Easter morning multitude assembled on Vatican Plaza, will be relayed over a Columbia network on Sunday, April 21, between 5:00 and 6:00 a. m., CST. The broadcast will be carried by CBS through the cooperation of EIAR, Italy's broadcasting service. It will be the first time the impressive Easter ceremony has been heard in this country, and is part of an elaborate Easter program schedule.

An international plea for world peace will be made by five prelates of the Roman Catholic Church in an Easter Saturday broadcast over the WABC-Columbia network linking three continents. The program, especially arranged by CBS in cooperation with the Catholic University, Washington, will be heard on April 20 from 11:00 a. m. to 12:00 noon CST.

Early risers Easter morning may tune in on the annual sunrise service at Arlington National Cemetery, which will be broadcast over the Columbia network for the fifth successive year, between 6:30 and 7:00 a. m., CST.

An eye-witness description of the Easter celebrations in Jerusalem will be heard in America between 10:15 and 10:30 a. m., CST, opening with the pealing of bells in one of the Holy City's landmarks, Christ Church, near Jaffa Gate. This will be followed by English descriptions of Easter Day activities in the ancient city.

Celebrating the 50th anniversary of the founding of a great communication system, the American Telephone and Telegraph Company will present an unusual broadcast over the CBS network Sunday, April 28, from 6:00 to 7:00 p. m., CDST. Employing intricate cross-country "switch-overs" and simultaneous "pick-ups" from the four corners of the nation, the broadcast will be heard over more than 90 CBS stations. Ted Husing will act as master of ceremonies; Edwin C. Hill, news commentator, and Channing Pollock, playwright, will present dramatic portrayals. Andre Kostelanetz' 50-piece orchestra, augmented by a chorus, will provide the musical interludes.

Highlights of the King's Jubilee celebration, held in honor of His Majesty George V of England at the completion of the first 25 years of his reign, will be broadcast in this country over a nation-wide NBC network beginning on Monday, May 6.

The first of the jubilee programs to be heard over NBC will be a description of the scene as the King and Queen go to St. Paul's church to attend a Thanksgiving service. This function, taking place on Accession Day, May 6, will be heard here on an NBC-WJZ network from 4:05 to 5:30 a. m., CST.

Rudyard Kipling will be heard from the Commemorative banquet which is to take place also on Monday, May 6, from 2:00 to 2:20 p. m., CST.

The climax of the broadcast celebration will come on Thursday, May 9, when the King will be heard in a speech before the members of the House of Lords and Commons. The words of the King-Emperor will be heard in this country between 4:20 and 4:50 a. m., CST.

NBC listeners will "go aboard" the gigantic new liner Normandie when it sails from Havre for its maiden voyage to New York on Wednesday, May 29.

A description of the sailing of the 79,280 ton Normandie will be carried over NBC networks, as well as a special broadcast each night while the ship is crossing the Atlantic, until she sails into New York harbor on Monday, June 3.

Three representatives of the National Broadcasting Company sail for France two weeks in advance to go aboard the new French liner.

A Sunrise Service by the large choir of the Park Manor Congregational Church is the special Easter morning observance from WLS, 7:00 to 8:00. Carl Craven, prominent in singing circles, is director of this splendid organization from Chicago's South Side. The outstanding number of the hour will be "On the Way to Jerusalem," from the Cantata "Olivet to Calvary" by Maunder. From Handel's "Messiah" the choir will sing "And the Glory of the Lord" and "Lift Up Your Heads, O Ye Gates." Jack Holden, who gave a fine Easter morning message last year, will announce the Sunrise Service and be the speaker.

O. W. Coxen, Elwood, Indiana, who calls himself a "poetical spellbinder," will read some of his well-known verse on the Dinnerbell program, Thursday, April 25, between 12:15 and 1:00 p. m. CST. He is famed for the homely philosophy expressed in such verse as "Waste at the Bung."

On April 6, 1866, a group of lean young veterans of the Civil War, but lately returned from Southern battlefields, sat down around a table in Decatur, Illinois.

They there formed the Grand Army of the Republic, veterans' organization whose ranks now are thinning all too rapidly.

On the 69th anniversary of that historic event, Illinois Department Commander W. N. Hodge of Decatur spoke over WLS.

And listening in Decatur were his comrades of the Boys in Blue who still live there. They were seated about that same historic table on which the G. A. R. organization was drawn up exactly 69 years before.

"The Other Side of the Circus" will be described for Homemakers' Hour listeners Monday, April 22, at 2:20 p. m. by Miss Kiarra Knecht of Cole Brothers circus. Miss Knecht will tell her listeners about family life of the people of "the big top," their habits, recreations, general mode of living.

Anne Seymour, star of the NBC Grand Hotel program, was dismissed from the first dramatic school she attended with the advice that she try teaching or some occupation other than acting. Anne immediately entered another school, won a scholarship and 18 months later made her debut on Broadway.

Back in the days when Tony Wons was conducting the Little Brown Church of the Air, a gentle elderly woman watching his broadcast approached and presented him with a sealed envelope. Thinking it contained the usual bit of amateur verse or some home-made philosophy, Wons thanked her and put the envelope in his pocket. When he remembered to open it a few days later the NBC philosopher was startled to discover that it contained four crisp fifty dollar bills!

FANFARE



Q. and A. • DOT
 LOUIS • KAYS
 GEORGE • GENE

By WYN ORR

GREETINGS, friends . . . another week, and another pleasant chat about the folks who come each week through our loud-speakers for a visit in our homes. Spring is in the air. Spring and thoughts of vacations. Also with spring come cancellations of radio contracts, thus removing from the microphone, many formerly regular visitors. However, the vast majority will be back next season with new programs—better programs—and, we hope, more programs. It's the radio order of the season. Sponsors curtail contracts. Radio artists play golf or worry about getting fill-in jobs. But—the staff goes on forever. No time for philosophy though—so—let's to our inquiries.

Addressing their questions to Fanfare in Stand By! the Misses Catherine and Mary McClure elicit these answers: Arkie and the Maple City Four are not heard so frequently on the air of late, because of their extensive personal appearance bookings. Dolly and Milly Good, The Girls of the Golden West, may now be heard late on Wednesday nights, on stations affiliated with the NBC Blue Network. Local outlet WENR if time is cleared.

On the left—one of the herdingest music makers and best fellows who ever bowed a fiddle . . . Dott Curtis Massey, of the New Mexico Masseys . . . and the Westerners. The singingest, playingest, pleasantest aggregation of radio entertainers to come out of the West. One hundred and ninety pounds of stalwart, smiling personality, is this young man from the range country. On May third, he will be 25. And—did you know that Dott was once a soprano . . . a boy soprano of no little fame? First started singing when he was but a tot, did Dott. At nine he took his first violin lesson. When but 11 he started studying voice. At fifteen he made his first radio appearance. And—ever since the name Massey has been important in home radio circles . . . from Kansas east to the coast, Dott is married to the former Edyth Williams.



Dott Massey

Jack Kay—former Sears' Mikeman and Master of Ceremonies is back in his beloved California again at station KHJ, Los Angeles.

Replying to Miss Gertrude of Elmhurst, Illinois, about the present activities of many radio old-timers. Hank Richards is independently producing radio shows. Pie Plant Pete, when last heard from, was in Cleveland, Ohio. Lonnie Glosson is no longer on the air, though still in Chicago. Harry Steele is one of the better-known radio columnists with Radio Guide.

Mrs. Donna Miller of Fairmount, Indiana, wants to know if she plays heard each Thursday afternoon may be purchased for use in schools and clubs. Unfortunately these shows are prepared for broadcast only, and as a consequence are in the majority of cases unsuitable for legitimate performance.

Miss Jean Reid of Chicago asks for a few facts about Tenor George Simons who sings during Homemakers' Hour. George has been singing for years. Has been associated with several outstanding musical and vocal organizations. Appeared on a number of coast-to-coast broadcasts. Studied in Italy, and France. Stands about 5'11", weighs about 175 pounds. Has dark brown hair, and blue eyes. Is usually smiling. Rehearses exhaustively. Is one of the most popular members of the staff.

Don Ameche of NBC's Grand Hotel and First Nighter Programs is one of the best radio athletes in Chicago. He plays a mean game of golf, is an excellent swimmer and handball player.

Louis Marmar, WLS orchestra second violinist, was learning to play at the tender age of nine, but being a boy, he liked also, to play leapfrog and marbles. Louie says he was then under the care of an older sister who insisted he practice religiously, much to his chagrin. Now he appreciates her great interest. At 17, his mastery of the violin won him a place with the old Lyric Opera House orchestra, at Minneapolis. He later was conductor of several theatre orchestras in Chicago.

Gene Autry, WLS Cowboy singing star, and more recently of the films, was once a railroad telegraph operator.

Congratulations to: Actors H. Lester Tremayne, Bob Jellison and WGN's scripter-actress Patricia Ann Manners for their new show, "Dog Tales," heard over WTAM, Cleveland, and WDAF, Kansas City. No Chicago outlet as yet.

To: Maxine Garner, personable and popular actress whose new series, "The Problem Lady," a question and answer spot about personal difficulties, recently started over WMAQ.

To: Homer Griffith, Friendly Philosopher, who auditioned and sold his show in one hearing to a sponsor for daily half-hour morning spots over WCFL.

Musically Speaking: Wonder why more band leaders don't introduce greater originality in the presentation of their air shows? Personal impressions rate Herbie Kay's between-number breaks, with rhythmic, beautifully-based interludes, as pleasing and effective.

And—Kay Kyser. To this rapidly rising young batoner, our commendations for his singing salute to each new tune. It's just such identifying gestures which make musicians and musical organizations stand out above their competitors.

We hear that Leonard Reinsch, a former staff member, is now an executive at the recently-opened WHIO in Dayton, Ohio. Best wishes and good luck, Leonard.

Ed Wynn's last name is really Leopold. Harry Horlich's is Horlichow. David Ross is really a Rosenthal. Fred Allen's real monicker is Sullivan.

Bobby Brown, Chicago CBS Production Manager, in response to a petition signed by 608 invalid members of the Edward Hines Veterans' Hospital in Maywood, Illinois, wrote a special Myrt and Marge Show and presented it at that institution.

Here's one for the book. This coming May third, three members of the staff will celebrate birthdays. Dott Massey will be 25; Al Halus will be 38; your Fanfare Reporter will achieve the ripe old age of 28.

Radio Rules the Airways

By CHECK STAFFORD

Short Wave Chief among Host of Aviation Safeguards

"O KAY, Kal, to go ahead. Wind north to north east, about four miles an hour."

With this staccato message, Chief Radio Operator John Becker waved and pilot Kal Kalberer's big Boeing 12-passenger plane motors roared down the port ramp. Up rose the sturdy ship, winging its way to New York. In less than five hours it would be directed down to a safe landing, by the eastern port towerman's mike.

Operator Becker's signal boards flashed their lights and receivers barked their messages.

Listen! Above the mingled sharp calls



Above, bags go aboard; at the left, loading on Uncle Sam's mail; below, left, the Municipal Airport's observation and radio tower; below, the port's "stop-go" lights for planes.



"Okay, Munson, to follow Westover. Wind about six miles, north to north east."

Thus are the great metal birds of air brought in and out of the leading aviation center of the United States, the Chicago Municipal Airport.

Thirty-one thousand passenger and mail planes arrive and depart from this Chicago port annually. Those are the figures of Chief Clerk Jerome W. Baker. That means a daily average of nearly 100 ships for an estimated passenger list of over one hundred thousand persons annually. There are 40 regular daily departures and arrivals at this great terminal.

This immense traffic of the airways is conducted over 11 sky lanes radiating out of Chicago. There are seven major airline companies contributing to the (To page 13)

From Chicago's great Municipal Airport, through clouds and over swiftly-changing scenes below, passengers, snug in their cabin, have radio's ever-present voice with them. The pilot's trusty receiver picks up from the airplane's ground stations far below the weather, warning reports and guidance messages.

Truly, radio is the protector and ruler of air navigation. From our vantage point on the radio tower high above the airport's landing terminal ramp, we thrilled as

and answers comes a louder clearer voice from the skies. "Coming in. Pilot Munson, calling from over Downers Grove. Okay?"

A quick glance at the wind indicator and switch board lights and Operator Becker speaks into the mike.

"Joe Westover. Two and a half miles east and coming in at two thousand feet. Your the closest; come ahead to land." And then, connecting with Munson.

AD LIB

BY
JACK HOLDEN



BRIEF BIOGRAPHY

A radio actress before she could read... so young was Lucy Gillman when she first went on the air that she had to draw pictures for cues... Born March 4, 1925... is now veteran member of Today's Children cast heard on NBC... at first had to stand on a box so she could reach the mike... has had no formal dramatic training... used to go over script with grandmother until she had memorized her lines... learned to read at early age because of great desire to read daily scripts... read long before she started to school... has been playing important child part in Today's Children ever since that show has been on the air... Lucy is normal, fun-loving little girl, but loves dramatic work above everything else... has stage in basement of home where she produces and acts in Saturday matinees... has organized neighborhood gang into troupe of actors... Sister Tony is also talented... also on the air... Lucy has red hair, blue eyes, and long curls... is unsophisticated and unspoiled... as business-like as grown-up actors... at present is looking forward to becoming world's greatest actress when she grows up.

The Boy Who Didn't Pass

A sad-faced little fellow sits alone in deep disgrace:
There's a lump arising in his throat and tears drop down his face.
He wandered from his playmates, for he doesn't want to hear
Their shouts of merry laughter since the world has lost its cheer.
He has sipped the cup of sorrow, he has dripped the bitter glass
And his heart is fairly breaking—the boy who didn't pass.

In the apple tree the robin sings a cheery little song,
But he doesn't seem to hear it, showing plainly something's wrong.
Comes his faithful little spaniel for a romp and bit of play
But the troubled little fellow bids him sternly go away
And alone he sits in sorrow, with his hair a tangled mass,
And his eyes are red with weeping—he's the boy who didn't pass.

Oh, you who boast a laughing son, and speak of him as bright,
And you who love a little girl who comes to you at night
With shining eyes and dancing feet, with honors from her school,
Turn to that lonely lad that thinks he is a fool,
And take him kindly by the hand, the dull-est of his class.
He is the one who most needs love—the boy who didn't pass.

—Anonymous.

WELL, folks, it must be that spring has arrived... I can smell blossoms in the air... no, wrong again... Joe Kelly just came in from the barber shop. If you want a real treat take a ride with Pat Buttram on the elevated... he turns green with fear.

Engineer Andy Anderson can talk better with his hands than any man I know... (through the control room window). The funniest thing I ever saw... Spareribs on the stage at Milwaukee... the kids in front answered all his gags... they'd been there for three shows.

My conception of an oddity... Otto of the Tune Twisters on tip toes playing the bass fiddle... Wyn Orr singing "The Object of My Affection"... Roy Knapp playing Herman Felber's violin.

Reggie Kross took off 11 pounds in 10 days... he ought to go commercial. The Westerners in New York... guests of John S. Young at the Waldorf-Astoria.

Howard Chamberlain the man with the greatest number of enemies... he handles auditions. I wrote a play for radio once... Wyn Orr dared me to do it again... I wonder what he meant. Corner of Washington and Wells street... dejected looking man ahead of me... just about to give him a dime but quickly put the coin back in my pocket... it was Louie Marmar, violinist.

You should hear Dr. John Holland and me sing two part harmony... we get off key once in a while but not often.

I saw Mr. Glenn Snyder last week one day... guess station managers are the busiest people in the world. Wonder what Bill Cline will do this summer now that the Fair is over. From our windows here on the top floor... the opera building looks like a velocity mike.

Ralph Waldo Emerson, the old story teller, is one fellow who does a lot of his side-splitting work after sign-off. Charlie Correll (Andy) told me once that he'd never forget the "good old days" when he played piano for Grace Wilson. Engineer Jimmie Daugherty isn't feeling so well these days... there's a reason... Peggy Burke of the "Three Burke Sisters" is in Texas.

Roy Knapp, WLS drummer plays the xylophone with 40 mallets in each hand... at least I thought so until he stopped playing 'Doll Dance' and

then I saw he only used two... optical illusion. Reggie Kross can't wait 'til warm weather comes... wants to put the top down on his car.

Tuesday night... station breaks... what a place after dark... everyone home... I'm afraid to go out in the back rooms alone... Nobody here but Jimmie and myself... there's nothing quite so eerie as a studio in the dark. Wonder if I'll ever get my desk cleaned off.

The last time Cavalcade "played" Chicago his trainer left behind a horse blanket... somebody found it and made a suit from it... Pat Buttram bought the suit... horse-hair collar. Heard Hugh Cross from Wheeling, West Virginia, the other night... seemed good. Wish "Daddy" Butler would close up shop for a week and invite us all out to his ranch on the desert... Arizona claims him through the winter months.

At the foot of the stairway leading to the elevated tracks... corner of Wells and Randolph... every morning there's a lineup of 15 or 20 men who stand there waiting for "L" passengers to hand them a copy of the morning paper... the "L" rider is usually through reading by the time he reaches the loop and is glad to give the edition to one of the "paper waits"... the other day Pat Buttram suggested buying 20 copies of last week's Radio Guide to hand out to the men some morning... Pat thinks they'd enjoy reading that article he wrote.

Thoughts while driving to the barn dance. The Gillette show ought to be good tonight... Bill Jones made us rehearse it and then some. Wonder what would happen if they couldn't get the big steel curtain up... we'd probably work in the aisles. Gotta get some gas on the way home tonight. Won't it be fun to sleep 'til noon tomorrow. Why do they line up there waiting to get in when they hold reserve seat tickets in their hands. There's Red Foley... how is he ever going to get that bass fiddle out of his car?... Let's see... where'd I leave my overalls last week? When Fritz (Maple City Four) Meissner gets in that dressing room, it's overcrowded. There go the lights. Who put dry ice in my overall hip pocket?... glad I didn't sit down. Bet Skyland Scotty did that. "Good evening folks, and welcome to the old hayloft."

Tony Reminisces

Believes Pioneer
Radio Days Best

By TONY WONS

There was no applause. Nobody came to congratulate me, until a few minutes after, when an assistant came rushing in, saying:

"Hey, the big boss wants to talk to you on the phone."

I went to the phone with misgivings, thinking I would hear the awful word, "terrible."

Instead, the voice that came over the wire was filled with enthusiasm as it said: "That was great. Can you come in once a week with other plays by Shakespeare?"

I assured him I could, and from that day for four years I spent most of my time in WLS studios.

Those were the days when radio stars were receiving as low as \$20 a week, or even worked merely for the experience.

Valuable Experience

When you graduated from your work after four years you knew something about radio. You were expected to answer phones, read market reports and be handy for any task that might need doing. It was the best training you could get in the art of broadcasting.

Since those days at WLS I have spent much time in radio stations over the country, but to me WLS is like the home where I had my birth. And among the best programs which it has been my good fortune to take part in, the nearest to my heart was The Little Brown Church of the Air, which I had the honor to conduct for several years.

It has always been a distinct thrill to me in my travels to come in contact with radio friends who say on meeting me, "Why, yes, I remember you. You used to be on WLS. You were the preacher on the Little Brown Church."

Stars Debut

And it is surprising how many who are today shining lights in radio trace their beginning to WLS. There are Ruth Etting, Ford Rube, Little Jack Little, Ralph Emerson, Glenn Rowell, Gene Carroll, George Hay, Bradley Kincaid and a host of others all of whom in their early days were WLS artists.

I have wandered far from the place of my radio beginning, and WLS has overgrown its small quarters in a

(Continued on page 12)



IT WAS 10 years ago. There were no chain programs when I wandered into WLS with a book of Shakespeare under my arm.

"I would like to broadcast," I said to the program manager, Edgar Bill. "What can you do?" he asked, looking at me with doubt.

"I can read Shakespeare."
"Shakespeare! Don't you think that's a bit too high-brow for the radio?" he inquired.

"Not the way I do it," I answered. "Well, how much time do you want to do Shakespeare on the radio?" he asked.

"Give me an hour and I'll be satisfied, and so will you when I get through," I told him confidently.

"An hour! Why, my dear boy, do you know that we give nobody but

the President of the United States that much time?"

"Well, Shakespeare is pretty important," I insisted.

"Tell you what I'll do. I'll give you 45 minutes. See what you can do in that time."

So the program was arranged. The time came, and I found myself standing before a microphone for the first time in my life. I was fortified with a book of Shakespeare's "Merchant of Venice" and an organist to play background music. Trembling, I stood, knowing that upon this one program depended my success or failure in radio.

The show went on. It seemed like a dream. In 45 minutes it was over. I had played 11 distinct parts. I sat down exhausted from the nervous strain. I was a bit disappointed.



THE LATCH STRING



By

"CHECK"
STAFFORD



HOWDY, folks. Good Friday—and Sunday, is Easter! A glad time—and one to remind us of new things, with Dame Nature herself arriving as Miss Springtime, in new finery of green dress with blooming flower decorations.

Mr. Rabbit and his bunnies will bring gladness with Easter-egg gifts to the children. Folks, whether in new toggery or old, will wend their way churchward Sunday to give thanks for His many gifts—His many blessings.

"Sabbath devotions via radio is one blessing," a shut-in listener writes, "especially at Easter, Yuletide and other special service occasions, which brings me much comfort. We cannot see you folks carrying on your services but we are with you in spirit and the sermonettes, the chorus, the whole devotional period are an inspiration, and even though I have been bedfast for 9 years, it encourages me to have faith and make the most of my lot."

Radio listener friends in a recent letter to a Chicago organist enclosed a newspaper clipping from the Star-Clipper of Traer, Iowa, telling, after 35 years, how a music store proprietor has again in his possession the first instrument he sold, and here's the story:

R. L. Jones, who has operated a music store at Spencer, Clay county, for 35 years, has in his showroom the first musical instrument he ever sold. In April, 1900, shortly after Jones had opened the store he sold an organ to Mrs. Davis of Linn Grove, Buena Vista county. It was his first sale. Later Mrs. Davis traded it on a modern piano. Now the aged organ, its tones still clear and mellow, rests at the Spencer store as a reminder of the early days of the business.

Radio mail contains many stories of folks with intelligent pets. Among them is W. Hampton Smith, general storekeeper at Louisiana, Missouri. He's the owner of Snowball, the famous white cat that knows her door latches and needs no help to open

the door of her master's store. A picture of Snowball shows the intelligent animal climbing up to the thumb latch, where she has learned to push her paw down and shove her body forward at the same time. Thus she releases the door catch, much to the amusement of Mr. Hamilton's customers.

His cat is not all that has brought Mr. Hamilton's store and himself into wide publicity. He has made his store famous as the home of the "One Man Fair." This Fair is a big community gathering with entertaining and instructive programs sponsored by Mr. Smith. He also conducts night agriculture schools, inviting in the farmer folks to attend farm speeches or free movies.

So, although his store is located in a small town, his outstanding activities and service, along with Snowball's fame, have won Mr. Hamilton a large acquaintance. Surrounding states have heard of Louisiana through Mr. Smith. Governor Henry Horner of Illinois recently commented highly on the One Man Fair and KMOX in St. Louis gave its listeners an account of the store where the latch string is always on the outside, and of Snowball.

A genial leader, a smart cat and a good stock of goods have brought renown and respect to a small country store center. The public has beaten a path to his door—the door of a man who did not invent or market any mousetraps but who does invent ways to win and hold trade.

A radio columnist received a letter from a reader who said many programs put her in mind of the Kansas editor's blank page in his weekly. Unable to fill up his paper one week, he ran one page blank with these words at the top "contracted acreage."

And now that we have chatted on Easter, organs, pets and live stores, we'll sign off by saying "Don't eat too many eggs Easter—and take care of yourselves."

CAMERA!

Artists in the NBC Chicago studios have become camera shy, figuratively playing hide and seek to evade the cameras of their photographically inclined studio associates, whose hobby is the collection of unposed candid camera pictures.

It started when Basil Loughrane, who plays the role of a movie director, Bill Gregory, in the Sunday Sally of the Talkies program over an NBC-WEAF network at 3:00 p. m., E.S.T., decided that even a fictional movie director should know something about moving pictures. He purchased a portable camera, brought it to the studios and began shooting unposed pictures of his associates at odd moments. He soon was joined in this endeavor by Everett Mitchell, announcer, who is a veteran amateur movie cameraman.

The pictures Loughrane and Mitchell took, however, being unposed, were hardly flattering. In retaliation, Willis Cooper, NBC central division continuity editor, and Arthur Jacobson and Don Briggs, leading men of dramatic programs, brought in their high-speed still cameras and began shooting pictures of the amateur movie men shooting pictures. The thing came to an impasse when one of the movie enthusiasts shot a picture of a still camera man taking a picture of an artist. Other shots especially prized are those of artists in the act of biting into a sandwich.

Hit Parade

Sponsors of the new Hit Parade have arranged a thorough and comprehensive system for determining the fifteen most popular songs of the week for the Saturday night broadcasts over NBC networks.

The Hit Parade, starring Lennie Hayton and his orchestra and a group of vocalists headed by Gogo DeLys, Kay Thompson and Johnny Hauser in the fifteen outstanding song hits of the week, starts on the air from Radio City over a coast-to-coast NBC-WEAF network for a full hour each Saturday, beginning tonight, April 20, at 7:00 p. m., CST.

To insure an accurate choice of public favorites, representatives of the sponsor in New York, Chicago and Los Angeles will keep in touch with the country's song preferences through four indices. Sheet music sales, phonograph record sales, requests received by leading radio, night club and hotel orchestras, and the number of times a selection is played on the air will be checked to determine the favorites in each section of the country. The three sectional lists will then be compared to determine the national favorites, and the leading fifteen numbers offered at the broadcast.

FISH BROADCAST

NBC listeners will "go fishing" during a series of broadcasts from the modern steam trawler Heckla, sailing from Boston for the fishing grounds off Georges Bank, during the week of April 22.

Cameron King, NBC's nautical reporter, will accompany the fishermen as they set out from Boston's great fish pier. With an announcer, King will remain aboard the radio-equipped trawler for a week as the fishermen drag their nets over the submarine plateaus of the North Atlantic.

Word pictures of the fishing industry, from the New England coast where the fish are prepared for the market, to the actual catch, will be broadcast. NBC microphones will pick up the whirl of the sounding line and descriptions of the setting of the nets. Wireless telephone conversations between the Heckla's skipper and fishermen in nearby trawlers as

they discuss the weather and the condition of the catch, how fish are running in various localities, and other subjects pertinent to the day's work, will be relayed during the NBC broadcasts.

Chemistry and Man

The relation of human needs to the chemical industries will be the keynote of a series of programs in connection with the annual meeting of the American Chemical Society to be heard over NBC networks during the week of April 22.

The American Chemical Industries Tercentenary programs will open with an address by Dr. Henry C. Sherman of Columbia University, over an NBC-WEAF network at 6:00 p. m., CST., on Monday, April 22. Dr. Sherman will discuss "Food Supply and Human Progress."



Hear UNCLE EZRA
EVERY SATURDAY NIGHT

WLS 8:30 to 9:30 P. M.
Central Standard Time
and 38 NBC STATIONS

A whole hour of clean wholesome fun and amusement originating every Saturday night in the old WLS Hayloft in Chicago. Don't miss this popular radio program.

Sponsored By Alka-Seltzer

LET US SEND YOU THIS
GIFT PACKAGE
of our New
WHITE LILAC PERFUME

Over 150,000 women have already sent for this generous gift offer. For a limited time we repeat it—ably to express you with the elegance and very value of Boston's best perfume. Our new "White Lilac" is the latest from France. We have produced in over 10 years of creating for inspiration. We have succeeded in capturing that subtle and alluring breath of spring exclusive to the white lilac. Now we offer to send you a full dozen of this new creation in an attractive special bottle. Just send your name and address and include 25c to cover package charges. If you don't think it is worth at least 75c you may return the package and get your quarter back. To those who send their requests immediately, we will also send sample vials of two other very popular perfumes—"Garden Blossoms" and "Queen of the Garden." Only one gift package to a person. Address—BERNARD—Perfumers, Dept. 808-D St. Louis, Mo.

EAT FOR HEALTH

FOOD MINERALS FROM THE SEA

PARKELP

FREE—7 Days Supply of Pure Sun-Radiated Kelp. Amalgam rich in iodine, iron, calcium and other food minerals, which is found in kelp. Comes in handy flaker for table use or in powder form for soups, tomato juice, etc. Builds resistance to many ailments. Dispensed at leading drug & health food stores.

Parkelp Laboratories, 610 S. Dearborn St., Chicago

COW PUNCHERS IN RADIO CITY



The Westerners, resplendent in new buckskin costumes, inspected a huge modernistic mural in Radio City during their recent New York trip. Left to right, standing, are Milt Mable, Larry Wellington, Allen Massey, Louise Massey, and kneeling, Doll Massey.

HOMEMAKERS' CORNER

By MRS. MARY WRIGHT

EASTER Greetings, friends, and may you have Easter eggs galore on your tables not to mention those hidden all through the house for that exciting egg hunt.

And by the way, what's on the menu for dinner tomorrow? Eggs, of course, morning, noon and night—scrambled, 'boiled', poached, fried, baked, and so on according to the desires of the individual members of the family. But, we just take eggs by the dozen for granted on Easter day, so

we'll proceed to the menu proper.

Ham and lamb seem to be the most popular meats for this happy day so you may take your choice. Nothing could make a more "Springy" centerpiece than yellow jonquils with plenty of green leaves. And now that the meat and color scheme are chosen, the rest of the menu just seems to fall into place.

EASTER DINNER MENU

(Yellow and green color scheme)
Anchovy—egg appetizer

Crown Roast of Lamb Filled with Slivered Beans
Baked Stuffed Potatoes
Pineapple Salad Whipped Cream Dressing
Hot Cross Buns Peach Marmalade

Angel Cake Snowballs Orange Sherbet
Green Mints Coffee Assorted Nuts

How It's Done

Don't be frightened by the appetizer. It is simple to make and what a delicious start it gives the meal. On a thin slice of lettuce as a foundation, place a slice of fresh tomato and top it with half of an anchovy egg, cut side down. The anchovy egg is simply a deviled egg to which a small amount of mashed anchovy or anchovy paste has been added when seasoning the filling. And here's a secret. You can get practically the same flavor with much less expense by using sardines instead of anchovy. With the appetizer serve chilled sauce made by combining equal amounts of French Dressing and a well seasoned chili sauce.

BRIEF BIOGRAPHY

Eric Sagerquist, the genial violinist-orchestra conductor of the NBC First Nighter and Grand Hotel programs, was born in Karlstad, Sweden, December 6, 1898 . . . parents brought him to America when he was a boy . . . settled in Texas . . . mother and father had mapped out career as electrical engineer for Eric, but at age of twelve he ran away to become a musician . . . obtained job playing fiddle in five-cent movie house in Houston . . . played afternoons and nights for total of twelve dollars a week . . . played in restaurant after theatre closed for five more dollars per week . . . the theatre "orchestra" consisted of violin, piano, mandolin, bassoon and drums . . . Eric still has the twelve-dollar fiddle he played then . . . he later returned to school and studied violin under Alexander Sebald . . . came to Chicago as violinist . . . radio debut was over WLS in 1924 as member of Frank Westphal's orchestra at College Inn . . . was made musical director of WIBO in 1930 . . . later quit to lead orchestra on First Nighter program when it came to NBC . . . Eric is married . . . he's five feet, ten and a half inches tall, weighs 150, and has light hair . . . favorite sports are baseball, fishing and six-day bike races . . . has a pet bulldog which chews up everything but Swedish music, he says . . . favorite dish is herring and cold potatoes.

Doctor John W. Holland spent a year in Central America as Chaplain of the Isthmian Canal Commission between 1908 and 1909.

GENTLE HINT



Announcer Joe Kelly, the old clock watcher, is growing a bit nervous as someone at another mike shows signs of running over his allotted time. Here you see Joe combing out an imaginary set of whiskers which have grown since the speech began.

MAN ON COVER

If a certain Kentuckian hadn't been a mite short of cash when he was settling up his bill at Ben Foley's general store at Berea, Kentucky, some years back, radio listeners might never have heard the voice of Ramblin' Red Foley.

It was a common custom for the elder Foley's customers to pay off their debts in produce instead of cash.

One customer, however, had a different plan.

"Ben," he said, "I can't spare any corn this fall, but, tell you what I'll



Ramblin' Red Foley at home in Berea with a friend.

do, I got me an old guitar that I'll trade in on my bill."

Ben Foley hesitated. What would he do with a guitar, he wondered.

A red-headed stripling who was busy helping his Dad tend store, left the customer he was waiting on and rushed over.

"Go on, take that gittar, Dad," he said. "I want to learn to play one."

That was how Clyde Julian (Ramblin' Red) Foley acquired his first musical instrument. He took to that old guitar as the proverbial duck to water.

Things were lots brighter in the dull moments between customers after that. Red whiled away many an hour (when maybe he should have been unpacking new stock) by playing his guitar and singing the old songs of the southern hill country.

Once Sang Classics

Red's ambitions went further than that. He attended Bradley Kincaid's Alma mater, Berea college, the famous school for mountain boys and girls. He devoted himself seriously to the study of classical music and voice culture.

In a heavy baritone voice, Red won a regional Atwater Kent audition

contest and went to WCKY, Covington, Kentucky.

He learned, however, that both himself and his listeners enjoyed the simple old-time songs of the mountains. He's been singing them ever since.

Headed for Chicago

After a few months at WCKY, Red came to Chicago, determined to get an audition with John Lair and the Cumberland Ridge Runners.

John, who knows as much about folk music and the way it should be sung as anyone else in the country, heard Red sing a number of songs and signed him with the Cumberland Ridge Runners, immediately.

How sound and trustworthy was John's judgment is borne out by the thousands of Foley fans throughout the country. Red's sweet voice and the sincerity with which he "puts over" his songs assured him of success.

Red had been at WLS for a little more than a year when he suffered a malady often found among boys and girls. He fell in love.

The girl who took Red's eye was little Eva Overstake of the Three Little Maids, sister harmony trio.

Red and Eva were married in the early summer of 1933. Right now they're devoting a great share of their time and attention to one Shirley Foley, who came along to make their family a three-some a little over eight months ago.

Ken and the Law

Kenneth Trietsch of the Hoosier Hot Shots ran afoul of the law last week in Lebanon, Indiana, and it took quite a deal of explaining before the gendarmerie turned him loose. But don't be alarmed, Kenny wasn't guilty of anything.

Someone had removed the serial number plate from the motor of Ken's car and transferred it to a stolen car which was registered for an Illinois license plate. When state officials discovered two identical numbers they started investigating. Result was that Ken was haled into court and was embarrassed to learn his serial number was missing. Shortly thereafter, however, news came that the auto thief had been captured, much to Ken's relief.

Pioneer

Five years before radio came into general use, Morgan L. Eastman, now director of the Contented program over NBC, played simultaneously to audiences in New York, Philadelphia, Boston, Atlanta, Denver and San Francisco from a Chicago hotel. The occasion was the convention of the telephone section, American Society of Electrical Engineers. Five thousand engineers in the cities named listened through head phones to the 100-piece orchestra led by Eastman.

ONE CENT A DAY PAYS UP TO \$100.00 A MONTH

The Sterling Casualty Insurance Co., 2801 Insurance Center Bldg., Chicago, Ill., is offering a NEW accident policy that covers every accident. Pays up to \$100 a month for 24 months for disability, and \$1,000 for death for 1c a day—only \$3.65 a year. A NEW policy issued by an OLD company that has already paid more than \$190,000 in cash benefits. Open to anyone, ages 10 to 70, without doctor's examination. They will mail you a policy for 10 days' FREE inspection. Send no money. Just mail them your age and beneficiary's name and relationship. Tune in on Sterling over W.L.S.—Adv.

Get NO-AERIAL FOR YOUR RADIO!

Enjoy your favorite program more than ever. TOM THUM NO-AERIAL fits inside your radio, out of sight. Eliminates aerial wires and lightning danger. Better tone quality; less static noises; more volume; sharper tuning. Brings in stations you never heard before. Makes tubes last longer. Improves summer and short wave reception. Works on any electric set having aerial and ground posts. Installed quickly; lasts a lifetime. Money-back guarantee. Only 5c cents, postpaid. Send 5c cents today to:

RADIO PUBLICITY, Inc.
203 N. Wabash Ave., Chicago, Ill.

FREE! 2 SHOE LINES

SHOE manufacturer's sales division wants men. Complete line of dress shoes more than 300 work, dress and sport shoes and \$2.98. Guaranteed quality. Good pay! day and your own shoes at wholesale prices. No experience needed. Complete outfit free. Write

CONSOLIDATED SHOE SYSTEM
Dept. D21 Chippewa Falls, Wis.

YOU CAN BE A DIESEL ENGINEER!

Practical (shop) and home training. Endorsed by leading Diesel firms and institutions. Actual training on high and low speed Diesel engines. For full particulars and job opportunities, write—

DIESEL POWER ENGINEERING SCHOOLS
325 So. 10th St., Minneapolis, Minn.
or
415 Schofield Bldg., Cleveland, Ohio

40 GLAD BULBS - Only \$1.00 or 10 for 25 cents

Special Offer of two nationally famous varieties—W. H. Phipps and Dr. F. K. Bennett. Phipps won more first places than any other Gladbulb. Has dark pink, large, vigorous spikes. Dr. Bennett has tall, stout spikes, vivid acares, 40 blooming size bulbs only \$1.00, or 10 for only 25 cents. State number of each variety desired. Order promptly.

H. HOWARD BIGGAR, Warrenville, Illinois

20 REPRINTS 25c

High developed 3 prints each measure 2 1/2" x 4 1/4" Approx. size: 100-11,000.

Mail developed and printed with 2 professional enlargements 25c.

ENLARGEMENTS \$5—4x6, 25¢; 5—5x7, 25¢; 6—6x10, 35¢

Special hand-colored read mounted 4x6 enlargement 25c.

SKRUDLAND
4118-86 Overhill Chicago, Illinois

... LISTENING IN WITH WLS DAILY PROGRAMS

SATURDAY, April 20 to SATURDAY, April 27

870 k.c. - 50,000 Watts

Monday, April 22 to Friday, April 26



Grace Cassidy and Betty McCann of the stenographic department are not heard on the air, but they're concerned with the all-important business of seeing that programs and schedules go down in black and white.

MORNING PROGRAMS

- 6:00—Smile-A-While with Joe Kelly—Daily Mon., Wed., Fri.—Flannery Sisters in harmony songs. Ralph Emerson at the organ.
- Tues., Thurs., Sat.—Cumberland Ridge Runners and Linda Parker in old-time melodies.
- 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—Daily—Cumberland Ridge Runners and Linda Parker.
- 6:45—Pat Bultman'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.

Sat. Eve. April 13

- 7:00—Cumberland Ridge Runners and John Laik in "Mountain Memories." (Big Yank)
- 7:15—The Westerners. (Litsinger Motors)
- 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 Hayloft favorites, with Joe Kelly as master of ceremonies. (Alka-Seltzer)
- 9:30—Gillette Hayloft Party. Gillette Bears, Cousin Toby, Henry Burr, tenor, Hoosier Sod Busters and Ralph Emerson, organist. (Gillette Tire Co.)
- 10:00—Prairie Farmer—WLS National Barn Dance continues until midnight with varied features. Jack Holden, Joe Kelly & Arthur (Tiny) Stowe, masters of ceremonies.

- 7:30—Jolly Joe and his Pet Pals—Joe Kelly has his morning conference with his "Paly Walsies."
- 7:45—Mon., Wed., Fri.—Jimmie and Eddie Dean in songs of today and yesterday. (Gardner Nursery)
- Tues., Thurs., Sat.—Jimmie and Eddie Dean.

- 8:00—Morning Devotions conducted by Jack Holden, assisted by Rangers quartet and Ralph Emerson.
- Sat.—Dr. Holland gives review of Sunday School lesson.
- 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.
- 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—Westerners Round-Up. (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.—Organ Melodies. Ralph Emerson.
- 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.—Ralph Emerson and John Brown.
- Tues., Thurs.—Hoosier Sod Busters and Flannery Sisters.
- 11:30—Mon., Wed., Fri.—Cornhuskers Band and Choreboy in popular rhythmic melodies and ballads.
- 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.—Chicago Youth Week talk; James H. Murphy in livestock feeding talk at 12:10.
- Thurs.—Orchestral Melodies.

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, The Westerners', Orchestra, Sophia Germanich.
- Friday—Orchestra, Flannery Sisters, Red Foley, Sophia Germanich.
- 1:00—"Pa and Ma Smithers"—Rural comedy sketch. (Congoin Co.)
- 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 "The Old Music Chest."
- 1:30—Closing Grain Market on Board of Trade by F. C. Bisson of U. S. Department of Agriculture.
- 1:45—Mon.—Walter Steindel, pianist.
- Wed.—Herman Felber, Jr., violin solos.
- Fri.—Ted Du Moulin, cellist.
- Tues., Thurs.—Hoosier Sod Busters.
- 1:45—Homemakers' Hour. (See following schedule of daily features.)

Daily Homemakers' Schedule

Monday, April 22

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

- 1:45 - 2:15—Orchestra; George Simons, tenor; Wyn Orr in Fanfare.
- 2:15 - 2:30—Flannery Sisters, Orchestra, Florence Ray.
- 2:30 - 2:50—"The Other Side of the Circus" by Miss Clara Knecht; Dr. John W. Holland and Orchestra.
- 2:50 - 3:00—Orchestra, Flannery Sisters.

Tuesday, April 23

- 1:45 - 2:15—Ralph Emerson, The Westerners, Wyn Orr in Fanfare.
- 2:15 - 2:30—Ralph Emerson, John Brown and Bill O'Connor.
- 2:30 - 2:50—"Just Newlyweds" sketch.
- 2:50 - 3:00—Ralph Emerson, John Brown and Bill O'Connor.

Wednesday, April 24

- 1:45 - 2:15—Orchestra; George Simons, tenor; Wyn Orr in Fanfare.
- 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 advisor; Orchestra.
- 2:50 - 3:00—Orchestra and Grace Wilson.

Thursday, April 25

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

Friday, April 26

- 1:45 - 2:15—Orchestra; George Simons, tenor; Wyn Orr in Fanfare.
- 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, April 27

- 1:45 - 2:15—Rangers Five, Ralph Emerson, Wyn Orr in Fanfare.
- 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.

Saturday Morning, April 27

- 6:00 to 9:00—See daily schedule of morning features.
- 9:30—Jolly Joe and His Junior Stars. Thirty minutes.
- 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—Austin High School Choral program.
- 11:45—Weather report; fruit and vegetable markets; artists' bookings.
- 11:55—News—Julian Bentley.
- 12:00—Otto and His Tune Twisters in sweet and lively novelties.
- 12:10—Livestock Feeding Talk. (Murphy Products Co.)
- 12:15—Poultry Service Time; Ralph Emerson, organist; Skyland Scotty; Dean Brothers;
- 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—Pa and Ma Smithers. (Congoin Co.)
- 1:15—Merry-Go-Round—Thirty minutes of rollicking fun and entertainment.
- 1:45—Homemakers' Hour. (See special daily schedule.)
- 3:00—Sign Off for WENR.

EVENING PROGRAMS

Monday, April 22

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

- 7:00—"America in Music"
- 7:30—Westerners in "Western Nights."
- 8:00—Sinclair Minstrels. (Sinclair Oil Refining) (NBC)

Tuesday, April 23

- 7:00—Ero Crime Clues. (NBC)
- 7:30—Household Musical Memories (Household Fiance) (NBC)
- 8:00—"Red Trails." (American Tobacco Co.)

Wednesday, April 24

- 7:00—Penthouse Party. (Ero Salts) (NBC)
- 7:30—"House of Glass." (Colgate-Palmolive)
- 8:00—Twenty Thousand Years in Sing Sing. (Ston's Liniment) (NBC)

Thursday, April 25

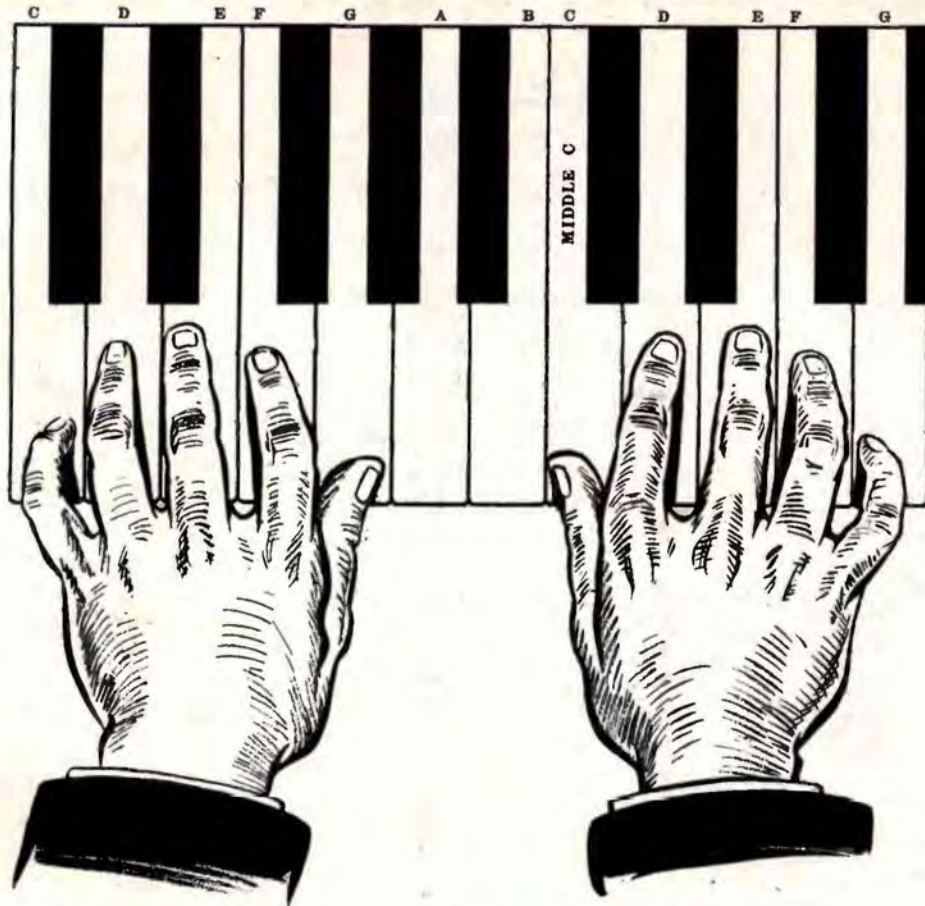
- 7:00—Y. M. C. A. Hotel Ensemble.
- 7:30—Studio Program.
- 8:00—"Death Valley Days." (Pacific Coast Borax) (NBC)

Friday, April 26

- 7:00—Irene Rich. (Weich's Grape Juice)
- 7:15—Studio Program. (NBC)
- 7:30—College Prom. (Kellogg Co.) (NBC)
- 8:00—Beatrice Lillie. (Borden's Products) (NBC)



Engineer Charles Nehlsen and Florence Ray seated in the control room while Mary Wright gives Homemakers' Hour listeners a new recipe.



LEARN TO PLAY PIANO THE PRAIRIE FARMER-WLS WAY!

One of the most natural yearnings in nearly every man and woman, boy and girl, is for self-expression in music. Don't you recall how often you wished you could play the piano . . . entertain your friends and family with beautiful old familiar airs . . . entertain at parties and gatherings? But remember how you gave up the idea when you thought how hard it would be to learn?

AIR-WAY to Play Piano

Prairie Farmer and WLS knew there must be some way to simplify the task of learning to play piano. The way was

discovered in "Air-Way to Play Piano"—a method so simple that anyone who can number from one to five on his fingers and remember the numbers can easily learn to play. A master keyboard chart, a portion of which is illustrated above, shows you in a glance how to proceed. You don't have to bother about note values and counting time. All you need is a sense of rhythm—the ability to carry a tune!

50c While the Edition Lasts

The "Air-Way" is not only the easiest, quickest and most correct method to learn to play piano—it is the least expensive. In order to bring it within reach of every man, woman and child who wants to learn piano, the price is only 50¢ while the edition lasts. The "Air-Way" method, in one complete book containing 12 complete lessons, regularly sells at double this amount.

LIMITED EDITION

The "Air-Way" method will not be re-printed after the present limited edition is gone! Clip coupon below and mail with 50¢ today!

MAIL COUPON TODAY!

AIR-WAY,
1230 Washington Blvd.,
Chicago, Illinois.

I want to learn to play piano the Prairie Farmer-WLS Way. Enclosed is 50¢.

Name

Address

Town State

April 20, 1935

This file including all text and images are from scans of a private personal collection and have been scanned for archival and research purposes. This file may be freely distributed, but not sold on ebay or on any commercial sites, catalogs, booths or kiosks, either as reprints or by electronic methods. This file may be downloaded without charge from the Radio Researchers Group website at <http://www.otrr.org/>

Please help in the preservation of old time radio by supporting legitimate organizations who strive to preserve and restore the programs and related information.