

Vote for your favorite Radio Announcer—Ballot in this issue

N. S. E. Radio *and* Entertainment in and around ST. LOUIS

RA&E

Week
Ending
Aug. 6
1932



MISS DIANE (WIL)
With Ray DeVinney's Orchestra

PRICE **5**¢
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WEEKLY

With Complete Weekly Schedule of Local Broadcasts

Radio and Entertainment

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A CALENDAR of THINGS HAPPENING and COMING

Keeping Pace

For several years there has been a tacit agreement between St. Louis department stores against the use of radio advertising.

Last week, B. Nugent & Bro., one of the oldest of the St. Louis department stores, announced a new policy of merchandizing. An interesting feature of this new policy was a decision to use radio facilities for broadcasting its merchandise news.

Nugents are now on the air. Old fashioned methods have been relegated to unprogressive merchants.

One of the most successful department stores in the world was a pioneer in radio broadcasting. Bamberger's in Newark, N. J., increased its trade area and sales year after year by means of its broadcasts over its radio station—WOR, now one of the finest in America.

Department stores are creators of news. They have an ever-interesting story to tell—and in radio they have a medium through which to give this story to the world, without limitations.

There are few metropolitan centers in which department stores have not for years used radio facilities. St. Louis was one of these, but it has capitulated to radio and it is our prediction that other department stores will follow in the progressive steps of the Nugent management.

ADVERTISEMENTS

**"Please Be Careful"—Vote for
DR. RUDOLPH S. VITT**

CANDIDATE FOR

CORONER

REPUBLICAN PRIMARY—AUGUST 2nd, 1932

WAS CORONER OF ST. LOUIS—1916—1920—1924—1928

For a Jolly Time—

**Sauter's
Amusement Park**

8614 South Broadway

"JOY CENTER of ST. LOUIS"
Open Day and Night

New Swimming Pool
Large Dance Pavilion

Two Famous Orchestras
Hear Them Nightly on WIL

GRACIAS

Editor: For some time I have intended writing you a note of congratulations on the successful manner in which you edit Radio and Entertainment. The magazine has all the snap and dash of a metropolitan publication, and I just want you to know how much I enjoy it.

—Fullerton Place.

Movies

AMBASSADOR:

Jack Holt and Ralph Graves co-starred in "War Correspondent" with Lila Lee.

Benny Meroff, radio and vaudeville star on the stage with his band.

FOX:

Janet Gaynor and Charles Farrell in "The First Year." Trixie Friganza in person on the stage.

LOEW'S STATE:

"Unashamed" with Helen Twelvetrees, Robert Young and Lewis Stone.

MISSOURI:

"Madame Racketeer" with Alison Skipworth, Richard Bennett and George Raft.

Johnny Mack Brown and Evelyn Knapp in "The Vanishing Frontier."

Opera

MUNICIPAL THEATRE:

"Sari" with Charlotte Lansing, Allan Jones and George Houston in the leading roles.

Baseball

SPORTSMAN'S PARK:

Boston vs. Browns, July 30 to August 2.

Browns vs. Philadelphia, August 3 to 6.

Conventions

American Retailers Association, August 8-15, 1932.

Missouri State Association of Fire Fighters, August 9-11, 1932.

COMING AND GOING

By Fleet Smith

"SARI"

A glorified revival of the operetta "Sari" will be staged at the Muny Theatre this week with Charlotte Lansing, George Houston and Allan Jones singing the title roles.

"Sari" is one of the most outstanding of operettas in recent years. The story is of the romantic rivalry of father and son in art and love with a background of gypsy life and gypsy colors. Throughout the plot development runs the old theme that "youth must be served."

Pali Racz, adored by ladies throughout his career, cannot believe himself less attractive with the advancing years. He determines to marry Juliska, daughter of his old friend, who is in love with Laczi Racz, his son and rival violinist.

Pali is invited to entertain at a reception by Count Irini, who is in love with the gypsy's daughter, "Sari". He refuses at first and then accepts after a quarrel with Laczi. Laczi thinking that his father had refused to play, appears at the reception and plays the first part of the program.

When Pali appears, he is nervous, plays badly and suffers the ignominy of unpopularity. Crushed by his failure, the old man smashes his violin. He realizes that youth must be served, surrenders Juliska to his son and goes back to Hungary to live amid the memories of his triumphant past.

Clyde, "Pat" Kelly, heard over KMOX with Al Lyons' orchestra, says he has received a fan letter as a result of the nightly broadcasts. What with the postage rate now being three cents and all, he is tempted to believe that popularity at such a high monetary expenditure must be deserved.

POST OFFICE ON THE AIR TUESDAY

The first of the U. S. Post Office broadcasts over KMOX will be heard on Tuesday from 8:30 to 9 p. m. Subsequent broadcasts will be presented at this same time each Tuesday throughout the month.

JULY 31, 1932

VOL. 1, No. 45

Announcers' Popularity Contest

In response to numerous requests from readers Radio and Entertainment this week begins a popularity contest for St. Louis radio announcers.

This contest gives our readers an opportunity to vote for their favorite announcer. The contest will close with the issue of September 18. Until then, each issue of Radio and Entertainment will contain a ballot to be used in voting.

The standing of the contest will be published each week. Only local announcers will be candidates for the honor of "most popular St. Louis radio announcer."

Use the ballot below in casting your vote—mail it to Contest Editor—Radio and Entertainment, 311 South Third Street, St. Louis, Mo.

Your favorite announcer will appreciate your vote.

LET'S SETTLE IT

Editor:

I notice in your last issue when Miss Maureen Shanon said that in her home town in Illinois that Holland Engel was more popular than France Laux.

I would like to know just what part of Illinois she lives in as I have been all over the State and I have yet to find an announcer that has the following that Mr. Laux has either on sports or regular announcing.

I would suggest that R A E start a popularity contest—and let the people know who is the most popular, 12 votes for Mr. Laux in this family—we get R A E every week from the news stand—think it is great.

—August Braun

Society Girl Goes on Air



(Todd Studios)

HELEN Busch, daughter of Mrs. Charles G. Bittel and the late Ernest F. Busch, a nephew of the philanthropist, Adolphus Busch of St. Louis, made her radio debut over KMOX as actress and authoress of a radio drama broadcast last Tuesday.

LEONORE ULRIC, "HACK" WILSON IN SUNDAY SHOW

Leonore Ulric and Sidney Blackmer, partners in real life and the theatre, with "Hack" Wilson, slugging star of the Brooklyn National League baseball team, will be guests on Ed. Sullivan's Gem Highlights over KMOX Sunday from 8 to 8:30 p. m. Jack Denny and his orchestra will furnish the rhythm.

AMOS HAS A GOOD IDEA ON HOW TO END THE DE- PRESSION—HEAR IT IN HIS OWN LANGUAGE

"De idea in a couple of nutshells is dis—don't be 'shamed to buy nuthin' . . . if you kin 'ford it, buy it. Ev'vy time you buy sumpin' you he'p de man dat CAN'T 'ford to buy nuthin' cause yo' put people to work. On top o'dat you kin buy things now cheaper dan yo' ever could since me an' you is been on dis earth." And he ended up his talk by saying: "When you see somebody buy clothes or a automobile or anythin', go up an' slap him on de back cause he's doin' a lot o' good—a LOT o' good."

Radio Shopping Series on KMOX

Department Store Goes On the Air
With "Musical News"
Program

B. Nugent & Bro., Dry Goods Company, have gone on the air, having begun a daily radio shopping service for their customers over KMOX. They are the first St. Louis department store to use the radio medium in nearly a decade.

"We decided to go on the air," declared Harry Meyer, Nugent advertising manager, "because we felt that we needed radio to supplement other media at our disposal."

The Nugent program is heard over KMOX from 10:30 to 10:45 a. m., daily except Sunday. It is known as "Nugent's Musical Store News" and is a combined music revue and shopping service. The program is conducted by Sally Walker, an authority on styles and merchandise, who takes the radio audience on a daily shopping tour.

She describes the many interesting and useful articles for dress and home that she discovers in her tours through the stores. Her valuable suggestions are eagerly followed by the wise and thrifty shopper. The musical portions of the broadcasts are supplied by Ruth Hulse Nelson, pipe-organ artist.

FAMOUS ORGANIST ON AIR SUNDAY

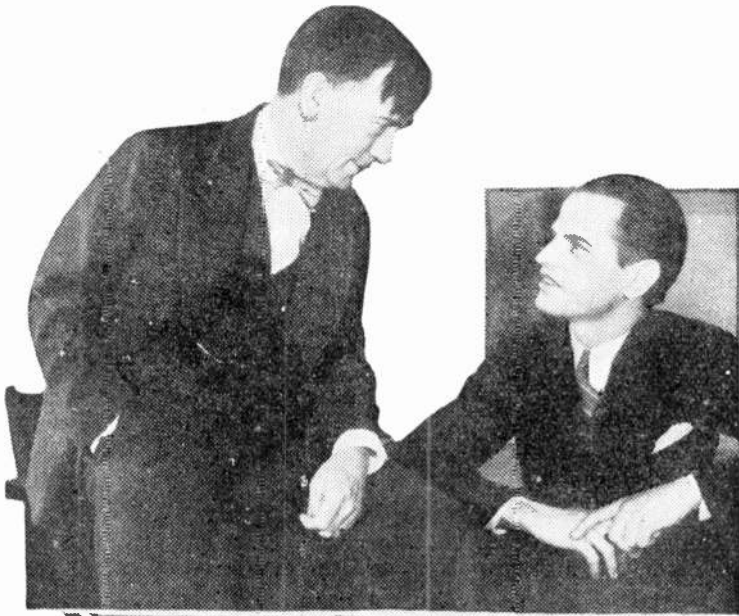
OSCAR Rauschelbach, celebrated organist, who is on a concert tour of the United States, will give a recital over KMOX on the Kilgen Organ program at 5:20 p. m., Sunday.

Rauschelbach is a member of the faculty of the Detroit Institute Conservatory. He has been heard in organ recitals on many of the large radio stations.

"MUSIC MEMORY" PROGRAM ON KWK

On August 10, Edwin Franko Goldman will play excerpts from some 30 operas, light operas, and works of better-known composers, which have been heard during his concerts this summer. He will not announce the title of the music. Listeners will be asked to write the name of the composition from which each excerpt was chosen. The programs will be heard over KWK at 7:15 p. m.

Philosophers Meet



PHILOSOPHERS of the pen and of the air waves respectively—Edgar A. Guest (left,) poet-philosopher, and Tony Wons, whose "Scrapbook" of homely philosophy is known to most radio listeners.

ONE VOTE RADIO and ENTERTAINMENT'S ST. LOUIS RADIO ANNOUNCERS' POPULARITY CONTEST

(Announcer)

(Station)

Roses and Drums



Alice Brady, dramatic actress and daughter of the producer, William A. Brady, will appear in the next episode of "Roses and Drums," a weekly dramatization depicting the establishment of the American home, to be broadcast over KMOX Sunday from 4:30 to 5 p. m.

Miss Brady will play the part of the wife of one of George Washington's aides in the chapter concerning the surrender of Lord Cornwallis at Yorktown on October 19, 1781.

FARM BOARD TO BE DEFENDED IN TALK OVER KWK

A defense of the Farm Board will be voiced by Senator L. J. Dickinson of Iowa when he speaks over KWK on Wednesday, August 10, at 6:00 p. m.

Senator Dickinson will talk on "The Agricultural Marketing Act as it Affects the Producer." His address will be in reply to one delivered over an NBC network a short time ago by Franklin S. Betz, editor of the Farmers Elevator Guide.

Betz recommended abolition of the Federal Farm Board and repeal of the Agricultural Marketing Act, which he said "has not only wrecked agriculture but has violated all the principles of business which had become the standard of moral and economic values among men."

Irene Beasley, Columbia's long, tall gal from Dixie, just received her biggest fan letter. It contained 1,500 signatures, covering ten pages, by patients at the Veterans' Hospital of Bath, N. Y., electing her "Radio Sweetheart" for her benefit performance there recently.

"Lullaby of the Leaves" Leads In Song Popularity On the Air

The once prevalent complaint that popular numbers were repeated all too frequently on the air is no longer applicable in the case of the Columbia Broadcasting System. Heroic efforts of program officials to prevent excessive repetition have been effective.

A representative week of program activities on the Columbia network shows that a total of 531 popular selections were presented in the various presentations comprising 126 hours of broadcasting. Of these 531 selections more than half, a total of 293, were played but once during the entire week.

Specifically in order to prevent monotonous repetition of numbers on the air, the Columbia network has established a rule prohibiting the presentation of the same selection at intervals of less than two hours. Therefore in 18 hours of broadcasting during a single day, it is impossible for a given number to be heard more than 6 times, a maximum rarely approximated. At the height of their popularity, songs are sometimes broadcast as many as five times in one day, that record having been set by "My Mom" recently. But the overwhelming majority of songs are played but once in a day, and as shown above, usually but once in an entire week.

"Lullaby of the Leaves" held the record for most frequent performances during the week surveyed, having been played 18 times. "Paradise" was a close second with 17 performances and "One Hour With You" took third place with 14. After these selections the list tapered off quickly, and such numbers as "Of Thee I Sing" and "Ol' Man River" counted but four renditions each.

Among the more interesting unvital statistics revealed in the Columbia report was the fact that the "I's" have it—alphabetically speaking. The syllogism might run like this: popular songs must deal with love; to make love, one must begin with "I"; therefore "I" is

HONOR MEMORY OF MUSIC LOVER

A memorial concert in memory of the late Elkan Naumburg, played by the Kaltenborn Symphony Orchestra under the direction of Franz Kaltenborn, will be broadcast over KWK network on Sunday, at 7:15 p. m.

The concert will be played from the bandstand on the Mall in Central Park, which Naumburg donated to the city ten years ago. For many years before his death it was his custom to contribute orchestral concerts in Central Park three times a year, on Memorial Day, Fourth of July and Labor Day.

To these his sons have added the July 31 concert, on the anniversary of Naumburg's death, in addition to continuing the original three.

the most popular letter in the alphabet in so far as song titles are concerned. Sixty titles of the 531 listed began with that letter, and "W" came in second with 51. No one has yet written "Xerxes, I Love You" or "Zither, Stay Way From My Door", so the letters "X" and "Z" find no place in the list of songs. At this writing the laurel wreath for originality in titles has not yet been awarded, but the leading contenders are "Papa de da da" and "Um gum choo gum".

Songs Barred from the Air

Cigars, Cigarettes, Nuts.
Collegiate Love.
Dancing On the Ceiling.
Dirty Lady.
Do You Think a Little Drink'll Do Us Any Harm?
Go Home and Tell Your Mother Hittin' the Bottle.
I'll Be Glad When You're Dead, You Rascal, You.
Keep Your Skirts Down, Mary Ann.
Let's Do It.
My Handy Man.
Nobody's Using It Now.
No Wonder She's a Blushing Bride.
Oh, I'd Love to Be a Sailor.
St. James Infirmary.
Thank Your Father.
Turn On the Heat.
You've Got That Thing.
Bye, Bye, Mr. Dry, You're All Wet.
Okay, Beer.

Digs(Poet's)Gold



DAVID Ross, poet, announcer and conductor of the Columbia Sunday night feature, "Poet's Gold," looks the part of the fashioner of verse in this, his latest portrait. Although Ross is distinguished for his reading of verse against the background of soft music on his own program, his resonant, deep voice is heard on many another Columbia network program.

We're Telling You

By Fleet Smith

Prin Brown says marriage is the cause of all divorces If that's true then life is the cause of all deaths Anyway, the depression is about sunk and we're afraid Mister Hoover will be re-elected We hadn't seen so many happy people at one place in months until Billy Lang took us to Sauter's Park, the joy center of South St. Louis Nancy Mary has a bad co'd so has Garnet Marks Both major political parties are planning elaborate network broadcasts Mrs. Frederick Nussbaum, director of the Atwater Kent auditions in Missouri, has an able young assistant in Clyde "Pat" Kelly, who spends his evenings serenading at Meadowbrook Club to the accompaniment of Al Lyons' accordion (boy—there's a sentence) Al is back from California and is again directing the Fox Theatre orchestra Eddie Weber, NBC relations manager from Chicago comes to St. Louis to transact business at KWK and attend to social matters at KMOX that's our idea of a relations manager Ruth Betz, KMOX publicity director has her hair cut George Ansel De Pugh Hart is KWK's auditor's real name The KWK staff holds a swimming party at the Convey Country Club every Friday night Bill West pulled a quick one when he got Uncle Sam on the air Nugents are on the air and it's a safe bet that the other department stores will follow even Mr. Koenigsberg Allan Jones, this season's Munny opera "find" has a magnificent voice, but his trousers need pressing badly at least they did last week Yanner Alexander used to do a column for the Brooklyn Eagle Dick Collins is handling Henry Kiel's publicity NBC, so we hear, is offering its network stations a flat fee of \$1500 per month, instead of the old rate of \$25 per hour for night programs and \$15 for day-time broadcasts NBC's rate for time on its "Red" network is \$5,080 an hour Columbia's basic rate for 21 stations is \$4,950 per hour The Mills Brothers packed the Ambassador last week Guy Robertson swallowed another bug while singing at the Munny Opera last week Mayor "Vic" Miller seldom misses a baseball game Woody Klose is really going to take flying lessons The Congress Hotel on Union Boulevard, is a rendezvous for Munny Opera stars Its Tower dining room is the gathering place of the Cosmopolites L. A. Benson, WIL chief, is back from the wilds of Minnesota with photographs to prove his fish stories Neil Norman never gets nettled Eddie Wacker, WIL artist, has joined up with the Munny Opera St. Louis will be on the television network before January 1, according to my undercover man.

—F. S.

My Confession

As Confessed to Nettie Network

by

Mr. Bang Clausby (KWK)

Nettie—May I interrupt your lotto game just a minute.

B. C.—Shoot.

Nettie—Mr. Clausby, I've come to wring a confession from you for Radio and Entertainment.

B. C.—My life's an open book, Miss Network.

Nettie—Have you any secrets? To what do you attribute your success?

B. C.—I have always been kind to animals.

Nettie—What is your big burning ambition?

B. C.—Pardon me while I shoot that pigeon.

Nettie—Have you any hobbies?

B. C.—I like trap-shooting pretty well.

Nettie—Do you mean with dice, Mr. Clausby?

B. C.—I said trap-shooting — T as in Tom.

Nettie—O, I thought you meant C as in Carolyne.

B. C.—Let's get on with this. What do you want to know?

Nettie—Where you ever in the army?

B. C.—I was with the A. E. F.

Nettie—Why do they call you Bang?

B. C.—They don't.

Nettie—Where you ever a crooner?

B. C.—Yes, once.

Nettie—Do you like animals?

B. C.—I am very fond of giraffes.

Nettie—Have you any giraffes, Mr. Bang?

B. C.—No, but I have a pair of good police dogs.

Nettie—Do you like nature?

B. C.—You must come out to Kirkwood and see the transmitter plant.

Nettie—You must come out to Eureka and see the egg plant.

B. C.—Are you being facetious?

Nettie—Have you any idiosyncrasies?

B. C.—Yes, athlete's foot.

Nettie—There's an epidemic of it in Los Angeles.

B. C.—What?

Nettie—Athlete's feet.

B. C.—(taking gun from shelf) Bang!

ATWATER KENT APPLICANTS ARE URGED TO ENTER

Mrs. Frederick Nussbaum, chairman of the sixth annual Atwater Kent foundation contest, urges that applications for competition come in as soon as possible since the time for the elimination try-outs is but a month away.

Cooperation throughout the other six districts in the state has been unusually good this year she says as in St. Louis district but early application is advisable for in past years many have been disappointed by not getting their names in early enough. Anyone over the age of eighteen may join in the contest which brings the winner not only state and national recognition but monetary rewards which will enable them to continue their voice training.

JAY C. FLIPPEN SIGNED FOR NEW KMOX PROGRAM

Jay C. Flippen, vaudeville and radio entertainer, has been signed to an exclusive Columbia contract. He will serve as master-of-ceremonies on a new half-hour presentation entitled "Jay C. Flippen's", to be broadcast over KMOX every Tuesday at 7:00 p. m., beginning August 2.

Freddie Rich's Orchestra of thirty-five pieces and a group of vocalists will appear on the same program. Rich, currently engaged in Hollywood with the musical direction of Bing Crosby's film, "The Big Broadcast", will return to Manhattan in time to conduct the premiere.

Although Flippen has been a headliner in vaudeville and musical comedy for a number of years, he made his entry into radio circles only last spring on the Palm Beach broadcasts with Phil Spitalny's orchestra.

Jay is a direct descendant of one of the several tribes of the Chickashaw Indians of Arkansas, his native state. He received his high school education in Little Rock, and first appeared on the stage as end man in a local minstrel show. He might have been pursuing a more prosaic career today had not Al G. Fields, famous minstrel man, been present. Fields offered the young man a part in one of his own black-face shows. After understudying nearly every member of the company, Flippen eventually assumed the end man's honors. But he returned home after a year.

His second start in the direction of Broadway was made soon afterwards with a chap named Woolmark. A vaudeville engagement brought them to Manhattan. There Jay met the late Bert Williams who then was playing in a revue, "Broadway Brevities". When the road rights to his production were sold, Williams recommended that Flippen play his part.

BIG SHOTS

Collusive cooperation on the parts of Gilbert Ansel De Pugh Hart, auditor at KWK, and Clarence G. Cosby, general manager, is being disputed by the officials at the station. Messrs. Cosby and Hart drove out to the KWK Country Club together and engaged Thomas Patrick Convey and son, Bob Thomas, in a shooting contest upon a pool basis.

Mr. Hart, etc, won three of the pools and when he lost the third, Mr. Cosby suddenly remembered an appointment back in town and off drove the two of them. Conjecture is rife as to whether or not it was all "framed" and they drove away to divide the "booty."

STREET SINGER IN NEW SHOW

Engagement of Arthur Tracy, the Street Singer, to appear twice weekly on the "Music that Satisfies" series over the Columbia Broadcasting System, is announced by the program sponsors.

FRANK 'n' ERNEST SIGNED UP FOR THIRTEEN WEEKS

Frank and Ernest, comedy and harmony team at KWK, have just signed another thirteen week's contract to carry their daily program over until October, Clarence G. Cosby, general manager at the station announced.

This local team which boasts of one of the largest fan followings in the city was recently designated among the first twenty of successful entertainers in radio work, Mr. Cosby said. They write all of their own continuities, direct their own programs and Frank, Danny Seyforth, furnishes the musical score. Ernest is Bob Thomas, vice-president of KWK. The team has been together for about a year.

The programs will continue in the same tenor as before with songs and patter and they will feature guests artists weekly during the next thirteen weeks, Mr. Cosby said.

Broadway-Hollywood Actress In New "Famous Loves" Series



ULITA Torgerson, recently from Hollywood via Broadway, starring in the new series of Famous Loves broadcasts Thursdays over an NBC network.

Remote Control

Rambling Through Radioland—
News, Pictures and Gossip of the Stars

O-K—"L. A."



L. A. Benson, WIL "big chief" is back from a fishing trip in Minnesota with pictures showing some of the "catch."



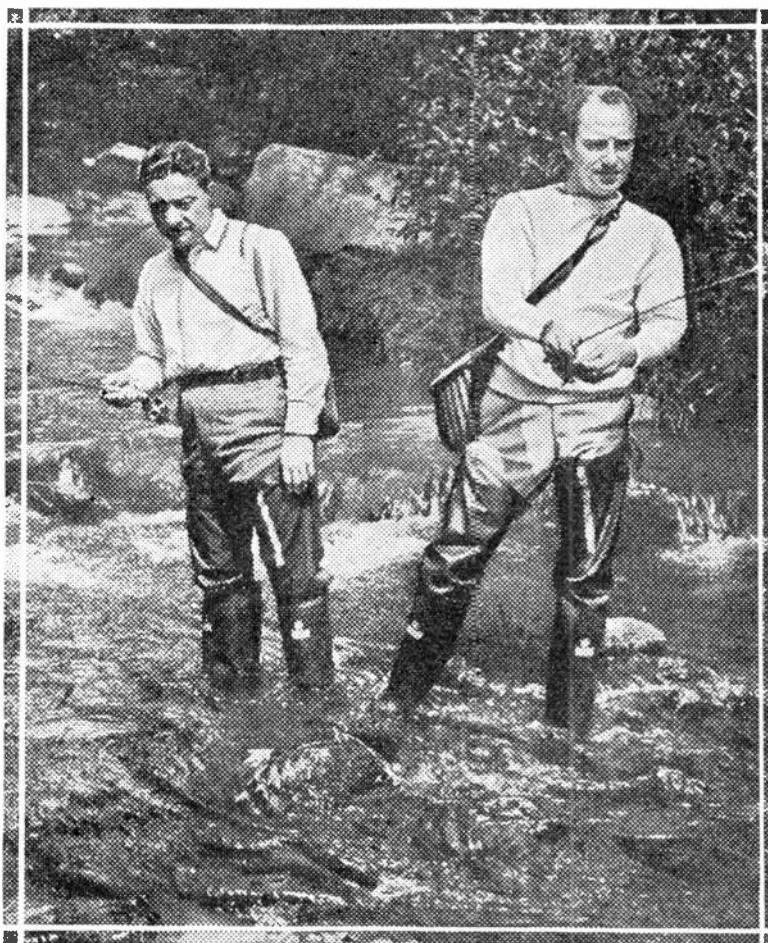
Ben Bernie is spending these warm days touring the East. His favorite sport is "the sport of kings" — guess?

Since her first radio appearance in 1923, Belle Forbes Cutter, CBS soloist has had more than 300 requests to sing "Annie Laurie."

"Old Maestro"



"Amos 'n' Andy" Go Fishing



THE inseparable Charles J. Correll (left) and Freeman F. Gosden, wetting a line on a visit to the camp of Lawrence Richey, secretary to President Hoover, near Frederick, Md., during a visit to Washington recently.

Oh! Lancelot

Lanny Ross, NBC tenor on the Maxwell House program, wasn't always Lanny Ross. He was christened Lancelot by his parents 26 years ago when his advent halted their vaudeville tour in Seattle, Wash. Lancelot was contracted to the more chummy "Lanny" when he entered Taft Preparatory School in Watertown, Conn. He has been Lanny ever since . . . His ambition wasn't to follow his parents before the footlights. He leaned to athletics during his scholastic days and at Yale was the star runner of the track team. They still have pictures of him on the walls of Old Eli's gymnasium showing him as he looked when he was an A. A. U. champion.

But his natural voice couldn't be stilled. He joined the University glee club and became its leader. In his senior year he made his radio debut as a member of the Jeddo Highlanders, a double quartet composed of Yale students . . . After graduation he toured Europe as soloist of the Yale Glee Club .



Fast Worker

His initials tell the story. They are O. K. and so is he. O'Keefe—custodian of the capering carpet on the Lucky Strike program . .



He's a hard and fast worker. He worked his way through Notre Dame, establishing himself as a journalist. He worked his way through an attack of infantile paralysis, establishing himself as a song writer. He worked his way through "The Third Little Show," establishing himself as a comedian. He worked his way through vaudeville and the night clubs, establishing himself as a deft master of ceremonies . . . Okay O'Keefe, of course, is Irish. You could tell it by his wit, if not his name. He's a native of Hartford, Conn., and is 31 years old. He has an infectious grin and makes friends easily. He smiled upon the right girl and was recently married.

HALLELUJAH

The Dixie Jubilee Singers, nationally known for their performance in the musical picture, "Hallelujah", will appear as guests on Nathaniel Shilkret's Week-end Hour over KMOX Friday, at 9:00 P. M.

George Burns and Gracie Allen Had a "Small Time" Vaudeville Act

Now They Are "Big Time"
Radio Stars With a
Coast-to-Coast
Following

Complete education these days demands that a person know his Burns and Allen:

Gracie—Some day when you come to the house, I'll fix you some of those little snobs on toast.

George—Snobs on toast? What is that?

Gracie—You know . . . they're little—like little chickens.

George—Well, if that's a snob, what's a squab?

Gracie—A baby in a cradle knows that. A squab is an Indian's wife.

And, due to the recent Hollywood influence:

Gracie—I'd love to act. I'm going to be a great dramatic actress.

George—I suppose Ruth Chatterton will have to look to her laurels.

Gracie—I don't want to be a comedian.

George—Well, Ruth Chatterton isn't a comedian.

Gracie—But you said laurels—Laurels and Hardy are comedians.

They're billed in vaudeville, movies and radio as Burns and Allen, George and Gracie respectively—but in private life they are husband and wife, gag man and gag woman and (although they will deny it) incorrigible romanticists.

They were born on opposite sides of the continent—Gracie in San Francisco, George in New York. Gracie was sent to a convent, after which training the irrepressible young lady studied dancing with her sisters—Allen Senior acting as Maitre de Dance. The first time she appeared before the footlights was in the Hippodrome, San Francisco, and although they had a perfectly co-ordinated dance routine, it appeared that the fates destined this slender, black-eyed person as a comedienne, for in the midst of a kick, Gracie lost her balance and fell, pulling her two sisters down with her. The audience roared. The show went on, according to tradition, and afterwards they retired to the wing where Mrs. Allen sewed up the torn dresses. The second show brought a perfect performance, but the manager cancelled the act indignantly because there was no fall.

As for George Burns, his first performance was at a political dinner with the Pee Wee Quartet, which three youngsters and himself had organized. They split five dollars afterwards. A singer at the same dinner, who also re-



ceived five dollars for his "single" was a young man, aged fifteen—one Eddie Cantor. Later, the Pee Wee Quartet conveyed themselves to Gus Edwards. "He showed us the door," says George. "I guess we were the only kids who never made good with Gus Edwards."

After a few years of many-sided experience George teamed up with Sid Gary, who later became a star in his own right. After playing thirty weeks in small theatres, they finally hit "big time." When they asked the manager for his opinion of their presentation he said, with discouraging frankness, "I think I'd rather have a nice piece of intermission".

George and Gracie got together in Union Hill, New Jersey, several years later. Gracie had an act which wasn't working, and she was searching for a partner; George had an act which was working, but he needed a partner. Gracie's act would have cost 150 dollars to put on—so they used George's. They started together in Boonton, N. J., and played Detroit on their honeymoon.

George wrote the act, at first, for Gracie to ask the questions to which he would deliver a funny answer. George says, of the first day they opened, "She asked the questions and people laughed, and I answered them and nobody laughed." Thereafter he reversed the routine so that Gracie gave the Dumb Dora answers.

After making movie shorts and appearing in vaudeville, radio claimed them. The sponsor was and is Robert Burns, over WABC-Columbia.

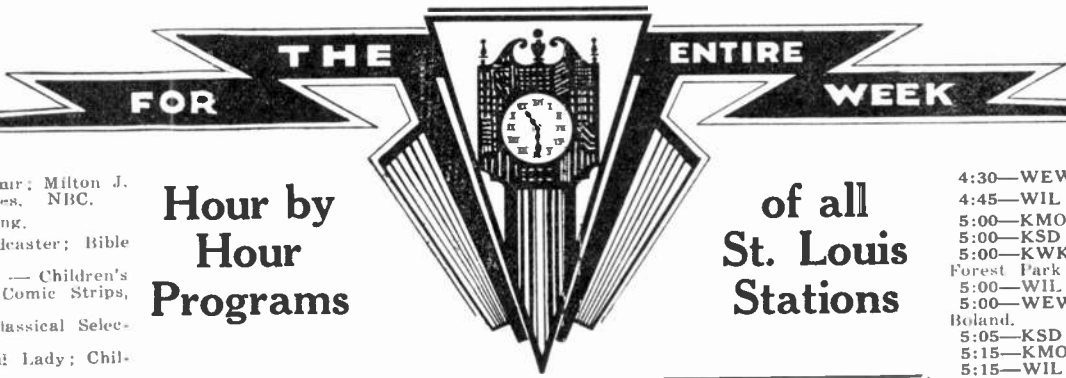
Fans Voted Them Best

(PICTURES BELOW)

THREE stars of "Music That Satisfies," together with Myrt and Marge and Morton Downey were voted most popular in their respective fields in a poll conducted recently by a New York newspaper. Above, the victors receive loving cups as their trophies, as presented by Mayor James J. Walker to Ruth Etting (upper left) and to the Boswells, (lower left.) Myrt and Marge (upper right) made a trip all the way from Chicago to gather in the cup they're shown holding. And doesn't Norman Brokenshire (lower right) seem happy with his?



COMPLETE RADIO PROGRAMS



— A. M. —

7:00—KWK Children's Hour; Milton J. Cross, Master of Ceremonies. NBC.

7:55—KMOX Good Morning.

8:00—KMOX Bible Broadcaster; Bible Study.

8:00—KWK Dad and Jean — Children's program from Newspaper Comic Strips, by Pet Milk Co.

8:15—KWK Vocal, Semiclassical Selections. (R)

8:30—KWK Let's Pretend Lady; Children's program.

8:30—KFUO Pilgrim Lutheran Church Service.

8:45—KMOX Religious Education.

8:45—KWK Balladeers; Orchestra Program of Current Semiclassical Selections.

9:00—KMOX Davis Cup Team in Match Play with France in Tennis Classic — Broadcast from Auteuil, France. CBS.

9:15—KWK Morning Musicale; George Rasely, Tenor. NBC.

9:30—KMOX Voice of St. Louis; Featuring Carl Rossow; Little Symphony; and the Holman Sisters, Two Piano Team. CBS.

9:30—KWK Vocal, Semiclassical Selections. (R)

9:30—WEW Music of High Mass and Sermon.

9:45—KWK Hydrox Morning Musicale Orchestra Program of Current Selections by Hydrox Ice Cream Co.

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

10:15—KWK Vocal, Semiclassical Selections. (R)

10:30—KMOX Children's Pleasure Hour.

10:30—KWK Summer Idyll. NBC.

10:45—KMOX Watch-Tower Program.

10:45—KFUO Pilgrim Lutheran Church Service.

11:00—KMOX Fourth Church of Christ Scientist.

11:00—KWK At Home Hour with Wm. E. Hugo.

11:00—WIL Hawaiian Melodies. (T)

11:15—WIL Jackie Taylor's Orch. (T)

11:30—KWK KWK Little Symphony.

11:30—WIL Big Crosby. (T)

11:45—WIL Organ Melodies. (T)

12:00—KMOX Thirty Minute Men. CBS.

12:00—KWK The Pilgrims. NBC.

12:00—WIL Victor Salon Orchestra.

12:00—KFUO Organ Recital.

— P. M. —

12:15—WIL Dinner Dance Music.

12:30—KMOX C. J. Parmentier at the Organ. CBS.

12:30—KSD Moonshine and Honeysuckle

12:30—KWK KWK Northwestern Yeast Co.—Charlie Agnew's Orchestra with Irene Taylor. NBC.

12:45—WIL Songs That Grow Old.

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

1:00—KSD Wayne King's Orchestra.

1:00—KWK Diane Craddock, Blues with Herbert Berger's Orchestra.

1:00—WIL Studio Program.

1:00—WEW Midwest Hour.

1:15—WIL Melody and Musing.

1:30—KSD Stars of Tomorrow.

1:30—WIL Bobby Stubbs and His Music.

1:30—WEW Gourley Variety Trio.

1:45—KWK Forty Eighth Highlanders Band. NBC.

1:45—WIL Master's Music Room. (R)

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

2:00—KSD Jane Froman and Orchestra

2:00—KWK To be announced.

2:00—WIL Spotlight Players.

2:00—WEW "Links of Love" program.

2:15—KSD Elizabeth May and Vee Lawnhurst.

2:15—WIL Plantation Singers.

2:30—KMOX Cathedral Hour. CBS.

2:30—KSD To be announced.

2:30—KWK Friendly Hour. NBC.

2:30—WIL Sparklers; Studio Orchestra.

2:30—WEW Schira School of Music.

2:45—KSD Songsters.

3:00—KMOX The Chicago Knights.

3:00—KWK Sabbath Beveries. NBC.

3:00—WIL Dewey Jackson's Orchestra.

3:00—KFUO German Gospel Hour.

3:00—WEW Piano Recital — Anita Martin.

Hour by Hour Programs

of all St. Louis Stations

Features For Sunday

The U. S. Davis Cup tennis match will be broadcast direct from Auteuil, France at 9 a. m. and will be heard over KMOX.

Irene Taylor, blues singer, with Charlie Agnew's orchestra at 12:30 p. m. (KWK.)

Jane Froman and her orchestra over KSD at 2 p. m.

The Plantation Singers in a program of Southern music over WIL at 2:15 p. m.



"Road to Romany," gypsy orchestra, heard over KWK at 3:30 p. m.

Alice Brady, dramatic actress, will be heard during the "Roses and Drums" program over KMOX at 4:30 p. m.

David Lawrence, news commentator, talks on KSD at 7 p. m.

Allen Wills, in "Songs As You Like Them" at 8:45 p. m. over WIL.

— P. M. —

3:15—WEW Song Recital — Dolores Marsilles.

3:30—KMOX Poet's Gold; David Ross.

3:30—KWK Road to Romany. NBC.

3:30—WIL Musical Memories.

3:30—KFUO Shut in Hour.

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

3:45—KMOX Organ Classics — Ruth Hulse Nelson.

4:00—KMOX Ballad Hour. CBS.

4:00—KWK Harry Lange's Orchestra; Forest Park Highlands.

4:00—WIL Radio Artists on Parade. (R)

4:00—WEW The Inter-Racial Hour — Sponsored by the Chronicle official organ

of the Federated Colored Catholics of the U. S. Edited by William M. Markoe, S.J. Remarks: by William M. Markoe, S.J. Speaker—Warren Brown on "The Negro Press." Music: Hanna Octet, directed by Clarence Hayden Wilson.

4:30—KMOX "Roses and Drums" — Dramatic Sketch — Alice Brady, in Stellar Role—Union Central Life Insurance Co. CBS.

4:30—KSD "Sweetheart Days."

4:30—KWK Paul Whiteman's Orchestra. NBC.

4:30—WIL Variety Serenaders; Studio Orchestra.

Advocates "Blind" Music

Willem van Hoogstraten, conductor of the Lewisohn Stadium Concerts, broadcast each Saturday and Sunday evening over KMOX looks forward to a day of concert halls so built that the audience may enjoy the music "blind", with the conductor and orchestra hidden from view.

"I can think of nothing more wonderful than hearing an excellent string quartet or symphony without having to see the actual mechanism of the music," van Hoogstraten said in an interview. "Instead of watching the conductor go through all his motions, seeing the violinists do their intricate bowing, and gazing at the various members of the orchestra as they turn the pages of the score, I should like to contemplate some restful, neutral background and enjoy the music as pure sound. I look forward to the day when the

public will be musically educated to the point where they will build auditoriums according to this principle, when they will refuse to gaze at the conductor's swallow-tail coat or the concert master's patent leather shoes and will regard the music purely for itself.

"In radio we have a close approximation to this ideal situation. The listener can sit back in his easy chair, light his pipe, and devote his whole attention to the beauty of sound. Yet I feel that something is lost in the radio. I am convinced that there is a psychic force of some kind between the conductor and the audience which both miss when separated by the distances which radio spans. I am always conscious of my audience when conducting, and their reactions have a definite influence on me which the little black microphone cannot exert.

— P. M. —

4:30—WEW The Trio School of Music.

4:45—WIL Twilight Sketches.

5:00—KMOX The Four Eton Boys.

5:00—KSD Baseball Scores.

5:00—KWK Ted Jansen's Orchestra—Forest Park Highlands.

5:00—WIL Hot Timers; Studio Orch.

5:00—WEW Musicale directed by John Boland.

5:05—KSD Tenor with Orchestra.

5:15—KMOX Baseball Scores, Teaberry

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

5:15—WEW Musicale.

5:20—KMOX Organ Hour Program — Kilgen Artists.

5:30—KSD Orchestral Gems.

5:30—KWK The Commodores. NBC.

5:30—WIL Radio Church.

5:45—KMOX To be announced.

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

6:00—KSD Rubinfon's Orchestra.

6:00—KWK McCravy Brothers. NBC.

8:00—WIL Al Roth and Gloom Chasers.

6:15—KWK David Earle, Concert Pianist.

6:30—KMOX Lewisohn Stadium Concert; Albert Coates, Conductor. CBS.

6:30—KWK Joe Reichman's Hotel Chase Orchestra.

8:30—WIL C. F. Lindsley; Interpretations of Literature. (T)

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

7:00—KSD David Lawrence.

7:00—KWK Enna Jettick Melodies — Mixed Quartet with Robert Armbruster directing. NBC.

7:15—KSD Album of Familiar Music.

7:15—KWK Goldman Band Concert.

7:30—KMOX Harry Sosnik, Pianist and His Band with Male Quartet in the Parade of Melodies. Pennzoil. CBS.

7:45—KSD Revue.

7:45—KWK Joe Reichman Hotel Chase Orchestra.

8:00—KMOX Jack Denny's Orchestra in "Gem Highlights," Ed Sullivan and Guest Stars, American Safety Razor Blade. CBS.

8:00—KSD Musings.

8:15—KSD L'Heure Exquise.

8:15—KWK Barbasol; The Old Singing Master; Harry Frankel, Master of Ceremonies. NBC.

8:30—KMOX Columbia Dramatic Laboratory. CBS.

8:45—KSD Sunday at Seth Parker's.

8:45—KWK Ted Jansen's Orchestra—Forest Park Highlands.

9:00—KMOX The Gauchos; Featuring Tito Guizar. CBS.

9:00—KWK Harry Lange's Orchestra Forest Park Highlands.

9:00—WIL Dance Orchestra.

9:15—KSD Official Weather Forecast.

9:15—KWK Sport Review by Artophone Co.

9:15—KFUO Devotional Hour.

9:30—KMOX Musical Gems — KMOX Orchestra with F. D. Anderson, Soloist.

9:30—KWK Ted Jansen's Orchestra—Forest Park Highlands.

9:30—WIL Studio Program.

9:45—KMOX Today's Highlights — Eugene Harlan Reed. Katy R. R.

9:45—WIL Dream Boat — Franklyn MacCormack.

10:00—KMOX Baseball Scores. Teaberry

10:00—KWK Baldwin Concert.

10:00—WIL Picken's Sisters. (R)

10:05—KMOX Musical Weather Reports

10:10—KMOX Al Lyons' Orchestra — "Pat" Kelly, Soloist.

10:15—WIL Ray DeVinney's Orchestra.

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

10:30—KWK Ted Jansen's Orchestra—Forest Park Highlands.

10:30—WIL Dance Orchestra.

11:00—KMOX Symphonic Interlude — String Orchestra.

11:00—KWK Correct time and sign off.

11:00—WIL Dance Orchestra.

11:15—KMOX Varsity Club Orchestra; Skyway Inn.

11:30—KMOX The Restful Hour; Featuring Elmore Candon and the String Ensemble.

11:30—WIL Dance Orchestra.

11:45—WIL Ray DeVinney's Orchestra.

Complete Radio Programs For Monday, August 1

— A. M. —

6:30—KFUO Morning Family Worship
 6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX The Early Morning Time Signals from the Band Wagon. (R) Min-it-Rub.
 7:00—KSD Three Mustachios.
 7:00—WIL Breakfast Club Express — Popular Program.
 7:15—KSD Top of the Morning.
 7:30—KSD Flying Fingers.
 7:30—KWK Tango and Rumba Selections. (R)
 7:45—KWK Jack Denny's Orch. (R)
 8:00—KMOX Prince of Wales and President Lebrun of France; Speaking from Thiepval, France in War Memorial Service.
 8:00—KSD Joke Club.
 8:00—KWK Dad and Jean; Children's Program from Newspaper Comic Strips.
 8:00—WIL Birthday Bells; Children's Program.
 8:00—WEW The Day's Dedication.
 8:15—KSD Breen and De Rose.
 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls. NBC.
 8:30—KSD Sonata.
 8:30—KWK Our Daily Food. Great Atlantic & Pacific Tea Co. NBC.
 8:30—WIL Cecil and Sally. (T)
 8:45—KWK George Olsen's Orch. (R)
 8:45—WIL Morning Moods. (T)
 9:00—KMOX Morning Moods. CBS.
 9:00—KSD Morning Melodist.
 9:00—KWK News Bulletin by John Harrington.
 9:00—WIL Sunshine Serenaders; Studio Orchestra.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KSD Household Institute.
 9:15—KWK Guy Lombardo's Orchestra. (R)
 9:15—WIL Carlos Molina Tango Orchestra. (T)
 9:30—KMOX The Academy of Medicine. CBS.
 9:30—KSD U. S. Navy Band.
 9:30—KWK Singing Strings. NBC.
 9:30—WIL Allen Carke — Prince of Song.
 9:45—KMOX Rhythm Kings. CBS.
 9:45—KWK Hospitality program featuring Ida Bailey Allen. By Coca Cola Co. (T)
 9:45—WIL Dixie Trio; Instrumental.
 10:00—KMOX Community Protective Association Program. New Series.
 10:00—KSD Circle Program.
 10:00—KWK Merrimen Quartet. NBC.
 10:00—WIL Song of the Strings; Studio Orchestra.
 10:00—WEW Weather Report; Opening Grain Market.
 10:15—KMOX Women's Radio Hour — Featuring Lucille Dorman, the Personality Singer.
 10:15—KSD On Wings of Song.
 10:15—KWK Buddy Rogers Orch. (R)
 10:15—WIL Today's Song Hits. (T)
 10:15—WEW Parent's Forum.
 10:25—KWK Marmola "Thumbnail Drama". (T)
 10:30—KMOX Nugent's Musical News; Featuring Sally Walker, the Nugent Stores Reporter.
 10:30—KSD On Wings of Song.
 10:30—KWK Words and Music. NBC.
 10:30—WIL Paul Whiteman's Orch. (T)
 10:45—KMOX News Flashes from the St. Louis Star & Times.
 10:45—KWK Victor Young's Orch. (R)
 10:55—KMOX Organ Interlude.
 11:00—KMOX Missouri Women's Federation Program.
 11:00—KWK Piano Interlude by Herbert Berger.
 11:00—WIL Ruth Etting — Songs New and Old.
 11:00—KFUO Daily Vacation Bible School.
 11:12—KWK Welcome Inn — Talk.
 11:15—KMOX Mart Building Program.
 11:15—KWK KWK Radio Bazaar.
 11:15—WIL "Red" Nichols and His Five Pennies. (R)
 11:30—KMOX Madison String Ensemble.
 11:30—KWK National Farm and Home Hour. NBC.
 11:30—WIL Master's Music Room — Salon Orchestra.
 11:45—KSD The Venetians.
 11:45—WIL Palladium Program.
 12:00—KMOX Farm Service Hour — Henry Zeb and Otto and Organ Melodies.
 12:00—KSD Health Talk.
 12:00—WIL Luncheon Dansante.
 12:00—WEW Farm Reporter's Program — Live Stock Exchange.

— P. M. —

12:15—KFUO Noonday Religious Address.
 12:30—KMOX Charles M. Hay; Political Speaker.
 12:30—KWK Bennie Krueger's Orch. (R)
 12:30—WIL Ray and Bob; Guitarists.
 12:45—KMOX Farm Hour Service Program continued.
 12:45—KWK News Bulletin by John Harrington.
 12:45—WIL Rhythmic Ramblers.
 1:00—KMOX News Flashes from the St. Louis Star & Times.
 1:00—KSD "The Revolving Stage."
 1:00—KWK Around the Piano with Wm. E. Hugo.
 1:00—WIL Melody Revue; Reinert's Orchestra.
 1:10—KMOX Home Radio Hour.
 1:30—KMOX Piano Recital; Aeolian.
 1:30—KSD "Marionettes."
 1:30—KWK Community Workers Kventions.
 1:30—WIL Stars of Songland. (T)
 1:45—KMOX The Four Eton Boys.
 1:45—KWK Organ Selections. (R)
 1:45—WIL Voice of the Vibraphone—Schuyler Alward and Jerry Cammack.
 2:00—KMOX Frank Westphal's Dance Orchestra. CBS.

— P. M. —

5:45—KWK Billy Jones and Ernie Hare — Best Foods. NBC.
 5:45—WIL Twilight Sketches; Salon Music.
 6:00—KSD String Quartet.
 6:00—KWK Carnation Contended Program. Gene Arnold, Narrator with Morgan L. Eastman's Orchestra. NBC.
 6:00—WIL Bobby Stubbs and His Music.
 6:15—WIL Dinner Dance Music.
 6:30—KSD Male Quartet and Orchestra
 6:30—KWK Death Valley Days — Dramatized Story. NBC.
 6:30—WIL Sparklers Orchestra; Studio Orchestra.
 6:45—WIL Civic Service Period — Mr. Fixit.
 7:00—KSD Gypsies' Orchestra.
 7:00—KWK Sinclair Wiener Minstrels with Gene Arnold. NBC.
 7:00—WIL Radio's Six Stars.
 7:15—WIL Adventures of "Lord Algy" — Drama.
 7:30—KSD The Parade of the States.
 7:30—KWK Canada Dry Ginger Ale Program. Jack Benny's with Geo. Olsen's Music and Ethel Shutta. NBC.
 7:30—WIL Allister Wylie; Piano Styl-ist.

In the Spotlight

— By Ray Schmidt —

Out at Sportsman's Park these days sitting in a box directly behind home plate with his old buddies Doc Hyland, Sam Greenland, and others is the greatest player who ever wore the uniform of the St. Louis Browns. After his latest venture in minor league ball, he is back home in St. Louis and now temporarily, we hope, out of a job—George Harold Sisler. The statement alone is a shock to the many friends of George who watched him as he flashed around the initial sack and broke league record after record. Not only a great star of the diamond but a great fellow with it, he, like all others, has found the way down the ladder is much quicker than the rise to stardom.

There should be a place in the American League or at least in one of the big leagues for Sis. He helped keep St. Louis an American League town for years before 1926 and has been a credit to the game in every respect.

In this respect every one in baseball admires that grand old manager John McGraw who found a place for as many of his erstwhile stars as possible. Boys like Larry Doyle, Chief Bender, Irish Muesel, George Burns, Ivy Olson, Roger Bresnahan, and a host of others remained in baseball after they registered their last base hit and they owe it all to the goodness of heart of the old master mind . . . John McGraw. Of course, everyone knows that a place cannot be found for every former luminary but we bet if Sis made his appearance on the first base coaching lines in the uniform of any club he would get one of the biggest and most sincere hands that any idol ever got from fans.

DID YOU KNOW THAT . . .

It's hard for 'em to quit in any of the sport rackets, Benny Leonard is still at it, and coming back with a bang . . . Damon Runyon one of the greatest of sport writers, has upheld the sport announcers in their little tilt with the N. Y. boxing commission, great boy, Damon . . . John Harrington, KWK sport specialist is about ready for the wrestling game, looking bigger and more powerful every day, Boy, page George Zaharias . . . Bill Mansfield, KMOX engineer still thinks Elam Vangilder is a big league pitcher, but that's easy to explain, they both hail from Cape Girardeau . . . The new Governor will either reappoint Taylor Athletic Commissioner or name a new one, so the boxing and wrestling world will be watching the returns . . . Grand and Olive experts are now trying to pick the winner of the Hoover-Roosevelt go . . . Tom Kearney says it's Roosevelt by making the New Yorker at odds on favorite at 3 to 5 . . . With the basketball season coming on managers don't over look Billy Lang, the tall boy from WIL . . . Whata center.

Selections For Today

Prince of Wales and President Le Brun of France will speak during a war memorial service from Thiepval, France to be heard over KMOX at 8 a. m.

"The Four Eton Boys" at 1:45 p. m. on KMOX.

"Radio Band-Its" with Lucille Vaughn on WIL at 3:45 p. m.

"Sinclair Weiner Minstrels" in a real minstrel show on KWK at 7 p.m.

"The Country Doctor" with Phillips H. Lord, author and entertainer, at 8 p. m. (KWK.)

Kay Donna in "Do You Remember" program on KSD at 8:30 p. m.

Russ Columbo and his orchestra at 9 p. m. (KSD.)

Franklyn MacCormack's "Dream Boat" poetical soliloquy, at 9:45 p. m. (WIL.)

2:00—KSD Pop Concert.
 2:00—KWK Frank and Ernest — The Pebecco Boys. by Lehn & Fink.
 2:00—WIL Police Releases.
 2:15—KWK Novelties. (R)
 2:15—WIL Eddie Lake; Banjo Melodies
 2:30—KMOX Down Melody Lane — Ruth Hulse Nelson.
 2:30—KSD Soloist.
 2:30—KWK Baseball Special. Local.
 2:30—WIL Afternoon Frolics.
 2:30—WEW Popular Piano Numbers; Joe "Buddy" Duddy.
 2:45—KSD "Lady Next Door."
 2:55—KMOX Baseball — Boston Red Sox vs. St. Louis Browns at St. Louis.
 2:55—KWK Boston vs. Browns.
 3:00—KSD Soloist.
 3:00—WIL Musical Gems. (R)
 3:00—WEW Closing Markets.
 3:15—KSD Paul Whiteman's Orchestra
 3:30—WIL Variety Etchings.
 3:45—WIL Radio Band-Its — with Eddie Wacker.
 4:00—KSD Dinner Music.
 4:00—WIL Studio Program.
 4:15—WIL Ballroom Aristocrats. (T)
 4:30—KSD "Drifting and Dreaming."
 4:30—WIL Venetian Tro.
 4:40—KMOX Baseball Scores.
 4:45—KMOX News Flashes from the St. Louis Star & Times.
 4:45—KSD Donald Novis.
 4:45—WIL Pirates Club — Children's Program.
 4:50—KWK Careful Children's Club — St. Louis Safety Council.
 4:55—KMOX Organ Interlude.
 5:00—KMOX Uncle Billy (Children's Feature.)
 5:00—KSD Baseball Scores.
 5:00—KWK Kellogg Singing Lady. NBC.
 5:00—WIL Harlem Rhythm. (T)
 5:05—KWK Harriet Lee's Orchestra.
 5:15—KMOX The Roundowners. CBS.
 5:15—KSD Talk.
 5:15—KWK Herbert Berger's Orch.
 5:15—WIL Rolling Stones; Harmony Twins.
 5:30—KMOX "Skippy" New Series. (T)
 5:30—KSD Concert Ensemble.
 5:30—KWK Stebbins Boys; Swift and Co. NBC.
 5:30—WIL Palladium Program.
 5:45—KMOX Circus Dramatizations. Pet Koko.
 5:45—KSD The Goldbergs.

7:45—WIL Jack Dunn's Orchestra. (T)
 8:00—KSD National Radio Forum.
 8:00—KWK The Country Doctor with Phillips H. Lord; by Lambert Pharmaceutical Co. NBC.
 8:00—WIL Barn Dance Music— Uncle Ben's Lone Star Rangers.
 8:15—KWK Talk "Hay for Senator." Local.
 8:20—KWK Herbert Berger's Evening Musicale. Orchestra.
 8:30—KSD "Do You Remember?"
 8:30—WIL Ed. Breese; Memories. (T)
 8:45—KSD Paul Whiteman's Orchestra
 8:45—KWK Songs of Today and Yesterday. Alvin Griesedieck, Tenor. by Falstaff Co.
 8:45—WIL Allen Wills; Songs As You Like Them.
 9:00—KSD Russ Columbo's Orchestra.
 9:00—KWK Amos 'n' Andy. NBC.
 9:00—WIL Fate Marable's Orchestra.
 9:15—KSD Tenor with Orchestra.
 9:15—KWK Sport Review by Artophone Co.
 9:30—KWK Pep Express.
 9:30—WIL Palladium Program..
 9:30—KFUO Question Hour.
 9:45—WIL Dream Boat — Franklyn MacCormac.
 10:00—KWK News Bulletin by John Harrington.
 10:00—WIL Anson Week's Famous Orchestra.
 10:00—KFUO Young People's Hour.
 10:15—KWK Stick to the Finish Club — Orchestra program of current selections by Hydrox Ice Cream Co.
 10:15—WIL Rey DeVinney's Orchestra.
 10:30—KSD Howard Lanin's Orchestra.
 10:30—WIL Dance Orchestra.
 11:00—KWK Irving Rose's Hotel Statler Orchestra.
 11:00—WIL Dance Orchestra.
 11:15—WIL Dance Orchestra.
 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
 11:45—KWK Irving Rose's Hotel Statler Orchestra.
 11:45—WIL Ray DeVinney's Orchestra.
 12:15—KWK Correct time and sign off.

Complete Radio Programs For Tuesday, August 2

— A. M. —

6:30—KFUO Morning Family Worship.
 6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX Early Morning Time Signals from the Band Wagon.
 7:00—KSD Morning Glee Club.
 7:00—WIL Breakfast Club Express — Popular Program.
 7:15—KSD Top of the Morning.
 7:30—KSD Flying Fingers.
 7:30—KWK Mills Brothers. (R)
 7:45—KMOX Brad and Al. CBS.
 7:45—KWK Victor Young's Orch. (R)
 8:00—KMOX Public Interest Period.
 8:00—KSD "The Happy Family."
 8:00—KWK Dad and Jean; Children's program from Newspaper Comic Strips. by Pet Milk Co.
 8:00—WIL Birthday Bells — Children's Program.
 8:00—WEW The Day's Dedication.
 8:15—KMOX Morning Moods. CBS.
 8:15—KSD Souvenirs of Melody.
 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls. NBC.
 8:30—KMOX Helen Board, Soprano.
 8:30—KSD "Three Orphans."
 8:30—KWK Our Daily Food; Great Atlantic & Pacific Tea Co. NBC.
 8:30—WIL Cecil and Sally. (T)
 8:45—KMOX U. S. Navy Band Concert. CBS.
 8:45—KSD Breen and De Rose.
 8:45—KWK Bennie Krueger's Orch. (R)
 8:45—WIL Morning Moods. (T)
 9:00—KMOX The Chimney Corner.
 9:00—KSD "Your Child."
 9:00—KWK Ball Time Signal.
 9:00—KWK News Bulletin by John Harrington.
 9:00—WIL Sunshine Serenader's Orch.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeepers' Chat.
 9:15—KMOX Uncle Feezel and His Virginia Mountaineers.
 9:15—KSD Household Institute.
 9:15—KWK Musical Dreams; by Tangee Lipstick Co. NBC.
 9:15—WIL Uncle Ben's Lone Star Rangers.
 9:30—KMOX The Round Towners Quartet. CBS.
 9:30—KSD Circle Program.
 9:30—KWK Bristol Meyers "Through the Looking Glass with Francis Ingram." NBC.
 9:30—WIL Allen Carke — Prince of Song.
 9:45—KMOX Emery Deutsch Orchestra. CBS.
 9:45—KWK Cab Calloway's Orch. (R)
 10:00—KMOX St. Louis Medical Society.
 10:00—KSD On Wings of Song.
 10:00—KWK Children's Aid Society — talk.
 10:00—WEW Weather Report; Opening Grain Markets.
 10:05—KWK Dave Wright, Tenor with Herbert Berger, Pianist.
 10:15—KMOX Women's Radio Hour.
 10:15—WEW Song Recital — Miss Agnes Vogler.
 10:30—KMOX Nugents Musical News.
 10:30—KWK Paul Whiteman's Orchestra. (R)
 10:45—KMOX News Flashes from the St. Louis Star & Times.
 10:45—KWK Piano Interlude by Herbert Berger.
 10:55—KMOX Ruth Nelson at the Organ
 11:00—KMOX Current Questions Before Congress.
 11:00—KWK Red Cross Talk.
 11:00—KFUO Daily Vacation Bible School.
 11:05—KWK Coon Sanders' Orch. (R)
 11:15—KMOX George Hall's Hotel Taft Orchestra.
 11:15—KWK KWK Radio Bazaar.
 11:15—WIL Tune In period.
 11:30—KMOX Atlantic City Musicale.
 11:30—KWK National Farm and Home Hour. NBC.
 11:30—WIL Neighborhood Hour Announcements.
 11:45—KSD Luncheon Music.
 11:45—WIL Palladium Program.
 12:00—KMOX Farm Service Hour.
 12:00—KSD The Merry Madcaps.
 12:00—WIL Luncheon Dansante; Studio Orchestra — Otto Reinert.
 12:00—WEW Report of St. Louis Live Stock Exchange.

— P. M. —

12:15—KMOX Movie Star Revue. CBS.
 12:15—KFUO Noonday Religious Address.
 12:30—KMOX Farm Service Hour — Henry, Zeb and Otto.

— P. M. —

12:30—KWK Citizens Relief Committee — Talk.
 12:30—WIL Ray and Bob; Guitarists.
 12:45—KWK News Bulletin by John Harrington.
 12:45—WIL Rhythmic Ramblers.
 1:00—KMOX News Flashes from the St. Louis Star & Times.
 1:00—KSD Vocal Art Quartet.
 1:00—KWK Ball Brothers "Canning Time with Grace Viell Gray. NBC.
 1:00—WIL Melody Revue; Reinert's Orchestra.
 1:10—KMOX Home Radio Hour.
 1:15—KWK Stick to the Finish Club; Orchestra program of current selections by Hydrox Ice Cream Co.
 1:30—KMOX Snapshots. CBS.
 1:30—KSD Women's Review.
 1:30—WIL Bert Sexton; Dixie Melody Man.
 1:45—WIL Musical Masterpieces. (R)
 2:00—KMOX Boston Popular Revue.
 2:00—KSD "Slow River."
 2:00—KWK Frank and Ernest — The Pebebo Boys; by Lehn and Fink.
 2:00—WIL Police Releases.
 2:15—KWK Baseball Special.
 2:15—WIL Afternoon Frolic.

— P. M. —

6:15—KMOX Seeing the Night Clubs with Abe Lyman's Orchestra. CBS.
 6:15—WIL Dinner Hour Concert.
 6:30—KMOX Kate Smith and Her Swanee Music. CBS.
 6:30—KSD Walter Smith and His Band.
 6:30—KWK Dinner Melodies; Orchestra directed by Herb Berger.
 6:30—WIL Sparkler's Orchestra.
 6:45—KMOX Joe Palooka; D. a. ogue.
 6:45—WIL Civic Service Period; Mr. Fixit.
 7:00—KMOX Jay C. Flippencies. CBS.
 7:00—KSD National Civic Artists.
 7:00—WIL Radio's Six Stars.
 7:15—WIL Sport Revue.
 7:30—KMOX Crime Club — Mystery Dramatization. Opening Episode. CBS.
 7:30—KSD Ed. Wynn and Den Voorhees' Band.
 7:30—KWK Diane Craddock, Blues Singer with Herb Berger's Orchestra.
 7:30—WIL Allister Wylie; Piano Styl-ist.
 7:45—WIL Southlanders.
 8:00—KMOX Alex Gray, Baritone and Orchestra "Music that Satisfies" Norman Brokenshire, Master of Ceremonies.
 8:00—KSD Dance Orchestra and Drama

HYMN CONTEST

Seth Parker (Phillips H. Lord) has launched on the air a nationwide contest to determine what are the ten most popular hymns. Listeners to his regular Sunday night program over a coast-to-coast network of the National Broadcasting Company have been asked to send in their personal selections of the ten hymns they like best.

What are your favorite hymns? Those Jonesport Neighbors who gather with Seth Parker on Sunday nights, and are heard over KSD at 8:45 p. m. are canvassing the country to learn which of the fine old hymns constitute the most popular ten throughout the United States. Write to Radio and Entertainment and tell what ten hymns you like best, listing them in the order of your preference. There will be much interest in establishing what hymn is the best in this community. Will "Rock of Ages" win first place? Or "Lead Kindly Light," "Throw Out the Life-Line," "Old Rugged Cross," "Onward, Christian Soldiers"?

Selections For Today

"Back of the News in Washington" heard on KSD at 4:45 p. m.

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Hope Barnham in "Piano Capers" over WIL at 5:15 p. m.

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George Price will present a parody on "Paradise" as well as "Just One More Chance" as Will Rogers would sing it during his program with Benny Krueger's orchestra at 5:45 p. m. (KMOX.)

Premiere program of Jay C. Flippencies on KMOX at 7 p. m.

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Ed. Wynn in his "Fire Chief" program on KSD at 7:30 p. m.

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Ted Jansen, Irving Rose and Joe Reichman and their orchestras will be heard over KWK from 10:15 to 12:15 p. m.

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Ray DeVinney's orchestra on WIL at 11:45 p. m. when "The Old Night Watchman" makes his rounds.

2:30—KMOX Down Melody Lane — Ruth Hulse Nelson.
 2:30—KSD Soloist.
 2:45—KSD The Lady Next Door.
 2:55—KMOX Baseball—Boston vs. St. Louis Browns at St. Louis.
 2:55—KWK Boston vs. Browns.
 3:00—KSD Gilbert Strouss.
 3:00—WIL Musical Gems. (R)
 3:00—WEW Closing Markets.
 3:15—KSD Swanee Serenaders.
 3:15—WEW Violin Solos — Mr. John Boland.
 3:30—KSD Garden Melodies.
 3:30—WIL Variety Etchings.
 3:45—WIL Radio Band-Its with Eddie Wacker.
 4:00—KSD Dinner Music.
 4:00—WIL Studio Feature.
 4:15—WIL Ballroom Aristocrats. (T)
 4:30—KSD Songs of Romance.
 4:30—WIL Venetian Trio.
 4:40—KMOX Baseball Scores.
 4:45—KMOX News Flashes from the St. Louis Star & Times.
 4:45—KSD Back of the News in Washington.
 4:45—WIL Pirates Club — Children's Program.
 4:55—KMOX Organ Interlude.
 5:00—KMOX Uncle Billy (Children's Feature.)
 5:00—KSD Baseball Scores.
 5:00—KWK The Kellogg Singing Lady.
 5:00—WIL Harlem Rhythm.
 5:05—KSD Mid-Week Hymn Sing.
 5:15—KMOX Duo Piano Team — Ruth and Margo.
 5:15—KSD The Rollickers.
 5:15—KWK Herbert Berger's Orches.
 5:15—WIL Piano Capers; Hope Barnham.
 5:30—KMOX "Skippy."
 5:30—KSD Ray Perkins.
 5:30—KWK The Stebbins Boys; Swift & Co. NBC.
 5:30—WIL Palladium Program.
 5:45—KMOX Georgie Price and Benny Kreuger Orchestra. CBS.
 5:45—KSD The Goldbergs.
 5:45—KWK To be announced.
 5:45—WIL Twilight Sketches.
 6:00—KMOX Chinese Nightingale — Dramatic Poetry.
 6:00—KSD Vocal Soloists and Orchestra.
 6:00—WIL Bobby Stubbs and His Mus-ic.

8:00—KWK The Country Doctor with Phillips Lord; by Lambert Pharmacal Co. NBC.
 8:00—WIL Transit News Program.
 8:15—KMOX Musical Fast Freight.
 8:15—KWK Joe Reichman's Hotel Chase Orchestra.
 8:30—KMOX U. S. Government Parcel Post Educational Program.
 8:30—KWK To be announced.
 8:30—WIL Front Page Headlines. (T)
 8:45—KWK Irving Rose's Hotel Statler Orchestra.
 8:45—WIL Allen Wills; Songs A: You Like Them.
 9:00—KMOX Irene Beasley and Orchestra. CBS.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy. NBC.
 9:00—WIL Dewey Jackson's Orchestra.
 9:01—KSD Art Jarrett and His Orch.
 9:15—KMOX "Quiet Moment;" with Piano, Organ and Joseph Milsteen, Violinist.
 9:15—KWK Sport Review by Arto-phon Co.
 9:30—KMOX Howard Barlow's Sym-phony Orchestra. CBS.
 9:30—KSD Gill's Orchestra.
 9:30—WIL Palladium Program.
 9:31—KWK Pep Express.
 9:45—KMOX Today's Highlights — Eugene Harlan Reed.
 9:45—WIL Dream Boat — Franklyn MacCormack.
 10:00—KMOX Baseball Scores.
 10:00—KSD Dream Singer.
 10:00—KWK Ted Jansen's Orchestra—Forest Park Highlands.
 10:00—WIL Bill Bailey's Orchestra.
 10:05—KMOX Musical Weather Report; Official Weather Forecast and State Mus-ic.
 10:05—KSD Whiteman's Orchestra.
 10:10—KMOX Public Incorporated.
 10:15—KMOX Harold Stern's Orches-tra. CBS.
 10:15—WIL Roy DeVinney's Orchestra.
 10:30—KMOX Gus Arnheim's "Ace Band of Movieland."
 10:30—KSD Dance Music.
 10:30—KWK News Bulletin by John Harrington.
 10:30—WIL Dance Orchestra.
 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
 11:00—KMOX Sport Squibs with France Laux.

— P. M. —

11:00—KWK Irving Rose's Hotel Statler Orchestra.
 11:00—WIL Sil Herg's Orchestra.
 11:00—KFUO Truth Hour.
 11:15—KMOX Al Lyon's Meadowbrook Club Orchestra.
 11:15—WIL Dance Orchestra.
 11:30—KMOX Symphonic Interlude.
 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
 11:30—KFUO Man's Questions and God's Answers.
 11:45—KMOX Al Lyon's Meadowbrook Club Orchestra.
 11:45—KWK Irving Rose's Hotel Statler Orchestra.
 11:45—WIL Ray DeVinney's Orchestra.
 12:00—KMOX Musical Gems.
 12:15—KMOX Al Lyon's Meadowbrook Club Orchestra.
 12:15—KWK Correct Time and Sign off.
 12:30—KMOX The Restful Hour.

Complete Radio Programs For Wednesday, August 3

— A. M. —

- 6:30—KFUO Morning Family Worship.
- 6:45—KMOX Good Morning.
- 6:50—KMOX Farm Information.
- 6:55—KWK Social Hour Community Announcements.
- 7:00—KMOX Early Morning Band Wagon and Time Signals.
- 7:00—KSD Morning Glee Club.
- 7:00—WIL Breakfast Club Express—Popular Program.
- 7:15—KSD Top of the Morning.
- 7:30—KSD Flying Fingers.
- 7:30—KWK Pickens Sisters. (R)
- 7:45—KWK Dad and Jean; Children's program from Newspaper Comic Strips by Pet Milk Co.
- 8:00—KMOX Public Interest Period—with Time Signals.
- 8:00—KSD "The Happy Family."
- 8:00—KWK Johnny Hamp's Orchestra. (R)
- 8:00—WIL Birthday Bells — Children's Program.
- 8:00—WEW The Day's Dedication.
- 8:15—KMOX The Singing Vagabond; Artella Dickson. CBS.
- 8:15—KSD Food Talk.
- 8:15—KWK Clara, Lu and Em — The Supersuds Girls. NBC.
- 8:30—KMOX Melody Parade; Vincent Sorey's Orchestra. CBS.
- 8:30—KSD To be announced.
- 8:30—KWK Our Daily Food. Great Atlantic & Pacific Tea Co. NBC.
- 8:30—WIL Cecil and Sally. (T)
- 8:45—KMOX Four Clubmen; Male Quartet. CBS.
- 8:45—KSD Betty Crocker.
- 8:45—KWK Leo Reisman's Orch. (R)
- 8:45—WIL Morning Moods. (T)
- 9:00—KMOX Morning Moods. CBS.
- 9:00—KSD Breen and De Rose.
- 9:00—KWK News Bulletin by John Harrington.
- 9:00—WIL Serenader's Orchestra; Popular Tunes.
- 9:00—WEW Opening Markets.
- 9:10—WEW Aunt Sammy's Chat.
- 9:15—KSD Household Institute.
- 9:15—KWK Isham Jones Orch. (R)
- 9:15—WIL Carlos Molina's Rumba Orchestra. (T)
- 9:30—KMOX Rhythm Kings. CBS.
- 9:30—KSD Army Band Concert.
- 9:30—KWK Rhythm Ramblers. NBC.
- 9:30—WIL Allen Clarke — Prince of Song.
- 9:45—KWK Hospitality Program with Ida Bailey Allen. Coca Cola Co. (T)
- 9:45—WIL Dixie Trio; Instrumental.
- 10:00—KMOX Community Protective Association. New Series.
- 10:00—KSD Circle Program.
- 10:00—KWK Piano Interlude by Herbert Berger.
- 10:00—WIL Studio Orchestra; Song of the Strings.
- 10:00—WEW Weather Report; Opening Grain Market.
- 10:15—KMOX Women's Radio Hour.
- 10:15—KSD On Wings of Song.
- 10:15—KWK Peter Van Steeden's Orchestra. (R)
- 10:15—WIL Today's Song Hits. (T)
- 10:30—KMOX Nugent's Musical News.
- 10:30—KWK On the Bookshelf with Del King.
- 10:30—WIL Leo Reisman's Orch. (R)
- 10:45—KMOX News Flashes from the St. Louis Star & Times.
- 10:45—KWK Theronoid Health Talk.
- 10:50—KWK Rudy Baie, Crooning Tenor with Herbert Berger, Pianist.
- 10:55—KMOX Organ Interlude.
- 11:00—KMOX St. Louis Dental Society.
- 11:00—WIL Bing Crosby. (R)
- 11:00—KFUO Daily Vacation Bible School.
- 11:15—KMOX Mart Building Program.
- 11:15—KWK KWK Radio Bazaar.
- 11:15—WIL Old Time Songs. (R)
- 11:30—KMOX Madison String Ensemble.
- 11:30—KWK National Farm and Home Hour. NBC.
- 11:30—WIL Master's Music Room. (T)
- 11:45—KSD Child Study.
- 11:45—WIL Palladium Program.
- 12:00—KMOX Farm Service Hour — Henry, Zeb and Otto.
- 12:00—WIL Luncheon Dansante; Studio Orchestra.
- 12:00—WEW Report of St. Louis Live Stock Exchange.

— P. M. —

- 12:15—KFUO Noonday Religious Address.
- 12:30—KWK Tuberculosis Society — Talk.
- 12:30—WIL Ray and Bob—Guitarists.
- 12:45—KWK News Bulletin by John Harrington.
- 12:45—WIL Rhythmic Ramblers.

— P. M. —

- 1:00—KMOX News Flashes from the St. Louis Star & Times.
- 1:00—KSD Salon Concert Ensemble.
- 1:00—KWK Stick to the Finish Club; Orchestra program of current selections by Hydrox Ice Cream Co.
- 1:00—WIL Melody Revue — Reinert's Orchestra.
- 1:10—KMOX Home Radio Hour.
- 1:30—KMOX Toscanini Fund Concert.
- 1:30—KSD Women's Review.
- 1:30—WIL Prof. Healthy's Glass.
- 1:45—WIL Voice of the Vibraphone—Jerry Cammack and Schuyler Alward.
- 2:00—KSD Song Souvenirs.
- 2:00—KWK Frank and Ernest — The Pebecco Boys. By Lehn & Fink.
- 2:00—WIL Police Releases.
- 2:15—KWK Baseball Special.
- 2:15—WIL Eddie Lake; Banjo Melodies.
- 2:30—KSD Kathleen Stewart.
- 2:30—WIL Afternoon Frolic.
- 2:45—KMOX Down Melody Lane.
- 2:45—KSD Lady Next Door.
- 2:55—KMOX Baseball — Philadelphia Quakers vs. St. Louis Browns at St. Louis.
- 2:55—KWK Philadelphia vs. Browns.
- 3:00—KSD Garden Melodies.

— P. M. —

- 6:30—KMOX Kate Smith and Her Swanee Music.
- 6:30—KSD To be announced.
- 6:30—KWK Automobile Club—Talk.
- 6:30—WIL Sparklers Orchestra.
- 6:45—KMOX Colonel Stoopnagle and Budd. CBS.
- 6:45—KWK Irving Rose's Hotel Statler Orchestra.
- 6:45—WIL Civic Service Period; Mr. Fixit.
- 7:00—KMOX Guy Lombardo and His Royal Canadians. CBS.
- 7:00—KSD Orchestra with Guest Artist
- 7:00—KWK G. Washington Coffee Program "The Island Boat Club." .NBC.
- 7:00—WIL Radio' Six Stars.
- 7:15—WIL Sport Review.
- 7:30—KMOX Crime Club — Mystery Dramatization. Conclusion of "Murder on Monday." CBS.
- 7:30—KSD The Choristers and Orchestra.
- 7:30—KWK Canada Dry Ginger Ale Program — Jack Benny—George Olsen's Music with Ethel Shutta. NBC.
- 7:30—WIL Allister Wylie; Piano Styl-ist.
- 7:45—WIL Jack Dunn's Orchestra. (T)

CHILDREN HAVE THEIR RADIO DAY

Widespread success and approval identifies the children's programs presented from KMOX.

They appeal to the audience from an entertainment as well as educational standpoint and they appeal to the adult and parent audience because of their cooperation in building constructive plans for the mental and physical well-being of the children.

Among the outstandingly successful program series addressed over KMOX to children are: the Children's Pleasure Hour, which is offered each Sunday at 9 a. m. and each Thursday at 7 p. m., and features Santa Claus broadcasting from "HOSN, radio station at the North Pole."; Uncle Billy, a long-time favorite, who brings his stories in song to the microphone daily at 5 p. m.; the adventures of Skippy, broadcast over KMOX daily, except Sunday, at 5:30; the Circus Dramatizations, which portray the thrilling life-behind-the-scenes of the circus lot and are presented by Pet Koko each Monday and Wednesday at 5:45 p. m.; and the Pevely Military and Band Concert each Saturday, 5:45 to 6:15 p. m.

KMOX also broadcasts a number of Columbia's features for children, included in this list are the "Adventures of Helen and Mary" series in which child actors and singers take all the roles. These programs are heard each Saturday from 9 to 9:30 a. m. Special broadcasts are noted from time to time, as the Boy Scout program broadcast, scheduled over KMOX for Wednesday, July 20 at 2:15 p. m.

The American School of the Air, broadcast over KMOX and the CBS network is, of course, one of the most beneficial and interesting programs of the air of all time.

The March of Time series, which will return to the air on September 9 as a Columbia Broadcasting System sustaining and from November 4 under the sponsorship of Time magazine, vividly and accurately reports the news of the world in dramatized form.

Then for the youngster with an appetite for historical programs, is the "Roses and Drums" series, heard each Sunday at 4:30 p. m.

— P. M. —

- 11:00—KMOX Sport Squibs with France Laux.
- 11:00—KWK Irving Rose's Hotel Statler Orchestra.
- 11:00—WIL Sil Berg's Orchestra.
- 11:15—KMOX Al Lyon's Orchestra.
- 11:15—WIL Dance Orchestra.
- 11:30—KMOX Charlie Booth's Varsity Club Orchestra.
- 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:45—KMOX Symphonic Interlude.
- 11:45—KWK Irving Rose's Hotel Statler Orchestra.
- 11:45—WIL Ray DeVinney's Orchestra.
- 12:15—KMOX Al Lyons and His Meadowbrook Club Orchestra.
- 12:15—KWK Correct Time and Sign off.
- 12:30—KMOX The Restful Hour.

Selections For Today

"Nancy Mary" in one of her heart-to-heart talks on WIL at 3:15 p. m.

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"Drifting and Dreaming", whimsical music program, on KSD at 4:30 p. m.

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"The Royal Vagabonds" with Ward Wilson on KWK at 5:15 p. m.

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Donald Novis, Atwater Kent Audition winner, on KSD at 4:45 p. m.

Kate Smith will present an all-Irish program of songs during her program at 6:30 p. m. over KWK.

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At 8:30 p. m. Jack Smith and "The Humming Birds" will be heard over KWK.

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Ted and Buddy King, "Harmony Duo," on WIL at 10:30 p. m.

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"Pat" Kelly will be heard with Al Lyons' orchestra on KMOX at 11:15 p. m.

- 3:00—WIL Famous Dance Orch. (R)
- 3:00—WEW Closing Markets.
- 3:15—KSD Swanee Serenaders.
- 3:15—WIL Nancy Mary; "The Modern Girl Philosopher."
- 3:30—KSD Beau Balladeer.
- 3:30—WIL Variety Etchings.
- 3:45—KSD Schirmer and Schmidt.
- 3:45—WIL Radio Band-Its with Eddie Wacker.
- 4:00—KSD Dinner Music.
- 4:00—WIL Studio Feature.
- 4:15—WIL Ballroom Aristocrats. (T)
- 4:30—KSD "Drifting and Dreaming."
- 4:30—WIL Venetian Trio.
- 4:40—KMOX Baseball Scores.
- 4:45—KMOX News Flashes from the St. Louis Star & Times.
- 4:45—KSD Donald Novis.
- 4:45—WIL Pirates Club — Children's Program.
- 4:50—KWK Careful Children's Club; St. Louis Safety Council.
- 4:55—KMOX Organ Interlude.
- 5:00—KMOX Uncle Billy (Children's Feature.)
- 5:00—KSD Baseball Scores.
- 5:00—KWK The Kellog Singing Lady.
- 5:00—WIL Harlem Rhythm.
- 5:05—KSD Paul Whiteman's Orchestra
- 5:15—KMOX The Melodeers. CBS.
- 5:15—KWK Standard Brands — The Royal Vagabonds with Ward Wilson.
- 5:15—WIL The Rolling Stones; Harmony Twins.
- 5:30—KMOX "Skippy."
- 5:30—KSD Shackley's Orchestra, with Guest Artists.
- 5:30—KWK Swift & Co. The Stebbins Boys. NBC.
- 5:30—WIL Palladium Program.
- 5:45—KMOX Circus Dramas — St. Louis Civic Band — Wm. E. Thomason, directing.
- 5:45—KSD The Goldbergs.
- 5:45—KWK Billy Jones and Ernie Hare — Best Foods Co. NBC.
- 5:45—WIL Twilight Sketches.
- 6:00—KMOX Prof. Henry McLemore.
- 6:00—KSD "Big Time."
- 6:00—KWK American Tax Payers League. NBC.
- 6:00—WIL Bobby Stubbs and His Music.
- 6:15—KMOX Singin' Sam. CBS.
- 6:15—KWK Ozarkians; Orchestra Program.
- 6:15—WIL Dinner Dance Music.

Complete Radio Programs For Thursday, August 4

— A. M. —

6:30—KFUO Morning Family Worship.
 6:45—KMOX Good Morning.
 6:50—KMOX Farm Information.
 6:55—KWK Social Hour Community Announcements.
 7:00—KMOX Early Morning Band Wagon with Time Signals.
 7:00—KSD To be announced.
 7:00—WIL Breakfast Club Express— Popular Program.
 7:15—KSD Top of the Morning.
 7:30—KSD The Upstaters.
 7:30—KWK Light Opera Selections. (R)
 7:45—KMOX Brad and Al, Comedy and Songs, CBS.
 7:45—KWK Ted Weema Orchestra. (R)
 8:00—KMOX Public Interest Period and Time Signals.
 8:00—KSD "The Happy Family."
 8:00—KWK Dad and Jean — Children's program from Newspaper Comic Strips by Pet Milk Co.
 8:00—WIL Birthday Bells — Children's Program.
 8:00—WEW The Day's Dedication.
 8:15—KMOX Visiting with Ida Bailey Allen, CBS.
 8:15—KSD "Souvenirs of Melody."
 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls, NBC.
 8:30—KMOX Four Clubmen, CBS.
 8:30—KSD "Three Orphans."
 8:30—KWK Our Daily Food, Great Atlantic & Pacific Tea Co. NBC.
 8:30—WIL Cecil and Sally. (T)
 8:45—KMOX Beauty Talk — Barbara Gould, CBS.
 8:45—KSD Breen and De Rose.
 8:45—KWK Jimmie Grier's Orch. (R)
 8:45—WIL Morning Moods. (R)
 9:00—KMOX The Chimney Corner.
 9:00—KSD Soloist.
 9:00—KWK News Bulletin by John Harrington.
 9:00—WIL Sunshine Serenader's Orchestra; Studio Orchestra.
 9:00—WEW Opening Markets.
 9:10—WEW Aunt Sammy's Housekeeper's Chat.
 9:15—KMOX U. S. Navy Band Concert, CBS.
 9:15—KSD Household Institute.
 9:15—KWK Casa Loma Orchestra. (R)
 9:15—WIL Uncle Ben's Lone Star Rangers.
 9:30—KMOX The Ambassadors; Male Trio, CBS.
 9:30—KSD Marionettes.
 9:30—KWK Rhythm Ramblers, NBC.
 9:30—WIL Allen Clarke — Prince of Songs.
 9:45—KMOX Emery Deutsch's Orchestra, CBS.
 9:45—KWK McKesson Robbins — "Musical Magazine," NBC.
 9:45—WIL Song Hits (R)
 10:00—KMOX Elmer McDonald; "The Old Timer."
 10:00—KSD Circle Program.
 10:00—KWK Diane Craddock, Blues with Herbert Berger, Pianist.
 10:00—WIL C. F. Lindsley and Organ.
 10:00—WEW Weather Report; Opening Grain Market.
 10:15—KMOX Women's Radio Hour.
 10:15—KSD On Wings of Song.
 10:15—WIL Ballroom Aristocrats.
 10:15—WEW Talk.
 10:25—KWK Marmola — "Thumbnail Drama." (T)
 10:30—KMOX Nugent's Musical News.
 10:30—KWK Better English by Mrs. Margaret Hewitt.
 10:30—WIL Guy Lombardo's Royal Canadians. (T)
 10:45—KMOX News Flashes from the St. Louis Star & Times.
 10:45—KWK To be announced, NBC.
 10:55—KMOX Ruth Hulse Nelson.
 11:00—KMOX George Hall's Hotel Taft Orchestra, CBS.
 11:00—KWK Waring's Pennsylvanians.
 11:00—KFUO Daily Vacation Bible School.
 11:15—KWK KWK Radio Bazaar.
 11:30—KMOX Atlantic City Musicale.
 11:30—KWK National Farm and Home Hour, NBC.
 11:45—KSD Luncheon Music.
 12:00—KMOX Farm Service Hour.
 12:00—KSD Salon Singers.
 12:00—WEW Report of St. Louis Live Stock Exchange.

— P. M. —

12:15—KMOX Movie Star Revue, CBS.
 12:15—WIL Tune-in periods.
 12:15—KFUO Noonday Religious Address.
 12:30—KMOX Farm Service Hour — Henry, Zeb and Otto; Songs.
 12:30—KWK Del King, Baritone with Herbert Berger, Pianist.

— P. M. —

12:30—WIL Neighborhood Announcements.
 12:45—KWK News Bulletin by John Harrington.
 12:45—WIL Palladium Program.
 1:00—KMOX News Flashes from the St. Louis Star & Times.
 1:00—KSD Three Mustachios.
 1:00—KWK Stick to the Finish — Orchestra program of current selections by Hydrox Ice Cream Co.
 1:30—KMOX Frank Westphal's Orchestra, CBS.
 1:30—KSD Women's Review.
 1:30—WIL Rhythmic Ramblers.
 1:45—WIL Melody Master's Orchestra — Studio Orchestra.
 2:00—KMOX U. S. Army Band Concert, CBS.
 2:00—KSD Musical Comedy Hits.
 2:00—KWK Frank and Ernest — The Pebecco Boys.
 2:00—WIL Police Releases.
 2:15—KWK Baseball Special.

— P. M. —

6:00—WIL Bobby Stubbs and His Music.
 6:15—KMOX Seeing the Night Clubs with Abe Lyman's Orchestra, CBS.
 6:15—KWK Rin Tin Tin Thriller — Dramatized story by Chappell Bros. NBC
 6:15—WIL Dinner Hour Concert.
 6:30—KMOX Midsummer Nights — "Lefty" Flynn, Baritone, Nora Langhorne, Soprano; Jack Berger's Orchestra; Guest Artists, CBS.
 6:30—KWK Dinner Melodies, Orch.
 6:30—WIL Sparklers Orchestra — Studio Orchestra.
 6:45—KMOX Joe Palooka, CBS.
 6:45—KWK Irving Rose's Hotel Stalter Orchestra.
 6:45—WIL Civic Service Period; Mr. Fixit.
 7:00—KMOX Children's Pleasure Hour.
 7:00—KSD New York Orchestra.
 7:00—KWK Health Products Danger Fighters, NBC.
 7:00—WIL Radio's Six Stars.
 7:15—KMOX Mills Brothers Quartet.
 7:15—WIL Mrs. Norman Windsor — Child Conservation Program.
 7:30—KMOX Romantic Dramatization; Love Story Hour, CBS.
 7:30—KSD Concert Orchestra.

RUDY VALLEE IS STUDYING LAW

Rudy Vallee is studying law. Although the orchestra director and singer does not yet expect to abandon music for a legal career he admits he is tutoring with Dean Gleason L. Archer, of the Suffolk Law School, Boston.

— P. M. —

9:01—KSD Emmerson Gill Orchestra.
 9:15—KMOX Clay Ballew's Musical Program.
 9:15—KSD Paul Whiteman and His Orchestra.
 9:15—KWK Sport Review by Artophone Co.
 9:30—KMOX Howard Barlow's Symphony, CBS.
 9:30—KWK Pep Express.
 9:45—KMOX Highlights of the Day — Eugene Harlan Reed.
 10:00—KMOX Baseball Scores.
 10:00—KSD The Dream Singer.
 10:00—KWK Ted Jansen's Orchestra— Forest Park Highlands.
 10:00—WIL Ray DeVinney's Orchestra.
 10:05—KMOX Musical Weather Report.
 10:05—KSD Don Bestor's Orchestra.
 10:10—KMOX Public, Incorporated.
 10:15—KMOX Noble Sissle's Orch. CBS.
 10:30—KMOX Dancing by the Sea, CBS
 10:30—KSD Dance Orchestra.
 10:30—KWK News Bulletin by John Harrington.
 10:30—WIL Dance Orchestra.
 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
 11:00—KMOX Sport Squibs by France Laux; Dramatization of World Famous Baseball Players.
 11:00—KWK Irving Rose's Hotel Stalter Orchestra.
 11:00—WIL Sil Berg's Orchestra.
 11:00—KFUO Near-to-Midnight Gospel Hour.
 11:15—KMOX Al Lyons and His Meadowbrook Club Orchestra.
 11:15—WIL Dance Orchestra.
 11:30—KMOX Symphonic Interlude — KMOX String Ensemble.
 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
 11:30—KFUO Stories from the Old Testament.
 11:45—KMOX Al Lyons and His Meadowbrook Club Orchestra.
 11:45—KWK Irving Rose's Hotel Stalter Orchestra.
 11:45—WIL Ray DeVinney's Orchestra.
 12:00—KMOX Musical Gems.
 12:15—KMOX Al Lyons and His Meadowbrook Club Orchestra.
 12:15—KWK Correct time and Sign off.
 12:30—KMOX The Restful Hour.

Selections For Today

Del King, baritone, with Herbert Berger's orchestra at 12:30 p. m. (KWK).

"Stebbins Boys" are always good for an entertaining program on KWK at 5:15 p. m.

Ray Perkins, the "Barbasoloist," at 5:30 p. m. on KSD.

A new piano team, Early Brettenback and Marjorie Hickman on KMOX at 6 p. m.

"Radio's Six Stars" including Jackie Archer, Allister Wylie and Five Vaughan Brothers on WIL at 7 p. m.

"Uncle Ben and His Lone Star Rangers" on WIL at 9:15 a. m.

Don Bestor and his orchestra on KSD at 10:05 p. m.

France Laux in dramatization of famous baseball players and plays at 11 p. m. on KMOX.

2:15—WIL Famous Dance Orchestra.
 2:30—KMOX Down Melody Lane.
 2:30—KSD Melody Three.
 2:30—WIL Afternoon Frolic.
 2:45—KSD Lady Next Door.
 2:55—KMOX Baseball — Philadelphia Quakers vs. St. Louis Browns at St. Louis.
 2:55—KWK Philadelphia vs. Browns.
 3:00—KSD Ivy Scott.
 3:00—WIL Musical Gems, (T)
 3:00—WEW Closing Markets.
 3:15—KSD Paul Whiteman's Orchestra Ensemble.
 3:30—WIL Variety Etchings.
 3:30—WEW Studio Music.
 3:45—WIL Radio Band-Its with Eddie Wacker.
 4:00—KSD Dinner Music.
 4:00—WIL Studio Feature.
 4:00—WEW Dimwit Hour (Fun and Music.)
 4:15—WIL Ballroom Aristocrats. (T)
 4:30—KSD Merry Madcaps.
 4:30—WIL Venetian Trio.
 4:40—KMOX Baseball Scores.
 4:45—KMOX News Flashes from the St. Louis Star & Times.
 4:45—KSD The Rollickers.
 4:45—WIL Pirates Club.
 4:55—KMOX Organ Interlude.
 5:00—KMOX Uncle Billy (Children's Feature.)
 5:00—KSD Baseball Scores.
 5:00—KWK The Kellog Singing Lady.
 5:00—WIL Harlem Rhythm.
 5:05—KSD Saxophone Octet.
 5:15—KMOX Harold Stern's Orchestra, CBS.
 5:15—KWK Standard Brands "Stebbins Boys." NBC.
 5:15—WIL Piano Capers; Hope Barnham.
 5:30—KMOX "Skippy."
 5:30—KSD Ray Perkins.
 5:30—KWK Swift & Co. "Billy Jones and Ernie Hare, NBC.
 5:30—WIL Palladium Program.
 5:45—KMOX Georgie Price and Benny Kreuger's Orchestra, CBS.
 5:45—KSD The Goldbergs.
 5:45—KWK To be announced.
 5:45—WIL Twilight Sketches.
 6:00—KMOX Two-Piano Team; Earl Brettenback and Marjorie Hickman.
 6:00—KSD Rudy Vallee and Guest Stars.

7:30—KWK Real Folks; Thompkin's Corners; by makers of Post Toasties.
 7:30—WIL Allister Wylie; Piano Styl-ist.
 8:00—KMOX The Boswell Sisters and Orchestra, CBS.
 8:00—KSD Dance Orchestra.
 8:00—KWK Lambert Pharmaceutical Co.— "Phillips Lord, The Country Doctor."
 8:15—KMOX Musical Fast Freight.
 8:15—KWK Ahsorbine, Jr. "Whispering Jack Smith and the Humming Birds."
 8:30—KMOX Isham Jones' Orchestra.
 8:30—KWK To be announced.
 8:45—KWK Songs of Today and Yesterday — Alvin Griesedieck, Tenor; by Falkstaff Co.
 9:00—KMOX Irene Beasley, Eluer, Program.
 9:00—KSD Official Weather Forecast.
 9:00—KWK Amos 'n' Andy, NBC.

Radio Service Directory

THIS BADGE IS YOUR PROTECTION
 The following radio service engineers are authorized by the Technical Committee of the Radio Trades Association to use this badge. It is a guarantee of competent radio service at fair prices.



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ILLINOIS
 Oliver L. B. Page, L. & M. Radio & Supply Co., 311 Collinsville Ave., East St. Louis, Ill.—EAst 6378.

Complete Radio Programs For Friday, August 5

— A. M. —

- 6:30—KFUO Morning Family Worship.
- 6:45—KMOX Good Morning.
- 6:50—KMOX Farm Information.
- 6:55—KWK Social Hour Community Announcements.
- 7:00—KMOX Early Morning Time Signals from the Band Wagon. (R)
- 7:00—KSD Morning Glee Club.
- 7:00—WIL Breakfast Club Express—Popular Program.
- 7:15—KSD Top of the Morning.
- 7:30—KSD "Jack and Gill."
- 7:30—KWK Band Selections. (R)
- 7:45—KWK Dad and Jean; Children's program by Pet Milk Co.
- 8:00—KMOX Public Interest Period.
- 8:00—KSD Three Orphans.
- 8:00—KWK Gene Kardos Orch. (R)
- 8:00—WIL Birthday Bells — Children's Program.
- 8:00—WEW The Day's Dedication.
- 8:15—KMOX Frank Crumit and Julia Sanderson. CBS.
- 8:15—KSD Green and De Rose.
- 8:15—KWK Clara, Lu 'n' Em — The Supersuds Girls. NBC.
- 8:30—KSD "Strolling Fiddler."
- 8:30—KWK Our Daily Food. Great Atlantic & Pacific Tea Co. NBC.
- 8:30—WIL Cecil and Sally. (R)
- 8:45—KMOX Musical Grocer. CBS.
- 8:45—KSD Betty Crocker.
- 8:45—KWK Lew Conrad's Orch. (R)
- 8:45—WIL Morning Moods. (T)
- 9:00—KMOX The Chimney Corner.
- 9:00—KSD U. S. Marine Band.
- 9:00—KWK News Bulletin by John Harrington.
- 9:00—WIL Sunshine Serenader's Orch.
- 9:00—WEW Opening Markets.
- 9:10—WEW Aunt Sammy's House-keeper's Chat.
- 9:15—KMOX The Captivators; Orchestra. CBS.
- 9:15—KWK Tangee Lipstick; "Musical Dreams." NBC.
- 9:15—WIL Carlos Molina's Rumba Orchestra. (T)
- 9:30—KMOX KMOX Song Writer.
- 9:30—KWK Abe Lyman's Orch. (R)
- 9:30—WIL Allen Clarke — Prince of Song.
- 9:45—KMOX Rhythm Kings.
- 9:45—KWK Hospitality Program with Ida Bailey Allen. Ry Coca Cola Co. (T)
- 10:00—KMOX Community Protective Association.
- 10:00—KSD Circle Program.
- 10:00—KWK Dave Wright, Tenor with Herbert Berger, Pianist.
- 10:00—WEW Weather Report; Opening Grain Market.
- 10:15—KMOX Women's Radio Hour.
- 10:15—KSD On Wings of Song.
- 10:15—WEW Studio Music.
- 10:30—KMOX Nugent's Musical News.
- 10:30—KWK On the Bookshelf with Del King.
- 10:45—KMOX News Flashes from the St. Louis Star & Times.
- 10:45—KWK Piano Interlude by Herbert Berger.
- 10:55—KMOX Ruth Nelson.
- 11:00—KMOX Geo. Hall's Orchestra.
- 11:00—KWK Jack Hylton's Orch. (R)
- 11:00—KFUO Daily Vacation Bible School.
- 11:15—KMOX Mart Building Program.
- 11:15—KWK KWK Bazaar. Local.
- 11:15—WIL Announcements.
- 11:30—KMOX Atlantic City Musicale.
- 11:30—KWK National Farm and Home Hour. NBC.
- 11:30—WIL Song of the Strings; String Trio.
- 11:45—KSD Luncheon Music.
- 11:45—WIL Palladium Program.
- 12:00—KMOX Farm Service Hour — Talk; Sunshine Sally and Organ.
- 12:00—KSD Army Band.
- 12:00—WIL Luncheon Dansante; Studio Orchestra.
- 12:00—WEW Report of St. Louis Live Stock Exchange.

— P. M. —

- 12:15—KFUO Noonday Religious Address.
- 12:30—KWK League of Women Voters Talk.
- 12:30—WIL Ray and Bob; Guitarists.
- 12:45—KWK News Bulletin by John Harrington.
- 12:45—WIL Rhythmic Ramblers.
- 1:00—KMOX News Flashes from the St. Louis Star & Times.
- 1:00—KSD Three Shades of Blue.
- 1:00—KWK Stick to the Finish Club; Orchestra program of current selections by Hydrex Ice Cream Co.
- 1:00—WIL Melody Revue — Reinert's Orchestra.
- 1:10—KMOX Home Radio Hour.
- 1:15—KSD "Hobby Riding."

— P. M. —

- 1:30—KMOX The Grab Bag. CBS.
- 1:30—KSD Women's Review.
- 1:30—WIL Bert Sexton; Piano and Songs.
- 1:45—KMOX Columbia Educational Feature—Dr. Colin G. Fink—Speaking on "Electricity, the Modern Hand-Maiden of Chemistry." CBS.
- 1:45—WIL Voice of the Vibraphone—Schuyler Alward and Jerry Cammack.
- 2:00—KMOX Salon Orchestra. CBS.
- 2:00—KSD To be announced.
- 2:00—KWK Frank and Ernest — The Pobeco Boys; by Lehn & Fink.
- 2:00—WIL Police Releases.
- 2:15—KSD Instrumental Soloists.
- 2:15—KWK Baseball Special.
- 2:15—WIL Musical Gems. (R)
- 2:30—KMOX Down Melody Lane.
- 2:30—WIL Afternoon Frolic.
- 2:45—KSD Lady Next Door.
- 2:55—KMOX Baseball Game; Philadelphia Quakers vs. St. Louis Browns at St. Louis.
- 2:55—KWK Philadelphia vs. Browns.
- 3:00—KSD Trio Charmante.
- 3:00—WIL Famous Dance Orch. (R)
- 3:00—WEW Closing Markets.
- 3:15—KSD Swanee Serenaders.

— P. M. —

- 7:00—KWK Friendship Town. Chesebrough Mfg. Co. NBC.
- 7:15—WIL Adventures of "Lord Algy" — Drama.
- 7:30—KMOX To the Ladies. CBS.
- 7:30—KSD Leo Reisman's Orchestra.
- 7:30—KWK Armour Program — Roy Shield's Orchestra. NBC.
- 7:30—WIL Allister Wylie; Piano Styl-ist.
- 7:45—KMOX Four Eton Boys. CBS.
- 7:45—WIL Jack Dunn's Orchestra.
- 8:00—KMOX Alex Gray and Orchestra.
- 8:00—KSD Paul Whiteman's Orchestra.
- 8:00—KWK Lambert Pharmacal Co. — "Phillips Lord, The Country Doctor."
- 8:00—WIL Al Roth and Gloom Chasers
- 8:15—KMOX "Quiet Moments."
- 8:15—KWK Brown and Hall "ABC Spinners." Local.
- 8:30—KMOX Guy Lombardo and His Royal Canadians. CBS.
- 8:30—KSD Orchestra with Soloist.
- 8:30—KWK To be announced.
- 8:30—WIL C. F. Lindsley, Interpretations of Literature. (T)
- 8:45—KWK Musketeers Quartet.
- 8:45—WIL Allen Wills and His Songs As You Like Them.
- 9:00—KMOX Piano Recital.

WIL Whatnots

By Catherine Snodgrass

Sunday afternoon at 2:30 p.m. the Sweetheart Soprano and Diamond Tenor will sing two delightful duets from Victor Herbert's fascinating light opera "Naughty Marietta."

Garnett A. Marks, the genial conductor of the Breakfast Club Express may be a good swimmer but he has been sinking under swimming misfortunes during the last week. He started by catching a good old fashioned cold and then while walking on the beach hurt his foot. This didn't dampen his ardor for the sport, and as soon as he was able—down to the beach he went again, only to injure the other foot. Our suggestion is, Garnett, "Watch where thou art stepping and tread lightly the golden sands."

Allister Wylie, St. Louis premier pianist, and Jackie Archer, the singer of sweet songs, have been appearing at the Fox Theatre during the past week and have added many new friends to their radio audience.

If you are a fan of the Radio Band-Its and have been wondering just what has become of Eddie Wacker, the Red Headed Crooner, I'll give you some first hand information. Eddie is appearing with the Municipal Opera. He will return to the air when the opera season is over. Speaking of the Band-Its reminds me of the Bandette who has taken Eddie's place. She is the only sister of the five Rhythm Hoboes. The Vaughn Brothers are appearing nightly at 7 p. m. on the Radio's Six Stars program. It also features Jackie Archer and Allister Wylie.

Have you heard Allen Wills, who sings "Songs As You Like Them" at 8:45 p. m. sing "Dearest." Allen puts his heart into this melody and he receives countless requests to sing it.

"Oh I say Old Thing have you met Lord Algy personally? You haven't! -Ah- my- dear- you- are socially outclassed, for he's quite the thing you know. Therefore, I suggest you meet Algy at 7:15 p. m. Monday, Wednesday and Friday.

Mr. L. A. Benson, president of Missouri Broadcasting Corporation, has returned from a three weeks trip in Northern Minnesota. He has many interesting fish stories to tell.

Billy Lang informed me the other day that he was 6 feet, four and a quarter instead of 6 feet, two. He says that he is quite certain that he's the tallest radio announcer. Do you know who can go "OVER THE TOP" of Bill's head?

Selections For Today

Don Hunt, KMOX Song-Writer, at 9:30 a.m. (KMOX.)

Ross McClean with Leonard Joy's orchestra at 6 p. m. on KWK.

Mrs. Claudine McDaniels in "Woman's Radio Review" on KSD at 1:30 p. m.

"Friendship Town" program at 7 p. m. (KWK.)

"Echoes of Erin," Irish program, at 3:30 p. m. (KSD.)

"Adventures of Lord Algy," one-man show, at 7:15 p. m. (WIL.)

Connie Boswell, of the Boswell Sisters, in an individual broadcast at 5:45 p. m. on KMOX.

Al Roth and his Gloom Chasers at 8 p. m. from Ambassador Theatre heard on WIL.

- 3:15—WIL Nancy Mary; "The Modern Girl Philosopher."
- 3:30—KSD Echoes of Erin.
- 3:30—WIL Variety Etchings.
- 3:45—WIL Radio Band-Its.
- 4:00—KSD Dinner Music.
- 4:00—WIL Studio Feature.
- 4:15—WIL Ballroom Aristocrats. (T)
- 4:30—KSD Saxophone Octet.
- 4:30—WIL Venetian Trio.
- 4:40—KMOX Baseball Scores.
- 4:45—KMOX News Flashes from the St. Louis Star & Times.
- 4:45—WIL Pirates Club.
- 4:50—KWK Careful Children's Club; St. Louis Safety Council.
- 4:55—KMOX Organ Interlude.
- 5:00—KMOX Uncle Billy (Children's Feature.)
- 5:00—KSD Baseball Scores.
- 5:00—KWK The Kellogg Singing Lady.
- 5:00—WIL Harlem Rhythm.
- 5:05—KSD Organ Reverbs.
- 5:15—KMOX Duo-Piano Forte; Margo and Ruth.
- 5:15—KWK Standard Brands. The Royal Vagabonds with Ward Wilson. NBC.
- 5:15—WIL Piano Capers—Hope Barnham.
- 5:30—KMOX "Skippy."
- 5:30—KSD Shackley's Orchestra with Guest Artists.
- 5:30—KWK Swift & Co. "The Stebbins Boys." NBC.
- 5:30—WIL Palladium Program.
- 5:45—KMOX Connie Boswell. CBS.
- 5:45—KSD The Goldbergs.
- 5:45—KWK Billy Jones and Ernie Hare —Best Foods, Inc. NBC.
- 5:45—WIL Twilight Sketches.
- 6:00—KMOX Prof. Henry McLemore.
- 6:00—KSD Countess Albani and Cavaliers.
- 6:00—KWK Ross McClean, Baritone—Leonard Joy's Orchestra. Nestles Chocolate Co. NBC.
- 6:00—WIL Dinner Dance Music.
- 6:15—KMOX Singin' Sam. CBS.
- 6:30—KMOX Andre Kostelanetz Presents — Symphony Orchestra; Helen Board and Male Octet. CBS.
- 6:30—KWK Dinner Melodies Orchestra.
- 6:30—WIL Sparkler's Orchestra.
- 6:45—WIL Civic Service Period; Mr. Fixit.
- 7:00—KMOX Week-end Hour. CBS.
- 7:00—KSD Arctic Night Club.
- 7:00—WIL Radio's Six Stars.

- 9:00—KSD Official Weather Forecast.
- 9:00—KWK Amos 'n' Andy. NBC.
- 9:00—WIL Fate Marable's Orchestra.
- 9:15—KMOX Dancing by the Sea. CBS
- 9:15—KSD Tenor with Orchestra.
- 9:15—KWK Sport Review by Artophone Co.
- 9:30—KMOX Howard Barlow's Orchestra. CBS.
- 9:30—KWK Pep Express. Local.
- 9:30—WIL Palladium Program.
- 9:30—KFUO Bible Study.
- 9:45—KMOX Highlights of the Day — Eugene Harlan Reed.
- 9:45—WIL Dream Boat — Franklyn MacCormack.
- 10:00—KMOX Baseball Scores.
- 10:00—KWK Ted Jansen's Orchestra—Forest Park Highlands.
- 10:00—WIL Bill Baijly's Orchestra.
- 10:00—KFUO Radio Calendar.
- 10:05—KMOX Musical Weather Report —Official Forecasts.
- 10:10—KMOX Public Incorporated.
- 10:15—KMOX Duke Ellington's Orchestra. CBS.
- 10:15—WIL Ray DeVinney's Orchestra.
- 10:30—KMOX Charlie Booth's Varsity Club Orchestra from Skyway Inn.
- 10:30—KSD Ted Black's Orchestra.
- 10:30—KWK News Bulletin by John Harrington.
- 10:30—WIL Ted and Buddy King.
- 10:45—KMOX Concert Orchestra.
- 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:00—KMOX Sport Squibs by France Laux.
- 11:00—KWK Irving Rose's Hotel Statler Orchestra.
- 11:00—WIL Sil Berg's Orchestra.
- 11:15—KMOX Al Lyons' Orchestra from Meadowbrook Country Club.
- 11:15—WIL Dance Orchestra.
- 11:30—KMOX Symphonic Interlude — KMOX String Ensemble.
- 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:45—KWK Irving Rose's Hotel Statler Orchestra.
- 11:45—WIL Ray DeVinney's Orchestra.
- 11:50—KMOX Varsity Club Orchestra from Skyway Inn.
- 12:10—KMOX Al Lyons and His Meadowbrook Club Orchestra.
- 12:15—KWK Correct time and sign off.
- 12:30—KMOX The Restful Hour; KMOX Salon Orchestra.

Complete Radio Programs For Saturday, August 6

— A. M. —

- 6:30—KFUO Morning Family Worship.
- 6:45—KMOX Good Morning.
- 6:50—KMOX Farm Information.
- 6:55—KWK Social Hour Community Announcements.
- 7:00—KMOX Early Morning Time Signals from the Band Wagon. (R)
- 7:00—KSD Morning Glee Club.
- 7:00—WIL Breakfast Club Express — Popular Program.
- 7:15—KSD Top of the Morning.
- 7:30—KWK Flying Fingers.
- 7:30—KWK Concert Selection. (R)
- 7:45—KWK Wayne King's Orch. (R)
- 8:00—KMOX Public Interest Period.
- 8:00—KSD "The Happy Family."
- 8:00—KWK Dad and Jean; Children's program from Newspaper Comic Strips by Pet Milk Co.
- 8:00—WIL Birthday Bells — Children's Program.
- 8:00—WEW The Day's Dedication.
- 8:15—KMOX The Ambassador's Male Trio. CBS.
- 8:15—KSD "Souvenirs of Melody."
- 8:15—KWK Bert Lown's Orch. (R)
- 8:30—KMOX New World Salon Orchestra. CBS.
- 8:30—KSD Young Artists Trio.
- 8:30—KWK Our Daily Food. Great Atlantic & Pacific Tea Co. NBC.
- 8:30—WIL Cecil and Sally. (T)
- 8:45—KSD Breen and De Rose.
- 8:45—KWK Ohman and Ard. (R)
- 8:45—WIL Morning Moods. (T)
- 9:00—KMOX Adventures of Helen and Mary. CBS.
- 9:00—KSD Cello Recital.
- 9:00—KWK News Bulletin by John Harrington.
- 9:00—WIL Sunshine Serenaders Orch.
- 9:00—WEW Opening Markets.
- 9:15—KSD Household Institute.
- 9:15—KWK Rhythm Ramblers. NBC.
- 9:15—WIL Uncle Ben's Lone Star Rangers.
- 9:15—WEW Studio Music.
- 9:30—KMOX Columbia Revue; Orchestra. CBS.
- 9:30—KSD Swensen's Orchestra.
- 9:30—KWK Ted Black's Orchestra. (R)
- 9:30—WIL Allen Clarke — Prince of Song.
- 9:45—KWK Spanish Idylls. NBC.
- 9:45—WIL Dixie Trio; Instrumental.
- 10:00—KMOX Ted Brewer's Orchestra.
- 10:00—KSD On Wings of Song.
- 10:00—KWK Jacques Renard's Orch. (R)
- 10:00—WIL Song Revue. (R)
- 10:00—WEW Weather Report — Opening Grain Market.
- 10:15—KMOX Women's Radio Hour.
- 10:15—KWK Dave Wright, Tenor with Herbert Berger, Pianist.
- 10:15—WIL Song Revue.
- 10:30—KMOX Nugent's Musical News.
- 10:30—WIL Ben Bernie and the Lads.
- 10:45—KMOX News Flashes from the Star & Times.
- 10:45—KWK Duke Ellington's Orch. (R)
- 10:55—KMOX Piano Interlude.
- 11:00—KMOX George Hall's Orchestra.
- 11:00—KSD The Week-Enders.
- 11:00—KWK Piano Interlude by Herbert Berger.
- 11:00—WIL Master's Music Room. (T)
- 11:00—WEW Chat with the Weather Man.
- 11:15—KWK KWK Radio Bazaar.
- 11:15—WIL Old Time Songs. (T)
- 11:30—KMOX Madison String Ensemble.
- 11:30—KSD Don Bestor's Orchestra.
- 11:30—KWK National Farm and Home Hour. NBC.
- 11:30—WIL Jack Hylton's London Novelty Orchestra. (T)
- 11:45—WIL Palladium Program.
- 12:00—KMOX Farm Service Hour — Organ and Henry, Zeb and Otto.
- 12:00—KSD Jack Miles' Orchestra.
- 12:00—WIL Luncheon Dansante.

— P. M. —

- 12:15—KFUO Music.
- 12:30—WIL Ray and Bob; Guitarists.
- 12:45—WIL Rhythmic Rambles.
- 1:00—KMOX News Flashes
- 1:00—KWK Stick to the Finish Club; Orchestra program of current selections by Hydrox Ice Cream Co.
- 1:00—WIL Melody Revue — Reinert's Orchestra.
- 1:10—KMOX Home Radio Hour.
- 1:30—KMOX The Round Towners.
- 1:30—WIL Stars of Songland. (T)
- 1:45—WIL Musical Masterpieces.
- 2:00—KMOX Elmer McDonald "The Old Timer."
- 2:00—KWK Frank and Ernest — The Pebecco Boys. By Lehn & Fink.
- 2:00—WIL Police Releases.
- 2:15—KMOX Associated Craft Players.
- 2:15—KWK Baseball Special.
- 2:15—WIL Organ Melodies. (T)

— P. M. —

- 2:30—KMOX Down Melody Lane with Ruth Hulse Nelson, Organist.
- 2:30—WIL Afternoon Frolics.
- 2:55—KMOX Baseball — Philadelphia Quakers vs. St. Louis Browns at St. Louis.
- 2:55—KWK Philadelphia vs. Browns.
- 3:00—WIL Studio Feature.
- 3:15—WIL Musical Gems. (R)
- 3:30—WIL Kathryn Hamilton.
- 3:45—WIL Radio's Band-Its.
- 4:00—KSD Dinner Music.
- 4:00—WIL Studio Feature.
- 4:15—WIL Ballroom Aristocrats.
- 4:30—KSD Trio Charmante.
- 4:30—WIL Venetian Trio.
- 4:40—KMOX Baseball Scores.
- 4:45—KMOX News Flashes from the St. Louis Star & Times.
- 4:45—KSD Donald Novis.
- 4:45—WIL Pirates Club — Children's Program.
- 4:55—KMOX Ozzie Nelson's Orchestra.
- 5:00—KSD Baseball Scores.
- 5:00—KWK Herbert Berger's Orchestra.
- 5:00—WIL Harlem Rhythm.
- 5:05—KSD Intermezzo.
- 5:15—KMOX Wm. Vincent Hall, Baritone and Orchestra. CBS.
- 5:15—KWK Red Book Story. (T)

— P. M. —

- 8:45—WIL Allen Wills; Songs As You Like Them.
- 9:00—KMOX Irene Beasley, Fred Berren's Orchestra.
- 9:00—KSD Official Weather Forecast.
- 9:00—KWK Amos 'n' Andy. NBC.
- 9:00—WIL Dewey Jackson's Orchestra.
- 9:01—KSD Russ Columbo's Orchestra.
- 9:15—KMOX Symphonic Interlude.
- 9:15—KSD Merle Thorpe.
- 9:15—KWK Sport Review by Artophone Co.
- 9:30—KMOX Harold Stern's Orchestra.
- 9:30—KSD Paul Whiteman's Orchestra
- 9:30—KWK Pep Express.
- 9:30—WIL Palladium Program.
- 9:45—KMOX Today's Highlights — Eugene Harlan Reed.
- 9:45—WIL Dream Boast — Franklyn MacCormack.
- 10:00—KMOX Baseball Scores.
- 10:00—KSD Dream Singer.
- 10:00—KWK Ted Jansen's Orchestra—Forest Park Highlands.
- 10:00—WIL Boswell Sisters. (T)
- 10:05—KMOX Musical Weather Report; Official Forecasts.
- 10:05—KSD Buddy Roger's Orchestra.
- 10:10—KMOX Public Incorporated.
- 10:15—KMOX Guy Lombardo and His Royal Canadians. CBS.

— P. M. —

- 10:15—WIL Ray DeVinney's Orchestra.
- 10:30—KMOX Varsity Club Orchestra.
- 10:30—KSD Don Bestor's Orchestra.
- 10:30—KWK News Bulletin by John Harrington.
- 10:30—WIL Dance Orchestra.
- 10:45—KMOX Al Lyons and His Meadowbrook Club Orchestra.
- 10:45—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:00—KMOX Sport Squibs by France Laux.
- 11:00—KWK Irving Rose's Hotel Statler Orchestra.
- 11:00—WIL Sil Berg's Orchestra.
- 11:15—KMOX "The KMOX Round-Up" String Orchestra and Novelty Acts.
- 11:15—WIL Dance Orchestra.
- 11:30—KWK Joe Reichman's Hotel Chase Orchestra.
- 11:45—KMOX Charley Booth's "Varsity Club Orchestra" from the Skyway Inn.
- 11:45—KWK Irving Rose's Hotel Statler Orchestra.
- 11:45—WIL Ray DeVinney's Orchestra.
- 12:00—KMOX Musical Gems.
- 12:15—KWK Correct time and Sign off.
- 12:20—KMOX Al Lyons and His Meadowbrook Club Orchestra.
- 12:40—KMOX Restful Hour.

Selections For Today

A program of Spanish music, entitled "Spanish Idylls" on KSD at 9:45 a. m.

Nugent's musical news with Sally Walker, commentator, at 10:30 a. m. (KMOX.)

Bobby Stubbs and his music at 1:30 p. m. on WIL.

"Twilight Sketches," organ musical program, heard over WIL at 4:45 p. m.

"K-7, Dramatic Sketch," KSD at 6:30 p. m.

Rudy Baie with studio orchestra at 8 p. m. (KWK.)

Buddy Rogers orchestra from New York heard over KSD at 10:05 p. m.

"The KMOX Round-up" at 11:15 p. m. includes a review of all the week's talent.

- 5:15—WIL Piano Capers — Hope Barnham.
- 5:30—KMOX "Skippy."
- 5:30—KSD The Rollickers.
- 5:30—KWK To be announced.
- 5:30—WIL Palladium Program.
- 5:45—KMOX St. Louis Civic Band — Pevely's Concert and Military Band.
- 5:45—KSD The Goldbergs.
- 5:45—KWK Del King, Baritone. Orch.
- 5:45—WIL Twilight Sketches.
- 6:00—KSD Harlem Fantasy.
- 6:00—KWK Diane Craddock, Blues with Orchestra.
- 6:00—WIL Bobby Stubbs and Orchestra.
- 6:15—KMOX The Chimney Corner.
- 6:15—WIL Dinner Hour Concert.
- 6:30—KMOX Lewisohn Stadium Orchestra; Albert Contes, conductor. CBS.
- 6:30—KSD K-7, a Dramatic Sketch.
- 6:30—KWK Dancing with Countess Dorsay. By Dorsay Perfume Co. NBC.
- 6:30—WIL Sparkler's Orchestra.
- 6:45—WIL Civic Service Period; Mr. Fixit.
- 7:00—KSD Goldman Band.
- 7:00—KWK Portorican American Tobacco Co. NBC.
- 7:00—WIL Radio's Six Stars.
- 7:15—WIL Sport Review.
- 7:30—KWK Campana First Nighter—Dramatized Story. NBC.
- 7:30—WIL Alister Wylie; Piano Stylist.
- 7:45—WIL Jack Dunn's Orchestra.
- 8:00—KMOX Ruth Etting and Orchestra. CBS.
- 8:00—KSD Dance Program.
- 8:00—KWK Rudy Baie, Crooning Tenor with Orchestra.
- 8:00—WIL Al Roth and Gloom Chasers
- 8:15—KMOX Columbia Public Affairs.
- 8:30—KWK Joe Reichman's Hotel Chase Orchestra.
- 8:30—WIL Master's Music Room. (T)
- 8:45—KMOX The Coral Islanders — Hawaiian Instrumentalists. CBS.

Things I'll Never Forget

By Norman Brokenshire

Applying for a job at "Broadcast Central" in New York nine years ago and being curtly told by the phone girl that no one was wanted.

Answering a blind ad for an announcer that led to the same place and getting the job after pronouncing the names of foreign composers.

Sticking a microphone out of the window when one program suddenly broke down, and announcing, "Ladies and Gentlemen, the noises of New York."

Taking the first microphone into a joint session of Congress and broadcasting the Woodrow Wilson memorial service.

Ad libbing for two and a half hours before the Coolidge inaugural; finally, in desperation, describing a person almost falling from a nearby roof and later learning that that was the high spot of the broadcast.

Getting ready to fall "accidentally" from a launch (while broadcasting a Poughkeepsie regatta eight years ago) in order to be the first announcer to be heard while drowning—only to learn of an executive fiat squelching the idea.

Furnishing crowd noises, general sound effects, and doubling in wings for two absent pilots of the six round-the-world fliers at their official reception in 1924, broadcast over the first hook-up of stations.

Broadcasting the William Jennings Bryan funeral services in Washington and ten minutes later hurrying over to the Powhatan Hotel roof to announce a dance orchestra.

Gluing my ears to a pair of microphones at Geneva, N. Y., in 1920 and hearing my first radio program—a church service.

Installing a microphone on Secretary Hoover's desk in 1925 in the Department of Commerce, offering to stand by to assist him during his first radio broadcast, and being told that he preferred to have no one in the room.

Flying for eight hours out of sight of land over a stormy sea in an overloaded and rickety plane while searching in vain for the Graf Zeppelin; making a forced landing for fuel somewhere in New Jersey.

Discussing the relative merits of blondes and brunettes with the engineer on a remote job; later learning the switch was open and the conversation broadcast.

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Appearing Nightly at the "SEASON'S SMARTEST SPOT"

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