

PRAIRIE  
FARMER'S  
*New*

NAMED SOON  
See Pg. 3

# Weekly

MARCH 9  
1935



JACK HOLDEN - Pg. 13

Barn Dance  
- Back Stage

Programs

# LISTENERS' MIKE



## Feature Coming

WLS: "Please print in your magazine who the fourteen couples are that got married while at WLS. Also what year each couple was married."  
—Iris Swearingen, Wapella, Ill.

(A feature story on these WLS folks will appear in an early issue.)

AREN'T YOU HAPPY  
TO BE OUT IN ALL  
THIS BEAUTIFUL  
SUNSHINE  
LITTLE  
GIRL?



## Stay 'Way, Rain

WLS: "... When I was a kid I was never allowed to go out in the rain, and I despise, "Wait Till the Sun Shines, Nellie." Please consider it was never born. . . . I used to like orchestras, but there have been so many loud noises called that, that I wish there were a law preventing any station putting on more than 30 minutes a week of them. . . . Light, thin sopranos are an abomination. . . . Why can't Spareribs tell a story that is dramatic or a sound, sensible one of most any variety for big folks, instead of always for children? . . . I will say you have the best station on the air, and wish success to you folks."—Mrs. Vera Buckel, Rapid City, Mich.

(Listener Buckel also makes some good suggestions concerning what should go in the magazine. A number of her ideas will be incorporated in future issues.)

## We're Glad, Too

WLS: "I am mighty glad I am listed as a subscriber to the new magazine. For good, clean, uplifting, dependable entertainment, WLS can't be beat."—Esther Schrandt, Irving, Ill.

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

## Disagrees

WLS: "I disagree very much with Miss Anna Carr. I don't think we hear enough of Pat Buttram or Lulu Belle. Why don't we hear more of them on the Barn Dance?"—Helen Anderson, Zion, Illinois.

## Why, Mr. Bailey!

WLS: "We know all your entertainers are fine . . . but you have one on your programs, Pat Buttram—well, Pat is better than all the rest. We always listen to the early morning program and never tune out. We wish Pat a lot of good luck and hope there never will be a change. If there are any ladies in Grand Rapids who don't like Pat, they can throw their radios out instead of tuning them out."—Fred L. Bailey, Rib Lake, Wis.

## Just Too Bad

WLS: "'Pat Buttram spoils the program.' Now isn't that too bad? To satisfy one out of a couple of thousand, the program ought to be changed. I think WLS is too wise to make such changes. . . . As for giggles in the middle of songs, aren't the stars only human? They have as much fun putting on the program as we have listening in. Here's a vote for the humorous side of WLS, the best station on the dial."—Violet Zemek, Chicago.

## Regardless

WLS: "Regardless of what Miss Anna Carr says, we certainly enjoy Pat Buttram. He is always welcome in our home. He has plenty of wit and a keen sense of humor. The announcers' program is among our favorites."—Mr. and Mrs. Earl Harker, La Porte, Ind.

## Hates to Miss Him

WLS: "My mother just read a note in the weekly from Miss Carr of Grand Rapids telling how she feels about Pat Buttram. She says he spoils all the programs. Well, everyone at our house disagrees with her. We think that Pat is just about as good an artist as we have ever heard and we hate to miss any of his programs."  
—Ruth Franz, West Allis, Wis.

## 11 Strong

WLS: "There are 11 in our family and we all like and listen to Pat Buttram. He's swell."—Elmira Stuessy, Beloit, Wis.

Listener Carr, will you be good, now? These letters are only a few flakes from the snowstorm of indignant Buttram fan mail which descended upon us.

## Joe Likes It

WLS: ". . . The weekly is just the magazine we have been wanting for a long time. I haven't missed a Barn Dance broadcast since it has been at the Eighth Street Theatre."—Joe Ellison, Sunnyside, Ga.

## Ahoy, John

WLS: "I agree with Miss Bollom of Chippewa Falls. We like the old time songs but I surely wish John Lair would talk more. I could listen for hours to him . . ."—Mrs. M. Hoyt, Rhinelander, Wis.

## The New WLS Weekly

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**JULIAN T. BENTLEY, Editor**

VOLUME 1

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March 9, 1935

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#3  
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# FLASHES



Floyd and Clara Keepers with a small Mexican friend.

Busy as the proverbial beavers were Mr. and Mrs. Floyd Keepers who were leaders of the Prairie Farmer-WLS tour to old Mexico. R. E. Sullivan's camera caught them at San Martin market about to take a native taxi.

Dan Hosmer, versatile radio entertainer and stage performer, is a new and welcome addition to the staff. Of particular interest to listeners will be the fact that starting March 11, Dan will begin a series of sketches to be heard at 7:45 a. m. Monday, Wednesday and Friday. It will be interesting to note that Dan is master of 26 dialects and in one program alone he reads the parts of 18 different men and women, the characters ranging from a Chinese laundry man to a member of the English nobility. Dan's a grand chap and his wealth of experience from 10 years in radio and almost 25 behind the footlights will provide listeners with countless hours of wholesome, refreshing entertainment.

Wyn Orr probably will have his hands full this afternoon (March 9) when, singlehanded, he attempts to interview the Cumberland Ridge Runners with John Lair and Linda Parker. The cross examination is scheduled for the Fanfare spot during Homemakers' Hour.

Lillian White, air-actress heard on many WLS shows, is planning to "rice and old-shoe" it in June. Husband-to-be is a business manager.

Womens' clubs are responding to Mrs. Mary Wright's invitation to visit the Studio for Homemakers' Play broadcasts. Thirty to 50 guests can be accommodated comfortably. The applause emanating from the studio comes from these appreciative audiences. Glad to have your organization as guests. Communicate with Mrs. Wright for details.

Taxi • Dan • Argument

Judges • Hills • Mail

Socialized medicine will be argued pro and con tomorrow morning when debaters from Purdue university and the University of Chicago meet before our mikes. Combere Loveless and Andrew Wrightman will speak for Purdue in arguing the affirmative. Chicago, on the negative, will be represented by Irving Axelrod and J. Barney Kleinschmidt.

Not a word—not even a whisper comes from the judging committee studying all contest entries for the name of this magazine. Looks now as if it will take longer than another week. Just stand by, everybody, the judges say this is too big and important a job to be hurried.

Listeners kept the mail sacks bulging with more than a third of a million letters to the station during the first seven weeks of 1935. The exact number, 357,781, represents nearly 100 per cent increase in mail over the same period last year. And last year, WLS smashed all records in receiving 1,051,041, or one letter every 30 seconds. The week of February 11, a total of 72,555 letters was received.

WLS has always been glad to send its road shows to play performances at state hospitals and other institutions. WLS On Parade, on the road only since December 1, has played a great many of these institutions. Some of those played lately are:

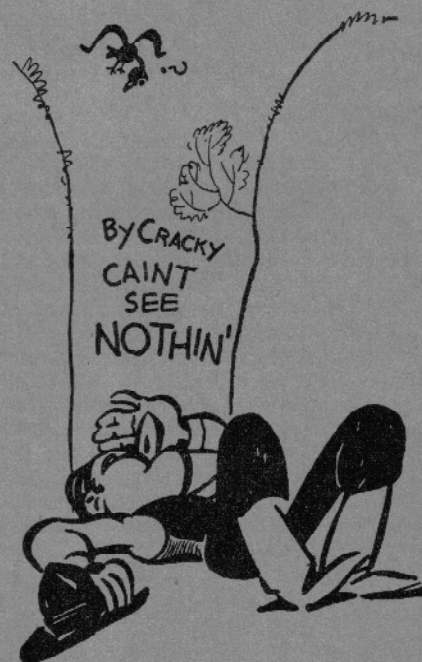
Joliet Hospital for the Criminal Insane; Soldier's and Sailor's Orphans Home, Bloomington, Ill.; The Tuberculosis Sanitorium, Bushnell, Ill.; Soldier's and Sailor's Sanitorium, Madison, Wis.; Wisconsin State Hospital, Mendota, Wis., and Oak Forest Infirmary, Chicago.

Many have asked whether smiling Bill O'Connor, WLS soloist, really did practice law in Kansas before entering radio. He did for three successful years, before Chicago and music lured him to another field, one which has won him thousands of friends.

Pat Buttram, who conducts the Oshkosh Radio School for Beginners 'Jes' Startin', is reported to be about to request the privilege of broadcasting some setting up exercises each morning.

"Tain't that I perticularly care whether anybody follers out the exercises," said Pat, "but I want them jes' fer myself. Now down home I uster chop wood, tote out the ashes, milk the cows and have plenty else to do to git limbered up. Up here on the radio, about all I git to do is exercise my mouth and take a walk in between times."

One of the newer entertainment groups on WLS, Otto and His Tune Twisters, play and sing almost everything that may be classed as "novelty." They may play a toe-ticklin' old time fiddlin' tune and follow it right up with a comical German song. Then, like as not, they'll sing a sweet cowboy ballad.



Roland Ade, until recently manager of the WLS Barn Dance Unit, has this to say about the recent trip into Kentucky: "Well, in two or three of the hotels we stayed in you couldn't look out of the window, and see anything. The hills were so steep that you had to go out and lie down in the street to see the sky."



"Everybody take your places,  
 "Just like horses at the races.  
 "First couple out and swing to the  
 left . . ."

**T**HIS old time square dance call rings out from the Old Hayloft over a coast-to-coast network every Saturday night. And in untold thousands of homes from Northern Canada to the Texas border, in town and country, furniture is pulled back, rugs are rolled away and the WLS National Barn Dance is in full swing.

Thus it has been every Saturday night for almost 11 years. The titillating tempos of cowbells, fiddles, guitars, banjos, harmonicas and other instruments typical of so-called "rustic rhythm" have been heard each week since that first Saturday, April 12, 1924—more than 560 Saturday night programs.

The National Barn Dance has done more to preserve and maintain interest in real American folk music than perhaps any other radio program.

With the advent of WLS into the 50,000 watt class and later with Alka Seltzer sending a full hour of the Barn Dance over a nationwide NBC network, the program definitely became an international feature.

Letters have poured in from every state in the union, from all the Canadian provinces, from Mexico, Bermuda, Hawaii, from Scotland, Sweden, the Dutch West Indies, Alaska, from ships and submarines at sea and even from New Zealand where the program is received on Sunday afternoon.

Despite the barrier of a strange tongue, the Gringo shindig every Saturday night is welcomed by a large number of Mexico City listeners. The tintinnabulation of the



# BARN ...Ba



Yankee cowbells, the lively rhythms of mountain and rural music comprise a language readily understood by our foreign neighbors.

A great many writers along Radio Row have turned their hand to explaining the success of the Barn Dance. Nearly all agreed that the informality and friendliness of the program had much to do with its popularity.

That is true but also to be noted is the genuineness of the whole production. Most of the boys and girls who take part in the old-fashioned songs and dances really have attended just such parties at home in the country and in the southern hill country.

When the Cumberland Ridge Run-

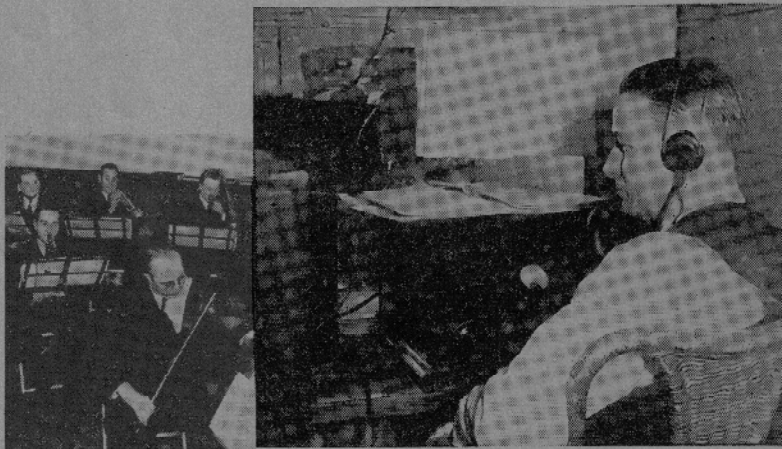


# DANCE

The Original Barn Dance,  
Radio's Oldest Show,  
Heads Into 12th Year

## Backstage...

At the extreme left the network Barn Dance "brain trust" watches a studio rehearsal; Uncle Ezra "cuts the mustard" with the Hoosier Hot Shots; the Westerners take the spotlight at the Eighth Street Theatre; Cumberland Ridge Runners pose between numbers backstage; at top right, Engineer Tommy Rowe "rides the gains" on the complicated program; below, it's 9:30 p. m.—the first show's over, and the stampede for backstage lunch is on. How many do you recognize? Other pictures show typical rehearsal scenes.



ners swing into "Cumberland Gap," the Dean Boys sing "A Heart in the Heart of Texas," or the Westerners sing "Rounded Up In Glory," they are doing numbers they learned at their sources.

WLS officials have reason to believe that it is this type of sincere, old-fashioned heart songs that their listeners like best.

Back in 1924, when WLS first took the air, a different type of music was broadcast during the first few days of the station's life. The response from the public was merely luke warm. Listeners were polite, of course. Beethoven, Brahms and Bach were all right, but somehow they didn't seem to stir the ether appreciably.

Then, on the station's first Saturday night, something happened that changed the whole course of events for WLS.

Edgar Bill, first manager of WLS, en route to the studios on the Hotel

Sherman, stopped at a drug store. A radio there was tuned to WLS.

Bill listened. What was this? Instead of the "long haired" music which had been featured, the loud speaker was spilling forth the merry antics of three fiddles, a guitar, harmonica and an accordion. "Turkey in the Straw" with the high pitched, insistent voice of a square dance "caller" was flooding the drug store.

Ed Bill hastily left the drug store and hurried to the studios. He was filled with misgivings. What would the public think of such undignified music?

The answer was not long in coming. Within a few minutes, telegraph boys began arriving with a veritable snow-

*(Continued on page 12)*

# FANFARE



**G**OOD-DAY, Fanfare Friends. Since last we sat down for a chat about folks and friends at WLS, many items of interest and curiosity have come to light, questions, problems, and comments. Mighty nice of you people to be so frank in your letters. That's the way we like 'em . . . helps us to shape the shows so they are more appealing to you.

But, to get to the questions. Here's one from Algoma, Wisconsin, asking whom Adele Jensen of Winnie, Lou, and Sally married several weeks ago. The lucky man is Buddy McDowell. This item corrects an error in last week's issue. The other two girls, Helen and Eileen are still single.

Miss Helen, of Norway, Michigan, has directed her inquiries direct to Fanfare, "WLS Weekly," because she cannot listen to our daily air-spots at two o'clock. We would like to have any of you friends who cannot listen, because of business or any other reason, do the same thing.

Mrs. Henry Graser of Monomonee Falls, Wisconsin, is anxious to know the personnel of the WLS Rangers Quartet. Which brings up a good point. Vocally, the Rangers are a quartet. Instrumentally—a quintet. You see: Ozzie Westley, Clyde Moffett, Lew Story, and Walter Tuite sing and play, while Merton Minnick joins their vocal and instrumental ensembles as violinist.

Speaking of the Rangers, Ozzie Westley, is a confirmed aero-enthusiast. At one time was co-owner of a plane. Delighted in flying out to Iowa, and distant points to visit friends. Nobel Cain—NBC Musical Production Chief was Ozzie's partner. Then came love into Ozzie's life . . . love and Mary Schnoor, so he listened to

her pleadings, and forsook the air for a haven at home. Disposed of his interest in the plane to his friend Cain, who just last year, unluckily cracked up in Michigan. Looks as though Ozzie got out from over none too soon.

Is Romelle Fay married, and if so, what is her wedded name? In private life, Romelle Fay is Mrs. Edwin Cuniff. Husband Ed is a commercial representative for station WROK in Rockford, Ill.

**Q. and A** ● **RANGERS**  
**FLIER** ● **PAGEANT**  
**CHUBBY** ● **HEZZIE**

By WYN ORR

M. E. Morris of Bloomington, Indiana, asks the name of the accordion player with Rube Tronson's Texas Cowboy Band. He who manipulates the stomach steinway is Mike Dutche.

From Zeeland, Michigan, Mrs. Jacob M. Van den Bosch, writes to ask the ages and home of the Flannery Sisters. The Flannery Sisters and their ages are respectively, Allie, 19, and Billie, 21. Their home is in Gladstone, Michigan.

Did you know that Walter Steindel, than whom there are few finer pianists in these here parts, is also conductor, of that nationally-famous singing organization, the Chicago Singverein. Upon Walter's sturdy shoulders falls the responsibility of directing these 125 trained voices each year. Their annual concert will be given about the middle of May.

When is a program director not a program director was a question hurled at this patient purveyor of personal particulars, just a week ago. The answer is, when he becomes an actor. That is precisely what George C. Biggar, genial director of programs, did a couple of weeks ago. The Gary Memorial Church of Wheaton, Illinois, decided to have a pageant and depict various incidents in the life of the Father of Our Country. The community was scoured to locate the ideal man. Someone saw George and collared him. He consented with pleasure.

So at the annual Washington and Lincoln Dinner our Program Director appeared, clad in the garments of the Colonial period and supported by an excellent local cast. We have been told by various observers that the presentation was a splendid success, no little part of which was due to George.

From Avonell Peterson of Newton, Iowa, comes a request for the names of the boys who participate in the Oshkosh Overall Program each weekday morning at 6:45. In the first place, the announcer is Joe Kelly. Pat Buttram conducts the not-too-smoothly-running radio school, with the Hoosier Sod Busters, Reg Kross and Howard Black, and Jimmie and Eddie Dean. Bill Meredith scripts the show in conjunction with gag-man Buttram, while Al Boyd produces.

From Kewaskum, Wisconsin, Mrs. Adolph Wahlen, inquiries: "Where is Chubby Parker who, 10 years ago, sang with WLS? Also, who was the red haired young lady who appeared with the Cumberland Ridge Runners on the stage at Cedar Lake, Wisconsin, last summer?" That is Edith LaCrosse, whose titian locks are no less pleasing than her personality. Chubby Parker is no longer on the air though he is, we understand, still a resident of Chicago.

Mrs. Mae Clements of Sharpsburg, Illinois, wonders whether Jolly Joe Kelly is really as handsome as his picture on the cover page of the first WLS Weekly indicates. Yes, indeed, having communicated with the photographer in support of our own judgment, we find that the likeness is perfect. The only exception we might make is that Joe's grin is usually a bit broader.

Chicagoan Miss Frances Peerenboom is curious to know the real name of Hezzie of the Hoosier Hot Shots, and whether he's married? Hezzie was christened Paul Trietsch. And, by the way, did you know that he once was employed as a baker's assistant. Hezzie is justly proud of his abilities as a baker of pastry, cake and bread. Yes he is married, but his attractive wife does the baking now.

Miss Evelyn Brussell and twin-sister Lucille of East Towas, Michigan, want to know if Gene Autry, the Oklahoma Yodeling Cowboy, is married, and what is the name of the picture he recently made in Hollywood. Yes, Gene is married. Mrs. Autry is the former Ina Mae Spivey of Duncan, Oklahoma. They were married April 1, 1931. Gene's picture is "The Santa Fe Trail." He sang, played guitar and acted in the opus.

Time for us to be running along, friends. We've enjoyed this visit with you . . . and please do remember, if we can be of service in answering questions about your friends here at WLS, let us know. We'll be glad to help. Until next issue, then. Thanks for the hospitality. We've enjoyed it. G'bye.



Ozzie

# Pa Smithers at WLS

New rural sketch promises much fun for listeners.

By George C. Biggar

NOT far out of the little country village of Fairview live Silas and Sarah Smithers, better known to all of their neighbors as just plain "Pa and Ma Smithers."

The Smithers live alone, their two children having gone to the city years ago. But they're a happy pair and they enjoy life to the fullest in their own "homey," simple way. This, in spite of the fact that Ma has to keep quite a "watch-out" on Pa, who sometimes gets too "cantankerous" to suit the wishes of his better half. But Ma Smithers is a good-hearted soul, the first to burst out into tears if Pa gets the worst of anything.

You folks who listen to WLS daytime programs are going to learn to know and love Pa and Ma Smithers. We've arranged to put a "remote control" pickup out to their home near Fairview so that you can regularly listen to the humorous (and otherwise) episodes of their lives.

Mark this date down—next Monday, March 11—and tune in for "Pa and Ma" at 1:00 p. m. every day excepting Saturday and Sunday. Oh, yes, you'll meet Nellie, too. These old folks couldn't get along without her.

## Dean Boys' New Show

For the present, those fascinating fairy tales and other stories that Malcolm (Spareribs) Claire tells in the manner of a southern colored character, will be heard three days a week—at 7:45 a. m. each Tuesday, Thursday and Saturday. These stories, told in such a unique way with organ effects by Ralph Waldo Emerson, have won Spareribs a great following not only among boys and girls, but even among older folks.

The Dean Boys will be heard at 7:45 a. m. on Monday, Wednesday and Friday.

Of much interest to all Boy Scouts and their fathers and mothers will be the appearance of Dwight M. Ramsay on the Little Brown Church of the Air between 9:30 and 10:15 a. m. on Sunday, March 10. Mr. Ramsay, who is Regional Executive of Boy Scout work in Illinois, Indiana, Michigan and Wisconsin, has been invited by Dr. John W. Holland to make a short talk on Scouting as it builds better citizenship among boys in all communities.

Tonight, March 9, during the National Barn Dance Hour on WLS and NBC between 8:30 and 9:30, the Old



## Little Woodsman Starred with Spareribs

ments from our listening friends prove that the WLS broadcast news service keeps folks in close touch with news just when they want it.

When Ignatius (Junior) Machewski, five years old, realized the house was too cold for his widowed mother, Mrs. Anna Machewski, he took immediate action.

With a small hatchet and a burlap sack, Junior fared forth in the neighborhood of his home in search of firewood. He strayed too far and became lost. Police found him huddled in a doorway, cold and hungry.

Junior was unable to tell them his address or his last name very clearly. It wasn't until the next day that he finally was taken home, after spending a night at the police station.

Malcolm (Spareribs) Claire heard about Junior and asked him to talk to the boys and girls who listen to his fairy tales. Junior made his air debut with Spareribs on February 27.

Jumpin' Jenny Wren, Uncle Ezra, is planning to sing "The Old Buggy Ride," with "trimmin's" by those clowns of the air, the Hoosier Hot Shots. Another highlight of the Alka-Seltzer hour will be a 10-minute southern mountain music spot, featuring John Lair with the Cumberland Ridge Runners and Linda Parker. Added numbers of interest will be the Maple City Four's version of "Green Grass Grew All Around" and Lulu Belle's good old-timer, "The Little Black Moustache."

Do you know that WLS "scoops the air" with up-to-the-minute news each morning? Promptly at 7 o'clock daily, except Sunday, Julian Bentley has a 10-minute resume of news of the past 18 hours, as furnished us by Transradio Press.

This news summary gives farm, town and city folks an opportunity to find out the world's doings before going to work for the day. Other news reports from WLS are conveniently spotted at 10:25 and 11:55 a. m. And you'll want to be sure to catch Julian's 15-minute weekend news summary every Sunday morning from 8:45 to 9:00 o'clock. Numerous com-



Junior didn't make a very long talk but he certainly was not suffering from "mike fright."

A number of listeners sent money and clothing for Junior, his mother and his nine brothers and sisters. The family is on relief and times have not been easy for them.

# ... LISTENING IN WITH

SATURDAY, MARCH 9

to

SATURDAY, MARCH 16

870 k.c. 50,000 Watts

## Sat. Eve. Mar. 9

7:00 to Midnight CST

- 7:00—Cumberland Ridge Runners and John Lair in "Mountain Memories." (Big Yank)
- 7:15—Westerners and Louise Massey in Range Program. (Pathfinder)
- 7:30—Keystone Barn Dance Party featuring Lulu Belle and other Barn Dance entertainers. (Keystone Steel and Wire Co.)
- 8:00—RCA Radio City Party on NBC.
- 8:30—National Barn Dance NBC Hour with Uncle Ezra, Hoosier Hot Shots, Maple City Four, Cumberland Ridge Runners, Westerners, Lulu Belle, Verne, Lee and Mary, Spareribs and other Hayloft favorites, with Joe Kelly as master of ceremonies. (Alka-Seltzer)
- 9:30—Gillette Hayloft Party. Gillette Bears, Cousin Toby, Henry Burr, tenor, Hoosier Sod Busters and Ralph Emerson, organist. (Gillette Tire Co.)
- 10:00—Ferris Barn Dance Jubilee. Otto and His Tune Twisters, Flannery Sisters, Spare-ribs, Grace Wilson, Eddie Allen.
- 10:30—Barn Dance Frolic. Rangers, Dean Bros., Sod Busters, Evelyn Overstake. (Coyne School)
- 10:45—Prairie Farmer - WLS National Barn Dance continues until midnight with varied features. Jack Holden, Joe Kelly and Arthur (Tiny) Stowe, masters of ceremonies.

## Sunday, March 10

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

- 8:00—Romelle Fay plays the organ in 30 friendly minutes announced by Howard Chamberlain.
- 8:30—Lois and Reuben Bergstrom in heart songs.
- 8:45—News broadcast with summary of week end world-wide news

brought by Trans-Radio Press through Julian Bentley.

- 9:00—Intercollegiate Debate: Purdue vs. University of Chicago, subject—Socialized Medicine.
- 9:30—WLS Little Brown Church of the Air—Dr. John W. Holland, pastor. Hymns by Little Brown Church Singers and Henry Burr, tenor, assisted by WLS Orchestra and Romelle Fay, organist.
- 10:15—Y.M.C.A. Hotel Chorus, directed by Jack Homier, in a program of varied numbers arranged for 16 trained male voices.
- 10:45—Better Speech Institute from NBC Studios.
- 11:00—Federal Glee Club, Wm. E. Myricks, director, in 15 minutes presented by Homer Griffith.
- 11:15—Phil Kalar in popular songs, with WLS Orchestra. (Evans Fur Co.)
- 11:30—(Monday Livestock Estimate) Verne, Lee and Mary. (Community Motors)
- 11:45—Canary Musicales. (Justrite Co.)
- 12:00 noon—WENR programs until 6:30 p. m.

## Mon., Mar. 11, to Fri., Mar. 15, Inclu.

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

You will find in the following an outline of the WLS day-time features from Monday to Friday, listing the standard and special features for each half hour or 15 minutes. Last minute program revisions occasionally make changes necessary which cannot be recorded as we go to press.

## Mon., Tues., Wed., Thurs., Fri.

- 6:00—Smile-A-While with Joe Kelly—Daily—Cumberland Ridge Runners in old-time melodies. **Mon., Wed., Fri.**—Flannery Sisters in harmony songs. **Tues., Thurs.**—Linda Parker in mountain songs. **Tues., Thurs., Sat.**—6:10—Sears Johnny Muskrat Fur Market.
- 6:20 - 6:30—Daily—Service features; including temperature reports, Chicago, Indianapolis and E. St. Louis Livestock Estimates, Weather Forecast, Retailers' Produce Reporter, Day's WLS Artists' Bookings.

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

There's plenty of good cheer and valuable information for all who start the day with the **WLS Smile-A-While Crew from 6 to 7 o'clock every morning.**

- 7:00—News broadcast with up-to-the-minute local and world-wide news brought by Trans-Radio Press—Julian Bentley.
- 7:10—Cumberland Ridge Runners.
- 7:15—Prairie Farmer Bulletin Board—items of wide variety and interest from rural correspondents, "Check" Stafford.
- 7:30—Jolly Joe and his Pet Pals—Joe Kelly has his morning conference with his "Palsy Walsies."
- 7:45—**Mon., Wed., Fri.**—Jimmie and Eddie Dean in songs of today and yesterday.
- Tues., Thurs., Sat.**—Fairy Tales and other Stories. Spareribs (Malcolm Claire) tells stories in "deep south" dialect, assisted by Ralph Emerson, organist.
- 8:00—Morning Devotions conducted by Jack Holden, assisted by Rangers quartet and Ralph Emerson. **Sat.**—Dr. Holland gives review of Sunday School lesson.
- 8:15—Hoosier Sod Busters; WLS Artists' Bookings; Weather Forecast; Temperature Report.
- 8:30—Ford Rush, baritone, in popular songs, with Ralph Emerson. Ten-second drama. Conducted for Sears' Chicago Retail Stores by Marquis Smith.
- 8:45—Morning Minstrels with WLS Rangers, "Spareribs" Claire, "Possum" and "Porkchops" Dean, Arthur (Tiny) Stowe, interlocutor. (Olson Rug Co.)

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

9:00—The Westerners on Rhythm Range with Louise, Dott and Allen Massey, Milt Mabie and Larry Wellington, "Rodeo Joe" and "The Judge." (Peruna and Kolor-Bak.)

When the Westerners are "correlated" in your radio at 9:00 every morning, you're pretty sure to be pleased by their variety of tuneful vocal and instrumental selections.

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



# WLS DAILY PROGRAMS

- 9:45—**Mon., Wed., Fri.**—Cumberland Ridge Runners, featuring Red Foley. (Crazy Crystals)  
**Tues., Thurs., Sat.**—"The Clinic of the Air," with Dr. Copeland. (Cream of Nujol.)
- 10:00—Tower Topics by Sue Roberts, Songs by Bill O'Connor, tenor, assisted by John Brown, pianist. (Sears' Mail Order.)
- 10:15—Jim Poole in mid-morning Chicago cattle, hog and sheep market direct from Union Stock Yards. (Chicago Livestock Exchange.)
- 10:20—Butter, egg, dressed veal, live and dressed poultry quotations.
- 10:25—News broadcast. Mid-morning bulletins by Julian Bentley.
- 10:30—Today's Kitchen with WLS Rangers Five, Sophia Germanich, soprano; John Brown, pianist, and Ralph Emerson, organist, Jack Holden and Howard Chamberlain, Produce Reporter, The Old Story Teller, Mrs. Mary Wright, home advisor, in talks on menus, food and household economy. Special guest speakers.
- 11:00—**Mon., Wed., Fri.**—Aunt Abbie Jones, a serial story built around the lovable character of Aunt Abbie and her home town neighbors.  
**Tues., Thurs.**—Cumberland Ridge Runners, featuring Red Foley. (Crazy Crystals)
- "Aunt Abbie Jones" is just the sort of neighbor lady in whom you would like to confide your joys and your sorrows. She makes the life of small-town folks vivid and real.
- 11:15—**Mon., Wed., Fri.**—Food talks by Josephine Gibson. (Heinz NBC)  
**Tues.**—Hoosier Sod Busters and Flannery Sisters.  
**Thurs.**—Modern Treasure Hunters. (Numismatic)
- 11:30—**Mon., Wed., Fri.**—Cornhuskers Band and Choreboy in popular rhythmic melodies and ballads. (Willard Tablet Co.) **Tues., Thurs.**—Homer Griffith, "The Friendly Philosopher."
- 11:45—Weather forecast, fruit and vegetable market. Artists' bookings.
- 11:55—News broadcast of mid-day reports—Julian Bentley.

Afternoon (Daily Ex. Sat. and Sun.)

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

- 12:00—**Mon., Wed., Fri.**—Virginia Lee and Sunbeam—a serial love story featuring Virginia Lee (Northwestern Yeast.)  
**Tues.**—Dean Brothers in harmonies; James H. Murphy in livestock feeding talk at 12:10.  
**Thurs.**—Jung Garden Corner with orchestral melodies. (Jung Seed Co.)

## Dinnerbell Programs

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

For nearly eleven years, Dinnerbell Time has been the common radio "meeting ground" of Mid-West farm folks, and of all others interested in agriculture.

- 12:15—Prairie Farmer Dinnerbell Program, conducted by Arthur C. Page. Varied music, farm news, talks and service features. Jim Poole's closing livestock market at 12:30; Dr. Holland's devotional thoughts.
- Monday**—Orchestra, Sophia Germanich, Dean Bros. C. V. Gregory, Editor of Prairie Farmer, in "Parade of the Week."
- Tuesday**—Ralph Waldo Emerson, organist, Hoosier Sod Busters, WLS Rangers, Sophia Germanich.
- Wednesday**—Orchestra, German Band, Flannery Sisters, Sophia Germanich.
- Thursday**—Ralph Emerson, The Westerners, Orchestra, Sophia Germanich.
- Friday**—Orchestra, Flannery Sisters, Red Foley, Sophia Germanich.
- 1:00—"Pa and Ma Smithers"—our new rural sketch.
- 1:15—**Mon., Wed., Fri.**—Henry Burr, tenor and famous recording artist, assisted by orchestra.  
**Tues., Thurs.**—Phil Kalar, baritone, accompanied by Ralph Emerson, in popular songs. (Evans Fur Co.)
- 1:30—Closing Grain Market on Board of Trade by F. C. Bisson of U. S. Department of Agriculture.
- 1:35—**Mon., Wed., Fri.**—Herman Felber, Jr., violin solos.  
**Tues., Thurs.**—Howard Black and Reggie Cross, Hoosier Sod Busters.
- 1:45—Homemakers' Hour. (See following schedule of daily features.)

Homemakers' Hour is planned for women of all walks of life. For an hour and a quarter daily excepting Sunday, Home-maker hostesses present a well balanced variety of entertainment and information. It includes instrumental and vocal music, drama, talks on home problems, gardening, home entertainment and the ever popular feature, Fanfare.

Monday, March 11

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

- 1:45 - 2:15—Orchestra; George Simons, tenor; Wyn Orr in Fanfare, Martha Crane and Mrs. Helen Joyce in food talks.
- 2:15 - 2:30—Flannery Sisters, Orchestra, Florence Ray.

2:30 - 2:50—Dr. Maybelle Blake in "Child Psychology"; Dr. John W. Holland, and Orchestra.

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

Tuesday, March 12

- 1:45 - 2:15—Ralph Emerson, The Westerners, Wyn Orr in Fanfare; Martha Crane and Mrs. Helen Joyce in food talks.
- 2:15 - 2:30—Ralph Emerson, John Brown and Bill O'Connor.
- 2:30 - 2:50—"Little Dramas from Life," by Mrs. Blanche Chenoweth.
- 2:50 - 3:00—Ralph Emerson, John Brown and Bill O'Connor.

Wednesday, March 13

- 1:45 - 2:15—Orchestra, George Simons, tenor; Wyn Orr in Fanfare; Martha Crane and Mrs. Helen Joyce in food talks.
- 2:15 - 2:30—Orchestra, Grace Wilson, contralto; and Florence Ray.
- 2:30 - 2:50—Mrs. Clara Ingram Judson, home specialist; Mrs. Mary Wright, WLS home adviser; orchestra.
- 2:50 - 3:00—Orchestra and Grace Wilson.

Thursday, March 14

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

Friday, March 15

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

Saturday, March 16

- 1:45 - 2:15—Rangers Five, Ralph Emerson, Wyn Orr in Fanfare. Martha Crane and Mrs. Helen Joyce in food talks.
- 2:15 - 2:30—Verne, Lee and Mary; Ralph Emerson and Hoosier Sod Busters.

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

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## Gray Hair

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

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417 So. Boulevard Oak Park, Illinois

2:30 - 2:50—Interview of WLS personality by Wyn Orr.

2:50 - 3:00—Ralph Emerson; Verne Lee and Mary; George Goebel.

### Saturday, March 16

6:00 a. m. to 12:00 noon CST

6:00 to 9:00—See daily schedule of morning features.

9:30—George Goebel, "The Little Cowboy" in western and old-time songs.

9:45—"The Clinic of the Air" with Dr. Royal Copeland. (Cream of Nujol.)

10:00—Sears Junior Roundup, conducted by Sue Roberts with Gene Autry as Harmony Ranch Foreman.

10:15—Geo. C. Biggar in WLS program news.

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

10:25—Julian Bentley in up-to-the minute world-wide news.

10:30—Today's Kitchen. (See daily schedule.)

11:00—Cumberland Ridge Runners, featuring Red Foley. (Crazy Crystals)

11:15—Hoosier Hot Shots in instrumental and vocal novelties.

11:30—"Be Kind to Announcers." Fifteen minutes of fun and foolishness with Joe Kelly, Jack Holden, Howard Chamberlain and Pat Buttram.

11:45—Weather report; fruit and vegetable markets; artists' bookings.

11:55—News; Julian Bentley.

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

12:00—Otto and His Tune Twisters in sweet and lively novelties.

12:15—Poultry Service Time; Ralph Emerson, organist; The Westerners with Louise Massey. Bill Denny, "The Poultry Man." Thirty minutes of information and entertainment.

12:45—Weekly Livestock Market Review by Jim Clark of the Chicago Producers' Commission Association.

12:55—Grain Market Quotations by F. C. Bisson of U. S. Department of Agriculture.

1:00—Merry-Go-Round — Forty-five minutes of rollicking fun and entertainment with Jack Holden as Conductor and Ralph Emerson as Chief Engineer. Cumberland Ridge Runners and Linda Parker, Ramblin' Red Foley; Eddie Allen, Pat Buttram; Flannery Sisters; John Brown, Hoosier Hot Shots; Evelyn Overstake, Lulu Belle and Skyland Scotty.

1:45—Homemakers' Hour. See Special Daily Schedule.)

3:00—Sign Off for WENR.

## EVENING PROGRAMS

### Sunday Evening, March 10

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

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

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

### Monday, March 11

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

P.M.

7:00—Jan Garber's Supper Club (Northwestern Yeast.) (NBC)

7:30—Care Free Carnival. (Crazy Crystals.)

8:00—Sinclair Minstrels. (Sinclair Oil Refining.) (NBC)

### Tuesday, March 12

P.M.

7:00—Eno Crime Clues. (NBC)

7:30—Lawrence Tibbett. (Packard Motors.) (NBC)

8:00—Grace Moore. (Vicks Products.) (NBC)

### Wednesday, March 13

P.M.

7:00—Penthouse Party. (Eno Salts.) (NBC)

7:30—Lanny Ross's Log Cabin Orchestra. (General Foods.) (NBC)

8:00—Twenty Thousand Years in Sing Sing. (Sloan's Liniment.) (NBC)

### Thursday, March 14

P.M.

7:00—College Prom. (Kellogg Company.) (NBC)

7:15—"Western Nights." (Drug Trade Products.) Fifteen minutes with The Westerners. (WLS Studios)

7:30—"Red Trails." (American Tobacco Co.)

8:00—"Death Valley Days." (Pacific Coast Borax.) (NBC)

### Friday, March 15

P.M.

7:00—Irene Rich. (Welch's Grape Juice.) (NBC)

7:15—WLS Studio Entertainment.

7:30—The Intimate Revue. (Bromo-Seltzer.) (NBC)

8:00—Beatrice Lillie. (Borden's Products.) (NBC)

On page 15 you will find a list of leading network programs which we recommend besides our own programs.

## Homemakers' Corner

By Mrs. Mary Wright

Many homemakers are confronted with the problem of stretching little money over many improvements for the home. If the kitchen linoleum is dingy in appearance but is not worn through, you can brighten up the kitchen by stippling the linoleum.



Mrs. Mary Wright

First, enamel the linoleum a fairly dark color—all over. You might use a soft green or blue. When this first coat is thoroughly dry, you are ready to

make the stippled effect. With a brush apply a lighter color of enamel, say cream, to a piece of window glass; pat a sponge, which has been cut flat on one side, on the painted glass and then onto the linoleum, repeating until the whole linoleum is covered, except for a border. The border may be left the color of the background or a border of the lighter color may be painted on.

Three colors may be used for the rug, if desired—the background color and two for the stippled effect. A soft blue, a warm apricot and cream, or green, cream and a touch of Chinese red would be equally attractive.

### Start in Small Way

It might be well to experiment on a small linoleum rug before starting the large one. But be sure you use the same sponge for both rugs if you want them to look the same, because a difference in the size of the holes in the sponge gives different results.

After the enamel is thoroughly dry apply a linoleum varnish, a white shellac or a clear lacquer to preserve the enamel. A coat of floor wax over this makes the floor easy to clean and also adds to the life of the finish.

Should the top of your work tables be wood, you can glue linoleum to harmonize with the floor on the working surface of the tables.

To complete the rejuvenation of the kitchen, you might use cream curtains with a pattern or ruffle the color of the background of the rug. Paint the woodwork and cupboards cream and the edges of the shelves and possibly a narrow stripe or small design on the cupboard doors of the third color (red or warm apricot respectively with the green or blue background.) You will find three colors make a room more interesting than do two colors.

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One Whole Hour — Coast to Coast

» Originating Over WLS Chicago «

### 38 NBC STATIONS

WJZ New York City	WKY Oklahoma City
WBZ Boston	KTBS Shreveport
WBZA Springfield	WBAP Dallas-F. W'th
WBAL Baltimore	WMC Memphis
WMAL Washington	WSB Atlanta
WSYR Syracuse	WJDX Jackson
KDKA Pittsburgh	WSMB New Orleans
WHAM Rochester	WAVE Louisville
WGAR Cleveland	KPRO Houston
WJR Detroit	WAPI Birmingham
WCKY Cincinnati	KTHS Hot Springs
WFI Philadelphia	KOA Denver
WLS Chicago	KDYL Salt Lake City
KWK St. Louis	KPO San Francisco
KWCB Cedar Rapids	KFI Los Angeles
KSO Des Moines	KGW Portland
KOIL Omaha-Cnel Blfs	KOMO Seattle
WREN Kansas City	KHQ Spokane
WKBF Indianapolis	KVOO Tulsa

BE sure to tune in on this full hour of fun and frolic in the old hayloft every Saturday night. A big family party with music and fun galore! Lovable old Uncle Ezra; Lulu Belle; Spareribs; the Maple City Four; the Hot Shots; Ridge Runners; Westerners; and more than forty radio stars. Hear them make the rafters ring with your favorite melodies, toe tickling tunes and snappy square dances. More than two thousand people pay to see this big show put on in the WLS hayloft at the Eighth Street Theatre every Saturday night.

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100,000 People Die Every Year  
From Pneumonia

So many pneumonia cases start with a common cold. Don't take chances—if you have a cold, don't neglect it—get a bottle of M-K Cold Remedy, that time-tested prescription of a noted Illinois physician who never lost a case of Lobar Pneumonia in 17 years. Thousands say there is nothing like

## M-K COLD REMEDY

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You can buy your first bottle of M-K from any druggist with the positive guarantee that if you are not satisfied with results your money will be refunded. Don't take chances with colds—use M-K Cold Remedy.

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**CORN BELT HATCHERIES**  
Operated by the ROTH FAMILY

## Barn Dance - Back Stage

Continued from Page 5

storm of wires, from both country and city.

"Let's have more of the same kind of music," was the general demand of these messages.

Thus in a tiny studio, informally, was born the first WLS National Barn Dance.

Since that night, the Barn Dance production has changed in many respects but guided by George Biggar, program director, the underlying principles remain the same. Sincerity, friendliness and good fun.

Among the pictures accompanying this story you will find one of "the Barn Dance Brain Trust." Pete Lund, who writes the script for the Alka Seltzer hour of the Barn Dance; Walter Wade of the Wade Agency which handles the advertising for Alka Seltzer, and Bill Jones, production chief at WLS, lay their heads together every week.

Songs are selected to conform with the general theme of each program, different arrangements are suggested, tested and timed, ensemble numbers are rehearsed among the different group acts.

Now let's hop downtown to the Eighth Street Theatre.

### Backstage Fever

It is 6:45 in the evening. Back stage among the dressing room, all is in a state of apparently feverish excitement. Yet long experience has shown every member of the Barn Dance gang just how much time he will need to be ready for his stage and air appearances.

From one dressing room come giggles as a group of the WLS girls get into their costumes.

A peal of laughter from another room indicates that Milt Mabie of the Westerners has just been guilty of another of his infamous puns.

Tommy Rowe, chief engineer, is at his place in the master control room on the balcony level of the theatre. Through his capable fingers must flow the complicated program of the evening, with sudden switches from the stage to the two balcony studios or back home to the Prairie Farmer building main studios.

He also must keep the public address system within the theatre working at the proper volume. In one of his earphones comes the program that is going on the air. In the other, perhaps, he has a part of the stage show which is not being broadcast.

Tommy and his assistants, Jimmy Daugherty, Bill (Andy) Anderson,

Charles Nehlsen, Herbert Wyers and Burr Whyland are in many respects the real wizards of the show.

Back of the stage curtain, engineers are making last-minute connections, stage hands move about, WLS stars laugh and chat.

### The Whole Gang

Here's Uncle Ezra, his stiff white chin whiskers pointing ahead of him, here are two Ridge Runners and Linda Parker, a Ranger or two, Lulu Belle, unwrapping a stick of gum; not far away a grinning Skyland Scotty Wiseman; Bill Jones, script in hand, gives orders right and left; the Maple City Four, adjusting their overall straps; Grace Wilson and Bill O'Connor, two of the best beloved WLS stars who appeared on the first broadcast in 1924; Verne, Lee and Mary, Jack Holden, Tiny Stowe and Joe Kelly, master of ceremonies on the network program; Sparreribs in black-face, the Hoosier Sodbusters, Arkie, Ralph Emerson and Ford Rush . . . the entire Hayloft gang.

The minute hand on the electric stage clock swings around to the hour. The second hand follows. Ten seconds to go.

"Hold it! Hold it! Quiet," shout Jimmy Daugherty and Bill Jones.

Jimmy with his headphones in the wings gets the signal from Tommy upstairs in the control room. He gives Joe Kelly "the finger" and—

"Hello, hello, hello," says Joe into the microphone. "How's mother, dad and the whole family tonight? . . ."

Thus does the Barn Dance take the air for another Saturday night show.

• • •

## Needs Muffs

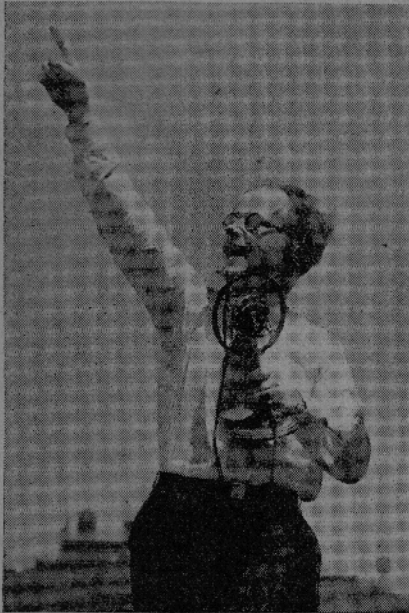
A recent chilly day brought memories to Jimmie Dean of the Dean boys of how he froze his ears so severely three winters ago, while at station WANX, Yankton, South Dakota, that he came near losing them. Jimmie says, however, that at 35 below there, it really doesn't seem as cold at it does here, when a raw lake breeze is rampant.

• • •

## Dad

W. A. McMillan, veteran night watchman at Prairie Farmer-WLS, celebrated his 70th birthday recently, and is spry and active. To our big family here he is better known as "Dad" and in the past seven years he has won a large circle of friends.

## Man on the Cover



Ladies and gentlemen, for this week's versatility prize, we give you Jack Holden.

Announcer, actor, master of ceremonies, comedian, singer, a radio man by profession and a gentleman by choice—that tells you quite a lot about Jack but not all.

If you're planning a radio program of any kind, it's a good plan to have some one on it like Jack Holden. That's why you hear his deep, pleasant voice and precise diction on so many WLS programs.

Jack jumped from 50 watts to 50,000 overnight when he came from WELL, Battle Creek, Michigan, to WLS. That was four years ago, come next October and his popularity has been growing ever since.

Those who have heard Jack conducting Morning Devotions can testify to the quiet sincerity of his work. While he was attending Kalamazoo

College, Jack filled pastorates at Bedford, Gobles and Athens, Michigan.

The accompanying picture shows Jack on the roof of the Prairie Farmer building in July, 1932, when WLS cooperated with the United States Army in broadcasting from a height of 12,000 feet. Jack, riding in a pursuit ship, was one third of a three sided plane-to-plane-to-ground conversation which was rebroadcast over WLS.

Jack is married to the former Jean Hawks of Battle Creek. They have two children, Donald five, and Jean Louise, two years old.

## PIE CHAMP



Inez Todnem, Marshall, Minn., National Cherry Pie Champion, photographed with Mrs. Mary Wright.

# TUNE IN WLS

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at **11:45 A.M.**

for the Famous

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A Perfect Time Keeper

**GIVEN**  
Long tonneau shape, chrome finish embossed case. Newest linked wrist band. **It's a Dandy.** Send for two 27 packet collections of Garden Seeds. Sell at 10¢ a pack. Remit money collected, then watch is yours. **Positively No Extra Money to Pay. WRITE TODAY.**



**GET THIS BANJO**  
New Imported Banjo Beauty. You will be delighted with the "Old Time" tone of this lovely instrument which is given for the sale of 27 pkts. of Garden Spot Seeds. **SEND NO MONEY.**



**GIVEN**  
**Sweet Toned VIOLIN**  
Handsome finish highly polished. Set of strings & bow included. **SEND NO MONEY.** Just name & address. **WE TRUST YOU** with 27 pkts. of Seeds to sell at 10¢. When sold send \$2.70 collected and we will send Violin Outfit and Instruction Book.

**A REGULAR MAN'S WATCH**  
A completely new standard model with improved movement. Given for selling 27 pkts. of Seeds at 10¢ a pkt.

**SEND NO MONEY WE TRUST YOU**

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Lots of fun giving shows with this handsome, strong, sturdy, new model machine that throws real pictures. Given for the sale of 27 pkts. of Garden Spot Seeds at 10¢ a pkt. **WE TRUST YOU.** Send no money. Just name and address. **WRITE TODAY.**

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Save 2 cents by filling-in, pasting & Mailing this Coupon on a 1c Post Card TODAY.

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## Pathfinder's

Contests as broadcast over **WLS** each Saturday night at 7:15 are not only instructive but a world of fun.

# \$1,000

Listen to the Westerners - - Dott, Allen, Milt, Larry and Louise - - and let "Tiny" Stowe tell you how part of this **\$1,000** may be yours.

## Enjoy

The thrill of being a winner. Get in quick on the new Pathfinder contest.

## It's a Date

Saturday night - 7:15 - Barn Dance Time.



# THE LATCH STRING

By

## "CHECK" STAFFORD



**H**OWDY, folks. We've had snow and ice, sunshine and fog, since last we chatted with you via this column, but while weather changes come and go, so do the interesting folks as our studio visitors. In truth, as the orators put it, "From the snow clad forests of Canada, to the sun-kissed shores of California," folks have signed our guest-book since last issue.

We have enjoyed meeting station listener friends, hailing from 14 states these last eight days. Each is an ardent booster of his or her home state, with radio bringing them as welcome guests to our station.

Two elderly gentlemen are to be found each Sunday seated in their favorite corner of the Little Theatre attending our Little Brown Church of the air. One is a retired watch maker, the other a pensioned government employee. Since meeting, they have become fast friends and look forward to Sunday WLS devotion period and their weekly chat. Two fine characters. Glad to have them with us.

Men who have pioneered in all sorts of trades pay us calls. One visitor, who is an old timer in the milling business, told many interesting facts about the progress of grain grinding and milling, from the early days of burr stone water mills down to the latest processes of the great mills. Our visitor's name is N. Emmerman of Chicago. At his home he has set up a miniature burr stone mill, complete in every detail.

When Mrs. Bertha Wolf of Chicago, an old friend of the station, presented the WLS Orchestra with a nice big cake, honoring Mr. and Mrs. Emilio Sylvester's new baby, the problem was how to cut it. No knife was to be found. However, we came to the rescue with a long, pointed letter opener, which made a most excellent substitute and as a result, we shared in the cake.

One of the largest groups to visit our studios of late, were 40 lady members of the Faith Presbyterian Church of Austin, Illinois, all belonging to the Cradle Roll club. The group enjoyed witnessing Homemakers' Hour program, and were welcomed by Mrs. Wright.

Among the odd questions we received over the telephone this past week, were the following sticklers:

Where can I get Chinese cabbage seed—or do you set out the plants?

About how many guitar lessons would I have to take to get on the radio?

Where could we get a kettle or vat for boiling maple syrup this spring?

Which breed of chickens would you folks recommend to make the most money? Or is there any money in the poultry business?

Does this snow and ice reach to Milwaukee—and do you suppose we'd have to have chains?

How come popcorn is scarce and so high? Why don't farmers raise more of it?

Genial Eddie Allen is now our able associate at the studio desk. His many friends will recall that, when he formerly held that position, Eddie was as excellent a host as he is a harmonica player. Eddie was a well-known railroad man in Galesburg, Illinois, when radio came along. With his "breath organ," Eddie started in radio on WOC, Davenport, Iowa. In Galesburg, Eddie was for years a capable all round player with the Twilight Baseball league, which is fast company for any ball player.

During a recent Saturday afternoon opera program, a rather poorly dressed man, who nevertheless showed traces of better days, sat down in the little theatre. His troubled, tired expression changed as he listened.

His eyes shown with admiration and reverence. At the close of a brilliant aria, he suddenly applauded vigorously, and as suddenly ceased. He blushed when nearby listeners smiled or frowned.

He returned last Saturday to find his anticipated opera cancelled, and it was then, we noted the emblem of World War bravery and distinction, issued by a foreign nation. It was half hidden under his overcoat lapel. Shiny now were once finely tailored garments. Broken, too, was the health of a brave former soldier. Yet the soul of a true artist still lived—and real appreciation of great talent had not died.

His limping steps turned toward Madison street, that strange thoroughfare so often called "The Street of Missing Men"—and we had witnessed another of life's little dramas.

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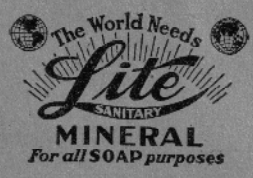
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## Tuning Suggestions

**CST Sunday, March 10 P.M.**

- 1:00—Immortal Dramas (NBC)
- 2:00—New York Symphony. (CBS)
- 4:00—Mme. Ernestine Schumann-Heink. (NBC)
- 6:00—Alexander Woolcott. (CBS)

**Monday, March 11**

- 6:45—Boake Carter (nightly ex. Sat., Sun.). (CBS) Uncle Ezra (also Wed., Fri.). (NBC)
- 8:00—Sinclair Minstrels. (NBC)

**Tuesday, March 12**

- 8:00—Bing Crosby. (CBS)
- 9:00—Beauty Box Review. (NBC) Walter O'Keefe. (CBS)

**Wednesday, March 13**

- 7:00—Lucrezia Bori. (CBS) Mary Pickford and Co. (NBC)
- 8:00—Fred Allen's Town Hall. (NBC)

**Thursday, March 14**

- 7:00—Fleischman Hour. (NBC)
- 8:00—Capt. Henry's Showboat (NBC)
- 8:30—Waring's Pennsylvanians. CBS
- 9:00—Paul Whiteman's Music Hall.

**Friday, March 15**

- 8:00—Beatrice Lillie. (NBC) March of Time. (CBS)

**Saturday, March 16**

- 7:00-12:00—WLS NATIONAL BARN DANCE. Sigmund Romberg, Wm. Lyon Phelps. (NBC)
- 8:30-10:00—NATIONAL BARN DANCE. (NBC)
- 9:00—Minneapolis Symphony. (CBS)



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