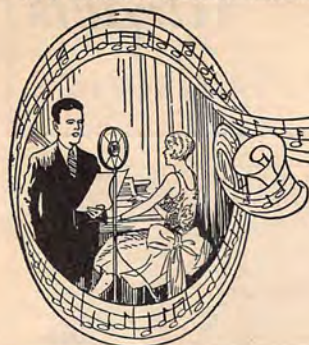


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The Voice of KDYL



VOL. III.

Salt Lake City, Utah

April, 1931

Number 6

SPECIAL EASTER SERVICE PLANNED

English Church Dignitary to
Speak Over KDYL from
London

IN keeping with the spirit of Easter Sunday, KDYL has arranged many outstanding programs, among the most outstanding of these being the International broadcast from London and the Cathedral Hour.

Dr. William Temple, who will speak before a microphone specially installed in Bishopthorpe Palace, York, is the second highest dignitary in the Church of England, being elevated to that position after Dr. Cosmo Gordon Lang was transferred from York to Canterbury in 1928.

He is regarded as the most liberal of high anglican ecclesiastics, and has had a meteoric rise from the position of chaplain to the Archbishop of Canterbury, which he held ten years ago, to his present office ranking next to the primacy.

This event will occupy the regular international period, from 10:30 to 10:45 a. m.

At 12 o'clock will come the special Cathedral Hour service, under direction of Channon Collinge who has selected the famous Hallelujah chorus.

Theatre-Goers Throng to RKO To See KDYL Entertainers

KDYL Radio Entertainers Are
Featured As Headline
Vaudeville Act



WITH a large electric Neon sign as a beacon, hundreds of theatre-goers flocked to the local R-K-O Orpheum to see the KDYL Radio Frolic which held sway during the week of March 4th to 10th.

According to the management of the Orpheum Theatre, no local act has ever attracted the attention of the people of Salt Lake City as did the KDYL Frolic. With the Seventy-Niners as the backbone of the act, each performance was greeted by tremendous applause from the audience.

Tom Shirley, KDYL announcer, acted as master-of-ceremonies, introducing the Seventy-Niners, Slim Slocum, Uncle Ben and the Kangaroo Club entertainers and Smiling Eddie Marble, announcer and vocalist on KDYL's staff.

The popularity vote was accorded to little 5-year-old Ellis Goldstein, who, as a Kangaroo member, paraded with the Seventy-Niners as a "miniature" cowboy.



Attracted by the large electric sign shown above, many eager R-K-O theater-goers attended the KDYL Radio Frolic, establishing a record-breaking audience for the local theater. Below is pictured the stage setting for the radio act. The Seventy-Niners, Tom Shirley, announcer, Uncle Ben and Smiling Eddie Marble, in addition to many Kangaroo entertainers, complete this successful act.

Daylight Savings Time Effects KDYL Schedule On Sunday, April 26

LISTENERS are reminded that once again Daylight Savings Time will make its appearance in the eastern states, which will result in all programs produced from KDYL'S eastern studio being heard one hour earlier in the day. For instance, a program which has regularly been heard at 8 o'clock, will be heard at 7 o'clock. This is for eastern programs only. Folgeria will be heard at its customary time, as will all west coast programs, with the exception of the Sunkist Musical Cocktail period which will be heard at 5:30 o'clock Wednesdays.

Twenty Words Comprise Radio Sponsor's Message On New Nightly Program

Setting a new record for brevity of commercial announcements for sponsored programs, Arthur Pryor's Cremo Military Band is heard on the air over KDYL six nights a week, with only twenty words of Cremo Cigar advertising at the beginning and end of each program.

This slight advertising framework, with the famous Pryor baton filling in the musical picture, provides ample radio publicity for a good five-cent cigar.

The cost of commercial announcement is figured at \$133 an advertising word.

Readers Urged to Inform KDYL of Changes in Home Address

READERS of the "Voice of KDYL" are requested to inform the office of this station of change in address. Over 20,000 copies of this magazine are mailed each month, and it is desirable that we know your correct address, so please co-operate with us in this matter. In case we receive a copy of this publication back, your name is removed from our files, so that the issue will not reach you. If you inform us of your new address, the "Voice of KDYL" will be sent to you each month.



PUBLISHED MONTHLY FOR THE
WESTERN RADIO AUDIENCE

PHILIP G. LASKY
Business Manager and Editor

Offices and Studios:
Ezra Thompson Building.....Salt Lake City
Transmitting Terminal
Murray, Utah

Owned and Operated by the
INTERMOUNTAIN BROADCASTING
CORPORATION
S. S. Fox, Pres. and Gen. Mgr.



Objective

THE objective in broadcasting should be to 'please most of the people most of the time.' This, however, cannot be accomplished under a monopoly, either public or private. There must be some competition. In Great Britain, where the Government maintains a monopoly, broadcasting is a lamentable failure, from the standpoint of a large majority of the audience. The slogan of the British Broadcasting Corporation might well be: 'The public be damned.'

Such was the statement of R. W. Ashcroft, general manager of the Trans-Canada Broadcasting Company, in a recent address.

The Public be Pleased

IN our own country, where broadcasting is accepted by individuals everywhere—in all classes of life, the slogan of the industry could well be: 'The public be pleased.' Here, where the life blood of the industry is advertising, where, from the revenue derived from advertisers, exceptional—and expensive—entertainment features, are released so often that they are now commonly classed as expectant essentials. The old policy of satisfying the customer is even more true. Broadcasters vie with each other for the maximum audience, competing with programs of elaborate structure. With the such competition, the listener gains.

Monopoly

IN Great Britain, where broadcasting is a Government monopoly, this incentive for better programs is entirely lacking. Observers have reported that programs are mediocre—news and fresh sports are almost unknown. Yet, for the privilege of listening the set owners must pay an annual tax—the tax is used to support the broadcasting, yet our entire story can be summed with the statement that all this tax, plus the money appropriated by the Government, does not even start to compare with the money expended in the broadcasting industry in the United States during the last year.

There was \$75,000,000 spent here during the year 1930 to supply the people with enjoyable, varied and entertaining programs. WHY? THERE IS NO MONOPOLY.

"Old Country Store" Attracts Appreciative Radio Audience



Reading from left to right: George Snell, announcer and "store-keeper;" George, the delivery boy and tender of the "hosses;" Ezz, the philosopher; Zeke, the store clerk; Emmett, the hired hand; and Slim Slocum, the wandering cowboy.

FOLLOWING many successful months as the featured artists on KDYL's "Old Country Store," the Seventy-Niners appeared at the local Orpheum theatre recently, packing the theatre with their appreciative radio audience.

"The Old Country Store," which is heard over KDYL each Monday and Tuesday evenings between 12 and 1 o'clock, has gained considerable popularity among local and out-of-state listeners. Fan mail reaches great proportions, averaging approximately one hundred and fifty letters each day. This feature has been heard in many remote points, including New Zealand, Australia, Alaska, Honolulu, New York and other distant points, and these letters indicate a large consistent audience.

The storekeeper, who is George Snell when in formal attire, directs the activities of these playful "old-timers." George, the delivery boy and tender of the "hosses" is heard playing his mandolin and guitar and often becomes quite troublesome because of his desire to "make good in the city," for he believes that as a hog caller, he has no equal. Then there's Ezz, whose tuneful philosophy reaches thousands of listeners each evening. Next we find Zeke whose idea of humor is still a vague mystery to everyone. Emmett, the stable-boy, often puts himself in the spotlight of the "Old Country Store" with his "squeeze-box" as he tenderly calls his instrument. Slim Slocum has become one of the most popular radio characters in the west, portraying the role of a wandering cowboy whose mournful songs call forth many a tear. Slim has been known to sing forty-five verses of one particular song. The court reporter

tells us that they let him off easy, however.

If you are among those very few people who have not enjoyed the old time rhythm of this program, then join with the boys next Monday or Tuesday night.

PATRONIZE THOSE WHO ENTERTAIN YOU —

Tune in
KDYL
11:15
a. m.

**HEALTH
SCHOOL
of the AIR**

A member of the Utah
State Medical Association
gives an interesting
talk on

**Various Diseases and
Their Cure and
Prevention**

each Tuesday and
Thursday mornings
at 11:15 a. m.

**Clover Leaf-Harris
MILK**
Wasatch 2177

STUDIO SIDELITES

Tom Shirley, announcer at KDYL, says that the following fan letter, written by an Ogden listener, made the deepest impression upon him: "Dear Mr. Shirley: I have heard you on the air many times and imagine you as a tall, dark, handsome man with a charming moustache and a straightforward face. Would you be so kind as to send me a picture of KDYL's studios—."

* * *

"Help! Somebody has shot my father!" Ten seconds after Kathryn Howard had screamed this remark, listeners heard the report of a machine gun!—much to their amazement! A slip-up in the sound engineering department was responsible for this amusing incident, during a "Scotland Yard" program.

* * *

A housewife of St. George, Utah, was baking some mince pies last week while the radio was bringing her the vocal efforts of Norman Mork, popular KDYL vocalist. So well did she enjoy his singing that she sent him a large, flaky-crust product of her oven. He expressed his appreciation in writing.

* * *

The other day the same proficient housewife was in the kitchen canning fruit when his voice came drifting through the loudspeaker. Following precedent, she sent him several glass jars of applesauce! He is still wondering, and hoping that some automobile manufacturer also likes his voice.

DETECTIVE PLAYS HEARD ON SUNDAYS

"Scotland Yard" Dramatizations Feature Sunday Evening Broadcasts

Each Sunday evening finds more and more listeners attracted to the dramatized versions of stories found in the "Scotland Yard Detective Stories" magazine, which are based upon fact.

The Anderson Jewelry Company acts as host during these presentations which occupy the 9 to 9:30 period every Sunday evening. Each play is complete in itself, allowing the listener the maximum of interest and enjoyment. The popularity of this feature is proven, not only by the many letters, but by the fact that large crowds surround the studio windows during the presentation.

Furniture Firm Assumes Full Sponsorship of Seventy-Niners

In keeping with their policy of giving the public the best in radio entertainment, the Southeast Furniture Company of Sugarhouse has completed arrangements to present the popular group, the Seventy-Niners, each Monday evening at 10 o'clock and Friday evenings at 7:15. Hear these outstanding radio programs!

— PATRONIZE THOSE WHO ENTERTAIN YOU —

Decorating Expert Speaks For Local Paint Company



Miss Joan Barrett

SPEAKING on home decorating problems—and solving many of them, Miss Joan Barrett is heard each Wednesday morning on the program of the Bennett Glass and Paint Company from 9:30 to 10 o'clock.

Each week Miss Barrett selects one particular phase of interior decorating and completely covers the subject, often employing several assistants to demonstrate her work. For instance, in painting a chair, an assistant goes through the operations as Miss Barrett describes the process. This, she says, enables one to "put-across" the idea much more clearly.

A delightful and appropriate group of musical selections accompany this program, which is heralded by the theme, "Painting the Clouds with Sunshine."

Lee Morse to Feature New Series of Friday Night Radio Programs

Lee Morse, stage and radio star; Larry Murphy, tenor; Harry von Zell, master of ceremonies, and an eighteen piece orchestra conducted by Eugene Ormandy, comprise the talent to be heard on the new Van Heusen program over KDYL every Friday at 8 o'clock beginning April 10th. This feature will be announced by Don Hall.

George Provol, KDYL announcer, heard on late evening programs, was officially awarded the silk-minea microphone by his fellow announcers recently for making the most original remark of the month over KDYL. In signing off, one evening, George confused the Federal Radio commission with a local sponsor of time reports, making the following statement: "KDYL broadcasts on a frequency of 1290 kilocycles, by authority of the Anderson Jewelry Company of Salt Lake City." But then, it happens in the best of families!

* * *

Speaking of station break cues, George Snell, who graces the KDYL microphones, also became eligible for the "break-of-the-month" club. The cue for station announcements is "This is the Columbia Broadcasting system." All well and good, but when a speaker was describing a particular location in this manner: "Just two blocks east of the building of the Columbia Broadcasting system—" George grasped his golden opportunity with the words "—and KDYL at Salt Lake City."

"Arabesque" Again Takes Spotlight on Wednesdays



David Ross

NOTE:—Arabesque, the Modern Thousand and One Nights, will again be presented to the Intermountain West through the co-operation of the Morning Milk Company. The new series will begin Wednesday, April 15th at 7:30 o'clock and will be heard each week at that hour.

KISMET

O wilderness of drifting sands; O lonely caravan . . .

The desert's heart is set apart, unknown to any man.

Lonely riders from the south, the languorous bazaars;

A half-forgotten tale of love, repeated 'neath the stars.

The dusty waste is changeless—serene as the flow of years,

But the blood of the desert turbulent leaps—unmindful of all tears.

Scourged and bludgeoned by thongs of life, with love gone down in hate

A proud heart stands unspotted; clenched in the hand of Fate.

'Gainst broodings dark on the desert, where haunting evil gleams,

He fought down foul and cunning to save his broken dreams.

Of such is the story woven! The gates of the ages yield;

The veil of the past is lifted and a human soul revealed.

O, wilderness of drifting sands; O, lonely caravan . . .

The desert's heart is set apart, unknown to any man.

MYSTERY THRILLER PLEASES LISTENERS

Western Furniture Co. Scores Success in Tuesday Evening Radio Drama

To a local furniture firm must go the credit for producing what is deemed by many KDYL fans to be the most thrilling of mystery presentations—"The Mystery of Harlow Manor," which is heard each Tuesday evening at 10 o'clock as a presentation of the Western Furniture Company.

Dealing with the secret of an old English manor, the setting for this play presents the ideal background for radio production. Each week a resume of what has gone before is made, so that if you have not yet had the pleasure of hearing "The Mystery of Harlow Manor," you may start next Tuesday evening, and follow the play with the hundreds of KDYL listeners, who have written to KDYL expressing their appreciation.

Berkeley Police Chief Praises Radio Work

"Radio is the greatest single contribution to the detection of criminals." This was the statement made by August Vollmer, scientific police chief of Berkeley, California, who spoke before a group of police officers in Salt Lake City recently.

Chief Vollmer continued, "I cannot possibly underestimate the value of radio broadcasting in police work. I believe that every city should have a police broadcasting station, but where this is not possible, such methods as are used here in Salt Lake City are very satisfactory. The Salt Lake Police Department is to be congratulated upon its activities in this line, and upon its tie-up with station KDYL in promoting crime detection."

Not that it matters, but did you know that—

Kangaroo club members will have an Aunt on April 4th?

"Smiling Eddie Marble" forsakes his cigar for fifteen minutes each day? That's during the Vico-Pep program, of course.

Bobby Richardson, who conducts the Morning Health Exercises, has an active audience each morning in KDYL's control rooms?

The players in "The Mystery of Harlow Manor" break out with colds every Wednesday morning, following Tuesday night's chilling experiences?

Mr. Richards, guest announcer on Covey's South Sea Island program, wears a big smile during all his broadcasts?

You shouldn't miss Ben Bernie's arrangement of "The King's 'Orses"?

Norman Mork, the popular whispering baritone on KDYL's programs has temporarily lost his voice?

Tom Shirley is married?

And so is Eddie Marble?

And so is George Snell? That is, almost—for the date is April 4th.

That Philip G. Lasky, KDYL's manager, has been appointed as an officer in the U. S. Naval Reserve?

"Kangaroo Kapers" Reporter Takes Snapshot of Uncle Ben



This is just a glimpse of the "gang" with Uncle Ben. The reporter that took this picture had to hurry, too, because things don't slow up a bit to allow a picture to be taken. There's all kinds of fun all the time during the Kangaroo Club Hour every day except Sunday over KDYL. If you haven't seen the Kangaroo studio, then there it is! But, when you're in Salt Lake City, be sure to come up. Uncle Ben likes to have all the members of the club up to see him.

HELLO there, Gang! Uncle Ben surely has a lot to tell you about this month, so I want everyone to read our good old column very carefully this time.

I guess nearly every member of the club went to see the great big Kangaroo show at the RKO Orpheum which was on the stage March 4th to 10th.

A lot of the gang have been having all kinds of sport with our new Baby Ruth Word Game—and winning valuable prizes, too! This game is one where Kangaroos and adults, too, take the three words: "Baby Ruth Candy" and rearrange the letters to make as many new words as possible. We all know how good Baby Ruth candy is, and we like our words game just as much!

And now, the last thing Uncle Ben wants to talk about this month is the most important of all for every

member to think about! That is, about our real, live KANGAROO! Each one in our club is donating dimes and nickels toward our Kangaroo fund for us to buy a live Kangaroo animal to put in the Salt Lake City zoo, so that we can go down and visit him any time we want to, and to learn all about the habits of this very wonderful animal! So, Uncle Ben wants all of you to get busy and save your pennies so that we can soon bring a real kangaroo right here to Salt Lake; one that will belong to each member of our Kangaroo club. Don't forget!

Well, that's all for this time. And another thing you mustn't forget—above all—KEEP THE PASSWORD A SECRET!

Uncle Ben

S. A. S.

KDYL To Bring Special Good Friday Presentation

Channon Collinge, director of the Cathedral Hour, Light Opera Gems and other musical presentations, is rehearsing a special performance of Mercadante's cantata, "The Seven Last Words of Christ," to be broadcast on Good Friday, April 3, from 3 to 3:45 P.M., over KDYL.

Collinge regards the performance of this interesting work for organ, strings and chorus as somewhat in the nature of a revival of the compositions of one of the most important Italian opera composers of the early nineteenth century.

Local Clothing Firm Pays Tribute to Collegiate Clubs

Going on the air with the first broadcast Tuesday evening, March 30th, the Mullett-Kelly Company of Salt Lake City inaugurated the first of a series of programs dedicated to the fraternities on the University of Utah campus. This program features Romanelli and His Society Revelers.

Army Air Attacks To Reach KDYL Fans

Air attacks on Chicago and New York will be described from airplanes on May 19, and May 22 and 23 respectively, over KDYL, according to announcement made following conferences between representatives of the network and F. Trubee Davison, Assistant Secretary of War in charge of aviation.

Army Air Week, now an annual event, will this year bring together six hundred fighting planes, the largest air fleet ever assembled in the United States.

Cudahy On the Air With Guy Lombardo and His Canadians

Guy Lombardo and His Royal Canadians are the featured artists on the Saturday evening dance programs presented by the local branch and plant of the Cudahy Packing Company. Listen each Saturday at 9:30 o'clock for this famous orchestra!