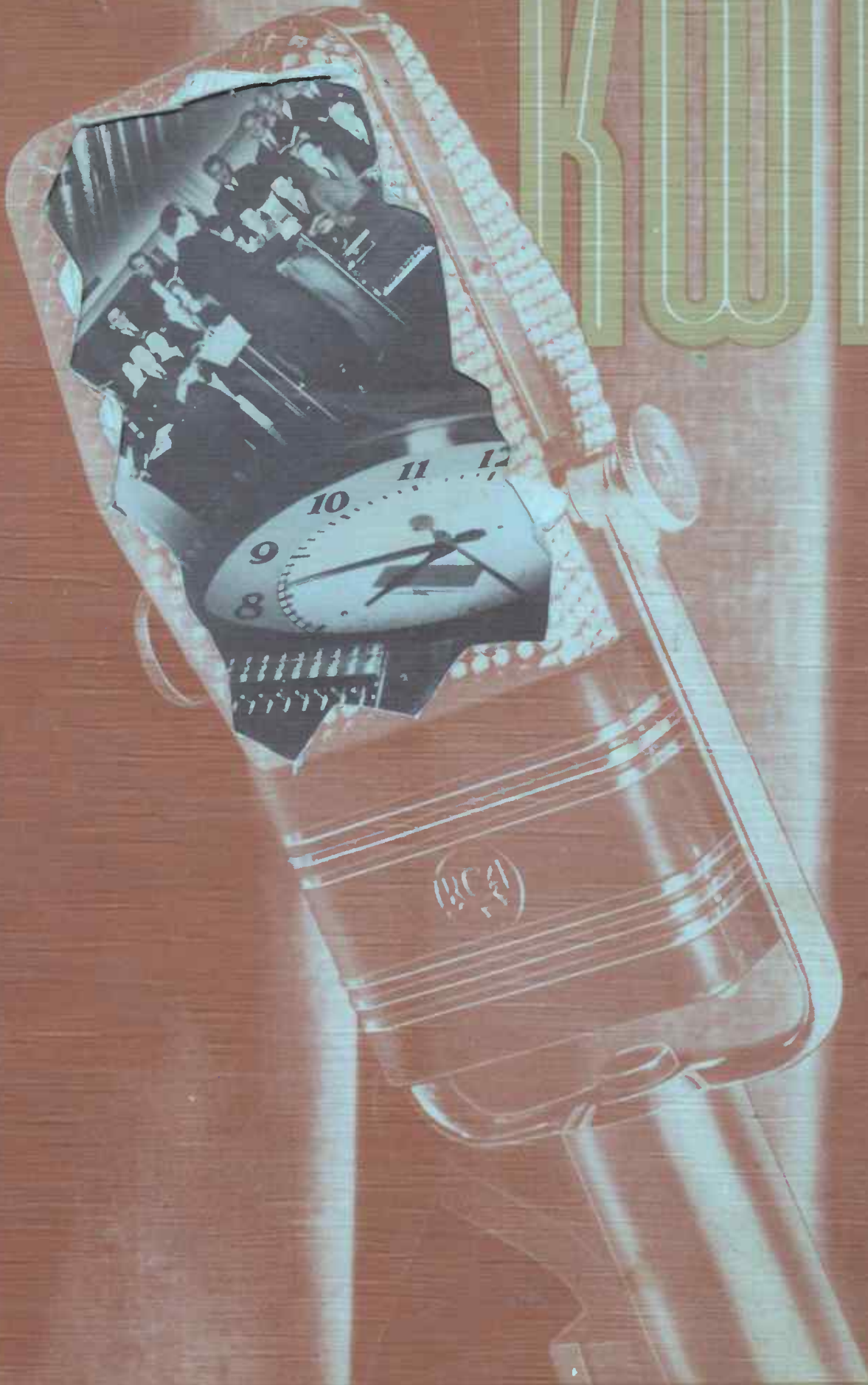


# KWIK





**T**O tell the complete story of the Personalities and Activities of KWK is not easy. Pictures can perhaps do the job as well as any other medium, so the following pages are devoted to a photographic description of our station.

Behind the pictures shown are many intangible policies and ideals that could never be known except by those who plan and produce your KWK programs and service features. They follow the standard of community assistance and quality entertainment that was established by KWK's public spirited founder, the late Thomas Patrick Convey.

This album of KWK and Mutual Broadcasting System staff and features is our way of expressing our gratitude to our listeners, for it has been you who have made KWK's growth possible until it stands as one of the middle west's leading radio stations and exclusive Mutual network outlet for this area. It will be for our listeners and because of them that KWK will continue to expand.

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## Leaders

**ROBERT T. CONVEY**, President and Treasurer of KWK (Thomas Patrick, Inc.), son of the founder of the station, whose youthful efforts to achieve radio reception with an old-style crystal set were responsible for his father's first interest in radio, learned the broadcasting business from the ground up. During the years when his father, Thomas Patrick Convey, was building and developing KWK, young "Bob" worked by turns in all of the various departments of the station, learning the business by actually doing it. Thus, at the death of his father in 1934, Robert Convey was especially fitted to take over the direction of the station's affairs and to manage the station with a wisdom born of understanding.

**MRS. THOMAS PATRICK CONVEY**, Vice President of KWK.

# KWK



of KWK

The late **THOMAS PATRICK CONVEY**, founder of KWK in 1927 and its first President, was known and respected as a radio pioneer throughout the country. He was also warmly admired by his thousands of friends and listeners in the St. Louis area. In 1925, Mr. Convey organized and managed the original station KMOX in St. Louis. With that accomplished, he devoted the rest of his life to the development of KWK. Mr. Convey died in 1934. The principles of public service established by Thomas Patrick Convey still prevail in KWK's policy under the leadership of his son, Robert Convey.



MRS. JAMES O'HARE, Secretary of KWK.

**KWK**



**RAY DADY**, KWK's Station Director and News Commentator, has always subscribed to the practice of working an idea hard until he gets another and better one. With that in mind he left his father's Ringgold County, Iowa, farm in the early 1920's, received his first college training at George Washington University, started to study law. Writing seemed a better idea, so newspaper reporting had a trial. Drama criticism caused Ray to read, analyze, cross-index Broadway productions for two years. Under St. Louis critic Henry Niemeyer, Ray learned more, decided KWK might use a drama review show, was auditioned and surprised by being taken on to review news. Thus, in 1934, KWK set up its pioneering news bureau. Soon Ray Dady was appointed to administrative duties, which left him less time for news, but gave him his present responsible position as KWK's Station Director.

**V. E. CARMICHAEL**, General Sales Manager, has packed his thirty-five years with experiences that far exceed those of most men of his age. Until he was twelve, he and his three brothers helped their father on his farm in Missouri's Nodaway County, then came up to Mound City to go to high school. Upon graduation from U. S. Hall School, "Mike" Carmichael was appointed to the United States Military Academy at West Point. An opportunity to work on a newspaper led him to leave "the Point" and join the Louisville Herald. Later, with the Ohio State Journal, the Montreal Herald and in various sales positions, he built the experience that led to KWK's sales staff in 1930. He was appointed sales manager in 1939.



**ROBERT SAMPSON**, National Sales Manager for KWK, started moving early in life. When he was three his school principal father moved his mother, Bob and his half-dozen brothers and sisters to St. Louis from Little Rock, Arkansas. Like Mr. Carmichael, he was appointed to West Point for an army education. Two years after his graduation in 1925, Bob resigned his commission as lieutenant of Coast Artillery for an advertising-publishing career with a North Carolina company. The combination of his experience and advancement there, and his desire to return to his home, brought him back to St. Louis in 1928 to found his own advertising agency. From this came a demand for his services in visual and radio advertising fields. He joined KWK in 1937.

**JOHN TINNEA**, as KWK's Program Director, is directly responsible for the selection and scheduling of all programs on the station, and is one of its most important executives. In 1930, John came to KWK to work on the famous "Just Around the Corner Christmas Club." He was then only eighteen, but the late T. P. Convey, impressed with his energy and obvious ambition kept John on as receptionist. It was the foothold he needed, and by a systematic program of reading anything and everything concerned with radio by asking questions and gathering information on all phases of the radio industry, he had soon made himself extremely valuable to KWK.



**CLAIRE HARRISON**, continuity director, credits the depression for her start in radio. Forced to leave school through lack of funds Claire started writing for KWK early in 1933, after attending Beloit College and nibbling at tutoring, newspaper work, and advertising copy-writing.

Below — **ROLLA COUGHLIN** received his L.L.B. degree from St. Louis University School of Law in 1926, but he followed music, instead. As Musical Director of KWK, Rolla can draw upon his talents as pianist, conductor and arranger. He has conducted several network musical shows and was business manager and assistant conductor of the late Irving Rose's orchestra for eight years.

**DAN SEYFORTH** has done enough to fill this book briefly—Dan is KWK's Production Manager with a seasoned knowledge of music (he plays four instruments and sings) and drama (his mother was a Broadway musicomedie star, and Dan toured with shows for years). His radio career dates back to 1924, when broadcasting was an infant and Dan sixteen. Married? To sparkling singer-actress Tommye Birch.

Right — **HELEN GROGAN** holds the seldom understood job of Traffic Manager—her department must arrange each day's schedule of broadcasting so that the right program, with the proper announcer is performed in the correct studio at the exact moment specified. In 1929 Miss Grogan became the late Thomas Patrick Convey's secretary at KWK, and knows the mechanics of our station as a veteran.



# Sales Representatives

This group, plus Robert M. Sampson, National Sales Manager, not shown, comprise KWK's ambassadors to the courts of your sponsors. Left to right: General Sales Manager V. E. Carmichael, Robert J. Richardson, Jr., A. C. Boone, Walter H. Averill and J. E. Henderson, Jr.





Above —  
**THE KWK AUDITING DEPARTMENT** is headed by capable business-woman Lucille Stopple (right). Her assistants are Ruth Hofmann (center) and Bernice House (left).



Left —  
**ALL TRANSCRIPTION OPERATORS** at KWK are union musicians. These men are in complete charge of operating the finely balanced tables, the diamond and sapphire-pointed reproduction heads and sensitive transcription "platters". Chief operator Russ Kaiser stands in the center, flanked by "Red" Schiffer and Art Gruner, left and right.







**VIRGINIA PARSONAGE**, Secretary to Mr. Convey.  
**GRACE BECK**, Secretary to the Sales Department.



**HELEN MILLER**, Secretary to Mr. Dady.  
**SUE McCASLIN**, Publicity Manager and copy writer.



# Administrative Staff



**ESTHER HENSHAW**, switchboard operator.



**CARL HELM**, traffic assistant.

**DOROTHY KING**, switchboard operator.

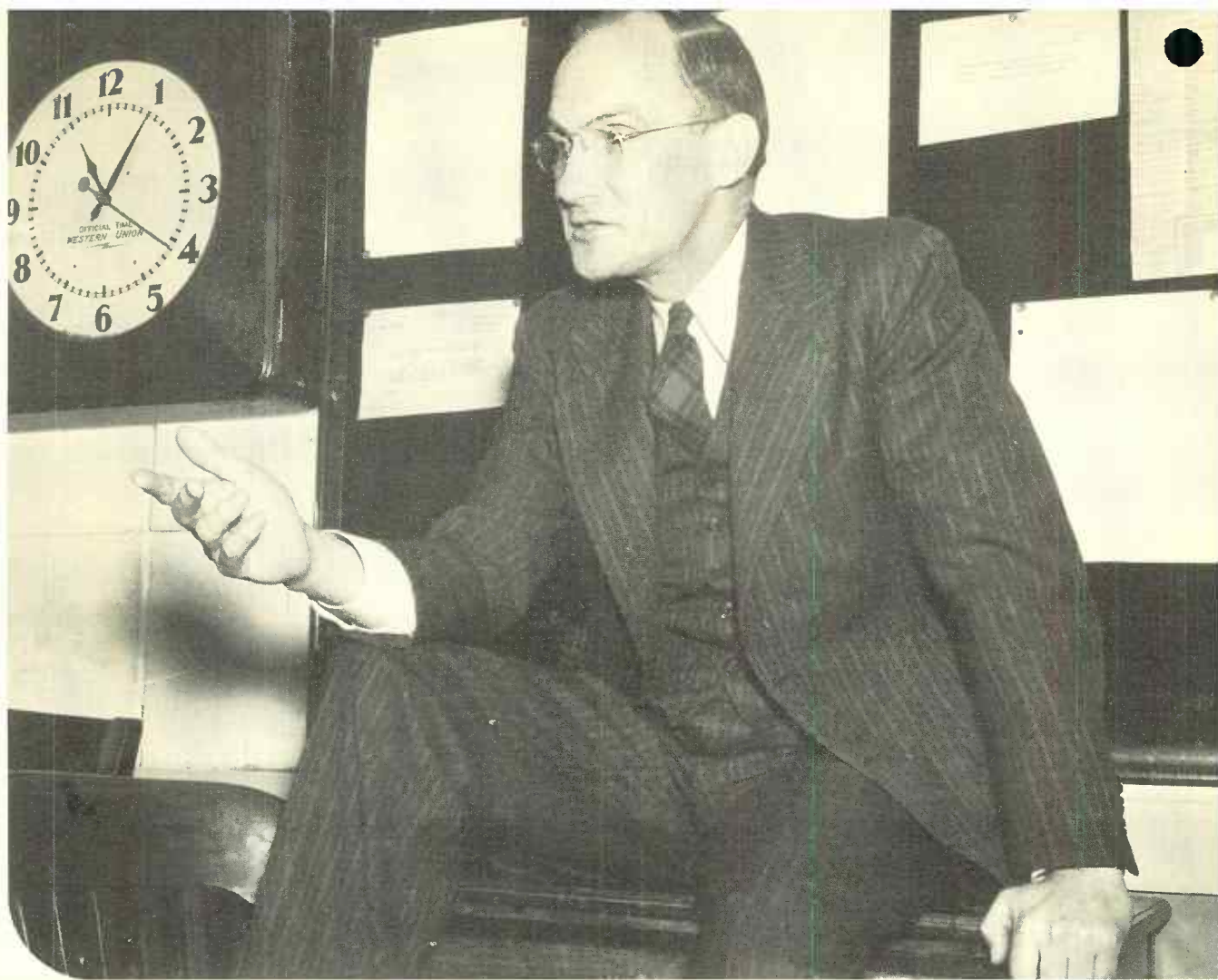


**KATHRYN BREWER**, copy typist.



**LOUISE STEFFENS**, receptionist





**MARTIN BOWIN, KWK's Supervisor of Announcers and Newscaster,** set out to be almost anything but a radio announcer. He had wanted to be a lawyer, had studied violin and piano for awhile and found that his services as a cost accountant returned a fair revenue. Accounting, although it seems farthest removed from radio performing, led him into it. Martin took an accounting job with WHK in Cleveland. One day he was asked to try his well modulated voice on a microphone and from then on he was an announcer. Soon he became Program Director at WHK and began accumulating some of the company stock and part ownership in the station. In 1935, however, Martin sold his Cleveland stock and came down to join KWK. His daughter and son are 20 and 17, respectively, and he claims to have "saved plenty" by marrying on his wife's birthday!

**MYRON J. BENNETT** was just emerging from college when he became a radio announcer. At the University of Wisconsin he had majored in journalism and had just dropped his "sheepskin" at home and started working for the Milwaukee Journal in 1927 when he was whisked through the city room into the newspaper's radio station and told to talk into a microphone. Myron took it seriously and progressed from there to other major stations and finally to KWK in February 1940. For relaxation, he turns to the other side of broadcasting—radio mechanics.



Right — **DON COCHRAN** was generally known as "Ronald Cochran" before he became an announcer at an Illinois station in 1936 and his co-workers dubbed him "Don". Of course, for some time he was referred to as "Mister" Cochran, too; that was while he was an instructor in physics at the University of Florida. His college dramatics experience and later Little Theatre work led to announcing, and then to our organization in 1939. As hobbies, Don says he "reads voraciously" and "writes sporadically", but with all the rejection slips received he still plans "The Great American Novel."



Above — **BOB HITE** is the latest comer to KWK's announcing staff. He moved here from WXYZ, Detroit, November 1, 1940. And Bob is the youngest on our announcing roster, as well—26. After a pre-medical course at Wayne University, Detroit, and selling everything from "cookies to insurance", he started as an actor on the Mutual network "Lone Ranger" and "Green Hornet" shows, graduated into a first-rate announcer at WXYZ. Then he applied for the KWK position he now holds. A bachelor, Bob likes to hunt, fish, play ping-pong and tennis, and act.

Right — **TAYLOR GRANT** was already a practicing attorney-at-law when he became an announcer at KWK in 1938, but there was an idea behind it all . . . as an attorney Taylor wanted to specialize in radio law, practicing before the Federal Communications Commission. This required additional school time, provided by the coveted Railroad Club scholarship which he won in 1936, but he had to eat, too. So your morning announcer works in radio half his time, studies radio and practices law the other half — and is married in between times. Taylor Grant (Edward H. Harman) believes he is the only practicing attorney - radio announcer.



# KWK Addresses the Ladies

## KWK



Ladies, this is **CAROL GAY**, who puts into her daily morning program of "This Woman's World" suggestions and comment based on a wide experience, a fine taste, and a down-to-earth understanding of practical home environment. Carol Gay's smart good sense has made her one of the most charming and gracious ladies you will ever meet. A degree in journalism from the University of Illinois started Carol into the career that wended through publicity and sales promotion, newspaper work, fashion reporting, book reviews, lectures and myriad contacts with the world's talented and accomplished people. Thus, in October, 1939, KWK welcomed her to its microphone to treat of subjects strictly feminine. While she thinks her KWK program is more fascinating than any other of her varied and interesting experiences, the consuming passion of her life is her family — Carol (11), Joan (9) and "the mister". She describes the family as . . . "four rugged individualists . . . a swell home if you like excitement". Specifying her partialities, she says: "I love to cook, am slightly insane about hats, don't like men with 'lines'."

Right — Carol Gay interviewing John Boles, star of stage and screen, at the Airport as he passed through St. Louis.

Below — Popular songstress **CONNIE BOSWELL** came to Carol Gay's microphone recently, as one of the numerous celebrities introduced to KWK's audience of women.



"Let's Help You Keep House" is no idle suggestion from **HELEN ADAMS** each afternoon. She is thoroughly capable of doing it. Helen is youthful and spirited, but embodies a practical knowledge of home economics that began when she was a school girl in Iowa. There was a time when Helen Adams wanted to become a doctor, "to be able to carry a stethoscope", but that ambition was momentary. After a good deal of experience in the family kitchen, she went down to the University of Missouri, took all their home economics courses and graduated with the degree of Bachelor of Science. Helen became a hospital dietitian, food supervisor in a large restaurant, director of a commercial kitchen. These were pretty large assignments for a young woman, but Helen knew how to roll up her sleeves and dig in—she had learned that by working her way through college. So when KWK looked around for the ideal combination of a young, experienced, practical food expert, Helen Adams fitted the picture perfectly and started her present KWK series October 1, 1939. She is the only St. Louis home economist on the air who is a member of the "American Home Economics Association" and the "American Dietetic Association". "Miss" Adams—she's married—likes to fish, putter around the farm she and her husband bought and collect autographed recipe books; someday she would like to build a house with a skylight—and have twins!



During the 1940 Food Show in St. Louis, **HELEN ADAMS** met many of her listeners and broadcast her daily program from the KWK booth in the Municipal Auditorium.

Interviewing Mr. H. B. Boyd, Chief Commercial Agent for the Railway Express Company, was one of **HELEN ADAMS** frequent "special features" to inform her listeners on varied subjects.



In the KWK News Bureau, shown here, two men serve their entire time attending the news activity that links KWK with every corner of the earth and is the culmination of the reporting, editing and dispatching work of hundreds of expert journalists at home or abroad. These two men are **LELAND L. CHESLEY, SR.** (right), Editor of the KWK News Service, and **JAMES L. WOODRESS, JR.** (left), rewrite man and Chesley's assistant.

With nine and ten newscasts to prepare each day for KWK listeners, the finest facilities available have been arranged to cover every news front on the globe. From two United Press Association wires, operating three teletype machines at speeds as high as 60 words per minute, come stories that are given KWK dialers sometimes even before they are known in London, Berlin, Tokio or Naples! Local news is watched closely, through Police Radio reports and Mr. Chesley's myriad sources "on the inside"

**LELAND CHESLEY** went from Grand Junction, Colorado, to the University of Colorado to study journalism. Years of reporting, writing, editing and serving as national news service correspondent brought Chesley into contact with the country's outstanding news "breaks" and leading personalities. He has run the gamut of interviews, from murderers to Col. Charles Lindbergh, Wendell Willkie to Pope Pius XII (then Cardinal Pacelli, Vatican Secretary of State).

In 1938 Ray Dady selected Leland Chesley as full time director of our News Bureau. He is also heard as KWK's commentator in the absence of Mr. Dady.

**JAMES WOODRESS** was serving as St. Louis correspondent for a dozen newspapers when Mr. Chesley appointed him to the KWK News Bureau a year ago. Quiet, youthful Jim Woodress would have become a professor of English had not Chesley interfered; he was taking graduate work at Washington University, following a degree from Amherst College a year earlier.



**RAY DADY**, News Analyst and Commentator for KWK, founded the first radio news department in St. Louis and one of the first bureaus for radio news in the middle west.



**MARTIN BOWLIN**, KWK's supervisor of announcers, is the official reviewer for our News Bureau; he must maintain constant study of the world's news locations and developments.





Colorful human-interest specialist  
**BOAKE CARTER.**



**GABRIEL HEATTER,** veteran commentator for MBS.

## News Experts From Mutual

Supplementing its globe-encircling United Press Association news, KWK has access to the expert reporting of the Mutual Network's corps of news veterans. The six men on this page are some of the outstanding MBS commentators. Mutual's news organization reaches into every city and town to keep listeners informed of the latest developments. Its famous news analysts present authoritative and concise evaluations of the impact of events on history.



**WYTHE WILLIAMS,** Mutual Network's ace news appraiser.



Mutual's famed news analyst  
**RAYMOND GRAM SWING.**

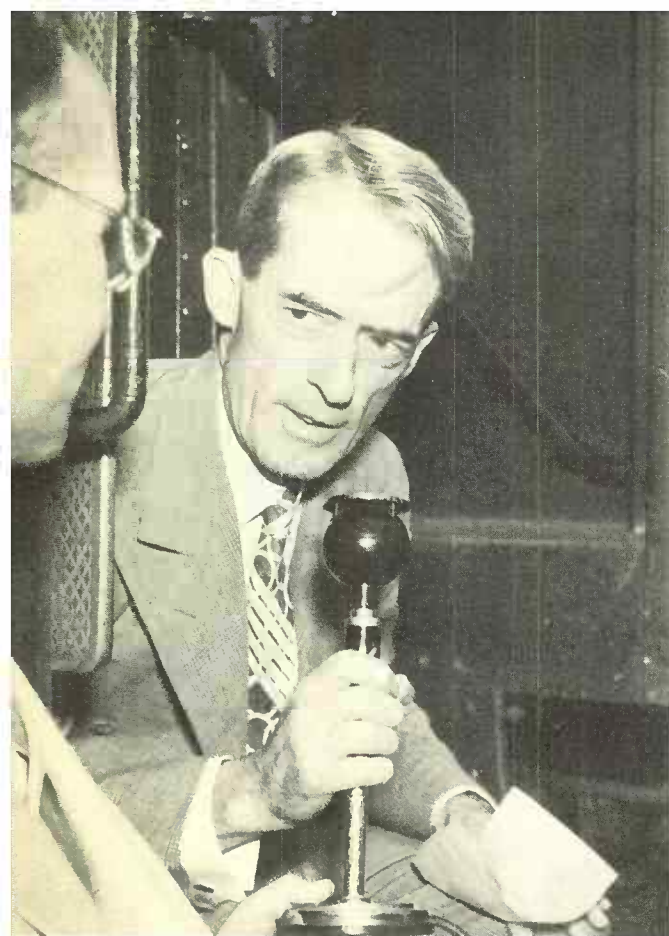


In Washington for Mutual fast-striding reporter  
**FULTON LEWIS, JR.**



**ARTHUR MANN,** MBS foreign correspondent with the British army.





**MARTIN BOWIN**, KWK chief announcer, interviewing Marvin McIntyre, secretary to President Roosevelt, when the Presidential special stopped in Union Station, St. Louis.



Fannie Brice, star of stage, screen and radio, being interviewed in her theatre dressing room.

## Special Events

When news is being made within the St. Louis vicinity KWK brings its listeners a first-hand account of the activity at the scene of the event. Special leased wires carry the story to KWK's control room and then directly to the transmitter and your receiving set. This, the "special events" division of KWK's service, is only partially represented on these pages, for in many cases the camera was entirely forgotten in the urgency of broadcast preparations.

**RAY DADY** interviewing Gypsy Rose Lee, famous strip-tease "artist" in her dressing room at the American Theatre.



A KWK special events crew broadcasting a description of the Fort Kncx Motorized Cavalry Unit as it passed through St. Louis. Left to right, seated: Ray Dady (with mike); Martin Bowin, KWK chief announcer; James Burke, KWK chief engineer (with earphones.)





Left —  
**RAY DADY** interviewing share-croppers during the share-cropper's sitdown strike along the Highway near Sikestown, Missouri.

Below —  
Two players of the Golden Rod Show Boat company in a broadcast of a play direct from the show boat on the St. Louis riverfront.



**KWK**



Left —  
KWK's famous Santa Claus and some of the thousands of letters from children which he receives each year. Taken in KWK studio.

Below —  
Elliott Roosevelt during one of his programs of news comment which was originated by KWK for the Mutual network when Elliott was in St. Louis.





Senator Styles Bridges, former governor of New Hampshire and present Republican Senate leader from that state, spoke to a national audience on a KWK-Mutual hook-up from Westminster College, Fulton, Missouri.

Special interview in the office of Mayor Bernard F. Dickmann of St. Louis with "One-Way Corrigan." Left to right: Mayor Dickmann; unidentified man; Corrigan; Leland Chesley, KWK news editor; Martin Bowin, KWK chief announcer.

Child prodigy Mary Christine Dunn of Bonne Terre, Missouri, with her mother and father. Special interview staged in child's home at Bonne Terre.

**ROBERT T. CONVEY**, president of KWK, presenting a new silk guidon to Captain John Casey of Battery A, 128th Field Artillery, in a special ceremony at the Armory on the eve of the unit's induction into active service. Left to right: Mayor Bernard F. Dickmann (behind mike); Robert T. Convey; Unidentified soldier; Captain John Casey (holding guidon staff); Don Cochran, KWK announcer (in background).





KWK

Above —  
Left to right: Dan Seyforth, production manager of KWK, Bonnie Baker and Orrin Tucker at a broadcast of the opening of the Zodiac Bar on the Starlight Roof of Hotel Chase December 1940.



Right —  
Jim Burke, KWK chief engineer monitoring, while Stewart Martin, former Cardinal second-baseman, and Pepper Martin, former Cardinal utility infielder and outfielder, chat over a KWK microphone at the Cardinal training camp in Daytona Beach, Florida, in 1937.

Right — Leland Chesley, KWK's News Editor, interviewing Wendell L. Willkie, Republican candidate for President, during the latter's visit to St. Louis in June, 1940.

"Coon-shoutin'" Cass Daly, comedienne who was highly successful at the St. Louis Municipal Opera, talking over a KWK mike.



# KWK at the

From Sportsman's Park, home of the Cardinals and the trim the toughest in the hockey world; from the stadium performance; from the boxing and wrestling rings in the Petersburg, Florida, and San Antonio, Texas; from any contest, KWK sends direct accounts of the action. Last All-Stars game was broadcast by direct wire all the way from Cuba by undersea cable, necessary because of the other uses of the cable to Tampa for an hour. Today KWK provides two of the most popular and experienced sports commentators in the country, Johnnie Neblett.

JOHNNIE O'HARA took to the sea in 1921 as a radio station, and decided to combine his hobby with his education at New York University, and between sailing and reporting on the inside of baseball. The years that Johnnie O'Hara spent in the Navy, and the mount Newsreel, Johnnie joined KWK — the current. Johnnie spends his spare time writing a book on wireless heroes at sea.

JOHNNIE NEBLETT graduated from Louisiana State University in 1931 for meals, played varsity football and baseball, and sprinted and Johnnie started as a singer on a Baton Rouge station — he had. From singing he turned to announcing, moved up to other stations, but came back here early in 1940 to stay. His father in law that was Johnnie's aim until radio sidetracked him; but he still has a late evening "One Man's Opinion" broadcast. Johnnie goes home to his old son "Benjie".



JOHNNIE NEBLETT



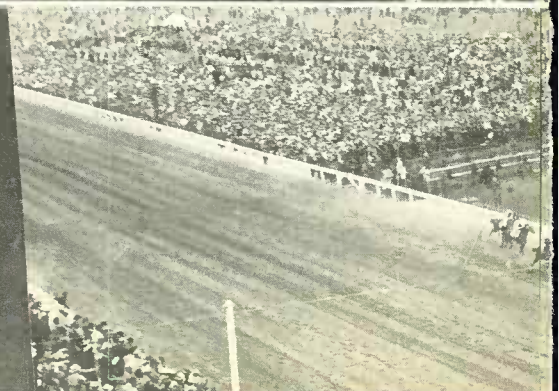
KWK's sports specialists, with little Jimmie O'Hara leaning over their side and KWK technician Harvey Smith at the remote amplifier, broadcast the St. Louis Flyers-Minneapolis "Saints" hockey match November 29.



BOB ELSON, MBS-Chicago baseball specialist, who was appointed again in 1940 to announce the World Series broadcasts exclusively to KWK in St. Louis and Mutual stations in other parts of the country.



"RED" BARBER, MBS sports expert from Brooklyn, alternated with Elson for the second year of the World Series contests from Detroit and Cincinnati in 1940.



# Sports Fronts

Browns; from the Arena where the flashing Flyers  
 Municipal Auditorium; from the training camps of St.  
 here St. Louisans have a close interest in a sports  
 year the report of the pre-season Cardinal - Cuban  
 ay from Havana; this, the only time a broadcast had  
 tated special governmental approval, and cessation  
 accomplish this detailed coverage of the sports fronts,  
 d sports men in the country — Johnnie O'Hara and

a ship's wireless operator. He had operated his own amateur  
 d his desire to travel. Winters ashore he studied journalism at  
 ; you could find him in shortstop position for minor league  
 owed this unusual routine he learned about radio, the rudil-  
 l. In June of 1936, after some time as sports narrator for Para-  
 rest is a story of his successful sports coverage on the air.  
 th amateur radio, his son Jimmie (John James) and finishing a

35 with high honors, having waited tables  
 oved. In search of his bread and butter,  
 ad his own dance band in college, too.  
 came to KWK once, moved on to an Ohio  
 ississippi wanted him to be a doctor, and  
 es to watch a surgeon operate. After his  
 e to "kinda stand guard" over one-year-



JOHNNIE O'HARA



Johnnie O'Hara takes the "mike" to the dugout for comments from a visiting player.

olders  
 st the



Johnnie Neblett — with KWK producer Dan Seyforth behind — interviews fans before and between games at Sportsman's Park.



Terry Moore, Cardinal center fielder, receives the Falstaff Baseball Popularity Award trophy from KWK's "two Johnnies on the sports spot". The Browns player to be honored by KWK sports listeners was "Rip" Radcliff.

# "Just Around the Corner Christmas Club"

In 1928, Thomas Patrick Convey, founder of KWK, established the famous KWK "Just Around the Corner Christmas Club" to give listeners a chance to aid needy families who live nearby. The program is unusual and has become a St. Louis institution due to the fact that all assistance offered goes to those in need, with no deductions whatsoever for costs of administration. The opening program, in the middle of December each year, explains the operation of this non-profit club, all expenses of which are defrayed by KWK. Thousands of letters pour into KWK telling of families requiring assistance. These letters, numbered and cross-indexed for name and address, are read by KWK on daily broadcasts, revealing only approximate location. Anyone wanting to help any particular case calls KWK's special telephone bureau to obtain the exact address and name. A portion of the dozen-odd volunteer telephone operators are shown on this page. The prospective donor visits the family in question, does his own investigating of their worthiness and requirements, and gives what he can without a cent of his gift being absorbed by routine costs of the club.

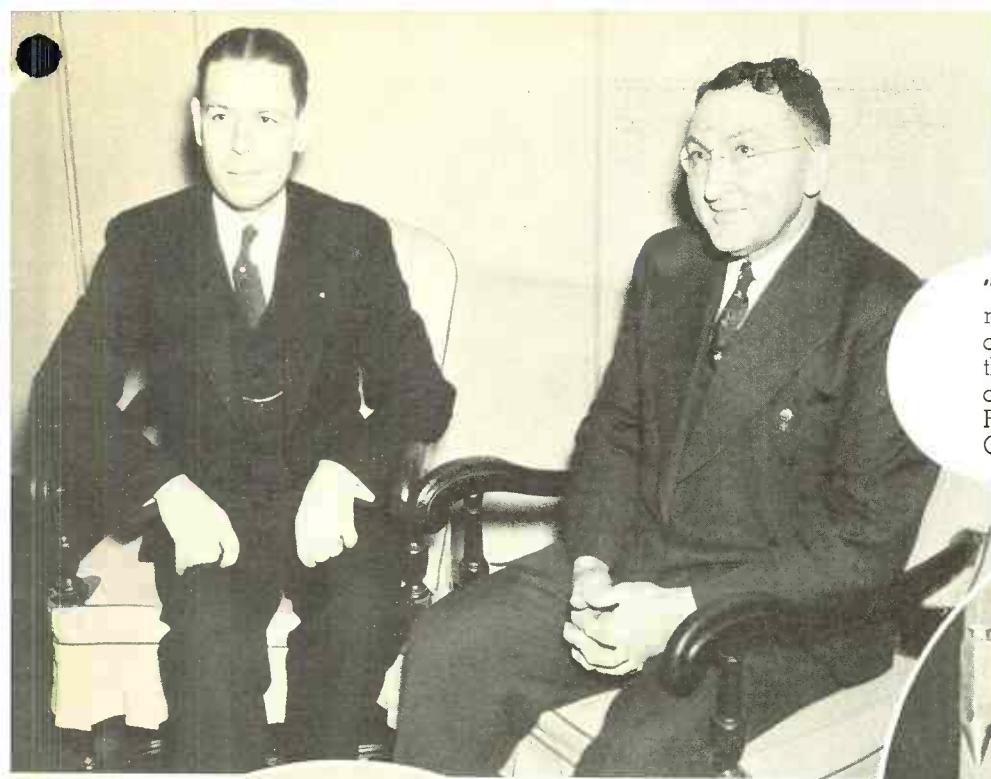
Unique, as well, in the club's principles, is the fact that listeners are urged to include an occasional item of luxury in their donations, for while the staples of life may do untold physical good, the little delicacies are as valuable in upholding morale.



Left to right: Nettie Peck, Rosemary Stewart, Esther Whissell, Natalie Anderson.

# By Way of Inspiration

"RELIGIONS ON THE AIR" is KWK's early morning non-sectarian program. This feature, conducted in rotation by heads of churches throughout St. Louis, is directed by a central committee of ministers represented here by Rev. Paul R. Stock (left) and Rev. W. C. Chappell (right).



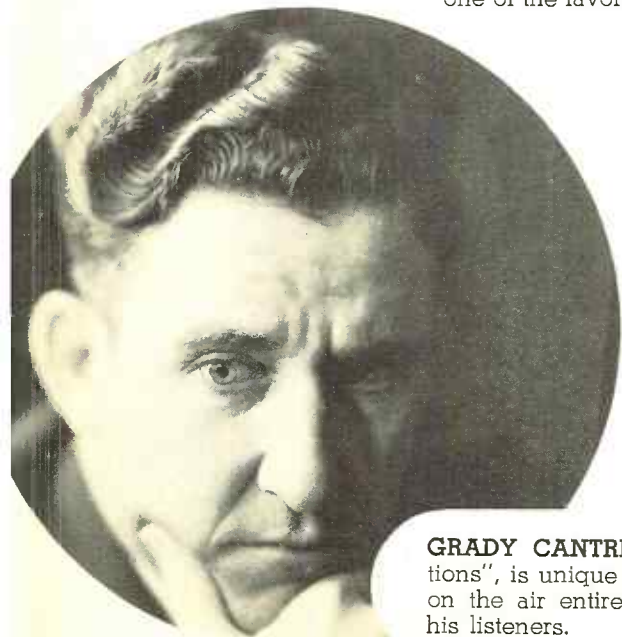
**JOHN METCALF**, your "Hymn Evangelist", sings from Boston for KWK and other Mutual network listeners.



**EDWARD MacHUGH** is another of the KWK personalities whose songs are of an inspirational nature. As "The Gospel Singer", Edward MacHugh's program is one of the favorites.



**DR. WALTER A. MAIER**, professor of Hebrew and Old Testament interpretation at Concordia Seminary, St. Louis, presents his Lutheran Hour to Mutual audiences through the facilities of KWK.



**GRADY CANTRELL**, conductor of "Morning Devotions", is unique at KWK in that his program is kept on the air entirely by voluntary contributions from his listeners.



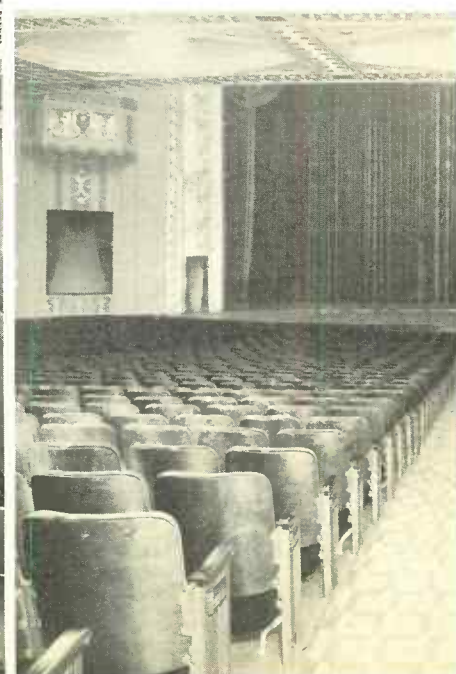
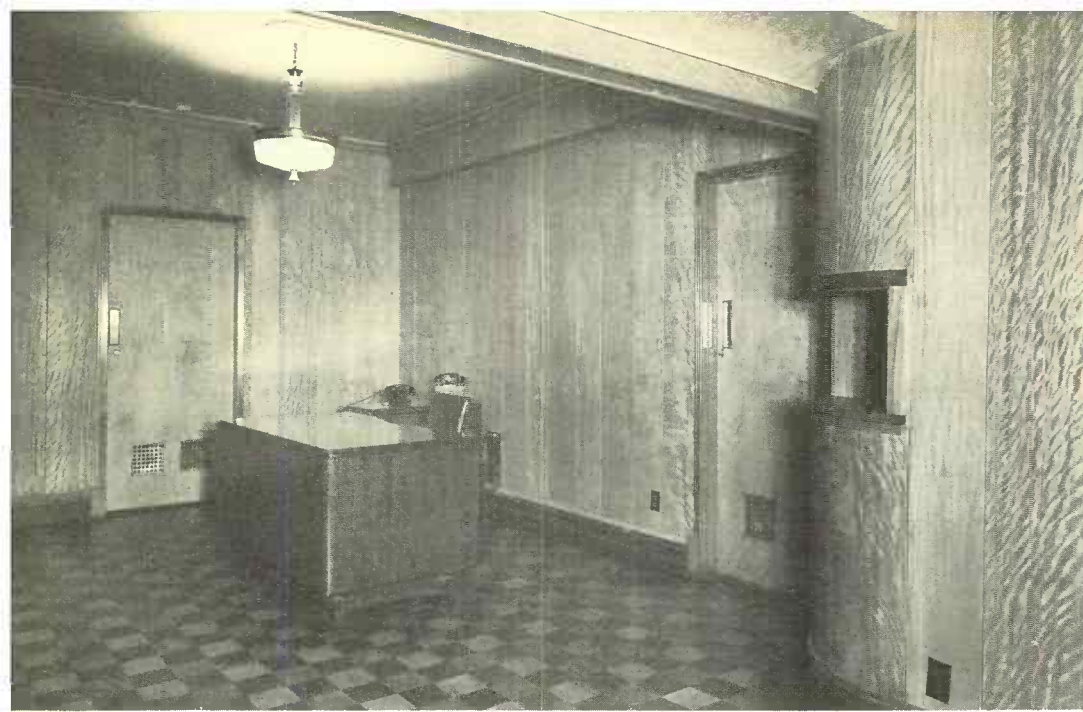
# The Scenes of

Left —  
**THE RECEPTION FOYER** of  
KWK on the ninth floor of the  
Hotel Chase.

Left —  
**STUDIO A**, equipped for or-  
chestral broadcasts, is visible  
from the observation corridor  
window at the right, and from  
master control room on the  
left.

Below Left —  
**STUDIO B**, smaller than stu-  
dio A, accommodates solo  
music shows and talking fea-  
tures. The multiple telephone  
installations along the left  
wall are for special audience-  
participation programs. KWK  
maintains still another studio  
for the use of announcers and  
speakers.

Below —  
The **OPERA HOUSE** of the  
Municipal Auditorium is at  
the disposal of KWK when-  
ever programs require its use  
in the downtown section.



# KWK Activities

Right —  
For audience attendance programs and special large features, KWK has access to the **REGENCY ROOM** of the Chase Hotel.



Right —  
KWK's "nerve-center" is this **TRANSMITTER OPERATIONS ROOM**. Modern and efficient in design, this recent improvement in KWK equipment houses the 5000 watt transmitter (across rear wall) and power and amplification apparatus to send programs from KWK's nearby 390 foot tower. It is located near Riverside Drive in North St. Louis.



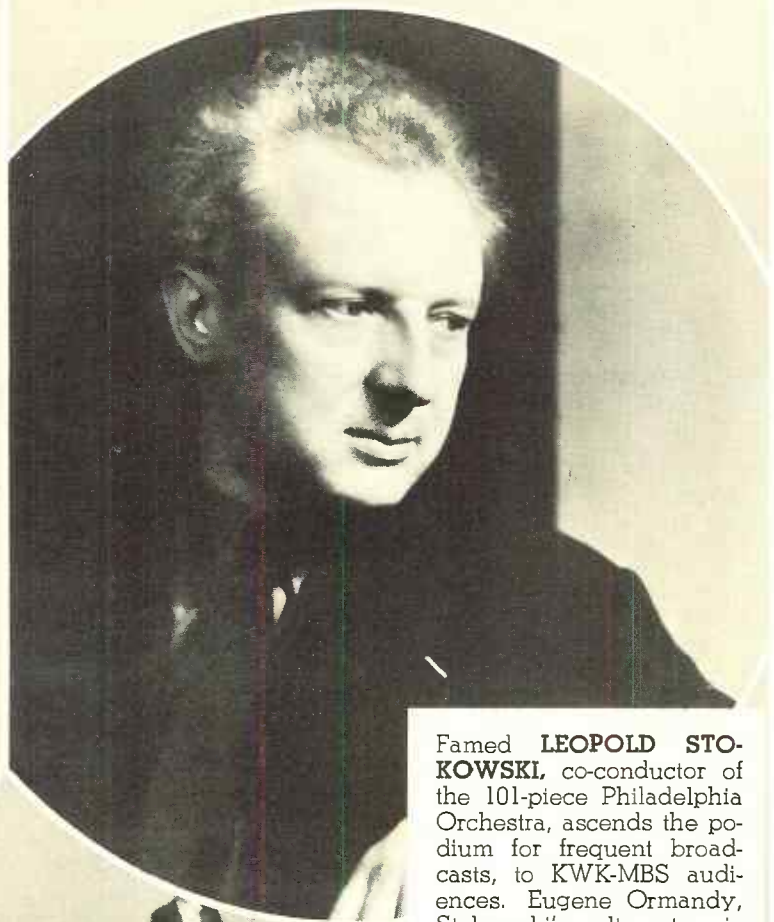
Lower Right —  
The famed **CHASE CLUB** of Hotel Chase is the scene of many KWK broadcasts of nationally known bands and personalities.



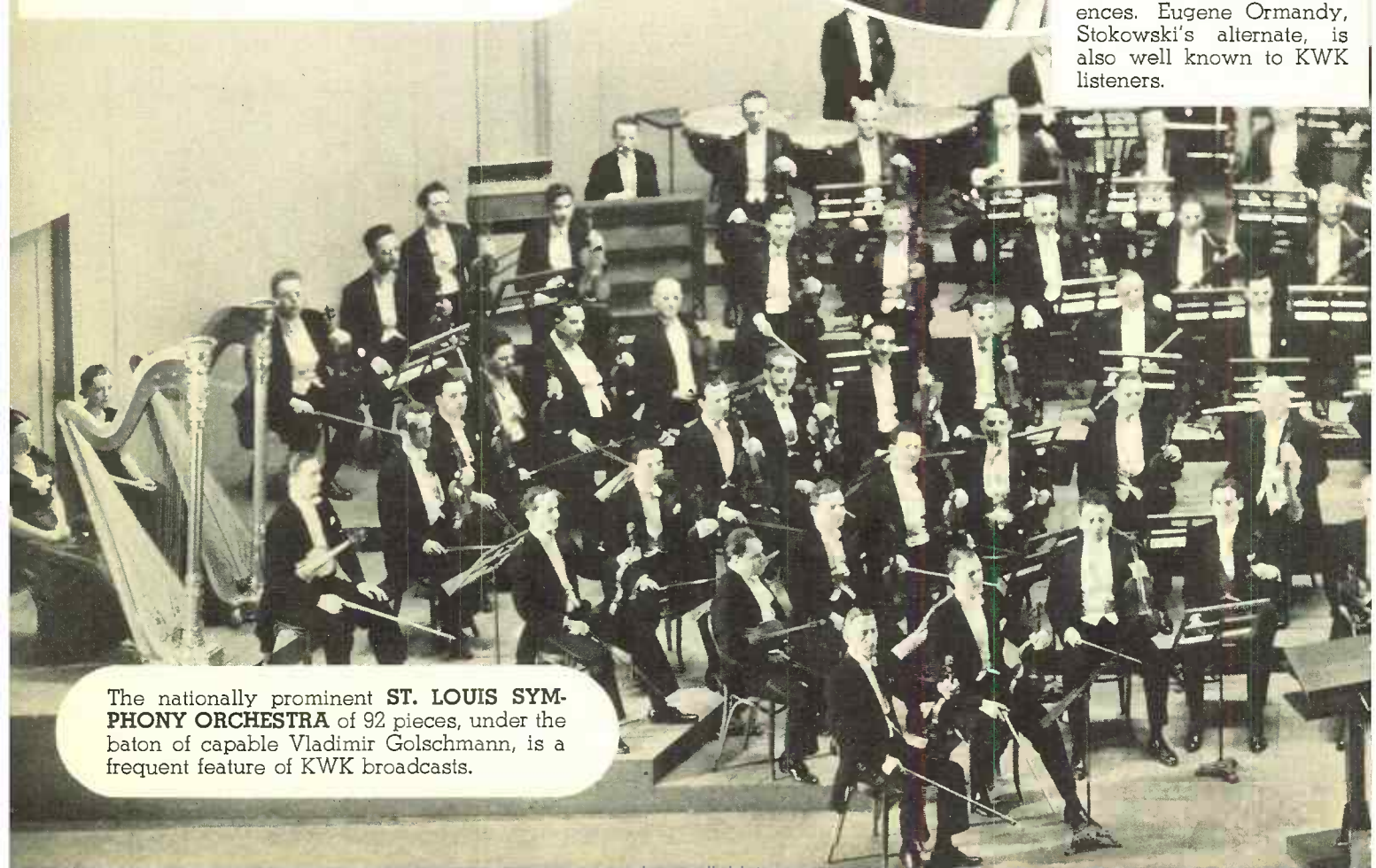
## KWK Features



Lovely soprano **MARION CLARE** is heard on KWK as soloist on many Mutual network programs of serious music, including the "Symphonic Hour" and "Theatre of the Air".

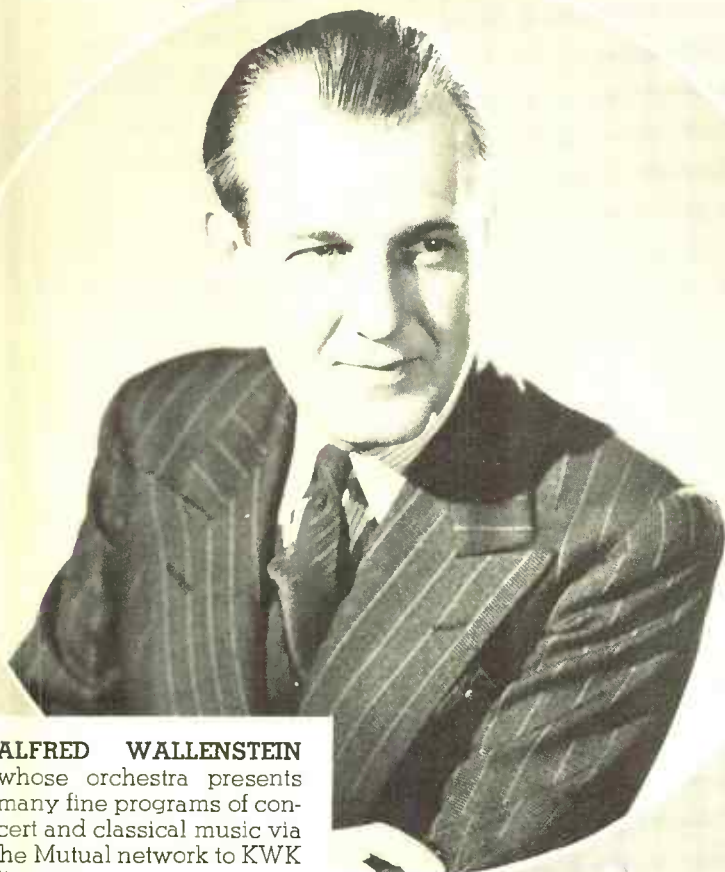


Famed **LEOPOLD STOKOWSKI**, co-conductor of the 101-piece Philadelphia Orchestra, ascends the podium for frequent broadcasts, to KWK-MBS audiences. Eugene Ormandy, Stokowski's alternate, is also well known to KWK listeners.



The nationally prominent **ST. LOUIS SYMPHONY ORCHESTRA** of 92 pieces, under the baton of capable Vladimir Golschmann, is a frequent feature of KWK broadcasts.

# Serious Music

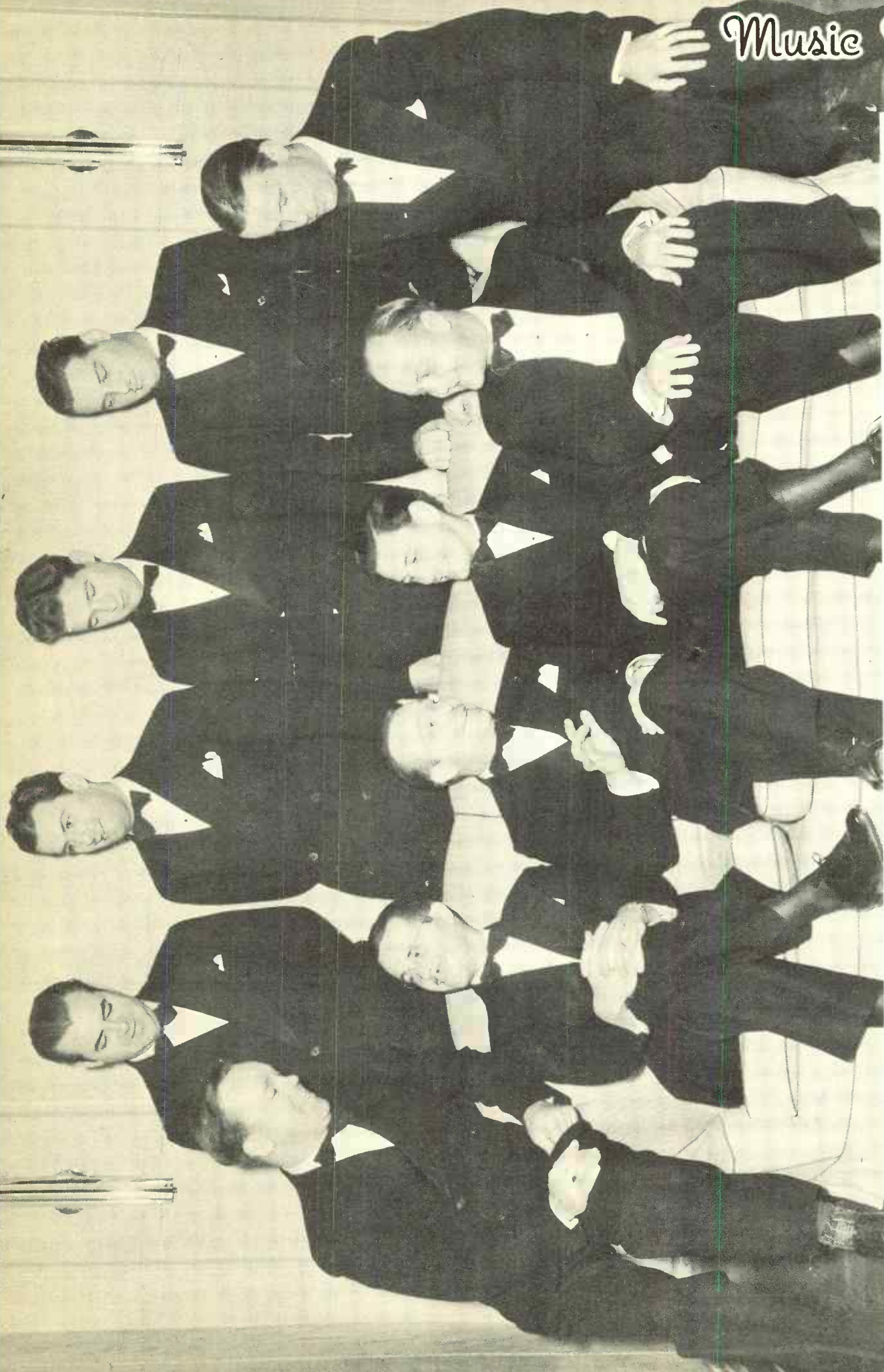


**ALFRED WALLENSTEIN** whose orchestra presents many fine programs of concert and classical music via the Mutual network to KWK listeners.



**HENRY WEBER**, musical director of the series of serious music, including the "Symphonic Hour" familiar to KWK audiences. Many operatic stars have appeared as guests on this Mutual series.





**ROLLA COUGHLIN'S STUDIO ORCHESTRA** was settling into what was to be a pose when this picture was taken. Standing, left to right: cornetist Ed Brauer, leader-violinist Al Tucker, clarinetist Bruno Houff and bass fiddler

Al Schwesig. Seated in the same order are: organist Russ Haveland, guitarist Eddie Burke, director Rolla Coughlin, pianist-composer Roy Keyes, clarinet-violinist Mike Halbman and saxophonist Johnny Bender.



AL TUCKER'S ENSEMBLE

KWK's SWING QUINTETTE





Announcer Don Cochran and Al Sarli in full regalia for your afternoon "SWING CLINIC" program.



**AL SARLI**, pianist-arranger-conductor and "the Professor" of "The Swing Clinic".



Left — **BILL FOREMAN** has sung on two major networks, in Chicago's leading theatres and with Wayne King's orchestra, as a result of urging by some of St. Louis' best known band leaders. A clerk for the Mississippi Valley Trust Company, Bill understands a financial report and a music manuscript with equal ease, and can demonstrate additional talents with a violin or guitar. He is twenty-seven and was married last summer.



**DOROTHY MATTINGLY,**

sixteen-year-old star of her own show on KWK, will always list July, 1940, as the turning-point in her life. Visiting friends in Arkansas last summer "Dottie" took an audition on a local station and was hired at once. But the summer ended and she had to return to St. Louis and high school, so she bundled her new-found confidence into K W K, was heard, liked, and signed, and is now convinced

Below — Talented **BETTY BARRETT** has only recently returned from a successful engagement with the National Broadcasting Company in Chicago, singing to coast-to-coast audiences. Only fifteen, Betty already has ten years of radio experience, for she started piping her songs into a microphone when she was five. "Miss B" has had to share her time between the microphone and text book for some time, and still has a couple of years to go.



KWK



Lovely Joan Blondell, star of "I Want A Divorce," throws the switch for her broadcast dedicating Mutual's new West Coast studios. Standing with her is Mutual's vice-president Lewis Allen Weiss.



Morey Amsterdam and "housemaid extraordinaire, Annie Botts" (Mabel Todd), talk over a domestic situation on the MBS-KWK "LAUGH 'N' SWING CLUB" broadcast.

## Variety Programs From KWK

William A. Bacher, chief of all programs and production for MBS in Chicago, inaugurated and produces "The Chicago Theatre of the Air" as well as many other Mutual variety features.

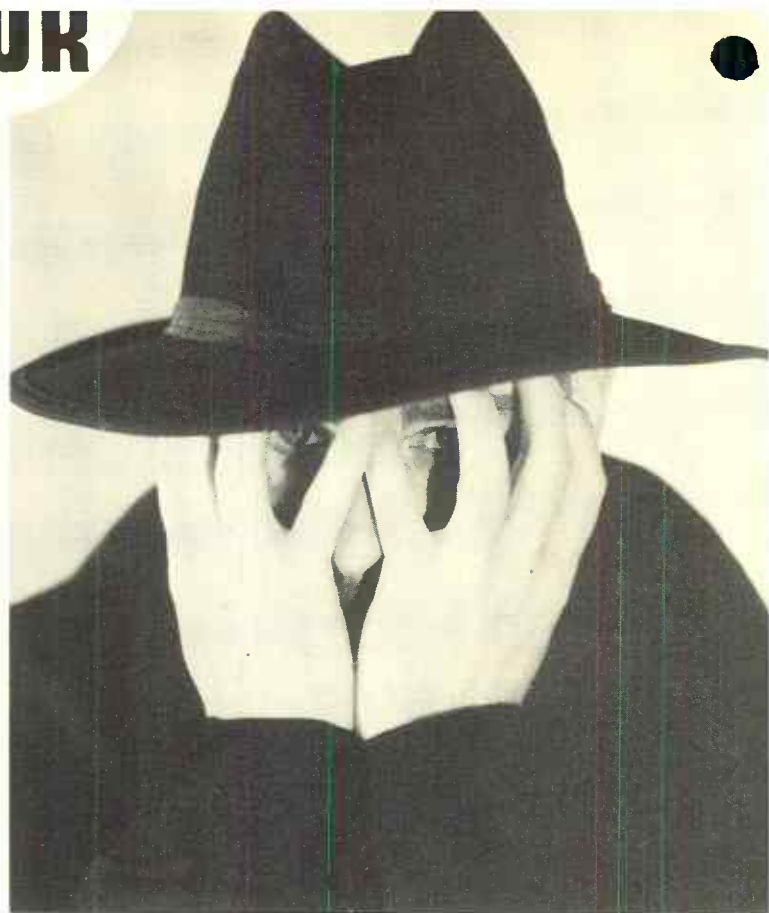
Two of the "DOUBLE OR NOTHING" cast, affable emcee Walter Compton (right) and singer Frank Forest, discuss the fine point of timing on the MBS-KWK dollars-for-wisdom show.







**PEGEN FITZGERALD**, fashion expert of **"HERE'S LOOKING AT YOU"**, is assisted by Richard Willis, beauty analyst, in telling MBS-KWK listeners how to improve their appearance.



**"THE SHADOW"**, fancy-capturing MBS-KWK mystery serial, is enacted by this hand-masking gentleman, Bill Johnstone. The invisible racket-buster is assisted by Marjorie Anderson as **"Margot Lane"**.

★

★

A tense moment for Alice Hill and Marvin Mueller, who play the respective roles of **"Gail Carson"** and **"Peter Quill"** in the MBS-KWK drama **"PETER QUILL"**.

★

## Variety Programs

Ed Prentiss fills the title role in the Mutual-KWK aviation serial, **"CAPTAIN MIDNIGHT"**.







Above —  
Bob Emery (center with hand extended toward boy) as he conducts Mutual's **"THIS WONDERFUL WORLD"** program heard by way of KWK.



Left —  
The principals of your **"LEW LOYAL"** thriller: (left to right) Patty Wallis ("Betty True"), Bret Morrison ("Uncle Mack") and Jack Bevins ("Lew Loyal").

Right — Donna Reade (left) plays "Jane" and Marge Calvert (right) is "Judy" in the story of **"JUDY AND JANE"**, one of KWK's electrically-transcribed serial stories.



**KWK**



**"LOPEZ SPEAKING"**, and conducting his ever-popular band in his characteristically suave manner for your KWK Mutual headline feature, "The Show of the Week".



Intriguing **BEA WAIN** has long been a favorite interpreter of popular ballads with Larry Clinton's band, heard through the Mutual Broadcasting System over KWK.

## KWK Music From Mutual

**BOB STANLEY**, youthful maestro who conducts a carload of Mutual musical shows — "Jazz Nocturne", "Barnstormers", "Continental Revue" and others — for the MBS-KWK audiences.

Mutual's song siren who becomes a triple-threat on the KWK dial spot. Charming **BENAY VENUTA**, who writes, conducts and solos her own show each week.





Above — Titian-haired trumpeter, **JOHNNIE "SCAT" DAVIS**, who left the Fred Waring aggregation to form his own band, and is one of the dance favorites of the MBS-KWK airline.

Right — "**THE MUSICAL STEELMAKERS**" features these two young singers; Lovely Dorothy Anne Crowe, eighteen-year-old mezzo-soprano, and tenor Ardenne White.

Right — "King of Swing" **BENNY GOODMAN** is only one of the nation's musical monarchs whose bands set your dancing tempo on the coast-to-coast MBS-KWK dance shows in the evening.

Below — **JANET BLAIR**, beautiful contralto singer, graces the performances of the late Hal Kemp's dance band over the KWK-MBS network facilities.





Above — **MAXINE GRAY**, song stylist whose appeal has taken the fancy of both Hollywood and Broadway, is another delightful musical feature of KWK and the Mutual network.

Left — Still another representative of the "pick of the pack" bands heard on KWK, is **RAY NOBLE**, renowned English composer - conductor - arranger.

Left — "For eye or ear, she knows no peer" — sparkling **ANN BARRETT** enhances the talented company on the MBS-KWK "The Show of the Week".

Below — Taking the helm of Mutual's "Show of the Week" is tall, dark and handsome **BUDDY CLARK**, master-of-ceremonies. His songs, Vincent Lopez's music and Ann Barrett's ballads make the show.

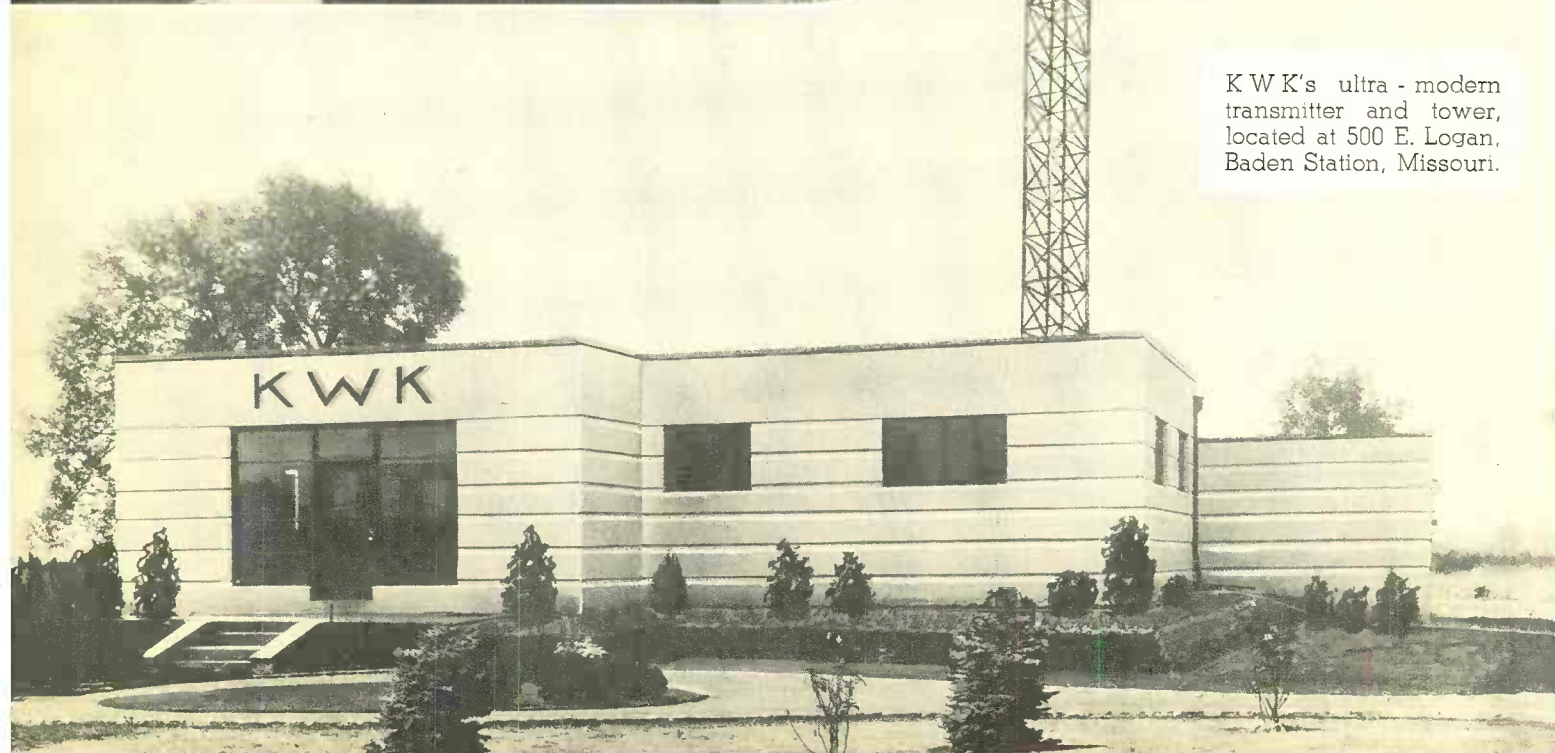




**JAMES BURKE**, KWK's Chief Engineer, started tinkering with electrical circuits and amateur radio twenty-two years ago—he was in his early 'teens. For many years he operated his "home-made" short-wave station, 9CVP, in St. Louis, and first encountered professional radio as a wireless operator aboard several steamships. Two years after KWK was founded in 1927, Jim joined its engineering staff and progressed to his present position as head of his department. One of nine children in the family of a St. Louis Police sargeant, Jim had to work things out pretty much for himself; at thirty-three, he is one of the youngest technical department heads in radio, holds a private airplane pilot's license and "views with pride" the gem of his household, 18-months-old daughter Patricia Ann.



KWK's ultra - modern transmitter and tower, located at 500 E. Logan, Baden Station, Missouri.





**KWK STUDIO CONTROL OPERATORS.** Left to right: Kenneth Hildenbrand, Herbert Sigman, Harvey Smith and Robert Nickles. Seated: Frank Stengel.

**KWK TRANSMITTER CONTROL OPERATORS.** Left to right: Wells Chapin, Ernest Vogel, Nick Zehr and William Ludgate.







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Editor: Hal Hubert, N.R.P.I.

