

VOICE OF THE LISTENER

(Continued from Page 42)

talked about spectacularly to hold a huge, devoted audience.—V. O. L.

Bull Boners

Dear V. O. L.:

I was much amused at the program "Mr. District Attorney" recently, as it seemed strange to me that anyone running a dairy with a herd of top Guernsey cows would have an Aberdeen Angus bull. It is also the first time I ever knew a bull to kill a person by kicking him until his head was crushed.

L. J. Nelson, Ericson, Neb.

Evolution of Plugs

Dear V. O. L.:

Lately we have dropped listening to a lot of programs, because there is so much advertising included in the program that it has become extremely tiresome.

Years ago there would be just a statement at the opening of the program, telling of the article that was being advertised, and sometimes a word or two at the close. Now there is so much commercial talk and so much repetition that it is hardly worth while listening to the short remaining time of entertainment.

I'm just an ordinary, average person. And I've wondered often if it pays the sponsor to talk so much about his wares that people like myself give up listening to the program.

Thomas W. Morris,
Minudie, Nova Scotia, Canada.

● You see, Mr. Morris, the fact-and-figure-minded producers of radio shows have in the past few years accumulated a formidable stack of proof (to them) that average listeners like you don't really know what you hear, what you like or what will sell you. You listeners keep telling them what you think and some day they'll quit just saying, "We know, we know!"—V. O. L.

Double Take on Titles

Dear V. O. L.:

I wish the announcers on programs of classical music would give the name of the selection and the composer after as well as before the music is played. Then, when one has just tuned in or missed the announced name of a composition, it wouldn't be necessary to puzzle or swear.

R. Chapin, Pistol River, Ore.

● Moreover, for those of us unschooled in music appreciation a double announcement is sometimes essential to grasp an approximate comprehension of the title or name of composer of a classical selection.—V. O. L.

To the Rescue!

Dear V. O. L.:

Are we fans going to leave Scoop Curtis at the bottom of the sea? Let's put on our diving-suits and rescue Scoop so we can hear the story we had our hearts set on in the "Girl Alone" serial—the life on the farm Scoop so wished for. How we wanted to help Scoop plant that garden, see those boxes of flowers growing nicely. We protest his absence!

Mrs. W. D. Snedeker,
West Haven, Conn.

MR. FAIRFAX REPLIES

Mr. Fairfax will give personal answers to all readers who send self-addressed stamped envelopes. Remember that he must confine himself exclusively to network personalities and programs. Address Arthur Fairfax, MOVIE-RADIO GUIDE, 731 Plymouth Court, Chicago, Ill.

Mr. L. D. Peterson, San Francisco, Calif.—RICHARD BROOKS was born in Philadelphia, Pa., May 18, 1912. He is six feet tall, weighs 180 pounds. He has black hair and brown eyes. He was educated at West Philadelphia and Overbrook high schools and Temple University. After finishing school Brooks made his first public appearance during a city election in Philadelphia. He made a speech for a city official running for reelection and enjoyed it tremendously. That first public appearance seemed to influence his career. He followed with a radio program over WNEW in New York called "Little Things in Life," then "Sensations of the Week," and also appeared as the personal commentator of Governor Lehman of New York during the governor's last tour. Brooks has also tried his hand at feature writing, sports writing, political columning, police reporting and other newspaper work on the Philadelphia Record, Kansas City Star and the Atlantic City Press-Union. He is now heard as writer-narrator for "Sidestreet Vignettes," his own show, and has just completed the narration for a series of motion-picture short subjects. His hobbies are horse-back riding, good conversation and classical music.



RICHARD BROOKS does "Sidestreet Vignettes" Mon.-Fri.

Miss Jean Parker, Kankakee, Ill.—In "Kate Hopkins" Duke Duncan is played by DONALD MACLAUGHLIN, Smokie by CHARLES CALVERT, and Blackie by JOSEPH JULIAN. In "Young Dr. Malone" Mr. Janac is really SELLWIN MEYERS, Shari is played by JOY TERRY, Tony is portrayed by JACK AYRES, and HERBERT NELSON has the role of Jim Farrell.

Mr. Orin Blum, Cleveland, Ohio.—You may obtain a copy of DAVID ROSS' "Poet's Gold" by sending \$1 plus ten cents postage (money order) to Blue Ribbon Books, 14 West 49th Street, New York City. A new edition came off the press March 3. Be sure to give your return address.

Miss Margaret Sanderson, Milwaukee, Wis.—On "Myrt and Marge" ORY TOWNE portrays Mr. Bailey, HENRIETTA TEDRO has the part of Lil Parker, Nancy Douglas is played by EDNA SEYMOUR, Mrs. Kent is played by ANN BOLEY, SID SLOAN has the role of Lawson Benedict, FRANK LOVEJOY plays Ken Ross, Midge is characterized by BETTY JANE TYLER, and Clarence is played by RAY HEDGE.

Mrs. L. T. Green, Memphis, Tenn.—In "Martha Webster" Mrs. Jamison is played by JEANETTE NOLAN, PAULINE McLANE has the part of Mrs. Scott.

Miss Ciliberto, Philadelphia, Pa.—You may write PEGGY HILLIAS, in care of Columbia Broadcasting System, Wrigley Building, Chicago, Illinois.

Mr. Martin Findur, Rockaway Beach, N. Y.—FLORIDA FREBUS has the role of Velma in "This Small Town" . . . The cast of "King Arthur Jr." follows: King, JERRY TUCKER; Bruce, GEORGE STURGEON; Nancy, DOLORES GILLEN; Minnie, CECILE ROY; Mother, ANNE SEYMOUR; Father, BARRY HOPKINS; Desmond, FRED IRVING LEWIS; Devere, NAN DORLAND; Benson, JOHN X. GRIGGS; Propman, PAUL LUTHER.

Mrs. Carleton Haven, Pittsfield, Ill.—FLETCHER WILEY does not release the conventional biography. He feels that listeners are too often disappointed, they picture their own interpretation of the man and his background, then details released contradict these pictures. We can tell you, however, that Wiley is married, does not have any children. His age is approximately forty-five (he does not release the exact date). About seven years ago Fletcher Wiley walked into the CBS studios of KNX in Los Angeles and introduced himself. He was dead broke, but he had an idea. He believed he had something of interest to say to the people and a unique way of saying it, so KNX allotted him a small amount of time locally. He had no income and only Fletcher Wiley knows how he lived during these lean months. After seven months he obtained a sponsor and has had numerous offers ever since. Before arriving at KNX Wiley had roamed the country, lived nearly everywhere, had read widely—had done, in fact, almost everything. He swung a shovel in a coal mine and lugged a brief-case as a salesman. In the course of his colorful career he had made—and lost—two fortunes. Fletcher Wiley is an ardent sailor and fisherman, we can tell you, but the rest of his life away from the mike is strictly his own.

Miss Jean Smith, Chicago, Ill.—ELOISE ELLIS portrays Nadine in "Ellen Randolph" . . . PHIL DAKIN now has the role of Ellis Smith on "Guiding Light." You formerly heard SAM WANAMAKER in this part.

Mrs. John Hahndorf, Hinsdale, Ill.—When crystal and battery sets were the only type of radio EDDIE AND FANNIE CAVANAUGH were "opening the mail" on the air . . . for they first went on the air at KYW, March 31, 1922, when radio in Chicago was only three months old. Eddie was born November 25, 1885; Fannie was born April 12, 1890. They have no children.

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