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PRAIRIE FARMER'S
RADIO WEEKLY

Stand By!



MARCH 30
1935

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Weekly
Named
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Radio
Dramatics

LISTENERS' MIKE



Trashy Programs

Mrs. Damater voices my sentiments entirely. Of all the trashy, cheap dramatic material on the air (don't misunderstand me—there are many good programs on the air for adults) the children's programs are the worst and the kindest thing I can say about them is that they keep the children quiet during their duration—at what price!

For advertisers to take advantage of adults through their children is unfair to say the least. Parents have a hard enough time getting their children to eat the right things (or not to eat the wrong) without food companies (mainly the sponsors of child programs) cramming their advertising (and thus their products) down childish throats.

I'm for some simple and sane child programs minus the undesirable thrills—and DE-COMMERCIALIZED.—Mrs. Dorothy Orth, Chicago, Ill.

Her Problem, Too

... Mrs. I. Damater has expressed my problem, too. After school my boy does just as this mother's boy, then asks about the programs. Between these stories, recording programs—and now our local station has political speeches—there isn't much left. ...—Mrs. Charles Grieme, Edinburgh, Ill.

Agrees

I was deeply interested in Mrs. I. Damater's letter. I agree with her that the highly dramatic programs of the type she describes are harmful to children. Our best doctors say so, and they should know. Many mothers pay no attention to the unsuitable programs that their children listen to, and then complain because their children are nervous. Such programs cannot produce good mental health. I have four boys, and I admit that it is a problem to get them to listen to the proper programs, (willingly.) There are a number of fine programs for children on the air, so let's try to teach our children to appreciate them.—Mrs. George Randolph, Crown Point, Indiana.

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."

Add Protest

I wish to add my protest to that of Mrs. I. Damater, regarding children's programs. Some of these programs would be all right, if the children of the nervous type, who take these programs seriously could dial to something else.

Two of the best programs on the air today for children are "Fairly Tales and other stories" by Spareribs, and Joe Kelly and his pet pals. If these programs came on the air at the same time the others do, they would not only have a much larger audience but would run a strong competition to some of the chain programs for children. ... While speaking of programs I would like to mention the Devotional period conducted by Jack Holden. There is one fault I find with that program. It is just 15 minutes too short. In my opinion it is without doubt the finest hymn period on the radio. ...—Mrs. W. H. Maxson, Cassopolis, Mich.

Same Opinion

After reading Mrs. I. Damater's letter on small children's programs, I must say I have been of the same opinion ever since we have had a radio. I have always felt such programs were a detriment to a small child's emotions. ... And my two boys aren't allowed to listen to them.

Here's where we hand the flowers to Spareribs. I never have to go in and listen to see what kind of entertainment they are getting. Also Joe Kelly's programs are one of the very finest small children's programs ever put on. I wonder if Joe realizes how diligently the little ones carry out his instructions. ...—Mrs. Oscar Barienther, Mattoon, Ill.

No Slaps

It is all right to slap sometimes but I do not think the announcers need slapping as one from Hampshire, Illinois, said. We enjoyed the announcers interviewing Wyn Orr and imagine he enjoyed it, too, from the way he laughed.—Mrs. Cleda Thomas and Mother, Anderson, Ind.

Skips Snoozing

... My husband and I think the hours from 8:00 p.m. EST to 1:00 a.m. EST on Saturday the best programs on the air, and that is the only night we lose any sleep over radio programs. ...—Mrs. E. R. Gearinger, Frederick, Md.

Likes Coon Crick

... The Weekly makes me feel as if I belonged to your "family" after reading the stories in the magazine. ... Am sorry the Thursday night Coon Crick Social had to be discontinued, as I liked them very much. ...—Robert Fowler, Fairmont, S. C.

Poor Dogies

I do not wish to be a knocker and still I do not like the way some artists sing "The Cowboy's Dream," drawing it out like the last wail of a dying cat. I recently heard some artists singing that lovely song and the way they made those poor little dogies roll on or run was a case for the humane society.—Mrs. E. P. Ford, Benton Harbor, Mich.

STAND BY!

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JULIAN T. BENTLEY, Editor
VOLUME 1 NUMBER 7

March 30, 1935

Drama on the Kilocycles

Radio Plays Mean Hours of Exacting Work

By WYN ORR

"Shoosh," says Director Wyn Orr silently as he directs Mary Thompson, Al Halus, Dorothy McDonald, Marie Nelson.

THE clock on the studio wall reads twenty-thirty.

The announcer speaks into the open microphone. "Your next feature will be a radio drama entitled..." So commences a typical radio play.

But before that program is ready for the air, no less than 15 and perhaps as many as 30 hours of concentrated preparation have been necessary.

Suppose we trace the course of that particular play from the inception of the original idea, through to the last note of the music which concludes the show.

Take for example, Miss Aileen Neff, a successful free-lance writer, comparatively new to the broadcasting field, and about whom a separate story might be written. Miss Neff wants to write a three-act, 30-minute drama. Vaguely an idea scurries through her active mind, but she can't quite grasp it.

Maybe she brews a pot of tea. Perhaps takes a stroll. Anything to clarify the blurred impression which she feels will make an outstanding play. At any rate she is mentally active, bringing into cooperation every last trick to corral that idea. It may take but a few minutes... it may take hours, even days, before the dawning light of clarified plot construction shines through the fog of engulfing rejections, and lies, figuratively speaking, spread out before her.

She has decided what she wants to do. The plot is clear in her mind. Now—to work it out. To present it so that at no time does interest lessen, yet so that the "punch" or climax will remain unsuspected until the end.

So—it goes. Planning, writing, re-writing, scrapping sheet after sheet, until the manuscript is completed.



When fins has been written at the end she goes over it again and undoubtedly again and finally the show is ready for submission to the dramatic editor of the station.

Miss Neff delivers her opus, hoping for a prompt reading and decision. Eventually the dramatic editor goes over her show, line by line, cue by cue, viewing with a hyper-critical eye every situation, speech and sound effect. He balances each sequence in his mind. Literally, he "sees" the show as it will sound on the air—if he accepts it.

Assume that he does accept it, for very few of Miss Neff's scripts are returned, merely, "with thanks." The next step is to the desk of the continuity editor, who in turn checks it over, makes revisions, and, accepting the judgment of the dramatic editor, initials O. K.

So far in the life of that manuscript, it has found its way from a vague impression, through varying chaos to complete form for radio presentation. But not by the margin of a great many hours is it ready for the air.

From the hands of the stenographers to whom it has been sent by the continuity editor, it goes to the dramatic production man who is to prepare the show for the air. A cast has to be selected. Sound effects itemized. Music appropriate to the theme and periods of the play selected or written especially for the production. Rehearsals, then the actual "work" or line and sound sequences.

Let's drop into the studio where a pre-dress rehearsal is being staged. Much of the "weighing" and preliminary work has already been accomplished. In the control room is the production

man. In his hand is the inevitable insistent, demanding master of all air shows—the tell-tale "stop watch," by means of which each half-minute of the production is marked.

In the studio, the cast is gathered about one microphone. Immediately in front of a second "mike" is the sound technician with his various effects. At a third microphone, and perhaps a fourth, the orchestra is placed. Silence is called in the studio. Every eye is fastened on the face of the director. He gives the signal to begin.

The rehearsal actually starts. From this point on, thanks to the previous reading, effect, and music goings-over every active member of the cast and orchestra has had, things run smoothly it is hoped.

Through the various sequences. In-to one act, and so into another, until the script is concluded. No pauses unless for intentional dramatic effect. No "breaking-up" on lines. Nothing stops the progress of the rehearsal. For—as each line is characterized, as each situation is developed, that little hand on the directors (To page 13)

FLASHES

Health • Honey • Weaned
Name • Ticker • Safety

Mrs. Franklin D. Roosevelt will launch the early diagnosis campaign of the National Tuberculosis Association with a nationwide plea for cooperation tonight (Saturday, March 30,) at 7:45 p. m., CST., over an NBC-WJZ network. Her specific topic will be "The Health and Safety of Our Children."

Speaking before a Tuberculosis Association meeting in Washington, D. C., Mrs. Roosevelt will be introduced to the radio audience by Dr. Kendall Emerson, managing director of the Association. Incidental music will be furnished by the U. S. Marine Band.

Local meetings of the 2,000 affiliated Tuberculosis Associations in the United States are being held for the special purpose of listening to Mrs. Roosevelt's broadcast.

The use of radio receiving sets in automobiles and trucks has been increasing with astonishing rapidity. An unexpected development has come in connection with the big cross-country trucks, many of which drive all night. According to the National Safety Council, one of the serious causes of accidents is that the truck drivers doze off to sleep. The installation of radio sets has become important in preventing such accidents, because they keep the driver awake through the long, monotonous hours of the night.

The Ford Sunday Evening Hour, one of the most popular symphonic programs on the air and heard over the largest commercially-sponsored network in the world, has renewed its contract for another extended series of programs over the Columbia Broadcasting System. These distinguished concerts, featuring world-famous guest artists with the Ford Symphony Orchestra and Chorus directed by Victor Kolar, will continue to be heard over the nationwide Columbia network every Sunday, from 8 to 9 p. m., CST.

Maxwell Turner, Columbia announcer recently assigned to CBS in New York from WEAN, the network's Providence, R. I., outlet, arrived well-equipped to take care of himself in repartee. But he found himself no match for David Ross, who can quip with the best of them. As they were introduced the following exchange was heard:

Ross: And where are you from, Mr. Turner?

Turner: I was weaned at WEAN.

Ross: Oh, so you came to New York to learn your WABC's?

Jerusalem, London and New York will be linked by radio for a special program to be broadcast over an NBC-WJZ network in celebration of the 10th anniversary of the dedication of the Hebrew University in Jerusalem on Tuesday, April 2, from 8:30 to 9:30 p. m., CST. Dr. Judah L. Magnes, chancellor of the university, will speak from Jerusalem and Sir Herbert Samuel and James de Rothschild will be heard from London. Other speakers will be guests at the banquet being held that evening at the Hotel Plaza, New York.

Mrs. Willis N. Graham of the Chicago Motor Club will deliver a five minute talk on safety in motoring during the Little Brown Church program at 9:30 a. m. Sunday, March 31. Dr. John W. Holland, pastor of the Little Brown Church, will introduce Mrs. Graham as guest speaker.

An ardent radio fan, and one of the oldest veterans among country newspaper editors, Cal Feezer of Mount Morris, Illinois, completed an active and useful life recently. Mr. Feezer was one of the old timers who learned how to compose editorials before the type case, and print in the early days with a foot-power press, but he was still quick to take up with the good features of radio.

Sigmund Romberg, who is heard on NBC Saturday night, makes no apologies for being superstitious. The famed composer always starts and finishes writing a show with the same pencil, which he destroys on the night of dress rehearsals. He doesn't shave or have his hair cut, either, until he has finished the show. Only his friends could tell him from a Stone Age man in these periods.

With Major League Baseball teams limbering up in spring training camps throughout the south, it is interesting to observe that the first broadcast of a baseball game was handled by the National Broadcasting Company in 1922, direct from the field, during the Giants' and Yankees' fight for the World's Series Championship.

Morgan L. Eastman, who directs the orchestra on the NBC Carnation Contended programs, has many fat scrapbooks to attest to his gypsy wanderings. He has played within the shadow of the glamorous Taj Mahal; directed an orchestra in Vienna; was marooned in Armenia during a Turkish massacre and roamed the underworld of Paris with officers of the French Surete.

To eliminate all the guess work from Eddie Guest's work before the microphone, the favorite American poet now brings his own special clock to the Chicago NBC studios with him for his Household Musical Memories programs.

There's no mistaking the hour, minute and second on this time-piece, because it's all shown in black and white.

Eddie, who despises the stop watches used by most radio folks, now can tell time to the split second just as well as the next fellow, and always knows just how much time he can take to read his verses.

"Talk about a sweet-running car. You should have seen mine after I struck a swarm of bees," says Slim Miller of the Cumberland Ridge Runners. "Why, they was honey all over the windshield."



Slim and Hartford Connecticut Taylor were driving near McHenry, Illinois, when they ran into a dense swarm of migratory bees. Slim was forced to apply the brakes immediately because his windshield was completely covered with bee-casualties. Fortunately, none of the honey-collectors managed to get inside the sedan.

EDUCATION by Air

Useful Field for Radio Opening

By Arthur C. Page

EVER since radio broadcasting began, a dozen years ago, there has been talk of utilizing this new force to enrich the teaching schedules in public schools. Many attempts have been made, and with increasing success, so that now it seems safe to predict that within a year or two the radio class period in the public school may become very general.



Mr. Page

There have been several obstacles to the successful working out of such plans, one of them being that schools were not equipped with radio sets, and neither were broadcasting stations equipped to supply the type of broadcasts necessary. Both of these conditions are changing. Many schools now are being equipped with receiving sets, which are used to pick up occasional special broadcasts for the entire school, or otherwise are used during the lunch hour or during recess to listen just for entertainment.

To the uninitiated, it might seem comparatively simple to bring a well-trained educator or lecturer to the broadcasting station and have him put on a fifteen-minute lecture suitable for the audience of school pupils. It is not so simple.

What Subjects Are Suitable?

In the first place, of course, some subjects are wholly unsuited to this type of teaching. Subjects considered suitable are travelogues allied with the local school studies of geography, history or economics, biography, better speech, dramatization of historic events. Another type of program already used quite extensively in Southern Wisconsin, and to a certain extent nationally, is music appreciation. This lends itself admirably to a radio program for the classroom. Incidentally, there is no law against parents listening in and learning at the same time what is presented to their children.

One of the problems in selecting subjects suitable, is that different schools and localities vary considerably in their courses of study. To

be of best service, educational broadcasts of this kind should be scheduled well in advance, and school-teachers should have the schedule so that they can fit together the class work and the broadcast.

Cannot Replace Teacher

It would be a mistake for anyone to think radio instruction can ever replace any important part of the instruction given by the teacher. Its function should be to enrich and amplify the teacher's work, just as if she had an opportunity to invite a distinguished traveler, historian or writer to come into the classroom for a 15-minute face-to-face visit with the class.

School-teachers very naturally are inclined to say: "When will we ever find time for anything of that sort? Our day in the schoolroom is already crowded so full that there are many things we would like to do but can't." The answer, of course, is that any such school work presented over the air must be good enough to justify its place as a part of the regular class work. Until it is good enough, schools cannot be expected to take it up.

Under the sponsorship of practically all leading educational groups in Wisconsin, a daily school of the air

is put on Station WHA at Madison. This is received on school radio sets in 61 counties of the state. The schools have a definite fifteen-minute period in the morning and in the afternoon to listen to the radio class period. This work, now in its third year, claims a definite enrollment of 45,000 pupils, and its success is claimed by the fact that the enrollment has increased each year.

An unusual discovery reported by many teachers, is that their pupils are at the peak of mental alertness directly following the broadcast lesson. They find that by giving the toughest assignments at that time of day, the pupils are more responsive and do more thorough work.

The Wisconsin course includes such subjects as nature study, history, travel, book reviews, musical appreciation, rhythm and dramatic games, and once a week a news digest prepared especially for children. Of these subjects, the most popular is the one related to music.

Eventually, it is predicted, school boards will supply receiving sets as part of the necessary equipment, just the same as any other equipment. How soon this will be done depends on how soon broadcasting stations prepare to supply programs so good that they cannot be overlooked.



A typical rural school which could profit by the proper type of education by radio intelligently prepared and properly presented.

SEVEN full, interesting days have gone by since last we sat down together for a visit and a chat about our mutual friends. But now that we're together again, let's air several of the events which have come to light.

Miss Geraldine Lowe, of Robinson, Illinois, is curious about the identity of the person who plays Virginia Lee thrice weekly in the Virginia Lee and Sunbeam program. Virginia Lee, who writes the show, always plays the part. Jimmie Morris is Frank Dane.

From Berwyn, Illinois, Mrs. Weideman, asks who plays the part of the Swede, heard on Uncle Ezra's coast-to-coast NBC programs? The Swede is Robert Johnstone, who also plays a Swede with Sentimental Selma (Kathryn Avery) over WBBM-CBS.

Miss Mabel Jane Noble, of Oquawka, Illinois, has been wondering for some time about Red Foley's first name, and if he really wrote the selection he too infrequently sings, "Old Shep." Red was christened Clyde Julian Foley. And, yes, indeed Red did write that grand song "Old Shep."

Last week we reported that William Klein, formerly Continuity Chief of WBBM-CBS was looking for a new berth. This week we are happy to say that Klein has been named head of the radio department of a prominent Chicago advertising agency.

Pictured at the left is Lew Story—baritone of the singing-playing Rangers. Lew joined the Rangers in the fall of 1934, coming to the outfit from orchestra work. As well as singing, Lew plays the saxophone and clarinet. He is married, has been for the past seven happy years. Stands 5' 8. Weighs 150 lbs. Has gray-blue eyes, with a friendly sparkle illuminating their depths when he looks into your own. Wavy black hair, prematurely streaked with gray. Usually wears blue suits. Is fond of tennis, hand-ball and baseball. Has been in professional work for eleven years, in all parts of the country. Played with Dell Lamps, and Dan Russo, among other orchestras. Lew is one of the most popular men of the staff, a grand performer, quiet and sincere.



Lew

FANFARE

Q. and A. • "SHEP"
LEW • PUNS
CHRISTINE • ARKIE

By WYN ORR



Miss Esther Schultz, of Kenosha, Wisconsin, writing about the new Tune-Twisters Act, asks just who is Christine, who is heard singing, yodelling, and speaking during the half-hour shows. Christine is a Chicagoan who was christened Christine Smith. A quiet, fair-haired, pleasant-voiced little lady, she rapidly won a place for herself. You'll be hearing things from Christine.

Mailing from Elkhorn, Wisconsin, the Earnest R. Somnar family, want to know who writes Pat Buttram's programs? Does Merton Minnick sing alone? What does Joe Kelly do when he doesn't go to the dentist? Pat Buttram and quiet scribe Bill Meredith turn out the Pat Buttram early morning shows for that extensive overall advertiser, Merton Minnick does not sing—at least—on the air. He plays fiddle and piano for the Rangers. And with a chuckle Joe says, "When I'm not at the dentist, I'm worrying about going there, or relieved to know that I've just been to see him."

Bertram Levering of Cleveland, Ohio, would like to know how the Arkansas Woodchopper started broadcasting. In itself that is a long story—but briefly, Arkie had for a long time fiddled and called square dances in the vicinity of his home town in Missouri. One day it was suggested that he try radio. Arkie demurred—argued that he didn't have a decent instrument—figured how to get a guitar—then decided to send to Sears Roebuck for one. He did—and he pawned his watch to pay for it. A bit of practice and he was ready for an audition at KMBC in Kansas City. He immediately caught on—the sincerity, friendliness and convincing quality of his voice possessed that essential ring and personality which "click". Since that time Arkie has been singing to millions.

Homer Griffith, popular Friendly Philosopher of the Air, is now writing and presenting six shows weekly over WJJD, and a like number over WCFL. Resigning from WLS to go into business as a free lance, Homer is crashing through in a big way.

Here's what we found when we o-punned a letter. Mrs. J. W. Cook-law of Decatur, Illinois, wants answers to the following questions. How's about it? Does George Cook? What Page is Arthur? Will George get Biggar? What does Arthur W. Stowe (away for lunch?) Is Mary Lawton always Wright? What is Jack Holden? Does Lulu Belle peal? Do you Check Stafford? Who does Ford Rush? Who could Sue Roberts? Is Reggie Kross? Is Howard Black, or John Brown?

Reports from the Dominion to the north, for which the writer harbors a distinct affection after 18 years, show that in a recent poll among Canadian radio set owners, the majority voted for Commercial Control of Broadcasting, instead of Government Control as is carried out in England. Incidentally, in Canada there are 63 stations. In the U. S. 580, according to a count as of April of last year.

While speaking of figures, it might be interesting to note that a recent survey shows there are approximately twenty-one and a half million sets in this country.

Wooley the Moth (Cliff Soubler) of NBC worked up that deep, fuzzy voice after listening to the voice of the Big Bad Wolf in the movie version of "The Three Little Pigs."

Mrs. Cliff Soubler and Hazel Dopheide are auditioning for a homey, small-town show, which, if accepted, will go coast-to-coast for a large retail store chain.

Paul Ash, well-known Chicago band-leader, is the latest prominent broadcaster to go Amateur-Showing. Will start a half-hour series over a local station before April 1.

Time to run along, friends . . . so, until a week from today, we'll be on our way. Just remember, though. We'll be more than happy to answer the questions you address to the Weekly in the Weekly. Other inquiries will find response during our daily air periods. It's nice to have had this chat with you. Goodbye . . .

AN OPEN MIKE

LEARNING • SONG
OLDSTERS • BOB
By TINY STOWE



RADIO is a queer business—as if you didn't know it! Everybody has the idea they know all about radio and how it should be done—and the truth of it is, we're all trying to find out just what makes it "tick." For instance, old-time showmen are usually lost when it comes to putting together a "show" that will prove entertaining and pleasing when it comes out of your loud speaker. Yet, just try to tell one of them that he has something to learn about radio. Yes, try it—and then come around and we'll have a gay time comparing notes!

You wouldn't think radio was far enough out of its swaddling clothes to have "stars of the by-gone days," would you? Just think back to the time you got your first set and see if you can recall some of the old-timers. Sam 'n' Henry, for instance. You know them now as Amos 'n' Andy—so they are not really "by-gones"—but the initial act is certainly relegated to the past.

How many of you recall Ruth Muse? Dig around in your files of old records about 1926 when "Sugar Babe," "Tall, Dark and Handsome" and others of that type were making their bow as "hit" tunes—and you'll find Ruth was singing them all. She sang over stations throughout the Mid-West. Ever hear the "Sunflower Girl"? She lives with her own happy family in Kansas City.

And how about the "Seven Aces—All Eleven of Them"—what a time The Hired Hand used to have with them for two or three hours every Saturday and Sunday night!

Paul Wellbaum ripped the keys off many a studio piano from California to Alabama—and I expect you'll find Paul in or near a mike now, if you can locate him. Gosh, you get old mighty young in this business!

Can you imagine the shock of hearing a song that was written years and years ago—on the spur of the moment by one of your pals, in honor of your wife—come rolling out of the loud speaker? Back in July, 1929, Earl Hatch, one of the finest piano players you'll ever meet, was working as musical director of a station I was managing. Earl was a great hand to

sit down at the piano and reel off a tune just like you'd snap your fingers. One day we saw where the old Showboat, featuring a mutual friend, Velma Dean, was opening at the Majestic Theatre in Fort Worth—so we planned a little party for her after the show.

Out to Lake Worth we go, half a dozen couples of us—and Earl sat down at the piano, and "made up" a song for Velma. Its title was "What's the Reason I'm Not Pleasing You?" She liked it and put it in her stage act immediately. We all urged Earl to publish it—but it was just another of a dozen or so he'd written the same way.

Well, a week after it was written, Velma and I were married. Six years later—here we are back in Chicago . . . Earl is playing piano for Al Pearce's gang out on the coast—and imagine our surprise the other night, sitting in our home with our daughter, to hear someone sing the identical song—only with a few changes in lyrics—on a network show from New York! Speakin' of ha'n'ts!

Small chatter: Ask that pleasant-voiced WGN announcer, Pierre Andre, what his real name is some day? He'll probably say: "Where you from, friend, St. Paul?" . . . "Cousin Toby" of the Gillette air show is better known on the stage as Danny Duncan—and headed his own show for a good many years. . . . Dan Hosmer knows there's a Santa Claus now! Last week he came rushing in with a \$200 check for back salary from a station that closed up some months ago—and Dan had kided said \$200 goodby long ago. . . . Wonder where "Curly and Charlie" are these days? They used to make the welkin ring from Texas to Minnesota with their harmony and their clever instrumentation . . . and that's just about enough "wondering" for one time, or I'll be "wandering" around in a worse daze than I usually manage to generate.

George C. Biggar, before becoming a program director, spent extended periods in Dallas, Kansas City, and Atlanta, Georgia, where he organized and presented daily radio programs.

No Matter What Your Age No Need Now to Let Gray Hair Cheat You



Now Comb Away Gray This Easy Way

GRAY hair is risky. It screams: "You are getting old!" To end gray hair handicaps all you now have to do is comb it once a day for several days with a few drops of Kolor-Bak sprinkled on your comb, and afterwards regularly once or twice a week to keep your hair looking nice. Kolor-Bak is a solution for artificially coloring gray hair that imparts color and charm and abolishes gray hair worries. Grayness disappears within a week or two and users report the change is so gradual and so perfect that their friends forget they ever had a gray hair and no one knew they did a thing to it.

Make This Trial Test
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.

FREE Buy a bottle of Kolor-Bak today and get 10¢ worth of Kolor-Bak Shampoo. Limited Remedies, Dept. W-7, 544 So. Wabash St., Chicago, Ill. 4. **AND POSTPAID** a 50¢ box of KUBAK Shampoo.

Be a McNess Man

No Time Like
Now to Get in—
Make \$35 to \$75 a week

It's so trick to make up to \$12 a day when you use your own McNess Store on Wheels. Customers are buying everything they can from McNess store. Attractive business—growing—no money-saving deals to customers make getting McNess daily necessities a snap. This business is depression-proof.

We Supply Capital—Start Now!
There's no better work anywhere—pays well, permanent, need no experience to start and we supply capital to help you get started. You start making money first day. Write at once for McNess Dealer Book—tells all—no obligation. (12)
FURST & THOMAS, 193 Adams St., Freeport, Ill.

GIVEN AWAY!

WLS
Homebaker's Hour
2:45 P.M.
Mon. Wed. Fri.

Each week, Chappel Brothers, Inc., of Rockford, Ill., give away one of
KEN-L-BISKITS
The "Golden Cakes of Energy"

in a "Most Unusual News" Contest
GENUINE SUNBEAM ELECTRIC
3 MIXMASTERS

PREPARE NUTS THIS APPETIZING WAY!
Peanuts, Almonds, Pecans, Walnuts, Brazil and Cashew Nuts prepared the "Big Ben Best Recipe" way are deliciously appetizing. They'll please you far better than the old-fashioned nut candy. You can earn big profits selling them to regular customers, hotels—and full instructions—sent on receipt of 50¢ in cash or money order. Send \$65 today!
RESEARCH INSTITUTE
1120 N. Allen St. SOUTH BEND, INDIANA

VIOLIN FOR SALE
Old Steiner Violin; perfect condition, clear, sweet tone.
William Inman, 1211 State St., LaPorte, Ind.



THE LATCH STRING



By

"CHECK" STAFFORD



HOWDY, folks. Well, another week has rolled round and when we greet you next issue—April flowers and showers will be timely topics. My, how these weeks do fairly fly.

Radio studios are visited by interesting folks from many walks in life and they bring interesting stories regarding radio and what it means to them. One such recent Chicago studio visitor was Chaplain E. W. Kowalsky of the Joliet, Illinois, State Penitentiary.

Through the institution's own amplifier room and powerful set, an operator re-distributes selected daily programs, via a loud speaker system, to all cell blocks in both the old and new prison units. The inmates appreciate every moment of each program given them, and "Lights Out" signal, on Saturday nights, especially, is heard with genuine regret.

Ever thoughtful of his "boys and girls," Chaplain Kowalsky, along with the officials, strives to bring as much cheer as possible to these folks who face a dreary future of weeks, months and years. True, they have been ostracized from society and the "Outside" by their own misdeeds yet who can say that radio's cheery, comforting voice, reaching them, does not create and strengthen many, many resolutions to "Go straight" when "going out." And it may bring encouragement each day that life is worth living, even behind prison bars.

Way out on a lonely sierra of New Mexico, where some 700 Indians of the Jicarilla reservation tend their sheep, radio is a comfort to Charles L. Graves, superintendent of the Dulce reservation headquarters. When Mr. Graves, stalwart and sun-burned, stopped off in Chicago recently, enroute to Washington, radio news reporters learned much of interest about the dark-skinned folks of the great southwest.

Mr. Graves, who is a South Dakota State College graduate, says they have enjoyed a generous supply of snow and rains this past winter, with

the west slope there, actually muddy. All of this is most welcome for it means fine prospects for livestock pasture and grazing this coming season. A total of 85 Indian children attend the Dulce reservation school and about 655 are housed in the sanitarium, where tuberculosis, dread enemy of many Indians, is carefully treated.

Through recent ECW and Public Works program work by the government considerable home range development has been accomplished of benefit to the Jicarilla tribesmen. Incidentally, Mr. Graves said if one spells and pronounces the name as "Hick-er-er," he would be making the Indian name sound like the natives pronounce it.

Although last year's drouth affected the sheep and wool industry of the reservation considerably, Mr. Graves smiled cheerily when he said "We're going right along and look with faith and confidence, to a better year." An interesting man, representing an interesting people.

Here are some of the stickler or odd questions received by telephone at radio information desks during the past week.

Is it true that sulphur and molasses are a spring remedy, and how do you mix them?

How many eggs do you put under a hen for a setting, and how long does it take to hatch them out?

How come country maple syrup is so high? Farmers don't have to pay anything for it, do they?

Got any idea about how much it would cost to build a small barn for two cows and two horses?

How come my radio sputters and crackles every morning about 9 o'clock, here lately?

Cautious

When Jack and Loretta Clemens, NBC vocal and instrumental stars, first had an audition at Radio City, a production man told them to see a continuity writer to arrange their continuity. They kept the appointment but let the writer talk first because they didn't know what "continuity" was.

Nugget

Joan Blaine, dramatic player heard on many network programs originating in the Chicago NBC studios, is the proud possessor of a gold nugget. It was the gift of a grateful community in recognition of Miss Blaine's splendid services as a nurse. While a school teacher some years ago in the gold mining camp of Tiger, Colorado, an epidemic of influenza swept the town. Miss Blaine converted the school house into a hospital and so successful were her ministrations she didn't lose a patient of 200 stricken.

Here's News

A radio program that deliberately tries to cut down its audience certainly comes under the head of news, if not fantasy. Yet that's exactly the sort of program Janet Van Loon is presenting over an NBC-WEAF network, five days weekly at 8:30 a. m. CST.

Instead of signing off with "I hope you'll be listening tomorrow," Janet's regular farewell is, "I hope you won't be able to listen in tomorrow."

The reason—the program is designed for the fifteen to twenty per cent of American school children who are home ill every schoolday. Janet gives them directions for keeping busy and happy in bed, tells them how to make animals out of corks, bits of string and paper, and gives them puzzles and games, all specially adapted for young invalids.

Brief Biography

Anne Jamison, NBC lyric soprano . . . born, Belfast, Ireland . . . At early age, moved to India with family . . . Father was officer of British Army . . . Returned to Ireland at outbreak of World War . . . First public appearance at age of ten . . . singing at charity concert . . . Several years later, Anne witnessed political murder . . . Her life threatened . . . Family took her to Canada . . . Lived in little town of Guelph, Ontario . . . Home town of Metropolitan star, Edward Johnson . . . Studied voice two years in London . . . made concert debut in Toronto, 1930, Royal York Hotel . . . Signed as singing star of CFRB, Toronto . . . Came to New York to continue voice study . . . Had chance radio audition . . . Signed immediately to radio contract . . . Small and blond . . . Loves country life, travel, lots of pretty clothes, dancing, horseback riding, swimming, green and blue, Indian curry and rice . . . Hates "swelled heads" and people who criticize others . . . Hobby, water-coloring . . . Could make good living as dramatic actress or secretary, if singing voice ever failed. Single . . . Won't express preferences concerning men.

MAN ON COVER

Before he acquired his first pair of long pants, Ford Rush was launched on his professional singing career.

That was in the days of the old silent films and many a flicker house echoed to the tenor voice of the youth in short trousers who came out on the stage between shows to sing illustrated songs as they were flashed on the screen.

Ford's early theatrical experience soon led him into vaudeville and he saw a good bit of the country traveling between engagements. In turn, that experience led him to a position with a Chicago music publishing house.

It was there that he met Glenn Rowell, with whom he later formed the famous team of Ford and Glenn.

Transferred to California by the music house, Ford spent four years as district manager with headquarters in San Francisco.

Upon his return to Chicago he renewed his acquaintance with Rowell and they formed the team of Ford and Glenn, the Lullaby Boys. Their radio debut was with WLS, April 12, 1924, the night the station opened.

Their songs and patter became famous. In fact, they are often credited with being largely responsible for the growth in radio popularity of the typical heart song. They discovered this when they rather apologetically sang "When You and I Were Young, Maggie."

A Discovery

It was as though the boys had touched a magic string. Letters and telegrams by the hundreds poured in on them asking for more songs of similar character.

The day Ford and Glenn sang that old favorite song is rightfully one of the milestones in radio. It pointed the way to scores of program builders then and since.

The team of Ford and Glenn dissolved in 1930. Ford next was heard on KMOX, St. Louis. Then followed two years with WLW, Cincinnati, where he was known to thousands of child listeners as "Old Man Sunshine." Ford then, as he has always, gave much of his time and talent to personal appearances before unfortunate children in hospitals, sanitariums and orphanages.

"Old Man Sunshine" then was heard for a year on the eastern network of the Columbia Broadcasting System. Last September, Ford returned to his "alma mater," WLS, and is featured each morning at 8:30 with Ralph Emerson and Marquis Smith in songs and those thrilling "Ten-Second Dramas." He also appears during Homemakers' Hour on Thursday afternoons, and on Satur-



Linda Parker does a bit of transposing behind the scenes.

WMBD Expands

By George C. Biggar

We had the pleasure of visiting Edgar L. Bill, now President and General Manager of WMBD, Peoria, Illinois, last Monday. He's the same enthusiastic "Eddie" Bill we have known for a long time, only he is "more so" right now.

The Peoria Broadcasting Company Station WMBD was recently granted full time on the air by the Federal Communications Commission. It will have unlimited time on 1440 kilocycles, operating 17½ hours daily, and serving as the only down-state outlet of the Columbia Broadcasting System.

The "grand opening" on full time was on March 28, with many civic organizations of Peoria taking part in the congratulatory program. Other big news from WMBD is the fact that within a few weeks, the station's general offices and studios will be located in the Alliance Life Insurance Company building, where they will occupy the entire north wing of the second floor. This move gives WMBD a much improved location in the heart of downtown Peoria. Two modern studios are being constructed.

We rejoice with Mr. Bill and WMBD in the growth of the organization and offer sincere best wishes for continued success and an ever-widening service to Peoria and central Illinois folks.

day night programs when he and Ralph are not making theatre appearances.

Ford is possessed of one of the sunniest dispositions you're apt to encounter. As far as is known, none of his radio associates has ever seen a frown on the Rush features. He's six feet tall, weighs 190, has brown hair and blue eyes, is married and has a son, Ford, Jr.

Can You Hum, Sing or Whistle a Tune?

There is hardly a person who, at some time, has not felt the desire to express himself or herself in music. Think! Don't you recall how often you wished you could play piano—entertain your family and friends—with some of the old familiar airs—then gave up the idea when you thought how hard it would be to learn.

Learn Piano the Prairie Farmer-WLS Way

Prairie Farmer and WLS knew there must be some way to simplify the task of learning to play piano. The way was discovered in "Air-Way to Play Piano"—a method so simple that anyone who can number from one to five on his fingers and remember the numbers can easily learn to play. A master keyboard chart shows you at a glance how to proceed. You don't have to bother about note values and counting time. All you need is a sense of rhythm, and the ability to carry a tune.

50¢ While This Edition Lasts

The "Air-Way" method, especially written for Prairie Farmer and WLS by W. Otto Meissner, famous teacher whose music books are used in 3,000 public schools, not only is the easiest, quickest and most correct method to learn to play piano . . . it is the least expensive. In order to make the "Air-Way" system available to everyone who wants to learn to play piano you need mail only 50¢ while the edition lasts. The "Air-Way" method, in one complete book containing 12 complete lessons, never before has sold for less than \$1.00.

DON'T DELAY

Write for "Air-Way to Play Piano" today! Clip coupon below and mail with 50¢ in money order or coin.

CLIP TODAY!

Air-Way, WLS Weekly, 1230 W. Washington Blvd., Chicago, Ill.

I want to learn to play piano the "Air-Way"—the WLS way. Enclosed is my 50¢.

Name

Address

Town..... State.....

March 30, 1935

HOMEMAKERS' CORNER

By MRS. MARY WRIGHT

MEMORIES! They tell me it's a sign of age when we start living with our memories, but there are none of us so young but that we treasure a few happy ones.

Whenever I think of a certain family of my acquaintance, I invariably recall their informal, gay Sunday night suppers.



Mrs. Wright

In many homes, Sunday evening goes by almost unnoticed as far as special plans for the lunch is concerned, but not so in this family . . . whether guests are expected or not, Sunday evening is one looked forward to by the whole family.

The family consists of two grown daughters, a son and the mother—and, although there seemed to be no regular routine, I often surmised that they took turns planning and preparing this light, but delicious, lunch.

Anyhow, this is the way it would happen. You would drop in to call about 4 p. m. and the chances were great that you would soon be joined by another caller or two. Once you were there, nothing short of a previous engagement could get you away without first having lunch.

Cooperation

One of the girls—or sometimes it happened to be the young man, who was a husky six foot foot-ball player—would slip out to the kitchen unnoticed. In about 15 or 20 minutes, out would go the cook's helper and bring in two and sometimes three folding card tables, depending upon the number of lucky guests. These were set up in front of a blazing log fire, sometimes singly, sometimes together as one long table.

The helper also brought in the linen, silverware, napkins and water glasses . . . easy enough to do, to be sure, but a big help to the cook. And by the time this was accomplished, the "cook" was bringing in the plates, which she had served in the kitchen.

The food always had the delicious flavor and delightful color such as only a person who was proud of her handiwork could accomplish. And yet it had been served in only about 30 minutes of time—oftentimes less.

But food was not the most important part of these evenings. Gayety, laughter, jokes, old and new, reminis-

cences, solving of riddles—it seemed as though everyone had saved their best for these special occasions.

Of course, the crackling of the fire and its pleasant glow added to the delightfulness of the evening, but I had a feeling that it wasn't a necessary part. This family would have had this friendly, informal kind of a Sunday evening whether or not they had a fireplace. Once I asked the family if they had guests every Sunday night—for it seemed they always did whenever I dropped in. They replied that they always hoped someone would come in and were seldom disappointed. But, whether there were guests or not they always had their pleasant evening lunch in the living room.

You ask me what they served? I really haven't the slightest idea now. It's been too long ago and although the food was excellent it has been forgotten, but the memories of the pleasantness and coziness of those evenings will never be dimmed.

Meal Suggestions

Perhaps I could make a few suggestions for such a meal, though. In the winter, when the snow and wind outside made the fire seem even more welcome, your favorite cream soup served with pretzels and a few kernels of popcorn would taste a hundred per cent better under these conditions than when eaten in the usual way in the dining room. A fruit salad might complete this meal, with coffee, tea or hot chocolate, of course. If the family had a hearty appetite, a dessert might be served as well. The dessert, a very simple one—cookies—or a date bar—graham cracker roll—lemon chiffon pies, anything which could be prepared on Saturday.

The members of the family not only took turns preparing this meal, but they vied with each other in serving the best one with the least work. And, somehow they managed to keep the menu a surprise to the rest of the family.

The young ladies of any family will revel in the independence given them in preparing such a surprise meal but if their brother has never been at home in the kitchen, I think Mother might be allowed to be his chief but secret adviser until he is able to do it alone. I have a feeling that it was the spirit of friendly competition and the surprise element as well as the love of true hospitality which made this plan such a grand success.

One request recipe leads to another; but let them come. I'll fill just as many as I can. Today, it's the prize winning cherry pie recipe which won for Miss Inez Todmen of Marshall, Minnesota, the first prize in the National Cherry Pie Contest.

Prize Cherry Pie Contest

2½ cups drained sour cherries
¼ cup cherry juice
¼ tsp. salt
1 cup sugar
2½ tsp. quick cooking tapioca
1 tsp. butter

Combine sugar, salt, tapioca and cherry juice and let stand while making the pie crust. Then add to cherries and pour into the pastry lined pie pan, cover with the top crust and flute the edge. Bake at 450 degrees F., for ten minutes, at 350 degrees F., for the next 30 minutes, and then turn the heat off and leave the pie in the closed oven for twenty minutes before taking it out to cool.

CANDID SHOT



Fanfare takes the air. The camera catches pulchritudinous Marjorie Gibson as she gives listeners the lowdown on the higher-ups in radio. Marj is also heard in radio dramas, and she pounds a mean typewriter, too.

BRIEF BIOGRAPHY

Hazel Dopheide, who plays the mother role in the House by the Side of the Road over NBC, was born in Palmyra, Illinois . . . at an age when most girls were thinking about graduating from high school, she was making her own way on the lyceum stage . . . then she attended McKendree College and Northwestern University . . . became one of the leading play readers in the country, giving performances in mining camps, saw-mill towns and cities large and small all over the country . . . she also has written and produced a number of dramatic programs . . . and one summer, just for fun, she established something of a record as a real estate saleswoman in Chicago . . . was featured on KMOX, St. Louis, for three years before coming to NBC . . . has made more than 1,000 radio appearances as a reader and character actress . . . says she never need worry about her weight, because she can take on or put off poundage at will . . . enjoys designing clothes, has a weakness for necklaces and says one of her greatest amusements is playing the piano . . . Hazel is five feet, nine inches tall, has blue-gray eyes and wavy light brown hair.

High and Low

Check Stafford and Eddie Allen are now known as "High and Low, the Temperature Boys," when they present their harmonica duets during the Smile-A-While program at 8:00 a. m.

Spat War

Since Jack Benny never has given Don "Spats" Bestor a Christmas present, a listener in Dallas, Texas, has taken the matter in her own hands. A package addressed to the orchestra leader, mailed special delivery and plentifully embellished with Christmas seals, reached the Chicago NBC studios the other night. It felt like spats and was forwarded to Bestor in New York.

Anzac Fans

NBC's Death Valley Days series, heard on Thursday nights, claims some kind of a record for long distance fans. A party of tourists from "down under" New Zealand dropped into the NBC Radio City studios last week and asked permission to view the drama before the mike. They explained that they pick up the program by shortwave in New Zealand.

10 SEEDS OF 10



JUNG'S BIG INTRODUCTORY VALUE!

A seed special you can't afford to miss! To introduce Jung's Quality Seeds—grown, handled, packed and shipped under one expert management—J. W. Jung Seed Company offers a trial assortment of 10 packages for only 10¢ (25¢ in Canada).

THIS SPECIAL ASSORTMENT

Includes a generous-sized trial package of Wayhead Earliest Tomato, plump red fruits that ripen as early as July 4th. Regular price, 15¢ per package. Also, Carrot, Lettuce, Onion, Radish, Superb Asters, Ever-lasting, Garden Finks, Giant Sweet Peas and Fancy Zinnias—10 generous-sized packages in all. Mail coupon today!

Yours for the asking! Beautiful colored catalog listing Jung bargains in seeds, plants, and shrubs. Coupons for valuable premiums enclosed in each catalog.

FREE Catalog

CLIP AND MAIL—TODAY!

J. W. Jung Seed Co., Box 10, Randolph, Wis.

Enclosed is 10¢. Send me Jung's Special Seed Offer.
 Send Jung's colored catalog, containing coupons for premiums.

NAME _____
ADDRESS _____
TOWN _____ STATE _____

ACTION SHOT



Dr. John W. Holland conducts a mid-day radio devotional service.

Yodeler

Christine Smith, possessor of one of the most melodious genuine Swiss yodels heard in these parts in many a moon, is being featured with Otto Moore and his Tune Twisters.

Otto and his gang filled in for the Westerners while those cow-punchers spent two weeks in New York. They're a novelty instrumental and vocal group who do everything from current popular to old-time "chicken reel" type of numbers. They were at KMOX, St. Louis, for two years and at WJJD.

Made Her Gain 10 Pounds In 4 Weeks

Builds Up Cold-Fighting Cold-Chasing Resistance Against Bad Winter Colds

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 stimulators and herb conditioners that may be just what your system needs and lacks. Guaranteed by its makers to give full satisfaction or your money back. You can obtain Peruna at All Drug and Department Stores.

STRAWBERRY PLANTS

- NEW Varieties
- for WLS Family

Long known as head-quarters for the latest and finest in strawberry plants, Keith announces 2 new varieties.

BANNER KING! A new spring variety; hardy and thrifty plants yielding large, firm, sweet berries for delicious eating, for canning, preserves or jams. **GEM!** New everbearing plants; gives 3 crops per year—the first 30 days after Spring planting. Big luscious berries. Write for free color catalog showing these and other famous Keith varieties at money-saving prices.

KEITH BROS. NURSERY

Box 57 - Sawyer, Mich.

Stand By!

Mrs. V. G. Musselman Wins Name Prize

On the front cover of this issue you have already seen the new name by which this magazine will be known from now on. The committee of judges, Arthur C. Page, Arthur W. (Tiny) Stowe, and Julian T. Bentley, have wiped their brows and heaved a great sigh of relief.

Approximately 50,000 people submitted name suggestions. The contest was open to everybody, and a reward of \$100 was offered to the person submitting the name finally selected.

The winning name was submitted by Mrs. V. G. Musselman, Quincy, Illinois. She was the only contestant submitting this name.

Mrs. Musselman is a busy housewife and mother in Quincy. She is a graduate of the University of Illinois, where she specialized in library science. Following her graduation she served as Librarian at the University of Wisconsin library at Madison. She is the mother of four children. Her husband, V. G. Musselman, is vice-president of the Gem City Business College at Quincy.

Try to visualize 50,000 entries which had to be read. Some were on choice note-paper with engraved monograms; some were scrawled on cheap tablet paper with pencil; some were submitted with elaborate and beautiful sketches done in colors or in gold; some handsomely made up on Bristol-board, covered with cellophane.

How Many Are 50,000?

To give you an idea of the problem of the judges, it took four highly trained, experienced girls a week, working at top speed, just to handle these letters, and at the behest of the judges, this had to be done several times.

The first thing the judges did was go through and eliminate all of those suggestions which were obviously impossible or too frivolous for serious consideration. Then they went through again, and eliminated those which would have suggested a very narrow scope for the magazine, or would have limited it to a small territory.

Then they took out those which had any resemblance to names of publications already in existence, because this magazine is unlike any other that has ever been published, and is intended to follow along new lines into fields where no trails have yet been broken.

The winning name, "Stand By!" simply could not be overlooked. The expression, "Stand by!" while not heard on the air very often, is one of



Mrs. V. G. Musselman . . . she named a magazine.

the most used expressions around any radio station. When a station goes on, the first thing in the morning, after microphones and lines have been tested, apparatus is all warmed up, announcers and entertainers in their places, control operator with one hand on the control knob, the second hand of the clock creeps around toward the moment when the station is to go on the air. At about thirty seconds before time to go, the control operator holds up one finger, which in the sign language of the studio means "Stand by!" The announcer or the production man in charge catches the signal, and as his finger goes in the air, he sings out to the waiting studio, "Stand by!" The control operator's finger drops, the production man or announcer repeats the inaudible signal, and the station goes on the air.

All day long, as programs are switched from one studio to another, or to a remote pick-up, behind the scenes you might hear this signal, "Stand by!"

It's an old marine expression, used for hundreds of years on shipboard. There was an expression, "Stand by to cast off!" or "Stand by to make fast!" It was a call for alert attention and meant, "Be ready."

In the early days of radio broad-

casting, when schedules were not so important and stations went on and off the air about as they pleased, it was common to hear the announcer say, "Please stand by for our next broadcast in fifteen minutes."

Radio broadcasting is destined for tremendous things. What will they be? Stand By! We'll have the information as rapidly as it develops. There will be new faces. People now unknown will become famous through radio broadcasting. Who will they be? What will they look like? Where will they come from? Stand By! We'll have pictures of them and a story of their lives.

Radio has already given a wonderful degree of service. It will do far more. It will have a most intimate value with your life and your affairs in the future. What will these new developments be? Stand By!

Tuning Suggestions

Sunday, March 31

CST
P. M.
 1:00—Immortal Dramas. (NBC)
 1:30—Lux Radio Theatre. (NBC)
 4:00—Schumann Helnk. (NBC)
 7:00—Eddie Cantor. (CBS)
 8:00—Sunday Evening Hour. (CBS)

Monday, April 1

6:45—Beaumont Carter (Nightly Ex. Sat., Sun.) (CBS)
 Uncle Ezra (Also Wed., Fri.) (NBC)
 7:30—Kate Smith. (CBS)
 Carefree Carnival. (NBC)
 8:00—Sinclair Minstrels. (NBC)
 8:30—The Big Show. (NBC)

Tuesday, April 2

8:45—You and Your Government. (NBC)
 7:00—Sno Crime Clues. (NBC)
 7:30—Edgar Guest. (NBC)
 8:30—Ed Wynn. (NBC)
 9:00—Walter O'Keefe. (CBS)
 9:30—Capt. Dobbs's Ship of Joy. (CBS)

Wednesday, April 3

8:15—Stories of the Black Chamber. (NBC)
 7:00—One Man's Family. (NBC)
 7:30—Lanny Ross. (NBC)
 8:00—Fred Allen's Town Hall. (NBC)
 Lull Pons. (CBS)
 8:30—Adventures of Graels. (CBS)
 9:00—Family Hotel. (CBS)
 Guy Lombardo. (NBC)

Thursday, April 4

7:00—Rudie Vallee and Company. (NBC)
 7:30—Forum of Liberty. (CBS)
 Red Tralls. (NBC)
 8:00—Captain Henry. (NBC)
 8:30—Fred Waring's Pennsylvanians. (CBS)
 9:00—Paul Whiteman. (NBC)

Friday, April 5

7:00—Mrs. Franklin D. Roosevelt. (CBS)
 7:15—Edwin C. Hill. (CBS)
 7:30—Intimate Review. (NBC)
 8:00—Beatrice Lillie. (NBC)
 March of Time. (CBS)
 8:30—Phil Baker and Company. (NBC)
 9:00—First Nighter Drama. (NBC)

Saturday, April 6

7:00—Roxy Review. (CBS)
 Sigmund Romberg, Wm. Lyon Phelps. (NBC)
 7:30—Art Jarrett. (NBC)
 8:30—National Barn Dance. (Also 10:00) (NBC)
 Al Jolson. (NBC)
 9:00—Minneapolis Symphony. (CBS)

Kilocycle Drama

(Continued from page 3)

stop watch, creeps nearer and nearer the 30-minute dead-line—the period allotted for the play.

Thirty-three minutes pass. The last cued word is spoken. The final note has been sounded. Station identification is given. The rehearsal is stopped, but not by any means is it all over. Thirty-three minutes that show took. Exactly three minutes too long.

Three minutes! Just 180 seconds. Doesn't seem like a very long time, does it? But consider that in those three minutes 450 words have been spoken, and you will begin to realize that some plain, and fancy cutting is necessary.

All Help Cut

The director asks for suggestions as to where the necessary cuts may be made. The whole cast pitches in. The leading man believes that "chopping" the line between two of his speeches and "blending" those two speeches about seven seconds may be gained. His suggestion is discussed from every possible angle. Is any of the plot lost? Does the story sequence suffer? Will the cut confuse two different emotions? The director, after hearing the pros and cons of his cast, decides to make the cut. Seven seconds are saved.

Another member of the cast shows where, by adding only a few words, an entire page can be lifted from the script. Again discussion, disagreement and finally, losing none of the essential features of the story, the deletion is completed. So it goes; a line cut here; a word there; a page, or half-page next, until the full three minutes have been made up.

But that's not all. Not by several more hours of the most interesting, absorbing and fascinating labor this writer knows. Weaknesses have shown up in the interpretations of various parts in the play. Each character may have to be rehearsed individually.

Much Polishing

A certain sound effect is perhaps not quite the quality the director feels is necessary. One of the musical interludes was a bit ragged. A word was mispronounced back in act one. The wrong emphasis was placed on a phrase at the end of act three. The volume, or "level," of a voice sounded "off-color" in the middle of act two. Every point must be re-taken. Lines re-read. Situations clarified. Sound re-balanced. Stress properly placed. Pauses permitted to plant. Pace in lines accelerated. Silence observed for just the proper degree of imaginative effect.

After each point has been covered, corrected and okayed, the final dress rehearsal starts. Again the stop-watch comes out. The cast goes into the lines. The orchestra plays. The sounds are injected. The director times each second for the full 30 minutes. He makes mental as well as pencil notes of further corrections. The show is completed in exactly 30 minutes. The director's work is almost over, that is, until the drama goes into production on the air.

However, a few points still remain to be covered. The director checks with every member of his cast. He reassures them in case of doubt as to their characterization. He soothes jagged nerves should his criticisms have caused unpleasant ruffles.

Director Busy

He tones down where an actor is "over-playing." He reviews every music cue with the orchestra leader; each sound cue with the effects technician; each sequence with the operator who must control the voices, sound and music as they come through the microphones. He must see that everyone is on hand in the studio not later than five minutes before the drama is to start. Ten minutes before that he is there himself—waiting—hoping—that the play reaches the peak which he feels within himself is the justifiable culmination of these many hours of hard work and nerve-racking suspense.

In 30 minutes it will be over. Will it "click" with the audience? Has he overlooked any point?

One minute to go now. The signal to "stand-by" is given. The cast is ready at the microphone. Sound technician is poised. Orchestra leader waiting for his cue, his baton raised. Every eye is on the director's face. He raises his hand. Gives the "go ahead"—starts his stop-watch, and another drama is launched upon the ether waves when—the clock on the studio wall reads . . . two-thirty.



"Oh, well, it's a living anyhow."

Learn to Play a HARMONICA



It's great fun and won't take you any time at all to get the knack of it. Good harmonica players are in demand at church and school affairs and parties. Lots of them get on the stage or radio and EARN GOOD MONEY. The average man, woman, boy or girl can learn to play beautiful music on a harmonica in a very short time. Our simple home study instruction book tells, in plain, everyday language, how to play this popular instrument and shows about everything you need to know—how to hold the harmonica, how to get a rich, mellow tone, the tremolo—all those tricks the artist knows. It's clearly illustrated and includes the choruses of six old favorite tunes. This book, TOGETHER WITH A FINE IMPORTED HARMONICA is yours for only 50¢. Simply mail 50¢ in coin and print your name and address plainly. Your money back if not satisfied.

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FOR ONLY 1c A DAY

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Enjoy your favorite program more than ever. TOM THUM NO-AERIAL fits right inside your radio, out of sight. Eliminates all aerial wires and lightning danger, improves tone quality; increases volume. Reduces static noise; makes tuning sharper; brings in stations you never heard before. Makes tubes last longer. Guaranteed to please or your money back. Thousands say it's wonderful! Works on any electric set except midgets. Installed in two minutes. Lasts a lifetime. Can't get out of order. Only 50¢ cost, postpaid to your door. Send 50¢ today to:

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 Instructions for crocheting or knitting with cotton, perle, rayon, dress and blouse in latest style trends. Patterns for slippers, mittens, etc. 20 different designs of all modern crochets and knits. Postpaid for only 50¢ (U. S. Silver or Stamp).
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H. HOWARD BIGGAR
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... LISTENING IN WITH WLS DAILY PROGRAMS

SATURDAY, March 30 to SATURDAY, April 6

870 k.c. - 50,000 Watts

Monday, April 1 to Friday, April 5

MORNING PROGRAMS

- 8:00—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.
- 8:20—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.
- 8:30—Cumberland Ridge Runners. (Sterling Insurance Co.) (Mon., Wed., Fri.)
- 8:45—Pat Buttram's Radio School for Beginners 'Jes' Startin'—featuring Pat and the Oshkosh Overall Boys. (Oshkosh Overall Co.)
- 7:00—News broadcast with up-to-the-minute local and world-wide news brought by Trans-Radio Press—Julian Bentley.
- 7:18—Cumberland Ridge Runners.
- 7:15—Prairie Farmer Bulletin Board—Items of wide variety and interest from rural correspondents "Check" Stafford.

Sat. Eve. Mar. 30

- 7:00—Cumberland Ridge Runners and John Lair in "Mountain Memories." (Big Yank)
- 7:15—Christine, Otto and His Tune Twisters. (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.
- 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, Spareribs, Grace Wilson, Eddie Allen.
- 10:45—Prairie Farmer-WLS National Barn Dance continues until midnight with varied features. Jack Holden, Joe Kelly & Arthur (Tiny) Stowe, masters of ceremonies.

- 7:30—Jolly Joe and his Pet Pals—Joe Kelly has his morning conference with his "Fuzzy Walsies."
- 7:45—Mon., Wed., Fri.—Jimmie and Eddie Dean in songs of today and yesterday. (Gardner Nursery)
- 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: Flannery Sisters; 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 "Pork-chops" Dean, Arthur (Tiny) Stowe, interlocutor. (Olson Rug Co.)

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

9:00—Westerners Round-Up. (Peruna and Kolor-Bak)

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

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' Mall 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)

11:15—Mon., Wed., Fri.—Ralph Emerson and John Brown.

Tues.—Hoosier Sod Busters and Flannery Sisters.

Thurs.—Modern Treasure Hunters. (Numismatic)

11:30—Mon., Wed., Fri.—Carnhuskers Band and Choreby in popular rhythmic melodies and ballads.

Tues., Thurs.—Dean Bros. (Willard Tablet Co.)

11:45—Weather forecast, fruit and vegetable market. Artists' bookings.

11:55—News broadcast of mid-day reports—Julian Bentley.

Afternoon

(Daily ex. Sat. & 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.—Flannery Sisters in harmonies; James H. Murphy in livestock feeding talk at 12:10.

Thurs.—Orchestral Melodies.

DINNERBELL PROGRAMS

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

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. (Congoin Co.)

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.

1:30—Closing Grain Market on Board of Trade by F. C. Blison of U. S. Department of Agriculture.

1:35—Mon., Wed., Fri.—Herman Felber, Jr., violin solos.

Tues., Thurs.—Howard Black and Reggie Kross, Hoosier Sod Busters.

1:45—Homemakers' Hour. (See following schedule of daily features.)

Daily Homemakers' Schedule

Monday, April 1

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

1:45—2:15—Orchestra; George Simons, tenor; Wyn Orr in Fanfare; Mrs. Helen Joyce in food talk.

2:15—2:30—Flannery Sisters, Orchestra, Florence Ray.

2:30—2:50—Guest speaker; Dr. John W. Holland, and Orchestra.

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

Tuesday, April 2

1:45—2:15—Ralph Emerson, Rangers Five, Wyn Orr in Fanfare; Mrs. Helen Joyce in food talk.

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, April 3

1:45—2:15—Orchestra, George Simons, tenor; Wyn Orr in Fanfare; Mrs. Helen Joyce in food talk.

2:15—2:30—Orchestra, Grace Wilson, contralto; and Florence Ray.

2:30—2:50—R. T. Van Tress, Garden talk; Mrs. Mary Wright, WLS home adviser; Orchestra.

2:50—3:00—Orchestra and Grace Wilson.

Thursday, April 4

1:45—2:15—Orchestra John Brown and Grace Wilson; Wyn Orr in Fanfare; Mrs. Helen Joyce in food talk.

2:15—2:30—Ralph Emerson, John Brown and Ford Rush, baritone.

2:30—2:50—WLS Little Home Theatre.

2:50—3:00—Orchestra, John Brown and Ford Rush.

Friday, April 5

1:45—2:15—Orchestra, George Simons, tenor; Wyn Orr in Fanfare; Mrs. Helen Joyce in food talk.

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, April 6

1:45—2:15—Rangers Five, Ralph Emerson, Wyn Orr in Fanfare; Mrs. Helen Joyce in food talk.

2:15—2:30—Verne, Lee and Mary; Ralph Emerson and Hoosier Sod Busters.

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

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

Sat. Morning, April 6

8:00 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.

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—Otto and His Tune Twisters in sweet and lively novelties.

12:10—Livestock Feeding Talk. (Murphy Products Co.)

12:15—Poultry Service Time; Ralph Emerson, organist; Skyland Scotty; Dean Brothers; Bill Denny, "The Poultry Man." Thirty minutes.

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

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

1:00—Merry-Go-Round—Forty-five minutes of rollicking fun and entertainment.

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

3:00—Sign Off for WENR.

EVENING PROGRAMS

Monday, April 1

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

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

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

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

Tuesday, April 2

7:00—Eno Chime Clues. (NBC)

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

8:00—"Red Trails." (American Tobacco Co.)

Wednesday, April 3

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, April 4

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

7:15—Westerners and Wm. Vickland.

7:30—Studio Program.

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

Friday, April 5

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

7:15—Westerners.

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

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



"Down on the Old Plantation" is a fine place to be, according to Ramblin' Red Foley, pictured here "on the air."

Sunday, March 31

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—Lola and Reuben Bergstrom in heart songs. (Willard Tablet Co.)

8:45—News broadcast with summary of week end world-wide news brought through Trans-Radio Press by Julian Bentley.

9:00—Vocational Guidance series.

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 Homlet, in a program of varied numbers arranged for 16 trained male voices.

10:45—Butter Speech Institute from NBC Studios.

11:00—"Songs of Home Sweet Home."

11:30—Monday Livestock Estimate) Verne, Lee and Mary. (Community Motors)

11:45—Phil Kalar in popular songs, with WLS Orchestra.

12:00 noon—WENR programs until 6:30 p. m.

Sunday Evening, March 31

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)



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