

Stand By

JUNE 27, 1936



EILEEN JENSEN

They All
Take Part

•
We're Not
Impressed



Listeners' Mike



MORE IDEAS FOR RADIO

Here are some more prize winning letters in the contest announced a month ago. Both radio workers and listeners will be interested in these letters on the subject, "If I Ran a Radio Station." A flood of letters has poured in and they show that listeners have very definite ideas of radio and what they would do to create interesting programs and features. Some valuable ideas may be found in the entries to the contest. Stand By will pay one dollar for every letter published. All letters will be carefully read by the judges, whose decision is final.

What are your ideas on radio? Why not let Stand By hear about them? You may be among the winners next week. Let's go!

No Boondoggling

If I ran a radio station, my day would be divided into hours. As most people do not expect anything for nothing, I would allow two minutes before and after each sponsored program for "peddling." Under no circumstances would I stand for any boon-doggling, high pressure sales-chatter, or misrepresentation of any sort. Each product advertised over my station would have to be more than what it was "cracked-up to be" or else.

Five minutes every three hours go for news of the hour, and one minute every hour for news flashes. My one objective would be to give my listener-inners their money's worth for their electricity and their time. I in turn would humanly expect loyalty, constructive criticism, and a letter once a month telling me how'm I doin'. At all times would I strive to give the utmost in clean whole-some entertainment, with their interest always at heart.

My day would begin with—5:00 a. m., Country hour; 6:00 a. m., Suburban hour; 7:00 a. m., City hour; 8:00 a. m., Children's hour; 9:00 a. m., Women's hour; 10:00 a. m., Health hour; 11:00 a. m., Homemakers' hour; 12:00 noon, Dinner Bell hour; 1:00 p. m., Household hour; 2:00 p. m., Friendly Gossip hour; 3:00 p. m., Literary hour; 4:00 p. m., Art and Science; 5:00 p. m., Twilight hour; 6:00 p. m., American Home hour; 7:00 p. m., Children's Pro-

grams; 8:00 p. m., Drama; 9:00 p. m., Classical Music and Opera; 10:00 p. m., Young Folks hour, with plenty of dance music and swing orchestras; 11:00 p. m., Dad's hour, with plenty of sport news and one well known player to be interviewed at least once a week; 12:00 p. m., Organ Melodies, to drift my customers off to dream-land.

I would do my utmost to make each program, exactly what its name implies, in addition to this I would advertise products suitable for that hour only.—Mrs. Harriette Wolf, 2104 N. Damen Ave., Chicago, Ill.



Truth in Advertising

If I were the owner of a radio station I would incorporate several new and off-the-beaten-path ideas.

On Sundays, advertising would be reduced to the minimum. Concerning week days, I would allow only a brief advertising period introducing and concluding the program. The truthfulness and merits of each advertisement would be thoroughly founded and also sanctioned by a non-interested group of authorities on the subject. Alcoholic liquors would not be advertised at all.

In keeping with the spirit of Sunday devotion, I would offer, gratis, one hour in the morning to a minister, priest or church for the purpose of broadcasting a period of worship. There would be no denominational discrimination.

I would balance the various programs so that there would be represented a cross section of all kinds of broadcasting. I believe people have differences in desires, and so you cannot please them all of the time but you can please some of them most of the time. There would be a reasonable amount of popular and classical music, continued stories, comedy, sports, current events, plays, weather reports, and educational lectures. In these features the children as well as the adults would be considered.

Except in character, all spoken lines would be in good English and grammatically correct. Thus almost every kind of program would be a teacher in effective speech.

Communism, fascism, and other radicalisms would not be tolerated. My station would allow only wholesome and constructive principles. While I believe in free speech I do not think all discourse is worthy of attention.

There would be no electrical transcriptions. My opinion is that they detract from the value and interest of the programs. My listeners would be given flesh and blood performances.

Everything would be scrutinized before going on the air. The good would be sifted from the bad. Only clean, worthwhile material would have a chance to get through.

At intervals during the day, there would be warnings to autoists to drive carefully and to pedestrians to be cautious on the streets. Twice a week I would have a prominent person speak in an interesting and forceful manner on some phase of safety, and give helpful solutions to the accident problem. Because of the huge toll in automobile deaths, I think safety should be given a good share of attention.

Each year on the last day of December, I would offer a suitable award to the person, who, in the opinion of selected judges, did the most for radio broadcasting during the year. This would foster a friendly rivalry for the best interests of radio.

Concluding, I would welcome at all times suggestions from my listeners on how I could better serve the listening public.—Harry Hedtke, 114 Fifth Ave., Oshkosh, Wis.

STAND BY

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JULIAN T. BENTLEY, Editor

June 27, 1936

VOLUME 2

NUMBER 20

They All Take Part

Home Talent Shows
Reveal Outstanding
Talent

by
VIRGINIA SEEDS



NO one wants to be left out when the Prairie Farmer-WLS home talent show comes to town. In Modesto, Illinois—population 248—the try-out hall was crowded with 250 folks and among them the director found six

sets of square dancers. In order to give them all an equal opportunity to join in the fun of being in the show, she used two different sets of dancers each of the three nights the show was put on.

In Akron, Indiana, a farm mother had sat through a week of rehearsals watching her husband and two sons perfect their acts for the final performances. At the end of the dress rehearsal, Pat Griffith, enthusiastic young director, felt a tug at her elbow.

She Did Her Part

"I can't sing or play the guitar like the mister and the boys can," the woman admitted, "but I've got a cowbell at home that's 87 years old and I thought maybe you'd let me sit on the stage and ring it during the show." So, for three nights, wearing a print dress and calico sunbonnet, she sat on a bale of hay for two hours and rang the cowbell industriously. It was her part of the show and she performed it faithfully.

Approximately 48,000 people have taken an active part in these home talent shows since the Community

At top, the enthusiastic cast of the Vincennes, Ind., home talent show; above, at left, Arthur (Mac) MacMurray with Tom Rainey, the performing gobbler; at right, "The Little Entertainers", Lawrence, Maxine, Clayton and Geraldine Martin of the Kankakee, Ill., show.

Service department was started in October, 1933, under the direction of Arthur MacMurray. The size of the cast of the show varies, of course, with the size of the community and with the stage facilities; but nearly always a hundred players are in the cast and they run all the way up to 200.

When try-outs were announced for the first show, organized by the Community Service, 500 people applied and from this number, a cast of 165 was chosen. That was in Covington, Indiana, in the fall of 1933.

At that time, Mr. MacMurray and Miss Olive Kackley were the entire staff of the community service organization. Now "Mr. Mac" has 16 directors organizing and producing home talent shows, and three bookers

who make advance arrangements with the organizations sponsoring the shows.

Local Groups Sponsors

These sponsors include churches, civic clubs, American Legion posts, farm and home bureaus, 4-H clubs and other rural groups, scout troops, chambers of commerce, and all sorts of organizations that want to raise money for public purposes.

One of the directors, Miss Wilda Weaver, who has been with the community service since the first winter, has a book that money couldn't buy. It contains the names and addresses of the 11,000 people who took part in the shows she has directed during the last two years and a half.

Sterling, Illinois, recently produced its third annual home talent show and a number of other communities have contracted for their third productions. Mac says that some of the finest shows are in the "repeat" towns and neither the acts nor the audiences seem to lose their enthusiasm for the performances. In fact, the

(Continued on page 15)

"Ad Lib!"



By JACK HOLDEN

IT LOOKS as though we're going to spend that money in the Minstrel Cast fund tonight. A dinner dance at Medinah Country Club. It took us just four months to decide where to go for our evening.

Paul Nettinga is having to draw \$57 out of his savings account today because he is treasurer and that's how much money we have . . . and that's how much of it he has spent. It's a good thing you have it in the bank, Paul.

Heard at the ball game at Cubs park . . . ladies day. "My goodness honey, ain't it awful these days? Nothin' on the radio but that big conference in Cleveland."

"Yes, and I heard this morning that Senator Knox and Governor Vanderberg was going to be elected. Oh look! The Cubs are playing here today."

A Law Breaker

I was given a ticket the other day by a policeman. It wasn't for speeding, parking or anything like that. He wrote me up all because the dog didn't have a license hanging on her collar. Today Snippy is wearing a

10 cent collar and a three dollar license.

Talking with Sophie Tucker the other evening and recalling the days I went to school with her cousin Phil.

A card from the Howard Chamberlain's in Oklahoma City where they looked up our old friend Ken Wright.

A gray haired blind man on Wilson avenue playing a fiddle and singin' Gene Autrey's "Silver Haired Daddy."

Donnie's Debut

Donnie passed into the second grade. We were a little fearful until he said he had read the story of the "Three Little Pigs" without faltering. He played the "Brooklet" yesterday in a piano recital at Kimball Hall. That's my son. Ahem!

I have a great friend in Earl Kurtze. Buttram came in from his vacation last week and right away Earl booked Pat out on the road for five days. Nice work, Earl. They tell me the Japanese went in for Baseball. Maybe they'd go for a barn dance. Why not send a show to Yokohama with Buttram as M. C.?

Vincent Pelletier, NBC announcer, replaces the Prince of Wales in equestrian news these days. "Vinny" fell off a horse and came up with a brain concussion.

Grandma Havens of La Crosse is back in town again for her annual WLS visit. I'm to pick her up tomorrow morning and she'll be here for two weeks every day from sign-on till sign-off including both barn dance shows. Grandma Havens has been coming here every summer for her vacation and writing to us through the winter months. I owed her a letter and believe me she told me plenty over the phone a few months ago.

News from Wyn

Angeline Orr, wife of Wyn Orr, attended the barn dance last Saturday night. Said Wyn was just fine and liked his new position with WCCO, Minneapolis (Notice that comma, Bentley?) very much. He'll pay us a visit soon.

It was lots of fun to cut Arkie's shirt all to pieces as he sang to you last Saturday night. Arkie and I were the only ones who knew what was going to happen. He had another one with him. But Al (Production) Boyd thought we'd have to cancel Arkie's activities for the evening. He really was worried.

All Star Barn Dance

By THE HIRED MAN

ONLY two days left in which to send in your all-time, all-star Barn Dance selections and during that interval anything can happen. The favorites this week are running so closely that one or two votes would change their positions.

The deadline for all letters, you know, is June 29 and the final selections will appear in this column on July 11. Over 23 states have been heard from—practically bordering the United States—Louisiana on the south, Montana on the west, New York on the east and Minnesota to the north.

Take Action

If you don't see your 12 favorites in this week's honor list you might take action like Mrs. Cora Hawkins of Mulberry, Indiana. Mrs. Hawkins writes: "I seldom write Fan letters but am interested in the Barn Dance. I was greatly surprised and disappointed that the Maple City Four were not on the all-star cast. Certainly they could not be omitted. It just wouldn't be WLS without them." Mrs. Hawkins places the Maple City Four at the top of her list. Here is her selection of favorites: Maple City Four, Fritz Meissner, Uncle Ezra and wife, Nora, the Hoosier Hot Shots, Arkie and Pete, Lulu Belle and Scotty, Patsy and the Prairie Ramblers, Pat Buttram and Max Terhune, Henry Burr, Verne, Lee and Mary, Red Foley and Otto and the Novelodeons.

Betty Pifer of Harbor Springs, Michigan, expresses her thanks in being able to boost her all-star, all-time Barn Dance favorites, too. Betty chose as her favorites the following acts: Arkie, Winnie, Lou & Sally, Pat Buttram and Jack Holden, Prairie Ramblers and Henry Hornsbuckle, Hoosier Hot Shots, Hilltoppers, Otto's Novelodeons and Evelyn, Hometowners, Maple City Four, George Goebel, John Brown and Christine and Verne, Lee and Mary.

Twelve Leaders

Final tabulations on this week's voting showed these 12 acts as the leaders in the poll for all-time, all-star Barn Dance favorites: **Prairie Ramblers and Patsy Montana, Arkie, Lulu Belle and Skyland Scotty, Pat Buttram, Ridge Runners and Linda Parker, Red Foley, Hoosier Hot Shots, Girls of the Golden West, Otto and the Novelodeons, Westerners and Louise, Flannery Sisters and the Hoosier Sod Busters.**

Why don't you select your 12 all-star, all-time favorites of the Barn Dance and send them to the Hired Man, in care of Stand By. But be sure to get your selections in the mail before June 29, because that's the deadline for all letters.



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RUB YOUR EYES!

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MURINE
FOR YOUR EYES

SPECIAL OFFER

• Here's how to get a handy purse or pocket-size bottle of Murine, the famous formula that makes your eyes feel fresh, cool and clean. Send ten cents to help cover cost of packing and mailing to Murine Co., in care of "Stand By," 1230 Washington Blvd., Chicago, Ill.

Flashes

FIBBER McGEE and Molly will make their bow over the NBC-Red network, Monday, June 29, at 6:00 p. m., CST. Heretofore the program has been heard Monday's over the NBC-Blue network at the same time.

A combination of tall stories, preposterous excursions in an ancient flivver and plain, old-fashioned heckling forms the basis for the script written by Don Quinn. The McGees, played by Jim and Marian Jordan, are assisted by Bill Thompson, young NBC dialectician, and Ted Weems and his orchestra.

The repeat broadcast also will be shifted to the NBC-Red network at 10:00 p. m., CST, beginning June 29.

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Morton Bowe, former newspaper linotype operator, turned professional tenor, has been selected as vocalist on the new summer shows starring Don Wilson, Tim Ryan and Irene Noblette and Don Voorhees' orchestra Sundays at 5:00 p. m., CST, over the NBC-Blue network. The series will begin tomorrow, June 28, replacing Jack Benny while the comedian is on vacation.

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When Edgar Guest salutes the city of Chicago on the Welcome Valley program, June 30, the Hilltoppers will be the guest artists. Tommy Tanner, Doyne Wilson and Ernie Newton are looking forward to this opportunity to come down from their "hilltops" into Welcome Valley. (Tuesday, 6:30 p. m., CST—NBC-WLS)

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A new policy of summer programming for NBC's broadcasts of the Radio City Music Hall of the air will start with the program of Sunday, June 28, at 10:30 a. m., CST.

The new series will present music in less serious vein, selected chiefly from the field of chamber music, and the lighter operas and operettas, similar to the European custom of "promenade" music for the summer months.

Clara, Lu 'n' Em returned to the air Friday, June 26, to headline a weekly half-hour program with Ted Fio-Rito and his orchestra over the coast-to-coast NBC-Blue network.

The nationally famed comedy trio and Fio-Rito's versatile musical troupe will be heard each Friday at 7:30 p. m., CST.

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Listener-inners on Homemakers' Hour next Tuesday afternoon, June 30, will take a delightful arm-chair trip with Miss Marcia Wheeler, librarian of the Hinsdale Public Library, as guide. Miss Wheeler will review Sycamore Shores by Clark Firestone, a fascinating book of travel by boat along the shores of the Ohio, Mississippi, Tennessee, Wabash and other rivers of the middle west.

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NEIGHBORS, meet Joy Miller, five-year-old singer and dancer who will be heard tonight on the network hour of the National Barn Dance.

The fifth consecutive season of broadcasts from the Chautauqua Symphony Concerts, held annually in Chautauqua, New York, will be presented by NBC on a regular week-end schedule starting Sunday, July 19.

The broadcast concerts, which will originate from the amphitheater at Lake Chautauqua, will be of two distinct types, each consisting of five programs. The Sunday series, to be heard from 1:00 to 2:00 p. m., CST, over the NBC-Red network, will be devoted to symphonic works, with occasional guest soloists.

The Saturday series will be a group of five children's concerts, the first to be heard on Saturday, July 25, from 12:30 to 1:00 p. m., CST, over the NBC-Red network. The four subsequent programs will be broadcast from 8:30 to 9:00 a. m., CST, over the same network.

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In the past year "March of Time" writers have used up 1,014,000 sheets of mimeograph paper, 33,000 sheets of radio script paper, 352 quires of mimeograph stencils, 87 pounds of ink and 28 boxes of staples, not forgetting to mention 21 bottles of correcting fluid. These figures are understood not to include the material required to record this information.

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Orson Welles, CBS actor starred on the "Musical Reveries" program, every year since he was graduated from the Todd School in Woodstock, Illinois, has gone back to address the graduates. This year his radio activities prevented it. But he made his address just the same. He did so by reading a commencement poem on the air. Todd graduates rigged up a loudspeaker in the auditorium, listened with gratification to Orson's recitation and then marched up for their diplomas.

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Have you entered the hobby contest being conducted by Mary Wright, WLS Home Adviser? There's a separate contest for adults and children, so everyone has a chance to be heard. You may hear about the hobbies of others during Homemakers' Hour, Friday afternoon, July 3, and also how you can enter the contest, too.

SUPER-VALUE RAZOR BLADES

A trial will convince you our Swedish Chrome Steel blades (for Gillette type razors) will give you more shaves or we'll refund your money. Shave and save with these etched blue razor blades.

50 Blades—50¢.

TRIAL OFFER—10 blades 10¢.

PLANET'S

Dept. F., 409 Washington St., Waukegan, Ill.

Fanfare



Hired Hands Get Big Chance

By MARJORIE GIBSON

GREETINGS, Fanfare readers. "A name-shy fan of Muncie, Indiana," writes, "Isn't it about my turn to have some questions answered in Stand By?" Our answer to that question is "Yes, indeed, Name-Shy, your time has come. We shall be glad to answer your inquiries."

Lucille Overstake was 21 on January 13.

The characters in the "Vic and Sade" show are Vic, played by Art Van Harvey; Sade by Bernadine Flynn, and Rush by Billy Idleson. Their surname in the story is "Gook."

Miss Pauline, who is making personal appearances with WLS entertainers, is a very fine acrobatic dancer and was the winner of an amateur contest at the Fenger high school in Chicago from which she graduated this spring. Her name is Pauline Rudnick.

Alice E. Guilford of Marcellus, Michigan, would like to know the ages of certain people and whether they are married. The Girls of the Golden West, Milly and Dolly Good are 22 and 21 respectively. Milly is the wife of Bill McCluskey and Dolly is the wife of Tex Atchison. Arkie is 29, Pat Buttram is 21, Winnie or Margaret Dempsey is 21. Lou or Helen Jensen is 24, and Sally or Eileen Jensen is 23. Reggie Cross and Howard Black are both 25 and Julian Bentley is 27. These folks are all single. Joe Kelly is 35. He is married to the former Mary James of Kingston, Ontario. Patsy Montana is 23 and the wife of Paul Rose. Lulu Belle is 22 and Skyland Scotty is 26.

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Mrs. William E. Hawkinson of Hannibal, Missouri, requests the time and station over which certain programs are broadcast. "Today's Children" is broadcast over WMAQ at 9:45 Chicago time, "David Harum" over WMAQ at 10:00 Chicago time; "Betty and Bob" is a feature of the new hour broadcast over WBBM and CBS from 9:00 to 10:00 Chicago time and over CBS again from 12:00 to 1:00. The rebroadcast has no Chicago outlet.

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Answering some questions for some listeners of Ontario, Wisconsin—Arkie's home town is Knobnoster, Missouri. The Woodchopper has three brothers, Albert, Bill and Pete, and one sister, Delia. He is the middle member of the family having a brother and a sister older than he and two brothers younger. Pete is the youngest in the family.

By the way, we've had a number of requests for a description of Pete. Pete is 5' 10½" tall, weighs 162 pounds, has blonde hair and blue eyes. He was 23 February 7.

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"Who are the Hired Hands?" inquires Ella Hahn of Addison, Illinois. The Hired Hands are four boys from Indiana Harbor. The boys have been

working together for a number of months practicing from six to seven hours daily. A couple of months ago when some of the hayloft boys and girls were making a personal appearance in Indiana Harbor, Program Director Harold Safford went down to see the show.

Following the performances, the four boys came backstage to see Harold and to ask him to listen to their act. Although Harold had no place for them at the time, he kept them in mind, and on June 1 when the Prairie Ramblers left on their vacation the opportunity for which the boys had been working and hoping, the chance to appear on the air—came to them. They are appearing on Smile-A-While, the National Barn Dance, and occasionally on other programs.

The novelty act is composed of Blinky or Ben Pigotti, the accordionist; Pitchy or Tony Pacione, who plays the ukelele; Don Gackett, who plays the jug, song whistle and the harmonica, and Beany or Fred LaCabe, who plays the harmonica and rattles a pair of spoons. Their vocal trio is composed of Pitchy, Don, and Beany.

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Try These, Holden

If you were a radio announcer, what would you do if you were confronted with a name like this—"Germania Gegenseitige Unterstuetzung Gesellschaft"?

This is just a sample of the jaw-breakers which members of the WTMJ announcing staff toss off when broadcasting the daily "Badger Spotlight" feature over that station. Now in its fourth year, this regular five minute program lists public events sponsored by non-profit organizations all over the WTMJ listening area.

Here are a few more samples:

Bund Der Funf Schwabenvereine
Loyal Order of the Lizard
Moses Hull Spiritualist Church
Milwaukee Court, Tribe of Ben Hur
Temple Emanuel B'nai Jeshurun
Schlaraffia Milwaukee
Slovenski Dom
Platt Deutsche Vereeningung Mien
Modderspraak

~*~*~

THE LOST "CORD"?



YOU TELL US who this might be looking over a Northern Michigan woodpile? He really CAN chop wood!

"ON HIS BACK" yet
HE \$100.00 GETS A MONTH FOR 2 YEARS
FOR ONLY 1c A DAY

WOULD you like to receive up to \$100.00 every month when you need it most—while disabled? Also assure your loved ones up to \$1000.00 in event of accidental death—all for 1c a day, only \$3.65 a year? Every accident covered, including those of occupation. STERLING, an old reliable company, protects at this amazingly low cost, because they deal by mail. Persons 10 to 70 years of age eligible without doctor's examination. Just send your age and beneficiary's name and relationship. Policy mailed for 10 days' Free Inspection. No obligation. Write today! Offer limited.

FREE INSPECTION
Send No Money

STERLING CASUALTY INSURANCE CO.
2806 Insurance Center Building, Chicago, Illinois

20 REPRINTS 25c

FILM developed, 2 prints each negative, 25c.
40 Reprints 50c; 100-\$1.00.



ROLL developed and printed, with 2 professional enlargements, 25c.

ENLARGEMENTS 4—4x6, 25c; 3—5x7, 25c; 3—8x10, 35c.

SPECIAL hand-colored, easel mounted, 4x6 enlargement, 25c.

TRIAL OFFER
SKRUDLAND

6970-86 George :: Chicago, Illinois

« IT'S ALL IN A DAY »

SWIMMING . . . playing golf . . . walking . . . going to work . . . shopping. The life of women these days is active. Such a life demands more than the ordinary amount of clothes but doesn't, thank heavens, mean a lot of money.

Leading this busy life is twice the fun if you are wearing the right outfit for the particular activity. Many an otherwise perfect afternoon has been spoiled by feeling that you look a little dowdy. Get around that feeling any way you can. So choose your clothes carefully, slowly, with an eye every minute on what it has to do for you, how long you'll want to wear it, what other things have got to be made to go with it.

The outfits sketched are good, typical summer fashions. If yours is a busy life, plan to have them in your wardrobe. A white rubber bathing suit. Moths won't get into it. Cotton Crash, loosely woven culottes . . . cool, casual and comfortable for many purposes. Two-piece seersucker sports frock for golf, tennis, everyday wear. Doesn't wrinkle easily and always looks smart. For business or daytime wear . . . a black linen dress with short sleeves and white pique trim . . . over it a knockout tunic jacket in printed pique. This jacket would be smartest in a rather large, sharply cut print of black and white. Buy these things already made . . . or better still make them yourself and add the special touches that you like. —SHARI.



Pleasant Surprises For Surprise Guests

HOT DAYS! Cool verandas! Guests who have dropped in for a tete tete! It's a perfect setting for the hospitable homemaker who always seems to have just the right "makings" in her larder for a refreshing sip or bite.

Some women just seem to have a knack for having the right things on hand to offer the casual caller. But this knack can easily be acquired by a little thoughtful planning, for 'twixt-meal offerings should always be light. The ingredients for a deliciously refreshing cold drink can be kept in the refrigerator at all times and



Mrs. Wright

it's no trick at all to keep cookies on hand . . . providing the cookie jar is not too easily accessible between meals. Of course, children use a lot of energy when they play hard and a piece of fruit and cookie makes an excellent in-between meal lunch. But wise mothers who like to keep the cookie jar filled will be prepared and have ice box cookie dough (recipe in Stand By, June 8, 1935) on hand in the refrigerator, so that, should the cookie jar suddenly become bare of its contents on a busy day, she can replenish it in only a few minutes.

A similar cookie with a more festive air is the pinwheel cookie. Treat the dough in a slightly different manner and checkerboard cookies result.

PINWHEEL COOKIES

½ c. butter	1½ c. flour
½ c. sugar	1½ tsp. bak. powder
1 egg yolk	¼ tsp. salt
3 tbsp. milk	1 oz. (1 square) chocolate, melted
½ tsp. vanilla	

Cream butter and sugar thoroughly, add beaten egg yolk, milk and vanilla. Mix and sift together flour, baking powder and salt and add to first mixture. Divide dough into two portions, and to one portion add the melted chocolate. Roll the white dough into a thin rectangular sheet . . . then roll the chocolate mixture into a sheet the same size. Place the chocolate sheet on top of the white sheet, and press gently together. Roll

by
**MARY
WRIGHT**

like a jelly roll into a tight roll. The roll should be about 1½ to 2 inches in diameter. Chill until firm. Cut into thin slices and bake in a fairly hot oven 375 degrees F. about 10 minutes.

Checkerboard cookies are made by reserving about an eighth of the dough before dividing it in halves. Shape both the white and chocolate dough into a roll about 1½ inches in diameter. Flatten sides so it will be about twice as wide as it is thick. Chill until firm. Remove from refrigerator and cut each piece of dough lengthwise in half. You should now have two lengths of each the white and the chocolate dough, each ¾ inches square. If too long to work with conveniently, they may be cut in half. To make the checkerboard, place a length of dark dough on the board, and a length of light dough parallel to it, pressing them together firmly. On top of the chocolate place a light strip of dough, and on top of the first light piece, place a length of chocolate dough. Now roll out the small piece of dough which you reserved at the first, into a thin rectangular sheet, and wrap around the checkerboard just once to form a frame around it. Wrap in waxed paper, chill. Cut in thin slices with a sharp knife and bake about 10 minutes at 375° F.

It takes much less time to shape these cookies than it does to tell how to do it, so don't be discouraged by the lengthy method given.



This is the way the rolls will look when they are made, ready to be chilled in the refrigerator and await your convenience. They will keep for weeks if well wrapped in wax paper, so keep one on hand for a hot "rainy day."

For a quickly prepared drink, keep cold tea, ginger ale, canned fruit juice or fresh fruits for juice in the refrigerator. A sugar and water syrup

in a jar in the cupboard is a convenience, winter or summer, for sweetening quickly prepared beverages.

Serve cooling beverages in thin sparkling glasses and lend an eye to the color scheme. Garnishes aid in giving a party air. A sprig of mint, a cherry, an ice cube, clear or colored, with a maraschino cherry pushed about half way in when the cube is frozen to a mushy consistency, a strawberry, a melon ball, a thin slice of lemon with a clove inserted are among the garnishes you will want to use when they are convenient.

Try these beverages on your family. You'll find them refreshing.

FRUIT ALE

3 lemons	1½ pts. ginger ale
3 oranges	Sugar syrup to
1½ qts. cold black tea	sweeten

Mix all ingredients except ginger ale and chill. Add ginger ale just before serving. Serve in glasses one-third filled with chipped ice. Makes 2½ quarts, 12 large servings.

Small amounts of fruit juices which have a way of collecting can be used to advantage in making this.

FRUIT PUNCH

1 c. sugar	½ c. lemon juice
1 c. hot water	½ c. orange juice
4 c. cold water	½ c. grape juice
½ c. grated pineapple or pineapple juice	1 c. strong cold tea

Make a syrup of sugar and hot water. Cool and mix with fruit juices and tea. Pour over ice and serve.

And then there's always the old favorite, lemonade, which you can keep in the refrigerator at all times and which requires only the addition of ice water and chipped ice before serving.

LEMONADE SYRUP

3 c. water	Rind of 3 lemons
1 c. sugar	¼ tsp. salt
Juice of 6 lemons	

Boil water and sugar together until clear, add washed lemon rind and continue boiling 5 minutes; add lemon juice and salt, and strain. Keep in refrigerator to use as desired. When serving, use one part of syrup to three of ice water.

With this easily prepared beverage on hand, the cookie jar filled with goodies, and your knitting bag close by on the leaf-shadowed veranda, you'll want guests to drop in on the hottest of days.



"Summer Activities for Rural Parent-Teacher Associations" will be discussed on Homemakers' Hour, Monday afternoon, June 29, by Mrs. Theodore Gleichman, Rural Service Chairman of the Illinois Congress of Parents and Teachers.

Look!

FILMS—Developed & Printed. With each roll sent to us you will receive one of your prints, hand colored **FREE** (regular size). The value of this print is 15¢; also 1 enlargement **FREE** (in black & white). **Guaranteed work; daily service.**

ALLEN PHOTO SERVICE

3729 N. Southport Ave., Chicago, Illinois



**PER ROLL
Send Coin**

25^c

"SALLY"

THE Winnie, Lou and Sally trio really started out in Bearesford, South Dakota, where the three Jensen sisters who were just about knee high, used to sing "I Know Three Little Sisters" for church gatherings.

There was Helen, the oldest, Eileen, the middle sister, and Adele, the



Eileen alias Sally

youngest. Their mother, in the evenings after the farm work was over, taught them to sing nursery rhymes and, as they grew older, hymns and old-time songs.

Eileen, who was born in Council Bluffs, Iowa, as a belated Christmas present to her parents on December 29, first went to school in a one-room rural schoolhouse.

Most of Eileen's schooling was received in Quincy, Illinois, but she was graduated from high school in Joliet. In high school she sang leading roles in student operettas and took part in a number of church choir; in fact, the Jensen family practically was the church choir.

At that time Eileen was planning to become a nurse and she still says she would like to take nurse's training and enter that profession "when she grows up."

You could hardly call her grown up, now. She is still talking about the grand time they had when they played an open-air engagement in a park at Waterloo, because she could swing in the playground swings and play on the teeter-totters.

While Eileen was still in high school, the Jensen sisters started appearing professionally in Chicago. At that time they were working with the same manager that Margaret Dempsey's trio was. Their first long-time job was at a country club in Milwaukee. And it was while they were there in May, 1933 that they were told WLS might be interested in a trio.

They were first auditioned by George Ferguson, who happened to be in Milwaukee with a road show unit. When they passed muster with him, they came to Chicago and were auditioned by George Biggar. They were named Winnie, Lou and Sally—Eileen is Sally—and were told they would appear on the barn dance that night.

The trio had been singing popular songs so it made its debut on the

barn dance with "Shuffle Off to Buffalo." Gradually, the girls started adding old-time favorites and mountain ballads to their repertoire. Last summer they realized that most of their fan mail requested this type of song and that it seemed to bring the heaviest applause from road show audiences, so they started singing them almost exclusively. Occasionally they sing a popular number of the sweet type.

Although there have been three "Winnies" in the trio, Lou and Sally have kept right on without a break and have never missed a performance of the barn dance except when they were on vacations.

In the last three years, the girls have sung on all three networks. They have broadcast on NBC with the barn dance and the Pine Mountain Merrymakers; as the Melody Maids on CBS originating at WBBM in the summer of 1934; and when they were in Canada they made a week's guest appearance on the Canadian outlet of the Mutual Broadcasting System.

Eileen is a great big, little girl, just five feet tall, and she weighs 110 pounds. She has waist-length light brown hair and a roguish look that is attributed partly to laughing blue eyes and partly to a pert, turned up nose.

Her hobby is rummaging through gift shops and jewelry stores and when she is out on the road, she counts that town lost that doesn't provide such a shop for her to discover. These warm days she is carrying her bathing suit and cap along with her wherever she goes in the hopes of finding a swimming hole as good as the one she and her two young brothers used to swim in when they were youngsters.

Your Next Cake can Look as Good as it Tastes



SO EASY and INEXPENSIVE

- Your family and friends will be delighted when they see and taste that decorated cake.
- Try HANDI-FROST on your NEXT cake or batch of cookies—it's no trouble—it's pure—and it's inexpensive.

- HANDI-FROST is a pure food frosting with six delicious flavors and six delightful colors—ready for instant use from the tube to decorate your cakes, cup-cakes, cookies, etc.—and will keep perfectly. Endorsed by leading schools of home economics.

PROVE TO YOURSELF HOW BEAUTIFUL HANDI-FROST WILL MAKE YOUR CAKES

- For a limited time we are offering a large size sample tube and one decorating tip—with choice of color (green, pink, chocolate, white, red or yellow)—for ten cents to cover part of the cost of handling and mailing—or complete set of six tubes (choice of colors) and three decorating tips for sixty cents (60c) plus ten cents postage.

- Send for your HANDI-FROST today. HANDI-FROST, % STAND BY, 1230 Washington Blvd., Chicago.

- AGENTS—Just show HANDI-FROST to any woman and you have a sale. Write for information.

The Latch String

By CHECK STAFFORD

HOWDY, folks: Somehow we catch ourselves looking ahead on the calendar of late to a certain marked date in July, when we "figger" on getting down in the country, where we will have all kinds of fun hoeing in the garden, fish some, and enjoy meeting relatives and old friends. Hope the boys leave a few sunfish and bullheads for us and that spring chickens will be ripe by then.

~*~*~

Of late we hear much about bonus money. Folks talk about it in the Little Theatre, on the street cars and in the restaurants. It is to mean much, this money. This reminds us that some three or four years ago we read of a London newspaper, offering a prize for the best definition of money. As we recall it, the award was given to a Sheffield man whose definition read: "An article which



may be used as a universal passport to everywhere but heaven and as a universal provider of everything except real happiness." Well, maybe that's right, but we'd risk being unhappy right now . . . with a nice, big bunch of the "long green."

~*~*~

However there are many ways to make folks happy without money. For instance early the other morning, a husky, 17-year-old lad, Andrew

A FREE CLASSIFIED AD

Send in your classified order for two insertions and get the third insertion FREE—or—send in your classified order for four insertions and get the fifth and sixth insertions FREE.

LOW COST—CLASSIFIED ADVERTISING ONLY 5 CENTS A WORD

—minimum, fifteen words

This FREE AD OFFER Expires JULY 15
Send Check or Money Order with Ad to
STAND BY CLASSIFIED AD DEPT.
1230 Washington Blvd., Chicago, Illinois

Jenkins, whose home is in American Falls, Utah, paid us a visit and left us later a happy boy. He had heard the National Barn Dance many times in his western home and resolved to visit the station while East. Finding home the best place after all, he was starting his long journey westward. The cool mornings found him in need of something warm to wear. Red Foley gave the western lad an overcoat and some shirts, Al Boyd donated a pair of overalls—and others helped also, with the appreciative young man warm in his thanks. Two days later Eddie Allan received a letter from Omaha, Nebraska, reading: "Got this far safe and sound. You fellows helped a lot with the clothing. I sure needed it. It was sure cold. Thanks again, much. Yours, Andrew J."

~*~*~

Last Sunday, while taking a stroll, we paused at a busy boulevard, where many fine autos were whizzing by. One, a swanky sport model roadster,

~*~*~

TRAIL'S END



THE END OF THE TRAIL is a pleasant one at Stanton's farm when your radio friends are out for a moonlight horseback ride. What they do to those broiled steaks is a caution for the jay birds.

occupied by a young couple clad only in bathing suits, zipped by us doing at least 60, with its radio tuned in on a popular dance hit. We fell to thinking of the old days when we fellows were tickled pink to rate a livery stable bronco and rubber tired buggy on Sunday p.m., and we played a harmonica for our best girl.

~*~*~

Speaking of autos, the other evening while with some Chicago folks, we were vainly looking for a parking place near the Merchandise Mart building and it reminded us of the Indiana country weekly editor who said, "A parking place is a hole between two cars—generally found on the opposite side of the street from wherever you are."

~*~*~

Of late we've had the pleasure of meeting many fine groups of school children and students from many sections of the country, most of them from rural sections and smaller towns. We are glad to find that most of them have radios in their assembly or class rooms and the teachers and pupils alike say they find much of educational and entertainment value in various programs. When schools again resume this fall, there will be more and more radios installed, we are informed, either through school boards or private enterprise of classes. Radio has now a definite place in the advance of modern education and station executives have this in mind these days, when moulding future programs.

"Stand By" Classified Ads

STANDBY CLASSIFIED advertising rate—5 cents per word; minimum, 15 words. Name, address, initials and signs count as words. The following towns, states and abbreviations count as one word: St. Louis, New Hampshire, R2, 100a, 6B, 2T, and other reasonable combinations. Send remittance with order and state where ad is to be listed. New advertisers are requested to send two business references. Advertising Dept., STAND BY, 1230 Washington Blvd., Chicago, Illinois.

Agents Wanted

Alfred Mossman Landon booklet one dime. Frank Andersen, 5330 Winnemac Avenue, Chicago, Illinois. Mention Stand By.

Agents can easily make money selling Handi-Frost. A big hit with the ladies. Write today. Handi-Frost, Box 4, % Stand By, 1230 Washington Blvd., Chicago.

Automobiles

Atlantic to Pacific \$7.50 on Diesel Fuel. Simple conversion Plans 25¢. Barnes, 1045L, Indio, California.

Auto Trailers for Sale

Have your Trailer built to order. Costs no more. We sell parts. Build your own. Oak Lawn Trailers, 9535 53rd Ave., Oak Lawn, Illinois. Tel.: Oak Lawn 18.

Automobiles Used

250 Used Cars of all makes—guaranteed by Chicago's Oldest Authorized Ford Dealer. Priced to sell at once. Write for complete list and prices to Otto Maley, Mgr., Glenn E. Holmes, Inc., 30 W. Lake Street, Chicago.

Big Mails

Get big mails. Latest money-making offers. Opportunities. Catalogs. Magazines. Samples, etc. List your name in our Directory. One time 10¢; 3 times 25¢. Results guaranteed. Address: G. Manko, Sterling, Illinois.

Books

Books—We have what you want. Educational—Mechanics—Homecraft. Hundreds Subjects. Catalog Free. Popular Mechanics Press, Dept. R-1, 208 East Ontario, Chicago.

Curios

Indian Relics. Beadwork. Coins. Stamps. Books. Minerals. Bills. Curios. Catalog 5¢. Indian Museum, Northbranch, Kansas.

Dogs

Mountain Shepherd pups. Males \$4, females \$2. Parents are heelers. Thomas Zwettler, Blue Mounds, Wisconsin.

Baby tailwaggers! Reasonable! Dime brings photographic prospectus with souvenir postcard. Royal Kennels, R5, Naperville, Que.

Fox Terriers. Dandies. Also Shepherds and Collies for watch and stock. E. N. Zimmerman Flanagan, Illinois.

Duplicating

Mimeographed Letters, notices have personal appeal. 1/3 printing cost. 100 letter size. \$1.50. Quality stock, samples. Demonstrators, 1741 Harrison Chicago, Illinois.

Fish Bait

Fish bite like hungry wolves with my amazing doughball fish bait. Secret formula \$1.00. Baer, 5909 Magnolia, Chicago.

Farm Lands for Sale

80 acre farm in Northern Wisconsin. Beautiful location. Up to date buildings. Box 7, % Stand By, 1230 Washington, Chicago.

130 acres black land. Good improvements. Near Peoria. John G. Miller, 108 Rohman, Peoria, Illinois.

Health Foods

Naturespath—Health Guide \$1 Yr. Sample 10¢. Food prices and literature FREE. Steger Health Foods. Glenbeulah, Wisconsin.

Help Wanted

Men wanted for Rawleigh Route of 800 families. Reliable hustler should start earning \$25 weekly and increase rapidly. Write today. Rawleigh, Dept. F-S-SDY, Freeport, Ill.

Raise money for churches, schools, clubs, societies, etc. New unique plan. No investment. Write—Duff Products, 441 Catherine, Muskegon, Michigan.

Home Movies

16mm Excel Motor Driven Projector with 100 ft. reel \$3.95. Large selection of films including Pop-Eye, Betty Boop and Hal Roach "Our Gang" Comedies. Catalog Free. Excel Home Movies, 522B Madison Ave., Toledo, Ohio.

Household Help

Girl for general housework and to help take care of children. Good home in Chicago suburb. NO cooking. State age, experience and salary expected. Send snapshot if possible. Box 8, % Stand By, 1230 Washington, Chicago.

Hardy Perennial Flowering Plants

20 Oriental Poppy, big flaming flowers; 10 Iceland Poppy, assorted colors; 20 Delphinium in Wrexham, Gold Medal and Chinese strains; all 50 POSTPAID for \$1.00. Strong rooted, 1 and 2 year old plants, grown in open fields for summer setting. Some will flower this fall. Safe arrival and satisfaction guaranteed. EXTRA GIFT of 2 year old OLYMPIA double Oriental Poppy, added FREE if you order this week. CLARK GARDNER, R1, Box 10, Osage, Iowa.

Mail Service

\$1.00 monthly maintains New York Branch Office for personal and business purposes. Established 15 years. Co-operative Mail Service 134 Lexington Avenue.

Movie Equipment for Sale

Talking Movie Equipment. Two large Simplex Projectors, two Sincro Film Sound Heads, Two Loud Speakers, Sincro Ventilator Blower. Over a thousand feet of heavy Sounding Felt and Steel Booth 9x9 feet, and all accessories. Write or call. Z. G. Watt, Erie, Illinois.

Miscellaneous

Worried Mothers—List of correct stories for children. Give age. Ten cents. Coin. Voice of Motherhood, Box 3, Danville, Illinois.

Neighborly Poems

"Old Home Town," "Dad and His Lad," "Old Family Album" and 32 more neighborly poems as broadcast over WLS, bound and autographed—Thirty-Five cents per copy, three for one dollar. Send to Box 2, % Stand By, 1230 Washington Blvd., Chicago.

Photo Film Finishing

2 Beautiful Enlargements suitable for framing with roll developed, printed 25¢. Photofilm, S-2424 North Ave., Chicago.

Films—Developed and printed. 25¢ per roll, send coin. With each roll sent to us you will receive one of your prints hand colored FREE (regular size). The value of this print is 15¢; also one enlargement FREE (in black and white). Guaranteed work, daily service. Allen Photo Service, 3729 N. Southport Ave., Chicago.

For those who want the best. Any size roll developed and printed 50¢ coin. Mesler—5423 W. North Avenue, Chicago, 43 years professional photography.

Rolls Developed. Two beautiful double-weight professional enlargements and 8 guaranteed Never Fade Perfect Tone prints, 25¢ coin. Rays Photo Service, La Crosse, Wisconsin.

20 Reprints 25¢. Film developed, two prints each negative, 25¢. 40 reprints 50¢; 100-\$1.00. Roll developed and printed with 2 professional enlargements, 25¢. Enlargements 4—4x6 25¢; 3—5x7 25¢; 3—8x10 35¢. Special hand-colored, easel mounted 4x6 enlargement, 25¢. Trial Offer. Skrudland, 6970-86 George St., Chicago.

Singing Instructions

Learn to sing. New, easy, complete home-study singing-voice course. World's best voice teachers' method. Low prices, free information. Schinkofski Voice Studio, 1536 Sibley Ct., Sheboygan, Wisconsin.

Vegetable Plants for Sale

Nancy Hall, Jersey, Porto Rico plants 100-30¢, 400-\$1.00. Postpaid. Arlie Woodard, Balcom, Illinois.

The Life and Works of Pat Buttram



Part of His Education



We're Not Impressed

Stand By Challenges NAB Cow "Champ"

by
JULIAN T.
BENTLEY

THE pages of Broadcasting magazine reveal to the startled editor of Stand By that an event of major importance is being planned (or threatened) for July 8, the closing day of the annual convention of the National Association of Broadcasters in Chicago.

A group of gentry in this organization is bent on staging what they call the annual cow milking championship of the NAB. Chief contenders are J. O. (Joe) Maland of WHO, Des Moines, who claims the NAB cow milking championship belt, and D. E. (Plug) Kendrick of WIRE, Indianapolis, who also claims the title.

Kendrick maintains he issued a challenge to Maland at last year's NAB convention at Colorado Springs—the contest to be staged in a hotel lobby. At the appointed time, he declares, Maland failed to appear and he (Plug) therefore won by default or something.

Now, Broadcasting reports, comes a whole herd of judges, managers, participants and plain garden-variety of kibitzers—all trying to "horn in" on this lacteal fluid extraction contest and all claiming to be experts. Stand By permits itself a slight, well-bred cough. Experts, forsooth. They announce they will stage the milking contest at State and Madison streets (allegedly the world's busiest corner) at high noon on July 8.

That may serve to convince Broadcasting that these fellows are adept in matters bovine, but Stand By presumes to inquire what sort of cow is going to stand at that corner and "give down" at high noon. All the "so-bossing" of the most mellifluous crooners the stations could muster wouldn't soothe a cow with any spirit.

Embroidered in this welter of claims, counter-claims, inuendoes and insults are Glenn Snyder of WLS, who is managing Plug Kendrick, and James L. Free of Free and Sleiningner,



Stand By's team has a rehearsal.

who is sponsoring the cause of Joe Maland.

In a sharp letter to Broadcasting (whose cow editor is obviously in his dotage) Glenn declares that "formerly, this cow milking contest was a disconnected, unrecognized activity on the part of a very few disorganized radio common laborers. Entirely through my promotional efforts," he continues, "it has this year become an inter-departmental activity of the NAB." He goes on to refer to himself as "the recognized agricultural expert of the radio industry," and also compliments Kendrick on having such a peerless manager as Glenn Snyder.

All this is very fine and it may convince Broadcasting which seems bemused

(Continued on page 15)

WLS DAILY PROGRAMS

Saturday, June 27, to Saturday, July 4

870 k.c. — 50,000 Watts

Monday, June 29, to Friday, July 3



HOWARD CHAMBERLAIN, mikeman, who has returned from Dallas where he gave Gov. Allred a few pointers on running the Texas Centennial Exposition.

(CENTRAL STANDARD TIME)

Sunday, June 28

- 7:00—Ralph Emerson at the Organ.
- 7:30—"Everybody's Hour," conducted by John Baker—WLS Concert Orchestra; John Brown and Glen Welty; Ralph Emerson; Grace Wilson; Children's Pet Poems.
- 8:30—WLS Little Brown Church of the Air, conducted by John W. Holland; Hymns by Little Brown Church Singers and Henry Burr, tenor, assisted by WLS Orchestra and Ralph Emerson, organist.
- 9:15—"Old Music Chest"—Phil Kalar, Ralph Emerson. (Willard Tablet)
- 9:30—WLS Concert Orchestra; Otto Marek, tenor.
- 10:00—NBC—"American Pageant of Youth." (Tastyeast)
- 10:30—Newton Jenkins Political Talk.
- 10:45—"Tone Pictures." Ralph Waldo Emerson at the organ.
- 10:58—Weather Report.
- 11:00—Sign Off.

Sunday Evening, June 28

5:30 p. m., to 7:00 p. m., CST

- 5:30—NBC—Bob Ripley. (Standard Brands)
- 6:00—NBC—Twilight Hour.
- 6:30—NBC—Goldman's Band.
- 7:00—NBC—Sign Off.

(CENTRAL STANDARD TIME)

MORNING PROGRAMS

- 5:00—Smile-A-While—Four Hired Men; Hoosier Sod Busters; Red Foley.
- 5:30—Farm Bulletin Board—Howard Black.
- 5:40—Smile-A-While—Cont'd—with weather Report and Livestock Estimates.
- 6:00—WLS News Report—Julian Bentley. (Hamlin's)
- 6:15—Mon.—The Musical Harvesters. (Allis-Chalmers)
Tues., Thurs., Sat.—Rubinoff & His Violin. (E. T.) (Chevrolet)
Wed., Fri.—Top o' the Mornin'.
- 6:30—"Top o' the Mornin' Crew with Happy Henry—Daily ex. Sat.—Ralph Emerson; Hilltoppers; John Brown; Grace Wilson; George Goebel; 4 Hired Hands, and Sod Busters; Weather; Time; Temperature.
- 6:45—Mon., Wed., Fri.—The Hilltoppers. (ABC Washers & Ironers)
Tues., Thurs.—Red Foley, Hoosier Sod Busters and Hal O'Halloran.
- 7:00—Jolly Joe and His Pet Pals. (Little Crow Milling)
- 7:15—Otto & His Novelodeons.
- 7:30—WLS News Report—Julian Bentley, Hoosier Sod Busters; Bookings.
- 7:45—Morning Devotions, conducted by Jack Holden, assisted by Hometowners & Ralph Emerson.
- 8:00—NBC—Vic & Sade. (Crisco)
- 8:15—NBC—"Home Sweet Home." (Chipso)
- 8:30—Mon., Wed., Fri.—Fun Festival, featuring Hometowners Quartet; Otto's Novelodeons; Happy Henry; Joe Kelly and Jack Holden.
Tues., Thurs.—"Magnolia Time" with Dan Hosmer, Hometowners, Helene Brahm and Hilltoppers.
- 8:45—Mon.—Guest Artist.
Tues., Thurs.—Ralph Emerson, organist.
Wed.—Henry Burr, ballads.
Fri.—Evelyn, "The Little Maid."

- 9:00—Martha Crane and Helen Joyce in Morning Homemakers' Program; Helene Brahm; Hilltoppers; Phil Kalar; Carol Whammond; Grace Wilson; WLS Orch.
Tues., Sat.—Ralph Emerson; Otto & His Novelodeons.
- 9:30—NBC—Mon., Tues., Wed., Fri.—Walter Blaufus Orchestra.
Thurs.—U. S. Navy Band.
- 10:00—WLS News Report—Julian Bentley.
- 10:05—Poultry Markets—Dressed Veal; Butter & Egg Markets.
- 10:10—Jim Poole's Mid-Morning Chicago Cattle, Hog and Sheep Market direct from Union Stock Yards. (Chicago Livestock Exchange)
- 10:15—Musical Round-Up—Orchestra; Otto & His Novelodeons; Tommy Tanner; Red Foley, and Rodeo Joe. (Peruna)
- 10:30—"Old Kitchen Kettle"—Mary Wright; Hilltoppers; Fruit & Vegetable Report.
- 10:45—Mon.—Evelyn, "The Little Maid."
Tues.—Rocky & Ted; Helene Brahm.
Wed.—Carol Whammond, contralto.
Thurs.—Federal Housing Speaker; "Stock Market Review," Addison Warner.
Fri.—Safety Program—Jack Holden.
- 11:00—Mon., Wed., Fri.—Cornhuskers and Chore Boy.
Tues., Thurs.—"Old Music Chest"—Phil Kalar; Ralph Emerson.
- 11:15—Mon., Wed., Fri.—"The Melody Parade"—Hometowners Quartet; Sopha Germanich and WLS Orchestra.
Tues., Thurs.—Carson Robinson & His Buckaroos. (Serval) (E. T.)
- 11:30—Weather Report; Fruit & Vegetable Markets; Bookings.

(Continued on next page)

SATURDAY EVENING, JUNE 27

- 6:00—Henry Hornsbuckle, Hilltoppers, George Goebel. (Conkeys)
- 6:15—Roy Anderson, baritone, and Ralph Emerson at the organ.
- 6:30—Keystone Barn Dance Party, featuring Arkansas Woodchopper. (Keystone Steel and Wire Co.)
- 7:00—Pres. Roosevelt's Acceptance Address. Talk by Vice-President Garner.
- 9:00—National Barn Dance NBC Hour with Uncle Ezra; Maple City Four; Verne, Lee and Mary; Hoosier Hot Shots; Henry Burr; Sally Foster; Patsy Montana; Otto and His Novelodeons, and other Hayloft favor-

ites. with Joe Kelly as master of ceremonies. (Alka-Seltzer)

- 10:00—Prairie Farmer - WLS National Barn Dance continues until 12:00 P. M., CST, with varied features, including Otto & His Novelodeons; Prairie Ramblers & Patsy Montana; Hometowners Quartet; Christine; John Brown; Henry; George Goebel; Hilltoppers; Bill O'Connor; Grace Wilson; Hoosier Sod Busters; Eddie Allan; Red Foley; Arkie; 4 Hired Hands; Pat Buttram and many others.

WATCH THIS SPACE

FOR
Appearance of WLS Artists
in YOUR Community

SUNDAY, JUNE 28

Chilton, Wisconsin, Fair Grounds
(Calumet County Cheese Picnic)
—Prairie Ramblers & Patsy
Montana; Sally Foster; Pat But-
tram.

Jackson, Michigan, Jackson Coun-
ty Fair Grounds—WLS Barn
Dance: Arkansas Woodchopper;
Winnie, Lou & Sally; Max Ter-
hune; Red Foley; Hoosier Sod
Busters; Hayloft Trio; Barn
Dance Band.

Cassopolis, Michigan, New Gem
Theatre—WLS Marionette Barn
Dance Show.

TUESDAY, JUNE 30

Freeport, Illinois, Patio Theatre—
Uncle Ezra & The Hoosier Hot
Shots.

Hancock, Michigan, Kerredge The-
atre—WLS ON Parade: Prairie
Ramblers & Patsy Montana; Pat
Buttram; Bill McCluskey; Paul-
ine.

Rogers City, Michigan, High
School Auditorium—WLS Mer-
ry-Go-Round: Arkansas Wood-
chopper; Hayloft Trio; Barn
Dance Band; Max Terhune.

Kendalville, Indiana, Strand The-
atre—WLS Marionette Barn
Dance Show.

THURSDAY, JULY 2

Watertown, Wisconsin, Classic
Theatre—WLS Smile-A-White
Gang; Prairie Ramblers &
Patsy Montana; Pat Buttram;
Pauline; Bill McCluskey.

SATURDAY, JULY 4

Mendota, Illinois, Fairgrounds—
WLS National Barn Dance;
Arkansas Woodchopper; Hayloft
Trio; Hoosier Sod Busters; Tom
Corwine; Hayloft Dancers; Barn
Dance Band.

Reedsburg, Wisconsin, City Band
Shell—WLS Artists: Tom Owen's
Cornhuskers; Flannery Sisters;
Chuck & Ray; Cousin Chester.

SUNDAY, JULY 5

Shullsburg, Wisconsin, Ball Park
—WLS Artists: Arkansas Wood-
chopper; Hayloft Trio; Tom
Corwine; Cousin Chester; Barn
Dance Band.

Toluca, Illinois, Coliseum Theatre
—WLS Artists: Prairie Ram-
blers & Patsy; Hal O'Halloran;
Flannery Sisters.

WLS ARTISTS, Inc.
1230 Washington Blvd., Chicago

11:40—WLS News Report—Julian Bentley.

11:45—Prairie Farmer Dinnerbell Program,
conducted by Arthur Page—45 minutes of
varied Farm and Musical Features. Dr.
Holland in Devotional Message at 12:40.

12:00—Tues. — "Midwest On Parade"—John
Baker, featuring Kalamazoo, Michigan.

(CENTRAL STANDARD TIME)

AFTERNOON PROGRAMS

(Daily ex. Sat. & Sun.)

12:30—Jim Poole's Livestock Market Sum-
mary direct from Union Stock Yards.
(Chicago Livestock Exchange)

12:40—Helene Brahm, pianist.

12:45—F. C. Bisson of U. S. D. A. in Closing
Grain Market Summary. Special An-
nouncements.

12:55—WLS News Report—Julian Bentley.

1:00—Homemakers' Hour. (See detailed
schedule)

1:15—NBC—"Ma Perkins." (Oxydol)

1:30—Homemakers' Hour—Cont'd.

2:00—Sign Off for WENR.

(CENTRAL STANDARD TIME)

Saturday Morning, July 4

5:00—8:00—See Daily Morning Schedule.

6:30—Uncle Buster & the Big Yank Boys.
(Reliance Mfg. Co.)

6:45—Red Foley and Art Wenzel.

7:45—Radio Sunday School Class, conducted
by Dr. John W. Holland.

8:00—Winnie, Lou & Sally.

8:15—Smoky's Fire Stories.

8:30—Jolly Joe and His Junior Stars.

9:00—Morning Homemakers' Program.

9:30—The Hilltoppers.

9:45—Ralph Emerson.

10:00—WLS News Report—Julian Bentley.

10:10—Program News—Harold Safford.

10:15—Musical Round-Up—Otto's Novelode-
ons; "The Little Maid," and Rodeo Joe.
(Peruna)

10:30—"Old Kitchen Kettle"—Mary Wright;
Hilltoppers; Fruit & Vegetable Report.

10:45—Rocky & Ted.

11:00—WLS Garden Club, conducted by John
Baker.

11:15—Special Fourth of July Program.

11:40—WLS News Report—Julian Bentley.

11:45—Poultry Service Time; Hometowners
Quartet; Ralph Emerson.

12:00—4-H Club Program, conducted by
John Baker.

12:15—Prairie Farmer - WLS Home Talent
Acts.

12:30—Weekly Livestock Market Review by
Jim Clark of Chicago Producers' Commis-
sion Association.

12:45—Homemakers' Program. (See detailed
schedule.)

1:30—WLS Merry-Go-Round, with variety
acts, including Ralph Emerson; Christine;
Hilltoppers; Eddie Allan; John Brown;
Winnie, Lou & Sally; Jack Holden; George
Goebel.

2:00—Sign Off for WENR.

HOMEMAKERS' SCHEDULE

(Conducted by Mary Wright)

Monday, June 29

1:00—Orchestra; Max Wilson, soloist; John
Brown Marjorie Gibson in Fanfare;
P. T. A. Speaker.

Tuesday, June 30

1:00—Ralph Emerson; Hilltoppers; Don Wil-
son and His Singing Guitar; Helene
Brahm; Bill O'Connor, tenor; Marjorie
Gibson in Fanfare; Margaret Sweeney,
harpist; Book Review.

Wednesday, July 1

1:00—Orchestra; Paul Nettinga; John Brown;
Marjorie Gibson in Fanfare; Garden Talk.
Seeds—Party Games.

Thursday, July 2

1:00—Orchestra; Grace Wilson; John Brown;
Margaret Sweeney, harpist; Phil Kalar,
baritone; WLS Little Home Theatre; Mar-
jorie Gibson in Fanfare.

Friday, July 3

1:00—Orchestra; Marjorie Gibson in Fan-
fare; Hobby Talk; Evelyn, "The Little
Maid."

Saturday, July 4

1:00—Ralph Emerson; Hilltoppers; Skyland
Scotty; John Brown; Otto & His Novelode-
ons; Tommy Tanner; Christine; Inter-
view of a WLS Personality—Marjorie Gib-
son; Arkansas Woodchopper.

(CENTRAL STANDARD TIME)

EVENING PROGRAMS

Monday, June 29

6:00—NBC—"A Salute to the Modern News-
paper."

6:30—NBC—"Melodiana"—Abe Lyman's Or-
chestra. (Sterling Products)

7:00—NBC—Sinclair Greater Minstrels. (Sin-
clair)

Tuesday, June 30

6:00—NBC—Ero Crime Clues.

6:15—WLS—The Old Judge.

6:30—NBC—Edgar Guest in Welcome Valley.
(Household Finance)

7:00—NBC—Ben Bernie. (American Can Co.)

Wednesday, July 1

6:00—NBC—Folies de Patee. (Sterling Prod.)

7:00—WLS—Lavender & Old Lace. (Sterling
Products)

7:00—WLS—Ford Rhythm Orchestra. (Ford
Dealers)

7:15—WLS—The Government & Your Money
—Martha Jean Ziegler.

Thursday, July 2

6:00—NBC—Musical Program.

6:15—NBC—The Old Judge.

6:30—NBC—Stevens Hotel Orchestra

7:00—NBC—Death Valley Days. (Pacific Coast
Borax)

Friday, July 3

6:00—NBC—Irene Rich. (Welch's)

6:15—WLS—Ford Rhythm Orchestra. (Ford
Dealers)

6:30—NBC—Frank Fay. (Standard Brands)

7:00—NBC—Fred Waring's Orchestra. (Ford
Motors)

7:00—NBC—Music Guild.

We're Not Impressed

(Continued from page 12)

by the whole affair. It will not, however, do for Stand By. We happened to be discussing cows and cow technique with Glenn not more than six weeks ago and chanced to ask him which was the right side of a cow. What do you suppose he said?

"Why the side opposite the left side." And this from a cow-milking-contest promoter, a self styled expert. It's obvious the man doesn't know there is only one "right" side of a cow and that he's had no experience with things bucolic.

The Maland camp is silent and apparently is keeping its man under wraps. No reports are available on Joe's training camp—or indeed if he's training at all. Manager Free, however, is holding out for a substantial cash guarantee.

Others who have taken part in the argument (strictly by mail so far) include J. Leslie Fox of KMBC, Kansas City; Hugh A. L. Half, WOAI, San Antonio; Ed Fellers of Fellers, Presba and Fellers; William Rambeau, Chicago Station representative; L. L. Jaquier, KTSA, San Antonio; Martin Campbell, WFAA, Dallas; Howard Wilson, Kansas City station representative, and M. H. Peterson of Hearst Radio. Each one of them is, of course, an "expert."

Stand By is not impressed. Hereby and forthwith we enter a challenge to the winner of the NAB contest (if indeed they don't call it all off). We have a variety of likely candidates such as George Biggar and Harold Safford, both South Dakota Ag men, and Art Page, dairy grad at Missouri. If none of these can be drafted, the Editor of Stand By himself will enter the lists in one way or another. To give heart to the opposition, he promises not to train at all—and he hasn't had his hand on a milk bucket in five years.

Do we hear any offers?

They All Take Part

(Continued from page 3)

project gathers momentum every year, with new talent trying out and old talent perfecting their acts.

Helping folks to develop their talents has been Mac's hobby for a number of years, as a teacher of public speaking and a dramatic coach. In his Chautauqua work, he visited towns all through the Middle West and felt the need for folks to get together to furnish their own enter-

tainment and enjoy themselves in a wholesome, constructive way. The community service is an outgrowth of Mac's vision along these lines.

That folks enjoy watching these shows as well as taking part in them is evidenced by the fact that audiences have totalled nearly half a million in less than three years. Frequently the audience is several times the population of the town. In Camden, Michigan, which has 360 residents, 1,362 people attended.

Most of the performers are self-taught, having learned to sing or play their instruments by listening to their favorites on the radio or on phonograph records. Very few of them have music; but if they are singing, they have copies of the words which they have written down as they heard them on the air.

One or more acts from nearly every show come into Chicago to take part in the Saturday afternoon home talent broadcast. Roy Wilson's Hoofing Hicks, four boys from Aurora, Illinois, appeared on the home talent broadcast, May 30. Harold Safford thought they were good enough to take part in the Merry-Go-Round program that afternoon, and the following Saturday night they appeared at the Eighth Street Theatre.

"You never can tell where you might find some likely talent," Mr. Mac says. "One afternoon I was driving to the try-outs in Montezuma, Indiana, and picked up a lad who had walked 10 miles to apply for a job and been turned down. He was just out of high school and a little down on his luck. I asked him if he sang or played a musical instrument and he said he sang a little and played the guitar some. I suggested that he try out for the home talent show but he said he wasn't good enough for that. So right there by



BAZOOKA TUNE



SALTY HOLMES goes to town with a Bob Burns bawooka.

the side of the road, we stopped and held a try-out. I had my guitar on the back seat and the minute he started playing it, I knew he was good enough. And, say, that boy was the hit of the Montezuma show!"

FREE! to sufferers of STOMACH TROUBLE Due to Excess Acid

"Willard's Message of Relief"

The Willard Treatment for Stomach Distress, due to Excess Acid, has been advertised continuously over station WLS for almost four years. Thousands of WLS listeners have tried Willard's and have found it a remarkable, safe and scientific treatment that does all claimed for it.

If you suffer from such stomach distress—have dull, gnawing pains between meals, poor digestion, acid dyspepsia, sour or upset stomach, gassiness, heartburn, constipation, sleeplessness or headaches, due to excess acid—find out about the Willard Treatment without further delay.

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You may try the Willard Treatment for 15 days. Positively no cost, unless satisfied. You be the judge of results. To get Willard's Message of Relief and 15-day trial offer, just send your name and address, in a letter or postal card, to—

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WHEEZE! * COUGH *
CHOKES! * GASP!

ASTHMA

Illustration

TORTURED HER Found Way to Get Relief From Attacks

Aug. 14, 1933—"I am getting along fine and have not had an attack of asthma for over sixteen months. I cannot tell you how thankful I am for your Nacor and its help to me in the fight against this terrible disease."—Mrs. Bessie Yerkes, 11320 Hale Ave., Chicago, Ill.

Do asthma attacks make you feel weak and miserable? Are you tortured by a bronchial cough? In thousands of cases Nacor has brought soothing relief and comfort. Contains no habit-forming drugs. Nacor may be the one medicine that can help you. **FREE.** Write for helpful booklet and letters from happy users. No cost or obligation. Nacor Medicine Co., 2073C State Life Bldg., Indianapolis, Ind.

In 56,000 Homes



THE 1936 WLS Family Album already has gone into 56,000 homes. In most of these homes you will find it constantly beside the radio—serving as an instant reference when WLS artists are on the air.

The nearly 100 large-sized photographs in the Album cover the whole staff of WLS artists, from young Georgie Goebel to old Uncle Ezra. You'll find the purchase price extremely reasonable if you listen to WLS and enjoy WLS artists. A Family Album beside your radio means hours of pleasure and a better acquaintanceship with WLS.

Order your copy today. Enclose 50c in coin or money order (60c in Canada).

Family Album

WLS

CHICAGO, ILLINOIS

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