

HARRISON PUTNAM
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Stand By

JULY 11, 1936



HELEN JENSEN

Texas Rides
the
Air Waves

●
All Star
Barn Dance!



HOSPITALITY AND PEACE

HOW would you run a radio station? What pet ideas would you put into practice if you had a chance? What changes would you make in the present system? Stand By is interested in your ideas and will pay one dollar for every letter published. The decision of the judges is final and duplicate awards will be made in event of ties.

For World Peace

If I ran a radio station and you should decide to visit me, on your approach to the station your eyes could not miss the inscription above the entrance, "Thou shalt love thy neighbor as thyself." That atmospheric condition, so to speak, I would strive to create for my radio station.

My air-conditioned studios would sing a note of comfort and cheerfulness in regard to furniture equipment, lighting, etc. And with the station's Cafe, there would be added pleasantness for visitor and employee if he wished to dine there.

I would realize that employees have bills to meet as well as I; therefore, I would pay them a good salary and I would hire sufficient help so as to not impair the health of others by overwork.

Harmony between my employees would be one asset for my station and I would suggest get-togethers possible once a month for this purpose and to talk over ideas and problems. Thus, with the help of listeners, and with the two people whom I would hire to tour the country, we would be able to put on programs to interest all. Always when hearing a new program I would put myself in the listeners' place.

In regard to announcers, I would prefer five, well trained. One English born, one German born, one Scotch born and two American born. This in order to help create and build my station's high standard of harmony, cooperativeness and world neighborliness for a World Peace.

Summer programs would begin at 5 a. m. with fun and frolic. Winter ones at 6 a. m. Always, the first news report at 6 a. m. During the morning I would like scheduled three news reports and then at noon a five-minute detailed and descriptive talk devoted to the most important news feature of the day.

Each commercial program would be not over one-half hour in length, but all programs of a happy, stimulating nature. Many laughs, dance music, organ music, a few short plays and good rousing barn dance music. Children's programs would be scheduled in the mornings. Sunday programs would be varied with one hour devoted to amateurs.

Grain and stock markets would come at the best time to suit the farmer. Weather and temperature reports, at intervals.

Throughout the year I'd like to conduct many contests to create interest for my listeners.

Homemakers' hour, every day, would be a little of everything, but the foremost feature would be the devotionals led uniquely by the pastor of my station. Others would sprinkle bits of philosophy and poetry throughout the program, all being necessary to make happy homes.

And for those who could not personally visit my station, I would issue a magazine such as Stand By with something to interest everybody. I would have "Mike's One-Half Hour" once a week. (The mike would be carried around to the different business offices and different studios, and having informal chats with the employees, so that the listeners might know what's going on, what's behind the sound and script.)

At my station's telephone switchboard you would find the girls with a smile in their voice. Would you not like to use one of my phones, my friends, to call up your friends to meet you at my radio station's matinee—if I ran a radio station?—Elsie M. Manuel, Elmwood, Illinois.



Hospitality

I would try to run my station in a most hospitable and serviceable manner. The complete staff, the finest in their respective fields of work, would at all times reflect happiness and pleasure in bringing entertainment, enlightenment and comfort into the homes, etc., throughout the land.

I'd start the day's schedule at 5:00 a. m. and sign off at 12:00 midnight. Friends would be welcomed to visit at any time. I'd have a daily interview, gossip program, an early morn-

ing farmers' program, a magazine and artists' bureau similar to WLS.

I'd have a fifteen-minute morning, midday and evening "devotional". Believing that these intervals of inspirational hymn sings (with organ) and thought-poems impart to the spirit, calmness and strength to meet the duties and tasks of life.

I'd be a "booster" of the sixty-minute commercialized program for the homemakers. This is an interesting way to bring a variety of features, such as these: "Health and Wise Man Clinic," "Interesting People," "Book-Shelf Corner," "Decorating Shop," "The Gardener," "A Serial" and "The Musicale." The advertising and presentations of features would be stimulating and cleverly done. Long, uninteresting advertising defeats the purpose of any program!

I'd carry programs of popular appeal from a good network—fiery political speeches prohibited.

I'd have a daily "Shut-In" half-hour. There would be lively music, good wholesome cheer and humor. Also a good poet-philosopher and an old-fashioned girl and boy harmony team. Chosen selections requested by the "Shut-Ins"—selections endeared to them by past sacred, joyful and happy memories—would be beautifully carried out by the whole cast.

From 11:00 to 12:00 p. m. I'd have a "Nocturne in Music", played dreamily and floating softly on the evening air into homes where a restful hour of sentimental and sacred priceless "gems" of music and verse would be appreciated. A talented organist, violinist and poetic narrator would do the honors. No announcing of numbers, as they would be selections requested and universally loved.—Marie Turcotte, 314 Lay Ave., Iron River, Mich.

STAND BY

BURRIDGE D. BUTLER, Publisher
Copyright, 1936, Prairie Farmer Publishing Co.
1230 Washington Blvd., Chicago
Indianapolis: 241 N. Pennsylvania
New York City: 250 Park Avenue
Subscription Price, \$1.00 a Year
Single Copy, 5 cents

Issued Every Saturday

Entered as second-class matter February 15, 1935, at the post office at Chicago, Illinois, under the Act of March 3, 1879.

JULIAN T. BENTLEY, Editor
July 11, 1936

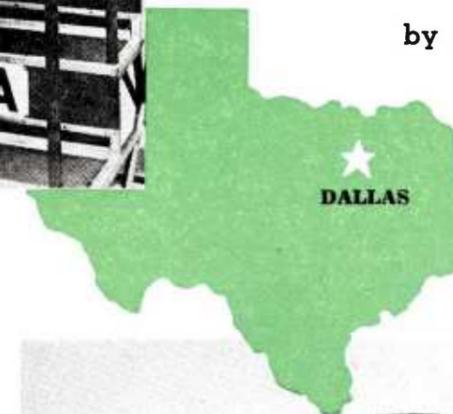
VOLUME 2 NUMBER 22



Texas Rides the Air Waves

Lone Star State Lets Radio Tell the World

by George C. Biggar



At left: Miss Frances Nalle, Dallas, the Texas Centennial Bluebonnet Girl and official exposition hostess.

A view of the Centennial grounds showing the crowds attracted to the Exposition's broadcasting headquarters.

If you were to fly from Texarkana, Texas, to Chicago, you'd find the distance shorter than from Texarkana to El Paso, Texas. Measure it yourself on a map. It gives just a little idea of how big Texas really is. Another way of saying it is to tell you that Texas has more square miles than the 15 smallest states of the U. S. A.

And they do things in a big way down in the Lone Star state! When you visit Dallas, with 278,000 population, you are amazed to see the great \$25,000,000 Central Exposition of the Texas Centennial comparing very favorably in size and beauty with world's fairs staged in cities many times that size. In some respects, the big show at Dallas has other world's fairs excelled!

'Round World Opening

For instance, take radio. When CBS broadcast from the Centennial on the noon of June 6, it was the first time a world's fair was actually opened by a radio program. Secretary of Commerce Daniel C. Roper spoke a few words. They were transmitted around the world and returned to break a ribbon which allowed the gates to swing open. Ted Husing was the master of ceremonies.

Perhaps you heard this grand opening in your home. And maybe you tuned in that night to an NBC station and heard an hour of description, interviews, music and other atmosphere of the Centennial. Pickups originated from 15 points on the exposition grounds. There are 10 "remote" studios throughout the Centennial grounds where permanent



lines make it possible to originate programs at any time. Temporary wires can be laid to all other parts of the 200-acre park in case it seems desirable to make special pickups.

When you heard President Roosevelt from the Centennial on June 12, he was speaking before more than 50,000 people in the great Cotton Bowl in Centennial park. Many nationally famous football teams will play in the bowl next fall. These games will all be broadcast on state-

wide or national networks. Yes, there's a special Centennial network of prominent radio stations throughout Texas, which now carry many of the exposition's programs.

Clyde Vandeburg, director of the large Centennial radio staff, expects to produce at least 60 nation-wide radio shows before the close of the fair, November 29. Not only will many Texas programs be flavored with the atmosphere of the southwest, with

(Continued on page 15)

"Ad Lib!"



By JACK HOLDEN

CALLING ALL CARS! CALLING ALL CARS! BEWARE... It is quite impossible to lay enough emphasis on the fact that from now on all motorists will have to be doubly careful of "the other fellow" due to the fact that "the other fellow" is Pat Buttram. Somewhere on the country roads are Buttram and a new car. Motorists, **BE CAREFUL!!**

A Bargain?

Upon my arrival at the studios t'other day dressed in riding boots and breeches, I was formally presented with a recent song hit, by my friend, Ralph Emerson. Title, "An Old Saddle For Sale."

Marge Gibson changed horses the other evening out at Stanton's after the horse (a former circus animal), did a few tricks including walking on its hind legs.

Talk about early risers! Here's one. Christine, the little Swiss singer, when scheduled for Smile-A-While program, must rise at three a. m. to make her journey to the studios from her home in southernmost Chicago.

Hooray! It's raining! Otto standing out there in the rain fumbling a key in the car door, looks like a mushroom toad-stool with that straw hat on.

Howard Chamberlain just came in from lunch drenched to the skin.

Sox at Barn Dance

The White Sox probably won't play ball today. Which reminds me that there were quite a few of the Sox boys at the barn dance last Saturday night. They came down to the Old Hayloft with your friends Eddie and Fanny Cavanaugh.

What they did yesterday! Sunday: Grace Cassidy took Sophia Germanich, Betty McCann and Wilma Gwilliams out to her cottage at Crystal Lake. They played golf from five till darkness halted the game. The girls only played eight holes. But claim they spent most of the time looking for lost golf balls. Red chairs at each "tee-off" were most welcome to Wilma.

Varying Activities

The Harold Saffords picnic'd in the beautiful back yard of the Harry (Daily News) Beardsley's at Wheaton.

Al (production) Boyd spent the entire day flat hunting. Ernie Newton fourth of July'd a bit early at Cedar Lake, and severely burned a finger on a short fuse cannon cracker. Don Wilson (Ol' Collegiate) studied two chapters of organic chemistry, a

chapter of calculus and then read the book of the month. Tommy Tanner entertaining relatives visited the Planetarium and Field Museum and then canoed on the Fox River. Phil Kalar broadcast for you in the morning and then went home to go through his library of 5,000 pieces of sheet music searching for program material for next week. Julian Bentley spent the day cruising the waters of Lake Michigan and Chicago river aboard a power launch. (Did you have lunch while on board, Bentley? Buttram's gag.)

That Settles That

Perhaps I had better explain. Those false teeth some of you have seen in a downtown dental window with a placard on them reading "John Holden" do NOT belong to me.

There is a floor polishing machine in a back room which resembles a very large shoe. Rumors have it that Tom (production) Hargis could wear it.

A card from the Bill Merediths up in the wilds of Northern Michigan. Operator Andy Anderson just returned with the usual run of fish stories. (Just wait 'til August. I'll show 'em.)

O'Neills Renewed

The O'Neills, popular dramatic serial depicting the adventures of family life in the Middle West, has been renewed for another year of radio life, at 1:45 p. m., CST, over the NBC-Red network, Monday through Friday.

Jimmy Daugherty, operator, used to be a corn tester for the Sears Agricultural Foundation. Later did clerical work at Sears, Roebuck and Co.



KEEP KOOL this Summer with an

AMA-ZON or BOLO — it's Feather Weight — it's Water Proof — and one size fits all heads — it is made of tough, smooth fibre — Looks fine on men and women and is the ideal protection for the head in the Sun — Men will find them the coolest hat or cap they ever had on their heads — Will not blow off in the wind, does not fit tight to your head —

And for the Ladies it's just the thing to wear in the garden or in the yard — **IT'S REAL SUMMER COMFORT** — Let the Children wear them this Summer for play or dress.

SPECIAL PRICE — ONE HAT and ONE CAP for ONLY 50 cents — or if you want more than two, send 25 cents for each additional one — No singles sold.

Mail to Dept. I, STAND BY
1230 Washington Blvd. Chicago, Illinois

Flashes

THE opening of New York City's vast Olympic Stadium on Randall's Island, in the East River, and the competition by which America's 1936 Olympic track and field team will be chosen, will be described over NBC networks in a series of programs on July 11 and 12.

Ceremonies attending the official opening of the stadium will be heard from 11:45 a. m. to 12:20 p. m., CST, over the NBC-Red network on July 11. New York City Commissioner of Parks Robert Moses will preside. He will introduce as speakers, Victor Ridder, publisher and PWA administrator for New York City; Dr. John H. Finley, associate editor of the New York Times, and Mayor F. H. LaGuardia.

The first series of the Olympic elimination contests will be heard from 12:20 to 1:00 p. m., CST, over the NBC-Red network on Saturday, July 11.

The NBC announcers, equipped with pack sets for broadcasts from the finish lines, will stay on the field all afternoon, covering the Olympic events from 2:30 to 3:30 p. m., CST, over the NBC-Red network, and from 1:00 to 4:00 p. m., CST, over the NBC-Blue network.

A resume of the results of the entire day will be heard from 5:00 to 5:15 p. m., CST, with Bill Slater interviewing some of the day's winners.

On Sunday, July 12, the competition will be heard from 12:00 noon to 2:45 p. m., CST, over the NBC-Red network, and from 1:00 to 2:00 p. m., CST, over the NBC-Blue network.

A resume of all the games for both days, giving the winners in the Olympic competition, will be heard from 4:30 to 4:45 p. m., CST, over both the NBC-Blue and the NBC-Red networks on Sunday, July 12.

A new series of dramatic sketches, "Ma and Pa," built around a lovable couple who operate a sandwich shop somewhere on Cape Cod, featuring Parker Fennelly as Pa and Ruth Russell as the couple's niece, began over the WABC-Columbia network Sunday, June 28, to run from 4:00 to 4:30 p. m., CST. It will be heard each Sunday thereafter at the same time. The role of Ma will be played by a well-known actress to be announced.

When the Prairie Farmer-WLS Alaska tourists left Chicago on July 3, they carried with them the last, or No. 135, of the Prairie Farmer-WLS Christmas Neighbors Radios for 1935-1936. It was consigned to the Holy Cross Mission Orphanage, Holy Cross, Alaska, and was requested by the Rev. Alfred Ryan in a letter of March 14. It took three months interchange of correspondence to find the exact type of radio they could use. Floyd Keepers planned to ship the radio to Holy Cross from the nearest Alaskan point.

Holy Cross Orphanage is located on the Yukon River and has 178 boys and girls from kindergarten to 18 years of age. About two-thirds are girls who are taught how to become useful and industrious housewives. The boys are taught different trades, such as fishing, trapping, gardening, shoe-making and building. Rev. Ryan wrote that they were able to grow all the vegetables needed for the orphanage during their short summers, but



HERE ARE TWO PALS of Miss Freda Lindgren, Mears, Michigan. She says Bud goes with her to the mail box to help bring Stand By to her house.

were unable to raise wheat and other grains.

One other Neighbors Club radio went to Alaska, being shipped in January to the Moravian Mission Orphanage at Nunapitsinghak, Bethel, Alaska. Neither of these orphanages has had radio sets and they are very thankful to WLS and its listeners.

Frank Crumit and Julia Sanderson, popular musical comedy and radio song team, took over funster Phil Baker's stellar "spot" in a new summer series with the Seven G's and Hal Kemp's Orchestra on the WABC-Columbia network beginning Sunday, June 28, at 5:30 p. m., CST.

The "Hammerstein Music Hall," starring Lucy Laughlin with guest artists and presented by Ted Hammerstein, young producer, is now heard in a new weekly series over the WABC-Columbia network each Tuesday from 6:00 to 6:30 p. m., CST.

Several years of association in radio came to a happy climax last Sunday when Homer (Friendly Philosopher) Griffith and his secretary, Miss Jerie Newlin, were married.

Homer is well known for his work on a number of stations, including KFVB, Hollywood; KFEL, Denver; WLS, WJJD, WBBM, Chicago; WSM, Nashville, and others. Jerie has appeared on the air frequently with Homer since their first association at KFEL, Denver. She has acted as secretary and librarian of Homer's extensive collection of poetry, philosophy and other works. She is also a script writer in her own right.

Homer is best remembered by WLS audiences as the Friendly Philosopher and as Jim Higgins, proprietor of the Aladdin Hayloft Theatre. Thousands of underprivileged children remember Homer and Jerie as their friendly and instructive guides at A Century of Progress when, under WLS auspices, some 10,000 children were taken to visit A Century of Progress.

H. V. Kaltenborn, noted political commentator and inveterate world traveler, is scheduled to give the first of a series of transoceanic interviews with key figures in the European capitals over the WABC-Columbia network from London, Saturday, July 11, from 4:00 to 4:15 p. m., CST. His four weekly talks now scheduled will probably emanate from England, France and Italy.

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¢.
PLANERT'S
Dept. F, 409 Washington St., Waukegan, Ill.



George Covered Territory!

By MARJORIE GIBSON

HELLO, Fanfare readers. Promotional Director George Biggar and his family certainly had a wonderful vacation trip. First, they visited in Brookings, South Dakota, their old home town, to attend the 50th commencement exercises of their alma mater, South Dakota State College. Then on south they traveled to Dallas to attend the great Texas Centennial and to visit old friends at WFAA, with which station George was associated 10 years ago.

En route, the folks saw several of your and our old friends. In Tulsa they had dinner with Mrs. Blanche Chenoweth, who formerly conducted "Little Dramas from Life". Mrs. Chenoweth is not on the radio, but occasionally speaks before women's clubs. She told with much pleasure of still hearing from her old friends in the WLS audience. She lives with her mother and son in Tulsa.

In Oklahoma City the Biggars visited Ken Wright at WKY. Heard him rehearse on the organ for his night program. Ken is getting along splendidly. Has a fine location, says George, for WKY is one of the most up-to-date stations in America.

While in Dallas they visited the first M. E. Church, which was new when the folks lived in that city and in which their little daughter, Betty Gene, was the first baby to be baptized.

On the return trip, George and his family drove through the beautiful Ozark country of Arkansas, from which section Don Wilson and Clay Mobley came. Drove around the University of Arkansas at Fayetteville, where Don went to school. Saw the

new half million dollar chemistry building on the campus in which Don hopes some day to be a professor of chemistry.

At Joplin, Missouri, they called on Virginia Temple, who lives there. Virginia, you will remember, played the part of Bobby and Laura Allen, the school-teacher, in the "Pa and Ma Smithers" story. George says that Virginia helped him cash a check so they could get home. Also stocked them up with tooth brushes and tooth powder, as Virginia's father is a manufacturer of these articles.

They stopped at KMOX in St. Louis and saw Al Cameron of the old Al and Pete team, former barn dance entertainers.

Like the traditional busman on his holiday, George listened to his car radio all the way coming and going, as well as visited numerous radio stations along the way.

The first questions we're going to answer this week were submitted by a Springfield, Illinois, reader. A picture of our Stand By editor, Julian Bentley, has not yet appeared on the cover page of the magazine. We may have to sneak it in sometime unbeknownst to him.

Julian's brother, David Bentley, who lives near Harvard, Illinois, has two children, a little boy, David, Jr., about four years old, and a little girl, Jane Olive, born last November. Jane Olive was named for her grandmother, Mrs. A. T. Bentley.



"Hillbillies' Father"

The name of Carson Robison is hardly a new one to lovers of hill-billy songs. Often called the "father" of hillbillies, Robison and his Buckaroos are heard over WLS every Tuesday and Thursday at 11:15 a. m., CST.

It is Robison's contention that the reason songs of the mountain folk will last longer than any other type of music is because they are more than a mere Tin Pan Alley product. Songs of the mountaineers are handed down from father to son. They tell real stories of the mountains, expressing, but never exaggerating, the true sentiments and emotions of the people they discuss. And as a result they have almost become a religion.

"Mountaineers take their music to their hearts. They don't sing because they have good voices, but for the reason that they feel they are expressing their woes, their joys, their romance. The songs are built on life, itself, and will last as long," says Robison.



Carson Robison and his famed Buckaroos.

HATS BRIM OVER WITH NEWS

YOU'LL hear tell of trim turbans with no crowns; of bonny berets in dozens of variations . . . but say what you will, this is a summer of brims. Large, small, medium; floppy, straight; feminine, severe; upturned in impudent fashion, downturned provocatively.

It's your big chance to be as different as you choose. Measure your difference by the brim you wear.

Buy a headsize hat (measured the way men's hats are). Get it with a convertible brim—wear it up today, down tomorrow. Have it dyed any color under the sun. Have it white and wrap a lot of chiffon scarfs in different colors around its crown. Wrap yards of one color around the crown and leave one long, floating end loose to fling over your shoulder.

Have a classic panama that will fill your heart with joy and gladness because it goes anywhere, with anything. Wear a stiff black, brimmed, rough straw with a white pique crown and wired white pique bow with a black and white linen town dress. Fall in love with felt . . . especially one with a beguiling breton brim . . . get it trimmed with wooly sailor's cord in a contrasting color. Be—oh! so lovely in a fabric sailor with a brim that turns up slightly in front to make room for a fetching flower sewn on the under side.

Make the most of such infinite variety as you'll find this summer . . . humor any fantastic idea you may have . . . the more unusual you look . . . the smarter fashion story you tell.

—SHARI.



20 REPRINTS 25c

FILM developed, 2 prints each negative, 25¢.
* 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, Illinois

Hot Meals From Your Refrigerator!

LIKE the modest request from children of "Rain, rain go away, come again some other day," so even the most energetic of homemakers often feel about work on hot summer afternoons, as the dinner or supper hour approaches. The later the hour of day, the stronger this feeling becomes. It may seem to you that nothing less than fairies or magic could cause this work in the late afternoon to vanish, but your refrigerator can accomplish this if you will help it by planning well.



Mrs. Wright

It's a grand and glorious feeling you'll have, too, when you prepare the evening meal in the cool of the morning, slip it into the refrigerator and forget it until time to cook it. Whether you prefer an oven cooked meal, a top stove menu, a grilled platter (broiler cooked) or a cold meat and salad plate, you can plan menus which can be prepared largely in the morning.

Refrigerated Oven Meal (Served Hot)

- | | |
|--------------------|----------------------|
| Meat Loaf* | Baked Potatoes |
| Perfection Salad | Green Peas |
| Hot Ice Box Rolls* | Mayonnaise |
| | Strawberry Preserves |
| | Lemon Chiffon Pie* |

This menu is hearty enough for the hungriest boy and it has plenty of appetite appeal for the light eater as well. All of these foods can be prepared as soon as the breakfast dishes are cleared and stacked and the dishes soiled in their preparation washed in the cool of the morning right along with the breakfast dishes. Even the rolls can be shaped, covered well with waxed paper and kept in the refrigerator until about an hour or less before they are to be popped into the oven.

For an attractive platter, put the meat loaf in a ring mold and serve the peas in the center. If the platter

by
MARY WRIGHT

is large enough the baked potatoes may be placed around the edge, thereby simplifying the dish washing. If your oven is large enough to accommodate

four dishes at one time, the peas may be cooked in the oven by lining a tightly covered heavy aluminum sauce pan with leaf lettuce, putting the peas in, seasoning and covering with the lettuce. No water need be added. Cover the pan, slip it into a medium hot oven, 350° F., for about 25 to 30 minutes, and the peas will have a deliciously fresh flavor.

If you are going to be away from home and will not have time to cook an oven meal, this top stove meal can also be prepared mainly in the morning, all ready for the last-minute cooking.

Refrigerated Top Stove Meal (Served Hot)

- | | |
|---------------------------------|------------------------|
| Fried Salmon Steaks | Cottage Fried Potatoes |
| Corn on the Cob | Stuffed Tomato Salad* |
| Raisin Bread | Grape Jelly |
| Homemade Maple Ice Cream Sundae | Cookies |

For greatest speed in preparing this or any meal, wipe the meat with a clean, damp cloth before wrapping it lightly in waxed paper and putting it into the refrigerator. Wrap the corn in waxed paper, too, after the husks are removed, to prevent drying and put it in the refrigerator if you would have it retain its fresh flavor to the greatest degree. Even the ingredients for the salad can be prepared and placed in the covered vegetable pan. The salad can be mixed and assembled easily while the meat and vegetables are cooking.

Maple Sundae Sauce

- 1 cup maple flavored syrup
 - 8 marshmallows, cut in small pieces
 - 1 egg white
- Boil syrup to 230° F. (not quite thick enough to spin a thread). Add cut marshmallows, heat until they are dissolved, add gradually to beaten egg white, beating until cool.

If you wish to make these menus a little more elaborate, a cold fruit juice cocktail, a hot or jellied soup, a grilled grape fruit or other appetizer can be added as a first course with very little extra work.

A careful survey of your food lists (Stand By, May 23, 1936) will suggest other oven and top stove menus as well as grilled and cold platters which can be prepared in the morning. It is all a matter of planning. Let your refrigerator help you enjoy the preparation of delectable hot weather meals.

*These recipes have been given in previous Stand Bys. You may have a copy of them by enclosing a self-addressed, stamped envelope with your request.



Pocket Violin

Rubinoff, famous radio maestro, who is heard over WLS in "Musical Moments", sponsored by local Chevrolet dealers, through World Broadcasting facilities, practices three hours every day. It is not always convenient to carry with him his \$100,000 Stradivarius and he invented a collapsible violin. The instru-



ment is practical in every sense, but sound is muted so that Rubinoff may practice wherever he may be. He carries the smaller instrument to parties and enjoys playing it for guests. Left: Rubinoff showing his "pocket" violin and congratulating Frank H. Callier, Hollywood violin maker, who fashioned the instrument from Rubinoff's design. In the inset, a close-up showing how the violin fits into his pocket.



Tom Hargis, production man, played leading roles in several operas, including Il Trovatore, Aida and Cavalliera Rusticana, when he was a baritone singer with the Houston Civic Opera Company in Houston, Texas.

Trio Girl

BEFORE she could speak English, Helen (Lou) Jensen was singing German folk songs taught her by her mother. Helen's grandfather had been one of the famous German maestersingers.

Helen was born in Omaha, Nebraska, on April 11; and as the oldest child of a family of three girls and two boys, she developed her qualities of leadership at an early age.

Pianist on WTAD

When she was still a junior in the Quincy (Illinois) high school, she was accompanist for three two-hour programs a week on WTAD. She appeared in a number of high school



Winnie, Lou (Helen) and Sally

plays and operettas, too. While her teachers told her that her voice was promising, Helen was more interested in her piano lessons and was planning to teach piano.

One of the big thrills of her high school days came when she was chosen as accompanist for the soloists in the national band contest held at Joliet. That was several years before she and her family moved to Joliet.

Won Scholarship

On graduation from high school, Helen won a scholarship which took her to Illinois Wesleyan college at Bloomington for a year. She was determined to make good on the scholarship; and as she says, "practically buried myself in music." She found that she couldn't accomplish much living in a dormitory suite with three other girls, so she moved in with a private family. It was there that she first listened to Reginald Martin, who was at that time on WGN.

After a year at Illinois Wesleyan, Helen studied pipe organ for a year in Quincy. She had taken only a few lessons on the organ, when she ap-

plied for a job as church organist and got it. "It was a new church, and while the organ wasn't a large one, I still don't see how I had the nerve to go in there and take the job," Helen admits. At the same time accompanying for a voice teacher.

Then the Jensens moved to Joliet and Helen continued her study of music at St. Francis' College. Eileen and Adele were still in high school, but the three of them were making some public appearances as a trio for Rotary and Kiwanis clubs and to entertain other groups.

That's How Trio Began

Because she had enjoyed her work in the WTAD studios, Helen contacted the program director at WKBB, and although he had no accompanying work for her, he said he could use a duet. So Helen and Eileen began singing as a duo. One day Adele just happened to "tag along" to the studio with her two sisters; and from that day they began singing as a trio.

Reginald Martin heard the trio, thought it was good, and suggested that the Jensen sisters audition at some of the Chicago stations. Fol-

lowing his suggestion, they signed up with a Chicago manager and made a number of radio appearances between 1931 and '33, although they were still in school most of the time.

Joined WLS in 1933

In 1932 while accompanying some artists at WJJD, Helen met Glenn Snyder, who was visiting the studios. In May, 1933, she met him again at the WLS studios, where she had just been auditioned and signed to appear on the National Barn Dance as Lou of Winnie, Lou and Sally. Helen arranges the numbers for the trio, and until they changed their repertoire from popular numbers to old-time and hill-billy songs, she played the piano accompaniment. Now, Eileen accompanies the trio on her guitar.

Ever since her tiny hands could reach an octave on the piano, music has been Helen's hobby. She is planning to continue with her piano lessons this summer.

Helen is a little girl, five feet, two inches tall and weighing 112 pounds. She has dark gray eyes, brown hair highlighted with auburn, a wide smile and a hearty laugh.



and they found that it tasted, as good as it looked--

A group of men folks that quickly whittled your cake to only a pleasant memory—well, there MUST be a reason—and so there was.

- Decorate your next cake the easy and inexpensive way. Use **HANDI-FROST**, that pure food frosting with six delicious flavors and six delightful colors—ready for instant use from the tubes.
- Send 10 cents for a large size sample tube and one decorating tip, with choice of color (green, pink, chocolate, white, red or yellow)—or complete set of six tubes (choice of colors) and three decorating tips for 60 cents plus 10 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.

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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.**

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PER ROLL
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The Latch String

By CHECK STAFFORD

HOWDY, folks. Well, as you read this issue of Stand By, several of our vacation days have slipped by, and don't they go fast?

Now that the Fourth of July has come and gone, comes family reunion and fair time. These events do much to bring people together to renew old friendships and



enjoy big spreads of fried chicken and angel food cakes. Each year there are changes in the families that meet. Maybe some members have passed on, there are new marriages, and a proud mother will show her darling baby, newest member of the clan. If you haven't attended your family reunion for some years, why not this year pack a basket with good things and enjoy seeing friends and relatives. They will be glad to see you and you'll be glad you went.

A reader in Frankfort, Indiana, sent us a picture of the faithful old family dog which had shown human bravery and reasoning in a recent incident and the writer closed by suggesting that dog owners these hot days provide water and shade for their four-legged friends. Yes, one friend these days, that IS a friend is your dog. When you come home tired, defeated and worried, old Sport or Rover wags his tail, licks your hands and doesn't kick when you slip him a dry hunk of bread instead of the choice bone or meat of more prosperous days. He can't bore you with tales of stock or bank losses of former times, nor can he tell you about his ailments as humans seem to delight in. He is ONE living thing that isn't trying to sell you something or collect—or remind you of overdue bills.

We receive many letters and inquiries regarding visiting the Little Theatre studios. The public is wel-

come to visit at anytime during our broadcasting hours, from 5:00 a.m. to 2:00 p.m., CST, and no passes are required. However, if a large party or group expects to come, it would be best to write us in advance, stating what day and the size of the party, as seating capacity is limited and especially so on Saturday and holidays. The first five days of the week are suggested as best days to come. Sunday's programs run from 7:00 to 11:00 a.m., CST.

The other day we met up with a real, vivid picture of "No Worry". Driving an old battered car, with many chalk-written slogans and pictures on its sides, a tall grinning youth, wearing a dilapidated tile hat, waved us a cheery "Hello". With him were three other boys and a half-dozen old suitcases and guitars, a lot of old tires and some bedding. They were singing a popular song hit and having a big time. The driver said they only had 88 cents left amongst them and some canned beans and dry bread. However, he said, "we should worry—we're on our way—and don't know where to. So long, Buddy." Well, today's young folks are not easily worried and TODAY'S adventures supply their fun. Let them have their happiness where and when they find it NOW, for in later years cares will come to rest on those strong, youthful shoulders, and maybe Life won't be such a song.

We've had several cards from vacationist friends these past weeks. They picture beautiful scenery and points of interest. Most of them say "Wish you could also see this sight." Well, so do we. One writes that they have been bathing in the Atlantic . . . another says they are at Plymouth, Massachusetts, and there is a picture of the statue of a famous Indian chief. Still another card shows a cool cabin on a nice lake shore and a big string of bass, ready for the skillet. This card also says "Wish you were here. One more, from the Yellowstone region, says "you ought to see this wonderful place." Well, some day we may really visit similar places and when and if we do . . . our cards to friends will not read, "Having a great time—wish you were here." However,

we're not mad at the card senders. Just envious of the lucky sightseers, and it's nice that they do wish we could share it all with them.

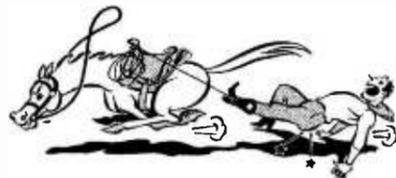
Wish sweet corn was ripe, so we could send the editor a picture of us putting away a dozen or so ears of Golden Bantam. Right now its dinner time, so here's where we sign off.

Ike's Plans Amiss

Rimrock, Ariz.

DEAR JULIAN: We haven't received our Stand By for July 4 yet and I don't know if you printed my letter telling about what we aimed to win at the big Rodeo in Cottonwood. I left the letter for Solomon Powder to mail and maybe he didn't, I hope so. Moreover, I ran out of paper before I had told everything which we expected to do in the way of roping, riding and bulldogging, and I'm glad of that, too. The real truth of the matter is we didn't do so good as we had hoped and expected.

Our troubles began on the first day while trying to get our hosses into the parade. Ours weren't used to crowds and city streets and we all had a terrible time. Bill Putt he got on his hoss but was flang off 3 and 1/2 times, the latter being when he hung on under the animal's neck and went through the parade and plumb down



the street to the rodeo arena in that position. Missouri Gollyhorn fell off when halfway threw town and got tangled in his rope which he was whirlin' and yellin' with, and he drug the rest of the way. Citron Spinks hoss balked at the Band Stand and then bucked and fell back, Citron being sent over to Los Angeles to get his ribs straightened up again. Ossifide Jones got kicked in the stummick and let his hoss jerk loose, so he got up with me. We were comin' down the street in the parade both of us ridin' on old Rock, Ossifide settin' behind of me, when old Rock gets mad and wants to buck. Ossifide he says "Oooo-wah!" real loud and gives Rock a dig with his (Ossifide's) spurs. Well, old Rock he downed his head and bucked half a block with Ossifide hangin' onto my shirt and me a-hangin' onto the saddle horn. Finely my shirt come loose and Ossifide with it, him goin' one way with my shirt in his hands and me t'other without no shirt, and wuss still, my belt had broke. Shadrack Snoots win first in the bronc ridin' and 3rd calf ropin'.

—ARIZONA IKE.

"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, 6R, 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.

75¢ profit on \$1.00 sale. New Wonder auto cleaner and polish. Your name on label. Sample 10¢. Details Free. L and M Laboratories, Dept. A, 1881 East 34th St., Lorain, Ohio.

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

Big mails galore: Magazines, Samples, Catalogs, Propositions, etc. Send 10 cents. 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.

Business Opportunities

Free marbleizing and flexible mold making instructions. Sample mold and marbleized cast. Assorted samples. Send dime for mailing service. Cowell Institute, Grayling, Michigan.

Dogs

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

Electric Fencing

Cut fencing costs 80%. Battery or power current operated. Free catalog. 30 days trial. Oldest established company. One-Wire Fence Co., B-59, Whitewater, Wisconsin.

Furniture for Sale

DayBed, Couch, Shades. Also rifle, Indian clubs. 75lb. Dumbbell. Edward Pfersdorf, 653 West 80th St., Chicago.

Farm Lands for Sale

50a farm in Southern Michigan near small city and resort on paved highway. Good land and buildings. Box 10, Stand By, 1230 Washington Blvd., Chicago, Illinois.

Fountain Pens

Cash for your old fountain pens regardless of condition. Mail them in for Free estimates. All Makes of fountain pens repaired. General overhauling, New Sack, Cleaned, etc., 50¢. Work guaranteed. Ask for our trade in allowance chart. Pen Hospital, 4137 North Springfield Avenue, Chicago, Illinois.

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.

Help Wanted

Man wanted for Rawleigh Route of 800 Families. Reliable hustler should start earning \$25 weekly and increase rapidly. Write today. Rawleigh, Dept. G-S-BDY, Freeport, Ill.

Hosiery

Three pair first Quality Pure Silk Knee length hose, postpaid and guaranteed \$1.00. Write for new bargain sheets. L. S. Sales Company, Asheboro, North Carolina.

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.

Miscellaneous

Stuttering and stammering corrected at home. Booklet free. Paul J. Wolfe, Box 52, Pittsburgh, Pennsylvania.

The Moon Sign Book tells Successful Farmers when to plant—Potatoes, Grain, Transplant, Prune, Harvest, Wean, Slaughter, Breed, Hatch, Fish. 256 Pages \$1.00. CIRCULAR FREE. Lightning Speed Mfg. Co., Streator, 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.

Novelties

"Nutty Novelties" for "1937"—Something new in Novelty Buttons, Buckles, Ornaments, Initials and Supplies. Stamped envelope brings sample buttons, price list and literature. Nutty Novelty Co. Box 3, Lemon City, Fla.

Old Coins Wanted

Do you own a \$50 penny? Up to \$50 each paid for Indian head pennies. Lincoln heads over 10 years up to \$2. Other coins worth up to \$3,000.00. Send 10¢ today for new issue National Coin Journal, coin catalog and complete list of prices we pay before sending coins. Vic's Hobby Shop, Dept. 12, Lorain, Ohio.

Photo Film Finishing

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

Two professional enlargements with each roll developed and printed 25¢. Eight reprints, two enlargements 25¢. Hygloss, River Grove, Illinois.

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.

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.

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

Roll developed with 16 prints and two professional enlargements 30¢. 100 reprints \$1.00. Dependable, River Grove, Illinois.

Hand colored enlargements with each roll 25¢. 40 reprints 50¢. Colorgraph, Dunning Station, Chicago, Illinois.

Turkey Tonics

Attention Turkey Raisers. Thousands of people are now using Williams Turkey Tonic for the prevention and treatment of blackhead in turkeys of all ages. Order direct. Pint \$1.75; Quart \$2.75; Gallon, \$10.00. Satisfaction Guaranteed or money refunded. Williams Turkey Tonic Company, Monticello, Illinois.

Quilt Pieces for Sale

Quilt patches, bright colors, good material 30¢ lb., 2 lbs. 50¢, postpaid. A. E. Coffman, 3336 N. Karlov, Chicago, Illinois.

The Life and Works of Pat Buttram



Hitting the Trail

Everyone is talking vacations these days. Otto says he's going to take an airplane ride to New York City. Otto isn't the only one going to New York City this summer. In fact, Dorothy and Ruth Luce (office) have already left for the big city and Bertha Fosler (office) hopes to visit New York later in the season. Mr. and Mrs. Henry Burr will also be New York visitors this summer.

Operator Jimmie Daugherty and Production Man Al Boyd plan to go to New York for the express purpose of visiting Radio City. Sounds a bit like a motorman's holiday, doesn't it?

Tommy Tanner and his wife will drive to Nebraska to visit Mrs. Tanner's family, then back east to Tennessee and on south to Georgia.

Hazel Rosenthal (office) will go to Loon Lake, Wisconsin, for a two week's outing. Hazel will be accompanied by Halloween Martin who conducts the Marshall Field time clock program each morning over WBBM.

John Baker and his wife will visit the Gaspé Peninsula up in the Evangeline Country just south of the St. Lawrence River.

Bill and Virginia Meredith will be visitors in Rogers City, Michigan, during the next two weeks.

Program Director, Harold Safford and his family will head for Saganaga, Minnesota, up near the Superior National Forest at the end of the Gun Flint Trail between Canada and the United States, sometime late this summer.

Sound Effect Man Chuck Ostler is going to take a boat trip on Lake Michigan.

The Smilin' Irish tenor Bill O'Connor and Mrs. O'Connor will drive to Kansas City, Fort Scott, Kansas, and Wichita to visit friends and relatives.

The Sunflower State will also be the vacation spot of several other WLS folks. Dave Ebey of the Con-

tinuity Department will visit his father and mother who live in Beloit, Kansas. Delia Anne Ragland and Marjorie Gibson will spend a week at De's home in Hutchinson, Kansas.

Zeb or Rene Hartley of the Novelodeons says he's going fishing—someplace.

Announcer Jack Holden declares he's open for bids.

~*~*~

The Old Hayloft

By THE HIRED MAN

THEY'RE SELECTED! Yes, sir, and yes, ma'am, the big moment has come! The final count has been made from your letters to determine **Stand By** readers' All-Time, All-Star National Barn Dance selections. Thanks a million for those over 2,000 letters and post cards you sent in with your 12 All-Star choices. Your letters came from 35 states and Canada—from Saskatchewan on the north to Texas on the south—and from Maine in the east to Oregon in the far west. Illinois, Indiana, Wisconsin and Michigan led in the voting. Surely representative of the territory covered by the old hayloft show!

Over 100 acts that have appeared on the barn dance since that first broadcast in April, 1924, were given mention by you folks in your selections. Very few failed to receive mention, showing that there are some real

old-time listeners among you. And proving that you have swell memories, too.

Here it is—that final honor list you've been waiting for—**Stand By** listeners' first All-Time, All-Star National Barn Dance selections. Incidentally, this is not in the order of their exact standing.

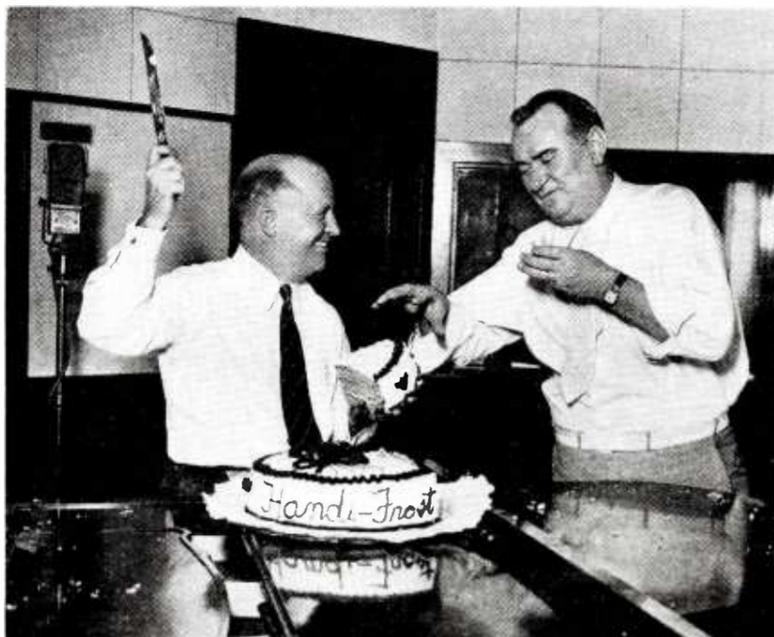
RAMBLIN' RED FOLEY, HOOSIER HOT SHOTS, PAT BUTTRAM, LULU BELLE AND SKYLAND SCOTTY, CUMBERLAND RIDGE RUNNERS AND LINDA PARKER, UNCLE EZRA, GIRLS OF THE GOLDEN WEST, ARKIE, HOOSIER SOD BUSTERS, PRAIRIE RAMBLERS AND PATSY MONTANA, MAPLE CITY FOUR, AND OTTO AND THE NOVELODEONS.

Wonder how many submitted the exact grouping of the chosen twelve? We just had time to get the votes counted and the results into **Stand By** before press time, so have had no opportunity to check. Now this will interest you. Before any of your selections were published in **Stand By**, we asked about 35 WLS executives, writers, announcers, salesmen and secretaries to select their 12 All-Star acts. Nine of their 12 selections correspond exactly with the above list. They included Westerners and Louise Massey, Mac and Bob and Ralph Emerson, omitting three of your final choices.

(Continued on page 15)

~*~*~*~*~

A COUPLA CAKE-EATERS



A "sizable hunk" of cake for such a "little feller," thinks Big Eddie Allan—but Station Mgr. Glenn Snyder will fight for his rights.

WLS DAILY PROGRAMS

Saturday, July 11, to Saturday, July 18

870 k.c. — 50,000 Watts

Monday, July 13, to Friday, July 17

(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. (Hamilin's)
- 6:10—Program Review.
- 6:15—Mon., Wed., Fri.—Top o' the Mornin' Crew with Happy Henry, Ralph Emerson, Hilltoppers, Grace Wilson, George Goebel. 4 Hired Hands and Sod Busters; Weather; Time; Temperature. Tues., Thurs., Sat.—Rubinoff & His violin. (E. T.) (Chevrolet)
- 6:30—(Daily ex. Sat.) Top o' the Mornin'—continued.
- 6:45—Mon., Wed., Fri.—The Hilltoppers. (ABC Washers & Ironers) Tues., Thurs.—Top o' the Mornin'—con't.
- 7:00—Jolly Joe and His Pet Pals. (Little Crow Milling)
- 7:15—Prairie Ramblers & Patsy Montana.
- 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—Mon., Fri.—Carol Whammond. Tues., Thurs.—Evelyn "The Little Maid" & Hoosier Sod Busters. Wed.—Evelyn & The Hilltoppers.
- 8:15—Mon., Wed., Fri.—Fun Festival, featuring Hometowners Quartet; Prairie Ramblers & Patsy Montana; Happy Henry; Joe Kelly and Jack Holden. Tues., Thurs.—"Magnolia Time" with Dan Hosmer, Hometowners, Helene Brahm and Hilltoppers.
- 8:30—Martha Crane and Helen Joyce in Morning Homemakers' Program; Helene



THESE FIVE of your radio friends have adopted new, cool summer head gear for their travels on the road making personal theatre appearances.

(CENTRAL STANDARD TIME)

Sunday, July 12

- 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, July 12

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.

Brahm; Hilltoppers; Phil Kalar; Carol Whammond; Grace Wilson; WLS Orch. Tues., Sat.—Ralph Emerson; Prairie Ramblers & Patsy Montana.

9:00—Musical Round-Up—Orchestra; Prairie Ramblers & Patsy; Christine; Tommy Tanner; Red Foley, and Rodeo Joe. (Peruna)

9:15—NBC—Home Sweet Home. (Chipso)

9:30—NBC—Vic & Sade. (Crisco)

9:45—NBC—The O'Nells. (Ivory)

10:00—NBC—Five-Star Jones. (Oxydol)

10:15—Jim Poole's Mid-Morning Chicago Cattle, Hog and Sheep Market direct from Union Stock Yards. (Chicago Livestock Exchange)

10:20—Poultry Markets—Dressed Veal; Butter and Egg Markets.

10:25—WLS News Report—Julian Bentley.

10:30—Mon.—Guest Artist.

Tues.—Rocky & Ted.

Wed.—Henry Burr; Ralph Emerson.

Thurs.—Federal Housing Speaker; Addison Warner—Stock Market Review.

Fri.—Safety Program—Jack Holden.

10:45—"Old Kitchen Kettle"—Mary Wright; Hilltoppers; Fruit & Vegetable Report.

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; Sophia Germanich and WLS Orchestra.

Tues., Thurs.—Carson Robinson & His Buckaroos. (Servel) (E. T.)

11:30—Weather Report; Fruit & Vegetable Markets; Bookings.

(Continued on next page)

SATURDAY EVENING, JULY 11

- 6:00—Henry Hornsbuckle; Four Hired Hands; Georgie Goebel. (Conkey)
- 6:15—Roy Anderson, baritone, and Ralph Emerson at the organ.
- 6:30—Keystone Barn Dance Party, featuring Lulu Belle. (Keystone Steel and Wire Co.)
- 7:00—Barn Dance Jamboree, featuring Hometowners; Grace Wilson; Max Terhune; Hoosier Sod Busters; Prairie Ramblers & Patsy Montana; Otto's Novelodeons, and others. (Murphy's Products Co.)
- 7:30—National Barn Dance NBC Hour with Uncle Ezra; Maple City Four; Verne, Lee and Mary; Hoosier Hot Shots; Henry Burr; Sally Foster; Otto & His Novelodeons; Lulu Belle; Skyland Scotty, and other

Hayloft favorites, with Joe Kelly as master of ceremonies. (Alka-Seltzer)

8:30—Hilltoppers; Red Foley; Prairie Ramblers. (Gillette)

8:45—Carol Whammond, contralto.

9:00—National Barn Dance, including Magnolia Time.

9:15—Cabin & Bunkhouse Melodies.

9:45—Prairie Farmer - WLS National Barn Dance continues until 12:00 P. M., CST, with varied features, including Prairie Ramblers & Patsy Montana; Hometowners Quartet; Christine; Otto & His Novelodeons; Henry; George Goebel; Hilltoppers; Bill O'Connor; Grace Wilson; Hoosier Sod Busters; Eddie Allan; Red Foley; Arkie; Four Hired Hands; Pat Buttram, and many others.

FISH BITE like hungry wolves with my amazing doughball fish bait. Secret Formula \$1.00. Baer, 5909 Magnolia, Chicago, Ill.

"ON HIS BACK" yet HE GETS \$100.00 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. 2808 Insurance Center Building, Chicago, Illinois

WATCH THIS SPACE

FOR
Appearance of WLS Artists
in YOUR Community

SUNDAY, JULY 12

Chippawa Falls, Wis., Northern Wisconsin District Fair—WLS National Barn Dance: Lulu Belle, Skyland Scotty; Hal O'Halloran; Pat Buttram; Hayloft Trio; Hoosier Sod Busters; Pauline; Sternards; Barn Dance Band.

Luxemburg, Wisconsin, Fair Grounds, (Kewaunee County Cheese Picnic)—WLS Artists: Red Foley; Winnie, Lou & Sally; Tom Corwine; Chuck & Ray.

MONDAY, JULY 13

Superior, Wisconsin, Palace Theatre—WLS National Barn Dance: Lulu Belle; Skyland Scotty; Pat Buttram; Hal O'Halloran; Hoosier Sod Busters; Hayloft Trio; Pauline; Barn Dance Band.

TUESDAY, JULY 14

Superior, Wisconsin, Palace Theatre—WLS National Barn Dance: Lulu Belle; Skyland Scotty; Pat Buttram; Hal O'Halloran; Hoosier Sod Busters; Hayloft Trio; Pauline; Barn Dance Band.

THURSDAY, JULY 16

Sheboygan, Wisconsin, Sheboygan Theatre—WLS National Barn Dance: Lulu Belle; Skyland Scotty; Pat Buttram; Hal O'Halloran; Hoosier Sod Busters; Hayloft Trio; Pauline; Barn Dance Band.

SATURDAY, JULY 18

Cottage Grove, Wisconsin—Chuck & Ray.

SUNDAY, JULY 19

Jefferson, Wisconsin, St. Coletta School—Pat Buttram & The Hayloft Trio.

Cottage Grove, Wisconsin—Red Foley & Eva.

New Holstein, Wisconsin, Civic Park—Otto & His Novelodeons and Eddie Allan.

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 Joole's Livestock Market Summary 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 Announcements.

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 18

5:00-6:30—See Daily Morning Schedule.

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

6:45—Red Foley and Art Wenzel.

7:00—Jolly Joe and His Pet Pals.

7:15—George Goebel.

7:30—WLS News Reports—Julian Bentley. Bookings.

7:45—Sunday School of the Air—Dr. Holland.

8:00—Jolly Joe and His Junior Stars.

8:30—Morning Homemakers' Program—Martha Crane; Helen Joyce; Otto's Novelodeons; Ralph Emerson. (Feature Foods)

9:00—Musical Round-Up—Prairie Ramblers & Patsy Montana; Rodeo Joe. (Peruna)

9:15—Smoky's Fire Stories.

9:30—Winnie, Lou & Sally.

9:45—Choral Program.

10:00—Ralph Emerson.

10:15—Program News—Harold Safford.

10:20—Butter & Egg Markets; Dressed Veal. Live and Dressed Poultry Quotations.

10:25—WLS News Report—Julian Bentley.

10:30—Rocky & Ted.

10:45—"Old Kitchen Kettle"—Mary Wright; Hilltoppers; Fruit & Vegetable Report.

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

11:15—Closing Grain Market Summary—F. C. Bisson.

11:30—Weather Report; Fruit & Vegetable Markets; Bookings; Grain Market Summary.

11:40—WLS News Report—Julian Bentley.

11:45—Poultry Service Time; Hometowns 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' Commission Association.

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

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

2:00—Sign Off for WENR.

HOMEMAKERS' SCHEDULE

(Conducted by Mary Wright)

Monday, July 13

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

Tuesday, July 14

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

Wednesday, July 15

1:00—Orchestra; Paul Nettinga; John Brown; Marjorie Gibson in Fanfare; Party Plans—Virginia Seeds.

Thursday, July 16

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

Friday, July 17

1:00—Orchestra; Marjorie Gibson in Fanfare; "Hobbies"; Evelyn. "The Little Maid."

Saturday, July 18

1:00—Ralph Emerson; Hilltoppers; John Brown; Otto & His Novelodeons; Tommy Tanner; Christine; Interview of a WLS Personality—Marjorie Gibson; Arkansas Woodchopper.

(CENTRAL STANDARD TIME)

EVENING PROGRAMS

Monday, July 13

6:00—NBC—Musical Program.

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

7:00—NBC—Sinclair Greater Minstrels. (Sinclair)

Tuesday, July 14

6:00—NBC—Musical Program.

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

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

Wednesday, July 15

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

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

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

Thursday, July 16

6:00—WLS—Chicago City Club.

6:15—NBC—The Old Judge.

6:30—NBC—Stevens Hotel Orchestra.

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

Friday, July 17

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)

Texas Radio

(Continued from page 3)

cowboy, Spanish, negro and other typical music and songs, but nationally famous groups and individuals are on the schedule.

Such orchestra directors as Jan Garber, Vincent Lopez, Cab Calloway, Duke Ellington, Rudy Vallee, Ace Brigode and Jose Manzanera and his South Americans, are to be featured. Other celebrities whom you may expect to hear from Dallas include Boake Carter, Bob Ripley, Lawrence Tibbett, Harry Richman, Nelson Eddy, Grace Moore and Ed Wynn. This state that was once a republic and has been under six flags, really "goes to town" during its Centennial year.

70 Programs Weekly

About 70 live talent radio programs originate each week from the Centennial studios. Practically all of them are carried by the local stations WFAA, KRLD or WRR or by WBAP, Fort Worth. As we have mentioned, some broadcasts go on state and national networks. Not only are the programs built by the large radio staff of the fair, but many of the Dallas stations' local programs are broadcast from the exposition studios.

A visitor is conscious that radio is on the job the minute he enters Centennial park. Large pylons or "singing towers" equipped with speakers carry the programs throughout the grounds. Then we find the \$50,000 studios, centrally located. The radio building and public address system represents a \$150,000 investment of the Gulf Oil Corporation, sponsors of radio at the Centennial. E. K. Smith, chief construction engineer of the company, designed and supervised the building of the fair's radio home, which is most modern, unique and efficient in every respect.

See Radio's "Inside"

Centennial visitors are really shown the "inside" of radio broadcasting. The building is the shape of an open letter "U". Large glass-front studios are in either wing, with monitor rooms for each. In the center is the main engineering control room, completely visible to spectators. At least 750 people may be seated within the "U" to see and hear the many programs as produced and monitored from these studios. Behind the studios are several offices for the executives, announcers and continuity writers. The two large studios are of "floating" construction, the floors, walls and ceilings being suspended from the main structure in order to diminish sound from the outside.

As you stand in the court and watch the production of a radio program,

you really learn what happens on the "other" side of your radio set at home. You see the radio engineer tune down the handsome baritone's voice when he waxes too enthusiastic. The master control man "mixes" or balances the program for the air before your face. In fact, you see all those "gadgets" that are radio and even if you can't understand the "whys and wherefores," you gain a clear picture of how a program is put on the air.

Radio Gets Big Place

Yes, just as Texas, our biggest state, is celebrating the 100th year of its independence in a big way, so has radio been given the big place it justly deserves with facilities that will continue to enable all of us, throughout the summer and fall, to hear what's doing at the "whopper" party of the Lone Star state!

If you can visit the Centennial, you'll not only enjoy its radio building, but marvel at the commercial and manufacturing exhibits, the midway, the beautiful night lighting effects, and the acres of space given to display the oil, agricultural, livestock, dairy and other natural resources of the state that is focusing America's attention this year.

The Old Hayloft

(Concluded from page 12)

Honorable Mention should be given to the following barn dance favorites who didn't quite manage to "squeeze in" among the lucky 12. Here are the names of acts that stood well in the count: Westerners and Louise, Grace Wilson, Henry Burr, Flannery Sisters, Three Little Maids, Henry Hornsbuckle, Winnie, Lou and Sally, Pie Plant Pete, Chuck and Ray, Sally Foster, Evelyn, Christine, Mac and Bob, George Goebel, Bradley Kincaid, Pa and Ma Smithers, John Brown, Gene Autry and Bill O'Connor.

What next? Let the Hired Man know if you have any other ideas as to things we can carry out in this column, similar to the barn dance selections. Or if there are any questions regarding the barn dance that you would like to have answered. We'd be glad to include just what you like best. Be seen' you next week.

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Chicago's water filtration problem, which has been aggravated by the pollution of the Calumet River, is the subject of a weekly series of broadcasts, sponsored by the City Club of Chicago. These discussions, conducted by Dr. Fred O. Tonney, director of research of the Chicago Board of Health, are heard every Thursday evening, 6:00 to 6:15, p. m., CST, over WLS.

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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.

Definite Relief or Money Refunded

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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