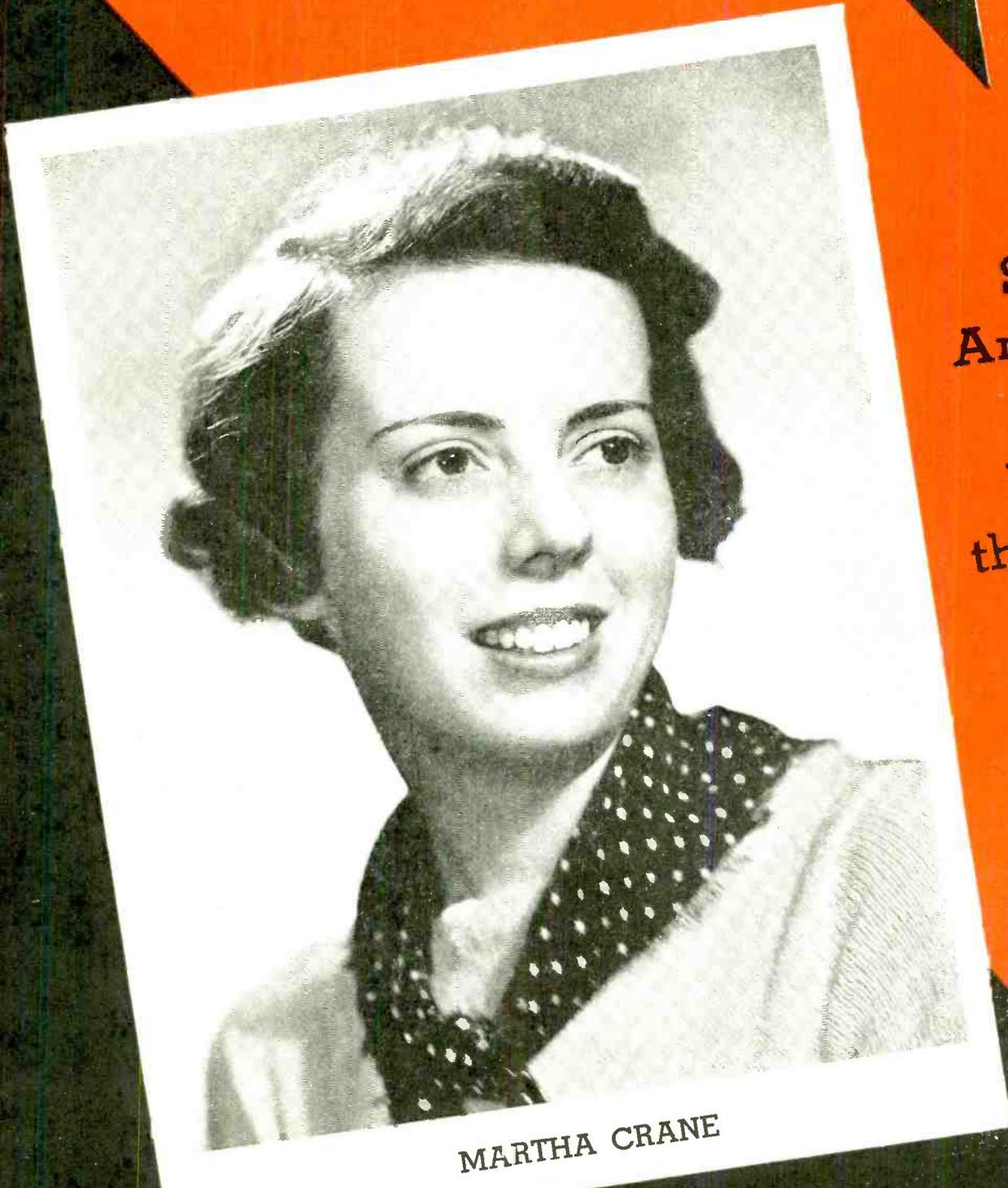


HELLIE I. ARNOLD
217 E. SUMMIT AVE
STOCKTON ILL
AM 7-1274 DT 1089-6

Stand By

FEBRUARY 6, 1937



MARTHA CRANE

Sports
Announcer

•
Radio to
the Rescue!

Listeners Mike

Not "Sick Calves"

I see that Ella and Jane are very much annoyed by the Prairie Ramblers on the Barn Dance. Along with most radio listeners, I would much rather hear the hayloft "calves" than the "Wisconsin beefers." . . . **Red, Robinson, Ill.**

Ella and Jane are probably used to some one-horse outfit and don't know good music. But the Ramblers are all a good bunch of sports. They can take it. They probably consider the source and think it's a joke. . . . **Mr. and Mrs. John Berry, Madison, Wis.**

If anyone suggested turning off the Prairie Ramblers at my home, I'd tell them not to slam the door as they went out. Why is it the Ramblers stop the show every Saturday night and why is it they receive such applause when making personal appearances? It's because they are the best group of entertainers on the air. **Flossie Lane, Champaign, Ill.**

The Barn Dance would certainly lack a lot of pep and chuckles if the Prairie Ramblers were missing. They can be serious when they sing a lovely, sacred song just as they are comical on a side-splitting tune. . . . **C. L., Galveston, Ind.**

I've just learned something new. I've been living on a farm for 16 years and I never knew that calves can play instruments as well as the Ramblers can. Also, when a calf is sick, it doesn't make a sound. . . . **Rosie D., Stephenson, Mich.**

We bow our heads in shame to think anyone from Appleton, Wisconsin, could say such mean things about the Ramblers. . . . **Irene and Eunice, Appleton, Wis.**

Baby Pictures

We have especially enjoyed Stand By the last few months because of the additional pictures. The pictures of the babies were great. Tell Joe Kelly he can just send his baby to me if he ever gets tired of him. He sure is a darling.

Enjoyed the picture also of "Painted Dreams." Let's have some more pictures of different casts such as "Bachelor's Children," "We Are Four," "The O'Neills" and some others. Would especially like to see a picture of Olan Soule. . . . **Mrs. Jacob Dekker, Grandville, Mich.**

Making a Scrapbook

I listen to your programs when I can get them. As a general thing, we cannot get your programs after the Smile-A-While gang are off, but today I heard them up to the Hill-toppers.

At first Stand By didn't mean a thing to me, but I got interested because since I've been reading it, I seem to know you all. So I looked up my old copies and now I'm making a scrapbook of them along with the autograph book. . . . **Mrs. Dudley Goodrich, Burnsville, W. Va.**

Picture Requests

I would like very much to see in Stand By pictures of the casts of "Backstage Wife" and "Big Sister," also their real names. . . . **Mrs. Henry Heil, Dundas, Minn.**

Old Time Songs

I agree with Gladys Corbin. We hear popular music all week and we do so look forward to Barn Dance night. Let's have more of the real old-time songs. Also daily hymns would appeal to me, but not on Smile-A-While. I have a baby and can't have the radio on that early. Around the noon hour would be ideal, I believe. . . . **Ettie, Chicago.**

Coincidence

I have just been listening to Jean McDonald's interview with Marjorie Gibson. Jean mentioned that her mother and father met in Lansing, Michigan. I used to live in Lansing and as a very young girl, I used to go to the theatre which was then called The Empress. The only two names I remember in the stock company that played there were Dolly Day and Eugene McDonald. I feel like I know Dolly and her daughter well. . . . **Mrs. Clifford Brooks, Casnovia, Mich.**

Album Comparison

While discovering new things in the Family Album I started comparing other albums. Here's a "find." The picture of Ken and Hezzie on page 26 of the 1935 album and the one on page 35 of the 1937 album certainly look very much alike, even to the facial expressions. . . . **Margaret Vetsch, LaCrescent, Minn.**

Each Happy Sound

It is six months since I have had your station tuned in from sunrise till there was no more. When Uncle Ezra's program and the network hour of Saturday nights enters our home, smiles appear on every face, and I find myself glued near the speaker to catch each happy sound. We only wish the 60 minutes we are able to get on Saturday night lasted until dawn. . . . **Mrs. E. J. Baker, Portland, Ore.**

Is It Arkie?

I have just received my eighth copy of Stand By. There are 14 of us at home and someone has it continually. I would like to guess that Arkie is the Hired Man. . . . **Dollie, Keystone, Ind.**

Or Hal

I've been especially interested in the identity of the Hired Man. The more I read other people's comments, the more I'm inclined to think it's none other than Hal O'Halloran. . . . **Mrs. R. J. Fuchs, Grano, N. Dak.**

Maybe It's Red

I think the Hired Man is Red Foley. He just seems to stick out all over the page to me. I may be wrong but I feel he is. . . . **Mrs. J. L. Rock, Canton, Ill.**

More Guessing

I heard an argument on Fanfare today concerning who Mrs. Glump and Little Genevieve were. Well, I guess Mrs. Glump is Ralph Emerson and the "little one" is Otto. It's all right to call him little. . . . **Doris Thompson, Custer, Mich.**

STAND BY

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JULIAN T. BENTLEY, Editor
Virginia Seeds, Managing Editor

February 6, 1937

VOLUME 2

NUMBER 52

So You Want to be a *Sports* Announcer

by JOHN BAKER

"THE count is three and two, so Dizzy's got to put this one right over. Hartnett's waiting for the pitch . . . and two men are on base. This pitch may decide the ball game . . . and here it comes! It's a long fly—way out in deep center. The fielder goes back . . . back . . . it's over his head . . . and the runner on second rounds third and heads for home. The runner from first is coming all the way around . . . and he hits the dirt and slides across home plate . . . and Hartnett pulls up on second."

Probably the most glamorous job in the radio business is that of announcing sports. And every sports announcer in the country gets dozens of letters a year from boys who want to know how they too can climb the ladder to this pinnacle of fame: where you get paid for watching a ball game.

Hal Totten, sports announcer for NBC in Chicago makes some observations based on 11 years of announcing sports of all kinds.

Small Field

"In the first place," says Hal, "the field in announcing sports is smaller than any other type of announcing. There are so many dull seasons in the sports world that announcing sports cannot be a full time job. The sports announcer must be able to do something else.

"Some of the good sports announcers also are capable studio announcers; some of them are writers. Quin Ryan of WGN is station manager; Ty Tyson in Detroit is assistant-manager of the station; Huley Hall and



(Above) Clem McCarthy and Hal Totten, veteran NBC sports announcers, caught in action at a heavyweight boxing match.

(Insert) Totten, who advises would-be sports announcers in accompanying article, was in charge of NBC's flood broadcasts at Cairo, Illinois.

Clem McCarthy are newspapermen primarily. I did my first sports announcing while I was on the sports staff of a Chicago paper. And now that I'm in radio entirely I'm a member of the special events department; during the winter months, especially, I spend more time on other events than I do on sports.

Not All Roses

"The number of sports announcers in the country is considerably smaller than the number of radio stations; so it's a limited field of opportunity.

"But now that you know it's not a full time job, and not all roses after you get it, we'll proceed:

"The sports announcer is first of all a reporter. He must be alert to see just what is happening on the field, floor or rink, and then put what he sees into words. It is necessary, too, for him to report without prejudice.

"In order for him to do an accurate and intelligent job of reporting, he must know the sport which he's telling about. If he's played it, so much the better. There are some men who announce as a side-line, and who more or less specialize in their sports. Ted Husing is at his best in football.

and also takes a turn at track, golf, and yachting. Clem McCarthy started out as an announcer of horse races, and then branched out as a boxing announcer.

"But if anyone wants to wear a title of sports announcer, he needs to be familiar with a wide variety of sports, because he may be called upon to announce a game of ping pong in the afternoon and a hockey game at night; he may have to take his turn at jai alai, yacht racing, a bike race, golf, as well as baseball and football. When air races come along, he needs to know something about flying. And it even helps to know something about husking corn.

"The announcer needs to vary his vocabulary and his method of description with each sport. Of course, he must know all the special terms of each sport and use those terms in the right place. His listeners at each broadcast include people who are familiar with the sport he's discussing, and woe be unto the sports announcer who acts as though he doesn't know what is happening and why.

"But there's more to it than using the right term. There's a different

(Continued on page 13)



By JACK HOLDEN

WE have a medal in our home now. Second place award in the junior skating races, won the other night by one young speed demon of the ice who answers to the name of Donnie Holden. It now hangs on the wall in the bedroom, between pictures of Gene Autry and the Lone Ranger.

We went out to Lake Zurich to skate last week. Jack Ross of the Ranch boys was with us; and when he learned I had my movie camera with me, immediately started to pose for pictures on skates. He fell and a half hour later, Jack had regained consciousness and was gritting his teeth as a surgeon took four stitches in the side of the Ross cranium. The pictures were swell and so was Jack's head.

The kids of the neighborhood went to the movies to see "Midsummer Night's Dream." Then they all came over to our house and proceeded to reenact scenes they had viewed on the screen. A notice from the landlord asks that we either send our children to quiet movies or look for another apartment.

Breakfast with Arthur MacMurray and Pat Buttram. Listening to "Mac" tell of a pet ferret he used to own that was a terror to all the rabbits in the country. Buttram, with typical Winston County illiteracy, didn't know what a ferret was.

Al, Art, Fritz and Pat, the Maple City Four, are just about due to arrive in Hollywood this morning. They are out there to make a picture for

the same company Gene Autry and Max Terhune work for.

Al Halus is carrying a cane these days, Not for style but for necessity. Al got into a heated argument with a toboggan sled and an oak tree the other day. He was picked up with a near-broken leg after the smash up. However, Al was smiling brightly yesterday because of that contract he just signed with a local agency for a long run feature part on a big script show.

Shannons and Kellys

We're going to see the play "Shannons of Broadway" Friday night. Joe and Mary Kelly have the lead parts and we're anxious to see what happens. We'll take orchids for Mary after the show and for Joe . . . well, that hasn't been decided as yet but whatever it is, he'll long remember it.

Lunch today with Vernon Dalhart who became famous as a recording artist and the writer of "The Prisoner's Song."

In the elevator the other day with Morton Downey who still wears his hat pulled down over his ears.

Thanks to Fibber McGee and Molly for the swell introduction they gave me while watching their show the other night.

RADIO RESCUES FLOOD VICTIMS



and rehabilitation might go on. Radio brought news of flood conditions to anxious relatives and friends.

WHAS, Louisville, using WSM's transmitter when its own was put out of commission by lack of power, directed the work of getting boats to marooned flood victims, sent doctors where needed, and stayed on the air 24 hours a day, day after day guiding relief forces in Louisville. WSM cancelled all programs so that this work might be carried out.

In Cincinnati, fire raged around the WLW studios but mikemen stayed at their post until dragged out by firemen.

All over the country radio stations became relief agencies, collecting food, clothing and money for flood

(Continued on page 14)

"Send a doctor to 535 East Oak Street. Two women seriously ill!"

"Warning! Turn out all fires. Gas escaping from main!"

Without radio, it is probable that the flood which raged along the Ohio and Mississippi rivers would have taken a much higher toll.

Radio rescued hundreds marooned in their homes. Radio listeners gave generously so that the work of relief

After flights over flooded areas, aviators O'Brien, CSA, Whitacre, AA, and Olson, TWA, were interviewed by John Baker.

Major Chester L. Fordney, U. S. Marine Reserves commander, explained the leather-necks' work in floods.



Develop New Idea In Sustaining Show

A NEW idea in educational sustaining programs is being developed for the 870 kilocycle station. Originally scheduled to start February 1, it has been delayed temporarily so that all necessary time may be given to flood broadcasts.

The fifteen-minute program, which is designed especially for schoolroom listeners, is to be heard every school day at 9:00 a. m. Anticipation is that in many schools it will be used as the opening broadcast of the day.

Although planned for a school audience, the show has so much variety and is so wide in scope that it has a definite appeal for adults also.

Such subjects as the world of commerce with actual broadcasts from large commercial institutions, a practical study of geography through "air tours" of the world, and comments on world news will be covered in the daily programs.

One day each week will be devoted to music appreciation. Another will be set aside for speakers from Middle Western colleges, selected for their interesting experiences and their ability to tell about them.

Any teacher interested in this program as a classroom project may secure more specific information by addressing: Prairie Farmer Program, 1230 Washington Blvd., Chicago.

Show for Swarthout

Gladys Swarthout starts a new radio series of weekly half-hour programs Wednesday, February 10, 9:30 p. m., on the NBC-Blue network. She will be teamed with Frank Chapman, baritone, in presenting favorite songs, old and new with special arrangements. New show is sponsored by the same organization that aired "Parties at Pickfair" last year.

Love and Learn

Love and Learn, a new dramatic serial written by Elizabeth Todd, will be inaugurated Monday, February 8, at 12:30 p. m., CST, over the NBC-Blue network.

As a 15-minute daily series, it will tell the story of small town young people in and out of love.

Florence Freeman, Helen Dumas, James Meighan, and Allyn Joslyn, who have been heard for more than 18 months in "Dot and Will," are cast in leading roles.

Coronation Plans

Preparations are already in progress between United States and English networks for the broadcasting of the Coronation of King George VI and Queen Elizabeth. CBS and NBC expect that this event will provide an opportunity for the most complex trans-Atlantic transmission ever attempted.

VFW Annual Greeting

Officers of the Veterans of Foreign Wars will greet "buddies" in the annual Hello America program on the NBC-Blue network, Monday, February 15, from 10:30 to 11:30 p. m. Several dance orchestras will participate in the program, including those conducted by Gus Arnheim, Henry Busse and Glen Gray.

Dan Goes Commercial

Dan Harding's Wife, daily drama serial, snared a sponsor, February 1, just a year and 11 days after its debut as a sustainer on NBC. Time has been changed to 12:45 p. m., 15 minutes later than formerly.

Johnny Presents

Johnny Roventini, 43-inch-high "call boy," who has become a national figure as a trade-mark for a cigarette firm, will be featured in a new show called, "Johnny Presents," starting February 13. Johnny, acting as master of ceremonies, will present as regular performers of the program, Phil Duey, a 14-voice mixed chorus, a vocal sister act, a male quartet and Charles Martin's "thrill" sketches.



Justus Allen, 20-months-old son of Mr. and Mrs. Oren Allen, waves "bye-bye" to Daddy as he leaves in the morning. Oren works behind the scenes in the sales promotion department.

Current Farm Problems

Current problems of agriculture are analyzed during a series of six discussions being presented on the National Farm and Home Hour under the auspices of the American Association of Land Grant Colleges and Universities. The series which began Thursday, January 28, and continues each Thursday until March 4, is designed to stimulate discussion of current farm problems among farmers.

Phil in Florida

Phil Baker moves the editorial offices of his mythical weekly newspaper, "The Gazette," to Florida to broadcast two Sunday editions from Miami, February 14 and 21.

Races on NBC

The running of both the Santa Anita Derby and the Santa Anita Handicap will be broadcast from the Santa Anita Race Course, Arcadia, California, February 22 and 27, over NBC. Clem McCarthy, turf expert, will be at the microphone.

Hayes Receives Medal

Helen Hayes has been selected by the National Speech-Arts Fellowship to receive the organization's annual gold medal for the finest diction and the most effective speech for 1936.

Jessica a Valentine

Jessica Dragonette has been selected to be America's Valentine for 1937, by a group of artists and valentine manufacturers. Incidentally, Jessica's birthday is February 14 although the artists didn't know that at the time they made the selection.

Hollywood Hayloft

The Maple City Four's portion of network hour of the National Barn Dance, February 6, will be picked up from Hollywood, where the boys are making a picture for Republic Studios.

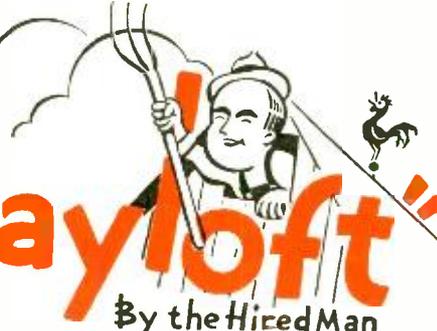
Also featured on the broadcast will be Ezbai Wells, singing druggist of West Virginia, who will present "Love Sends a Little Gift of Roses."

Old-time favorites will make the rafters ring as the Ensemble sings, "Little Red Barn in Indiana"; Verne, Lee and Mary harmonize on "Zeb Turner's Gal"; and Henry Burr is accompanied by the Hayloft Octet in a medley of "When You and I Were Young, Maggie" and "I'll Take You Home Again, Kathleen."

Novelty will be furnished by the Novelodeons' "Sneezing Song"; the Hot Shots' special arrangement of "Mamma Don't Allow"; and the duet by Lulu Belle and Scotty, "What are Little Girls Made Of?"

"The Old Hayloft"

By the Hired Man



MYSTERY! Judging by letters in the "Listeners' Mike," there is considerable speculation as to the identity of your **Hired Man**. . . . It seems that I can be any one of at least six individuals around our studios, and there is evidence to prove each assertion—all of which must make me more than a dual personality, perhaps a "sextuplet" personality. . . . Well, I'm still going to keep hiding behind the old hayloft door—and this week, I will introduce to you another mysterious individual—the **Hired Girl**. . . . You probably won't all be able to guess correctly who she is, either.

Three questions from **Victoria Konieczny**, Thorp, Wisconsin. . . . First, how do **Lily May**, **Grace Wilson** and the **Girls of the Golden West** appear in the old hayloft? . . . I never could describe a woman's dress, so **Marjorie Gibson** consented to answer this. . . . **Lily May** dresses in a long, old-fashioned print dress, wears high-topped black shoes and has her hair done up in a little knot on the back of her head. . . . **Grace Wilson** usually wears a simple silk dress of white or some pastel shade. . . . The **Golden West Girls** wear handsome cowgirl outfits consisting of 10-gallon hats, high boots, leather skirts, white or black silk blouses and leather bolero jackets. . . . Answering the other questions, yes, **Patsy Montana** is just as sweet, calm and sincere behind the scenes as on the air—and **Lulu Belle** has never yet forgotten to chew three or four sticks of gum at the Barn Dance. . . . It's a habit with her!

Knock Knock! . . . Who's there? . . . Why, it's the **Hired Girl!** . . . Whose **Hired Girl?** . . . The **Hired Girl** of the old hayloft. . . . Well then, go on ahead and write so I can catch a nap. (And here's what she wrote.)

Hello Readers! . . . There are quite a few things the **H. M.** misses in the old hayloft, so I'll try to make up for his short-comings. . . . Sometimes members of the **Eighth Street Theatre** audience ask me why the entertainers have to read from script. . . . As you know, the Barn Dance is on the air five hours each Saturday night and if the boys and girls had to memorize all they say, it would require much time, which they do not have because of daily broadcasts. . . . Years ago, radio entertainment was mainly "ad lib" or spontaneous, but

it has developed so rapidly and every minute counts so much, that each program must be accurately timed. . . . By using script, each entertainer and announcer knows just what he is going to do, and when to do it. . . . That's why you see so many glances at the clock to the right of the stage. . . . Some of you have attended the Barn Dance when there was silence for 30 seconds, which seemed like five minutes to you. . . . They were merely waiting for the "green light" which tells them to return to the air. . . . Theatre visitors must remember that it's a **broadcast** and not primarily designed for stage entertainment.

Observations. **Winnie**, **Lou** and **Sally** look so nice in their dresses patterned after the one worn by **Joan Bennett** in "Mississippi." . . . Sure grand to have **Gene Arnold**, **Billie Childs**, and **Joe Parsons** of the old **Weener Minstrels** on the network hour. . . . And can **Bill Childs** dance? . . . That bass voice of **Joe Parsons** is really deep. . . . **Patsy Montana** sings some of her songs on a soapbox from the corner grocery. . . . **Georgie Goebel** always looks so neat and trim in his cowboy outfit with his 10-gallon hat. . . . Amusing to see **John Brown** going from one piano to another, always so quietly. . . . **Al Boyd** seems to be the busiest man in radio. . . . **Ted DuMoulin** hurrying around as if he had a lot on his mind. . . . **Tom Hargis** saying, "I betcha!" and **Buttram** saying to **Holden**, "I ignore you!"

My goodness! . . . Here I am writing when I'm supposed to be doing dishes. . . . Maybe I'll sneak into the old hayloft again some time.—**Hired Girl**.

P. S.—Thanks, **Hired Girl**, you're welcome in the Old Hayloft column any time.—**H. M.**

Add flood oddities: Ed Paul stopped in the control room to hear an NBC broadcast from an airplane over flooded Louisville, picked up Tuesday afternoon, January 26.

The voice from the plane sounded very familiar to Ed; proved to be his roommate, NBC announcer **Lynn Brandt**. Lynn had been peacefully sleeping without thought of plane broadcasts when Ed left home in the morning.

Henry Hornsbuckle Sez

Salty Holmes: There's an appropriate looking hot dog stand.

Tex A: Yeh, it's made of dog wood and all covered with bark.

Ralph Emerson: What is it that holds bricks together?

Bill Thall: Oh that's easy. Mortar.

Ralph: Wrong. That holds them apart.

Eddie Allan: A man was just here to see you.

George Cook: Was he tall or short?

Eddie: Well, both. You see he was tall and he wanted to borrow five dollars.

Pat Buttram: What should I do first in teachin' my wife to drive the car?

Tommy Rowe: Insure the car.

Billy Holmes: There's only clean towels here in the bathroom.

Christine: Well?

Billy: Shall I start one?

• • •

Girl for Stooptopia

"Girl wanted."

This sign now hangs outside the Radio City studio where Colonel Lemuel Q. Stoopnagle and his lame-brain colleague, Budd, broadcast the latest news from Stooptopia every Sunday at 4:30 p. m., CST.

Heretofore Stoop and Budd have taken off the feminine voices themselves, but the Colonel's voice is changing and he has difficulty mustering a high falsetto for the roles of **Lydia Fiddlestuffer**, **Sadie Pickleface**, etc.

• • •

WAR EXPERIENCES



Mrs. Melanie Pflaum, wife of **Irving Pflaum**, **United Press** correspondent in Madrid, told some of her experiences in war-torn Spain when interviewed by **Julian Bentley** on recent **Dinner Bell** program.

Remote Pickups » » » »

If **Dorothy Thompson** isn't the best woman personality on the air, who is?

Alden, Illinois, just a piece up the road from Woodstock, Illinois, would like some recognition for its crooning mouse, **Mickey**. Owner claims it's every bit as talented as Woodstock's famed **Minnie**. Any sponsors interested?

What has the country done to deserve these **community sings**?

Was the **Jack Benny-Fred Allen** transcontinental feud deliberately hatched or was there collusion?

Wish **Harry von Zell**, one of the air's top mikemen, would learn how to pronounce **COMBAT**. It ain't **COMBAT**, Harry.

Ray Knight's firing squad on that Sunday night show is a good idea. So was **Astaire's** "pit of oblivion."

Could we have a little less pomposity from the mikeman on that **Hit Parade**, please?

Well, sir, the newspapers must be humiliated. It was left to one of radio's great minds to think of covering an inaugural parade from a manhole —**STATIC**.

Buttram Butts In

Well, about all we kin think uv an' talk about these days is th' terrible flood. Th' bad thing about it, too, is that next summer we'll probably be needin' rain an' water to help agin drouths an stop dust storms. Looks like th' weather man is on a sit down strike, too.

The only consolation in a tragedy of this kind is that we have a wonderful organization such as the American Red Cross to relieve the suffering.

We had a bad flood down in Winston county one year. . . . It washed out all th' roads before th' construction crew could rip 'em up.

Yourn til,

—**PAT BUTTRAM**.

P. S. Holden sez he wuz a three letter man in college . . . yeah, a **RAT!**



Build Your Own

Wind Charger from old auto generator. We show you how. Make money building for others. Light your buildings and play radio. Dime brings complete plans and catalog. 20 other generator changes, motors, wipers, electric fence, electric outboard motor, etc. Satisfaction guaranteed.

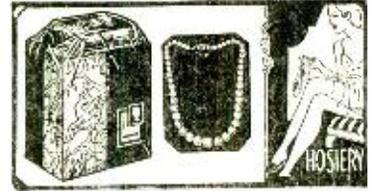
Le Jay Manufacturing Co., 1491 W. Lake St. Minneapolis, Minn.

Read

STAND BY ADVERTISEMENTS!

Clip the coupons — buy the products — tell your friends about them.

FREE! A beautiful necklace, box of Dulure face powder and bottle of perfume given with 2 pair of Fure Thread \$1.00 Plus 10¢ Silk Hose, only Postage



The Hose are silk to top, elastic vented welt, paneled mercerized heel and toe, Chiffon weight. Latest shades — Smokeytone, Gunmetal, Jaunty, Cafe-Clair. Sizes 8½ to 10½. Standard size Face Powder, flesh color, captivating texture, fragrant. The perfume is a pleasing odor, necklace is a beautiful reproduction pearls. Truly a remarkable value but you must act at once. Be sure to state size, color, name and address and enclose 10¢ for postage.

WEST'S SALES SERVICE

10623 Perry Ave.

Chicago, Illinois

This Cluster of measuring SPOONS FREE

Stand By will send postpaid this cluster of aluminum measuring spoons shown above to all readers who will fill in the following questions. After filling in the questions with lead pencil, tear the questionnaire out and mail at once to: Stand By, 1230 Washington Blvd., Chicago, Ill.

This Offer Expires Feb. 20, 1937

1. Do you buy groceries from independently owned store? Chain Store? Mail Order House? Wagon Route Man?
2. Do you bake bread? How often?
3. How many loaves at a time?
4. Do you bake cakes? Baking Powder Biscuits?
5. What brand of all-purpose flour do you use?
First Second Choice

6. What size bag do you buy?
 7. How many bags in a year?
 8. What price do you pay for flour? \$ Size lbs.
 9. Do you buy baker's bread?
 10. Is it baked by your local baker, or is it shipped in?
 11. How many loaves do you buy at a time?
 12. How often do you buy?
- Name
Street or R.F.D. Route
Town
County State

Mail Your Answers to Stand By, 1230 Washington Blvd., Chicago, Ill.

'Most Any Saturday Afternoon

Georgie Goebel, too, seems interested in the interview. He spends most of his Saturday vacations from high school in the studios. ♡



◀ Slim Miller "kibitzes" over Pokey Martin's shoulder while Pokey is the victim of Marjorie Gibson's Saturday afternoon interview.



Lulu Belle tends to her knitting while waiting for her turn at the microphone on Saturday's Homemakers' Hour. ➤

"Family Fun," a popular feature by Mary Wright, home advisor, gives helpful suggestions for amusing the family at home during winter evenings. ➤

Appreciative of Saturday afternoon programs were youngsters from the Saturday Morning Boys' Club of Central Y. M. C. A. Sitting on the floor, they lined the walls of the studio. ♡



Efficient Planning of Work Centers

WASN'T it fun to re-arrange your kitchen to conform to the efficient plan described in last week's issue? Let's consider the details of the various work centers now.

The storage center, which should be near the outside door, consists of the refrigerator and upper cabinet space for storing staple foods. A counter below these cupboards holds supplies while they are being stored



Mrs. Wright

and also serves as a work top for mixing foods. The drawers below the counter hold the equipment needed in mixing and baking. Easy sliding drawers equipped with safety catches make the equipment at the

Modern Vegetable Bin

back more easily available than did the old fashioned shelves. To be at their best, these drawers should have a drawer suspension which holds the loaded drawer level at any point; and to prevent noise, they should have a linoleum covered bottom and rubber bumpers at the back.

One of the most helpful things I have found for the storage center, while investigating the latest kitchen improvements, is a vegetable bin built into a cupboard, below the work surface. The door to the vegetable bin is ventilated to allow free circulation of air and yet give an attractive appearance to the cabinet. Opening the door, you find four drawers, each of which has a capacity of approximately half a bushel. These drawers may be divided into several compartments, and the drawers may be pulled out to make it easy to reach any vegetable you wish. If the storage center is more than a few steps from the sink, it would be well to put this vegetable bin near the sink.

Preparation Center

With the exception of the vegetable bin, all the cabinets or cupboards for storing food should be above the working surface. This allows the work space and cupboards below to be used for the food preparation center. For it is very important to your convenience that the food preparation center should be near the storage center. In these drawers below the food preparation counter, con-

by
**MARY
WRIGHT**

centrate all equipment used in food preparation, except those few utensils which are used at the sink first.

Cake pans, muffin pans, pie pans, cookie sheets, cake cooler and other thin utensils which take up considerable space are usually piled up and this often means you waste time when getting them from the bottom of the pile. You'll find it easier to store such utensils by standing them on edge at one side of the cupboard. If you can build a few thin partitions in your cupboard so you'll have four or five upright divisions for these utensils, you can see at a glance just the one you wish and there'll be no juggling or disarrangement.

You will also want to store mixing bowls in this food preparation center.

You will want measuring cups here, preferably a variety of them. Have one aluminum one with a wooden handle, so you can pick it up easily after pouring hot water into



(Picture by Dieterich Steel Corp.)

Four-drawer vegetable bin is built into cupboard.

it, and also a set of measuring cups which hold various fractions of a cup, such as a quarter, third, half and full cup. They're most accurate especially for measuring dry ingredients because you can level them off easily.

Other utensils you'll need here are custard cups, casseroles and other baking dishes, pastry board, rolling pin, egg beater, grater, food grinder, chopping bowl and knife, fruit juice extractor, and if you own one, your electric food mixer. In the drawers, you'll put the small utensils you use first in this center, kitchen scissors, knife sharpener, mixing spoons, two

sets of measuring spoons, two or three teaspoons, kitchen forks, biscuit cutters and so on.

Each of these various small utensils, including mixing spoons and graters should have its own compartment in the drawer. Select cutlery drawers with partitions that lift out for easy cleaning. If you wish, you can secure partitions which are flexible in arrangement so you can make the spaces any width you wish.

Keep Knives Sharp

In order to keep your knives sharp and free from nicks, hang them in a cutlery rack on the wall back of the work space. For convenience you may want to hang other small utensils such as kitchen scissors, meat forks, measuring-spoons and cups on the wall too.

Deep cupboards designed to hold small articles have steps built in them so the article wanted can be seen at a glance. Spices and flavoring can very well be housed in racks attached to the door so they will not take up valuable shelf space.

The cleaning-dishwashing center revolves around the sink, where a large proportion of the kitchen work is done, including the cleaning and preparation of all raw vegetables as well as dishwashing. Electric dishwashing machines have much to recommend them, chief of which is their ability to sterilize the dishes washed in them. If a dishwashing machine is not installed, the two compartment sink, one for washing dishes, the other for cleaning vegetables, eliminates the need for a dishpan and hence conserves on storage space. A large waste strainer is fitted with a removable cup which makes it easy to empty into the garbage can. A swinging spout which blends hot and cold water and a rinsing spray which pulls out from a recess in the back of the sink are added conveniences. Under the sink a towel dryer behind a ventilated door may be electrically heated or not as you wish. A triple rack of non-corrosive material on the door holds cleaning supplies including the rubber dish scraper. The garbage can may be fastened on the other door under the sink or you may prefer to install an electric unit which grinds the garbage to a pulp and carries it away through the drain. A false back and a metal grille bottom in the sink cabinet will make the plumbing easily available.

All utensils used at the sink first should be stored nearby. This includes vegetable brushes, knives, scissors, vegetable slicers and shredders, strainers, colanders, measuring cup, quart measure, double boilers and pans in which vegetables are cooked. The drawers holding utensils used for vegetable preparation should be on the side of the sink nearest the food preparation center. Dish towels and hot pad holders should be kept between the sink and stove.



The Dinner Bell RINGS

By ARTHUR C. PAGE

AS THIS is being written flood waters in the Ohio River basin have exceeded all previous records, and the crest has not yet been reached. Half a million people are homeless. Militia, coast guardsmen, doctors, nurses—an army of people are helping. Food, blankets, tents, medicines are being rushed by train, truck, airplane.

Here at the Prairie Farmer studio, phones are ringing, telegrams and special delivery letters coming in minute by minute, bringing contributions to the rapidly growing flood relief fund.

Red Cross

Yesterday, Sunday, January 24, about 75 of us started a special program at one o'clock in the morning, continuing until after four o'clock, to raise funds. We rang the Dinner Bell at one o'clock in the morning. Pledges came in during that early morning program from Massachusetts, California, Florida, and Saskatchewan, and almost every place in between. Money has been coming today. Dr. Holland just walked through with a handful of letters with money attached. Inside of an hour that money will be doing its work for the Red Cross.

In the studio on that early Sunday morning program were memories of a day in 1925 when WLS was new. A tornado which struck southern Illinois made an emergency similar to this one. Ralph Emerson, at the organ, remembered how he had stayed on duty right around the clock, helping with that earlier relief drive. Tommy Rowe in the control room had held the controls 27 hours straight, back in 1925. It was during that campaign for funds to help stricken neighbors in 1925 that the Little Brown Church of the Air was born.

Telephones

Nine girls volunteered to man the telephones until after four o'clock Sunday morning.

At this moment—I am interrupted. A man passes some folded bills into my hand. He requests that his name be not mentioned. You have heard him on Dinner Bell Time. Some of you helped to name one of his three baby daughters. I look at the size of the bills. It is astounding. It will

help to buy a lot of food and medicine for other people's little baby girls down in the flood area.

Julian Bentley's desk, with its teletype pouring out news bulletins from every point, is a center of interest. Julian looks up from the long roll of yellow paper, "Water rising again at Pittsburgh," he says grimly. "The levee is out below Cairo. Evansville to be evacuated."

Marooned

From W. E. Renshaw, Prairie Farmer field man, comes a dispatch from Vincennes. The banks of the Wabash are not peaceful here. One hundred and fifty people are marooned on some high land, living in 12 little houses. Three babies have been born, with no medical aid. A coast guard boat is trying to reach them.

We decide to open Smile-A-While time at 4:30 in the morning. Bentley will be up all night collecting news so he can give the latest at 4:30, 5:00, 6:00, and 7:00. When does that man sleep? It's good that he has a tough frame from his boyhood on the farm. The Prairie Ramblers, Patsy Montana and Merle Housh—"Sure we'll be there at 4:30!" They'll have to get up at three o'clock. Two members of the Prairie Ramblers, Salty Holmes and Tex Atchison, have folks in the flooded area.

Aviators

A phone call from the Pure Milk Association. Benefit dance Friday night for the Red Cross Fund. The voice says, "What do you hear from Evansville? I have a son there."

Tonight a special program for half an hour. John Baker will interview aviators who have been flying over the flood area. They have seen this terrible destruction first hand. Through the eyes of radio, people will visit the actual scenes.

Tomorrow—who knows? We will rebuild the program hour by hour, depending on what happens. Prairie Farmer will stay on the job so long as people are homeless, hungry and sick, and we will try to do our part. The magnificent spirit of our listeners and the way they respond keeps us humble, makes us want to do our very best.

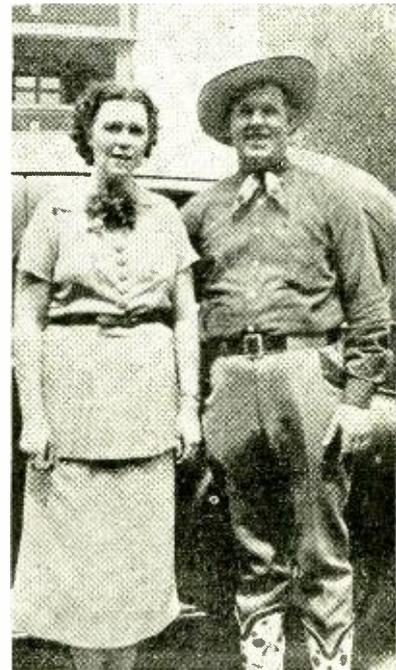
By the time you read this, perhaps the flood waters will be down. Then

the problem will be rehabilitation. We can't even think about that now, because the present emergency is too great.

You won't mind, I am sure, if I say a word of fervent praise for our boys and girls. They are just the grandest lot of folks that ever worked on a radio station, and we are just bursting with pride at the way they jump in to help in this kind of an emergency. But say anything like that to one of them and he'll come back, "That's nothing. Look what our listeners are doing."

• • •

MR. AND MRS.



Gladys and Chick Hurt. She is a Kewanee, Illinois, girl.

• • •

School for Sponsors

What radio needs most, in the opinion of Don Voorhees, is a school for sponsors.

This is no gag, the versatile young orchestra leader insists, but a really serious suggestion albeit a somewhat Utopian hope. Voorhees currently and for some time past has been keeping three sponsors happy, although for the benefit of the trade he would have the school cover such subjects as these:

How to prevent the board of directors from choosing talent.

Baby-faced platinum blondes are not always radio stars, per se.

Keep the wives of sponsoring officials away from the studio.

Every young niece or nephew of a sponsor is not a Metropolitan soprano or tenor.

Homespun compositions desired by local dealers do not necessarily wow the networks.

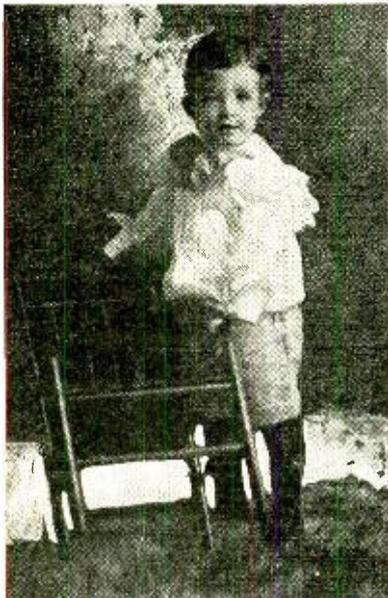
Entertainment of sponsors by the talent does not improve a broadcast.

Fanfare

By
Marjorie
Gibson

GREETINGS, Fanfare friends. In keeping with our new feature, the baby pictures, we decided to ask the folks this question, "What's the first thing you can remember?"

First thing remembered by **Harold Safford**, pictured in frilly blouse at the age of three, is being tied to a stick on a sand bar in the Mississippi river. His father and mother used to



go fishing near Winona, Minnesota, and while fishing, tied Harold with a rope to a stake in the sand. Harold remembers paddling in the shallow water while safely tied to the stick.

Virginia Seeds: I can remember going with my mother to the door and listening to her converse with a salesman about the flood that was raging in the Ohio and Wabash valleys. I was three years old.

John Baker: I can remember going for a ride in the family car when I was three years old. I have since learned that the car was an old two-cylinder Maxwell.

Check Stafford: I can remember walking in the grove west of our

house with my mother holding onto one hand and leading me along. I was particularly interested in the trees and squirrels I saw. Was about three then.

John Lair: No one will believe me when I say that I remember an incident which occurred when I was less than two years of age, but just the same I do remember it. I was sitting in my high chair one day watching my mother pick a turkey. It looked good to me, so I made a grab for it. Over went the high chair, and being unable to get free or to pick myself up, I started yelling.

Jean McDonald: I can remember something that happened when I was two years old. I ran out into the street in front of a big coal truck. My mother rushed out, grabbed me just as the truck came to a halt, carried me to the other side of the street, spanked me, and then kissed me.

First of the 1937 hayloft babies was born to Mr. and Mrs. Don Wilson, early Sunday morning, January 24. Don was at the studios on the emergency flood relief program when he received word that he had a son.

The baby weighs seven pounds and is to be named David Layton Wilson.

Thelma Ross, Julesburg, Colorado: The Hoosier Hot Shots are all married. Hezzie plays the song whistle, washboard, drums and alto horn. Ken plays the banjo, guitar, bass horn and sings baritone. Otto plays the saxophone, clarinet and fife, and Frank Kettering plays the banjo, guitar, flute, piccolo and bass fiddle.

Mrs. Fred M. Davis, St. Anne, Illinois: In real life Amos of the Amos and Andy show is Freemar. Gosden and Andy is Charles Correll.

Helen McMillen, Endeavor, Wisconsin: Happy Jack Turner on WMAQ and Smilin' Ed McConnell are not the same person. John C. Turner and Edward McConnell are

the real names of these two radio entertainers.

Lois Dawson, Madison, Wisconsin: Sy Harris, part-time announcer, is not a brother of Bucky Harris, NBC production man. Sy is a junior in the Commerce School at Northwestern University. He is about five feet, 10 inches tall, has wavy, dark brown hair and brown eyes. He is 20 years old. Is a Chicago boy.

Ruth Arends, Kellogg, Minnesota: Harold Safford, program director, has four children, Betty, Bill, Kathie Lou and Genevieve. Sally or Eileen Jensen of the girls' trio, Winnie Lou and Sally, plays the guitar accompaniments for their numbers. Yes, Linda Lou, year old redheaded daughter of Lulu Belle and Scotty, can walk now. She took her first step alone on December 5.

"One fellow says he's Slim Miller and another one says he's Skyland Scotty. In my opinion he isn't impersonated by anyone else," writes an Elwood, Illinois, friend concerning Doc Hopkins heard on WJJD. Our questioner is right. Neither Slim nor Scotty nor anyone else is Doc Hopkins except Doc Hopkins himself. His full name is Doctor Howard Hopkins. He yodels, sings and plays a guitar.

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Everybody needs food. My plan gives you opportunity for amazing profits at once. Make up to \$14.00 in a day. I'll give you a New Ford Tudor Sedan as a bonus in addition to your cash earnings. No experience required. 250 Famous Products—all fast sellers. I send everything. You don't risk a penny. Write quick for Free Facts.
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ENLARGEMENTS 4—4x6, 25c; 3—5x7, 25c; 3—8x10, 35c.
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50 ORIENTAL FLOWERS 10c
An unusually colorful garden of beautiful Oriental Flowers from China and Japan, especially adapted to our climate. Package of 50 for 10c; 3 packages for 25c, postpaid. New 1937 Garden Guide FREE.
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The Latch String

By CHECK STAFFORD

HOWDY, folks: February is here, and soon first robins, early spring flower reports, and seed catalogs will be with us.

Many stories of bravery and sacrifice and of courageous deeds done by rescuers in the recent Ohio river flood districts, still come in. Human lives were endangered in the raging flood, and many brave fellows, unmindful of their own risk, saved families who had stayed too long in their homes.



This reminds me of the story I once heard of a brave old coast guard captain who had ordered the life boats out to aid a liner, wrecked off the coast of New England. The storm was raging, the tide was running out, and it looked hopeless. A young, untrained, white-faced guard said in a shaky voice, "Sir, the wind is against us, also the tide. Of course we could go out to 'em, but what good would it do? We couldn't possibly get back." The grim old captain, facing the lad and crew, said, "Launch the boat. We're going out. We don't have to come back."

Here are just a few of the many phone messages received during the recent campaign for relief funds for flood sufferers over the air.

One lady, recently bereaved by the death of her infant daughter, offered the baby's entire wardrobe. She said the tiny clothes were all neatly laundered and wanted to know where the proper headquarters were that would receive them. "I feel," she said "that

much as I treasure the little garments, here is a chance for them to do more good than they would if I held them through life."

Another call was from Carl Blaubach, now a resident of Chicago, who used to be a Mississippi and Ohio river pilot and boatman. Offering his services in behalf of the cause, Blaubach said he knew from 20 years of experience, what those raging waters were doing to the distressed region. His name was sent to headquarters immediately.

Mr. Blaubach was aboard the old sternwheeler "J. S." when, loaded with excursionists, it burned on the Mississippi many years ago at La Crosse, Wisconsin.

While I was answering the calls, Col. Jacob Churchman of the Associated Christian Volunteers, who donated a generous sum in new quarters last year in the eastern flood emergency, stopped at the desk to leave another five dollars for the Ohio river sufferers. This time his gift was also in new, shiny quarters.

Our mail contained, among other subscriptions, a generous one from Ern Landers, editor of the Ogle County Republican, at Oregon, Illinois. For years before settling down to newspaper work, Ern was with circuses and carnivals. At one time he was caught in a 10-day flood at Bonesteel, South Dakota, while travelling with the old Gollmar Brothers circus. Ern says in his letters: "Yes, I know something about these floods from experience. Fact is, when we were caught there, it reached a point where we didn't know whether the performing lions would eat us, or we'd have to sacrifice them, as food for ourselves. Short rations and lack of water are despairing issues that try men's souls in such times. And it is then that a warm hearted neighbor world somehow always comes to the aid of the suffering. We are our brother's keepers . . . always have been and always will be." Ern may yank me over the coals for quoting a part of his fine letter but I'll risk it. Just wish there was space to devote to the many, many, warm hearted

messages received. It's a generous world after all, and we are proud of the legion of reader and listener friends for the part they play in relieving human misery and suffering.

Before long St. Valentine's Day will be here. Do you remember when pretty pieces of wallpaper, flower and seed catalogs, flour paste, and scissors were the materials you used to make valentines for your school-mates? Many could not afford the few pennies needed to purchase the handsome, lace-edged ones at the village general store. Among the souvenirs of childhood are found many crude, hand-decorated valentines, gifts in by-gone years of folks now travelling the last miles of Life's highway. Many of us, pause in revery each Valentine day to wonder where little Mary is now, as we recall how her valentine set our hearts aflutter. And whatever became of red-haired Johnny, whose cut-out token we've kept through the years? Fond memories, these.

Seen Behind the Scene

Down at the Eighth Street Theatre last Saturday night . . . some visitor talking to the usher: "Well, I just made it," he says, "and I drove 410 miles to get here." "Well," replies the usher, "we had a family here for the first show that drove 1,200 miles." . . . They're real out-of-towners. . . . Things worth listening to: The *Novelodeons* playing "The Wedding of the Winds." . . . The *Trials of Abraham Lincoln* dramatized every Thursday evening at 8:00. . . . The Oshkosh program featuring *Pat's Singing Cat* every morning at 6:45 a.m. . . . Christine's yodeling. . . . Bet a lot of you listeners enjoy hearing the recipes and homely suggestions offered by *Mrs. Gump* and the recitations of her little daughter, Genevieve—the folks here at the studio always gather 'round to watch these two famous characters when they go on the air. . . . *Grace Cassidy* is one of the most popular persons on the third floor—she handles the pay checks! . . . *Al Boyd* will probably never merit the title "the calmest man in show business."

Radio Fellowship

A fellowship for observation and training in network procedure at NBC studios in Radio City, New York, has been granted to Allen Miller, head of the University Broadcasting Council of Chicago, by the General Education Board, a Rockefeller Foundation, it was announced today at NBC's headquarters in Radio City.

Mrs. Caris, Homemaker

"WE'VE just bought a real home," Martha Crane announced with characteristic enthusiasm. Marty, her husband, Ray Caris, and young son, Crane Caris, are planning to move to their new home in a north shore suburb on May 1.

In the meantime, Marty is going to be mighty busy making plans for her new home while keeping up with her Feature Foods program. But she never seems to be too busy, for she has boundless energy.

Marty describes the new home as "just a doll house. The rooms are very tiny except for a great big living room. But there's a lot of yard-space and that will be grand for Crane."



Crane is growing so fast he's a lap-full, Marty says.

Crane, by the way, will be two years old April 2; and he talks all the time. His constant companion is his four-months-old Irish setter pup, whom he named Abie because that was the only word he could say when the pup came to live with them. Now, every time Crane is corrected for anything, his alibi is "Abie did it."

A real homemaker, Marty has had practical rather than theoretical training in home economics. She was born in Mount Pleasant, Iowa, on June 1, 1907, and grew up in that Mid-Western town with her younger sister, Helen, and brother George. Her first two years of college were spent at Iowa Wesleyan in her hometown, and then she enrolled at Northwestern University, in the school of journalism.

After a year in Northwestern, she spent the summer traveling over Europe with a student group of 14.

That was in 1928, and that fall she got a job in the Prairie Farmer radio mail department. Not content with the routine work, she worked into the editorial department. There, she became "Uncle Toby" and prepared and edited a weekly children's page for Prairie Farmer.

Lois Schenck, women's editor of Prairie Farmer, was then handling homemakers' hour in addition to her editorial work. When Lois was out of town on reporting trips through the Middle West, Marty took her place on Homemakers' Hour.

Marty Takes Homemakers'

While Marty was substituting for Lois, both of the girls were doing half radio work and half editorial. Then, it was decided to turn Homemakers' Hour over to Martha so she could concentrate on radio programs and Lois could confine her efforts to her editorial job.

At the time, 1929, part of the studios were still in the Sherman Hotel, and there were only two rooms in the radio department of the Prairie Farmer building. Marty remembers how she had to tap the microphone with a pencil to get on the air. Ordinarily Homemakers' Hour was broadcast from the Prairie Farmer building with a trio—Herman Felber, Ted DuMoulin, and a pianist—furnishing the music; but on special occasions, it was broadcast from the Sherman with an orchestra.

High-School Sweethearts

The same year she and Ray Caris, her home-town sweetheart who came to Chicago about the time Marty did, were married.

Martha was in charge of Homemakers' Hour until October, 1934. She did some radio work in the year Crane was born, and returned to the air regularly with the Feature Foods program in the fall of 1935.

Marty has that invaluable radio asset—personality. She is five feet, four, and weighs 114 pounds. Her eyes are brown and she wears her brown hair bobbed. She likes to knit and prefers sports clothes, which she wears with a casual smartness.

• • •

Mardi Gras

Mardi Gras, with which New Orleans traditionally ushers in Lent, will be thrown open to the whole country at the zenith of the festivities when CBS makes its broadcast from three points throughout the city on "Shrove Tuesday," February 9, from 3:30 to 4:00 p. m.

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Just think... for less than \$1.00 per month (\$11.00 per year)... you can have the protection of an insurance policy that pays up to \$25.00 per week for 10 weeks for accidental disability, \$25.00 per week for 8 weeks for sickness disability, \$25.00 per week for 4 weeks, hospital benefit for accident disability, \$100.00 emergency allowance and up to \$5000.00 for accidental death. A policy issued by a nationally known legal reserve insurance company, which pays claims promptly! Approved by Insurance Departments of Eighteen Central States.

7 Days Inspection FREE!

Simply fill out and mail the coupon for complete information about the **Blue Seal Policy**. No medical examination. No obligation.

Don't Risk Delay -- Send This Coupon TODAY!

CENTRAL UNDERWRITERS

308 Park Ave. ROCKFORD, ILLINOIS

Please send me complete information how I can get the **Blue Seal Policy** for 7 days FREE inspection.

Name..... Age.....

Address.....

..... S-1

Radio Rescues

(Continued from page 4)

victims. Money, according to the American Red Cross, was the greatest need and radio listeners contributed generously.

Following a three-hour program, January 24, and subsequent flood relief fund programs and announcements, WLS listeners contributed a total of \$50,000.00. At press time, January 29, the contributions were still filling the mail bags. Single donations ranged from 10 cents to \$2,500, and many groups collected contributions and sent them to the station to be turned over to the Red Cross.

January 27, Tom Rowe, "Andy" Anderson and John Baker set out for Charlestown, Indiana, in the mobile unit truck. They went, not primarily to get short-wave broadcasts of the flood situation, but to be of service in the communications system which was so important a part of the relief and rehabilitation work.

No report of radio in the flood would be complete without mention

of the "hams" who did yeoman service with their amateur stations.

During the first two days of the flood, amateur station W-9ELL, operated by W. R. LaVielle, Jr., did most of the effective flood rescue work, but when Louisville's power failed his station went off the air.

From portable apparatus in row-boats, on roofs and in trees all over the flooded areas, the hams took up the communications work, calling upon their brother operators beyond the flood waters to relay their messages to the proper places.

Debate Ballot

In the February 7 debate, I cast my vote for:

University of Chicago
(Affirmative)

Chicago Kent College of Law
(Negative)

Kindly check in box the team you are voting for.

If you would like to have a copy of debate, check box.
Address this ballot to: College Debates, WLS, Chicago, Illinois.

Are You a Judge of Faces?

After you have looked closely at the pictures of all the folks on the sixty-four pages of the WLS Family Album, you can understand better the unique personality of Radio Station WLS.

The depth of sympathy and understanding which has been called the outstanding characteristic of WLS is shown in the faces of its people. These are folks who have come from many walks of life and from many places.

You will find it interesting to look straight into their eyes in these beautiful Album portraits, and feel that you are really learning to know them.

The Album consists of 64 pages bound in a beautiful cover, the largest and handsomest Album we have ever published.

Send for your copy right away while they are still available. The price is 50¢, or 65¢ if you live in Canada, and you address your order to—

FAMILY ALBUM, WLS
Chicago, Illinois

LILY MAY

Fearless



Notes from the MUSIC LIBRARY

By JOHN LAIR

THE song exchange idea seems to be growing by leaps and bounds. Almost every mail brings letters from song collectors who tell us of the very pleasant experiences they have had in contacting other folks with the same hobby, through this department. The volume of correspondence is so great in this office that it is impossible to answer it all; and in consequence the plan of putting music lovers in touch with each other, direct seems the solution.

In this connection it might be well to advise that we are so swamped with requests for song poems to be published on this page that it will be useless to send in additional requests for the next two or three months, during which time we hope to print most of those now in file.

SONG EXCHANGE

Add the following to your list of song collectors who are anxious to exchange old songs with you:

Mrs. Herman R. Lee, Crosley, North Dakota, has a big collection of old songs.

Marie Zillow, 6504 Washtenaw Avenue, Chicago, has about 1,500 songs which she has copied from radio programs. Most of them are hayloft favorites.

Paul C. Burch, 905 West 11th Street, Bloomington, Indiana, has between 50,000 and 75,000 songs in his collection and is anxious to get more.

Violet Ceranek, Route 1, Downers Grove, Illinois, says she has the words to every song Lulu Belle and Patsy Montana have ever sung on the air. She would like to exchange some of her 2,500 songs with other collectors.

W. E. Hunt, Dayton, Ohio, wants a copy of an 1890 ballad, called "Florence." The chorus was:

Come back to me, Florence,
As in days of yore,
When vows we had plighted
To love forevermore;
I wake in my dreams,
And I cry out in vain.
Florence, my loved one,
Come back again.

If you have a copy to spare, kindly send it to the music library so it can be passed along to Mr. Hunt.

Patsy Montana wants sheet music

to an old laughing song, one verse of which goes like this:

One day I put some pepper into Dad's snuff box:

Such a sight again I'll never see!
Well, he laughed and he sneezed till I thought he'd have a fit.

Then he took me out and did he tickle me!

If you can help the little singing cowgirl get this song in sheet music form, she will appreciate it very much.

Answering a request from Mrs. W. R. Bloxham, Evanston, Illinois, we print the words of:

"Old and Only in the Way"

As we walk through the street, how often we meet

Some poor old men whose lives are naught but woe;

With age their forms are bent, in their pocket not a cent.

And for shelter they do not know where to go.

With relations by the score who keep them from the door

And meeting on the street they pass them by;

If you ask them why it's done, they will answer you and say,

"We're poor, we're old and only in the way."

Chorus:

So let us cheer them on, they won't be with us long;

Don't sneer at them because they're old and gray;

And remember while we're young, the days to us may come

When we'll be old and only in the way.

There was a time, I hear, when young men were not so queer,

But since that time there's come an awful change;

Young men in health and might, their old parents they will strike,

And it happens every day—it's nothing strange.

Take this poor wreck of toil, his children do him spurn,

For death, I'm sure, he often times does pray;

Himself and faithful wife, after toiling all their life,

When old they find that they are in the way.

My little song, I'm sure, is for rich as well as poor.

For take a rich man when he's growing old,

For his friends will shake his hand, his relations round him stand

Awaiting him to die—they want his gold.

Then let us from this hour, do all that's in our power

To make the road for old folks light and gay;

And if they trouble on us cast, why let it be our last

To say that they are old and in the way.

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MOLLY DARLING
OLD HOME DOWN ON THE FARM
GATHERING SHELLS FROM THE SEASHORE
THE GIPSY'S WARNING
GRANNY'S OLD ARMCHAIR

Song collectors will find these copies of the originals very interesting. The price is 25¢ per copy.

Order from
MUSIC LIBRARY, WLS
Chicago, Ill.

A Sports Announcer

(Continued from page 3)

attitude to be adopted for the different sports, mostly out of consideration for the listening audience. The baseball audience expects a little slang and a breezy delivery; the football audience expects enthusiasm but not so many slang terms. Golf and tennis listeners expect more polish. So the sports announcer needs to suit his vocabulary to the sport.

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Pay nothing now. Just send name and address on postcard. Pay postman only \$1 plus few cent postage on delivery. Send your order today.

"An important part of sports announcing is interviewing sports personalities. This necessitates getting acquainted with the athletes personally, and gaining their confidence. Why is their confidence necessary? The best interviews are ad libbed. If the coach or athlete knows that the interviewer thoroughly understands the game and its ethics, he'll willingly submit to an interview on the air. One Big Ten football coach was always willing to help a sports announcer in distress. One time he left a banquet for a brief interview and was asked questions which no experienced interviewer would have asked: 'Who do you think will win the game tomorrow?' 'Do you think Jones is a better punter than Brown?' And so on. Since that time, he's insisted that every interview be written out.

Impromptu Interview

"One evening an athlete sent me word that he couldn't appear for an interview due on the air in about 20 minutes. The interview was an important part of the program, and I had to have someone. I knew a girl swimmer was in town, training for a meet. I'd known her ever since she was a kid, and so I called her and explained my predicament. 'Gee—I just came out of the pool and haven't even dried off yet. I'll throw on some

clothes and be right over.' She grabbed a taxi and arrived three minutes before we went on the air, and we talked about swimming for 15 minutes, absolutely without preparation. If I hadn't had her complete confidence, she wouldn't have been willing to risk her standing with the public and with other athletes by being interviewed without having an idea of what she would be asked.

"There's no set formula for becoming a sports announcer, but there are some things that are necessary: becoming familiar with sports of all kinds is one, and that can be accomplished by participating in as many of them as possible. Watching as many as possible is a help, and reading the sports pages of the newspapers is important. Getting acquainted with athletes will be a great aid to any prospective sports announcer. And, who knows? You might be able to learn something about the business by listening to sports announcers on the radio."

(This is the second of a series of articles on opportunities in the radio field, prepared by John Baker. The series will be continued every other week.)

• • •

Quints' Wardrobes

Dr. Dafoe, who gives advice to mothers over CBS in addition to taking care of the quintuplets, says that the Dionne quints have received as gifts about the most extensive wardrobe any children might possess. The little girls—all together, of course—have 15 pairs of slippers, 30 slips, 120 pairs of panties, 60 pairs of stockings, 40 sweaters, 140 dresses, and innumerable winter playsuits, overalls, mittens, coats and other apparel. When outgrown, the clothes are distributed to less fortunate children.

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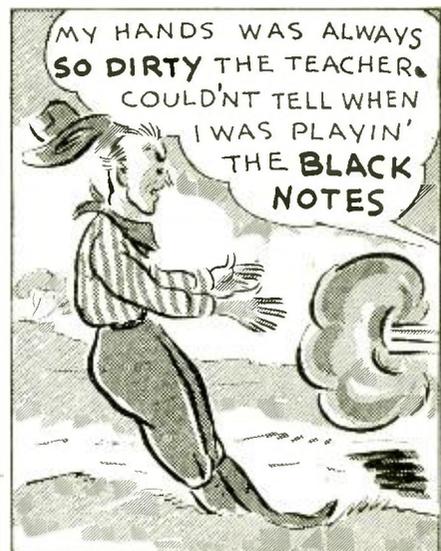
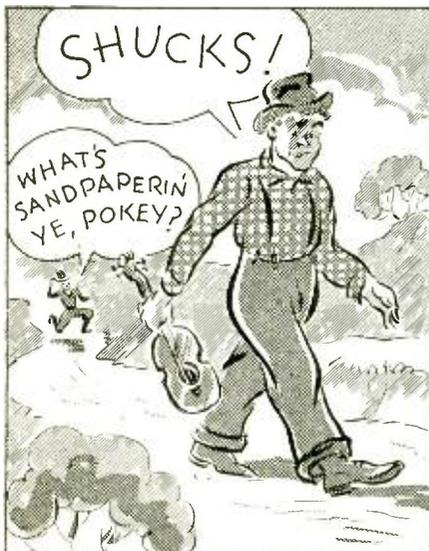
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Birthday Cards

5 Beautiful Birthday Cards, 25¢ postpaid. Money back if not satisfied. Send for free list of greeting cards for all occasions. Cardman, Room 824A, 841 N. Wabash, Chicago.

Books

Uncle Ezra's "Book of Poems" and "Thoughts for the Day" contains a wealth of material for Home talent shows, school, church and social gatherings. It's a book no home should be without. Ninety-six pages with pictures of Rosedale and Rosedale folks. Mail one dollar to Uncle Ezra Watters, % WLS, Chicago, Illinois.

Hotan Tonka's Indian Stories! Have a limited number of my Indian story books "Ojibway Trails" to close out at 25 cents each, with a picture of Hotan Tonka free with each book. Many of these stories broadcast on WLS. Children love them. First come, first served. Send 25¢ to Hotan Tonka, Box 38, Stand By.

Cats for Sale

Lovely Persian mother cat. Pedigreed. \$5.00. Mrs. Cloyde Hayes, Muncie, Illinois.

Chalk Talk Stunts

For entertaining. Laugh Producing Program, \$1.00. Catalog Free. Balda Art Service, Dept. F-9, Oshkosh, Wisconsin.

Confectionery for Sale

Redecorated and remodeled recently. Papers; magazines, tobaccos; candies; ice cream, and lunches. Middle main business block, next to post office. Bargain. Call 61, Peatonica, Illinois, or see Merle H. Ihne.

Dogs for Sale

Beautiful pure bred Spitz puppies. Eligible for registration. Fine watch dogs, \$3.00 and \$4.00. Chas. Marple, Hayward, Wisconsin.

Black and Tans. Two male pups, one female. Mrs. Oscar Schwing, Route No. 1, Woodland, Wisconsin.

Farm for Sale

130 acre farm for sale. 10 room house, two barns, timber, pasture and running water. On stone road, direct from owner. Iva Fisher, New Carlisle, Indiana.

Good 80 acre equipped northern Wisconsin farm. Good soil, buildings, electricity, eight thousand cash. Box 37, 1230 West Washington, Chicago.

Help Wanted—Women

Mother's helper — between 20 and 30. Good home, stay. \$5.00 week. Perlman, 1612 North Shore, Chicago.

Instruction

Get 1937 Government Jobs. Start \$105-\$175 month. Try next announced examinations. Full particulars free. Franklin Institute, Dept. B17, Rochester, New York.

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Daisy Jar Opener: Opens and closes mason jars, etc. Fully guaranteed. Last a lifetime. One dollar postpaid. Box 23, % Stand By, 1230 West Washington, Chicago.

Magazine Subscriptions

Special for Stand By readers! 14mo. of American, Collier's, Woman's Home Companion—all three, only \$4.00. Box 20, % Stand By, 1230W. Washington, Chicago.

Miscellaneous

Latest Souvenir of historical Boot Hill, Dodge City. Fine paperweight. Radio ornament. Fifty cents postpaid. Roy Hardin, Fort Dodge, Kansas.

Save a dime on every shine. Handy Shoe Mitt—black or tan. Cloth, polish and mitten—"All-in-One". 20¢. Hughson, 182 Beltran, Malden, Massachusetts.

25¢ Coin brings quantity of assorted Tracts, including Photo of two-year-old twin brothers, instantly killed on railroad track, with poem of tragedy, written by their heart-broken Mother. Net proceeds will assist in spreading Religious Literature among Invalids, Cripples and Prisoners. Stutzman Tract Service, Millersburg, Ohio.

Musical

Play guitar quickly. Learn solos and chords easily, without notes. Fascinating new system. Send only 50¢ (coin) for complete instructions. Success or money back. Descriptive folder on request. Century Studios, 149-A S. Oak Park Ave., Oak Park, Illinois.

Shelby Jean Davis—WJJD Supper Time Frolic will send her 5x7 picture and words to four best songs including, "The History Song". Send 25¢ in coin to her. 3545 N. Whipple St., Chicago.

Nursery Stock

Strawberry plants, Blakemore, Aroma, \$3.00-1,000; Fairfax and Dorsetts, \$4.75-1,000. V. Basham, Mountainburg, Arkansas.

Peach and apple trees, \$10 per 100. Cherry, pear, plum, evergreens, berry plants, reasonable. Leo H. Graves, Farina, Illinois.

Pecans

Georgia paper shell pecans, special offer, 10-lbs. \$2.00. Shelled pecans, 5-lbs. \$2.00. W. J. Davis Pecan Co., Valdosta, Georgia.

Photo Film Finishing

NOTICE

Do not mail films in envelopes. Wrap well; tie securely; address plainly. Be sure to put your return address on package.

Rolls developed—One day service—2 beautiful enlargements and 8 brilliant prints, quality guaranteed, 25¢. Electric Studios, 95 Eau Claire, Wisconsin.

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

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

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 1-5x7 enlargement free (in black and white). Guaranteed work; daily service. Allen Photo Service, 3729 N. Southport Avenue, Chicago.

Immediate Service! No delay! Roll developed, carefully printed, and two beautiful 5x7 double weight professional enlargements or one tinted enlargement or six reprints—all for 25¢ coin. The Expert's Choice! Reprints 3¢ each. The Photo Mill, Box 629-55, Minneapolis, Minnesota.

Films developed, 25¢ coin; 2-5x7 double weight professional enlargements, 8 gloss prints. Club Photo Service, La Crosse, Wisconsin.

Photo Film Finishing

Two beautiful, double weight, professional enlargements, 8 guaranteed Never-Fade prints, 25¢ coin. Century 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 Street, Chicago.

Pop Corn Wanted

Pop Corn Wanted—any kind. Send pound sample. State quantity and price. United, 1717 Pershing, Chicago.

Postage Stamps & Coins

Attractive Canada Packet Free, with approvals. Send three cents postage. Merrill Sherman, Rush City, Minnesota.

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Choice New Hampshire Reds. Eggs \$1.50 setting. \$8.00 hundred. Book early, Feb. 15 to July 1. Edwir Raders, Lena, Illinois.

Buff Cochins and Dan Young Leghorns at \$10 per trio. Dr. Bixler, Waukegan, Illinois.

Quilt Pieces for Sale

50 different artistic "Colonial Lady" quilt pieces, pattern, 30¢; Percale, Silks, Woolens, Velvet—bargains. Joseph Demenkow, Abington, Massachusetts.

Bright colored, good material quilt patches, 15oz. 30¢; 30oz. 60¢; 3 1/2 lbs. \$1.00, postpaid. A. E. Coffman, 3336N. Karlov Avenue, Chicago, Illinois.

Fast color prints, 1 lb. 35¢; 3 lbs. \$1.00. Fancy silks for quilts, 1 lb. 50¢; 3 lbs. \$1.00. Postpaid. Crouch's Remnants, Centuria, Illinois.

Nice bundle remnant print quilt pieces, 25¢. Ragrug strips 5 lbs. 75¢. Height's Dress Shop, West Frankfort, Illinois.

Real Estate

For sale—beautiful summer home at Nemahbin Lake. Quiet surroundings. Lawn, garden, shade trees. E. Reinke, Route 1, Box 98, Nashotah, Wisconsin.

Silos

A dollar saved is worth a dollar earned. Write us and let us show you how your first payment now, on that permanent silo you are going to buy next summer, will save you many dollars. Michigan Silo Co., 2610 S. Washington St., Peoria, Illinois.

Stationery

300 Sheets, size 6x8, and 150 envelopes with name and address. Postpaid for \$1.00. Send cash with order to Bruner Facing Slip Company, Box 35, Hawesville, Kentucky.

Tobacco

Homespun Tobacco. Mellowed, chewing or smoking, 10 pounds, \$1.25. Box twist free. Guaranteed good. Farmers Union, Mayfield, Kentucky.

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Bronze Toms, \$8.00. Hens, \$4.00. Bred for type, color, market qualities, well developed, vigorous. Excellent foundation stock. Customers always satisfied. Clifford McCaw, Seaton, Illinois.

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Every horse should be capsuled for bots and worms. Write for free information on "A Sur-Shot" Capsules. Fairview Chemical Company, Desk G. Humboldt, South Dakota.

Woolens

Custom Wool Carding. Knitting yarns, blankets, socks, comforter batting. Used batting recarded. Circulars free. Cambridge Woolen Mills, Cambridge, Minnesota.

WLS DAILY PROGRAMS

Saturday, February 6, to Saturday, February 13

870 k.c. — 50,000 Watts

Monday, February 8, to Friday, February 12



Bundled up in her snow suit, Joy Miller, five-year-old singer, plays in the snow with her sled and teddy bear.

Sunday, February 7

(CENTRAL STANDARD TIME)

- 8:00—"Everybody's Hour," conducted by John Baker—WLS Concert Orchestra; John Brown and Glen Welty; Herb Morrison; Grace Wilson; Safetygram contest; "Here's Something New."
- 9:00—WLS Little Brown Church of the Air, conducted by Dr. John Holland; Hymns by Little Brown Church Singers and Henry Burr, tenor, assisted by WLS Orchestra and Elsie Mae Emerson, organist.
- 9:45—"Old Music Chest"—Phil Kalar, Elsie Mae Emerson. (Willard Tablet)
- 10:00—WLS Concert Hour—Orchestra; Otto Marak, Carol Hammond, Herman Felber, soloists.
- 10:30—WLS—The Concert Hour (cont'd).
- 11:00—NBC—The Southernaires.
- 11:30—"Building Better Citizens." Chuck Acree. Chicago League for Hard of Hearing.
- 11:45—Elsie Mae Emerson at the organ
- 11:53—Jolly Time Pop Corn Party.
- 11:58—Weather Report; Chicago Livestock Estimates.
- 12:00—Sign Off.

Sunday Evening, Feb. 7

6:30 p. m. to 8:00 p. m., CST

- 6:30—NBC—The Baker's Broadcast—Robert Ripley. (Standard Brands)
- 7:00—WLS—Smilin' Ed McConnell. (Mantle Lamp Co.)
- 7:15—WLS—Ralph Emerson, organ concert.
- 7:30—WLS—Debate—Chicago Kent College of Law vs. University of Chicago.
- 8:00—Sign Off for WENR.

Morning Programs

(CENTRAL STANDARD TIME)

- 5:30—Smile-A-While—Prairie Ramblers and Patsy Montana; Red Foley; Hoosier Sod Busters; Arkie.
- 6:00—Farm Bulletin Board—Howard Black. Weather; Livestock Estimates.
- 6:15—"Sing, Neighbor, Sing." (Purina)
- 6:30—Mon., Wed., Fri.—Smile-A-While cont. Tues., Thurs.—Musical Almanac. (Republic Steel)
- 6:45—Daily—Pat Buttram's Radio School for Beginners Just Startin', with Henry Hornsbuckle and Oshkosh Hired Hands; Hoosier Sod Busters. (Oshkosh)
- 7:00—News Report—Julian Bentley.
- 7:10—Program Review. (Acme)
- 7:15—Prairie Ramblers & Patsy Montana. (Drug Trades)
- 7:30—Mon., Wed., Fri.—Pokey Martin and The Arkansas Woodchopper. (McConnon) Tues., Thurs., Sat.—Junior Broadcasters' Club with George Goebel; Jean McDonold; Dan Hosmer; John Brown. (Campbell Cereal)
- 7:45—Lulu Belle & Scotty. (Foley's)
- 8:00—Jolly Joe's Pet Pals Club. (Little Crow Milling)
- 8:10—News Report—Julian Bentley.
- 8:30—Morning Devotions, conducted by Jack Holden, assisted by Hometowners and Ralph Emerson.
- 8:45—Mon., Wed., Fri.—The Hilltoppers. (ABC Washers & Ironers) Tues., Thurs., Sat.—Morning Minstrels with Hometowners. Otto's Novelodeons. Morpheus Mayfair Manchester. Puddin' Head Jackson. Possum Tuttle; Bill Thall, interlocutor.
- 8:59—Livestock Estimates & Hog Flash.
- 9:00—"Special Events"—Important Feature Broadcast presented by Prairie Farmer.
- 9:15—NBC—"Ma Perkins." (Oxydol)
- 9:30—NBC—Pepper Young's Family. (Camay)

- 9:45—News Report—Julian Bentley.
- 9:50—Poultry & Dressed Veal Markets.
- 9:55—Bill Morrissey's Mid-Morning Chicago Cattle, Hog and Sheep Market, direct from Union Stockyards. (Chicago Livestock Ex.)
- 10:00—NBC—The O'Neills. (Ivory)
- 10:15—NBC—Personal Column of the Air. (Chipso)
- 10:30—NBC—Vic & Sade. (Crisco)
- 10:45—NBC—Edward MacHugh, the Gospel Singer. (Ivory)
- 11:00—Martha Crane and Helen Joyce in Morning Homemakers' Program, with Otto & His Novelodeons; Ralph Emerson; Hometowners Quartet; John Brown; Phil Kalar; Carol Hammond; Grace; Wilson; Paul Nettinga; Zeta Newell.
- 11:45—Friut & Vegetable Market; Weather; Bookings.
- 11:55—News Report—Julian Bentley. (M-K)

Afternoon Programs

(Daily ex. Sat. & Sun.)

(CENTRAL STANDARD TIME)

- 12:00—Prairie Farmer Dinner Bell Program, conducted by Arthur Page—45 minutes of varied Farm and Musical Features. Tues.—Mid-West on Parade, featuring Watertown, Wisconsin.
- 12:45—Bill Morrissey's Livestock Market Summary direct from Union Stock Yards. (Chicago Livestock Exchange)
- 12:55—Mon., Wed., Fri.—John Brown, pianist. Tues., Thurs.—"Something to Talk About," Chuck Acree.
- 1:00—Red Foley & Lily May; Girls of the Golden West. (Pinex)
- 1:15—Mon., Wed., Fri.—"Melody Parade"—Hometowners Quartet, Sophia Germanich, WLS Orchestra. (Olson Rug) Tues., Thurs.—Otto & His Novelodeons. (Lewis Lye)
- 1:30—F. C. Bisson of U. S. D. A. in Closing Grain Market Summary.
- 1:45—Ralph & Hal, "Old Timers."
- 2:00—Homemakers' Program.
- 3:00—Sign Off for WENR.

SATURDAY EVENING, FEBRUARY 6

- 6:30—Red Foley & His Merrymakers. (Pinex)
- 7:00—NBC—Ed Wynn.
- 7:30—Keystone Barn Dance Party, featuring Lulu Belle. (Keystone Steel and Wire Co.)
- 8:00—National Barn Dance NBC Hour with Uncle Ezra; Maple City Four; Verne, Lee and Mary; Hoosier Hat Shots; Henry Burr; Sally Foster; Otto & His Novelodeons; Lucille Long; Lulu Belle; Skyland Scotty, and other Hay-loft favorites, with Joe Kelly as master of ceremonies. (Alka-Seltzer)
- 9:00—Murphy Barn Yard Jamboree, featuring Hometowners; Grace Wilson; Prairie Ramblers & Patsy Montana; Pat Buttram; Wm. O'Connor; Winnie, Lou & Sally; The Hilltoppers; Otto's Novelodeons. (Murphy Products Co.)
- 9:30—"Hometown Memories"—Hometowners; Holltoppers; Red Foley; Carol Hammond. (Gillette)
- 9:45—Henry Hornsbuckle with Prairie Ramblers & Patsy, and George Goebel. (Conkeys)
- 10:00—"Barn Dance Varieties." (Ferris) Salt)
- 10:15—"Down at Grandpa's"—Lily May; Girls of the Golden West; Hoosier Sod Busters; Dan Hosmer.
- 10:30—"Tall Story Club," with Pokey Martin. (Penn Tobacco)
- 11:00—Prairie Farmer—WLS National Barn Dance continues until 12:00 p. m., CST, with varied features, including Prairie Ramblers & Patsy Montana; The Hilltoppers; Hometowners Quartet; Christine; Otto & His Novelodeons; Henry; George Goebel; Lulu Belle & Scotty; Grace Wilson; Hoosier Sod Busters; Eddie Allan; Wm. O'Connor, and many others.
- 12:00—Sign Off.

Saturday Morning, Feb. 13

(CENTRAL STANDARD TIME)

5:30—8:30—See Daily Morning Schedule.
 6:30—Smile-A-While (cont'd).
 8:30—WLS—Sunday School Class—Dr. John Holland.
 8:45—Morning Minstrels. (Olson Rug Co.)
 8:59—Livestock Estimate & Hog Flash.
 9:00—Junior Stars Program.
 9:30—Junior Broadcasters Club—George Goebel, Jean McDonald. (Campbell Cereal)
 9:45—News Report—Julian Bentley.
 9:50—Butter & Egg Markets; Dressed Veal; Live and Dressed Poultry Quotations.
 9:55—Program News—Harold Safford.
 10:00—Ralph Waldo Emerson.
 10:15—Arkie.
 10:30—The Bergstroms.
 10:45—Lily May; Red Foley; Girls of the Golden West.
 11:00—Morning Homemakers with Martha Crane and Helen Joyce. (Feature of Foods)
 11:45—Fruit & Vegetable Markets; Butter & Egg Markets; Weather; Bookings.
 11:55—News Report—Julian Bentley. (M-K)
 12:00—Poultry Service Time—George Goebel; Ralph Emerson.
 12:45—4-H Club.
 12:30—Closing Grain Market Summary—F. C. Bisson.
 12:45—Weekly Livestock Market Review by Jim Clark of Chicago Producers Commission Association.
 12:55—"Something to Talk About." Chuck Acree.
 1:00—Prairie Farmer—WLS Home Talent Acts.
 1:15—Homemakers' Hour.
 1:45—Ralph & Hal, "Old Timers."
 2:00—Homemakers' cont'd.
 2:15—Merry-Go-Round. (Jung Seed Co.)
 2:30—WLS Merry-Go-Round. with variety acts, including Ralph Emerson, Eddie Allan, John Brown, Red Foley, Lily May, Winnie, Lou & Sally, Hilltoppers, Bill McCluskey.
 3:00—Sign Off for WENR.

Homemakers' Schedule

(Conducted by Mary Wright)

Monday, February 8

2:00—Orchestra; Max Wilson, soloist; John Brown; Marjorie Gibson in Fanfare; P. T. A. Speaker—Mrs. Walter Buhlig.

Tuesday, February 9

2:00—Orchestra; John Brown, Marjorie Gibson in Fanfare; Margaret Sweeney, harpist; Book Talk; Wm. O'Connor.

Wednesday, February 10

2:00—Orchestra; Paul Nettinga; Grace Wilson; John Brown; Marjorie Gibson in Fanfare; Homemaking Talk, Mary Wright.

Thursday, February 11

2:00—Orchestra; Winnie, Lou & Sally; John Brown; Margaret Sweeney, harpist; Little Home Theatre Drama; Marjorie Gibson in Fanfare.

Friday, February 12

2:00—Orchestra; Phil Kalar, baritone; Evelyn "The Little Maid"; Marjorie Gibson in Fanfare.

Saturday, February 13

1:15—Ralph Emerson; John Brown; Christine; Lulu Belle & Scotty; George Goebel; Sod Busters; Interview of a WLS Personality—Marjorie Gibson; "Family Fun"—Mary Wright.

Evening Programs

(CENTRAL STANDARD TIME)

Monday, February 8

7:00—NBC—Helen Hayes for General Foods. (Sanka)
 7:30—NBC—The Sweetest Love Songs Ever Sung. (Sterling Products)
 8:00—NBC—"Bishop & The Gargoyle"—Dramatic skit.

Tuesday, February 9

7:00—NBC—The Westerners—Log Cabin Bar Z Ranch. (General Foods)
 7:30—NBC—Welcome Valley with Edgar Guest. (Household Finance)
 8:00—NBC—Ben Bernie & His Boys. (American Can)

Wednesday, February 10

7:00—NBC—Broadway Merry-Go-Round. (Sterling Products) (Dr. Lyons)
 7:30—NBC—Ethel Barrymore. (Sterling Products) (Bayer)
 8:00—NBC—Professional Parade.

Thursday, February 11

7:00—WLS—"The Old Judge." (University Broadcasting Council)
 7:15—WLS—Ralph Emerson—organist.
 7:30—WLS—"What Since Repeal." American Business Men's Research Foundation.
 7:45—WLS—"The Active Citizen." Illinois League of Women Voters.
 8:00—WLS—Lawyer Lincoln.

Friday, February 12

7:00—NBC—Irene Rich. (Welch)
 7:15—NBC—Singing Sam. (Barbasol)
 7:30—NBC—Death Valley Days. (Pacific Coast Borax)
 8:00—NBC—Universal Rhythm. (Ford Motor Co.)



Patsy was up to some trick as she and Jack sunned themselves on warm rocks at Devil's Lake, Wisconsin, last summer. Paul had his camera handy.

WATCH THIS SPACE

For Appearance of WLS
Artists in Your Community

Sunday, February 7

CHICAGO, ILLINOIS, Parish House, 4318 S. Francisco St. (Evening Only)—WLS ARTISTS: Four Hired Hands; Pat Buttram; Caroline & Mary Jane.

LAFAYETTE, INDIANA, The Armory—WLS NATIONAL BARN DANCE (1937 Edition): Lulu Belle; Skyland Scotty; Prairie Ramblers & Patsy Montana; Bill McCluskey; Pokey Martin; Christine; Pauline.

Tuesday, February 9

CHICAGO, ILLINOIS, Sheridan Theatre, Sheridan Road & Irving Park Blvd.—WLS NATIONAL BARN DANCE (1937 Edition): Lulu Belle; Skyland Scotty; Prairie Ramblers & Patsy Montana; Bill McCluskey; Pokey Martin; Pauline; Caroline & Mary Jane.

Thursday, February 11

CHICAGO, ILLINOIS, Grove Theatre, 75th & Cottage Grove—WLS NATIONAL BARN DANCE: Lulu Belle & Skyland Scotty; Four Hired Hands; Bill McCluskey; Pokey Martin; Caroline & Mary Jane; Pauline; Betty Lee; Olaf the Swede.

WLS ARTISTS BUREAU

1230 W. WASHINGTON BLVD.
CHICAGO, ILLINOIS



Ralph and Elsie Mae

Inset: Skippy, himself.

\$1000⁰⁰ in Cash Prizes for You!

Choose a dog for Little Skippy, Give it a Name and Win

First Grand Prize \$500.00

Above is pictured little Skippy Emerson along with his daddy and mother, Ralph and Elsie Mae Emerson. Many of you remember when Ralph and Elsie Mae were married over WLS. Their romance and family life are a tradition with our listeners.

Little Skippy is now six years o.d. His little brother, John Skinner, two years old, is still too small to romp at hard play in the yard after school and on Saturdays. What Skippy wants and needs is a dog and the Barn Dance Crew want you to help choose one for him. Help us choose a dog for Skippy and a name for it.

You Have an Opportunity to Win \$500.00

THIS contest is open to both old and new Stand By subscribers alike—every man, woman, boy or girl in the Continental United States who sends an entry along with \$1.00 for a new or renewal subscription to Stand By, except employees of WLS, Prairie Farmer, Stand By Magazine and their families. The contest closes at midnight, Tuesday, February 23, 1937, and all entries must be in the mail and postmarked before that time. Fancy writing and stationery do not count. Entries will be judged on conformity to rules, the merit of their recommendations and the originality of the name submitted for Skippy's dog.

Judges will be Arthur Page, editor of WLS, who conducts the Dinnerbell program.

NOTE: A Gift for Everyone

An intimate picture large enough for framing of Skippy Emerson and the dog chosen by WLS listeners, together with Ralph, Elsie Mae and John Skinner Emerson, just as they look and live in their home will be given to all who enter this contest. Send in your entry now and have your name registered among those who are to receive their pictures first.

Here Is What You Do

1. With pencil, on one side of a sheet of paper write what kind of a dog you think we should give little Skippy Emerson and why —also what you think we should name it.
2. Print the date, your name and address plainly in the upper right-hand corner of your sheet of paper.
3. Enclose your entry in an envelope along with one dollar for one year's new or renewal subscription to Stand By.
4. Address your letter to Ralph Waldo Emerson, in care of WLS, Chicago.

Patsy Montana of the Prairie Ramblers and Captain Will Judy, editor and publisher of the Dog World. Their decisions will be final. All entries become the property of Stand By and will not be returned.

Duplicate prizes will be awarded in case of ties. If you are now a subscriber, your renewal subscription will be added to the time of your old one. All winners will be announced on the Barn Dance March 6 and in Stand By Magazine.

The dog suggested by the winner will be christened and presented to Skippy by the boys and girls of the Old Hayloft in a broadcast over WLS. Complete details of this contest are being announced over the air.

\$1,000.00 IN CASH PRIZES

First Grand Prize	\$500.00
Second Prize	\$300.00
Third Prize	100.00
Fourth Prize	50.00
Fifth Prize	25.00
Sixth Prize	15.00
Seventh Prize	10.00