StandBy

JULY 3, 1937

Voice of Arizona

* * *

Picnic Pictures

RITA ASCOT

www.americanradiohistory.com
Memories
Moss-covered and modern: Grant's tomb from the deck of a battleship in the Hudson at 9th street... Sandy Hook at dusk, and troop ships riding at anchor, waiting for the signal to surge east to save Democracy. Queens-town, Ireland, in the offing... then about face and back to Staten Island and coal ship once again, for another trip eastward with another convoy of troop ships... at sea and through a telescope on a three-inch gun, the faces of soldiers undergoing the nausae of their first sea-sickness.

Losing a propeller on a return trip and the attending war excitement when she left us for the bottom of the Atlantic... another terrible scare when a look-out yelled, "Torpedo astern!" And we later discovered a playful purposse could imitate a German torpedo 100 per cent.

Good buy, New York! Good buy, Homestead! To while away the tension of hours and nerves, we listened to Henry Burr sing his best on record. He may not know it now, but his singing for the crew created a peaceful holl and was deeply appreciated.

The crew, we who are left, thanks him now. Even now as he sings those ballads on the air that helped a battleship through. I drop my head in reverie. That which is good will remain forever. May the years bring him more happiness. Sailor Boy, Chicago.

Spirituals
My family and I enjoyed the spiritual sung on your station last Saturday night. We hope this is a permanent addition for it certainly adds variety to the Barn Dance program. The Barn Dance is good, but sometimes gets monotonous. Mrs. C. Daugherty, Chicago.

Thrilling Surprise
I want to thank you for the check you sent me in your recent contest. It was a thrilling surprise, and when you pass 56, you don't get many thrills—or surprises! I wrote the letter because I wanted to know what Stand By was like. My husband is a physician, which means a lot of hours spent alone, and I read everything, but was not familiar with Stand By.

We both enjoy the magazine very much. I wish also to thank you for the picture of the Old Hayloft crowd. We enjoy picking out the photographs of the artists when they are broadcasting. It is much more interesting again thanking you and wishing you continued success in giving this tire old world pleasure... Mrs. C. T. Bradford, Edna, Texas.  

Critics
I have been reading the complaints and criticisms, as set forth in Stand By, and have come to the conclusion that the critics have not carefully and sincerely considered the object of broadcasting.

These programs come to us absolutely without cost and if the listener is not pleased with any particular person or rendition, it is a very small matter to tune out the program.

In my opinion it is unkind and unfair for me to condemn or criticize something I am not capable of doing, either as well or perhaps not at all. These critics surely must little realize the time, effort and expense given to these programs that we are permitted to enjoy.

Regarding the commercial parts of the broadcast, anyone with a small amount of business experience should know that this phase is necessary in order to carry on this work... G. T. Dings, Milwaukee, Wis.

Yodeling Contest
I just heard Arkie and Fritz having a yodeling contest, and boy, it sounded swell. I wish they would yodel some night on the Barn Dance. The Barn Dance is my favorite program. Arkie, Luie Belle and Nootty are the favorites at our house. Arkie's brother, Pete, is just like one of the gang. Whatever you do, don't get jazz on the Barn Dance.

If my brothers are outide and Arkie, they run for the radio. The whole gang seems to be just like brothers and sisters to us... P. M. M., Magnolia, Ill.

Dislikes
There are many radio programs. One, I dislike very much, but I will only list a few of them. The ones I object to the most are: (1) The Ma Perkins program. Ma seems to get into so much trouble for a sweet old lady like she is supposed to be. (2) Virginia Lee and Burnham have just the same old story over again and again. Why do they forget all about Jimmy, or could it be love? (3)  

Virginia Lee and Burnham have just the same old story over again and again. Why do they forget all about Jimmy, or could it be love? (4) I also do not like the Welcome Valley program. I enjoy Edgar Guest and his poetry, but as I am not care for his sponsors, I don't listen to his program. (5) I deplore, detest, dislike and think Ed Wynn is the worst comedian on the air. His jokes are not at all funny and when he starts telling those stories I turn the radio off. (6) I don't care for Pokey Martin's program. His tall stories are too tall for me at that time of the day. I suppose it is too early in the morning for me to enjoy that much foolishness. Arkie should sing more. Also the advertisement is too long. (7) The Little Theatre will now come to you for criticism. Bill Meredith writes too sad stories. Well, anyway all these I have listened to were and. One thing I will say is that the plays are all well acted. Another thing I would like to criticize is when the announcer talks to loud. That will not do us any good product. We have to tune the radio down while he is speaking and then get up or come from another room to make that louder after the programs begin. I could write more about the programs I dislike but I know everybody cannot be pleased. When there is a program on that I do not like, I turn the radio off... Mrs. M. J. Cadieux, Cicero, Ill.

STAND BY
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JULIAN T. BENTLEY, Editor
JULY 3, 1937
VOLUME 3
Numeral 21

JULY 3, 1937

The Voice of Arizona
KOY STUDIOS

As western as a cactus plant or a 10-gallon hat is radio station KOY at Phoenix, Arizona.

Known in its own territory as the "Voice of Arizona," this station has been making rapid strides in popularity since its reorganization last spring, according to Jack Williams, program director, who recently visited in Chicago.

Not a new station, it was founded in 1922, back in the cat-whisper days. Several years ago, Burridge D. Butler, who spends his winters in Phoenix, became interested in the station and in completing it to the Prairie Farmer station, of which he is president.

Last winter Mr. Butler was instrumental in organizing the Salt River Valley Broadcasting Company, which became owner of KOY, with W. A. Baistram as president. At the same time KOY became an affiliate of Columbia Broadcasting presenting some CBS programs to Arizona listeners.

Several members of the WLB staff made the trip to Arizona to help give KOY a new start. Program Director Harold Safford spent six weeks helping Williams line up new programs. Glenn Snyder made several trips to Phoenix; and Homer Courtoishe of the engineering staff returned from a prolonged stay only recently. Fred Palmer, production man, went to KOY for a permanent position as general manager of the station.

Western music is the Arizona listeners' favorite, according to Staff, who made a survey of their likes and dislikes. One of the most popular (Continued on page 15)
The 'Old Hayloft'

By the Hired Man

F I R S T CRITIC to write a review of one part of the old hayloft show was Miss Myrna Greier, Pontiac, Illinois, so we'll reproduce her comments: "The summer-time party on the Alka-Seltzer Barn Dance certainly brought in summer with a bang—as only the Barn Dance can. Jolly Joe Kelly must have been feeling good as always. . . . Three cheers for the return of the Westerners—we only wish they could become regular members of the crew once more. . . . They gave a beautiful arrangement of 'On a Little Dream Rauch.' . . . Sally Foster's interpretations of "It Looks Like Rain in Cherry Blossom Lane" were very pretty, but I rather resent popular songs on the Barn Dance. Doesn't seem as though they fit. . . . The DeZurik Sisters' yodeling still can't be surpassed. . . . I think it's too bad we don't hear the Maple City Four more often. . . . The Barn Dance continues as successfully as it has always done."

That's a good start on listeners' criticism. . . . Several others received too late for inclusion in this column.

Satie and Hallie, who are sisters in real life as well as on the air, were wed stars in the Old Hayloft, June 26. They are heard regularly in WSM's Grand Old Opy.

Meet the Folks, a barn dance program with a man-on-the-street twist.

The first program will be heard Friday, July 2 from 7:00 to 8:00 p.m. over WLS in Chicago.

The second program will be Friday, July 9, at the same hour as the first. The last program is scheduled for August 7.

CLASS OF '37

By John Baker

Meet the class of '37. That's what I wanted to do, for the boys and girls who are graduating this week from some of our country's finest high schools. Each of these young people has always thought about their interme- diates, their college days, their occupations.

So Tom Rowe and I took a WLS microphone to the Thornton Township High School at Harvey, Illinois, on the evening of the graduation exercises, to interview half a dozen members of the class.

The class president is an outstanding athlete; he likes to appoint committees, plans to go to Notre Dame. His father is an operator in a mill, and never attended high school.

The girl who won top scholastic honors scolds at the idea of her being a bookworm. She says she'd rather dance than eat, and rates both as an interview. She had a hard time studying in her list of preferences. The outstanding scholar of the class, who won national honors for his flute and piccolo playing, plans to continue his musical studies after high school as a director. Anime mountain and wind music; thinks 'swing' music is all right if it's played by a band, but prefers symphonies.

The star actress likes to "date" and is interested in becoming a professional. She doesn't like to have her picture in the newspapers, and will not dance to appeal to her, but she (Continued on page 15)

STAND BY

J U L Y 3 , 1937
Will return to the Barn Dance on July 16.

We mentioned Joe Kelly's name. Yes Jolly Joe was one of the greatest actors of our time. He was a member of the Barn Dance and played a variety of roles. He was a member of the Barn Dance and played a variety of roles. He was a member of the Barn Dance and played a variety of roles. He was a member of the Barn Dance and played a variety of roles. He was a member of the Barn Dance and played a variety of roles.

### July Birthdays

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<th>Frank Dane</th>
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<th>Walter Lewis</th>
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<th>A. V. Inman</th>
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<th>Mrs. Meissner</th>
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<td>Falls</td>
<td>Eva Polley</td>
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<td>Chuck Ostler</td>
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<td>Alice Hill</td>
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Another bit of news that we know you'll all be glad to hear. Last Friday morning we received a visit in our office from a 17 year old boy, who is a good congregator. We feel that this is a good sign, and it's our hope that we can continue to make this boy useful. We wish you all the best of luck in your future endeavors.

### Petite Actress

I was just about ready to give up. In fact, I had resigned from my job at WJAZ, Rita Anson explained, "When Al Andress called me for an audition." It was an audition that was never broadcast and Rita was not even chosen for the part she auditioned.

"I can still remember how nice everyone was to me that day, but when Al said it was over and I left the office, I was pretty skittish about it. That's what they had told me all at the studio."

No one was more surprised than Rita when she really did call several days later for a commercial audition. She won the part of Helen in the Barton family series, used by Alka Selzer.

### Turning Point

With that turning point, Rita's luck seemed to change. She took part in the Illinois Agricultural Association drama and then became leading lady in the Homemakers' Hour plays. All during the winter she played roles in WMAQ's "History in the Making." In April she was called by an advertising agency to audition for a part in Ma Perkins. Competition against 15 other actresses, Rita was selected for the part of Ma's daughter, and became a regular actress in the Ma Perkins series. The company. In order to do this an actor of actress must have three distinctive voices so that he or she may "double" in other parts without the listener recognizing the voice. So far, Rita has only doubled once—as a small boy. She says that she plays "Pay" at a shade higher than her natural voice.

### Lily May

Lily May was born in Illinois. She was married in 1899 at Adrian, Michigan. Her husband was Juanita Swenson. They have one child, Joan J. Swenson, who will be one year old on July 19th.

### Petrie Barlow, Palaide, Nebraska

Archie is 30 years old and is not married.

### Listener, Greensdale, Indiana

Bill O'Connor, the Irish tenor, can be heard every morning on Morning Revolutions 6:45 and on Saturday nights on the National Barn Dance.

### Force of Habit

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Homemaking Is Fun
Lucille Long Says
by MARY WRIGHT

FAMED outside her home for her beautiful contralto voice and Lucille Long’s chief claim for fame in the eyes of her husband, Lucille, is her homemaking virtues. For whether it is in the kitchen, the living room as hostess, in the sewing room as seamstress of outdoors as gardener, Lucille is first and always, Lucille. Like all homemakers, Lucille has her favorites. In annual, there is the one you would like best in the last night when you go home?” two favorites tied.

Getting out in the yard with her flowers would be very enticing, but so would the new chaise lounge which she acquired just recently, beside which she finds her darning and mending basket. Which one would win probably be decided by the weather conditions and just how strenuous the duties of the day had been. One could not doubt Lucille’s work of gardening if they were to see her lawn in Ogmore. There are no marigolds, calendula, bachelors button, sunflowers, marigolds, poppies, geraniums, dahlias, gladiolus, snap dragon, phlox, phlox, thistles, and phlox is only a start at naming her flowers. Beauty, in the guise of glories and Madiena violets surrounding the porch is her pride and joy. The godetia she brought from the famous Buschard gardens of the Virginia Beach. One of the things Lucille did this spring to insure lovely people was to tie and place wreaths around every one of her 3500 peony bushes, and she handed her own. Yes, it takes time to garden, but when you enjoy it, what is time?

Lucille has an Italian gardener who helps her with her work. This year he is planting a garden of Italian vegetables, which Lucille promises to report on as the season progresses.

Of the housework, Lucille likes best to cook and she is always looking for new recipes. She recently met a guy doing things of her house—“if it were possible.” She told me the secret was almost never free of samples of diversity, certain materials and her chief collecting efforts are the poetry of various kinds—Italian, Spanish, French, and German. Besides the comfortable and always looking for a change in her home, she also spent her recent holiday in British India of fiber in a riot of colors. A hand-woven tray from China, and the patterner doves the cosmopolitan air of the porch when refreshments are served.

Tutor, Too

Much as Lucille enjoys her voca- tion, she admits that it is rather difficult to squeeze in time for rehearsing. Aside from her regular homemaking duties, she has been a nurse and tutor for her twelve year old son. In this capacity, she has been in charge of the most powerful and becoming a teacher, she also acts as Billy’s chauffeur to school, piano and violin class, and American history class.

She is married to her husband, O. E. Zehr, too, in his hobbies, bridge, and golf. All of which makes it necessary for Lucille to curtail her work. She is so busy that she has only two regular programs, the National Barn Dance and Uncle Mcc Ega’s program, on which she takes the part of Mrs. Melgard Jr.”

You can substitute the food mentioned above in this recipe in the place of cheese.

Would you like to make Lucille’s favorite cookies? Then follow this recipe for:

CHOCOLATE BUTTER DROP COOKIES

3 c. unsweetened cocoa
2 c. sugar
2 c. butter
1 tsp. baking powder
1 tsp. salt
2 c. flour
1 c. eggs
1 tsp. vanilla
2 c. rolled, chopped walnuts
1 c. dates, cut
1 c. flour, mix the chocolate in the top of a double boiler, and allow sugar to soften in it. Add gradually, beating well between additions to make it fluffy. Add eggs and vanilla until stiff, beat until stiff. Add flour once before measuring and then sifted together, with salt, baking powder and dates. Pour into mixture alternately with sugar until you have a soft dough. Drop on ungreased cookie sheet and bake in a hot oven. 450 F. For 15 to 18 minutes.

One of Lucille’s chief interests in cooking is the utilization of left-overs. They are not simply reheated, but each goes into a delicious dish. Among these which find themselves being served in light, fluffy souffles is lamb, beef—if she can get the meat to release it from hash, chopped sunshine, whole pork, salmon and cheese. Another which you’re in need of a souffle recipe, see the March 23, 1935, issue of Stand By. You can substitute the food mentioned above in this recipe in the place of cheese.

Mrs. Wright

Lucille enjoys her gardening.

“Does Lucille measure her ingredi- ents accurately?” you probably won- dered, as did I. “I’m quite a dumpette,” she replied, when I queried her on this point. Upon further investigation I found out, that like most good cooks, Lucille measures the ingredi- ents which are most essential to the success of a dish, and confines her dumping to only a few of the ingredi- ents. For instance, in making the Lucille is quite particular that she makes the white sauce of the right consistency and flavor. If there is a little more or less of the left-overs than she recipe calls for, she uses what she has.

Like most women, Lucille would like to change the course of her house often—if it were possible. “We are always working and have never been able to do anything about it.” Besides the comfortable and luxurious environments of her spacious porch are two Mouzoon rugs, hand-woven woolen, designed in British India of fiber in a riot of colors. A hand-woven tray from China, and the patterner doves the cosmopolitan air of the porch when refreshments are served.

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The Latch String

BY CHECK STAFFORD

HOWDY, folks: Well, by the time you read this Issue of Stand By I’ll be packing the old suitcases to slip out for a few days’ vacation. I’m looking forward to it, same as little folks believe Billy Bigs about raving much about luggage or what to take on an oil of the sea of gawg and working about the little farm, and maybe my Sunday suit too. Just in case company might drop in, I’ll take blue chambray work shirts and a pair of easy, old shoes.

I only enjoy to shave once or twice a week because I expect to know the result of a vote when I’m easy. I hope! I want to catch at least some skill of fish and fully expect to get back. Am anticipating with pleasure rolling about the big oak tree in the shade and looking up at the sky through the leafy cover.

Just putting around and sleeping late is a part of my ambition, with no fancy clothes or swanky events to worry about and positively no alarm clocks. All these things with plenty of fried chicken should come out a day’s vacation; but, fact is, I’ll probably work like a horse and come back tired out. Most vacationists do. Just being “own home,” though, is really something to look forward to and I wouldn’t trade it for two vaca- tions at Yellowstone Park or a tour of the East.

Speaking of vacations, I recall wearing a blister on my heel while shooting a horse, but I kept on going and got used to the sting. Which re- minds me of the young woman who was found lying on the sidewalk with a whisk broom. She said, upon being questioned, that she was the ranch hands’ baby and expect- ing the baby’s grandfather soon and wanted him to get used to gran-
dad’s whiskers. On second thought, maybe I’ll shave every day. I’m expecting to see my little gran- daughter Jeanie Bells.

May have to walk if traffic is as jammed as it was last year. There seemed to be thousands of cars and buses, all loaded with hurrying tour- ists and their golf clubs or rambles and their luggage, and all trying to get out of Chicago into the country at the same time. On the grand and glorious Fourth, much money will be spent by the boys and girls, dads also on fireworks and firecrackers, hot dogs, ice cream, pop and gasoline. Ants will get in every picnic basket sup-per; many will forget to plug out the car before leaving on their outing . . . there will be thousands of urned-out peaks . . . thousands of scores and questions ofremainder . . . and it wouldn’t be the Fourth otherwise.

I don’t wish Eddie Allan any bad luck, but I hope he is kept as busy while I’m away as I was while he took it easy. It may help him reduce. Have left him a note of advice to get a pair of roller skates to spend paging the artists in the rear studios.

In today’s mail Uncle Tom Corwin received a card from Lily May, the pianist and inspiration of photog- rapher at her Lombard, Kentucky home. She says she wishes she could play them for supper. The table was sup- plied with plenty of corn bread and sweet green beans and rice and lettuce from the gardens, home- made bread, rich buttermilk and apple pie. Sure sounds good, doesn’t it? Polks who once feasted on such good food would search in vain in modern day Kentucky.

Cheek’s son, John Stafford, and his bride just after their marriage was performed by Dr. John E. Luck- land in his study. Young Mrs. and Mr. Jesse Crawford are the parents of the couple that has broadcast from the studio since January 1.

JULY 3, 1937
When candid cameramen meet, Bill Clow and Pokey Martin ignore gentle activities to discuss less and light. This was Pokey's first public appearance as a cameraman.

* * *

At the WLS Chicago Barn Dance since 1920, my trouble bed was written by John C. Baker to be sung by Miss Louise Hutchinson of the Hutchinson family.

*Songs Exchange*

Ethel G. Banda, Dundee, Iowa, has a collection of cowboy and mountain songs. She wants to exchange the words to "Hastime Cowboy Joe" for "The Maple on the Hill."

Helen Charles, Route 1, Cambridge, Illinois, wants the words to any songs that have been sung by the Girls of the Golden West. She has about 1,000 songs, words only, which she will trade. She is looking for the words to "Beautiful Texas," and "Take Me Back to Colorado" and a copy of the Stand By which has Tex Ackinson's picture on it.

Pauline Bridge, Waterman, Illinois, would like the words to "Little Joe, the Wrangler" and "I Wanta Be a Cowboy's Sweetheart." She has the words to about 200 songs that she will exchange with other collectors.

1. "A Handful of Earth"
   I am bidding farewell to the soil of my birth,
   To wander far over the sea;
   Oh, mother, mother! how often does my heart ache?
   For it's breaking my poor heart be;
   But this treasure I'll take,
   For my dear mother's sake.
   "Twill often bring back to my eyes,
   "To a handful of earth
   From the land of my birth
   To a dear mother lies;
   Oh! Erin, my home, though from thee I rove,
   My blessings be with thee. At home.
   Your valleys and streams I'll see in my dreams
   As bright and as green as of yore;
   And when I am dead, I hope to lay our
   I'll lay this dear treasure I prize;
   With loving care I'll tend the spot
   From the land of my birth.
   From the grave where my dear mother lies.

2. "My Mother's Bible"
   This book is all that's left me now
   Years will, without a start
   With falling up and emptying brow,
   I press it to my heart.

For many generations past,
   Here is our family tree;
   My mother's hands this bible clasped,
   She, dying, gave it me.
   Ah! well do I remember those
   Where she laid this cherished bear.
   Who 'prent the heartstrings used to call.
   After the evening prayer, Stand By. In the meantime, let's get caught up on the Song Exchange requests.)

This song she taught me, then told me of its impact, great and low:
   After which I learned to utter:
   "Tell me, did you ever try to sleep?
   Then it was with hands uplifted,
   With a name soft and mild.
   That my mother asked—"Our Father!"

Years have passed, and that dear mother long has rung and snatch the soil.
   And I trust her sainted spirit
   Never to the grave of God.
   But that season at summer twilight, heaven has самым she soothed, and
   And it comes in all its freshness
   When I see my trouble bed.

**PICNIC PICTURE PAGE**

* A Leap frog relay was one of the most exciting, and of exhausting, of the games played by the boys. This photo also includes the boys playing on the boy and pony ride out of the picture. Center is Bill Culver, master of ceremonies, watching Ray Anderson as he begins Herb Morrison. The cheering section seems to be enjoying it more than the participants.

* Non-competitors in the baseball game were Cy Hargrove and Otto. Otto's job of the day was refereeing kids' games.

**STAND BY**

**JULY 3, 1937**
WLS DAILY PROGRAMS

Saturday, July 3, to Saturday 10
870 k.c. — 50,000 Watts

Afternoon Programs
(Daily except Saturday & Sunday)

5:00 — News Report — Julian Bentley.
5:05 — Program Review.
6:00 — News Report — Julian Bentley.
6:05 — Music — WLS and Hilltoppers.
6:15 — News Report—Thur. and Friday — Elsie Mae Little Brown Church Singers and Henry Burr, Tenor, assisted by NBC Orchestra. — NBC.
7:00 — News Report — Julian Bentley.
8:00 — Junior U. of Pu. Col. Club.
8:30 — WLS — Peppy Martin and Arks (McConnon).
9:00 — News Report — Julian Bentley.
9:15 — Peppy Martin and Arks.
10:00 — Homebuyer’s Show.
11:00 — News Report — Julian Bentley.
11:15 — Prairie Farmer Dinner Show Program, with Art Larmore, Ey'on the Farm and Rural Life with Leo Willey.
11:45 — Prairie Farmer Dinner Show Program, with Fred Arta and Radio Farming, conducted by J. W. West.
12:00 — News Report — Julian Bentley.
1:00 — News Report — Julian Bentley.
2:00 — News Report — Julian Bentley.
3:00 — News Report — Julian Bentley.
4:00 — News Report — Julian Bentley.
5:00 — News Report — Julian Bentley.
6:00 — News Report — Julian Bentley.
7:00 — News Report — Julian Bentley.
8:00 — News Report — Julian Bentley.
9:00 — News Report — Julian Bentley.
10:00 — News Report — Julian Bentley.
11:00 — News Report — Julian Bentley.

THE NIGHT BROADCASTS

7:00 — Royal “Hi-Lo” Variety Hour with Art Larmore, Ey’on the Farm, and Rural Life with Leo Willey.
8:00 — “Hi-Lo” Variety Hour, with Art Larmore, Ey’on the Farm, and Rural Life with Leo Willey.
9:00 — “Hi-Lo” Variety Hour, with Art Larmore, Ey’on the Farm, and Rural Life with Leo Willey.
10:00 — “Hi-Lo” Variety Hour, with Art Larmore, Ey’on the Farm, and Rural Life with Leo Willey.
11:00 — News Report — Julian Bentley.

Saturday Morning JULY 10
(CENTRAL STANDARD TIME)

3:00 — News Report — Julian Bentley.
4:00 — News Report — Julian Bentley.
5:00 — News Report — Julian Bentley.
6:00 — News Report — Julian Bentley.
7:00 — News Report — Julian Bentley.
8:00 — News Report — Julian Bentley.
8:30 — News Report — Julian Bentley.
8:45 — News Report — Julian Bentley.
9:00 — News Report — Julian Bentley.
10:00 — News Report — Julian Bentley.
11:00 — News Report — Julian Bentley.
12:00 — News Report — Julian Bentley.
1:00 — News Report — Julian Bentley.
2:00 — News Report — Julian Bentley.
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8:00 — News Report — Julian Bentley.
8:30 — News Report — Julian Bentley.
8:45 — News Report — Julian Bentley.
9:00 — News Report — Julian Bentley.
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11:00 — News Report — Julian Bentley.
12:00 — News Report — Julian Bentley.
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8:45 — News Report — Julian Bentley.
9:00 — News Report — Julian Bentley.
10:00 — News Report — Julian Bentley.
11:00 — News Report — Julian Bentley.

WATERTOWN, WISCONSIN — WLS ARTISTS: Hunner Bod Busters; Christine; Evelyn, "The Little Maid; Otis the Sweetie.
TUSCOLA, ILLINOIS, Erwin Park — WLS ARTISTS: Ott & His Novels; Wisconsin; Linn’s & Sally
OSTROW, WISCONSIN, School Grounds — WLS ARTISTS: Tom Corwin; Georgie Goeble; Caroline & Mary Jane DeZurik.
SHULLSBURG, WISCONSIN, Ball Park — WLS ARTISTS: Pat Buttram; Chuck Ray; Joy Miller; Bill O’Connor; Vernon Lee & Sally
MINERAL POINT, WISCONSIN, Southwestern Wisconsin Fair — WLS NATIONAL BARN DANCE (1937 Edition): Ramblin’ Red Foley & Eva; Girls of the Golden West; Bill McCueker; Eddie Allan; Pauline; Billy Woods; Sunshine Trio; Haylett Fodder.

SUNDAY, JULY 3, 1937

CRANE CAR is vacillating with his mother, Martha.

WLS ARTISTS, Inc.
1230 Washington Blvd. — Chicago, Illinois

Stumped

Returning to the studio after his "Smile Market" program three times a week at 6:30 a.m., is finally told.

During his "Smile Market" music appreciation lessons, Ralph told John Baker that there was nothing that could not be expressed in music as well as in words. The next day he received the following note:

It’s raining... I have 50 baby chicks in the play room... I’m trying to keep the temperature at 83... The baby has a cold... I have 15 miles to drive to the dentist... The car isn’t working right... The spare tire is flat... The canister of my family’s car has a leak. I have a family of four... And she also has an appetite for baby chicks. I should like to hear you put that to music if you can.

Ralph bowed his head in defeat.

Crane Car
DO YOU HAVE THE ANSWER?

TELL ABOUT IT IN

STAND BY CLASSIFIED ADS

AND

YOU WILL MAKE MORE MONEY THIS SUMMER

Right now while you read this many of the 90,000 families who read Stand By regularly are on the road to the vacation land of their choice. Today, tomorrow, this week, many of them are certain to speed past you bound for a vacation spot not nearly so fine as your own.

Whether you operate a summer resort, have boats and cabins or rooms available near a fishing stream or lake, there is no good reason why these vacationists should pass you by, leaving their money to jingle in your competitor's pocket.

The vacation season has only begun. The plans of many are still to be made. By investing a little in Stand By classified ads you can lead a lot of Stand By vacationists your way. You will be happy then, watching the dollars come to you out of a growing trade.

Lake Nokomis—Furnished cottages for rent, with boats and linen. Henry Ernst, Toma-hawk, Wisconsin.

(This ad cost 75¢ per insertion.)

LOW ADVERTISING RATES

Eagle Lake Terrace, Bloomingdale Michigan.

18 miles north east of South Haven; cottage furnished complete for rent; cottages open on lake; excellent fishing; bathing; electricity; artesian wells; food coolers; mail delivery; Gentiles. Early bookings. S. D. Smith.

(This ad cost $1.85 per insertion.)

— ONLY 5¢ PER WORD —

SEND ORDERS TO

STAND BY ADVERTISING DEPT.