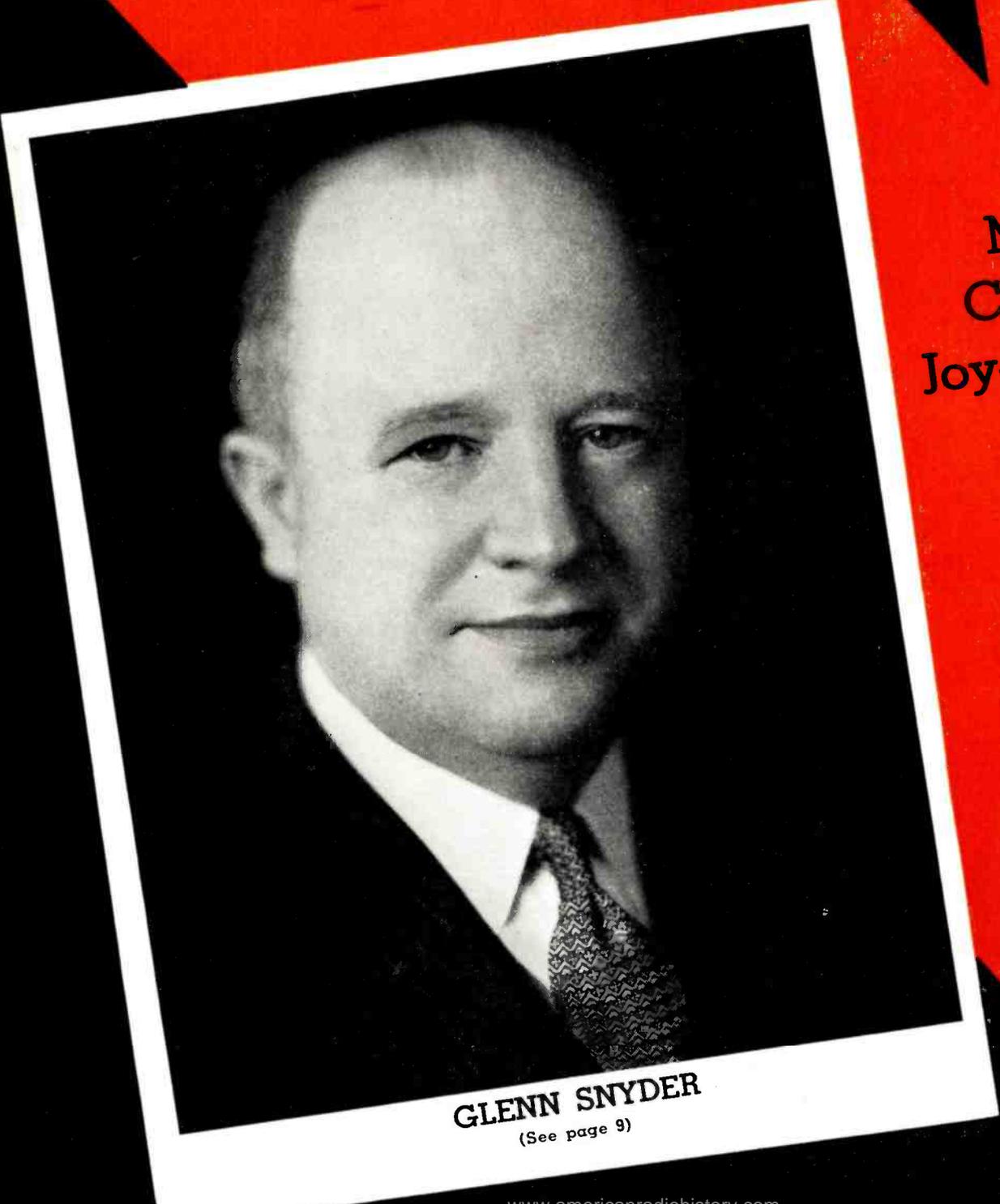


HARRISON PUTNAM  
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# Stand By

DECEMBER 18, 1937



**GLENN SNYDER**  
(See page 9)

Making  
Christmas  
Joy-Bells Ring

★ ★

Traffic  
Tanglers

# Listeners Mike

## Pat's Her Favorite

I just must write and tell you how we all enjoyed Pat and Henry when they made a personal appearance here in Decatur. They certainly were splendid. Only why doesn't Henry wear his dress clothes, like Pat, instead of those overalls? Any one can look at him and tell he isn't a farmer.

Pat is my favorite and I'd like to know why you make him so homely in his Stand By pictures when he is really so handsome. . . . **A Pat Buttram Fan**, Decatur, Ill.

## Wants Miniature Shows

At last we received unsolicited the string picking of two of the Prairie Ramblers. We were tea kettled pink, as Joe Kelly would say. Would like to suggest that each morning the Ramblers put on little miniature shows separately. . . . **Mrs. Waldo W. Schreck**, Chicago, Ill.

## Sure An' He's Wonderful

That laughing, smiling Irish Mick. How we all love his wonderful singing and go-getting. I listen every Saturday for him and enjoy him more than anyone else on the air. Why can't we have more of him? After all, the Saturdays are too far apart. His songs, handclapping and laughing just chase my blues away—so let's have more of Bill McCluskey. . . . **L. M. H.**, Chicago, Ill.

## Has Their Records

We like Lulu Belle and Scotty and Patsy so well that we have purchased records of them and can hear them whenever we want to. However, nothing can take the place of the National Barn Dance, and we want to thank you for all the happy hours we've had listening to your station. . . . **Miss Jennie Bolis**, Cudahy, Wis.

## Enjoyed the Show

I have been getting Stand By for nearly a year now and I certainly enjoy it. I would like to see more pictures of Lulu Belle and some pictures of the new ones you have on the air. There was a gang of your entertainers out here in Aurora the other day and I certainly enjoyed the show. . . . **A Faithful Listener, B. B.**, Aurora, Ill.

## Sweet Singers

How can anyone write such cruel things about Don and Helen? Those who do certainly don't appreciate the value of their sweet, harmonizing voices. Their voices blend so beautifully, and the results creep right into a person's heart strings. Keep it up, Don and Helen. . . . **Rhea Hoppe**, Oshkosh, Wis.

## These Modern Children

I feel that WLS is our station; the staff is so friendly that they seem like real friends. And as someone put it the other day, the programs are so clean. And that is a great point with a mother, as it is hard to realize just how much children do take in radio programs, and are influenced by them.

Speaking of children, I want to tell you an amusing incident. I was trying to listen to the Morning Minstrels while my three-year-old girl did a spot of carpenter work in the kitchen. I tried to silence her so I might catch what Morpheus Mayfair Manchester was saying. Mary Virginia said, "Do you want to listen to that old mutt? He says crazy things." The modern child for you, no respect for anything. She even calls our Model "A" Ford a Model "T" and wishes we could get a "Streamed Line" one. . . . **Mrs. Earl Spaulding**, Marion, Ind.

## Folks Like Him

I just want to say a few words about Arkie, that artist or regular feller that just makes folks like him. Since the time Meet the Folks was started, I have made lists of the favorites mentioned. I feel safe in saying, although I don't keep them on file, that Arkie is mentioned nine out of every ten times the people are asked "Who's your favorite?" . . . **E. Carlisle**, Chicago, Ill.

## Some Favorites

Just want to ask you to be sure never to take the Ramblers, Patsy, and Arkie off your station. They are all so good and entertain us so remarkably. We are very fond of Pat Buttram, too, and would like to see a picture of him and his wife in an early issue of Stand By. . . . **Mrs. A.B.**, Junction City, Wis.

## Liked the Studios

Very recently I had the enjoyable privilege of visiting the studios. It was such a busy place and had such an air of good will and happiness that it did one's heart good to see it.

I met several of the artists and have only the highest praise for them. And to Eddie Allan, that busy man at the desk, so gracious, courteous and kind, bushels of plums. Joe Kelly was not too busy to also be very kind and said he was very glad to personally meet some of his listeners. . . . **Lura B. Triplett**, Mooreland, Okla.

## Pokey and Arkie

Must tell you how much I enjoy Arkie's and Pokey's programs. Like to hear Arkie sing. Any song he sings sounds great. Also like Pokey's tall stories; some of them are quite tall, especially some of those that come from Durant. But it is all clean fun, so keep up the good work, and good luck. . . . **A Sincere Arkie and Pokey Fan**, Chippewa Falls, Wis.

## Like Them All

I have been thinking a long time about writing to tell you how much I like Stand By. I have every copy except the first one and read them all through. I also like the entertainers at WLS, but have a few choice ones, such as Lulu Belle and Scotty, Arkie, The Prairie Ramblers and Patsy, Uncle Ezra and the Hot Shots, and some others. Have enjoyed seeing some of them. My husband says he always finds the dial set at 870 kilocycles. Ever a WLS listener. . . . **Mrs. C. E. Keller**, Ladoga, Ind.

## STAND BY

Copyright, 1937, Prairie Farmer Publishing Co.  
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**JULIAN T. BENTLEY, Editor**  
**Edythe Dixon, Managing Editor**

December 18, 1937

VOLUME 3 NUMBER 45

STAND BY

Tiny tots find convalescence a less dreary interval when they can get around in wheel chairs to visit the other children in the hospital.

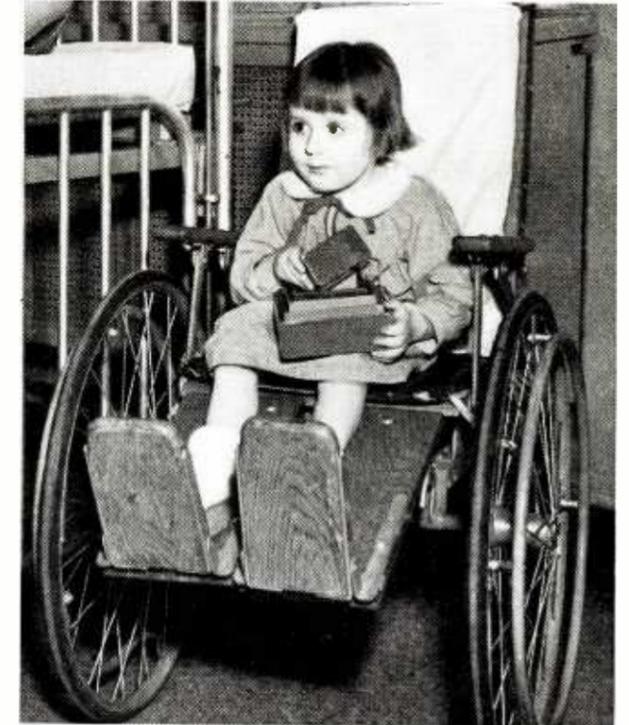
**M**ANY less fortunate youngsters in Mid-Western hospitals are going to thank our listeners for their thoughtfulness at Christmas and during the months and years to come.

Why? Because our Christmas Neighbors' Club is planning that the children's wards in numerous hospitals will each have at least one new wheel chair. And if you, or someone near and dear to you, has ever used a wheel chair when convalescing from an illness or a serious fracture, you know what a blessing it is!

During the 1935-36 Yuletide seasons, it was our privilege, through the generosity of listeners, to provide over 250 child-caring institutions with new radio receiving sets. If you could have visited any of the hospitals and orphanages when these sets were delivered—or had read the numerous letters of thanks—you would have realized the "dividends" that come through the carrying out of the "share with others" idea.

Following the first announcements of our "wheel chair" plan by Dr. John Holland on Morning Devotions and the Little Brown Church of the Air, the letters started to come in, with amounts varying from 25 cents to 10 dollars. Most contributions average one dollar, so you see it takes "a little from many" to secure a consequential amount for the fund.

One Chicago lady telephoned to Dr. Holland and said



by George C. Biggar

# Making Christmas Joy-Bells Ring

## WLS Neighbors' Club to Help Hospitalized Youngsters

she would gladly take care of the cost of one wheel chair.

Along with the contributions we are receiving in letters, come endorsements of the project. "Tears of joy came to my eyes when I heard of your plan, because every chair that you buy is going to bring much happiness to these unfortunate little ones," wrote a Lakeville, Indiana, lady. "I know, because my husband and I are buying a wheel chair for an invalid lady who has been bed-fast for over a year. We will never forget the smile that came upon her face after she was lifted into it and wheeled from one room to another."

"We are enclosing two dollars in memory of our departed mother who was always helping others," wrote a Greenville, Illinois, listener, while a Cicero, Illinois, girl said, "I am enclosing one dollar for the wheel chair fund for crippled children in hospitals, as I have a brother who was so thankful to receive a wheel chair some years ago."

As this is being written, we are contacting many hospitals of the Mid-West which serve children, asking their superintendents about their wheel chair needs. Naturally, we are purchasing the chairs in lots as economically as possible, and we will place them where the needs are greatest.

Each chair will bear the little inscription: "Presented by Prairie Farmer Station WLS Christmas Neighbors' Club—1937."

We were talking with Mrs. Ruth Pearce McEldowney, executive director of the Chicago Heart Association, an organization which loans wheel chairs to needy cases caused by "cardiac" or heart trouble. She said, "Wheel chairs are placed by us in needy homes (To page 8)



# "The Old Hayloft"

By the Hired Man



**PAT BUTTRAM** says if he had the money, he'd give the following Christmas gifts: Lulu Belle—a year's supply of chawin' gum. . . . **Al Boyd**—a chair so he'd sit down some-time. . . . **Pokey Martin**—a ladder so he could pick up still taller stories. . . . **Arkie**—an axe, as he does everything but chop wood. . . . **Salty Holmes**—a new necktie as he's worn out his old one on his Adam's apple. . . . **Otto and Joe Kelly**—sets of combs and brushes so they'd encourage cranial adornment. . . . **Uncle Ezra**—a new watch so he'll be on time. . . . **Reggie Cross**—an automatic bathtub for his car. He's got every other accessory. . . . **Harold Safford**—a year's supply of memo slips, all typed out tellin' me to get my programs written in time, 'specially the "Pat and Henry" shows . . . and as for **Jack Holden** I'd give him "up."

Two Wisconsin girls, hailing from Wisconsin Dells, won the Coleman Act-of-the-Week honors for November 27. . . . They were **Evelyn Armson** and **Lorraine Germier**. . . . Their \$25 prize will help buy a few Christmas gifts. . . . By the time you read this column next, you'll know the winner for December 4—and also the home talent act selected by the WLS Program Department for appearance on four hayloft programs. . . . It interested me very much Saturday night when **Henry Hornsbuckle** interviewed **Ann and Arnold McPhee** of Joliet, Illinois. . . . They first met and their romance started on a **Prairie Farmer-WLS** home talent show. . . . As a harmony team, they are still appearing on numerous home talent programs and their 7-months' old "Jerry" is a real favorite with folks taking part in the shows.

**Pied Piper** . . . That's the role **Uncle Ezra** is to portray on the network hour of the barn dance tonight (December 18). . . . He's going to be followed by several youngsters, all in anticipation of Christmas. . . . These juniors will take part in the program, among them being **Shelby Jean Davis, WJJD; Hal Buddy Brooks, Three Rivers, Michigan, and Curtiss Damrell, boy imitator of Idaville, Indiana, who recently won an Act-of-the-Week contest. . . . Songs of 1910** will be featured on "Home Town Memories" (9:30 to 10:00), with such old favorites as "When the Morning

Glories Twine Around the Door," "In the Shade of the Old Apple Tree," "So Long, Mary" and "What You Going to Do When the Rent Comes Around."

An unusual event was the appearance of four such old-timers as **Egbert Van Alstyne, Will Rossiter, Henry Burr** and **Uncle Ezra** on the network program, reports the **Hired Girl**. . . . There's a "quartet" that has made history in song-composing, phonograph recording, concert, vaudeville and radio. . . . "Bert" is famous as writer of "In the Shade of the Old Apple Tree," "Memories," "Drifting and Dreaming" and hundreds of other popular favorites. . . . No doubt he is America's most prolific song writer. . . . You know his 82-year-old mother as "Aunt Em", on WLS Sunday mornings. . . . **Will Rossiter** made "Meet Me Tonight in Dreamland" and many other songs famous and helped many notables to get their start in the song and show business, including **Charles K. Harris, Van and Schenck, George White** and **Francis X. Bushman**.

Enjoyed that amusing episode of the "Gay Nineties" by **The Newells** and **Hal Buddy Brooks** (aged 10), singing "Charmaine" . . . and the orchestra playing "Every Little Movement." . . . **Maple City Four** should have been seen as well as heard to best appreciate their rendition of "My Mother Was a Lady." . . . Where do they find such costumes? . . . It wasn't on schedule, but **Jack Holden** lost his balance and fell off a chair on the orchestra stand. . . . No broken bones but some aches.

**Schoolmates meet.** . . . One of our visitors, **Mrs. Clara Morrison Golding**, was thrilled to renew her friendship with **Uncle Ezra**. . . . They attended school together at Holden, Missouri. . . . Illinois and Wisconsin salesmen of the **Murphy Products Company** (25 of them), came down to see how their boss, "Jim" **Murphy**, assisted by **Pat Buttram** and **Jack Holden**, put on the **Jamboree**. . . . Three **Future Farmers of America** were happily surprised to have the chance to question **Lulu Belle** and **Scotty** on "Meet the Folks." . . . They were from the group of 30 **Vo-Ag** boys from Omro, Wisconsin, accompanied by their instructor, **Mr. Locke**. . . . S'long—got to get at my wash.

## Something to Talk About

by **CHUCK ACREE**

Even though America is far ahead in her recognition of and awards for women in the field of radio, Italy had a woman radio announcer before the United States had. The lady was **Lisa Sergio**, who is known on two continents (Europe and Asia) as "The Golden Voice of Rome." **Signorina Sergio** is half American; she belongs to the well-known **Fitzgerald** family of Maryland, but she speaks English with a high-Oxford accent. She is one of the very few women who have held office under **Mussolini's** government (Mussolini, you know, believes in keeping women at home and disapproves of having any woman in business). **Signorina Sergio**, with her ability to speak many languages, was quite useful around the government's official radio station in Rome, where she translated official documents over the air and aided in spreading the "news" of the **Stampa Propaganda** Department.

Someone has just discovered (our program director knew it quite a while ago) that the initials of **Harold Safford's** father are the same as the **Prairie Farmer Station's** call letters. His father, who lives in **Aberdeen, South Dakota**, is **Mr. W. L. Safford**.

**Stephen D. Cartright** of **Lincoln, Nebraska**, is the only news commentator in the entire world who is blind and deaf. **Mr. Cartright** has a radio program of his own over the **Lincoln, Nebraska, station, KFOR**.

**Tex Atchison**, the **Prairie Ramblers' "Man In White,"** is one of the few top-notch radio stars who play the fiddle left-handed. (**Charlie Chaplin** also plays the fiddle left-handed, but he calls it a violin).

Whether it's a publicity gag or not we do not know, but **Eddie Cantor** and **Al Jolson** are reported to be hiring private detectives to watch all of their program rehearsals very carefully in order to make certain that somebody standing around does not copy down the gags that bring the laughs. **Cantor** and **Jolson** jokes that were original with the programs seemed to have popped up several times on the air between the time the shows with **Jolson** and **Cantor** had their rehearsals and the time they went on the air. Many of the so-called humor shows that I have heard wouldn't need detectives to keep anyone from stealing the jokes. The jokes are a protection in themselves (if you get what I mean).

STAND BY

# WLS Christmas Giving Party to be Held Today

**THE** fourth annual **Prairie Farmer-WLS Christmas Giving Party** will be held this morning, **December 18**, from 9:00-10:30 o'clock in the ballroom of the **Stevens Hotel**. All the youngsters and their parents who are attending the party will meet at the **Eighth Street Theater**, from which there is an entrance into the **Stevens**.

Admission to the party consists of an article of canned food or some other non-perishable article. All the food contributed by guests at the party will be packed into many baskets and given to the **Salvation Army** to be distributed among the needy.

The regular Saturday morning program, **Jolly Joe and His Junior Stars**, will be broadcast direct from the party. Various **WLS entertainers**, among them **Lulu Belle** and **Scotty, Patsy** and the **Prairie Ramblers, Arkie** and the **DeZurik Sisters**, will present a show for the youngsters at the party. Approximately 4,000 children attend the **Prairie Farmer-WLS Christmas Giving Party** each year and share with those who are less fortunate by contributing food for the Christmas baskets.

## Knows His Pawnshops

**Feg Murray**, the radio star whose "Seein' Stars" is heard on the **Bakers' Broadcast** each Sunday at 6:30 p. m., CST over the **NBC-Blue** network, knows what it means to be broke. He disclosed today that he made many a visit to the pawnshop during the years he was battling to make a career.

It all came to light a number of years ago when a girl friend telephoned **Murray** that the police had found in a pawnshop the silver cigarette case she had given him as a present. The officers had traced the case to the jeweler, and obtained her name as the purchaser.

"I didn't know you had lost it," the girl told **Murray**.

Stammering with embarrassment, **Murray** explained to the young woman that he had been forced to pawn the case to get enough money to eat.

## Reelected President

**Glenn Snyder**, manager of **WLS**, was reelected president of **A Company**, 365th Infantry, at the annual reunion held on **Armistice Day** at the home of **Frank M. Wanger**, 504 North **Noyes Boulevard**, **St. Joseph, Missouri**. There were 38 members of the company present, a number of them attending their first reunion in the 19 years since the **Armistice** was signed.

## Owned Radio Station

**Smilin' Ed McConnell** once owned a radio station at **Orlando, Fla.**, which he operated for a year.

## SAFETYGRAM PRIZE WINNERS

Each Sunday, on **Everybody's Hour**, three safetygrams of not more than 12 words win prizes of one dollar. The following safetygrams were awarded prizes on Sunday, December 5.

**How to keep from growing old—"Drive Carelessly."**—**Donald Tufts**, 1314 **Fairfield St.**, **Muskegon Heights, Mich.**

**"Mole hills" of carelessness may become "mountains" of wreckage.**—**Ruth Alice Daggy**, **R. 1, Box 65, Greencastle, Ind.**

**Four-wheel brakes are useless without fore-sighted drivers.**—**Henry Urbaniak**, 720 **McBride St.**, **Elgin, Ill.**

## Represents Middle West

When the **General Motors** program, **Varsity Show**, originated at **Indiana's Purdue University** recently—collegiate talent in a different university or college is featured on the program each Friday night at 8 o'clock and the show broadcast direct from the campus—a young student named **David Thompson** was chosen to MC the show. So successful were his efforts that he has been selected to preside as master of ceremonies when the special **Mid-West Varsity Show** is broadcast on **Christmas Eve**.

**Young Thompson**, a senior in **Mechanical Engineering** at **Purdue**, is the son of **Dave Thompson**, **Associate Editor of Prairie Farmer**. And it's the **Prairie Farmer** station, **WLS**, over which the **NBC Varsity Show** is heard in the **Middle West**.

## Tiny Trio

It's a trio in the household of **George Cook**, **Assistant Treasurer of WLS**. The **Cooks' third child, David**, was born on **December 4**. The infant's young brother, **Richard, 4**, and his two-year-old sister, **Carol**, already are admonishing him to be a good boy so that **Santa Claus** will fill his bootie with everything he wants for **Christmas**.

## Contest Winners

**Pat and Henry's** problem is solved. The weekly newspaper they're running, heretofore called the **Haleyville Question Mark**, henceforth will bear the imposing title, **Haleyville Hornet**. And the new slogan, "You Get the Point—We Get Action," has been accepted by the boys.

As you probably recall, **Pat and Henry** have been running a contest to find a new name for their paper. On their daily program at 6:45 a. m., they've been asking listeners to write in suggestions. The winning title and slogan were proposed by **Gordon Zoerb**, 563 **Roosevelt Road**, **Kohler, Wisconsin**, who was awarded the \$25 grand prize.

A number of contestants submitted the name, **Haleyville Hornet**, but **Mr. Zoerb** had what the judges considered the best and most original slogan. All of those who submitted the name **Hornet** received secondary prizes. The following is the list of 25 listeners who received their choice of two **National Barn Dance** tickets or their cash equivalent:

**Mrs. Wilfred Henry**, 3231 **Warren Blvd.**, **Chicago, Illinois; Marie Rowe**, **Brookston, Indiana; Mrs. Wm. A. Fenis**, 1107 **W. Mill Street**, **Bloomington, Illinois; Mrs. Bruce C. Wilson**, **Viola, Illinois; Earl Merris**, **Hammond, Illinois; Mary Spurger**, 315 **N. Ferry**, **Ludington, Michigan; Esther B. Clements**, **Lake Zurich, Illinois; Gloria Ann Zachary**, **Crawfordsville, Indiana; Mrs. Esther Elliott**, **Williamsport, Indiana; Raymond Pearson**, **Kingman, Indiana; Betty Poyser**, **Lagrange, Indiana; Miss Hazel Baysinger**, **Stockton, Illinois; M. D. Abercrombie**, **Downers Grove, Illinois; June Fraase**, **Harvard, Illinois; Mrs. S. F. Prunner**, **Welmwood Farm**, **Clinton, Illinois; Mrs. E. Wolfe**, **Sturgis, Michigan; Don Martz**, **Scottville, Michigan; Mabel M. Siems**, 1101 **E. Oregon Street**, **Urbana, Illinois; Ellwyn Collins**, **Racine, Wisconsin; Francesca Miller**, 1500 **Lake Shore Drive**, **Chicago, Illinois; Mrs. Ernest Grim**, **Janesville, Wisconsin; Miss Bobbie Jo Lee**, **Carmel, Illinois; Mrs. Albert A. Hooper**, **Palmyra, Wisconsin; Joseph Sam Ferry**, **Wheaton, Illinois; Mrs. Earl Cassidy**, **Morley, Michigan**.

The following listeners received new 1938 **WLS Family Albums**, autographed by **Pat and Henry**:

**Lawrence Patrick**, **Elmer, Missouri; Mrs. John McDonald**, 1456 **Fargo Avenue**, **Chicago, Illinois; James Renner**, **Deer Grove, Illinois; Mary E. DeLany**, 612 **Vernon Avenue**, **Chilago, Ill.; Mrs. Mary Garrett**, **Mode, Illinois; L. R. Thayer**, **Hopl, Indiana; R. W. Eddy**, **Beardstown, Illinois; Mrs. J. Harry Peterson**, **Foster City, Michigan; H. H. Dixon**, **Russellville, Indiana; Arthur M. Fox, Jr.**, **Princeton, Illinois; Mrs. C. M. Thomson**, **Bloomington, Illinois; Mrs. George Nelson**, **Ludlow, Illinois; Art. Hoy**, **Kankakee, Illinois; Mrs. R. M. Campbell**, **Wilmette, Illinois; Henry M. Hurst**, **Haleyville, Alabama; H. G. Foote**, **Fontana, Wisconsin; Robert Ray**, **Caledonia, Illinois; Mrs. B. B. Bingham**, **Clare, Illinois; Miss Elouise Church**, 815 **Piper Street**, **Bicknell, Indiana; Jo Evelyn Luxmore**, **Alpha, Illinois; Mary Louise May**, **Bloomington, Indiana; Mrs. H. G. Foster**, **Woodlawn, Tennessee; Mrs. Della McArtor**, **Mason, Illinois; Mrs. Frank Pallock, Sr.**, **Muncie, Illinois, and Mrs. Charles Williams**, **Colon, Michigan**.

May we congratulate all of these winners upon their success. It took the judges a long time to go through all the letters and make their decisions. And almost 14,000 entries were received in this contest. **Pat and Henry** thank all of you for your friendly interest in helping them.

# Fanfare

by WILMA G WILLIAMS

**H**ELLO Fanfare Friends! Back at my desk—just finished giving you folks your Fanfare News. If I don't hurry up and finish Stand By's Fanfare page—(Phone rings)—I thought so! "Wilma, where is Fanfare Page?" pause, "OK, have it to you in just three shakes." That was Edythe Dixon, managing editor of Stand By. Glad she didn't ask me how long three shakes meant, because I have just six lines finished and have four pages to go—and at my speed . . . Oh! Oh!

**Notice to all the staff:** For all those who have been having trouble getting a place to sit, while eating down at Frank's—here's good news. Frank has new tall stools to go with the tall counter. John Brown suggests that George Cook move his bookkeeping department down there.

Did you listeners hear a loud crash during the second half-hour of the Barn Dance Saturday night? If you did and would like to know what it was—write to Jack Holden.

Little Jerry Baker, son of Frank Baker, Continuity Editor, decided he wasn't going to come in the house one evening last week. He didn't believe all those stories about the dark. He was brave and he was going to show everybody that he was. Father Baker, who was still at the office, received a call from Mother Baker about 6:00 p.m. She couldn't find Jerry and was frantic. By the time Frank arrived home, Jerry was home, safe and warm. Mrs. Baker had been walking along looking for the child, when she spied him peeking out from under a neighbor's porch. He was beginning to get cold and hungry and wasn't nearly so anxious to show his bravery. Is it necessary to add that Jerry was awfully glad to see his mother? The only reason he could give for his escapade was, "Mother, I wasn't scared in the dark and I wasn't ready to come in the house."

I hear bells in the distance and I believe they're Swiss bells. Guess, I'll have to find out what this is all about. (Time out for inspection.) It was a group of Swiss bell ringers and really beautiful. Is there any music sweeter and more melodious than Swiss Bell ringers playing either "Bells of St. Mary's" or "Roses of Picardy?"

Here are a few of the "wants for Christmas" around WLS.

**Hal Culver:** A midwinter vacation. And a pair of wooly house slippers to slip on immediately after rising—to prepare his feet for the cold journey down to Smile-A-While.

**Evelyn:** Snow on Christmas Day. And a lovely blue house coat she saw in a window downtown.

**Grace Wilson:** Nothing big, then I know I won't be disappointed.

**Jack Stilwill:** Electric train and chemistry set for my three-months-old son. (Jack, did you say for your son?)

**Don Bush:** A new fishing rod.

**Helen Bush:** Nothing more than good health and security.

**Dan Hosmer (Pa Smithers):** Doesn't make any difference what I want, I know what I'll get—a tie. I could use a typewriter and if anyone sees a sponsor running around looking for a program, I'll take him.

**Eddie Allan, Dr. Holland, Merle Housh, Carl Hunt, Augie Klein:** Electric razors. (Looks like business for the razor companies.)

**Charlie Nehlson:** Microscope for my camera—\$1,500. Binoculars to take West with me next summer—\$200. Oh shucks, guess I'll take a tie.

**Grace Cassidy:** The mink coat I asked for last year. I'm still looking for it.

**Julian Bentley:** A Peterson pipe and 20 Jersey cows. (What a combination.)

**Pat Buttram:** Well, I ain't very particular what I git fer Xmas . . . Course I'll take anything ye wanna gimme. . . . But I'd like to git a few books uv humerous poetry to read to th' folks on th' air. . . . Then I'd like a 'lectric razer, an' of course I want a dozen handkerchiefs, ties an' socks (I'll git 'em anyhow).

Now that the letters to Santa Claus are taken care of—we'll answer some questions.

**Veronna Bennett of Gordon, Wisconsin, and Mrs. Elva Harrain of Herrin, Illinois,** sent us letters asking about Merle Housh. Merle's real name is Merle Housh. Henry Hornsbuckle is the radio character that he has portrayed for a number of years. It wasn't Merle's wedding that was

broadcast over WLS but Hiram's, who was Merle's former partner. Mrs. Housh and Mrs. Jack Holden are not related. Merle and Mrs. Housh have one little girl—Donna Jean.

**Wilma Kelly of Albion, Wisconsin,** asks who portrays the character of the "Widdy" on the Coleman Fireside Party on Saturday nights. The "Widdy" is played by Rita Ascot.

**For a number of Listeners:** Ralph and Elsie Mae Emerson are in Phoenix, Arizona, and can be heard over Station KOY in Phoenix.

**Betty Hack, Pearl, Illinois:** John Lair, Lily May, The Girls of the Golden West, and Slim Miller are no longer with WLS and as you heard them say over WLW, they will appear over that station from now on. A number of listeners asked if these former WLS folks are making their homes in Cincinnati. Yes, they are.

**Mrs. Della Johnson, Delphi, Indiana,** would like to know if Don and Helen have any children and if they live in Chicago. No, Don and Helen haven't any children. And they live in Chicago.

**Mrs. R. Hinds of Chicago** wants some information about how to get in to see some of the WLS broadcasts. All the folks here at WLS would be glad to have any of you listeners visit us at any time. Tickets are not necessary. The studios are located at 1230 Washington Blvd., Chicago, Illinois. When you reach the building come to the Little Theater on the third floor.

Broadcasts originate daily in our studios between 5:30 a.m. and 3:00 p.m. Nearly all of our evening programs originate at NBC and come through WLS, therefore would not be so interesting from a spectator's standpoint. But if you happen to come up in the evening we are always glad to show you through the studios. On Sunday we broadcast between 8:00 and 12:00 o'clock noon.

If you didn't hear the Fanfare broadcast on December 2, I suppose you would like to know the whereabouts of your former Fanfare Reporter, Ed Paul. I know you will all be sorry to hear that Ed is no longer with WLS. But that doesn't mean you will not be hearing Ed, because from now on he will be free-lancing. We'll keep in touch with Ed so that we'll be able to give you the latest on when and where you may hear him. And Ed, here's wishing you the best of luck in your new venture. If you want to write Ed—continue to send your letters to him addressed, Ed Paul, Radio Station WLS.

Until next week, So Long.

• • •

## Expert at Goulash

Frank Munn prides himself on a goulash he prepares from a special recipe and serves to favored dinner guests.



by CHECK STAFFORD

**H**OWDY Folks: Here it is December 18th, a week only until old Santa starts his rounds . . . and so help me . . . I haven't even bought a Christmas card. Just gotta get busy and do some thinking.

This is the season for giving and I wonder if too many of us think only of gifts in terms of gold, fine raiment, food and luxuries. Gifts need not be of gold, for there are many other ways . . . and truly, the richest gifts folks may bestow are of kindly deeds, cheery smiles, a Yuletide basket . . . or a bit of helping hand.

These are the things that comfort and bless: Love and loyalty . . . a gentle, friendly touch warms the sad hearts of the lonely or unfortunate. It's doubtful if the fattest pocket book or the rich man's big check ever brought greater happiness to a poor child or widowed mother at Christmas time . . . than the gift basket and cheery visit of a big-hearted neighbor. Could money gifts equal the joy a roaming son would bring his Mother when he returned on Christmas Eve, to hug her tightly once again? There are many things many of us could do that would take the place of money . . . but **WILL** we do them?

Just came from a trip through the rear studios and rehearsal rooms. Met Mary, (of Verne, Lee and Mary) and she was wearing a chic blue head shawl. Mary always wears a charming smile, too. Chatted with Jean Colby, hayloft square dancer, and she was wearing a snug, wooly new coat, which sure looked comfy for these winter days. Just had a scare. Chuck Ostler and Jimmy Daugherty were trying out a new sound effects pistol right across the hall and a fusilade of shots came near to causing me to dive under the desk.

Wilma Gwilliams was around a while ago, asking what we wanted for

## The Friendly Gardener

**O**NE nice thing about Christmas, it always seems to me, is that we worry about Christmas instead of about other things, an' Christmas is always so nice to worry about.

Just for example, when am I gonna get my shoppin' done? How in Sam Hill can I find time to get the Christmas cards made 'cause I don't like to spend the money to buy 'em? Who'll I get to wrap the stuff after I get it bought? What on earth can I get the head of the family that'll please her an' not leave me strapped for the next six months?

Y'know, there's lots of things you can buy in the gardenin' line that'll solve your Christmas shoppin' problems. Most any good florist shop has potted bulbs to sell—an' there's a gift that'll have folks rememberin' you most favorably along in the late winter. Christmas plants, like poinsettia an' Jerusalem cherry, always go well; an' I've a sort of weakness for these little pines an' cedars set in wooden pots or tubs. They're dwarf varieties, so they never get very large, an' they do look mighty nice. You can grow 'em inside for a while, an' then set 'em out of doors an' leave 'em there.

By the way, when you're gettin' a Christmas tree, if you've got any choice between kinds, you'll be smart to get a balsam fir. It'll hold its needles better'n almost any of the others. Spruce looks good but after a little while indoors, it'll shed its needles, an' by Christmas day it may be nothin' but a skeleton. Keepin' any tree in a bucket o' water is a good idea, 'cause it keeps the tree lookin' fresher an' the needles hangin' on longer.

If you've got a friend who's interested in gardenin', you'll find that some o' the new books on gardenin' are welcome as the good Saint Nick himself; most folks who like gardens never are able to subscribe to as many garden magazines as they'd like. An' there's always tools of different kinds, like shears, trowels, lawn rakes an' the like; things that are good lookin' enough that you won't mind givin' 'em, and at the same time useful enough that they'll go to work in the garden this spring.

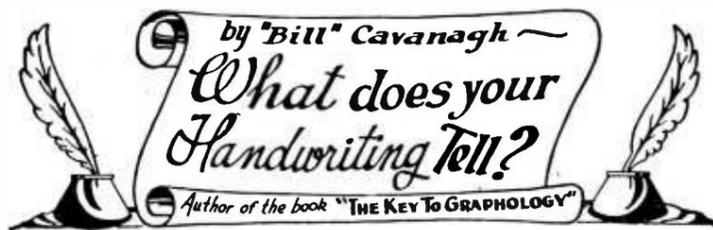
Well, whatever you give or get, I hope you find somethin' in your sock Christmas mornin' besides holes.

## Collects Hymn Books

As might be expected, Edward Mac-Hugh, the Gospel Singer, collects hymn books. He has a library of 2,000.

STAND BY

DECEMBER 18, 1937



**G**REETINGS everyone! Well, things sure are beginning to take on a Christmas look here in Chicago. The occasional snow flurries, the lovely store windows and the street decorations make us realize Saint Nick will soon be here. Thanks to all you folks for all the letters you have sent me. I'm having lots of fun looking them over and reading your character from them.

In this article I promised to tell you more about the small letter "i," so I suppose it might be a good idea to get down to the business of the day. As I told you, the letter "i" is written in 13 different ways; here are some of the common forms used daily by writers everywhere.

When the small letter "i" is written with small circles instead of dots. . . This "trick" is known as an eccentric fad, it is used by the type of writer that loves beauty; it will usually be found in the writing of the artistic person, a lover of beautiful surroundings.

At times you will find the dots over the letter "i" written like wavy dashes instead of dots. This shows a writer who is fun loving, light-hearted and a bit inconsiderate.

If the dots over the letter "i" are written with large and wavy dots. The writer's nature is usually assertive, with a yearning for worldly pleasures and enjoyments. If extremely large and heavy, it indicates an awful temper, one that is almost impossible to keep under control. Has strong passions, most likely brutal tendencies.

Note: The letter "j" has the same meaning as the letter "i," in regard to the type and placement of the dots. Next week more interesting things about the letter "i," and we'll tell you how to pick out a good dancer from his or her writing. I'm sure that will come in handy to many of you.

Well! Well! . . . Look what we have here, autograph hunters. Here is the autograph of Jane Tucker.

Jane said to me this morning: "Goodness Bill, you can't tell anything from my scratching."

As a matter of fact, her handwriting is very interesting. It shows

a dashing personality, one that is full of life and energy. Jane is a fast talker, one who has a great deal to say and . . . well she likes to gossip a bit too, but only in a playful manner. Jane would rather get in a good argument than anything she knows of, her writing says. Her feelings are very easily injured, and many times at very small things. She has a vivid imagination; she is a person who always looks to the brighter things. No matter how dark the day is, Jane can always smile and know tomorrow the sun will shine. Goodness Jane, I'm surprised at you! Your writing says you are quite forgetful about small things, details for instance. You're very generous, in fact too much so for your own good. Fine artistic tastes. Jane is a nervous, affectionate type. She seems to live on a high tension. She is very honest and trustworthy. I could tell you a lot more about Jane Tucker, but time will not permit. . . . Good Luck to you Jane!

**Would you like to know what your handwriting says about you?** Just send a sample of writing together with 10 cents (in coin) and a self addressed stamped envelope to "Bill" Cavanagh, c/o WLS, Chicago, for a complete character analysis.

• • •

### Sartorial Stamina

Raymond Paige, conductor of the Hollywood Mardi Gras on NBC, is a sartorial delight in white tie and tails. But he wasn't always so.

The first time he donned full dress was back in his college days when he contributed a violin solo to a class entertainment and it was a most agonizing occasion. For several weeks thereafter he went into seclusion in a garage, there practicing on his violin while wearing an old dress shirt and stiff collar.

Thus, having gotten the feel of formal armor, Paige has never had any trouble with his "soup and fish" since.

• • •

### Big Chief Amsdell

Bill Amsdell, Arnold Grimm's Daughter actor, has received an Indian Chief's hat made with real eagle feathers. The gift was presented to him by Oklahoma Indians, who made him an honorary sachem in their tribe this summer.

## Making Joy-Bells Ring

(Continued from page 3)

where, the patients cannot get on their feet, but are able to be out of bed, in the doctors' opinion. The chairs are a great aid during convalescence and I think your Christmas Neighbors' Club plan will do much good."

"Your gift of radios last Christmas to our children has brought sunshine and education to our shut-ins," declared Mrs. Sue B. Keller, superintendent of the Martha Washington Home for Dependent Crippled Children. "This year, your offer of wheel chairs is a splendid idea. For our children who cannot walk, the wheel chairs are a blessing. They can go from room to room, have a change of surroundings, and go to the dining room to have their meals with the children who can walk. This means so much to them."

Edna H. Nelson, superintendent of the Women's and Children's Hospital in Chicago, said, "Wheel chairs are indispensable in any hospital and few children's hospitals have as many as they can use. Children who do not need complete bed rest, but who are perfectly able to get about in a ward and cannot do so without the aid of a wheel chair, are happy when it is possible to wheel them about so that they may see other patients or be taken to the various departments of the hospital."

Most all of us are busy these days, thinking of what we can do to make the Yuletide happier for our own families and other dear ones. If we can extend our thoughtfulness to those less fortunate youngsters who will have to spend their holidays—and perhaps many weeks and months more—in hospitals, perhaps we'll make our own Christmas just a little happier.

If you would like to share in this "joy-giving," you may write to the WLS Christmas Neighbors' Club, if you are not among the thousands who have already helped.

• • •

### Off Stage Noises

Lanny Ross, the NBC singing star, received a big box of pecans in his fan mail the other day. During a rehearsal of the Hollywood Mardi Gras, Lanny shattered the control engineer's nerves by cracking them too close to the mike.

• • •

### Capable at Cookery

Helen Jepson finds relaxation in the kitchen, specializing in fried frogs' legs which dinner guests pronounce a culinary masterpiece.

## Man on the Cover

GLENN SNYDER

**W**HEN Glenn Snyder was a little kid down in Missouri, he lived in 19 towns scattered throughout two adjoining counties—Worth and Harrison. And as if that weren't enough of a record, he set about early to top it in the matter of jobs. Even before he had cast his first ballot, Glenn had held more jobs than most men tackle in a lifetime.

Born in Grant City, Missouri, he spent his early childhood there and in the neighboring towns. Then his family moved to Lamoni, Iowa, where he entered high school. The summer following his freshman year, he organized a baseball team—which he admits was a pretty good one—and made his expenses traveling with the team and playing in various towns. By the time fall had rolled around and it was nearing the opening date of school, Glenn had decided to get a job rather than return to his Latin and Algebra. The baseball team had played its last game of the summer in St. Joseph, Missouri, and Glenn had an uncle living there. It occurred to him that St. Joseph was the city of golden opportunity, so he started looking for a job there.

### Worked for His Board

There was a shoe factory in the town and Glenn—at the ripe old age of 17—went to work cutting shoes at the magnificent salary of \$3.50 a week. Of this amount, he paid his uncle \$2 a week for room and board. It wasn't long before he figured out that he could make more money if he collected his pay on a piece-work basis. And it was an even shorter length of time before the management regretted letting him take a crack at it—for his income jumped almost immediately from \$3.50 a week to \$5.50 a day. Within a year he was cutting all the factory's sample shoes and his career had been marked with frequent promotions. The promotions, however, and the increased salary didn't offset the fact that cutting shoes was pretty monotonous work and Glenn made up his mind to try something else.

In a nearby town, another relative of his had a bank. Glenn tackled him for a job—and got it. But he was to work for his room and board, receiving no salary for his labors. For a year he worked at the bank before the grass back in St. Joseph looked greener to him. At least he had had a little spending money there.

### Study in Contrasts

Resuming his job at the shoe factory, he returned to St. Joseph to live. Among the others at his boarding

house were two newspaper reporters and Glenn started indulging in a little study in contrasts. Every night when he got home late from the factory, tired and dirty, he'd find these reporters lounging around taking life easy. Theirs was an ideal life, he reasoned. Their hours were short, their work exciting and their working conditions such that they could be dressed up all the time. No sooner had the full import of this contrast impressed itself on his mind than he decided to get a job in the newspaper business.

When he went down to the St. Joseph News Press to apply for a job, he hadn't made a very careful study of the setup of a newspaper. As a result, he went to the wrong department to apply and, much to his consternation, found that he had been hired by the advertising department—when what he had intended was to become a cub reporter. Despite the bewilderment he felt during the first few days, he held the job and soon won a promotion.

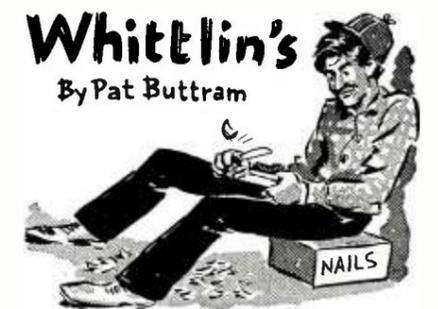
### Big Business Man

His next job was with an advertising agency—and this one lasted only three months. It wasn't that Glenn was fired. He simply quit to go into business for himself. He had decided that he knew more about advertising than did the head of the agency he was working for. Persuading a friend of his that opportunity was knocking loudly, he convinced him that the two of them should open an agency of their own. Glenn had \$3.50 in cash and his partner had even less, but they bought a desk and chair on time payments and opened an office directly across the hall from his former employer's. Their only client was a woman who ran a small general store and when she failed to pay them what she owed them, they were forced to go out of business.

Through some friends, Glenn got a job in the advertising department of a department store in St. Joseph. Then there was a period of working again for the St. Joseph News Press and finally he was rehired by the agency he had left to go in business for himself.

### Duties Galore

Next his interest turned to the engraving division of journalism. He could learn more about this, he figured, by working for an engraving



Many a man who prides himself on bein' a Go-gitter is merely a Goat-gitter.

If ther ain't no star handy, ye kin git ther by hitchin' yer wagon to a good stedy hoss.

But if ye do hitch yer wagon to a star . . . be shore it ain't a fallin' star.

Strikes an' more strikes. Th' laborin' man's slogan of today seems to be: "Divided We Stand. . . . United We Sit-down."

To a lot of people th' U. S. Mint has been a life-saver.

Th' Mayor of Chicago is livin' up to th' name of Kelly all right. Right now he's tryin' to knock th' "L" out uv Chicago.

Yourn til we git bunions frum th' March Of Time.

—Pat

P. S. I know what I'm gonna git for Christmas. . . . Pajamas . . . with two pairs uv pants!

house. So he went to work for one. His duties were many and varied. Not only was he a salesman for the firm, but he was chief errand boy and copy writer, as well. He used to run out to bring the cop on the corner into the office to be photographed for ads, attend to the engraving of the

(Continued on page 15)

**4 Monogrammed ASH TRAYS**

A grand gift idea! Crystal clear, chip proof rim round ash trays with hand etched 3 letter monograms. 4 for \$1, plus 15c for packing and shipping. Scores of other items — all popular priced. Write for catalogue.

**CARLYLE and COMPANY • The Merchandise Mart • CHICAGO**

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17 years of service to thousands of satisfied customers is your guarantee of satisfaction. Become an "ALLEN" customer and in addition to getting the highest quality workmanship, take advantage of our Free Feature Offers. **DAILY SERVICE.** All for only . . .

**ALLEN PHOTO SERVICE, 1443 Belmont Ave., Chicago, Illinois**

**PER ROLL; SEND COIN**



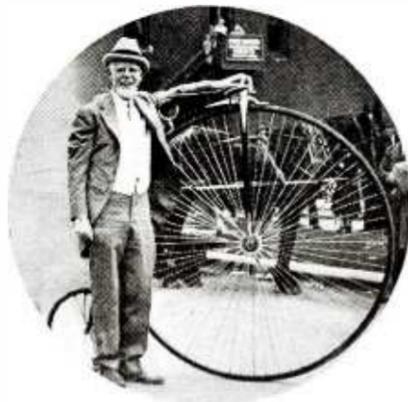
# Traffic Tanglers

← How's this for something new and different! Looks as if Lulu Belle might be practicing up to ride old Bossy down Chicago's only loop cowpath, recently dedicated by Mayor Edward J. Kelly. Can't you just imagine what a traffic problem there would be if these two took advantage of Chicago's invitation to use the cowpath.

George Biggar adds the bicycle as his contribution to the list of vehicles guaranteed to tangle traffic. Given a speedy bike, he can cause more commotion on the city streets than you can shake a stick at. Fortunately, he doesn't often indulge in this daredevil recklessness. ↓



As if George's choice of transportation didn't create enough of a problem, Uncle Ezra steps up with this high-wheeler as his proposal in the series of contraptions certain to cause city-wide consternation. And believe it or not, the Jumpin' Jenny Wren can ride the gol-darned thing. ↓



← Now look what Lulu Belle's up to. You can depend on that mountain gal to think of something out of the ordinary. Wouldn't she be a sensation in this streamlined "speedster" on the Indianapolis Speedway! Can't you see her in a big race, her pig-tails flying and her chawin' gum marking time to the motor's hum.

And here's Lulu Belle again—this time with Skyland Scotty and Bill McCluskey. There isn't a fire chief in the country who can create as serious a transportation problem as she can when she's turned loose with a shiny red fire engine. Chances are the blaze will be out and forgotten about before these three get there. ↓



STAND BY

# Notes from the MUSIC LIBRARY



from the

## MUSIC LIBRARY

by SOPHIA GERMANICH

**MILDRED MILES, R. 3, Hayward, Wisconsin,** has a collection of cowboy and prison songs (words only). Will exchange any of them for copies of "Wabash Cannon Ball," "A Letter from Home Sweet Home" and "What Are You Squawking About?"

**Lester Pardee, 509 Draper Street, Kaukauna, Wisconsin,** is interested in exchanging songs. He owns a large number of songs, but has only one copy of each, therefore could only send the words to songs requested. For this reason, to anyone sending words and music of a song, he will send the words of two songs in return.

**Ruby Stenzel, Titonka, Iowa,** is offering the words to "I Want to Be a Cowboy's Sweetheart," "Ridin' Old Paint," "Away Out on the Mountain," "I Want to Be a Real Cowboy Girl" and many others in exchange for copies of "My Little Girl," "Put on Your Old Gray Bonnet," "Blue Ridge Mountain Blues" and "Take Me Back to Colorado."

**Cecilia Grove, Box 72, Hiles, Wisconsin,** owns around 2,000 songs, any of which she will exchange for words of "She Buckaroo," "I'm Happy Living in the Mountains" and "Roll Along Moonlight Yodel."

**Dorothy Strupp, Box 55, Allenton, Wisconsin,** is looking for copies of "Look Me in the Eye Scotty" and "Put on Your Slippers and Fill Up Your Pipe."

**Mrs. Margaret Drake, R. 2, Farmersburg, Indiana,** is a beginner in song collecting and wants to know if any of our members would send her music to help her get started. She is willing to send postage.

**Mrs. Opal Meadows, 603 E. Jefferson Street, Crawfordsville, Indiana,** has requested copies of "Old Rocket" and "Streamlined Train." "Old Rocket" is an original composition of Salty Holmes of the Prairie Ramblers and "Streamlined Train" is Arkie's own number.

**Clara Peterson, Box 36, Faithorn, Michigan,** will exchange any song in her library, including "Little Shirt That Mother Made for Me," "While I Rock Our Babies to Sleep," "Any

Such Thing" and "I'm Here to Get My Baby Out of Jail" for copies of "Any Old Time You Wanna Come Back Home," "Pretty Blue Eyes," "Lane County Bachelor," "Sweet Betsy from Pike," "Chuck Wagon Blues" and "I Left My Gal in the Mountains."

**Mrs. C. Edsall, R. 2, Grant, Michigan,** is interested in songs sung by Arkie, Lulu Belle and Scotty, also Cumberland Ridge Runners, particularly the hymns. "Prisoner's Sweetheart," "Wedding of the Sunshine and the Rose" and many others are among the many songs she has to offer in exchange.

**Alice Fuhlbrugge, 2505 Winnebago Street, Madison, Wisconsin,** will exchange words and music of any song she owns for the words to "Little Ranch House on the Old Circle B," "Across the Great Divide," "Prisoner's Dream," "Ragtime Cowboy Joe," "Ridin' Down the Canyon" and "Beautiful Texas."

**Betty Bluder, 638 N. Spring Avenue, LaGrange, Illinois,** is a new member in our club and would like to get acquainted and also get started in this music work. I'm sure some of our readers can help her out.

**Ralph Fox, 9240 Brandon Avenue, South Chicago, Illinois,** will exchange any of his collection of cowboy songs, including "Zeb Turney's Gal," for a copy of "Martins and the Coys."

**Fern Ramsey, R. 4, Columbia City, Indiana,** is in search of the words of "Prisoner's Dream," "Give Me a Home in Montana," "When the Bees Are in the Hive" and "Cowboy's Heaven."

### From Ring to Radio

Johnny O'Brien, harmonica player, deserted professional boxing to become a huff-and-puffer. As a 112-pound flyweight, he boxed Benny Leonard, then lightweight champion. Leonard encouraged him and praised him, so Johnny went boxing all through the West, putting on weight at the same time.

He fought up through the weights from flyweight to welterweight before he quit to enter radio.

### Seen Behind the Scenes

Don and Helen having breakfast with "Uncle Will" Rossiter, famous song publisher, and getting some information on the latest songs. . . . Harold Safford enters the studio while the orchestra is playing. . . . he grabs up Tex Atchison's fiddle and joins the band. . . . Howard Peterson and Hal Culver getting into the Christmas spirit by playing with Jolly Joe's toy trains. . . . Hal Culver's brother, Paul, was a guest down at the Hayloft Saturday night. . . . Julian Bentley has a sign over his desk which reads: "Man at Work." . . . Bill O'Connor can't talk for three minutes without relating the latest joke he has heard. . . . We all wish success to Ed Paul, who left us last week to free lance as an announcer and actor. . . . Pat and Henry reading over the hundreds of letters received on their recent "name the paper" contest. . . . and at the rate that Eddie Allan is selling those Family Albums out there at his desk, they'll soon be gone!

• • •

### Cosmopolitan Songstress

Lucille Long, featured soloist on the WLS National Barn Dance program, is one radio artist who might truly be called "cosmopolitan." Born in Ohio, she studied in Paris, has lived all over the United States, made her radio debut in Chicago in 1925 and since that time has broadcast from London, Paris and Madrid.

• • •

### Drummer Since Childhood

Smilin' Ed McConnell made his professional debut as a trap drummer at the age of nine.

### ROLLS DEVELOPED

One Print and One Enlargement of each exposure 25c. Trial. Reprints 20 for 25c. ENLARGEMENTS: Three 5x7—25c. Three 8x10—35c. Hand-colored reprints 5c.

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### 100 BARN DANCE FAVORITES These Should Be in Your Home

100 favorite songs and fiddle tunes as used on the WLS Barn Dance since the beginning. All songs with both words and music arranged for piano and guitar accompaniment. Pictures of favorite acts both old and new. A large picture of the Barn Dance Crew and the story of its origin. The complete souvenir of the Barn Dance. Price 50¢—in Canada 60¢. Address Favorite Songs, % WLS, Chicago.

## School Time

(School Time is a Prairie Farmer-WLS program for boys and girls in schools of the Middle West. It is presented every school day at 1 o'clock. A summary of two of these interesting educational programs follows.)

### How News Is Gathered

Boys and girls listening to School Time on Wednesday, December 8, learned how a great city newspaper operates, how it gathers news from all parts of the city, state and nation—in fact, from all parts of the world—and publishes hundreds of thousands of papers every day, so that its readers may know what's going on in the world.

The program came from the news room of the Chicago Daily News, and several newspaper men took part, each one explaining his work.

A big newspaper has reporters assigned to regular "beats," such as police headquarters, courts, the city hall, and other points where important news events are likely to take place or where information may be received about happenings that make news. The reporter at police headquarters may learn of an accident in the south part of the city. He telephones the desk of the city editor, who sends a reporter from the office out to "cover" the accident, and learn who was involved, how it happened, how seriously anyone was hurt and all other facts. The reporter on the accident hurries to a telephone and calls a "re-write man" at the newspaper office, giving him the facts.

The re-write man then writes the story of the accident; the city editor reads it and decides on its importance, and then passes it on to one of several men seated at a horseshoe-shaped "copy" desk. This man will write a headline, which must be approved by the chief of the copy desk before it is sent through an air pipe to the linotype machine. There the story is set into type, then placed in steel frames which hold the type; the frames are placed in a press which does the actual printing of the newspaper.

News from other cities and from foreign countries comes in by telegraph, and is handled in much the same way. There are many departments of a big newspaper, and each must be thoroughly familiar with the subjects on which he is supposed to write.

Clem Lane, assistant city editor of the Chicago Daily News, says: "The important things a boy or girl must have to make a good reporter are the habit of accuracy, and an interest in people and what they are doing. Without those things, you'd better not try the newspaper business."

### Ireland

Mr. Daniel McGrath, consul from the Irish Free State, told the School Time audience about his native country in the School Time program of Thursday, December 9. Ireland is a green country the year around because of its mild climate and the fine pastures.

Irish girls and boys go to school just as they do in America. The schools are supported by the government, managed by the clergy, and taught by lay instructors. When school is out, the common sports for the boys are hurling, a game something

### Historical Oddities

Browsing in his music library, Frank Black, NBC's general music director, noted these oddities: That Charles IX of France loved to toot a hunting horn and would blow himself blue in the face and fall exhausted. . . . That Harriet Beecher Stowe crooned to herself as she wrote. . . . That Mozart could compose only in the morning, and that Gluck always conducted his rehearsals wearing a nightcap!

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### Mathematical Publicity

Fibber McGee and Molly, NBC comedy stars, once traveled through the country with a four-piece concert company which was billed by their advance man as a 16-piece ensemble because each of the four artists could play four instruments.

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### Quite a Record!

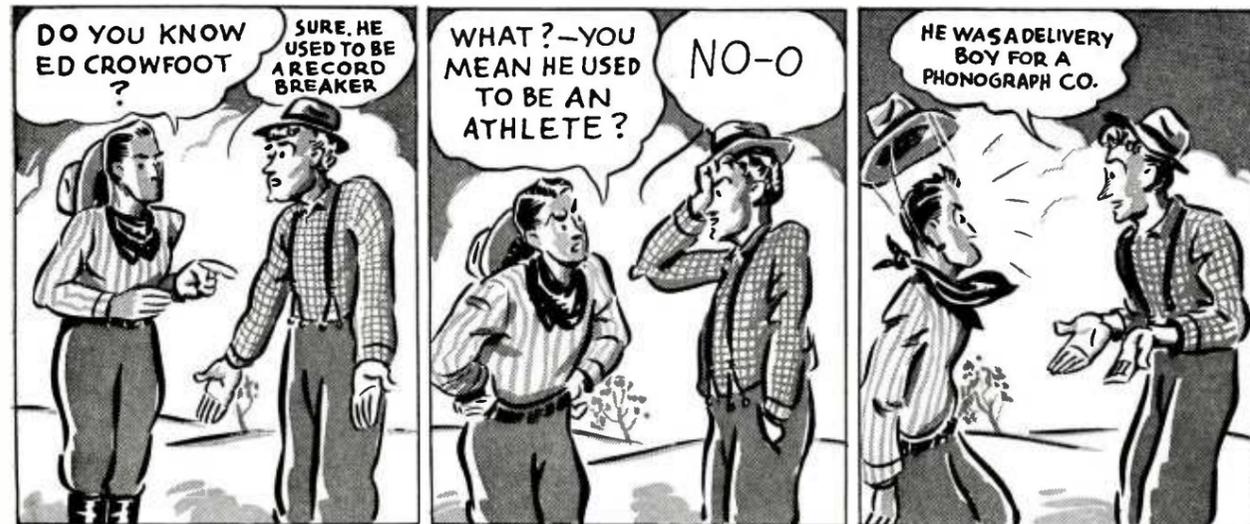
Rosaline Greene, for 13 years a radio notable, has broadcast over 3,000 times without ever missing a scheduled program or even being late for a rehearsal.

like field hockey, football of several different kinds, swimming and fishing.

The average Irish family probably has a telephone and electric lights, but heats its home by burning peat in a fireplace. Automobiles are quite common, so the Irish are as worried about how to prevent automobile accidents as are the Americans.

The Irish have been students of literature and music for centuries and have produced many fine writers and composers.

### Pokey Martin and Arkie



LISTEN TO POKEY MARTIN and the ARKANSAS WOODCHOPPER every Monday, Wednesday and Friday from 7:15 to 7:30 A.M., Central Standard Time, over Radio Station WLS. POKEY and ARKIE are presented by McConnon and Company, Winona, Minnesota, manufacturers of more than 170 McConnon Products for home and farm. This program is sponsored in the interest of McConnon Dealers everywhere.

# "Stand By" Classified Ads

### STANDBY CLASSIFIED

advertising rate—5 cents per word; minimum, 15 words. Name, address, initials and signs count as words. The following towns, states and abbreviations count as one word: St. Louis, New Hampshire, E2, 100a, 6E, 2T and other reasonable combinations. Send remittance with order and state where ad is to be listed. New advertisers are requested to send two business references. Advertising Dept., STAND BY, 1230 Washington Blvd., Chicago, Illinois.

#### Billfold—Christmas Gift

Genuine Pigskin Billfold. Natural tan. Bill pocket, identification pocket, two utility pockets. 25¢ stamps or coin. Earle Specialties, 4412 West Harriet Blvd., Minneapolis, Minnesota.

#### Braided Rugs

Bargain, one beautiful 9 x 12 foot all-wool braided rug, also smaller rugs, hooked and crocheted. Alice Allan, 224 Franklin Street, Portage, Wisconsin.

#### Business Opportunities

Organize an ice skating rink down south, and make money. Crowds day and night. Have one complete rink 40x100' offer at about half price. Wire Born, 35 E. Wacker, Chicago.

#### Cactus for Christmas

Night Blooming Cereus and six Mimicry Cactus; Lambtail, Golden Peanut, Orchid Flowering Cactus, Living Rock, Rat Tail, Crabs Claw, \$1.00. Hummel's Exotic Gardens, Inglewood, California.

#### Camera Repairing

Cameras and shutters repaired. Leather bellows installed in Folding and View Cameras. Bellows made to order. United Camera Co., Inc., 1515 Belmont Ave., Chicago, Illinois.

#### Canaries for Sale

For sale—guaranteed Singing Canaries, spotted green, cinnamon, \$3.00 and \$4.00. Blanche Waldo, Lacon, Illinois.

#### Christmas Cards

Christmas Cards—50 for \$1.00, 25 for 80¢; your name imprinted free. Frank Pearson, % Box 20, Stand By.

#### Children's Voice Culture

Zoa Pearl Park Studios. Culture through music. Specializing children's voices. Teacher—Radio, screen stars. 622½ Barry Ave., Chicago. Buckingham 5460.

#### Cleaning & Pressing

Parcel Post your Cleaning and Pressing to Chicago. Plain one-piece dresses, men's suits, topcoats, ladies plain coats, 39¢, plus 5¢ insurance. Heavy and fancy goods and 2-piece dresses at small extra charge. Send no money. Goods returned COD. J&S Cleaners, 3459 Lawrence Ave., Dept. SB, Chicago.

#### Collection Specialist

Debts collected everywhere. No collection, no charge. American Adjustment Association, 176 W. Adams, Chicago.

#### Cutlery

Hand-Made Knives—7 Inch Butcher, COCO-BOLA Handle—85 cents, 8 Inch Carver—Cocobola Handle—\$1.25, Paring—Walnut Handle—35 cents. Postpaid. Guaranteed. Hudson Knife Works, Howard City, Mich.

#### Dogs for Sale

Pomeranians—Adorable little toys: 10 weeks old, pedigreed and registered in A.K.C. A. S. Riley, R.D. 3, Box 9, Beloit, Wisconsin.

#### For Inventors

We successfully sell inventions, patented and unpatented. Write for proof, and tell us what you have for sale. Chartered Institute of American Inventors, Dept. 62, Washington, D. C.

#### Fruit Cake

Delicious Home-made Fruit Cake, made with home grown sorghum, four pounds for \$1.30, one dollar and thirty cents, postpaid. Mrs. Anna Schneider, Glen Haven, Wisconsin.

#### Fun Makers

Surprise assortment of horn, paper hats, noise makers, serpentine, etc. Enough for five persons. Satisfaction guaranteed. Send \$1.00 to W. Anderson, 4341 N. Meade St., Chicago, Illinois.

#### Help Wanted—Female

EMBROIDERERS  
BIG MONEY! NEW PROFESSION! Hosiery Clocking! If you are handy with the needle . . . turn your time into money! Embroider hosiery! Easy! Fascinating! Profitable! Steady work sent parcelpost. Big demand. No selling. Thompson, Dept. ST, 4447 N. Winchester, Chicago.

#### Ink Printing

250 Letterheads and Envelopes only \$2.50, 500 Business Cards \$1.50. Lora Press, River Grove, Illinois.

#### Instructions

Get Yourself a Government Job. \$105-\$175 month. Prepare immediately. Particulars free. Write Franklin Institute, Dept. M17, Rochester, New York.

#### Magazine Subscription Specials

Give Subscriptions as Gifts—Gay as Christmas and last all year. Special rates. Box 20, Stand By.

#### Miscellaneous

Learn to read character from handwriting with two hours of study! An absolute guarantee: Mystify your friends! It may change your entire life from discouragement to success! Send one dollar for complete book on character reading from writing. Plainly and simply written. "Bill" Cavanagh—% WLS, Chicago.

#### Of Interest to Boys

Boys, print without press. Printers using new process. Sample for stamp. Instructions, 10¢. Complete outfit, \$1.45. Lininger Co., 1159 E. 113th Street, Cleveland, Ohio.

#### Pecans

Pecans. Large paper shell, 3 pounds \$1.00; five \$1.50; ten \$2.50; fifty pounds \$11.00 prepaid. Vickery Nut Co., Ennis, Texas.

#### 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.

Film developed with 16 prints and enlargement coupon, 25¢. Reprints 2¢ each. Wilbert Friend, River Grove, Illinois.

Paste this ad to roll, enclose 35¢ for three prints each good negative. Reprints 3¢. Eastman's Photos, Bode, Iowa.

Latest in Photo Finishing. Miniature films developed, printed 3x4—4¢ each. Two enlargements free each roll. Radio Film, La Crosse, Wisconsin.

THE PHOTO MILL. IMMEDIATE SERVICE! NO DELAY! Roll developed, carefully printed, and choice of two beautiful 5x7 double weight professional enlargements, one tinted enlargement, or eight reprints—for 25¢ coin. Reprints 2¢ each. THE PHOTO MILL, Box 629-55, Minneapolis, Minnesota.

At last! All your prints in natural color. Amazingly beautiful. Roll developed, 8 natural color prints, 25¢. Reprints, 3¢. Fast service. Natural Color Photo, C-94, Janesville, Wisconsin.

20 reprints 25¢. 100 reprints \$1.00. Roll developed with 16 prints 25¢. Nordskog, 42, Maywood, Illinois.

#### Photo Film Finishing

One Day Service—2 beautiful enlargements, 8 brilliant prints, 25¢. Quality guaranteed. Electric Studios, 95 Eau Claire, Wisconsin.

Films developed and printed, 25¢ per roll. Send coin. With each roll sent 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, 1443 Belmont Avenue, Chicago.

Two 5x7 enlargements and 10 reprints, 25¢. Two 8x10 enlargements and 15 reprints, 50¢. Shureshop, Maywood, Illinois.

All Colored Guaranteed Fine Developing—Printing 40¢ roll. Black and white 25¢. Colored reprints 5¢; plain 3¢. American Photo, 3548 North Lawndale, Chicago.

Free Monogram Pen or Pencil with first roll developed, printed—30¢. Or with 20 reprints—35¢. Fred's, River Grove, Illinois.

Roll developed—16 prints, 2 enlargements, 30¢. 25 reprints, 30¢. Three 5x7 enlargements, 25¢. Reliable, River Grove, Illinois.

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

Rolls developed—25¢ coin. Two 5x7, double-weight, professional enlargements, 8 gloss prints. Club Photo Service, La Crosse, Wis.

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

2 beautiful enlargements suitable for framing with roll developed, printed 25¢. Photo-Film, S-2424 North Avenue, Chicago.

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, 6968-88 George Street, Chicago.

#### Postage Stamps, Coins and Curios

35 Different stamps free to approve applicants. Free premiums. Leonard Utecht, 1143 North Keeler Ave., Chicago.

Indian relics, beadwork, coins, minerals, books, weapons, stamps, fossils, catalog 5¢. Indian Museum, Northbranch, Kansas.

100 good ancient arrowheads, \$3.00. Tomahawk head, 5¢. Flint knife, 25¢. Illustrated catalog, 5¢. H. Daniel, Mountain Valley Route, Hot Springs, Arkansas.

#### Quilt Pieces for Sale

Bright colored, good material quilt patches, 15oz. 30¢, 30oz. 80¢, 3¼ lbs. \$1.00, postpaid. A. E. Coffman, 3336 N. Karlov Avenue, Chicago, Illinois.

Remnants for garments and quilts, 25-yard bundle, \$1.00 postpaid. Union Mills, Sandoval, Illinois.

#### Rheumatism—Neuritis

Rheumatism—Neuritis quickly relieved. Internal or external treatment \$1.00; combination \$1.75. Money back guarantee. Cash or COD. Matthew Laboratories, 3709B Leland, Chicago.

### Tell Stand By Readers What You

Have to Sell

SEND YOUR AD TODAY

Address

Advertising Department

STAND BY

# WLS DAILY PROGRAMS

Saturday, December 18, to Saturday, December 25

870 k.c. — 50,000 Watts



Production Man Al Boyd is engrossed, at the moment, in seeing that a program goes on the air at the correct second. Hope his watch is right, don't you?

## Sunday Morning

DECEMBER 19

(CENTRAL STANDARD TIME)

- 8:00—"Everybody's Hour," conducted by John Baker—WLS Concert Orchestra; Herman Felber; Grace Wilson; Safetygram Contest; "Aunt Em" Lanning.
- 9:00—WLS Little Brown Church of the Air, conducted by Dr. John W. Holland; Hymns by Little Brown Church Singers and Helen Jensen, organist.
- 9:45—Weather; News Report—Julian Bentley.
- 10:00—"Folks Worth Knowing," by John Baker.
- 10:30—WLS Concert Hour—Orchestra; Herman Felber; Roy Anderson, soloist.
- 11:00—NBC—The Southernaires.
- 11:30—Grace Wilson, "Singing Your Songs," with Helen Jensen at the Organ.
- 11:58—Weather Report; Chicago Livestock Estimates.
- 12:00—Sign off.

## Sunday Evening

DECEMBER 19

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

(CENTRAL STANDARD TIME)

- 6:30—NBC—The Bakers' Broadcast with Murray and Ozzie Nelson's Orchestra.
- 7:00—NBC—General Motors Concert—Erno Raape, conductor.

## Monday to Friday MORNING PROGRAMS

DEC. 20 TO DEC. 24

(CENTRAL STANDARD TIME)

- 5:30—Smile-A-While—Prairie Ramblers and Patsy; Arkie; Don & Helen.
- 6:00—Farm Bulletin Board; Weather; Livestock Estimates.
- 6:10—Wed., Sat.—Fur Market—Johnny Muskrat.

- 6:30—Mon., Wed., Fri.—"Sing, Neighbor, Sing." (Ralston Furina) (E. T.)
- Tues., Thurs. Sat.—Kentucky Girls and Prairie Ramblers.
- 6:45—Pat and Henry.
- 7:00—News Report—Julian Bentley.
- 7:10—Program Review.
- 7:15—Mon., Wed., Fri.—Pokey Martin & Arkie. (McConnon)
- Tues., Thurs., Sat.—Evelyn and Hilltoppers.
- 7:30—Morning Devotions, conducted by Dr. Holland, assisted by Wm. O'Connor and Howard Peterson, organist.
- 7:45—Jolly Joe's Pet Pals. (Coco-Wheats)
- 8:00—Lulu Belle & Scotty. (Foley's Honey & Tar)
- 8:15—News Report—Julian Bentley; Booking Announcements.
- 8:30—The Old Kitchen Kettle—Jane Tucker; Don & Helen; Produce Report.
- 8:45—Mon., Wed., Fri.—The Hilltoppers. (ABC Washers)
- Tues., Thurs., Sat.—Morning Minstrels with Novelodeons, Puddin' Head Jackson, Morpheus Mayfair Manchester, Possum Tuttle and Bill Thall, interlocutor. (Olson Rug Co.)
- 9:00—NBC—Mary Marlin. (Ivory)
- 9:15—NBC—Ma Perkins. (Oxydol)
- 9:30—NBC—Pepper Young's Family. (Camay)
- 9:45—News Report—Julian Bentley.
- 9:50—Poultry and Dressed Veal Markets.
- 9:55—Jim Poole's Mid-Morning Chicago Cattle, Hog and Sheep Market, direct from Union Stock Yards. (Chicago Livestock Exchange)
- 10:00—NBC—The O'Neills. (Ivory)
- 10:15—NBC—Road of Life. (Chipso)
- 10:30—NBC—Vic and Sade. (Crisco)
- 10:45—NBC—Edward McHugh, Gospel Singer.
- 11:00—Mon., Wed., Fri.—Virginia Lee & Sunbeam. (Northwestern Yeast)
- Tues., Thurs.—Don & Helen.
- 11:15—Chuck, Ray & Christine and Hoosier Sod Busters. (Pinex)
- 11:30—Mon., Wed., Fri.—Grace Wilson, contralto.
- Tues., Thurs., Sat.—Organ Moods—Howard Peterson.
- 11:45—Fruit and Vegetable Markets; Butter and Egg Markets; Weather; Bookings.
- 11:55—News Report—Julian Bentley.

## Afternoon Programs

(Daily ex. Saturday & Sunday)

(CENTRAL STANDARD TIME)

- 12:00—Prairie Farmer Dinner Bell Program, conducted by Arthur Page—15 minutes of varied farm and musical features.
- Tues.—Midwest on Parade, featuring Galesburg, Illinois.

- 12:45—Mon., Wed., Fri.—"Voice of the Feedlot." (Furina Mills)
- Thurs.—John Brown, pianist.
- 12:50—Jim Poole's Livestock Summary direct from Union Stock Yards.
- 1:00—Prairie Farmer School Time, conducted by John Baker.
- Mon.—Current Events—Julian Bentley.
- Tues.—Music Appreciation—Ruth Shirley.
- Wed.—Business and Industry—"How Electricity Gets Into the Wires."
- Thurs.—Touring the World—British Empire. India.
- Fri.—"Books that Live"—Little Women.
- 1:15—Mon., Wed., Fri.—The Old Timers—Otto, Jack & The Novelodeons. (McKenzie)
- Tues., Thurs., Sat.—Otto and the Novelodeons.
- 1:30—F. C. Bisson of the U. S. D. A. in Closing Grain Market Summary.
- 1:37—John Brown.
- 1:45—Mon.—Glenola Club of Loyola Center. (Downtown Shopping News)
- Tues., Thurs.—"How I Met My Husband." (Armand)
- Wed.—"Of Interest to Women"—Priscilla Fride—Howard Peterson. (Downtown Shopping News)
- Fri.—"Big City Parade." (Downtown Shopping News)
- 2:00—HOMEMAKERS' HOUR
- 2:00—Homemakers' Hour, conducted by Jane Tucker; Otto & Novelodeons; News Summary—Julian Bentley.
- Mon., Wed., Fri.—Chuck Acree—"Something to Talk About." (McLaughlin)
- Tues., Thurs., Sat.—Wilma Gwilliams—Fanfare Reporter.
- 2:30—Musical Round-Up with Canyon Bill; Prairie Ramblers & Patsy; Ranch Band. (Consolidated Drug Trades)
- 3:00—Sign off.

## Saturday Morning

DECEMBER 25

(CENTRAL STANDARD TIME)

- 5:30-7:15—See Daily Morning Schedule
- 7:15—Evelyn & Hilltoppers.
- 7:30—Dr. John Holland's Sunday School, with Howard Peterson, organist.
- 7:45—Jolly Joe. (Coco-Wheats)
- 8:00—Lulu Belle & Scotty. (Foley's Honey & Tar)
- 8:15—News—Julian Bentley; Bookings.
- 8:30—The Old Kitchen Kettle—Jane Tucker; Don & Helen.

## SATURDAY EVENING, DECEMBER 18

(CENTRAL STANDARD TIME)

- 7:00—"Meet the Folks"—Behind the Scenes at the National Barn Dance and interviews with visitors. (Mantle Lamp Co.)
- 7:30—Keystone Barn Dance Party, featuring Lulu Belle. (Keystone Steel & Wire)
- 8:00—National Barn Dance NBC Hour, with Uncle Ezra; Maple City Four; Verne, Lee and Mary; Arkie; Lulu Belle & Scotty; Lucille Long; The Novelodeons, and other Hayloft favorites, with Joe Kelly as Master of Ceremonies. (Alka-Seltzer)
- 9:00—Murphy Barn Yard Jamboree, featuring Quartet; Wm. O'Connor; Prairie Ramblers; Patsy Montana; Winnie, Lou and Sally; Pat Buttram. (Murphy Products)
- 9:30—"Hometown Memories"—Quartet; Grace Wilson; Hilltoppers; Chuck Acree. (Gillette)
- 10:00—"Tall Story Club," with Pokey Martin. (Kentucky Club)
- 10:30—Coleman Fireside Party, with Henry Hornsbuckle; Prairie Ramblers; Hilltoppers; Arkie; Grace Wilson; DeZurik Sisters. (Coleman Lamp)
- 11:00—Prairie Farmer-WLS National Barn Dance continues until 12:00 p. m., CST, with varied features, including Patsy Montana; Prairie Ramblers; Otto & His Novelodeons; Pat Buttram; Arkie; Sod Busters; Chuck, Ray & Christine; Bill O'Connor; Grace Wilson; John Brown; DeZurik Sisters; Eddie Allan; Lulu Belle & Scotty; Evelyn & Hilltoppers, and many others.
- 12:00—Sign off.

- 8:45—Morning Minstrels. (Olson Rug)
- 9:00—Christmas Program.
- 9:30—Variety Program.
- 9:45—News Report—Julian Bentley.
- 9:55—Program News—Harold Safford.
- 10:00—Downtown Shopping News Program.
- 10:15—Priscilla Fride. (Downtown Shopping News)
- 10:30—WLS on Parade—Variety Entertainers.
- 11:15—Chuck, Ray & Christine and Hoosier Sod Busters. (Pinex)
- 11:30—Organ Moods—Howard Peterson.
- 11:45—News Report—Julian Bentley.
- 11:55—News Report—Julian Bentley.
- 12:00—Poultry Service Time.
- 12:15—Prairie Ramblers.
- 12:30—To be announced.
- 1:00—Special Christmas Features.
- 2:00—Homemakers' Hour, conducted by Jane Tucker, including News and Fanfare.
- 2:30—Merry - Go - Round. (Consolidated Drug Trades)
- 3:00—Sign off.

## Evening Programs

(CENTRAL STANDARD TIME)

MONDAY, DECEMBER 20

- 7:00—NBC—Gen. Hugh Johnson. (Grove Lab.)
- 7:15—WLS—Dr. Wheeler, U. S. Dept. of Agriculture.
- 7:30—NBC—Grand Hotel. (Campana Sales Corp.)
- 8:00—NBC—Philadelphia Symphony Orchestra. (American Banking Institute)

TUESDAY, DECEMBER 21

- 7:00—NBC—Husbands & Wives. (Pond's)
- 7:30—NBC—Edgar A. Guest. (Household Finance)
- 8:00—WLS—Don & Helen.
- 8:15—NBC—Hotel Stevens Orchestra.

WEDNESDAY, DECEMBER 22

- 7:00—NBC—Eddy Duchin and His Orchestra. (Elizabeth Arden)
- 7:45—WLS—DeZurik Sisters.
- 8:00—WLS—Don & Helen.
- 8:15—NBC—To be announced.

THURSDAY, DECEMBER 23

- 7:00—NBC—Gen. Hugh Johnson. (Grove Lab.)
- 7:15—WLS—Organ Moods—Howard Peterson.
- 7:30—NBC—"March of Time." (Time, Fortune & Life)
- 8:00—WLS—Don & Helen.
- 8:15—WLS—Evelyn "The Little Maid"; Howard Peterson.

FRIDAY, DECEMBER 24

- 7:00—NBC—Grand Central Station. (Lambert)
- 7:30—NBC—Death Valley Days. (Pacific Coast Borax)
- 8:00—NBC—Varsity Show. (Pontiac)

## Man on the Cover

(Continued from page 9)

picture, write the copy, carry the forms from the foundry to the print shop and stick with the finished ad until it was safely delivered into the hands of the client.

Having rounded out his experience in all the departments that contribute to good journalism and effective advertising, he was well equipped for his next job in the advertising department of a farm paper. A period of agency work in Kansas City followed

—then back to the newspaper he had worked for in St. Joseph.

When the United States entered the World War, most of Glenn's friends enlisted as officers—but he preferred to go in as a private. "Somebody has to dig the trenches," was his explanation. At the close of the war, he had been promoted to a second lieutenantancy in the infantry—and was discharged at Camp Shelby, Mississippi. Unsuccessful in getting a job in the nearest city, he left New Orleans on a sunny afternoon in the winter of 1918, en route to Mitchell, South Dakota, to put out a special memorial number for a newspaper there. When he stepped off the train in Mitchell, the thermometer registered 23 degrees below zero. Glenn found himself a pretty busy young man in this job, for he not only edited the paper, but traveled in 15 counties selling advertising for it, as well. Many of the small town hotels in which he stopped in those days had no night clerk—just a lighted lamp on the desk and a sign suggesting that you find your own room.

Through his former partner—the one with whom he had opened the soon defunct advertising agency—Glenn got his next job. This young man, who had become advertising manager of a department store in St. Joseph, decided to study law, and Glenn was hired to take his place.

## Farm Paper Experience

For Glenn, however, the newspaper profession had never lost its allure and shortly he left St. Joseph to join the staff of Kimball's Dairy Farm in Waterloo, Iowa—having heard of the opening through a friend who had followed him on his first farm paper job. Next, his former employer in the engraving house asked him to return to St. Joseph to run an advertising agency. After a time there, Glenn went to Lincoln, Nebraska, as advertising manager of the Nebraska Farmer. His position as general manager of the Wisconsin Agriculturist at Racine was the next step in his career.

And then he came to Chicago, as a member of the Prairie Farmer advertising department. In was in 1931 that he became the manager of WLS, after having spent a year as the station's commercial manager.

## Composer—Harmonica Player

Mr. Snyder's hobbies are baseball and radio and his greatest interest in life is having a group of people around him who do a good job—and have a good time doing it. He's as proud as a peacock of his two lovely young daughters, Mary Marjorie, 16, and Helen Shirley, who is 15.

Every Saturday night, at the WLS National Barn Dance, Mr. Snyder has as much fun as anyone there. And don't tell him we told you, but he's the composer of a song and can play a harmonica well enough to make even Reggie Cross whistle with envy.

## Watch this Space

For Appearance of  
WLS Artists In YOUR  
Community

SUNDAY, DECEMBER 19

BEAVER DAM, WISCONSIN, Odeon Theatre—WLS NATIONAL BARN DANCE: Lulu Belle; Skyland Scotty; Bill McCuskey; Prairie Ramblers; Pauline; Billy Woods.

BUCHANAN, MICHIGAN, Hollywood Theatre—WLS NATIONAL BARN DANCE: Jolly Joe Kelly; Caroline & Mary Jane DeZurik; Four Hired Hands.

ONARGA, ILLINOIS, Modernistic Theatre—WLS NATIONAL BARN DANCE: Pokey Martin; Hilltoppers & Evelyn; Kentucky Girls.

LOMBARD, ILLINOIS, DuPage Theatre—WLS SMILE-A-WHILE GANG: Arkansas Woodchopper; Pat Buttram; Hoosier Sod Busters; Chuck, Ray & Christine; Winnie, Lou & Sally.

★

## A QUESTION!

Would You Like to See Your  
Favorites of the  
WLS National Barn Dance  
in a Feature Motion Picture?

★

The WLS Artists Bureau  
Is Considering Several Offers  
to Have the Stars of the Old Hayloft  
Appear in Pictures  
We Would Like to Have the Reaction  
of Stand By Subscribers to This Idea

★

If you would enjoy seeing the  
Gang in a picture, cut out the Cou-  
pon below, sign it and mail it to us.  
Or better still, write us a letter and  
let us know what you think about it.

★

WRITE TO

**WLS Artists, Inc.**

1230 Washington Blvd.

CHICAGO :: ILLINOIS

WLS ARTISTS BUREAU  
CHICAGO, ILL.

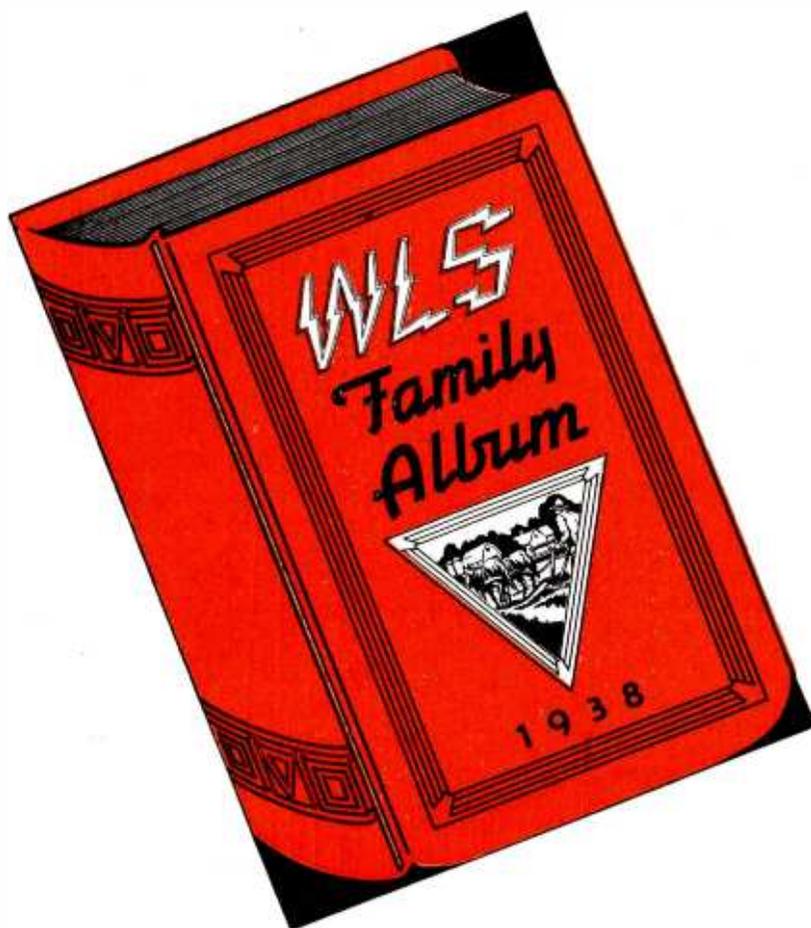
Dear Friends:

We would appreciate the chance to see the WLS National Barn Dance Gang in a picture.

Name .....

Address .....

# Holiday Gift!



Why not send your  
friends copies of  
the

**NEW 1938 WLS  
FAMILY ALBUM**

•  
Here is truly the  
answer to your last  
minute gift season  
problems.

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**Order by return  
mail.**

For each order send complete name and address  
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