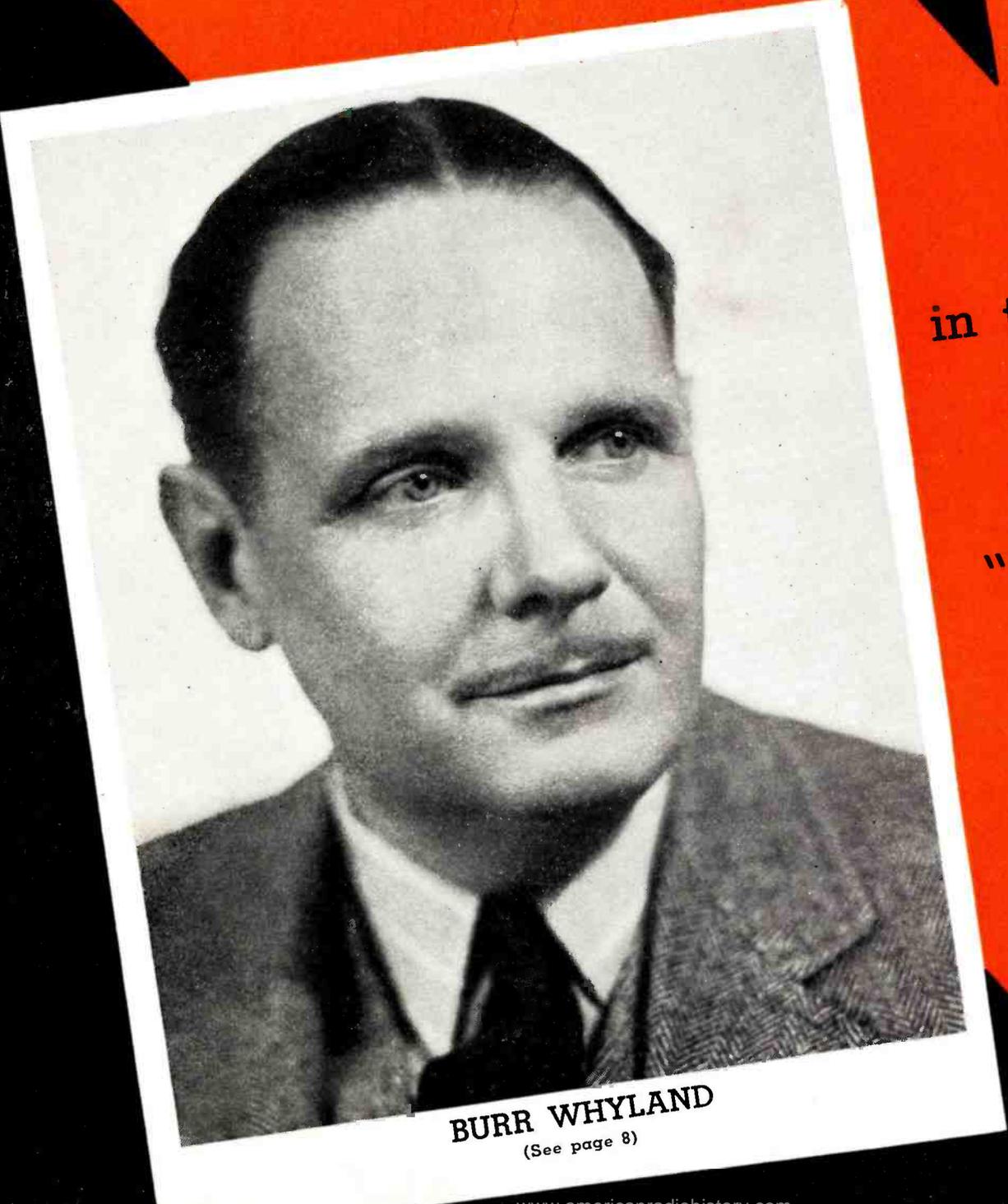


MRS CHRIST JOHNSON
R 1 BOX 136
SHANNON ILL.

Stand By

MARCH 12, 1938



BURR WHYLAND
(See page 8)

Faith
in the Future



Meet the
"Younguns"

Listeners Mike

Liked Pat's Reading

Am writing just a few lines to let you know how much we all enjoy the Barn Dance. I think Pat Buttram is our favorite, especially since his reading of "The Heart of the Dough Boy." My husband is a dough boy with a wife and two kiddies and he's meeting all difficulties with a smile. And there are plenty! Since I am paralyzed since an operation some months ago and am unable to walk, it takes plenty of courage to always have a smile when everything goes wrong. . . . Mrs. Walter R. Aplin, Weyerhauser, Wis.

For Shame, X. Y. Z.

We agree with M. O. O. of Eldorado, Illinois. The dial of any radio isn't stationary and we, too, think that was a bold statement for X. Y. Z. of Indiana to make concerning Lulu Belle. We know that there are thousands of people who think Lulu Belle is OK. A knock is a boost, Lulu Belle, so don't let folks like X. Y. Z. get you down. Patsy and Christine are swell, too. We would like to hear the three together some time, but wouldn't want it to interfere with their present programs. . . . Mr. and Mrs. A. A. Garrison, 914 Elm St., Rockford, Ill.

Peeved? No—Mad!

After all, when one drives about 40 miles in snow and ice about eight inches deep to see the DeZuriks and doesn't get to, and then drives from one side of the state to the other to see them again and fails because of snow, I say I'm not peeved—just plain mad. I sure hope they are down in this part of the country some time next summer when there won't be snow to keep me from seeing and hearing them. . . . Jerrie, Raub, Ind.

Favorite Radio Stars

Lulu Belle and Scotty are our favorite radio stars. Their duets are just beautiful. We also like the DeZurik Sisters, the Prairie Ramblers and sweet little Patsy. Those Kentucky Girls and Arkie are sure swell, too. We love the Dinnerbell programs and never miss a single one. . . . Mrs. Charles Pelfresne, Muskegon, Mich.

And So Do We

We think Julian Bentley does a fine job. . . . Jack and May, Greeley, Ia.

Give 'Em a Chance

We agree with Mrs. Robert Hartley when it comes to wanting the other acts to take turns as guest stars on the Alka-Seltzer hour each Saturday night. Due to ill health, I had to spend most of last year in Arizona and could not get the Prairie Farmer Station's daily programs. Having been a listener since 1929, I looked forward to the one network hour on Saturday night. It would have meant so much to all of us to look forward to a song from Patsy and the Ramblers, Chuck and Ray and the Hill-toppers. I could go on and on naming the different ones we couldn't hear out there except on records. Why not give your own talent a chance? . . . Mrs. L. B. Murry, 7408 Normal Ave., Chicago, Ill.

She Loves Children

I have never been to Chicago but I hope some day before long I will be able to come, for my greatest ambition is to see the National Barn Dance and to talk with the gang in person—especially Patsy Montana. I adore her and I'll bet that Evelyn, the Little Maid, is a real pal to her son, Neil. I am with her in loving children. I have been taking care of them for quite a few years, although I am only seventeen now. . . . Margaret Helsel, 623 Wilson Ave., Hastings, Mich.

List Their Favorites

We just bought a radio last November and would surely miss it now. We particularly enjoy the Barn Dance and Smile-A-While, the Kentucky Girls, Arkie and Lulu Belle and Scotty. . . . Mrs. and Mrs. Wilber Sheffer and Sons, Monon, Ind.

Likes Old-Time Songs

We listen especially to those yodelers, the DeZurik Sisters, and to the Arkansas Woodchopper. We also listen to the Musical Round-Up every afternoon and like the good old-time songs. . . . H. J., Kewaunee, Wis.

Enjoyed Barn Dance

After listening to the Barn Dance for four years, I finally had a chance to see it. And enjoyed it so much! Would like to see some Saturday morning or afternoon broadcast some time. . . . B., Dundee, Ill.

"Class" Hears School Time

Perhaps we do not qualify as a school, but we thought John Baker would be interested to know about us. We are a special school of one boy and one teacher. The boy is 11½ years old and in the fifth grade, but since he has spastic paralysis, it is necessary to have his own school in his own home. We listen in every day to School Time and surely do enjoy it. Perhaps there are other crippled children, away from the city, who would like to be told of School Time and its advantages. . . . Ferne Meeker Walker, Box 442, Odell, Ill.

Smallest "Regular" School

We have had a radio in our school since September and we certainly enjoy it. We think School Time is very interesting. Although we have only two pupils now, our school building is unusually nice, being classed as a superior school. . . . Mildred Wiley, Brawley School, Tuscola, Ill.

Why Not Be Fair?

I am not writing this because I want to knock Lulu Belle, as I wouldn't miss one of her programs. But I wouldn't miss one of the rest, either. In a recent Stand By, someone wrote, "Hope Lulu Belle doesn't feel hurt." But when they are slamming the other programs they don't write, "Patsy, don't let them get you down," or "DeZurik Sisters, you're just swell," or a good word for any of the rest. Why not be fair? The rest have feelings as well as our Belle of the Barn Dance. I'll bet Lulu Belle will agree with me, as she is as fair as she is popular. . . . Mrs. J. Weinfurter, 905-7th St., Kenosha, Wis.

STAND BY

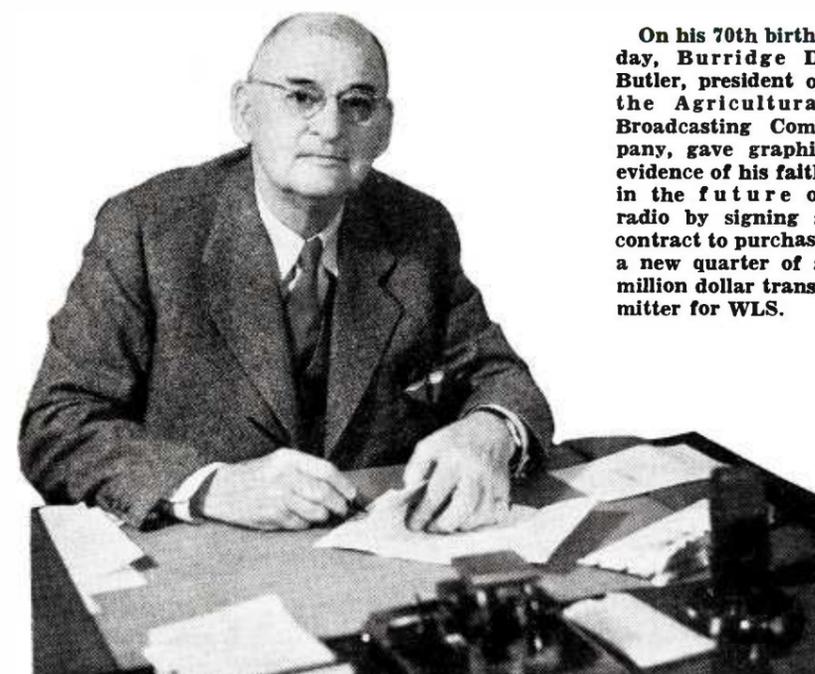
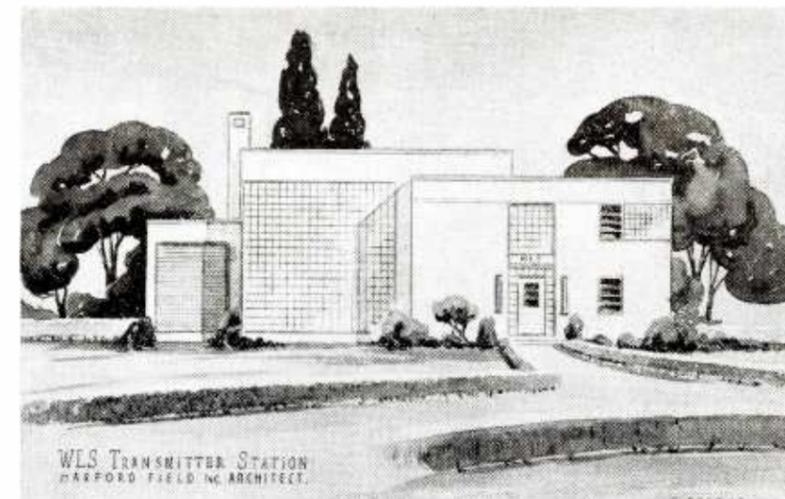
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 March 12, 1938
 VOLUME 4 NUMBER 5

STAND BY

FAITH in the FUTURE

by GLENN SNYDER.

Vice-President, General Manager of WLS.



On his 70th birthday, Burridge D. Butler, president of the Agricultural Broadcasting Company, gave graphic evidence of his faith in the future of radio by signing a contract to purchase a new quarter of a million dollar transmitter for WLS.

ler's desire to improve and broaden the scope of this useful service.

Present plans indicate that the new equipment will be put into operation on October 1, 1938.

As president and publisher of Prairie Farmer, which will celebrate its Centennial as America's oldest farm paper in 1941, Burridge D. Butler purchased WLS from Sears, Roebuck and Company in 1928. That his guiding hand has directed WLS toward the establishing of an enviable public service record is evidenced by the fact that national surveys have frequently ranked the Prairie Farmer Station as the leading station in its service to rural people.

"To me, radio is far more than a mere medium of entertainment," said Mr. Butler. "It is a God-given instrument which makes possible vital economic, educational and inspirational service to the home-loving men, women and children of America. As long as it is my privilege to direct the destinies of WLS, I will hold sacred this trust that has been placed in my hands. No medium developed by mankind is doing more to broaden the lives of rich and poor alike than radio."

Glancing through the pages of the WLS service record, the amount of time set aside for purely service features is notable. Forty-five minutes each week-day noon is devoted to Dinner Bell Time—a sustaining period to bring entertainment, markets, farm news and educational features to corn belt families. Fifteen minutes each morning brings Morning Devotions, conducted by Dr. John Holland. A daily Homemakers' Hour has been maintained for many years, headed by a qualified women's program director. Up-to-the-minute market reports are given at intervals throughout the day and five general news broadcasts are featured daily.

Pioneering in programs for rural schools with the Little Red School
 (Continued on page 15)

ONCE again Burridge D. Butler, "grand old man" of radio and probably the oldest man active in radio operation, has given proof of his avowed faith in the future of radio. On his 70th birthday, last February 5, at an age when most men are reminiscing about the achievements of their past, he signed a contract to purchase a new transmitter, entailing the expenditure of a quarter of a million dollars. More intent on progress and activity than are most men half his age, Mr. Butler at three score and ten is looking ahead to the radio of tomorrow—concentrating upon increasing daily the service afforded to listeners of WLS, the Prairie Farmer Station in Chicago, of which he is president.

Early this month, on March 2, to be exact, the Federal Communications Commission granted a construction permit and installation of the latest

model 50-kilowatt RCA transmitter and the erection of a 586-foot Truscon tower will be started immediately. The site of the new transmitter, a 40-acre tract at 183rd Street and U. S. Highway No. 45, about 25 miles southwest of Chicago's loop, was selected by Jansky and Bailey, prominent consulting radio engineers, who declared it to be the best location in the Chicago area for giving the highest type of service to the great Mid-West.

The new site plus the new equipment being installed and the type of tower chosen for installation will, according to Jansky and Bailey, greatly increase the Prairie Farmer Station's listening area and will afford present listeners much better reception. For 14 years, WLS has carried the most complete market and general service schedule in the Mid-West. The decision to install the new transmitter was the result of Mr. But-

MARCH 12, 1938

"The Old Hayloft"

By the Hired Man

THE influence of Walt Disney seemed to have crept into the Old Hayloft last Saturday night, for the octette and ensemble combined their vocal talents to bring us the clever "Whistle While You Work" . . . from the picture "Snow White and the Seven Dwarfs." . . . Four of the prettiest lassies you'd ever want to see and their brother comprised the Vass Family, who brought us some delightful harmony and comedy in "I Love Little Willie" and "The Bird on Nellie's Hat." As usual, Joe Parsons pleased us with his bass solo, this time "Bells of the Sea." The Maple City Four, before embarking for Hollywood and the silver screen, sang us that good old-timer, "Tie Me to Your Apron Strings Again."

Between Shows. . . . Folks visiting the Old Hayloft to see the second performance on Saturday nights are somewhat amazed to see many of the boys and girls sitting on the floor of the lobby, gently strumming guitars, talking, laughing and rehearsing. This is the half-hour period between shows, when the boys and girls have a chance to relax, and they do so by just lolling about and taking it easy . . . until the next show begins.

Hurrah for the Irish. . . . The Irish will have their day (or night) in the Old Hayloft next Saturday night, March 12, for all the boys and girls will be on hand to celebrate a St. Patrick's Day Party. . . . So put on your shamrocks and listen in. Alec Templeton will be a special guest and his contribution to the entertainment will be the playing of the "Irish Washerwoman." . . . Bob Ballantine will be on deck to play one of his harmonica solos . . . and Bill O'Connor will sing the "Kerry Dance." Henry Burr will sing a song dear to the heart of every Irishman . . . "Where the River Shannon Flows" . . . and besides that, the band and chorus will present "Sweet Rosy O'Grady" and "Little Annie Rooney." . . . Put on your green shirt and tie and be a-listenin'.

Well, the Hired Girl's a-knocking at the door. . . . C'mon in, girlie . . . what have you to say today? She says . . . last Saturday certainly was an evening of welcoming people . . . Mr. and Mrs. W. E. Olson . . . Mr. Olson is president of the Olson Rug Co. of Chicago. . . . Dr. and Mrs. David J. Jones. . . . Mr. and Mrs. Geo.

Kleeman and Mrs. Jack Holden, all of Chicago. Marie Kodie . . . reporter for the Westerner and Maple City Four Fan Clubs. . . . Mr. and Mrs. R. M. Davis of Mace Advertising Agency, Peoria, and their guests, Mr. and Mrs. George Gunn. . . . Mr. Dodge of Albert Kircher Advertising Agency. . . . Alex Robb, NBC. . . . Mr. and Mrs. Al Staas, circulation manager of Prairie Farmer. . . . Mr. and Mrs. Ray Neilson, investigator for Prairie Farmer, and Mr. and Mrs. Ackerman, Freeport, Ill. Mr. and Mrs. R. C. Tedrick of Livingston, Montana, live on a cattle and sheep ranch, and invited any of the gang to drop in and see them. . . . Art Satherly dropped in to see us again. . . . Art has been in the recording business for 20 years . . . at the time flat records were patented . . . (they say that Art is a mighty hard worker and when recording, he dances around to see if the tempo is suitable for dancing). Sometime we are going to drop in and see him at his "Plantation Inn" down in Savannah, Georgia.

Welcomes and Farewells. . . . Good to have Phil Kalar about again . . . formerly a member of the Hometowners' Quartet, Phil is back with us as a production man. . . . Harold Azine, new member of WLS helping out with sound-effects. . . . Sorry to see Wilma Gwilliam go to WCKY, Covington, and Al Boyd leave to take over a job in the WLS sales department. All were bidding the Maple City Four good-bye and good luck. They left right after the Barn Dance for Hollywood to make another picture for Republic Studios. . . . But hurry back, boys, we miss you!

Guests that came and went: The Vass Family . . . Sally, Emily, Louisa, Virginia and their brother Frank . . . fine looking family, and the boys in the hayloft were winking at the girls. . . . The girls were born and raised in Greenview, S. C. They sang at church socials down home, and one day went to visit an aunt in New York. She arranged an audition, and since then they have been appearing on NBC on a program of their own, and have just completed a movie, "Radio City Revels." Come on in again soon, girls.

Callin' All Square Dancers. . . . The last of the square dance callers' contests and Oscar Morgan, native of Montrose, Mo., who has called for years, was one of the contestants. He

Seen Behind the Scenes

by CHUCK OSTLER

One of the girls in the office, Hazel Rosenthal, turned away from her duties at her desk last week and stepped before the microphone with the Lakeview Evening School Chorus, to help sing a few classical selections. . . . Evelyn, *The Little Maid*, stepped forth last Saturday night in a new costume, a bright white one, in fine contrast to the dark new outfits of the *Hilltoppers*. . . . Arkie wishes to thank all those kind folks who sent him birthday cards last week. . . . Bet a lot of school kids like to take those imaginary trips to foreign lands with *John Baker* on his School Time program. . . . I know I would if I were in school. . . . Jack Stilwell took a postman's holiday the other night . . . after working at the studios all day, he went over to NBC to watch a few programs over there. . . . And Jeff Wade is back at work after a few days at home with a slight illness.

Power with Ladies

Tyrone Power is the envy of his fellow radio actors. Leading ladies for his Hollywood Playhouse dramas over NBC are recruited from the most glamorous actresses in Hollywood—and he gets a different one each week.

Those who have played opposite him in his Sunday night series thus far are:

Margaret Sullavan, June Lang, Ida Lupino, Doris Nolan, Anne Shirley, Gail Patrick, Florence Rice, Marjorie Weaver, Sally Blane, Ann Dvorak, Glenda Farrell, Heather Angel, Andrea Leeds, Olivia de Havilland, Fay Wray, Anita Louise, Ann Sothern and Constance Bennett.

Gets the Drift

June Meredith, the Dorothy Wallace Webb of Attorney-at-Law, heard over NBC, is one of the latest winter sports victims. A recent cross-country showshoe trip came to an abrupt end for June when she pulled herself out of a snowdrift with a bad bump on her forehead.

now lives in Chicago. Edward W. Pranger of Fort Madison, Wis., journeyed here for the occasion, and Bob Colvin, who came up from Springfield, Ill., and Wilbert Yolman of Auburn, Ind., completed the list for the evening.

Work to do! . . . Chicken to fry, and here I am thinking of Art Satherly's Plantation Inn and hoping that some day I can get there! S'long!

School Time Broadcasts Direct from Stockyards

WHERE your steaks and pork chops come from is told to listeners of School Time in a series of programs on the livestock and meat industries. The Wednesday programs of School Time deal with various businesses and industries, and during the present school semester are dealing with food products.

The program of last Wednesday, March 9, was presented from the Union stockyards in Chicago, the largest stockyards in the world. The methods of handling cattle, hogs, and sheep were explained, and listeners heard seller and buyer agreeing on a price for a load of steers.

The next two weeks will bring programs on meat packing, the first dealing with the handling of meat, and the second with by-products of the meat packing industry. These broadcasts will be made directly from one of the large meat packing plants.

• • •

Fidler Renews Contract

Jimmie Fidler, whose "I DO Mean You" trademarks Hollywood's pioneer broadcast of motion picture news and comments, will begin his second year under the sponsorship of Proctor and Gamble Company under a new contract, effective March 15.

Fidler will continue his twice-weekly broadcasts every Tuesday and Friday at 9:30 p. m., CST.

His comments on Hollywood have been heard over NBC networks for more than five years. After years of varied experience in Hollywood, as an actor, publicist, magazine writer and columnist, Fidler made his first radio talks when "Hollywood on the Air" was introduced as the first sustaining program broadcast over NBC from the film city.

• • •

Broadcast from England

Sir Harry Lauder, famous Scotch comedian and singer, will be heard by American radio listeners for the first time in almost nine years when his humorous Scotch brogue and hearty chuckle are broadcast from England by the National Broadcasting Company next Wednesday, March 16.

Sir Harry, appearing with the BBC Variety Orchestra, directed by Charles Shadwell, will be heard over the NBC-Blue network from 3:15 to 3:30 p. m., CST.

When the droll Scotchman was last heard over the National Broadcasting Company networks, in 1929, he appeared over a then unprecedented network of 36 stations in the United States and three in Canada.

• • •

Picture Plans

Phil Baker will do at least two pictures for Sam Goldwyn this year.

MARCH 12, 1938

Girl Scouts' Broadcast

The 26th birthday celebration of the founding of the Girl Scouts organization in America will be observed in a special broadcast today, March 12, from 5:35 to 6:00 p. m., CST over the NBC-Blue network. The program, entitled Today's Frontiers, will have as its main theme the development of the organization from a group of 12 girls and a leader in 1912 to the present membership of 500,000.

Mrs. Frederick H. Brooke, president of the Girl Scouts, will open the broadcast with a short talk and will introduce as guest recitalists, Ria Ginster, internationally-known soprano and Richard Bonelli, famous baritone of the Metropolitan Opera.

The program also will include a short dramatization based on the inspiration of Juliette Lowe of Savannah, Ga., to found the Girl Scouts organization in the United States and her initial efforts in that direction. Brief talks by Mrs. William J. Babington Macaulay, chairman of the board of directors and Mrs. Samuel C. Lawrence, a niece of Juliette Lowe, who is commissioner of the Huntington, W. Va., council, will be heard.

A concert orchestra will play, in addition to scout songs, a group of typically American airs, including "Wagon Wheels," "Dixie," "East Side, West Side" and "The Star Spangled Banner."

• • •

Gala Legion Broadcast

Jack Benny, Dick Powell, Marion Talley and many other stars of screen and radio will help the American Legion celebrate its 19th anniversary with a gala birthday broadcast from 11:00 p. m. to 12:00 midnight, CST, next Tuesday, March 15, over the NBC-Blue network.

Legionnaire Jack Benny, Priscilla and Rosemary Lane, Dick Foran, Johnny Davis, Frank Forrest, Olsen and Johnson, Powell and Talley will be heard from Hollywood.

American Legion National Commander Daniel J. Doherty will be heard in an address from Chicago; Mrs. Malcolm Douglas, president of the American Legion Auxiliary, will speak from New York and Fred Fraser, chef de chemin de fer of the Forty and Eight, will speak from Washington, D. C.

An NBC orchestra under Frank Hodek will accompany the singers and will play special arrangements dedicated to the Legion.

• • •

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, February 27.

Despacio Se Va Lejos meaning **Go slow and go far.**—(Above safetygram was seen in Peru between Lima and Callao.)—Fred Naegel, 720 McBride St., Elgin, Ill.

Just look ahead, plan ahead, keep your head and you'll be ahead.—Jean Marx (11 years old), 208 Otter St., Oshkosh, Wis.

The thousands who run red lights must think "stop" spells "step."—Bernard Dykstra, 1031 Fremont Ave., N. W., Grand Rapids, Mich.

International Looking Glass

"The International Looking Glass," a program of comment on foreign events, their background and their significance, was presented over WLS for the first time last Wednesday, March 9. This new program is to be presented by WLS each Wednesday evening from 8:15 to 8:30 o'clock in cooperation with the Library of International Relations, located in Chicago.

International events will be discussed by Edwin Clough, of the Library of International Relations, and Dr. Walter H. C. Laves, Mid-West director of the League of Nations Association and lecturer on political science at the University of Chicago.

These two men will discuss important foreign news events, conditions which led up to their occurrence and what the possible results may be.

• • •

Expensive Hobby

Arthur Peterson, NBC actor, has taken up painting as a hobby. Thus far, Mrs. Peterson reports, Art has ruined four canvases and spotted two rugs in the Peterson apartment with paint.

Benny's Writers Busy

Jack Benny's writers, Bill Morrow and Ed Beloin, are busy boys these days. In addition to the Sunday Jell-O broadcast, they are writing Benny's dialogue for his new Paramount picture, "Never Say Die."

Fanfare

by FRANK BAKER

HELLO, Folks! Yes, it's yet another Fanfare reporter peeping at you from behind a typewriter. Wilma Gwilliam is busy Homemaking on WCKY at Covington, Kentucky, these days; Chuck Ostler is stirring himself as a production man since his recent promotion, so it looks as though yours truly is going to do the scouting around for Fanfare news.

Let's see—what are you going to want to know first? Oh yes, George Biggar extended his stay out West a week longer than he had first intended. If his present plans continue, he'll be back at WLS as you read this . . . and he'll probably be sunburned. Harold Safford says he wouldn't mind having a little sunburn himself, if he got it that way.

Bill Cline's voice was heard on the air for two days as he announced Chuck, Ray and Christine and the Hoosier Sodbusters on their 11:15 program Thursday and Friday not long ago. Bill says it seems strange to be announcing again. Too bad some of us didn't get a candid camera snap of him at the mike. Bill is always shooting pictures of the gang around the studio.

This picture-taking business seems to be catching. Julian Bentley and his missus have just started to do it. Oh, yes—Julian intends to plant a hill of corn in a flower pot in his office this spring and take pictures of it each week to show how much progress it makes. Julian might plant a little sweet corn for the boys who like it. (I'll furnish the salt and butter.) Wonder if we could get anyone to raise a few watermelons on the roof? It's something to think about.

Before we go any further, let's get back to that mention of Chuck Ostler's promotion that we so casually skipped over at the beginning of this column. Chuck is a producer now and has entrusted sound effects to the very capable hands of Harold Azine, one of the newer members of the WLS Family. You see, it all started when Al Boyd was transferred to the commercial department to take up duties there. Yes, Al has forsaken the third floor for the sales department and 'though we'll miss seeing him around the studios all day, we wish him the best of luck. (Gosh, anyone would think he'd gone away for a visit.)

You all ought to see the fine new costumes Evelyn and the Hilltoppers are wearing these days. They've been singing Western songs more and more these days and to carry out the idea of their programs, Evelyn wears a

white organdy dress with red flowers and red shoes to match. The Hilltoppers look very handsome in their black trousers and shirts, white trimmed, and large black cowboy hats. Drop in on the Barn Dance next week and see 'em.

Interesting Souvenirs

"The souvenirs I collect from practically every one of my broadcasts make each Sunday an adventure to me," says Jerry Belcher, conductor of the Interesting Neighbors Visited by Jerry Belcher broadcasts heard each Sunday at 6:30 p. m., CST, over the NBC-Red network.

"For instance," Jerry said, "after the James Whitcomb Riley broadcast, Miss Katie Kindell, Riley's old housekeeper at the Little House on Lockerie Street, presented me with a card containing greetings from the great Hoosier poet in his own handwriting. The greeting was on a calling card Riley had enclosed with a book he had given to Miss Kindell on Christmas, 1902."

Unusual Gifts

Barbara Luddy, star of Campana's First Nighter and Margot of Castlewood, says the most unusual gift she ever received was a hula skirt sent her by a daring young man from Hawaii. One of her most prized possessions is a boomerang given her by a member of the Australian parliament.

Colorful Hobby

Dick Wells, announcer on the NBC serial, Ma Perkins, has been giving his friends oddly-colored neckties, socks and berets, and asking them to wear his gifts to the studio. When they arrive wearing green ties and red socks, they find Dick pointing his new color movie camera at them.

Stars' Antics

Do the movie stars show the same poise and composure before a microphone that they do before the camera? In an effort to determine this, a reporter with a candid pencil checked up on the microphone behavior of several stars appearing on the Good News of 1938 program, broadcast over NBC on Thursdays. Here's what he found:

Robert Taylor keeps checking the order of his script pages to make sure they are correct. After he has been at the microphone for about five minutes of a program he opens the collar of his shirt and pulls his necktie loose to give him more freedom of movement during dramatic skits.

When Fanny Brice steps before the mike for her famous "Baby Snooks," she protrudes her lower lip to give the facial and vocal effect of baby talk. If she is supposed to cry as part of the baby act, she opens her mouth wide enough to give Joe E. Brown an inferiority complex.

Frank Morgan makes fun of his movements before a microphone. He smiles and laughs constantly through comedy skits and, when another player scores a laugh in the lines, Morgan will pat him on the back and laugh louder than the radio theater audience.

Freddie Bartholomew always dresses up in his best Sunday suit for his Good News appearances. At the start of a program he stands at attention before the microphone like a young cadet at a military academy but gets "warmed up" as the show goes along. As he finishes each page of script he puts it carefully on a chair placed near him for that special purpose.

Food for Thought

Lanny Ross went to the rehearsal of a recent NBC benefit broadcast for the National Infantile Paralysis Foundation intending to ask the producers if they would excuse him because of a severe cold. Instead, he decided to sing in spite of the cold. Next day no trace of his illness remained.

"I can't figure it out yet," says Lanny. "Maybe it pays to do a good turn."

One Man's Manners

In order to get a voice effect during a recent One Man's Family program, Michael Raffetto, who plays Paul Barbour in the NBC serial, suddenly stepped back from the microphone. In doing so, he knocked over the soundman's broom which landed on the floor with a bang. Always the gentleman, Raffetto quickly ad-libbed a coast-to-coast "pardon me" to the soundman.

The Latch String

by CHECK STAFFORD

HOWDY Folks: Well, March "came in like a lamb" . . . and according to the local sages, should "go out like a lion." Also, this is the month when "hares are wild," according to the ancient European writers, but most moderns scoff at both these ideas and say that March is a harum-scarum 31 days of sunshine and showers, overshoes, over-cast skies, empty coal bins and bothersome colds.

As for me, March is not such an ugly picture. Told in rambling words, March used to be and is still pretty much the same and kinda goes like this: Chilly nights . . . warmer days, with the sugar water camps still going and the syrup kettles boiling down



. . . melting snow . . . muddy roads . . . brooms and boots at kitchen door, and mother in despair . . . cackling hens and eggs aplenty . . . little pigs snuggled in the straw . . . more snow and winds that chill . . . early buds and blooms, and we wondered if they were not TOO soon . . . the sun again . . . and gardens are planned . . . and then a storm and hail . . . and folks say, and always have said, "Such weather," with a wail. . . Menfolks greased the harness (they overhaul tractors now) and mother sprouted seeds in the sunny south window . . . birds are heard afar and near . . . and we wonder if our same old wren will come again this year . . . plough shares are sharpened and fences are fixed . . . the rhubarb is up and there's sauce on the table . . . menfolks, anxious to plow, now spend

whole days cleaning and mending at the stable . . . seed oats are made ready and the fields are sown . . . the woods get green and flowers start growin' . . . and folks say "Howdy, neighbor" . . . and keep on hopin'.

Yes . . . March is not a bad old month after all. Maybe a bit fickle as to weather but weather never was, or never will be, a respecter of persons or crops. Nature's dormant things in March are stirring beneath the sod, seed and twigs . . . to blossom forth when April showers and sunshine warm them into fuller life. One month promises something to the next . . . and folks since the beginning of time have held faith and hope in old Dame Nature's promises.

Perhaps you reader folks have wondered just who the Little Theater visitors are—and where they come from. This week, we have been conducting a bit of research, issuing a questionnaire card to each program guest or visitor, young or old—and some interesting side-lights have been found.

Take last Tuesday, for example. Folks, 88 in number, visited the Little Theater. They were from Chicago and suburbs and registered from the following states: Illinois, Indiana, Michigan, Iowa, Pennsylvania, Wisconsin and Kentucky. Their occupations and trades were many, including: farmers, dairymen, gardeners, truck drivers, steel and wire workers, engineers, marine and lake boat workers, clerks, bench and floor workers in factory work, salesmen,

Pre-Radio Jobs

But for twists of fate they would now be almost anywhere but before the microphone. Wilmer Walter, NBC's "David Harum," would be a leather merchant in Boston if he had pursued the career he originally planned for himself.

Robert Strauss, the "Pa Wiggs" on NBC, set out to become a mining engineer.

Richard Kollmar, starring as "John" in John's Other Wife, was once sure that he wanted to be a professor of sociology.

Bennett Kilpack, the "Mr. Keen" of Mr. Keen, Tracer of Lost Persons, studied engineering.

All four men entered the theater through the door of amateur dramatics; all four saw what began as merely a pleasant hobby become the consuming interest of their lives.

service men and inspectors, government employees, wood workers, cabinet makers, cooks, waiters, musicians, machinists, students, music teachers, garment workers, retired and pensioned employees, tool makers, salesmen, collectors, insurance agents, nurses, maids, waitresses, candy wrappers, housewives, stenographers, salesladies and beauty parlor operators. They were poor—they were prosperous—and they ranged in age from school children to old men. Some wrote their answers in excellent handwriting . . . some could hardly be read. They were a fine bunch of truly typical Americans, both rural and city dwellers—of the great Middle West . . . and we find it of great interest to gather this data.

Chicago is a great melting pot—where everyone meets—and truly it can be said that in our Little Theater folks from almost every walk of life and from almost everywhere see and hear our programs, as fellow guests, and are most welcome.

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Radio Engineer Whyland Relaxes by Listening In

BURR WHYLAND is another of those men whom radio listeners never hear but whom they could never hear without. He spends his working hours in the WLS engineering rooms and control booths, picking up programs at the microphones and relaying them to WLS audiences.

Burr's parents wanted him to be an artist. He spent several years studying painting and sketching and finally wound up as an artist of altogether a different type. Born in Chicago 39 years ago, Burr spent his early school years in the Mid-West metropolis and then enrolled for a three-year period in the Northwestern Military Academy at Lake Geneva, Wisconsin. It was at this institution that Burr got his first glimpses of radiography. Radio was very new in those days and there were practically no commercial broadcasting stations as we know them today. But Burr was far-sighted enough to see the tremendous possibilities of his new-found interest.

Leaving the military school, he entered the Chicago Art Institute, in accordance with his parents' wishes. He spent three years studying art, but all the time he tried to keep abreast of the swiftly moving developments in the radio field. In the early '20s, Burr's art pursuits took him to New York for further training. It was while in the East that the radio bug finally bit him so hard he couldn't resist it any longer. Soon he was devoting so much time to building radio receivers and experimenting with transmitters that his work at the art school suffered greatly. A decision had to be made. It was—in favor of radio! Burr Whyland cast art as a vocation overboard and piloted his ship of individual destiny into the world of radio waves.

Since that time, Burr has worked in just about every section of the United States as a technical expert. He started out with short wave receiving and sending. Then he took several jobs with radio retailers in the capacity of advising people who were buying sets for the first time and knew nothing about their operation or upkeep. Burr then served as consulting engineer in the construction and operation of a radio station in Wisconsin. Following that, he opened his own radio repair business in Chicago. He supervised this venture until the time when he joined the technical staff of the then existing Affiliated Broadcasting Co.

Burr came to the WLS staff last October for full time work. However, he had worked at WLS intermittently during his whole career. He was a member of the original technical staff of WLS, back in the days when the station was first organized by Sears Roebuck and Co. in 1924.

What does Burr Whyland like to read? You guessed it—magazines about radio and science! He admits,

however, that he sneaks a detective story into his reading schedule occasionally. Burr preserves the benefit of his art education by following a hobby of drawing and sketching. What does he sketch? Why, how foolish to ask—pictures of radio apparatus and equipment, of course!

When at home with his wife and family, Burr Whyland comes closest to forgetting the technicalities of his work. He relaxes completely. How? For goodness sake, reader, you should know—by listening to the radio!

Not Worried Now

Seymour Young, juvenile star of the Guiding Light, at last has a very weighty problem off his mind, thanks to Dr. Herman Bundesen, chairman of the Board of Health of Chicago.

Seymour is so fond of milk he has been known to drink three quarts a day. Someone facetiously informed the young NBC star that milk contains so much calcium that too much of it might turn him to stone. So Seymour wrote Dr. Bundesen about it.

Dr. Bundesen replied, setting him right on the subject.

Wide Response

The fan mail on the Don Winslow of the Navy program, heard on NBC, comes from as many different portions of the population as any show in radio. Letters pour in from sailors on the sea and on the Great Lakes, from railroad men, from men in hospitals, World War veterans, nurses, doctors and kids in grammar schools.

Mumps the Word

Arkie thinks fate has played a trick on him. He had the mumps on both sides when he was a child and yet recently he had them again. Off the Barn Dance for one show, he returned more chipper than ever.

Lost—Lanky Yankee

Despite its euphony, Fred Allen can no longer be called the lanky Yankee. The comedian added inches to his midriff circumference during his recent Hollywood stay.

Something to Talk About

by CHUCK ACREE

Here in the United States, we have had our "Street Broadcasts" for several years, but "The Man On the Street" is just beginning to make his appearance in England. The first one set up his microphone just a week or so ago in St. Paul's churchyard in London. A crowd of passersby gathered around immediately and expressed interest. But when it came time to go on the air, everyone in the crowd backed away and the announcer had all he could do to induce enough bashful Britons to come to the "mike" and voice their opinions. He finally turned the program back to the studio after 10 minutes on the street. But, despite the skittishness of the people interviewed, listeners in England took to the idea right away and the program was said to be a pronounced success from a listener viewpoint.

Mrs. Dora Reynolds of Harrisburg, Illinois, doesn't need a radio set for her home because she has a very unusual laundry stove. All that she has to do is sit by this stove and wait, and when the conditions in the firebox are right she gets whatever program the stove happens to be in a mood to give her. When Mrs. Reynolds first heard orchestra music coming out of her stove, she didn't know what to think and was inclined to doubt her own senses for a moment. Repetition of the programs convinced her that she had "Something to Talk About" so she called in Alfred Summers, a radio technician. Summers listened and heard an orchestra playing. After the orchestra he heard a violin solo. Then he called K. E. Schonert, another radio technician. They studied the phenomenon together and came to the conclusion that clinkers in the stove contained a mineral that formed a contact with the grate and caught the music. A supposition that the music came from a local radio station in Harrisburg was disproved by the fact that the music came out of the stove even when the local station was off the air. It was demonstrated also that the music did not come from Evansville, Indiana, the next nearest radio station. Fact of the matter is, nobody has been able to find out where the music comes from or why it comes out of the stove. But Mrs. Reynolds doesn't mind just as long as the stove keeps bringing the programs in so she'll have "Something to Talk About."

Attends All Premieres

Johnny, the Call Boy, rarely misses the premiere of a Broadway show.

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. Summaries of two of these interesting educational programs follow.)

Business and Industry

Listeners to School Time have heard each Wednesday a number of broadcasts dealing with the handling and processing of grains of different kinds. On Wednesday, March 2, they heard a program from a soybean processing plant. No other crop has attracted more interest in recent years than the soybean, because of the wide variety of uses found for the products made from soybeans.

After cleaning and partial drying, the soybeans are cracked, and the oil is removed by pressing, or by chemical methods. The oil is put into machines like large cream separators, which whirl it around rapidly, separating a waxy material called lecithin, which is used in chocolate candy and bakery goods; the oil remaining may be used as salad oil, in mayonnaise, or it may be used in paints and varnish.

The meal remaining after the oil is removed may be used in many different ways. Some of it is used as livestock feed; some of it is milled into soybean flour, useful for persons who should not eat starchy foods; from the soybean meal is extracted a substance which is almost pure protein, one of the most concentrated of all foods. The protein, however, is used more in the paper industry than in foods industries at the present time. Soybean products are used in making plastic materials, such as automobile horn buttons. Because it is still a rather new industry, more uses for soybeans are being found every year.

Touring the World

On Wednesday, March 3, School Time listeners went with Bob and Jane on an imaginary trip to Brazil, another in the series of visits to South American countries. Brazil is the largest and one of the most progressive of the South American countries. The native language of the country is Portuguese, while other countries of South America speak Spanish.

Many different nationalities are represented in the population of the country, with a large share of the people being Indians, or mixtures of Indian with European blood.

Brazil produces more coffee than any other country and provides us with large amounts of rubber, cocoa and other products which we use and eat every day.

Names Are News

Being charged with burglary as part of a radio serial drama is all right, says Betty Winkler, NBC actress, but when one's stage name becomes embroiled in public print because a real person happens to have it—well, friends might at least keep the news to themselves, she adds.

It all came about when Patricia Ryan, Betty's role in the NBC serial drama, Girl Alone, went on trial for burglary. Each day Betty has been on the witness stand being grilled by opposing attorneys.

Then came Patricia Ryan of the Bronx leaping into the lime-light and print by shooting her policeman husband. The real Patricia made news and her story and her picture were widely published.

Now Betty is displaying an excellent collection of clippings on the Ryan case, sent her by friends who listen to the Girl Alone broadcast and know her character name is Patricia Ryan.

Betty was out of the script for a few days while she vacationed in Arizona on a dude ranch—far from friends with clippings of the story of the Patricia Ryan who is real.

Girl Alone is broadcast over the NBC-Red network, Mondays through Fridays, at 11:00 a. m., CST.

He's Never Late

Henry Burr has never been late for a program or rehearsal in all his years on the air. The closest he ever came to being late was on one evening when the taxicab in which he was riding to the studios was involved in a traffic accident on a suburban road and Henry resorted to the wiggling thumb method of travel.

Becker Debunks Breed

"There ain't no such anymule," says Bob Becker, noted authority on dogs, heard each Sunday over the NBC-Red network, when anyone mentions German police dogs to him. There is no recognized breed known as a police dog, says Bob, and that goes for German Shepherds, too.

Eggs-entric?

Edward MacHugh, the NBC Gospel Singer, is so fond of his prize-winning hens that his special gift to a friend is a box of eggs from the rarest of his breeds.

Senator Fishface Speaks

"The average man," says that sage of NBC, Senator Fishface, "is a fellow who wears last year's suit, drives this year's car and lives on next year's salary."



Sometime silence ain't golden . . . it's jest plain yellor.

Life is jest like a grindstone . . . an' whether it polishes a man up er grinds him down depends upon th' kind uv stuff he's made out uv.

Few wimmin will allow a man to tell her how to run her home, but when it comes to drivin' a car, they're perfectly willin' to take a back seat.

There's a whale of a difference between th' fish you catch and the one you tell about.

It's bad enuf to be a quitter but it's worse not to even begin.

Th' difference between a automobile and a automobile salesman is . . . a automobile runs outta gas.

A friend uv mine told his wife he wuz goin' out to shoot clay pigeons so she didn't buy any meat fer supper.

A lot uv fellers don't keer which party is in power as long as they kin be th' power in the party.

Yourn til they invent sumethin' that'll make both ends meet.

PAT.

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These are but a few of the many thousands of books we want. DON'T SEND BOOKS until you have checked our latest list giving full information. Don't delay—a single old school book, story book, bible, poetry, history, travel, almanacs, newspapers, letters, etc., may bring you \$25, \$50, \$100, \$500 or even \$5,000 cash for certain books. Better investigate NOW. Send 10c to the American Book Mart, 140 S. Dearborn St., Dept. 1375 Chicago, and we will send you latest list of old books we want to buy and cash prices we will pay.

Meet the "Younguns"



↑ Vance McCune, III, poses with his dad and granddad for his first picture at the "mike." His dad is familiar to WLS listeners as Possum Tuttle on the Morning Minstrels and his granddad is an end man on the NBC Minstrels of 1938. The youngest McCune holds his script like a veteran, despite his youth, and Possum declares he cries with a sure enough Southern accent.



← Beverly Paula Rose, Patsy Montana's young daughter, poses for this picture showing what the well-dressed little lady wears when she braves the chill Spring breezes. Beverly is a happy-go-lucky, adorable youngster.



↑ Young Jack Baker, Mr. and Mrs. John Baker's pride and joy, is getting to be quite a grown-up little feller. Judging from his good-natured grin, we'd say he's pretty contented with the whole business of living. How about it?

Donna Lynne Bergstrom, Lois and Reuben's blue-eyed cherub, has a ready smile for everyone. Her mother and father are hoping that Donna Lynne will be a singer, too, when she grows up—but it's a little early yet to tell. ↓



← Beverly Paula Rose, Patsy Montana's young daughter, poses for this picture showing what the well-dressed little lady wears when she braves the chill Spring breezes. Beverly is a happy-go-lucky, adorable youngster.

Linda Lou Wiseman was pretty thrilled when she had this picture taken. And Lulu Belle and Scotty were plenty excited, too, about getting such a splendid picture of their fair-haired young daughter. Ever see a happier trio! ↓



STAND BY

Notes from the MUSIC LIBRARY

by SOPHIA GERMANICH

FRANCES C. DIFFEY, 300 Edgewood Drive, Clayton, Missouri, has several thousand songs, and is offering them to anyone sending postage. Those desiring music and guitar chords, please send manuscript paper.

Esther Anklam, R. 2, Box 36, Wegauwega, Wisconsin, is anxious to get the words to "New River Train," "Martins and the Coys" and "She Buckaroo."

Genevieve Jansen, R. 1, Lockport, Illinois, is beginning a collection of cowboy and Western songs, and will exchange any she has for the words to "Beautiful Texas," "Cowboy Honeymoon," "Make Me a Cowboy Again for a Day" and "Just Because."

John Austin, 22 Railroad Street, Woodstock, Illinois, has a song collection and will exchange any one of them for copies of "Answer to Nobody's Darling," "Columbus Stockade Blues," "When the Bees Are in the Hive" and "Little Whitewashed Chimney."

Muriel Elliott, R. 2, Box 84, Marinette, Wisconsin, is interested in Song Exchange and would like to correspond with some of our members. She hasn't any songs to exchange as yet.

Margaret E. Barlow, Palisade, Nebraska, has had wonderful success in joining our group. She has a Nick Lucas Instruction Book for the Spanish guitar which she will exchange for an instruction book for the Hawaiian guitar (preferably A Fun in Music Book, Allen's Method, or the Kealoha Method). She also has copies of Cliff Carlisle's song books and would like to exchange them for books of Jimmy Rodgers. Margaret is offering to exchange any other songs she has for copies of "Shamus O'Brien," "Farmer's Boy," "Ring Down the Curtain" and "Little Pal."

Helen Tanzyus, 1635 E. Locust Street, Decatur, Illinois, will exchange songs for words and guitar chords of "Lullaby Yodel," "Rancho Grande," "Aloha," "My Swiss Hilly Billy," "Tumbling Tumbleweeds" and "Old Shep."

Donna E. Burmeister, % S. W. Spellman, 3241 Collingwood Avenue, Detroit, Michigan, will exchange words to "Beautiful Lady in Blue," "Crawdad Song," "Rocking Alone in An Old Rocking Chair," "Whoopie Ti

Yi Yo," "Miller's Daughter Marianne," "Keep a Horseshoe Over the Door," "Rosalie" and "On a Little Dream Ranch" for the words to "Roll Along Covered Wagon," "Rancho Grande," "Down by the Old Rustic Well," "Get Out and Get Under the Moon" and "There's a Silver Moon on the Golden Gate."

Anna Marie Myers, 1406 W. State Street, Lawrenceville, Illinois, is offering the following songs: "I Want to Be a Cowboy's Sweetheart," "Dream of a Miner's Child," "Yellow Rose of Texas," "When the Work's All Done This Fall," "There's An Empty Cot in the Bunkhouse," "Mother's Plea" and "Silvery Rio Grande" for the songs: "Down in Renfro Valley," "Ridin' Old Paint and Leadin' Old Bald," "Don't Forget Me, Little Darling," "Chuck Wagon Blues," "Little Shirt That Mother Made for Me" and "Homecoming Time in Happy Valley."

Mildred Stolp, R. 3, Reed City, Michigan, will send the words to "When the Bees Are in the Hive," "Letter Edged in Black," "Mary of the Wild Moor," "Belle of Mohawk Vale," "Bride's Lament," "Just An Old Photograph" and many others in exchange for the words to "When the Roses Bloom in Dixieland," "Beautiful Texas," "Martins and the Coys," "Prisoner's Dream," "Somewhere Somebody's Waiting for You" and "Little Green Valley."

William B. Fraser, R. 2, Providence, Kentucky, will exchange songs for copies of "Prisoner's Dream" and "Twilight On the Trail."

Florence Wetschreck, R. 2, Bemidji, Minnesota, is offering songs in return for copies of "When It's Round-Up Time in Reno," "West Ain't What It Used to Be," "There's a Love Knot in My Lariat," "The Capture of Albert Johnsons" and "Cattle Call."

Mildred Boyd, R. 1, Box 58, Lancaster, Wisconsin, will send the words to "Roundup in Cheyenne," "I Want to Be a Real Cowboy Girl," "Prisoner's Dream," and "Answer to the Prisoner's Dream" in exchange for "Answer to Nobody's Darling But Mine," "Answer to I Want to Be a Cowboy's Sweetheart," "Santa Fe Trail" and "Out on the Lone Prairie."

Maestro Started Young

Alfred Wallenstein's deep interest in aspiring young musicians must be an outgrowth of his own early experience in the world of music. When he was just a boy in knee trousers he had completed a tour of South America, and upon returning, applied for a place in the San Francisco orchestra, then conducted by Alfred Hertz.

Under Wallenstein's insistence, Hertz finally consented to give an audition. When the 15-year-old youngster had finished, the conductor said, "Good! You can play with us but you will have to put on long pants!"

Extra-Curricular Talent

Peter Van Steeden, maestro of "For Men Only," could qualify as an excellent radio production man if he gave up music.

Mayadell Breneman, Ray, Minnesota, will exchange words of any song she has for copies of "Thinking of My Blue Eyes," "In a Little Hula Heaven" and "Jack O' Diamonds."

Daisy Wilson, R. 1, Chatham, Illinois, will send two songs in return for the words to "When the Lilacs Bloom Again," a verse reading as follows:

"Long years had passed, the maiden, after waiting her love's return, Was buried in the churchyard. He came, the sad story to learn. Sadly plucking a lilac, he whispered, 'If I only could tell you again— When the lilac blooms again 'neath the skies of blue, dear, I'll be with you when the lilacs bloom again'."

Bernice Neubauer, R. 2, Sherwood, North Dakota, will exchange words and music of any song she has for copies of "Nobody to Love," "I'm Dreaming of You, Caroline," "My Pal of Yesterday," "Moonlight and Skies" or any Swiss yodel songs.

Margarite Grewe, R. 3, Benton, Illinois, will send songs for the words to "Empty Saddles," "Clover Blossoms," "Hold Fast to the Right," "Red River Lullaby," "Old Buckaroo," "Goodbye" and "Mail Carrier's Warning."

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Buy a Spray and Use It, Says Friendly Gardener

WELL now, y'see, it's this way: This is about the time of year when you'll need to be thinkin' about a dormant spray for some of your trees and shrubs. You'll notice, I said "some" of your trees and shrubs. Not all of them will need a dormant spray, but enough of 'em will benefit from it that you shouldn't pass over the idea entirely.



The idea of a dormant spray is that there are some pests that are so tough, so hard to kill, that they take a strong spray. These strong sprays can't be put on when the leaves are out, because they'd injure the leaves. But a spray of the right kind put on durin' the fall, winter or spring will get rid of the pests without injurin' the trees or shrubs.

If you have apple trees, the chances are pretty good that San Jose scale is a pest you should fight, with a good oil spray. There are quite a few good brands of oil spray on the market, and your hardware store probably

carries an oil spray that will kill scale for you. Y'see, the scale insects live under tough protectin' covers. You see the covers but not the insects, as a rule. An oil spray or a spray of strong lime sulphur kills the insects before their season for doing damage comes along.

You're likely to find scale on lilacs (I'd be surprised if you didn't find scale on an unsprayed lilac bush) some of the dogwoods, on some of the privets, and flowering quince. An oil spray applied for the control of scale insects also will help to kill plant lice.

Evergreens are often damaged by a tiny pest called the red spider. A spray of lime sulphur in early spring will help to keep the red spider from makin' your evergreens turn brown.

When you use an oil spray or lime sulphur, be sure to follow the directions on the can or package. The manufacturer knows just how much should be used for best results, and it'll be a good idea to follow his recommendations.

If you have grape vines, you'll want to put on a spray that isn't exactly a "dormant spray" but one that's applied just before the buds begin to open. This spray should be made of Bordeaux Mixture. You can buy this spray material in powdered form, or you can make your own from lime, copper sulphate and water. For just a few vines, it'll save time and trouble to buy the prepared spray mixture.

One mistake most folks make is that they try to spray good-sized trees with a little sprayer. The kind

of a spray that you might use to drive flies out of the house isn't big enough for trees, or even for large shrubs. If you're really serious about protectin' your fruit trees, grape vines, and shrubs against pests, it'll pay you to invest a few dollars in a good knapsack or bucket spray pump. After you've bought it, then use it.

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28x4.75-19	2.45	\$2.45	\$1.15	30x4.00-19	2.95	1.25	34x4 1/2	3.45
28x4.75-20	2.45	\$2.45	\$1.15	30x4.25-19	2.95	1.25	34x4 1/2	3.45
29x5.00-19	2.45	\$2.45	\$1.15	30x4.50-19	2.95	1.25	34x4 1/2	3.45
30x5.00-20	2.45	\$2.45	\$1.15	30x4.75-19	2.95	1.25	34x4 1/2	3.45

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TRUCK BALLOON TIRES
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ALL OTHER SIZES
 SEND ONLY \$1.00 DEPOSIT on each tire ordered.
 (\$3.00 on each Truck Tire.) We ship balance C. O. D.
 Deduct 5 per cent if cash is sent in full with order.
 To fill order promptly we may substitute brands if necessary.
 ALL TUBES BRAND NEW—GUARANTEED—
PERRY-FIELD TIRE & RUBBER CO.
 2328-30 S. Michigan Av., Dept. W-5, Chicago, Ill.

20 REPRINTS 25¢
FILMS DEVELOPED
 Two prints each negative, 25c.
 Three 5x7 enlargements 25c. Three
 8x10 35c. Hand-colored reprints 5c.

SKRUDLAND
 6970-86 George St., Chicago, Ill.

"Stand By" Classified Ads

STANDBY CLASSIFIED
 advertising rate—5 cents per word; minimum,
 15 words. Name, address, initials and signs
 count as words. The following towns, states
 and abbreviations count as one word: St. Louis,
 New Hampshire, R2, 100a, 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.

Baby Chicks for Sale
SEND NO MONEY. Shipped C.O.D., postage
 paid, 100% live delivery. Flocks tested for
 white Diarrhea, Barred, White, Buff Rocks,
 White Wyandottes, Rhode Island Reds, Aus-
 tralia Whites, New Hampshires, Reds, \$8.50 per
 100. Ered to lay Big English White Leghorns
 \$7.50 per 100. Black, White Giants \$9.45
 per 100. SPECIAL: 2 starting Chick
 Feeders FREE with each 100 chicks ordered.
**SHERIDAN HATCHERY, S. Georgia St.,
 SHERIDAN, INDIANA.**

White Wyandottes, U.S.R.O.P. Fifth year state
 supervision. Ninth year trapnesting. Males
 from 200 to 273 R. O. P. hens. Fullorum Clean,
 White-Dotte Farm, Grove City, Minnesota.

Business Opportunities
 Anyone with small garden can earn up to
 \$500.00 two months, April, May. Stamp brings
 particulars. Lightning Speed, Streator, Ill.

Cactus Seed
 Mixture, many varieties South American and
 Mexican types. Thirty-two seeds with in-
 structions, 25¢. Hummel's Exotic Gardens,
 Inglewood, California.

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

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

Electric Fence
 Make Electric Fencer. It's easy with our sim-
 ple plans to convert Ford T coil. No further
 costs. Complete plans 35¢. LeJay Mfg., 491
 LeJay Bldg., Minneapolis, Minnesota.

For Inventors
 We successfully sell inventions, patented and
 unpatented. Write for proof, and tell us
 what you have for sale. Charles Institute
 of American Inventors, Dept. 62, Wash-
 ington, D. C.

Help Wanted—Male & Female
HAND EMBROIDERERS ATTENTION!
EMBROIDER MEN'S SOCKS AT HOME! ALL
 handy with needle can quality. Good in-
 come. VALUABLE PRIZES. Thompson, Dept.
 S, 4447 North Winchester, Chicago.

Girl for general housework. \$6.00 a week. Write
 Mrs. Robin, 1528 S. Kildare Ave., Chicago, Ill.

Machinery & Tools
ICE PLANTS, 12 ton Frick, 25 ton York com-
 plete, in good order, also complete Ice Skat-
 ing Rink 100'x40'. HALF PRICE or less.
 Wire—write. Born, 216 N. Wabash, Chicago.

For Sale: Ice machines, new or used—coils—
 automatic controls—repair parts—ammonia
 —methyl—freon—all capacities. Equipment
 guaranteed. Free engineering services. J &
 J Refrigerating Co., 907 S. California Ave.,
 Chicago, Illinois.

Magazine Subscriptions
 American Magazine, Collier's, Woman's Home
 Companion—all three, 14 months \$4.00. Box
 20, Stand By, Chicago.

Musical
 Attention Song Writers: You need our book
 "How to Publish Your Own Music Success-
 fully" to answer your problems. Write for
 details. Jack Gordon Publishing Co., Dept.,
 101, 201 N. Hoyle Ave., Chicago.

Nursery Stock
500 SENATOR DUNLAP \$2.00
 100 Gem, 200 Blakemore Strawberry Plants, \$2.00
 50 Asp'gus, 12 Rhu'b, 6 Horseradish crowns 1.00
 2 Cane, 2 Niagara, 2 Moores, 8 Concord
 2 Grapes, 2 yr. 1.00
 12 Everblooming, 2 yr. field grown roses,
 Roberts, Hill, Teplitz, Radiance, Sensa-
 tion, Hoover, Willowmere, Victoria, Au-
 cumn, Sunburst, Talsman, R. Radiance 2.50
 5 Pink-cush. Mums or 6 Cherry Red Peonies 1.00
 12 Dablias, asst. col. or 12 Cannas, red, yel. 1.00
 60 Gladioli, large bulbs, 6 best colors 1.00
 3 Hardy Wh. Clematis & 2 Bitters' wines . . 1.00
 30 French Lilacs, 1 red, 1 wh., 1 blue, 18" 1.00
 8 Iris, 6 best col. or 10 Hardy Phlox, asst. 1.00
 8 Chin. Elms 5' or 15 Lombard Poplar 4' 1.00
 100 Gem & 200 Dunlap Strawberries 2.00
 100 Blackcap Raspberries or Latham red . . 2.00
 20 Apple Trees—5 Jon., 5 Grimes, 2 Duch.,
 5 Red & 3 Yel. Delicious, 2 yrs. 3' to 4' 3.50
 10 Peaches—3 Elb'ta, 3 Hale, 2 Jubilee, 2
 Champ, 4' or 5 Roch'ter & 5 So. Haven 2.00
 8 Plums—2 Wanda, 2 Sapa, 2 Terry, 2
 Apricot Plums, or 7 Kieffer Pears, 4' . . . 2.00
 15 Chinese Elms or 4 Compass Cherries, 4' 1.00
 5 Grass An Teplitz, 2 yr. field grown roses 1.00
 4 Roses, 2 yr.—Tall'n, Radiance, Sunb't
 Willowm'e or 4 Pauls Scarl. field grown 1.00
 10 Red Tart. Honeysuckle or 20 Spirea V.
 H. 18" or 10 Spirea Anthony Waterer. 1.00
 25 Amoor Privet or Jap. Barberry, 18" . . . 1.00
 10 Regal Lilies or 10 Philippine Lilies . . . 1.00
 6 Peonies, 2 R-wenfield, 2 Maxima, 2 Sup. 1.00
 5 Phlox, red, pink, wh., or 3 Bit'wt, 2 yrs. .50

All Prepaid. Checks accepted. Order from this ad.
 Catalog Free. Welch Nursery, Shenandoah, Iowa

Free, five extra three-year-old Colorado Blue
 Spruce with cash orders received before
 March 21. Bargain offer, 20 assorted Ever-
 green trees, all three years old, only \$2.00
 postpaid. Your selection, Mugho Pines, Pon-
 derosa Pines, Scotch Pines, Austrian Pines,
 Colorado Blue Spruce, Black Hill Spruce,
 Norway Spruce, Balsam Fir, Oriental Arbor
 Vitae, Japanese Larch, Juniper Virginiana.
 Order now—we do not ship until it is the
 right time for you to plant. Evergreen
 Nursery, Elsdon Station, Chicago, Illinois.

Bulbs of fancy gladioli and dahlias. Also peren-
 nial and rock garden plants. Reasonable.
 Hillcrest Gardens, Box 444, Gary, Indiana.

100 large Gladiolus bulbs including Picardy,
 25 choice varieties, all colors, postpaid to
 any address for \$1.00. Hawley's Glad Gar-
 dens, Shelby, Michigan.

Frost Proof Cabbage 100-55¢: Onion 100-30¢,
 200-50¢. Postpaid. Prompt shipment. Arlie
 Woodard, Dongola, Illinois.

Personal
101 GAMES AND CONTEST—for Young and
 Old. Loaded with plenty of FUN. Prepare
 for your next Party. 25¢ (coin). Photo
 Novelty Studio-B, Crestline, Ohio.

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

THE PHOTO MILL, IMMEDIATE SERVICE!
NO DELAY! Roll developed, carefully print-
 ed, 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.

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

SPECIAL ENLARGEMENT OFFER! Ten 5x7
 enlargements 50¢ with this ad only. EN-
 LARGING COMPANY, 6444 Diversey, Chi-
 cago.

Our Finishing is world wide with a guarantee
 to "Please You." 8 glossy prints and 2 dou-
 ble weight enlargements 25¢ coin. One day
 service. Please U Film Service, La Crosse,
 Wisconsin.

ROLL DEVELOPED—2 prints of each 25¢. Re-
 prints 20 for 25¢. FRED'S, B. River Grove, Ill.

Photo Film Finishing
 Free with your photo finishing—hand-colored
 print, 5x7 enlargement, 50 snapshot mount-
 ing corners, valuable merchandise coupon,
 all for only 25¢ per roll. Send coin. Our
 seventeen years of service to thousands of
 satisfied customers is your guarantee of sat-
 isfaction. Become an Allen customer and
 in addition to getting the highest quality
 workmanship, take advantage of our free
 feature offers. Daily service. Allen Photo
 Service, 3729 N. Southport, Chicago.

ALL COLORED Guaranteed Finer Developing—
 printing 40¢ roll. Black and White 25¢.
 Colored reprints 5¢, plain 3¢. AMERICAN
 PHOTO, 3548 North Lawndale, Chicago.

FILMS DEVELOPED with one print of each
 exposure mounted in colored album and en-
 largement coupon 30¢, or two prints of each
 exposure no album 30¢. Reprints 3¢ each
 (coin only). Wilbert Friend, River Grove, Ill.

20 reprints 25¢. 100 reprints \$1.00. Roll de-
 veloped with 16 prints 25¢. Newton, 42,
 Maywood, Illinois.

Immediate Attention Given! Roll developed
 and printed with Superb Velox and 5x7 en-
 largement, 25¢. Reprints 3¢. Enlargements,
 2 for 25¢. Finest quality guaranteed. Superb
 Photos, Dept. R, 6034 Addison, Chicago.

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

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

**Amazingly Beautiful, Roll Developed, 8 NAT-
 URAL COLOR PRINTS 25¢.** Reprints 3¢.
NATURAL COLOR PHOTO, D-94, Janesville,
 Wisconsin.

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

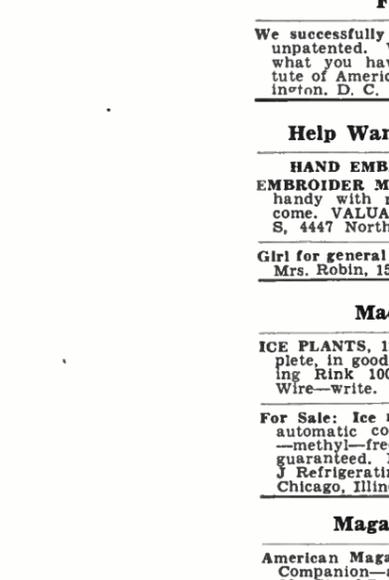
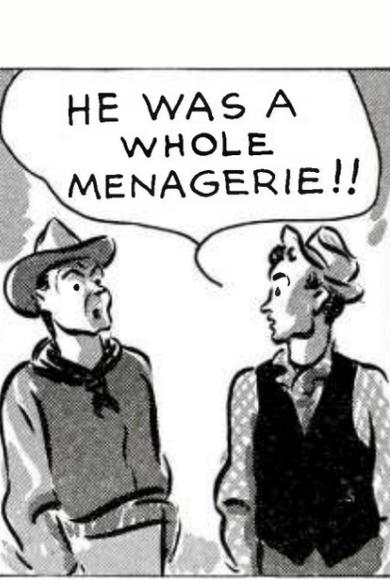
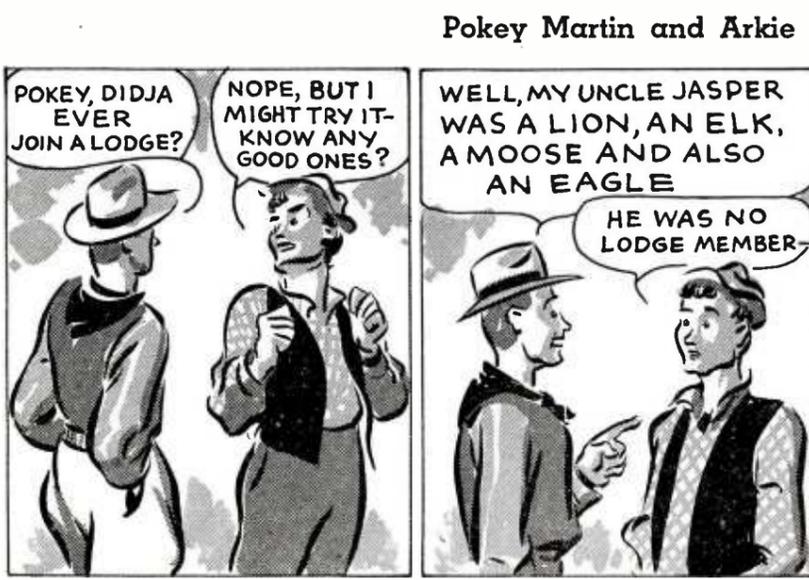
20 reprints 25¢. Film developed, two prints
 each negative, 25¢. 40 reprints, 50¢. 100-
 \$1.00. Roll developed and printed with 2
 professional enlargements 25¢. Enlargements
 4—4x3 25¢; 3—5x7, 25¢; 2—8x10, 25¢. Special
 hand-colored, easel mounted, 4x6 enlarge-
 ment, 25¢. Trial offer. Skrudland, 6968-86
 George Street, Chicago.

Expert photo finishing 8 Genuine Expensive
 Velox prints, two doubleweight professional
 enlargements 25¢—EXPERT STUDIOS, La-
 Crosse, Wisconsin.

Real Rush Service: Rolls developed 16 pictures
 25¢, 50 Reprints 50¢. PHOTOGRAPHERS,
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Postage Stamps, Coins & Curios
 Spanish Mint Block, Coronation, 30 other dif-
 ferent stamps—5¢. Approvals. Leonard
 Utecht, 1143 N. Keeler, Chicago.

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



WLS DAILY PROGRAMS

Saturday, March 12, to Saturday, March 19

870 k.c. — 50,000 Watts



He sure oughta take Horace Greeley's advice and go West. Maybe the coyotes would like his terrible singin'.

Sunday Morning

MARCH 13

(CENTRAL STANDARD TIME)

- 8:30—"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; Helen Jensen, organist.
- 9:45—Weather; News Report—Julian Bentley.
- 10:00—"Folks Worth Knowing"—John Baker.
- 10:00—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

MARCH 13

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—WLS—Debate—Northwestern University vs. Chicago Kent College of Law. Resolved: "That a Child Labor Amendment to the Constitution Should be Adopted."
- 7:30—NBC—California Concert, conducted by Ernest Gill, with assisting artists.

Monday to Friday MORNING PROGRAMS

MARCH 14 TO MARCH 18
(CENTRAL STANDARD TIME)

- 5:30—Smile-A-While—Prairie Ramblers and Patsy; Arkie; Kentucky Girls.
- 6:00—Farm Bulletin Board; Weather; Livestock Estimates.

- 6:30—Mon., Wed., Fri.—"Sing, Neighbor, Sing." (Ralston Purina) (E. T.)
Tues., Thurs., Sat.—Kentucky Girls & Hilltoppers. (Earl May Seed Co.)
- 6:45—Mon.—The Kentucky Girls.
Tues., Thurs., Sat.—Pat & Henry and Sodbusters. (Oshkosh)
Wed., Fri.—The DeZurik Sisters.
- 7:00—News Report—Julian Bentley.
- 7:10—Program Review.
- 7:15—Mon., Wed., Fri.—Pokey Martin & Arkie. (McConnon)
Tues., Thurs., Sat.—Evelyn & the Hilltoppers. (Gardner Nursery)
- 7:30—Morning Devotions, conducted by Dan Hosmer, 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—Mon., Wed., Fri.—Morning Minstrels with Novelodeons, Puddin' Head Jackson, Morpheus Mayfair Manchester, Possum Tuttle and Bill Thall, interlocator. (Olson Rug Co.)
Tues., Thurs., Sat.—DeZurik Sisters. (Sterling Insurance)
- 8:30—News Report—Julian Bentley; Booking Announcements.
- 8:44—Livestock Receipts and Hog Flash.
- 8:45—Mon., Wed., Fri.—Don & Helen—Vocal Duo. (Service Life Insurance)
Tues., Thurs., Sat.—Don & Helen.
- 9:00—NBC—Margot of Castilewood. (Quaker Oats)
- 9:15—NBC—Cabin at the Crossroads. (Quaker Oats)
- 9:30—NBC—Terry Regan, Attorney-at-Law. (Johnson Wax)
- 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—Mary Marlin. (Ivory)
- 10:15—NBC—Pepper Young's Family. (Camay)
- 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., Sat.—"Short, Short Stories." (E. T.) (Libby, McNeill & Libby)
- 11:15—Chuck, Ray & Christine and Hoosier Sodbusters.
- 11:30—"Ma Perkins." (E. T.) (Oxydol)
- 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 John Baker—30 minutes of varied farm and musical features.
Tues.—Arthur Page, Agricultural Review.
Thurs.—Julian Bentley, News Commentator.
- 12:30—Mon., Wed., Fri.—"Voice of the Feedlot." (Purina Mills)
Tues., Thurs.—Henry Hornsbuckle. (Corn Belt Hatcheries)
- 12:35—Jim Poole's Livestock Summary direct from Union Stock Yards.
- 12:45—Mon., Wed., Fri.—"This Business of Farming"—Lloyd Burlingham. (J. I. Case)
Tues., Thurs.—Grace Wilson, soloist.
- 1:00—School Time, conducted by John Baker.
Mon.—Current Events—Julian Bentley.
Tues.—Music Appreciation—Folk Songs of Hungary—Ruth Shirley.
Wed.—Business & Industry—Trip thru Union Stock Yards, Chicago.
Thurs.—Touring the World—Peru.
Fri.—Games and Stunts for School—Harry Edgren.
- 1:15—Mon., Wed., Fri.—Otto & Novelodeons. (Gardner Nursery)
Tues., Thurs.—Melody Parade with Olson Quartet and Orchestra. (Olson Rug)
- 1:30—F. C. Bisson of U. S. D. A. in Closing Grain Market Summary.
- 1:37—John Brown.
- 1:40—Mon. to Thurs., Inc.—Gabriel Heatter, Commentator. (Johns-Manville)
- 1:45—Mon.—The Irving Park Woman's Club. (Downtown Shopping News)
Tues.—Don & Helen.
Thurs.—"How I Met My Husband." (Armand)
Wed.—Travel Tours. (Downtown Shopping News)
Fri.—"Big City Parade." (Downtown Shopping News)
- 2:00—HOMEMAKERS' HOUR
2:00—Homemakers' Hour, conducted by Ann Hart; Otto & Novelodeons; News Summary—Julian Bentley.
Mon., Wed., Fri.—Chuck Acree—"Something to Talk About." (McLaughlin)
2:30—Musical Round-Up with Canyon Bill; Prairie Ramblers & Patsy; Ranch Band. (Consolidated Drug Trades)
3:00—Sign off.

SATURDAY EVENING, MARCH 12

(CENTRAL STANDARD TIME)

- 7:00—Bar-N Frolio—The Boys and Girls on the Bar-N Ranch entertain with Western songs and tunes. (Woman's World Magazine)
- 7:30—Keystone Barn Dance party, featuring Lulu Belle, with Chuck, Ray & Christine, Prairie Ramblers, Sodbusters, DeZurik Sisters, Arkie and Kentucky Girls. (Keystone Steel & Wire)
- 8:00—National Barn Dance NBC Hour, with Uncle Ezra; Maple City Four; Verne, Lee and Mary; Arkie; Lulu Belle & Scotty; Henry Burr; 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; Bill O'Connor; Prairie Ramblers; Hilltoppers; Winnie, Lou and Sally; Pat Buttram. (Murphy Products)
- 12:00—Sign off.
- 9:30—NBC—The Family Party. (Allis-Chalmers)
- 10:00—"Tall Story Club" with Pokey Martin. (KENTucky Club)
- 10:30—Fireside Party with Henry Hornsbuckle; Prairie Ramblers; Hilltoppers; Patsy; Kentucky Girls.
- 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; Sodbusters; Chuck, Ray & Christine; Bill O'Connor; Grace Wilson; John Brown; DeZurik Sisters; Eddie Allan; Lulu Belle & Scotty; Evelyn & Hilltoppers, and many others.

Saturday Morning

MARCH 19

(CENTRAL STANDARD TIME)

- 5:30-7:15—See Daily Morning Schedule
- 7:15—Evelyn & Hilltoppers. (Gardner Nursery)
- 7:30—Dr. John Holland's Sunday School, with Bill O'Connor and Howard Peterson, organist.
- 7:45—Jolly Joe. (Coco-Wheats)
- 8:00—Lulu Belle & Scotty. (Foley's Honey & Tar)
- 8:15—The DeZurik Sisters. (Sterling Insur.)
- 8:30—News—Julian Bentley; Bookings.
- 9:00—Jolly Joe & Junior Stars.
- 9:25—Elec. Trans. (Lancaster Seed)
- 9:30—Morning Jamboree—Patsy Montana & Band. (Olson)
- 9:45—News Report—Julian Bentley.
- 9:55—Program Review—Harold Safford.
- 10:00—High School Parade—Harper High. (Downtown Shopping News)
- 10:15—WLS on Parade—Variety Entertainers.
- 11:00—"Short, Short Stories." (Libby, McNeill & Libby)
- 11:15—Chuck, Ray & Christine and Hoosier Sodbusters.
- 11:30—Organ Moods—Howard Peterson.
- 11:45—Fruit and Vegetable Markets; Butter and Egg Markets; Bookings.
- 11:55—News Report—Julian Bentley.
- 12:00—Poultry Service Time—Winnie, Lou & Sally; Howard Peterson.
- 12:15—Closing Grain Market Summary. (F. C. Bisson)
Weekly Livestock Market Review.
- 12:30—"Man on the Farm" direct from Quaker Oats Farm at Libertyville.
- 1:00—Home Talent Program.
- 1:30—Grace Wilson.
- 1:45—Kentucky Girls.
- 2:00—Homemakers' Hour, including News and Fanfare.
- 2:30—WLS Merry-Go-Round. (Drug Trades)
- 3:00—Sign off.

Evening Programs

(CENTRAL STANDARD TIME)

MONDAY, MARCH 14

- 7:00—NBC—Melody Puzzle. (Amer. Tobacco)
- 7:30—NBC—Grand Hotel. (Campana Sales Corp.)
- 8:00—NBC—Philadelphia Symphony Orchestra. (American Banking Institute)

TUESDAY, MARCH 15

- 7:00—NBC—"Those We Love"—Dramatic Serial. (Pond's)
- 7:30—NBC—Edgar A. Guest. (Household Finance)
- 8:00—NBC—Horace Heidt and His Brigadiers. (Stewart Warner)

WEDNESDAY, MARCH 16

- 7:00—NBC—Roy Shield's Orchestra.
- 7:30—NBC—"Hollywood in the News." (Erierson Drug)
- 7:45—NBC—Jimmy Kemper and Band.
- 8:00—NBC—Cleveland Orchestra.

THURSDAY, MARCH 17

- 7:00—NBC—"March of Time." (Time, Fortune & Life)
- 7:30—NBC—Barry McKinley, baritone.
- 7:45—NBC—Rochester Philharmonic.
- 8:00—WLS—Howard Peterson, organist.
- 8:15—WLS—Evelyn, "The Little Maid"; Howard Peterson.

FRIDAY, MARCH 18

- 7:00—NBC—Grand Central Station. (Lambert)
- 7:30—NBC—Death Valley Days. (Pacific Coast Borax)
- 8:00—NBC—Geo. Olson's Orchestra. (Nehl)

Faith in the Future

(Continued from page 3)

House of the Air in 1925, WLS instituted a comprehensive educational schedule over a year ago—a daily 15-minute program known as School Time and conducted by John Baker. Last fall, when Chicago's public schools were closed during the infantile paralysis epidemic, WLS loaned its facilities to the Chicago Board of Education and carried four programs daily during the emergency.

Annual special events programs of especial interest to farmers which for years have been a regular part of the WLS schedule include the Illinois and Indiana State Fairs; the International Livestock Exposition; Illinois Farm Sports Festival; Illinois, Indiana and National Corn Husking Contests. The highlights of Farm and Home Week at both the University of Illinois and Purdue University are annually brought to the WLS audience as part of the farm service program. Prairie Farmer and WLS are credited with the achievement of shattering all attendance records at the 1933 A Century of Progress through promotion of Farm Week. All broadcasts during that week originated at the exposition and on one occasion, 30,000 exposition visitors assembled to see the station's artists perform.

Prairie Farmer's campaigns for the prevention of rural crime and the cutting down of huge annual fire losses have been intensified through WLS.

Perhaps no station has had as impressive a record in "lending a helping hand" to the less fortunate. Responding to American Red Cross appeals for funds to meet emergencies, listeners have contributed through the station approximately \$600,000. Through the Christmas Neighbors' Club, more than \$15,000 was raised last Christmas for children's wheel chairs presented to hospitals in Mid-Western states. In previous years, new radio receivers have gone to orphanages and crippled children's homes from Georgia to Alaska and more than \$16,000 to purchase dolls and other toys for the children of poor families has resulted from the generosity of station listeners.

Such things as these demonstrate Mr. Butler's ideals of radio as a great and helpful service institution. While he takes the utmost pride in reviewing these past accomplishments, he sees greater things for WLS to do in the future. That is why, at 70, he finds himself still unsatisfied and looks forward to a broadening and intensifying of the station's service by means of a new transmitter which embodies the most recent developments in radio engineering.

Watch this Space

For Appearance of
WLS Artists in YOUR
Community

THURSDAY, MARCH 10

SO. CHICAGO, ILL., Commercial Theater, 9150 Commercial Ave. (Matinee & Evening)—WLS NATIONAL BARN DANCE SHOW: Lulu Belle; Skyland Scotty; Miss Christine; Kentucky Girls; Hayloft Fiddlers; Tom Corwine.

SUNDAY, MARCH 13

DANVILLE, ILL., Palace Theater (Matinee & Evening)—WLS NATIONAL BARN DANCE SHOW: Lulu Belle; Skyland Scotty; Pat Buttram; Carolyn & Mary Jane DeZurik; Miss Pauline; Hayloft Fiddlers; Billy Woods.

MT. HOBB, WIS., Parkway Theater (Matinee & Evening)—THE ARKANSAS WOODCHOPPER.

MONDAY, MARCH 14

BLOOMINGTON, ILL., Majestic Theater (Matinee & Evening)—WLS NATIONAL BARN DANCE SHOW: Lulu Belle; Skyland Scotty; Pat Buttram; Carolyn & Mary Jane DeZurik; Hayloft Fiddlers; Miss Pauline; Billy Woods.

WEDNESDAY, MARCH 16

FRANKFORD, IND., Central Building Auditorium (8:00 P. M.)—THE ARKANSAS WOODCHOPPER.

SUNDAY, MARCH 20

MARION, IND., Paramount Theater (Matinee & Evening)—THE WLS NATIONAL BARN DANCE SHOW: Lulu Belle; Skyland Scotty; Pat Buttram; Carolyn & Mary Jane DeZurik; Hayloft Fiddlers; Miss Pauline; Billy Woods.

OCONOMOWOC, WIS., Strand Theater (Matinee & Evening)—WLS BARN DANCE SHOW: The Arkansas Woodchopper; Miss Christine; Pokey Martin; Four Hired Hands.



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