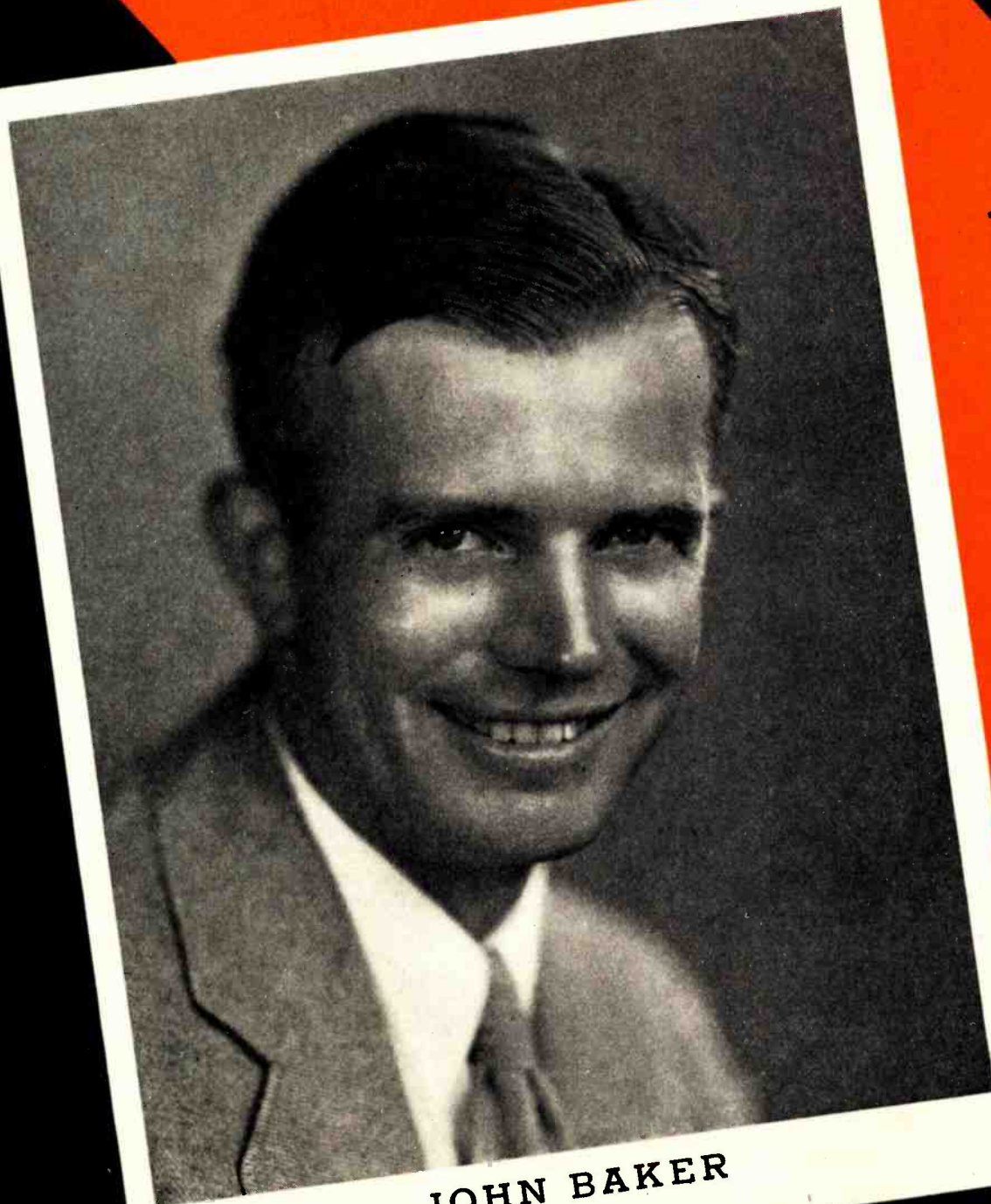


HARRISON PUTNAM
R 1
TEKONSHA MICH
P M 2-3-37

Stand By

October 12, 1935



JOHN BAKER

Mid-West
Listens

•
Fall
Fashions



FLASHES

Lulu Belle, Scotty Featured in New Daily Program of Old Songs

BIGGEST news of the week in the minds of thousands of listeners is the new 8:00 a. m. program of Lulu Belle and Skyland Scotty Wiseman now being heard daily excepting Sunday.

These two young mountaineers never have been heard together through the week, having been engaged for the past several years in personal appearances excepting weekends. They have a host of new-old ballads of their native hill country, which they acquired last summer during their vacation in South Carolina. In addition, they will, of course, include the old-favorite duets and solo selections for which they're famous.

When quite young, Scotty began collecting the old ballads which have been sung in the hills for generations. And like his future bride, Lulu Belle, he learned his first songs literally at his mother's knee. Of course, Lulu Belle's performances would not be complete if she failed to include such listener-favorites as "Little Black Moustache," "Grandma's Advice," and many others. She promises to include them as often as listeners' letters warrant.

The practical talks on Parent-Teacher Association activities given each Monday during Homemakers' Hour are proving very helpful, according to the letters which have been received concerning them. On Monday afternoon, October 14, Mrs. B. R. Ryall, a District Director of the Illinois Congress of Parents and Teachers, of Wheaton, Illinois, will speak on "Goals" for the P.-T. A.

John Barclay, NBC thespian-bari-tone, still turns a deep crise when he thinks of his most embarrassing moment. At the age of ten he had the ingenue role in a school production "Billy's Little Love Affair. All went well until he hitched up his trousers in sitting down—forgetting he was wearing a skirt.

The Boston Symphony Orchestra, directed by Dr. Serge Koussevitzky, will broadcast a series of 33 fall and winter concerts exclusively over NBC networks beginning October 12.

The concerts, which will be broadcast each Saturday from 7:15 to 8:15 p. m., CST, over NBC-WJZ networks, will be heard directly from Symphony Hall, Boston, Mass., during the 55th season of the symphony.

How would you like to make life more disagreeable for announcers? Can you make up a combination of words that will be difficult for announcers to deliver correctly?

Here's a sample of just what is meant: "The seething sea ceaseth; thus it sufficeth us." This sentence is often used by radio stations in giving auditions to would-be announcers.

Try the above combination on your friends. Then write another one of not more than 10 words and send it to Stand By. There are lots of "mean" combinations which make announcers tear their hair. For example, "Snakes possess sixth sense, says scientist." Or, "Sally Simpson Sings Sweet Songs Soothingly, says Samuel Stanislaus Silver."

The best ones submitted will be tried out on some unsuspecting announcers—perhaps, Jack, Joe and Howard during Stand By programs. Stand By will pay one dollar for every one printed. Incidentally, Ethiopian towns have been barred as unfair competition!

Morning Devotions program with Jack Holden, the Hometowners and Ralph Emerson is now being heard daily excepting Sunday at 8:15 a. m. Lulu Belle and Skyland Scotty's new program of songs and ballads is being broadcast at 8 o'clock.

Johnny Hauser of the NBC Hit Parade, has every inch of his bedroom walls covered with autographed photos of radio stars—including his own, which bears, of all things, the following inscription: "To Johnny Hauser, who is the berries, from

JOHNNY HAUSER."

It's only to keep up his courage, the singer explains.

Hendrik Willem Van Loon, NBC commentator, has been entertaining his sister and nephew from The Hague, Holland. The nephew came to this country unwillingly. When Uncle Hendrik first suggested the trip the nephew replied, "I'd rather have a tennis racket."

Clara, Lu 'n' Em are returning to the air. The famous radio trio, whose back yard gossip programs won broadcasting renown, will be heard in a new series of broadcasts over an NBC-WEAF network beginning Monday, October 14, from 4:45 to 5:00 p. m., CST. The series will be heard at the same hour daily, Mondays through Fridays.

On Tuesday afternoon, October 15, Mrs. William Palmer Sherman will return to start her fall series of book chats during Homemakers' Hour.

Donald Thayer, baritone heard on the morning Homemakers' hour at 9:00 a. m., CST, has one great hobby—his dog, Chanuk. The dog is a grandson of the original Chanuk which was the lead dog on Admiral Richard E. Byrd's first antarctic expedition. The older Chanuk was at both the north and south poles.

Don, whose home is at Sierra Madre, California, was formerly heard on Pacific Coast stations.

Carlton E. Morse, author of NBC's One Man's Family, who has appeared before the microphone occasionally, says he doesn't know the meaning of the word mike fright—"But the microphone reels so," he explains.

R. T. Van Tress, Horticulturist of the Garfield Park Conservatory, will bring some information on "Autumn Color in Shrubs," during Homemakers' Hour on Wednesday, October 16.

Donald Stuart, who is Percy the Playwright on the Carefree Carnival, admits to three major superstitions. He doesn't believe in:

"Opening an umbrella in the house (Because it's so unnecessary)."

"Walking under a ladder (It leaks, anyway)."

"Placing shoes on the table (Without my feet in them)."

Ruth Etting has a big burn on her left arm where her fishing pole scraped the skin just as the line was struck by a 171-pound swordfish she caught at Catalina . . . Honest!

Bury 'Em Deep

And so Mr. L. P. Wilkerson of Chicago is wringing his hands over the benighted state into which radio has fallen. Well, now that's just too, too terrible. I wonder if he has ever written a straightforward letter to a radio station or its executives, giving constructive criticism and suggestions. I do not believe that anyone who does not voice his criticism to the proper parties, has any right to attack radio. That sort of person is merely an armchair critic. When radio stations ask their listeners for suggestions, they mean it. They're not always just plugging for mail. . . . The old cry of "give us the good old days" doesn't hold true in radio any more than it does anywhere else. Today and tomorrow are important. Let the dead past bury its dead kilocycles.—Robert Cassidy, Los Angeles.

Heads Up, Men

I do not agree with Mr. Wilkerson of Chicago. I think WLS announcers are the best yet. I hope they go on in the same old way with heads high. . . . Lulu Young, Carmel, Ind.

No Support

I certainly do not agree with L. P. Wilkerson concerning advancement in radio. It isn't going downhill by any means! Why shouldn't the readers of this page be satisfied, since radio IS at its best? Some people with their eternal nagging don't help radio to advance, I'm sure. The attitude of the announcers is an essential part in the program; at least it shows their clever and friendly way of introducing programs. . . . In my opinion, L. P. W. is not going to receive much support in his viewpoint.—G. M. W., Olney, Ill.

About Face

I note L. P. Wilkerson's comment that "radio has gone downhill in many ways instead of advancing these past five years." To my way of looking at it, radio has advanced 500 per cent in the last five years. . . . M. F. Needham, Knoxville, Tenn.

Not One Bit

. . . I believe that L. P. Wilkerson of Chicago has the wrong idea of our announcers. I think the whole staff is lovely and I wouldn't change radio one bit, for it is so much help to us farmers.—Mrs. George Pierce, Williamsport, Ind.

He's Done Got Back

Something went wrong with our "frand" Pat Buttram. We missed his few lines of wit and humor in the last issue of Stand By. Maybe you should hold his head now, but he takes the place of Will Rogers in our home. More glory to Pat and please bring him back on the job.—Mr. and Mrs. Frank Widner, LaFayette, Ind. (Pat was hard at work on his feature Skule Takes Up Ag'in and since he had to put in a lot of time polishing up his splendid prose, he couldn't manage to find time to turn out his weekly comment on affairs in general.)

We Dunno

Is it possible to fall in love with a voice? If it is, I think that's just what's happened. We think Howard Chamberlain is swell as announcer and soloist. My husband says he hasn't been able to tell just yet whether I waste more time "standing by" the door waiting on the magazine or waiting for Howard's Chore Boy programs. Anyway, they rank the same at our house. . . . Mrs. B. E. J., Muncie, Ind.

Ahoy, John

. . . I would like to say a few words for John Lair. I certainly enjoy his programs and I'll be very glad when his new program, "Pine Mountain Social," starts. . . . Mrs. J. A. Douglas, Nickerson, Minn.

Karl's Turn's Coming

. . . Dinner surely "stands by" until we read your paper. Will you please have Karl Davis' picture on the cover soon? I would like to hear more of his singing alone.—Mrs. Norland, International Falls, Minn.

Whittler

Why don't more people comment on my favorite page which is written by John Lair? As soon as my copy arrives, I hurriedly turn to the Music Notes page and if I know the tune to the song I get my guitar and try my luck. Last week after wrestling Grandfather's Clock all over the living room I had it whittled down until it would have stood on anyone's shelf. . . . Nora Grounds, Gosport, Ind.

Husking Rhythm

Words cannot express my appreciation of Stand By. We just completed a week of cornhusking and made the job most enjoyable this year by hitching our radio to the closest light socket. We husked to the tune of our favorite entertainers. Turning the dial didn't interfere with our work, for it was set at 870 K. C. in the morning as usual and not touched until the last voice of the day died out.—Mrs. A. H. Wahlen, Kewaskum, Wis.

Turn Takers

Thanks for a grand magazine. For the first few issues we always quarreled as to who would read Stand By first. We finally decided to take turns. A certain person would get first chance each week. It has worked to perfection. The pictures on the front cover alone are worth double the price of the magazine. And that autograph idea is fine. . . . Betty Malone, Chicago.

STAND BY

BURRIDGE D. BUTLER, Publisher
Copyright, 1935, Prairie Farmer Publishing Co.
1230 Washington Blvd., Chicago
Indianapolis: 17 West Market Street
New York City: 250 Park Avenue
Subscription Price, \$1.00 a Year
Single Copy, 5 cents
Issued Every Saturday

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

JULIAN T. BENTLEY, Editor

October 12, 1935

VOLUME 1

NUMBER 35

HELLO, Fanfare Readers. Thank you for the many fine letters and inquiries you've sent to Fanfare. Right on top of the stack of mail in the old wire basket on our desk is a letter from Mrs. Ralph M. Wise, Decatur, Illinois.

"Where is the Stranger?" asks Mrs. Wise. The Stranger, Bill McClusky, appears regularly with one of the road show units.

Questioner No. 2 is Mrs. William Huber, Jr. of Piqua, Ohio, who inquires, "Where is Wyn Orr?" Well, most of the time you can find Wyn directing program rehearsals from a control room.

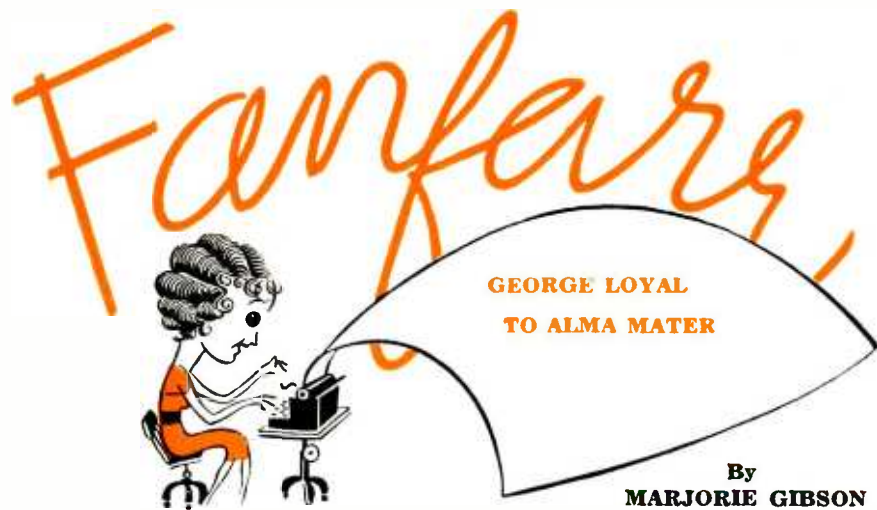
Answering two or three questions for a Blue Island, Illinois, Fanfare Friend: Hal O'Halloran is heard each Sunday night over WOR in Newark. The two blind boys, Mac and Bob, broadcast from KDKA, Pittsburgh. There is never an admission charge to the Little Theatre, on Saturday or any other day.

Two questions now from Lyle Roy Mark Snuckhart of Beloit, Wisconsin. "Is Spareribs on the air? And what has become of the 'Virginia Lee and Sunbeam' show?" Yes, Spareribs—Malcolm Claire is on the air. He has a children's story-telling period over NBC each morning. For the present at least the "Virginia Lee and Sunbeam" skit has been discontinued.

Here is a question from Alma Kietzmann of Rankin, Illinois. "Who were the two girls besides Winnie, Lou and Sally appearing at Hoopes-ton, Illinois, September 22?" They were the Play Party Girls—Eva Foley and Jean Davis.

Phil Kalar, baritone, was very much interested in our item a couple of weeks ago telling about Willis Arthur appearing with "Honey Boy" George Evans' Minstrel Show at the famous Tabor Grand Opera House in Denver, for Phil says that he, too, played for a long time at the old Tabor Grand. Phil sang, of course, but that wasn't all—and here we learned something we hadn't known before—he also played the trumpet.

Bob Wright of Springfield, Illinois, would like to know who plays the leading feminine role in "Marie, the Little French Princess." Ruth York portrays the role of "Marie."



By MARJORIE GIBSON

George Biggar had himself a good time in Madison, Wisconsin, September 28. The South Dakota State College, of which George is a graduate, played the University of Wisconsin and defeated them 13 to 6—one of the big upsets of the opening of the football season.

George and Mrs. Biggar drove up to Madison with friends to see the game and to attend an alumni luncheon at noon. George took three cowbells with him to be sure of plenty of volume in the South Dakota rooting section. When South Dakota's star halfback, Paul Miller, intercepted a forward pass in the last three minutes of play and ran 65 yards for a touchdown to win the game, those cowbells got plenty of ringing and the small South Dakota delegation almost wore their throats out.

Incidentally, cowbells are the official noise-makers and rooting implements of South Dakota State College as well as of the National Barn Dance. This coincidence enabled George to make good use of cowbells in behalf of his alma mater.

Helen Alvord of Peoria, Illinois, asks: "Are Vivian and Pat Griffith, who help with the home talent shows, related to Homer Griffith?" and "Who is Herbert Johnson heard recently at the studio piano?"

Vivian and Pat Griffith are not related to Homer Griffith. The sisters are from Scottsburg, Indiana. Vivian has been directing home talent barn dance productions for the past year and a half. Previous to that time she was a professional director in Boston and New York City. Pat recently completed eight months work as a coach of home talent barn dance shows, but gave up her job to become secretary to Arthur MacMurray, manager of the Community Service Department.

Herbert, who is heard occasionally as substitute pianist for John Brown, is one of Chicago's finest young artists. He has appeared in many outstanding radio broadcasts and has been heard from virtually every local station. He was pianist at WGN for five years. This summer he appeared as guest artist with the Chicago Symphony Orchestra during the broadcast of its outdoor concerts held at Grant Park in Chicago. He was also soloist at Grant Park with the Glenn Bainum Concert Band.

During the World War, the great opera singer, Lawrence Tibbett peeled potatoes, polished brass, and in other ways made himself useful in the United States navy.

Betty Barker of Chicago has several questions about the popular CBS show, "Myrt and Marge." Yes, Myrt is really Marge's mother. Marge's husband is Gene Kretzinger who has appeared in the cast as Gene Glen. "Myrt and Marge" inaugurated their fifth season September 30.

Tom Owens, master of ceremonies and square dance caller of the Tom Owens Band, was recently called to Kansas City on account of the death of his sister, Mrs. Daisy Cronmiller, who died on September 11. Mrs. Cronmiller had been ill for a long time. Our sincere sympathy to Tom in his bereavement.

"Does Bess Johnson play the part of 'Fran' in the sketch 'Today's Children' broadcast from NBC each morning? And which one of the Maple City Four sings the part of the maiden in the song, 'Barnacle Bill the Sailor' and other songs in which a female character is introduced?" Yes, Bess Johnson portrays the character of Fran in "Today's Children."

The MID-WEST

Listeners

by JOHN BAKER

HELLO, folks! It's Dinnerbell Time again.

With the return to Standard Time, the Dinnerbell program increased from a 30-minute to a 45-minute period, with some new names, voices, and instruments, but with the same ideals and intentions of serving the audience.

One transition took place early in September when the writer succeeded Arthur Page as master of ceremonies of the Dinnerbell Hour.

Following Art as impresario and minister plenipotentiary of the Dinnerbell Hour, is, to coin a phrase, being more or less placed on the spot. Listeners miss Art's friendly voice and personality and they've said so in numerous letters. The press of other duties has forced Art into partial retirement, but he'll continue to be heard on the program frequently. Meanwhile, the new ringer of the dinnerbell promises to try to be just as friendly and neighborly in stepping into Art's No. Tens.

Dinnerbell is the principal time during the day that Prairie Farmer takes the mike to offer some helpful words on farm problems together with a bit of fun and music. This does not mean that the program is intended only for rural folk—far from it. City listeners, too, when they come to the midday breathing spell, find much to interest them in the Dinnerbell program.

Part of the program has been and will continue to be devoted to timely agricultural topics, aimed at better farming practices. The agricultural colleges and experiment stations contribute liberally to these discussions.



Winter Plans Assure Listeners Interesting Noonday Programs

Mary Wien, both on the Dinnerbell program and also on the Yohe, Elwood, early morning Bulletin Board, 4-H Clubs teach the boys and girls practical things. conducted by the genial Check Stafford.

The men and women who make Prairie Farmer the useful farm and home publication that it is will appear before the microphone regularly, as in the past. Representatives of the leading farm organizations have the facilities of the station to discuss agricultural policies which affect their own members and farmers in general. (To page 11.)



By JACK HOLDEN

MONDAY night and the station "breaks" with Burr Whyland on the board of controls. A good time to type out an Ad Lib column for the next issue.

We moved this last week. The announcers, I mean. Have a brand new office. Being big-hearted boys, Joe Kelly, Howard Chamberlain and myself invited Ralph Emerson to share our new office with us. So he has his desk in here, too.

You know, folks, it's a good thing to move because that calls for cleaning out our desks and as a result we often experience a surprise. Take Chamberlain, for example.

Found at Last

Sometime last winter Howard lost a pair of high-top boots. When he cleaned out his desk last week he found them. I, too, made a big discovery. I found two shirts I forgot I had in the back part of the lower left-hand drawer. The only part about this new office that we dislike is the fact that Joe has all of one wall completely covered with pictures. Oh, well.

Hotan Tonka, the Indian story teller who was heard on the air this morning in the first of his series, appeared at the studios dressed in Indian costume. He came into the office and Ralph put on the Indian head dress and immediately went into his Big Chief Waldo act for us.

Alabama Brave?

Our Indian friend told us how the Winnebago tribe happened to receive that name. It seems that the Winnebagos have long faces with a somewhat protruding chin. As a result of this, other Indian tribes called them "horseface," or Winnebago, which means the same. Pat Buttram came into the office just then and it was very plain to see that he, too, might belong to the Winnebago tribe.

Otto "Gabe" Ward of the Hoosier Hot Shots has moved into a new eight-room house here in Chicago. Let's see, Gabe. About next week or the week after would be a good time

for you to invite us out to that housewarming party. Better not make it next week, though, because I think the Emersons will be inviting us out to their house about then. They moved last week, and of course Ralph will want us to come over some evening very soon.

Fish Festival

George Smith, president of River-view Park, has many friends here. Especially since last week. He went up north on a fishing trip. He made good his threats and sent back to Chicago four big lake trout weighing about 10 pounds each. Our good friend Frank, the restaurant man whose place of business is well known around here, cooked the fish for us and a group of us went over to Frank's. What a time we had in that dining room.

After dinner there was entertainment. The Hilltoppers played and sang, Al Halus served as M. C. and even the old Ad Libber was prevailed upon to recite "The Cremation of Sam McGee" with the lights out. Tommy Tanner soloed for us, as did Don Wilson and Ernie Newton. Gabe sang a song, and the evening would have been a complete success had it not been for the fact that Buttram insisted on singing "When the Blue of the Night."

Night City Sights

Well, anyway, a great time was had by all and we're mighty glad that George Smith sent those fish down to us. Thanks to you, too, Frank.

Wish you could all see the Wrigley building from my window here tonight. In the dark with its hundreds of lights playing upon it, it looks beautiful 'way down there on Michigan Avenue.

Had a great time yesterday visiting with listeners out at Leland and Sandwich, Illinois. It does one good to get out like that and meet people who listen. As Mr. Butler said to me today: "It makes you feel like coming back here and really going to work for them."

Four Fall Gowns

by

IREENE WICKER

For the studio, the office, business appointments and other daytime duties, I selected a dark green suit trimmed in black braid and Persian fur; a black wool dress trimmed in black braid; a black woolen fall coat trimmed in black braid and a black braid hat. This may seem like an over-abundance of black braid, but it is most convenient as both the costumes can be worn with the same accessories or with each other.

Without its coat, the suit is a comfortable one-piece dress which also goes well with the similarly trimmed black coat on days too cool for its own jacket.

Every girl likes a "Sunday-go-to-meeting" dress, and in Martha Weathered's shop in Chicago I found a gold lame frock made like a sport



Here's the Singing Lady in one of the gowns she writes about.

dress. It boasts a bright green chiffon handkerchief and a wide brown belt.

I felt that no fall wardrobe is complete without a black velvet gown. This one has a short train and a decoration of one large brilliant pin which offsets the informality of the high neck and sleeves. So the dress may be worn for either formal or informal evening wear.

My favorite dress of all is also a versatile frock. It is not only a "Singing Lady" dress, for benefit performances, but it may quite properly appear at the most formal occasion, for it is made of a lovely diaphanous gold cloth as soft and filmy as chiffon. The Florentine girdle is studded with colored glass beads and the flowing sleeves are caught tightly at the wrist with a tiny covered button.

FASHION'S MARCHE MILITAIRE

SET your dials for these style announcements . . .

Early this fall drums rolled . . . cannons boomed . . . lights flashed. 1935-36 fashions were ushered in! War rumors may mean unrest and bring fear to many but it's just another inspiration to designers. We've gone military.

If you have imagination and like the fun of fashions you'll march along; keep step with the new military mood. This doesn't mean that you'll wear drab colors and uncomfortable double-breasted fronts. It means that you'll probably wear a lot of braid, flattering high collars and rows of buttons.

The best of the military dresses have a military "feeling" without becoming downright masculine. (Leave it to women to take what they want of a man's fashion



and leave well enough alone the things that do not become them.)

If you're buying your dresses for fall and winter, every store has grand collections of all types of "uniforms" that will become you. You're sure

to find plenty of variations; French, English, Russian and even Ethiopian! Most of them are inexpensive and show restraint. Beware of the frocks that are too fussy with braids and buttons. You'll tire of them and severity is smartest for daytime wear.

If you make your own clothes, or have some frocks that are perfectly good except for being slightly outmoded as to silhouette and trim, there are no end of things an ingenious gal can do. The stores are full of grand, amusing accessories and gadgets that will give you the effect you're after.

For instance . . . wandering around one of the stores the other day, I discovered some amazingly colorful Roman striped ribbon. One yard of this ribbon, corded and made into cart-

ridge breast pockets, would get the whole new fashion picture over in a hurry. You'd feel that you'd won your honor stripes when you saw the result.

Tune in on this bit of news. . . .

Belts are more important than ever this year. Their buckles are the most decorative things you can imagine. Some are broad, bold and shining. Others are trickier. One, believe it or not, has a diminutive sword that slips through a clasp to fasten it.

What could be more military? The belts themselves are made of suede, kid, pigskin and grand doeskin that doesn't stretch. Just a belt, such as one of these, on a perfectly plain dress of good silhouette, would go a long way toward making you as chic as any woman who treads elegantly through the fashion pages.

There'll be no static in this. . . .

This will be a banner button year. Not since the nineties have they been so desirable. 1935 will see them used in about the same way our great-grandmothers used them. Not a few,



but many . . . edging pockets, covering front closings, marching double file down the front of dresses.

Some of these buttons are perfectly plain silver or gold finish; others have glass centers; many are covered with the material of your dress; some are of cork or wood. Their shapes are legion. Combined with braid, the effect can be nothing short of startling.

There's also excitement in the newest hats and the same military feeling. Pompoms or sleek feathers perched on the very front of your chapeau fit in with the buttons and braids and make you feel like a general. Fortunately, they're easy to wear and you'll love looking up slightly to see your feathers waving over your brow.

—Shari.



THE LATCH STRING

By

"CHECK" STAFFORD



HOWDY, folks. Although it's a warm, sunny fall day as we write these lines, we have been reminded that winter nears. Pat Barrett, The Ridge Runners and Howard Black just finished a weighty discussion of where and how to hunt rabbits.

"Wimpy" is just a little dog, but as brave and smart as you'll find. "Wimpy" lives on a farm down near Frankfort, Indiana, with his youthful

which the plucky dog did. He hung on until the maddened animal was forced to turn his attention to the tiny dog. Harold then crawled to the fence and safety. He suffered many bruises, cuts and a fractured rib.

While all's well that ends well, Harold tells us that never will he forget that experience or how his pet pal came to his rescue..

Listener friends around Savanna, Illinois, have an association known far and wide as producers of sweet, luscious melons. It is the Cimco Valley Melon Growers' Association and the group proved its right to claim the best that grows by shipping two large barrels of choice melons to the studios last week.

Do our folks like melons? Well, you should have seen and heard the bunch at that watermelon feast. No fancy manners or attempts to observe table rules were made. Just a real, old-fashioned "melon cuttin'.

Last week at Rochester, Wisconsin, Howard Chamberlain saw sixty or

seventy thousand dollars frisking in and out of long rows of neat little cages.



It was like this: Howard was visiting the famous Boch Mohr mink farm at Rochester, which is said to be the largest in this country. There are 3,000 fine live mink, valued by furriers at from \$20 to \$25 each.

Howard learned that the most modern housing and feeding equipment is installed, much of which the owners have designed themselves. Also he found that there was much care, study and knowledge required, to say nothing of many dollars represented, before these valuable little animals' pelts reach the fur houses, or adorn milady's coat.

'Mongst our mail last week, was a letter with a plant leaf, affected with a white fungus growth. One letter contained a strange bug and another some pretty, mottled bean seed. Then there were two boxes, one with some beautiful fall hardy flowers and another full of ripe plums. Radio mail is always interesting and we look forward to opening ours daily, for each letter generally contains a story. Gardens and flowers are great sources of news . . . as well as helpful to man's health and happiness.

Among the odd questions via 'phone the past few days, was one tough one. A lady asked us how she could make cottage cheese. Another inquired if it was true goats' milk would cure certain ailments? . . . and if so where she could buy it? Signing off now . . . Julian wants this copy. See you next week.

Close-Mouthed

One of the outstanding moments in his life, says Mario Cozzi, was the occasion on which he amazed the late Otto Kahn, famed benefactor of the Metropolitan Opera Company. Kahn heard him sing at a concert at the Waldorf-Astoria, and introduced himself to Cozzi and congratulated him.

"Has Gatti-Casazza ever heard you?" asked Kahn.

"No," said Cozzi. "But, Mr. Kahn, I have known you a long time. I was secretary to Gatti for five years, and I saw you often at the Metropolitan."

"What!" said Kahn. "And Gatti never heard you sing?"

"No."
"My, my!"

Honest Critic

The Four Ink Spots aren't so sure this idea of having a radio receiver in every cab is so good—they've found their severest critic is the driver who brings them down to Radio City for their regular NBC broadcasts.

It started when they rehearsed en route one night. He listened and told them what he thought of the program. The next time he demanded that they go through their new program. And he criticized. Now that's the regular routine, the cabby administering a fiery pep talk to the boys just before they enter the RCA building.

To complete the picture, he listens in and tells them afterward how they sounded. The Ink Spots call him NBC's No. 1 unofficial production man.

Man on the Cover

JOHAN BAKER'S announcing makes his listeners doubt his own statement about his birthday. He was born in Brazil, Indiana, April 1, 1909.

"The date," says John, "may account for a number of things." However, the only thing about John that even suggests foolishness is his un-failing sense of humor.

Old Apple Theory

When he was young John had one definite ambition—to become the number one apple raiser (not apple knocker, says John) of all Indiana. His father was a physician who early in his career decided to investigate that old theory about apples and doctors.

Dr. Baker reported that the theory didn't hold water. He had a whole orchardful of apples and they certainly didn't keep him away. He



John snapped on a windy day.

spent most of his spare time working on his apple plans and John, too, became interested.

Accordingly, John enrolled at Purdue university to specialize in agriculture. He started work on the school paper, and became interested in journalism and a co-ed reporter.

"So," says John, "I married both."

After graduation in 1930, John worked for a year in the Purdue publicity office, telling the world through magazines and newspapers just why Purdue was the finest school of its kind.

Jug Virtuoso

His first radio appearance came while he was a Purdue student on the University's station WBAA. He appeared as a jug soloist, of all things. His musical career with the jug, how-

ever, was abandoned in favor of news work. As part of his publicity duties John appeared regularly on WBAA with university news bulletins.

Two Big Events

In 1931, two important things happened to John. He married Mary Kleckner of South Bend, Indiana, the girl reporter aforementioned, and he went to Massachusetts State College at Amherst to take charge of radio for the school's agricultural extension service. He worked there until this past summer when he joined the staff of WLS.

He received his baptism of fire at the Illinois and Indiana state fairs when he made his WLS debut. Since then John has been master of ceremonies on the Dinnerbell program daily at noon. He has a number of interesting plans lined up for the coming winter's broadcasting.

Several Hobbies

John lists his chief interests as football, men's quartets, dogs and tennis. He's played tennis and football, sung in quartets and makes it a point always to have a dog. The present canine holder of his affections is a Scotty. His vacations he spends on the farm, pitching hay, spraying apple trees, milking cows and generally acquiring a coat of tan and a crop of blisters.

"There isn't much distinction in being named John Baker, or even John C. Baker," he says. "There were three of us in school together, so we had to use our middle names. Mine's Chester and I've been trying to live it down ever since."

John is a fair, blue-eyed sixfooter and weighs 160 pounds.

Vox Pop Switched

Jerry Belcher and Parks Johnson, the drawling Texans who have been popping questions at unsuspecting pedestrians on New York street corners in their Voice of the People broadcasts over an NBC-WJZ network, will continue on the air through the winter but on an NBC-WEAF network.

They are heard each Sunday from 1:30 to 2:00 p. m., CST.

Beery Em-Seeing

Wallace Beery, famous motion picture character actor is now master of ceremonies on the Chateau program over an NBC-WEAF network each Saturday at 8:30 p. m., CST. He succeeds Al Jolson who retired from the series.

Beery introduces guest stars and also each week plays the lead in a dramatic sketch. The broadcasts will originate in the NBC Hollywood studios.

Buttram Butts In

I wuz noticin' where more college students are takin' up Differential Callius this year than ever before. . . . I guess they figgered that as long as they wuz gonna flunk a course they might as well flunk a big 'un. . . .

You hear lots uv fellers a-yappin' these days that they never had a chance. . . . Well, ye know Edison never had a phoneygraph er a electric light—Ford didn't have no automobile, an' the Wright Brothers didn't have no airplane 'til they made one. . . . You kin take it frum me, you'll never have a chance til you make one. . . .

Yourn til Bill O'Conner quits smilin',
Pat Buttram.

P. S. It's all right fer some people to be dumb but Jack Holden abuses the priverlidge.

Team Enlarged

The Jesse Crawford duo becomes a trio this fall when small Jessie Crawford, daughter of console artists Mr. and Mrs. Jesse Crawford, NBC organists, makes her pipe organ debut under the expert tutelage of her famous parents. The nine-year-old youngster will be third organist in a family whose name is synonymous with pipe organ music.

COLLEENS



ALENE and BILLY FLANNERY looked so fetching in their white dresses just before appearing in a Waukesha, Wis., theatre that Arleen Tiegs, Hartland, Wis., snapped their picture on sight.

Attractive Menus

Spell Party Success

DID you have a lot of fun making those favors we brought you last week? Then you probably have decided to use them soon. You don't have to wait until Hallowe'en to do so. Start any time now. And right here that eternal question bobs up "But what shall we serve?"

Orange and Black

This season of hob-goblins, witches, spooks, bats and what not calls for an orange and black color scheme. If you carry out these colors in the favors and table decorations, the problem is almost solved. The food can harmonize with these colors, if you wish, but need not repeat them.

Pumpkin pie, doughnuts, cider, popcorn and popcorn balls are traditional foods for this season of the year. If you wish to be modern, transform the pie to a pumpkin chiffon pie which is delicious to the Nth degree. Your guests will be pleasantly surprised when they taste this airy creation. I have never known this recipe to cause a failure, even for an inexperienced cook.

PUMPKIN CHIFFON PIE

1 1/4 c. canned or freshly cooked pumpkin	1/2 tsp. cinnamon
3 eggs	1/4 tsp. nutmeg
1 c. sugar	1/2 tsp. ginger
1/2 c. hot milk	2 tsp. gelatin
1/2 tsp. salt	1/4 c. cold water
	1/2 c. black walnut meats

Beat egg yolks slightly, and add half a cup sugar, the pumpkin, salt, spices and milk. Cook in the top of a double boiler until it starts to thicken. Meanwhile allow the gelatin to be softening in the cold water for at least five minutes. When you remove the pumpkin from the heat, add the softened gelatin, mix well, add nuts and allow to cool. When it begins to thicken, beat the egg whites until they are almost stiff, add the remaining half cup of sugar gradually, a tablespoon at a time, continuing to beat between additions. Fold the stiffly-beaten egg white into the pumpkin mixture and pour into a previously-baked pie shell. Chill thoroughly before serving.

This pie will be especially appro-

By
**MARY
WRIGHT**

priate for Hallowe'en if baked in individual pie shells and a witch's face is outlined on each with whipped cream forced through a pastry tube. If

it is not practical for you to do this, cut marshmallow or orange gumdrops into shapes for eyes, nose and mouth and use on the pie wedges. You can use white or colored coconut for eye-brows.

To color coconut, put just a few drops of vegetable coloring on grated coconut, put into a clean sack and shake well. If you use paste coloring which comes in small jars, moisten it slightly with water before adding it to the coconut.

Witches' Brew

Hot chocolate (Stand By, August 3, 1935) or any other hot beverage may be called witch's brew for the occasion. And by the way, there are many, many fruit beverages that you will appreciate more on cold nights if they are served hot. These include grape juice, cherry juice and cider. They may be served plain or an inch stick of cinnamon and a teaspoonful of whole cloves may be heated with a couple of quarts of the beverage. When heating the fruit juice, be careful to keep it below the boiling point

because too much heat destroys the delicate fruit flavors.

If perchance you are serving an ice or ice cream which comes to you packed in "dry ice," then by all means drop a tiny piece of "dry ice" in each glass of cider (cold) just before serving, providing you and your guests like carbonated beverages. "Dry ice" is solidified carbon dioxide and will change to carbon dioxide gas as it becomes warm. Be careful not to touch "dry ice" for it is so cold that it is very likely to blister.

Fancy Sandwiches

A combination of equal parts of grape juice and cider, either with or without dry ice added, makes a delicious beverage which is different.

Sandwiches made of date nut bread (Stand By, February 23, 1935) cannot be surpassed for flavor at any time. Cut out the features of a grotesque face from the top slice, spread the lower slice with a good quality American or pimento cheese of the spreading variety and you will have a Hallowe'en sandwich which is a real comer-upper in the eyes of all guests.

Invisible Fortunes

And now, to close your party in a hilarious mood, see that each guest is given a fortune written on a mirror, which he is able to read only by blowing his breath against it. You can accomplish this by writing exciting fortunes on small mirrors, using French chalk. Lightly rub the writing off and it will not become visible again until your guests blow upon it, at the suggestion of the fortune teller.

STILL HAVE TECHNIQUE



THE NEIGHBOR BOYS are only a little more than a year away from the farm and it's evident they've not forgotten the technique. Left to right, Lewis, Vernon and Lawrence Quiram, snapped on the A. Bades farm near Varna, Ill.

WINS IN A WALK



When a barefoot boy, walking down a shady country road, meets a friend armed with a camera—well, if one is alert to picture-taking possibilities a snapshot like this will be the result.

This one won first prize, \$7, in the latest Camera Club contest. Winner of the prize is Max Capper of DeWitt, Iowa, who failed to identify the youth. Other prize winners in the contest of Street and Highway scenes were announced as follows: second, \$4, awarded to J. P. Hambly, Aurora, Illinois; third, \$2, to Mrs. O. L. Callison, Janesville, Wisconsin; fourth, \$1, to F. H. Boyd, Ashton, Illinois, and fifth, \$1, to Mrs. W. A. Smith, South Bend, Indiana.

Mid-West Listens

(Continued from page 5.)

In matters of controversy the Dinnerbell program follows the policy of Prairie Farmer, but at the same time a sincere effort is made to present both sides of the question, so that all facts may be aired.

Leaders from industry, especially from those industries closely related to farming, will continue to be welcome visitors.

New Programs

There is a brand new branch on the Dinnerbell tree which we are glad to announce. A new program is being started for 4-H Club members and for Future Farmers of America. The first program was presented Saturday, October 5, at 12:45 and was devoted to 4-H Club work, the organization of boys and girls interested in agriculture and homemaking, sponsored by the federal department of agriculture and the state and county extension services. The second pro-

gram, on October 12, will be devoted to the activities of Future Farmers of America, an organization of boys enrolled in classes in vocational agriculture. Each of these organizations will have a part in the programs on alternate Saturdays at 12:45.

Lots of Music

No Dinnerbell story would be complete without a mention of the music and its makers. Each day except Tuesday and Saturday, the orchestra, directed by Herman Felber, Jr., provides concert selections, marches and accompaniments for some of the artists.

Henry Burr, the dean of ballad singers, will continue to be heard regularly. Ralph Emerson, organist par excellence, will preside at the console each Tuesday. That inimitable organization, Otto and His Tune-twisters, Chuck and Ray, the Hoosier Sodbusters, the Cornhuskers and the Chore Boy, the Hilltoppers and the Prairie Ramblers are some of the artists and groups of singers and musicians who will be heard during Dinnerbell time in the next few months.

Devotions Continue

The noonday devotional period conducted by Dr. John Holland will continue to be an integral part of the Dinnerbell program. The Family Circle Quartet, composed of Sophia Germanich, Chuck Haynes, Ray Ferris and Dr. Holland, will sing the noonday hymn. In brief, the Dinnerbell program of old, with all its warmth of friendship and its fund of information, will be continued and will be supplemented by some new features which should interest the listeners.

"John Hancocks"

Here's the first of the autographs readers have been requesting. Letters didn't decisively indicate whether fans would prefer autographs in Stand By or would rather get them "on the hoof." However, here they are for them as likes 'em.

Christine Smith

Honor

Allan Grant, who accompanies Irene Wicker, the "Singing Lady," on her NBC programs, once played a recital of his own compositions for Paderewski at the special invitation of that great pianist.

Learn to Play Piano the Prairie Farmer-WLS Way!

Put that silent old piano in the parlor to work! It's easy to do when you learn to play the "Air-Way"—the Prairie Farmer-WLS Way.

"Air-Way to Play Piano"

The "Air-Way" method is so simple that anyone who can count from one to five on his fingers and remember the numbers can learn to play. You'll thrill to find yourself playing the beautiful old familiar tunes after only a few self-instruction lessons. You'll find it the easiest, quickest, least-expensive way you've ever known.

50¢ While the Edition Lasts

When we previously described "Air-Way" in Stand By—several months back—the response was so great that we have decided to repeat the offer. "Air-Way" in one complete book containing 12 complete lessons, is specially priced at 50¢, and will be sold at that price while the edition lasts (radio price was \$1.00).

Order today! Mail 50¢ in money order or coin to:

AIR-WAY
1230 Washington Blvd.
Chicago

"ON HIS BACK" yet
HE GETS \$100.00 A MONTH
FOR 2 YEARS

FOR ONLY 1¢ A DAY
Would you like to receive up to \$100.00 every month when you need it most—while disabled? Also assure your loved ones up to \$1000.00 in event of accidental death?—all for 1¢ a day, only \$3.65 a year? Every accident covered, including those of occupation. STERLING, an old reliable company, protects at this amazingly low cost, because we deal by mail. Persons 10 to 70 years of age eligible without doctor's examination. Just send your age and beneficiary's name and relationship. Policy mailed for 10 days Free Inspection. No obligation. Be safe! Write today!

FREE INSPECTION
Send No Money
STERLING CASUALTY INSURANCE CO.
2804 Insurance Center Bldg. Chicago, Ill.

Quit Using Tobacco!
Write for Free Booklet and Learn How Results Guaranteed or Money Refunded.
NEWELL PHARMACAL COMPANY
119 Clayton Station St. Louis, Mo.

100,000 Satisfied Users



"And to think people get out of bed to hear that."



Notes from the MUSIC LIBRARY

By JOHN LAIR

MARY SPIEGEL of Milwaukee, Wisconsin, writes: "I enjoy your page in Stand By very much. One thing in connection with folk music, however, has puzzled me. It is this: Where does the yodel fit in, or doesn't it belong with American folk songs? Would appreciate an explanation."

Yodeling Unofficial

Properly speaking, yodeling has not been considered a part of American folk music. If we accept the broad definition of folk music as any music long popular with the common folk of a country, I suppose that in the course of time yodeling will be definitely associated with our folk music. In the years to come a few of the songs now being so widely popularized by radio yodelers will find a place in our list of national folk songs.

Yodeling was probably introduced into this country by German or Swiss immigrants who continued singing the songs of their native land after coming to our shores. So far as I know, the first song by a native American composer which shows unmistakable signs of an attempt to write in a yodel is a very early minstrel number, "Don't Be Foolish, Joe."

Cowboys Don't Yodel

Almost every cowboy singer we hear on the air is, sooner or later, referred to as "The Yodeling Cowboy," and people have come to associate yodeling with western songs. The truth of the matter is that the real old-time cowboy, singing for his own satisfaction or the amusement of his friends, never yodeled. D. J. O'Malley, (remember hearing him on one of our Renfro Valley Folks programs?) a genuine old-time cowboy poet, assures me that if one of the boys in the old days had broken into a yodel he would have had a swell chance of getting himself shot for a locoed coyote.

Mrs. Harold Cotter, Appleton, Wisconsin, wants the words to a song which she remembers as "Little Empty Cradle". That may be the wrong title, but she remembers some of the words as "empty cradle, baby's gone." Can anyone help her out?

Kathleen Bell of Ramsey, Indiana, asks if the new song book will contain the music and guitar chords as well as the words to favorite songs. The answer is yes, ma'm, pos-i-tively!

This week, folks, we're taking the liberty of passing up all requests and publishing the words to a song simply because we think it's a good one, and one you should know and love, as many of you no doubt do.

THE OLD WOODEN ROCKER

There it stands in the corner, with its back to the wall,
The old wooden rocker so stately and tall.
With naught to disturb it but the duster or broom,
For no one now uses that back parlor room.
Oh! how well I remember in days long gone by
When we stood by that rocker, my sister and I,
And we listened to the stories that our grandma would tell
By that old wooden rocker we all loved so well.

Chorus—

As she sat by the fire she would rock, rock, rock,
And we heard but the tick of the old brass clock!
Eighty years had she sat in that chair grim and tall,
In that old wooden rocker that stands by the wall.

If this chair could but speak, Oh! the tales it could tell,
How poor aged grandpa in fierce battle fell.
'Neath the Stars and the Stripes he fought bravely and true;
He cherished his freedom, the Red, White and Blue!
It could tell of bright days and of dark ones beside,
Of the day when dear grandma stood forth as a bride;
This is why we all love it, this old chair grim and tall,
The old wooden rocker that stands by the wall.

But poor grandma is gone and her stories are done.
Her children have followed her, yes, one by one.
They have all gone to meet her "In the Sweet By and By!"
And all that are left are dear sister and I.
Never more will we hide her gold specs or her cap;
Never more will we tease her while taking a nap;
Never more will she slumber in that chair grim and tall,
The old wooden rocker that stands by the wall.

Sky Pilots Return

Four religious programs, bringing Dr. S. Parkes Cadman, Dr. Harry Emerson Fosdick and other noted speakers back to the microphone, will begin over NBC networks in mid-October.

Dr. Cadman will be heard in the "Radio Pulpit" series, starting Sunday, October 13, over an NBC-WJZ network at 9:00 a. m., CST. Dr. Fosdick will conduct the "National Vespers" series starting that same day at 3:00 p. m., over an NBC-WJZ network.

Walter W. Van Kirk will open a series of talks on "Religion in the News" Saturday, October 12, over an NBC-WJZ network at 5:45 p. m., CST., and William Hiram Foulkes will resume his "Homespun" series on Wednesday, October 16, over an NBC-WJZ network at 10:30 a. m., CST.

RELAXING



THE CANDID CAMERA catches Henry of Hiram and Henry exchanging a few chords with someone backstage at the National Barn Dance.

Dirt Disher

Jimmie Fidler, ace Hollywood radio commentator, will return to an NBC-WJZ network on Wednesday, October 30, in a new series of weekly programs devoted to last minute motion picture gossip, news and previews. Several of Hollywood's leading celluloid celebrities will participate on the initial broadcast. Their names will be announced later.

The programs will be heard from Hollywood at 9:30 p. m., CST, each Wednesday.

Short Wave News

EYE-WITNESS reports of actual news events, broadcast direct from the spot by John B. Kennedy will be a new feature of the Magic Key programs, on an NBC-WJZ network tomorrow, October 13, at 1:00 p. m., CST. Accompanied by a portable short-wave transmitter, Kennedy will leave New York late Saturday night, flying to whatever corner of the continent offers the best prospect for an important, interesting or unusual news development by the following noon.

His broadcasts will afford proof of the very latest developments in communication, adding the speed of airplane transportation and the accessibility of a portable transmitter to the complex and wide-flung system of wire and radio networks. A fire in a Spokane lumber yard, a mass meeting in Baton Rouge, a presidential reception in Mexico City, a hurricane in Port au Prince, or a street-fete in New York's Chinatown, can be reached and described by Kennedy with almost equal ease.

Town Talks

America's Town Meetings will resume discussion of international, political, economic and social problems each Thursday over an NBC-WJZ network from 8:30 to 9:30 p. m., CST., starting October 31.

Some of the subjects to be discussed by leading statesmen, editors, educators and politicians include "Do We Need a Constitutional Amend-

ment?", "Inflation, When and How," "Which Road to World Peace?" and a symposium of four prominent young men and women under thirty speaking on "Young America Looks Forward."

This year two or more speakers will be invited to take opposite sides on the discussion subject. The total broadcast time allotted to all the speakers will not be more than 30 minutes. The balance of the broadcast will be devoted to an open forum when members of the Town Hall audience question the speakers and give their own viewpoints.

Save the Red Ones

Yes sir, big doin's in Chicago, Oct. 29-31!

Prairie Farmer-WLS is staging a great Harvest Festival and Pet Show at the International Livestock Exposition Amphitheatre, with fine exhibits of the longest ears of corn, biggest vegetables, largest and smallest dogs and cats, etc. Big Barn Dance show every night and other farm attractions, everything climaxing Halloween night.

So you farm folks, back-yard and window-box gardeners be on the lookout for the longest ears of corn, biggest potatoes, pumpkins, sunflower heads, cabbages, etc., and interesting freak ears of corn and vegetables. Save them. Attractive prizes offered. Listen to WLS and read Stand By next week for complete details.

It's a-goin' to be a big public affair with cider 'n doughnuts and lots of red ears of corn. (Save those red ears, too.)

SLURP!



EMILY POST was not considered at this old-fashioned "melon cutting." L. to r., Check Stafford, Lew Klatt, Don Wilson, Dr. John Holland, Howard Chamberlain, Roy Knapp, Tumble Weed, Floyd Keepers (wielding knife), Sophia Germanich, Tommy Tanner and Romaine Lowdermilk.

RAMBLERS



TO THE GREAT SATISFACTION of thousands of listeners, the Prairie Ramblers have rambled back to these parts. Rear row, left to right: Jack Taylor, Patsy Montana, Salty Holmes and Tex Atchison; front, Chick Hurt.

1,000 Stand By Binders Now In Use!

More than 1,000 Stand By families have solved the problem of keeping copies from being lost—always clean and unfrayed—always in perfect order—always available for immediate reference. They have found the answer in the Stand By Binder.

If you're the sort of Stand by reader who waits eagerly for each issue, finds the many pictures and articles of WLS artists worth saving, then you'll certainly agree that the Stand By Binder is ideal for this purpose.

Stand By Binders are sturdy, inexpensive, attractive. They are big enough to hold a full year's collection—52 copies. The name Stand By is handsomely embossed on every cover. The cost is only 50c postpaid for the soft-cover style; 75c postpaid for the hard-cover kind.

Mail coin or money order today to:

STAND BY
% WLS
1230 Washington Blvd.
CHICAGO

20 REPRINTS 25c

FILM developed, 2 prints each negative, 25¢.
40 Reprints 50¢; 100-\$1.00.
ROLL developed and printed, with 2 professional enlargements, 25¢.
ENLARGEMENTS 5—4x6, 25¢; 3—5x7, 25¢; 3—8x10, 35¢.
SPECIAL hand-colored, easel mounted, 4x6 enlargement, 25¢.

SKRUDLAND
4118-86 Overhill :: Chicago, Illinois

... LISTENING IN WITH WLS DAILY PROGRAMS

Saturday, October 12, to Saturday, October 19

870 k.c. - 50,000 Watts

Monday, October 14, to Friday, October 18



THE INNER MAN is being catered to in this snapshot of Dan Hosmer (Pa Smithers), Wyn Orr and Chuck Ostler. Staff members with waistslines which require watching are prone to regard the sandwich shop outside the studios as a doubtful blessing.

Sunday, October 13

- 8:00—Romelle Fay plays the organ in 30 friendly minutes announced by Howard Chamberlain.
- 8:30—Lois and Reuben Bergstrom in heart songs. (Willard Tablet Co.)
- 8:45—News Broadcast with summary of week end World-Wide news brought through Trans-Radio Press with George Harris.
- 9:00—"Sycamore and Cypress"—Eureka Jubilee Singers with Bill Vickland.
- 9:30—WLS Little Brown Church of the Air with Dr. John W. Holland; Hymns by Little Brown Church Singers and Henry Burr, tenor, assisted by WLS Orchestra and Romelle Fay, organist.
- 10:15—WLS Orchestra; Donald Thayer, baritone.
- 10:45—WLS Camera Club, featuring picture pointer for amateur photographers.
- 11:00—NBC—Capitol Theatre.
- 11:30—Henry Burr, "Well Known People I Have Met."
- 11:45—"Keep Chicago Safe," dramatic skit.
- 12:00—WENR Programs until 6:30 p. m.

Sunday Evening, October 13

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

- 6:30—"The Voice of the People." (Standard Brands) (NBC)
- 7:00—NBC—Light Opera.
- 7:45—"The News Parade." (Am. Ry. Ex.)

MORNING PROGRAMS

- 5:30—Smile - A - While — Prairie Ramblers Patsy Montana, Hoosier Sod Busters; Arkie.
- 6:00—Farm Bulletin Board—Check Stafford.
- 6:20—Bookings; Livestock Estimates; Weather Report.
- 6:30—Sterling Insurance Program: Tumble Weed & Romaine Lowdermilk.
- 6:45—Pat Buttram; Hiram & Henry; Prairie Ramblers. (Oshkosh)
- 7:00—WLS Newscast—Julian Bentley. (Hamlins)
- 7:10—Daily Program Summary.

- 8:15—Morning Devotions conducted by Jack Holden assisted by Hometowners and Ralph Emerson.
- 8:30—Sears Retail Program; Ford Rush; Ralph Emerson and Marquis Smith.
- 8:45—WLS News Report—Julian Bentley.
- 8:50—Livestock Receipts; Hog Flash; Bookings.
- 9:00—Prairie Ramblers; Patsy Montana; Hiram and Henry. (Peruna & Kolor-Bak)
- 9:30—NBC—"Today's Children." Dramatic Adventures of a Family.
- 9:45—Morning Minstrels, featuring Hometowners Quartet; Chuck & Ray; Possum Tuttle and Jack Holden. (Olson Rug Co. Mon., Wed., Fri.)

Saturday Eve., Oct. 12

- 7:00—Otto's Tune Twisters with Tumble Weed and Romaine Lowdermilk.
- 7:15—Prairie Ramblers and Patsy Montana.
- 7:30—Keystone Barn Dance Party, featuring Lulu Belle. (Keystone Steel and Wire Co.)
- 8:00—Akron Barn Dance Jamboree.
- 8:30—National Barn Dance NBC Hour with Uncle Ezra, Maple City Four, Cumberland Ridge Runners; Verne, Lee and Mary; Lulu Belle; Hoosier Hot Shots; Lucille Long; Skyland Scotty, and other Hayloft favorites, with Joe Kelly as master of ceremonies. (Alka-Seltzer)
- 9:30—National Barn Dance, including "Pa & Ma Smithers".
- 10:30—Sterling Barn Dance Round-Up.
- 11:00—Prairie Farmer - WLS National Barn Dance continues until 12:00 p. m., CST, with varied features, including Prairie Ramblers; Patsy Montana; Hometowners Quartet; Christine; Hilltoppers; Bill O'Connor; Grace Wilson; Hiram & Henry; Georgie Goebel; Pat Buttram; Arkie, Hoosier Sod Busters; Eddie Allan, and many others.

- 7:15—Mon., Tues., Wed., Fri.—Otto & His Tune Twisters.
Thurs., Sat.—"Keep Posted." (Creosoted Pine Posts); Dave Fentswell; Tune Twisters.
- 7:30—Mon., Wed., Fri.—Hotan Tonka, Indian Legends; Ralph Emerson, organist.
Tues., Thurs., Sat.—"Junior Stars" (Campbell Cereal)
- 7:45—Jolly Joe and His Pet Pals.
- 8:00—Lulu Belle and Skyland Scotty.

AFTERNOON PROGRAMS

(Daily ex. Sat. & Sun.)

12:00 noon to 3:00 p. m., CST

- 12:00—Prairie Farmer Dinnerbell Program, conducted by John Baker, 45 minutes of varied farm and musical features. Dr. Holland in Devotional Message at 12:40.
- 12:45—Jim Poole's Livestock Market Summary direct from Union Stock Yards. (Chicago Livestock Exchange)

- 12:55—Mon., Wed., Fri.—Livestock Feeding Talk—Murphy Products Co.
Tues.—Ralph Emerson.
Thurs.—WLS Orchestra.
- 1:00—Mon., Wed., Fri.—The Hilltoppers. (Johnson Motor & ABC Farm Washers)
Tues., Thurs.—Hometowners and Federal Housing Bureau Speakers.
- 1:15—"Pa and Ma Smithers," humorous and homey rural sketch.
- 1:30—F. C. Bisson of the U. S. Dept. of Agriculture in grain market summary.
- 1:35—Homemakers' Hour. (See the detailed schedule.)
- 2:15—NBC—"Ma Perkins" rural comedy sketch.
- 2:30—Homemakers' Hour. cont'd. (See detailed schedule.)
- 3:00—Sign Off for WENR.

Saturday Morning, October 19

- 5:30-9:30—See Daily Morning Schedule.
- 9:30—Sears Junior Round-Up.
- 9:45—Rocky, basso, with Ted Gilmore.
- 10:00—Martha Crane and Helen Joyce—Morning Homemakers' Hour.
- 10:30—WLS News Report—Julian Bentley.
- 10:35—Butter, Egg, Dressed Veal, Live and Dressed Poultry Quotations.
- 10:40—Jim Poole's Mid-Morning Chicago Cattle, Hog and Sheep Market direct from Union Stock Yards. (Chicago Livestock Exchange)
- 10:45—Tower Topics by Sue Roberts. Songs. Bill O'Connor, tenor, assisted by John Brown. (Sears Mail Order)
- 11:00—Mon., Wed., Fri.—WLS Round-Up—Prairie Ramblers; Patsy Montana; Chuck & Ray; Rodeo Joe.
Tues., Thurs.—Otto and Tune Twisters; Tumble Weed & Romaine Lowdermilk; Rodeo Joe.
- 11:15—"Old Kitchen Kettle"—Mary Wright—Hilltoppers; Fruit and Vegetable Report.
- 11:30—Mon., Wed., Fri.—"Old Music Chest"—Phil Kalar and Ralph Emerson.
Tues., Thurs.—"Little Bits from Life"—Bill Vickland; Chuck & Ray; Ralph Emerson.
- 11:45—Weather Report; Fruit & Vegetable Market; Bookings.
- 11:55—WLS News Report—Julian Bentley. (Morton Seasoning)

HOMEMAKERS' SCHEDULE

Monday, October 14

- 1:35—Orchestra; Jack Elliot; Vibrant Strings; Hometowners; John Brown; Marjorie Gibson in Fanfare.

Tuesday, October 15

- 1:35—Ralph Emerson; Hilltoppers; Wm. O'Connor; Don Wilson and His Singing Guitar; Helen Brahm; Marjorie Gibson in Fanfare.

Wednesday, October 16

- 1:35—Orchestra; Jack Elliot; Vibrant Strings; Hometowners; John Brown; Marjorie Gibson in Fanfare.

Thursday, October 17

- 1:35—Orchestra; Donald Thayer; Grace Wilson; John Brown; WLS Little Home Theatre; Marjorie Gibson in Fanfare.

Friday, October 18

- 1:35—Orchestra; Marjorie Gibson in Fanfare; Cornhuskers & Chore Boy; Lois Schenck, Prairie Farmer Homemakers' News; Jean Sterling Nelson, "Home Furnishings."

Saturday, October 19

- 1:30—Ralph Emerson; Hilltoppers; Skyland Scotty; John Brown; Chuck & Ray; Otto and His Tune Twister; Christine; Tommy Tanner; Ken Wright.

EVENING PROGRAMS

Monday, October 14

- 7:00—Fibber McGee and Mollie. (NBC)
- 7:30—"Evening in Paris." (NBC)
- 8:00—Sinclair Minstrels. (NBC)

Tuesday, October 15

- 7:00—Eno Crime Clues. (NBC)
- 7:30—Edgar Guest. (NBC)
- 8:00—N. T. G. and His Girls. (NBC)

Wednesday, October 16

- 7:00—Rendezvous-Musical Varieties. (NBC)
- 7:30—"House of Glass." (NBC)
- 8:00—John Charles Thomas. (NBC)

Thursday, October 17

- 7:00—Nickelodeon; Comedy; Songs; Drama. (NBC)
- 7:30—Cyril Pitts, solosit. (NBC)
- 7:45—Hendrik Van Loon. (Author) (NBC)
- 8:00—"Death Valley Days." (Pacific Coast Borax) (NBC)

Friday, October 18

- 7:00—Irene Rich. (Welch's) (NBC)
- 7:15—Lucille Manners, solosit. (NBC)
- 7:30—College Prom. (NBC)
- 8:00—Beauty Box. (NBC)

WATCH THIS SPACE

FOR

Appearance of WLS Artists in YOUR Community

SATURDAY, OCTOBER 12

High School Gym, Roseville, Illinois—WLS National Barn Dance: Cumberland Ridge Runners; Cousin Chester; Pancakes; The Stranger; Billy Woods; Jo & Jean.

Christian Church, Oakwood, Illinois—The Hoosier Sod Busters.

State Theatre, Waseca, Minnesota—WLS National Barn Dance: Barn Dance Band; Tom Corwine; Hayloft Trio; Polly, Uncle Dan & Buster.

SUNDAY, OCTOBER 13

National Dairy Show, The Arena, St. Louis, Missouri—WLS National Barn Dance: Lulu Belle; Skyland Scotty; The Hoosier Hot Shots; The Arkansas Woodchopper; Cumberland Ridge Runners; Cousin Chester; The Stranger; Max Terhune; Joe Kelly; Tom Owen's Cornhuskers; Winnie, Lou & Sally; Billy Woods; Harold Safford; The Hayloft Dancers.

Ritz Theatre, Lowell, Indiana—Georgie Goebel.

Auditorium Theatre, Stillwater, Minnesota—Barn Dance Band; Tom Corwine; The Hayloft Trio; Polly, Uncle Dan & Buster.

MONDAY, OCTOBER 14

Leb Theatre, Cloquet, Minnesota—WLS National Barn Dance: Barn Dance Band; Tom Corwine; The Hayloft Trio; Polly, Uncle Dan & Buster.

TUESDAY, OCTOBER 15

Rivoli Theatre, Two Rivers, Wisconsin—WLS On Parade: Hoosier Hot Shots; Max Terhune; Cousin Chester; Winnie, Lou & Sally.

Epworth M. E. Church, Elgin, Illinois—Ralph Waldo Emerson.

New Grand Theatre, International Falls, Minnesota—WLS National Barn Dance: Barn Dance Band; Tom Corwine; Hayloft Trio; Polly, Uncle Dan & Buster.

WEDNESDAY, OCTOBER 16

High School Gym, Bradley, Illinois—WLS National Barn Dance: Joe Kelly; Verne, Lee & Mary; Hoosier Sod Busters; Prairie Ramblers.

Rialto Theatre, Grand Rapids, Minnesota—WLS National Barn Dance: Barn Dance Band; Tom Corwine; Hayloft Trio; Polly, Uncle Dan & Buster.

THURSDAY, OCTOBER 17

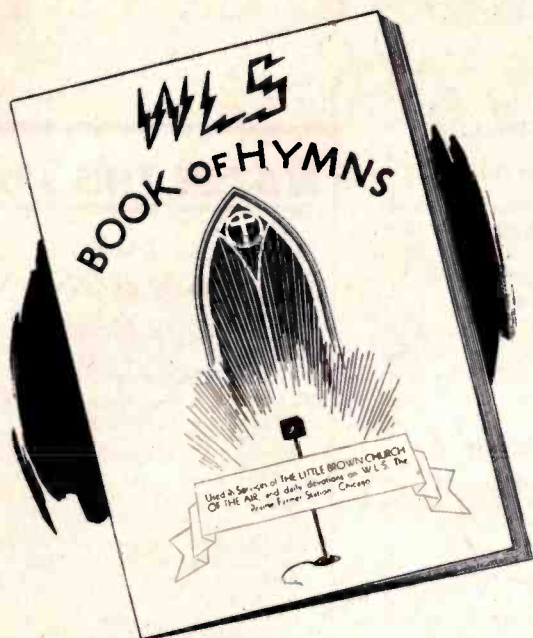
Lake Theatre, Detroit Lakes, Minnesota—WLS National Barn Dance: Barn Dance Band; Tom Corwine; Hayloft Trio; Polly, Uncle Dan & Buster.

FRIDAY, OCTOBER 18

Avalon Theatre, Thief River Falls, Minnesota—WLS National Barn Dance: Barn Dance Band; Tom Corwine; Hayloft Trio; Polly, Uncle Dan & Buster.

WLS ARTISTS, Inc.

1230 Washington Blvd., Chicago



WLS

Book of Hymns

Used during Little Brown Church of the air, daily Devotions, Hymn Time.

The WLS Book of Hymns was compiled and printed at the repeated request of countless WLS listeners who have long enjoyed WLS religious services and who have sensed the need for a closer association with them.

Partial list of Contents

Abide With Me
Holy, Holy, Holy
All For Jesus
Lead Kindly Light
Close To Thee
What A Friend
Silent Night
Tell It To Jesus
God Is Love
I Strive Each Day
Rock of Ages
The Rose of Sharon
Jesus, Lover of My Soul
Nearer, My God To Thee

72 Pages - 88 Hymns

Its 72 pages contain 88 hymns that are most frequently sung during the familiar WLS devotional broadcasts. Most of these are the familiar old selections; a few are recent; one—"Beautiful Isle of Somewhere"—never has appeared in book form before.

You will find constant occasion to make use of the WLS Book of Hymns—at church, when friends gather, during services on the air, during quiet hours of spiritual meditation at home.

Only 25c Postpaid

WLS Book of Hymns previously sold over the air at 50c. In order to make it available to everyone it is now especially priced at 25c postpaid. Mail coin or money order to:

WLS Book of Hymns

1230 Washington Blvd.
CHICAGO