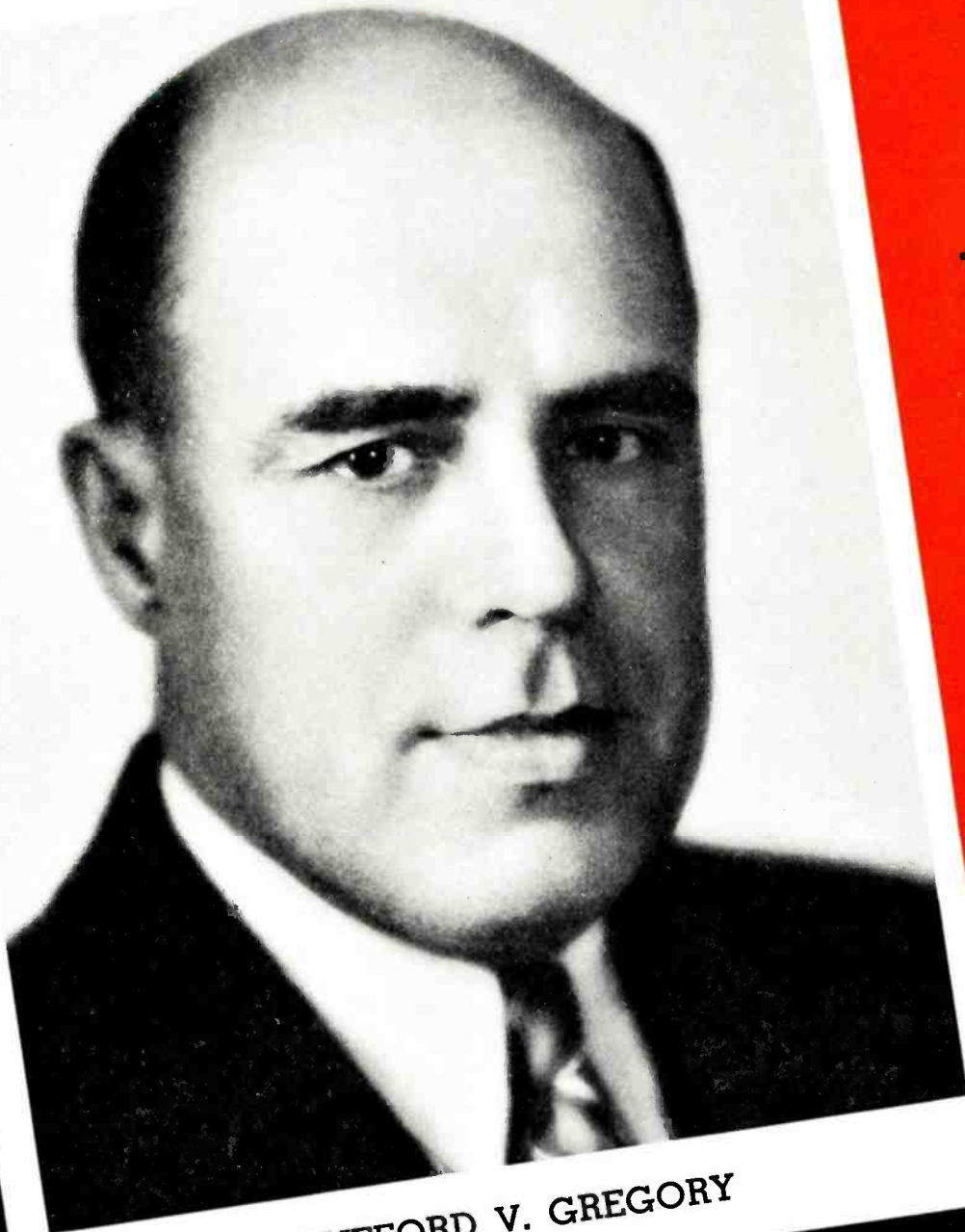


HARRISON PUTHAM
B I
TEKONSHA NICH
P M 2-3-37

Stand By

JANUARY 2, 1937



CLIFFORD V. GREGORY

In
Hollywood

•
On the Air

Listeners' Mike

In Answer to Fed Up

The person who wrote the disgusting letter about Lulu Belle is a little jealous of her popularity, I think. Her Radio Queen title proves that she has many hundreds of friends who love her singing. . . . **Helene Kunkel**, Aurora, Ill.

When I read Fed Up, I boiled up. I work five days a week among 6,000 employees and everyone you talk to says Lulu Belle is their favorite. . . . **B. Eck**, Anderson, Ind.

Fed Up was a little unfair, if not cruel. Lulu Belle isn't an accomplished singer but she's an entertaining one. She's individual and has a wonderful personality. We all love to hear her and wish her all the success and happiness in the world. . . . **A. F.**, Aurora, Ill.

The millions of people who love Lulu Belle made her queen and I don't think her loyal subjects would be very well pleased if they couldn't hear her as often as possible. . . . **Betty Oxford**, Danville, Ill.

We are a family of 13 and all of us just love Lulu Belle and Linda Lou. She's the tops of the Barn Dance. . . . **M. H.**, Chicago, Ill.

Lulu Belle brings sunshine to lots of homes, especially among shut-ins. My invalid son says, "Mother, wake me up early so I can listen to Scotty and Lulu Belle." . . . **Emily Kniskeon**, Belvidere, Ill.

Lulu Belle may not be an opera star but she gives more pleasure and happiness to people than anyone else on the radio. . . . **Mrs. Maybelle Harvey**, Saginaw, Mich.

With all the honors that have come to Lulu Belle, she is still the same sweet mountain girl. Fed Up better boost or he will be like Maine and Vermont, all by himself. . . . **Edna D. Raisec**, Robertson, Mo.

Now, if that contributor is really Fed Up with Lulu Belle, I think she has had a very good diet. Although Lulu Belle has received all sorts of honors, she remains the same sweet, loveable character she was when she first came on the air. . . . **Mrs. C. H.**, Prophetstown, Ill.

If Fed Up doesn't like Lulu Belle's type of music, why in the heck don't they tune in on some grand opera program and leave us simple folks to enjoy the type of program we appreciate? There are enough trained sopranos and baritones on any of the other stations, singing their classical

songs, surely to meet the needs of this class of listeners. Lulu Belle won the queen contest, didn't she? Then the largest number of listeners can't be wrong. . . . **C. L. Finley**, White Heath, Ill.

(The editor's desk was deluged with replies to Fed Up, only a few of which we've had the space to print. Most of them gave Fed Up some sound advice on turning the dial if he didn't like Lulu Belle.)

Agrees with Fed Up

I agree with the one about Lulu Belle being praised too much. Why should she go above ones who know something? . . . **A. L.**, Gardner, Ill.

I am more than fed up on Lulu Belle although we only get the Barn Dance but that is almost too much. We do not hear much of anything but you folks praising Lulu Belle and her singing. This is like giving candy to a baby and the rest have to stand back and watch her eat it. . . . **U. C. Y.**, Pine Ridge, S. D.

I also am fed up on Lulu Belle's foolishness and would like to hear more from the others. . . . **S. L.**, Birchdale, Minn.

Lulu Belle isn't any better singer than lots of others and she's too silly for words. She has an idea she's awfully cute. I am not fond of Lily May either because she's too much like Lulu Belle. . . . **M. D. M.**, Loyal, Wis.

Just as Rude

When I read letters such as the criticisms of Lily May's playing and of Lulu Belle, I wonder if those people would walk up to a guest in their home and speak to them in the same way they write about the guests who visit their home via radio. One is just as rude as the other. If you don't like a visitor, you don't invite him back. If you don't like the radio guests, learn the hour he or she is on and leave the radio off. . . . **Maretta Terrill**, Ridgeway, Ohio.

She Agrees

I certainly agree with Disappointed Listener about the classical or symphony orchestras heard on the barn dance. That kind of music spoils the program. You have real entertainment in the Prairie Ramblers and Patsy Montana, Lulu Belle and Scot-

ty, Red Foley, also in the mountain and cowboy songs and real good old-timers. . . . **Reader**, Thorp, Wis.

Another Guess

Who is that Hired Man? Why, of course, it is Jack Holden's friend who spells his name, Pat Buttram. . . . **L. C. W.**, Orion, Ill.

Pat's Defender

Say, why does that Jack Holden always give Pat Buttram a slam? He hadn't better say anything. He isn't the only radio announcer either. Some folks might turn their radios off when Holden starts shooting. I think Pat is all right. That Holden isn't the only guy. And he needn't talk against the Hired Man's column. It has more sense than Holden's page any day. . . . **Bud**, Grand Rapids, Mich.

More Hymns

I believe there should be more hymns sung and played on your station. Couldn't there be a daily program of hymns sung by several artists such as Lulu Belle and Scotty, Arkie and Pete, Prairie Ramblers, Patsy, Red Foley, Winnie, Lou and Sally, Georgie Goebel, and others as well as the Hometowners and Sophia Germanich who already have their daily programs. A half-hour program wouldn't be too long. . . . **Jessie Edgerton**, Hanover, Ill.

Hot Shots Hot

Are the Hoosier Hot Shots hot? Well, I guess so! We had a brand new radio on trial for the barn dance and while the Hot Shots were playing, the glass over the dial cracked. . . . **Mrs. C. Gorges**, Oshkosh, Wis.

STAND BY

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JULIAN T. BENTLEY, Editor
Virginia Seeds, Managing Editor
January 2, 1937

VOLUME 2 NUMBER 47

In Hollywood



Caught with the goods! Or so Gene's stern look would indicate. The others, left to right, are Smiley, "Scully" and Max in a "still" from a recent film.

Max Terhune, Gene Autry and Smiley Burnette Enjoy Movie-Making

THE glamour of Hollywood seems to be luring members of the hayloft gang out to the land of the silver screen. Latest to announce their intention of heading westward are the Maple City Four, who are planning to leave Chicago for Hollywood on January 23.

These four boys, who have been favorites on the National Barn Dance for more than 10 years, will take part in a picture, "Get Along Little Doggies," which features Gene Autry, another radio cowboy who has made good in the glamour city. However, Al, Pat, Fritz and Art expect to be back in the Old Hayloft shortly after the first of February.

In addition to Gene Autry and the Maple City Four, Smiley Burnette, Max Terhune and Scully have all climbed right from the hayloft onto a movie set.

Although Gene has been a tremendous success, his friends say that he is just the same Gene that used to head the Round-Up program. His horses are his hobby and he spends most of his spare time training

Champion, and Champ, Jr. He recently bought Tom Mix's famous horse, Tony, Jr.

When Gene makes personal appearances, his horse always travels in a specially built trailer. On a recent tour Gene arrived in Abilene, Texas, and was scheduled to ride Champ into the lobby of one of the local hotels before his matinee performance. However, fog had delayed his "pardner's" conveyance and Gene had to call off the stunt.

"The Big Show," the only motion picture that was made at the Texas Centennial featured Gene who, by the way, is a native of the Lone Star state. Max Terhune also had a part in this picture, along with the Texas Rangers, the Rangerettes, and the Southern Methodist University band.

Since Max left for Hollywood early in the fall, he has played in five pictures: "Ride, Ranger, Ride," "The Big Show," "Ghost Town Gold," featuring Monte Blue, "Roaring Lead" and "The Riders of the Whistling Skull."

Max says that the style of action



Smiley and Dallas

pictures he's been in are harder work than radio but he gets a longer rest between pictures. The technique for sound track and radio are a lot the same, Max thinks.

Lots of times when folks go to Hollywood, they change their names and Scully is one who did this. Max's ventriloquist dummy is known as Elmer out Hollywood way, but Max says he'll never be anything but Scully to him.

Hobnobbing with the big-wigs of screenland, Max and Elmer-Scully
(Continued on page 14)



"Ad Lib!"

By JACK HOLDEN

WISH you could have seen our Christmas party out at the T.B. hospital last night. What a time we had! The Novelodeons, Hoosier Sod Busters, George Goebel, Slim Miller, "Gabby" Hartnett and the Rock Creek Wranglers all went out to entertain the boys. There were loads of candy, gum, cigarettes, coffee, ice cream and cake for the patients. A grand Christmas tree and an orchestra. Everyone had a swell time. The room fairly overflowed with the Holiday spirit.

I want to take this opportunity right now to thank all of you who have been so thoughtful in sending



Two small hearts gladdened by the Christmas Giving Party.

the old ad libber all those fine Christmas cards. You know over a period of five or six years we at the microphone become acquainted with you people to the extent of remembering your names as we see them signed on letters and receiving cards from you this year was so much like hearing from old friends. Thanks so much.

That party we had at the Otto Wards the other night was lots of fun. Enough food on the table for an army. Howard Chamberlain dressed up as Santa Claus with Lurella's red hat and a napkin for a beard. A pillow in front. Then he distributed the ten-cent presents. I drew a rolling pin for mine. I'm glad Pat Buttram couldn't come to the party. I'm sure there wouldn't have been enough to eat and I know Santa wouldn't have stopped by at all with a Buttram present. Santa likes good little boys and girls. Not those who make their living posing as comedians who get by telling all those old jokes.

With school out for the holidays, I brought Donnie downtown with me

this morning. He's watching me like a young hawk and trying to read this as I type it. After while we're going to town and see old Santa Claus. Hope I can get to the old boy first and tell him what to tell Donnie about expensive streamline trains, two-wheel bikes and \$25 automobiles.

Some photos from a listener up in Northern Michigan where I was born. Snow six feet deep in some places. Drifts and snow plows out clearing the roads for traffic. They'll have a white Christmas up there but here in Chicago I'm afraid old St. Nick will have to use his airplane to get around. Sad, isn't it . . . to think that he'll miss a lot of tots around the country side.

Clyde Lesh has gone home for Christmas. Clyde is feeling just fine these days. And this is the first Christmas that he'll really enjoy since he went to bed eight years ago. Everything will be different this year. He's making remarkable progress . . . thanks to you and you and you.

Jean and I had a grand time in



Santa Claus greets the Frank Bennett quartet just before they and John Baker took off in a TWA airliner to broadcast Christmas carols and a message from Santa from the air above Chicago's busy loop, December 23.

New York last week end. Met so many fine people, saw so many things, had a most thrilling plane trip, fought a storm all the way. Hope to tell you all about it next week.

Well . . . Donnie can't wait any longer. He's telling me to cut this short so we can get downtown to toyland. O. K., here we go. But just

before the final period . . . here's wishing that when you receive this you all will have had the happiest Christmas ever with a note of sincere gratefulness for your many kindness to AD LIB.



They Love Joe

ON Joe Emerson's nineteenth wedding anniversary recently came a letter to the baritone soloist on "Hymns of All Churches," from a County Superintendent of Schools in Mideastern Ohio.

"I believe it may interest you," it began, "to know that over 200 of our schools are using your program as their morning devotion. Your unprejudiced singing of the hymns of all churches has led us to make this move. We feel that there is no finer education for our boys and girls than the appreciation of the truly beautiful music of every faith. . . ."

Of his stacks of comment on his radio work, Joe Emerson takes most pride in that letter. The hymn singer, who has been once a millionaire and twice penniless, has received as high as 11,500 letters in a single week.

Those letters are proof that his hymns reach hearts. He can tell you stories by the hour of some of his listeners whom he considers old friends.

For instance, whenever you hear Joe Emerson singing that beautiful hymn "Open My Eyes That I May See," you may know that he is thinking of a dear little old lady, totally blind, on a farm in North Carolina, who wrote in to tell him once that it was her favorite hymn.

Sometimes he uses his listeners put his program to have a slightly humorous angle. There is the Chicago dentist who apparently has discovered a new pain killer, because he is swamped with appointments for the time Joe Emerson is on the air. His patients like to listen while he works on them!

Then there is the storekeeper in Elgin, Illinois, who turns the radio on in his store and invites all the neighborhood's housewives to come in and listen.

Joe Emerson's love for hymns goes back a long time. It rightfully begins in the St. Mark's Episcopal church in Grand Rapids, Michigan, where he sang as a boy soprano at eight years.

He took those hymns with him to be his comfort in college where he shared a fraternity room with Dudley Vernon, writer of "The Sweetheart of Sigma Chi." He sang them on Chautauqua and Lyceum platforms during the summer, and carried them in his thoughts to Wall Street where he sold securities.

During the World War he did not forsake them as a Navy flyer, nor afterwards in his business as a Miami real estate operator where he made and lost a million dollars.



APPROXIMATELY \$3,000 was contributed to the Christmas Neighbors' Club during the 1936 Yuletide season, making possible the purchase of more than 100 radios for orphanages and other child-rearing institutions. All requests for radios which were received, have been filled.

While the bulk of the Christmas Neighbors radios were shipped to institutions in Illinois, Indiana, Michigan and Wisconsin, one went as far as Cedartown, Georgia.

During the studio Christmas party, December 24, several superintendents of child-bearing institutions in Chicago and the suburbs were presented with radios for the youngsters under their supervision so that the radios might be set up along side the Christmas trees, on Christmas eve.

Contributions to this worthy cause, of which there were several thousand, ranged from 10 cents to \$25. Many donations came from folks who had been shut-ins or had been in institutions and knew how well radio could brighten the lives of people in those circumstances. Copy of the letter sent with the radios will be found on this page.

New Legal Series

A new weekly series of legal programs will be inaugurated on WLS, sponsored by the Lawyers' Legislative League of America, starting January 14, from 8:00 to 8:30 p. m.

Scripts are being prepared for the first part of the series to be entitled "Lawyer Lincoln," based on Abraham Lincoln's legal career with actual cases being used as material.

No professional actors will be employed in the production and all the roles will be taken by actual lawyers, court clerks, bailiffs, prosecutors and judges.

Myrt and Marge

Myrt and Marge are returning to the air January 4 to be heard five times a week, Monday through Friday, at 1:45 p. m., on CBS.

Most of the original cast will be reassembled for this new series, which is to originate in New York studios. Myrtle Vail and Donna Kretzinger will play the leads as Myrt and Marge again. Ray Hedge will be back in the cast as Clarence Tiffingtuffer, and Gene Morgan will do the part of Rex Marvin. Myrt's 18-year-old son, George Damerel, will play a new character, Georgie.

since the barn dance began playing at the theatre. Jessie, during the week, is secretary to W. A. Richards, father of Hank Richards, former staff announcer and writer. Theresea Halvorsen, beauty operator, and Bernyce Eshelman, secretary, have also been ushers at the barn dance for the same length of time.

Good Will Goes

"The Good Will Court," a program that received probably the most unfavorable publicity in the history of the networks, finally got shoved off the air, December 20.

Final blow-up came when bar associations made it impossible for their members to act as counsellors on the program on threat of disbarment.

The program was replaced by a West Coast feature, "So You Want to Be An Actor," formerly on KFWB. During the program amateur actors and actresses are coached by Haven MacQuarry in the technique of reading dramatic lines before they take roles in the production of a play or scene.

Talk on Funds

"Handling Organization Funds" will be discussed during Homemakers' Hour, Monday afternoon, January 4, by Mrs. L. Cass Brown, national authority on parliamentary law and parliamentarian of the National Congress of Parents and Teachers.

Faithful

Jessie Stearns, petite brunette head usher at the Eighth Street Theatre, has missed only two Saturday nights

This is the letter which accompanied the radios sent to more than 100 children's hospitals, orphanages and other institutions and made possible by you Christmas Neighbors Club members. We know that it will put a glow in your hearts as it does ours and we think that you will feel that through your contributions you have given yourselves a grand Christmas gift as well.

*"A stirring of the ether waves,
The shining of a star;
Brought Christmas to a stranger
world,
And brothers from afar.*

*"A stirring of the ether waves,
This time by radio;
And 'Peace on Earth—Good Will
to Men,'
Rings out as long ago."*

—Dr. John W. Holland.

Yes—here is your New Christmas Radio! We hope that it will bring you boys and girls many, many happy hours of the entertainment, the inspiration, and the education that is yours through the magic of radio!

May you all enjoy Christmas to the fullest. It is that Day of Days when we observe the Birth of Christ—the Saviour of all Mankind. It is a day when we forget selfishness—when we think of others!

Thousands of listeners—good neighbors of yours and mine—think of others. They contributed the funds which made possible this radio—and many dozens of others which are going into worthy child-caring institutions. Last Christmas, 136 Christmas Neighbor Club radios went into that number of children's institutions in 10 states and Alaska. They have been bringing untold joy and happiness every day.

As you accept this new radio—may you think of the unselfishness of our listeners—and may it reflect in your everyday lives their Fellowship and their Friendliness.

With every good wish to you all for a Merry Christmas and a Happy New Year.

Sincerely yours,
CHRISTMAS NEIGHBORS CLUB

"The Old Hayloft"

By the Hired Man

"HOWDY Ev'vybuddy!" . . . That's the name of Uncle Ezra's new book—brim-ful of poetry, sketches, home town news notes and philosophy. . . . Recently off the press, it should be a real favorite with friends of the old "jumpin' jenny wren." . . . It is filled with contributions of radio listeners and bits of original "git-up" by the Sage of Rosedale, himself. . . . For instance: "When apologizin' fer your home town, don't forget to apologize for yourself."—"It's a cinch that a gal that wun't he'p her mother, wun't he'p her husband."—"The crowd will feel sorry if you fall down occasionally, but if you don't git up, they'll walk all over you."—"and "To be treated as one of the family isn't always as pleasant as it sounds."

Home folks poems galore, grace the pages of this friendly little volume. . . . Memories are stirred by reading such verses as "The Old Home Town," "The Old Corner Grocery," "The Old Family Flivver," "The Old Farm House," "The Barn Dance," "A Little Town," "The Boy Who Didn't Pass," "Sleepin' at the Foot of the Bed," and "Not Growing Old." . . . The latter has been requested more than any other poem that Uncle Ezra has broadcast. . . . Then there's a "Tribute to Will Rogers" that you'll like. . . . "Uncle Ezra Addresses the Rosedale Graduating Class" is one of the gems of the book. . . . There's many a chuckle and many a tug of the heart-string in "Howdy Ev'vybuddy," especially if you live (or have ever lived) in a small town or on the farm. . . . All his friends are complimenting radio's newest "author" on his friendly, human little book of 100 pages.

Did you know that? . . . Announcer-comedian-writer Merle Housh (Henry Hornsbuckle) really started the popular Novelodeons on WLS in 1932, when he brought Otto and Zeb together and the three formed a trio. They decided to try other fields, landing a staff job on KMOX, where

they were known as Henry, Zeb and Otto. . . . Merle left to take another job, so Otto and Zeb engaged another partner known as "Buddy" (not Buddy Gilmore) . . . In 1934, they came to WJJD where they were heard for several months. . . . In the fall of that year, they came to the old hayloft, reorganized with Buddy Gilmore and Bill Thall. They were soon joined by Ken Wright and his accordion, becoming Otto and the Tune Twisters. . . . Ken left for WKY, Oklahoma City, last spring to become staff organist, and Art Wenzel replaced him. . . . Now it's Otto and the Novelodeons, a swell five-man band, with Otto and Zeb as the original members, and Merle is frequently heard announcing them! . . . Such is radio! Happily surprised on the Saturday night before Christmas was Walter

Wade, the agency man who has charge of the Alka-Seltzer Barn Dance Hour. . . . The entertainers of this hour presented him with a large oil painting of Mrs. Wade. . . . "A wonderful gift!" said Walt, "and one that I'll treasure all of my life." . . . The entire cast of Murphy's Jamboree were each presented with a fine fountain pen by their sponsor—"really somethin' to write hom about," declared Pat Buttram.

Letters from 4-H'ers: . . . You'll remember that Clayton Fox, Imbler, Oregon, National 4-H Club boy achievement winner, appeared with other winners on the Barn Dance network hour. . . . He recently wrote "In our community, I can safely say that nine-tenths of the people with radios heard me on the barn dance. My appearance came as a surprise, for no one knew I was staying Saturday evening. Seems that practically everyone of our friends and neighbors tune in the hayloft program." . . . He also said he heard from friends in New York, Oklahoma, Missouri, Georgia and Florida after the broadcast. . . . Florence Erickson, Tracy, Minnesota, wrote: "Each time I hear the Barn Dance, I will enjoy it more because once I was on it, and because I had the opportunity of meeting the folks who make the wheels go around." . . . Thanks, Florence and Clayton.

JUST THREE PALS



JOLLY JOE KELLY and GEORGE BIGGAR had an unfair advantage, being such pals with that well-known Arctic citizen, Mr. S. Klaus, at the Christmas Giving Party. Joe is apparently describing something he wants.

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Seen Behind the Scene

Tommy Rowe's three small youngsters visiting him at the Eighth Street Theatre last Saturday night. . . . Wonder how Roy Knapp felt when he found that his snare drum had split down the middle overnight. . . . The most popular sound-effect of the week seems to be *Jingle Bells*—the most popular song of the week seems to be *Jingle Bells*. . . . Pat Buttram's wandering about doing card tricks for anyone with time to watch. . . . The bright new Christmas tree in Studio A—with all the trimmings. . . . Little Patsy Boyd, watching Papa Al put the Penn show through its paces. . . . Wonder if Dr. Holland has read all those textbooks in his library? . . . The busiest department this week is the mail department—what with everyone sending out Christmas cards and gifts. . . . Lily May probably spends more time rehearsing than anyone else—whenever you see her she's strumming a banjo or plucking a fiddle. . . . Katherine Persons sitting, chin in hand, writing

a play for Homemakers' Hour. . . . And Arthur Page says that his Christmas shopping isn't complete—'cause he still has 36 cents left!

Big Sister

The "Big Sister" sketches are to be extended Mondays through Fridays, on a five-a-week basis beginning January 8, on CBS. The "Big Sister" dramatizations tell the story of Ruth Evans who takes care of her orphaned family, sacrificing her own happiness for the sake of her little crippled brother, Ned, and her giddy sister, Sue.

The Fred Smith banquet, scheduled for January 15, will be broadcast over NBC, 9:15 to 9:30 p.m. People who attend the banquet will all be named Fred Smith, with the exception of the NBC announcer, whose name is F. Carleton Smith.

Mr. and Mrs.



Ralph and Elsie Mae Emerson are leaving the studios arm in arm, after a busy day.

Lily May

THE MOUNTAIN GAL



First Lady

WHAT'S TH'IDEE COMIN' IN THOO TH'ROOF LIKE YE DID?

THAT'S WHAR AH LANDED WHEN AH JUMPED

JUMPED!

SHE'S TECHED IN TH' HAID

TH'AIN'T NO HUMAN KIN JUMP NO HIGHER'N A COW FENCE

THEY KIN EF'N THEY JUMP F'M WHAR I JUST DID.

WHAR DID YO JUMP F'M

A AIRYPLANE SHIP - THAR'S MAH FARY-SHOOT HANGIN' ON THAT NAIL YONDER

DANGED EF'N HIT HAIN'T!

LILY MAY'S THE FIRST FEMALE WOMAN T'ENTER OUR CONTEST SHE'S TH'FIRST T'ARRIVE IN A FLIN' MACHINE, FIRST T' COME IN THOO TH'ROOF AN' HANGED EF'N SHE AINT GONNA BE THE FIRST TO PLAY-LET'S GO!

PINEX

SPLENDID Cough Remedy

Easily mixed at home at a big saving. No trouble at all. Thrifty housewives the country over praise this extra effective, pleasant tasting cough syrup.

GUARANTEED TO PLEASE

Hear PINEX programs—WLS 1:00 P. M. daily, and Barn Dance 6:30 P. M. Saturdays.

PINEX —Very pleasant to take—4 times as much for your money.

On the Air



↑ Lum and Abner, in real life Chester Lauck and Norris Goff, check their scripts just before going on the air. The Pine Ridge boys write all their own shows and portray all roles.



↑ (Top of the Page) A new picture of the Prairie Ramblers and the little singing cowbelle, Patsy Montana. Left to right, they are Jack Taylor, Chick Hurt, Tex Atchison and Salty Holmes.



↑ The Hymns of All Churches cast includes an eight-voice choir, Soloist Joe Emerson and Announcer Fred Jackey.



↑ The Ranch Boys ride the range together and sing as they ride. Left to right they are Jack Ross, Shorty Carlson, diminutive guitar player, and Curly Bradley. They are frequent Barn Dance guests.



↑ Vic and Sade is one of the most consistently popular air serials. The cast includes Rush who is Billy Idelson, Sade played by Bernadine Flynn, and Art Van Harvey portraying Vic. They're heard on NBC at 2:30 CST.

Crisp Pop Corn Has Many Uses

ONE of my earliest recollections of Sunday evening, centers around a huge dishpan full of crispy buttered pop corn. Rain or shine, hot or cold, guests or no guests—nothing ever seemed to prevent us from enjoying this weekly feast. Those of us who were small, filled our cereal bowls with the snowy white kernels and contentedly settled ourselves on a chair or stool to enjoy their crispy crunchiness unmolested. Sometimes we added milk or cream and ate it as a cereal. As we grew older, cereal bowls were replaced by soup plates—the better to satisfy our increasing capacity.



Mrs. Wright

Popping corn requires skill or perhaps I should say knowledge of a few principles. But this is easy to acquire and pop corn lovers will be well rewarded to spend a few minutes doing this. Of first importance is the moisture content. Corn which is either too moist or too dry will not pop successfully, regardless of the method used. New corn, when first picked, is damp. As it ages it loses some of its moisture and when it is at just the right stage it should be put in air tight containers to prevent it from drying further. It is possible now to buy shelled pop corn, which has the right moisture content to insure perfect popping, sealed in airtight containers.

Pop It Rapidly

Regardless of the type of popper you use, wire, metal, electric or frying pan with cover, it is important that the temperature of the popper is right when the corn is added and that the heat can be regulated so the corn can heat for one to one and a half minutes but no longer before it starts to pop. Then it should pop rapidly until every kernel is transformed to a tender, white, fluffy mass. Stir the corn slowly when it is first put into the popper and then as it starts to pop, increase the speed of stirring.

To be at its best, pop corn must be eaten hot. So as soon as one popper-full is popped, put it in a shallow pan in a slow oven which will keep it hot and also prevent it from toughening. When all the corn is popped, sprinkle with salt, pour melted butter over it and serve at once. Some like to put fat right in the popper—about a

by
MARY
WRIGHT

tablespoon of fat to each half cup of unpopped corn. If you do this, use a fat with a high smoking temperature. Do not use butter or any of the butter substitutes, for two reasons. They not only smoke at a low temperature, but they also contain protein which separates from the fat as a curd and is likely to stick to the bottom of the popper. Be sure to pop some without fat though, for there are many games you'll enjoy playing with pop corn and corn used for this purpose shouldn't be oily.

For Sunday night dessert serve more pop corn—pop corn balls, sugared pop corn, pop corn cake or pineapple nut pop corn squares. Use your own pop corn ball recipe or the one in the December 12, 1936, issue of Stand By. For best results, keep the corn hot (in a slow oven) until you are ready to pour the syrup over it. You'll enjoy the balls more if you make them small enough to handle easily and use only enough pressure in shaping them to make the kernels adhere. Chocolate addicts will be glad to know they may have chocolate pop corn balls, using two or three squares of bitter chocolate to six quarts of corn. Blend the grated chocolate first with a small amount of hot syrup and then add to the remaining syrup which has been heated to the boiling point.

For an appealing variation of pop corn balls try these:

PINEAPPLE POP CORN CUBES

| | |
|--------------------------------|---------------------------------------|
| 6 qt. popped corn, salted | 1 tsp. vinegar |
| 2 1/4 c. sugar | 1/2 tsp. salt |
| 1/2 c. light brown syrup | 1 c. black walnut meats |
| 1 1/4 c. water | 1/4 c. candied orange peel (optional) |
| 1 small can shredded pineapple | 1/4 c. candied lemon peel (optional) |
| 1 tsp. vanilla | |

Pop the corn and keep it warm until syrup is ready.

Combine sugar, syrup and water, heat to boiling point, stirring until sugar is dissolved. Add pineapple and boil slowly to 260 degrees F. (between firm and hard ball stage). Add vanilla, vinegar and salt, and continue boiling to 264 degrees F. (hard ball stage). Sprinkle nuts and candied peel (cut) over popcorn, pour syrup over it in a fine stream, stirring the corn carefully all the while to coat every kernel evenly with the syrup. Transfer at once to a well-buttered pan having the corn about two inches deep. Press corn lightly, just enough to make the kernels stick together. When firm cut in two-inch squares.

Have you ever known the delightful flavor which pop corn gives to poultry stuffing? Try it and see if the whole family doesn't approve. Follow your favorite dressing recipe, substituting popped corn for half of the bread crumbs.

And then, when you have eaten so

much pop corn you can't take another bite, you'll find many pop corn games you'll enjoy. There's the relay race, carrying a kernel of corn on a knife; making strings of pop corn in a definite length of time, with the longest string the winner; using popped corn kernels in the place of jackstraws, playing the game with the usual jackstraw rules; standing before a mirror dropping pop corn with the left hand into a milk bottle held on top of the head with the right hand. The children will spend many an hour on rainy afternoons making replicas of animals, birds or human figures using marshmallows, popped corn, toothpicks, pins, needle and thread, and a little melted chocolate. To control the expense, limit each child to one marshmallow, but his imagination will be the only limiting factor on the other supplies.



Musical Love Stories

Jessica Dragonette, 1935 Radio Queen, brings a new series of musical love stories to the CBS microphone starting Wednesday, January 13, from 8:30 to 9:00 p. m. Al Goodman will direct the orchestra for this new edition of the Beauty Box Theatre.

The musical love stories will be based on the plots and scores of famous operettas distinguished for their romantic situations.

After seven years in a concert program, Jessica declared she is delighted with the opportunity to "provide a greater variety of entertainment" for her legion of admirers.

A SENSATION!



YOU'LL DECLARE it's a three-dollar value, but this new Jolly Time Electric Popper costs you only \$1, postpaid. Big 3-quart capacity. Handsome gun-metal finish. Approved by Good Housekeeping Institute, Underwriters Laboratories, and over 50,000 users.

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The Dinner Bell RINGS

By ARTHUR C. PAGE

ONE of the directors of the recently created Canadian Broadcasting Board made this very interesting comment concerning educational broadcasting.

"All training in the past has largely centered around development and utilization of eyesight. Most of the beautiful passages of literature have been built around the idea of vision, and very little had to do with hearing. Our whole school structure has been largely built around eyesight.

New Era

"Radio is bringing a new era which will require a different type of teaching. Children must be taught to listen with far more accuracy than ever before. This is largely a matter of attention, and you will find it necessary to teach children a degree of attention which few of them have ever learned."

He pointed out that not only literature and school training, but even such matters as legal procedure have been based largely on eyesight. The eyewitness has been considered far more important than the person who attempted to identify something that he had heard.

Spelling

This called to mind also the fact that many people in checking the spelling of a word have had the habit of writing the word out. They were not sure of the spelling until they saw it written, but through the eye they could tell instantly whether it looked right. The ear has not had anywhere nearly so much training as the eye.

"When children learn this new quality of attention in listening," the speaker continued, "they must learn to dispense with a great many things they have depended on in the past. Instead of taking things down in notebooks they must have their mem-

ories trained so they actually hear and fix in their minds what is being said. This will require concentration and ability to disregard other things that may be going on around them."

Eskimos

This last statement called to mind the statement made by Father Hubbard, the Glacier Priest, on Dinner Bell Time some months ago that Eskimos frequently are able to recite from memory an entire page of a book that has been read to them just once. He stated as the reason for this that they have very few distractions, and therefore, their minds are open to give complete attention.

This idea of the accurate training of the ear is a fascinating subject. It has always been interesting in the studio to see how a highly trained musical director like Herman Felber or Glenn Welty can listen to a full orchestra and detect little things in the sound of a single instrument

which to most of us are all blended into one solid mass of sound.

Reading

This gives me an opportunity to mention an idea which constantly comes to the attention of radio program people. Comparatively few boys and girls reaching the age of high school graduation seem to know how to speak clearly, distinctly, and with accurate enunciation. Some of us have thought this is because the extreme pressure of present-day education has made it impossible to take time for reading and spelling aloud, as was more common a generation or two ago. Take any group of 10 boys and girls of high school age, ask them to read aloud, one at a time, some familiar piece of literature. How many will hold up their chins, open their mouths and read accurately, distinctly, and with a good volume of voice that can be heard throughout the room? Not many, judging by our experience in radio.

Worth Doing

It looks as if we are coming into a generation which will make far greater use of the spoken word than any previous generation in history. If that is true, then boys and girls ought to learn to train the speaking voice just the same as they learn arithmetic or English composition.

Accurate speech is something that can be learned, just like roller skating or playing the violin. It takes time and practice, but it is very much worth doing.

FEATURE FOODS AUDIENCE



Advertising Man "Pete" Cooke and Soloist Zeta Newell sit in on the Feature Foods program. Miss Newell's ballad-singing is frequently on the air during morning homemakers' hour. Pete has been going through a siege of pneumonia, but doctors say he's on the road to recovery now.

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By
Marjorie
Gibson

GREETINGS, Fanfare Readers. The best start we could make on the New Year would be to organize a raid on the Old Wire Basket and line up a few of those questions to answer right pronto.

First question is this: "Is the National Barn Dance the only radio program broadcast from the stage of the Eighth Street Theatre?" asked by a Titonka, Iowa, friend. The answer—yes.

Margaret Stansberry of Indianapolis sends us a request for the cast of "The Story of Mary Marlin" heard Monday through Friday at 11:15 a. m. over NBC. Joan Blaine plays the title role of Mary Marlin. Robert Griffin takes the part of Joe Marlin, Carlton Brickert is David Post, Judith Lowry is Annie, June Meredith is Eve Cabot Underwood, Isabel Randolph is Margaret Adams, Elinor Harriot is Sally Gibbons, Murray Forbes is Doc Sharpe, Gene Morgan is Daniel B. Burke, Harvey Hays plays the part of Michael, and Ken Cristy is MacKenna. Jane Cruisenberry is the author. By the way, Gene

Morgan has named his dog Daniel Burke, after his part in the show.

Mrs. A. Waldburger of Merrill, Wisconsin: The Virginia Lee and Sunbeam show is not on the air at present and we can't say when it will be resumed. Art Janes, baritone of the Maple City Four, was the husband of Linda Parker.

Charlotte Gardner of Lowell, Michigan: Lily May's full name is Lily May Ledford.

Lydia of Sturtevant, Wisconsin: Karl and Harty heard on WJJD are not Mac and Bob. Karl and Harty are Karl Davis and Hartford Connecticut Taylor, and Mac and Bob are Lester MacFarland and Bob Gardner. Mac and Bob are now with WFBC in Greenville, South Carolina.

LaSalle, Illinois, Reader: Sunshine Sue's name before her marriage was

Mary Higdon. She is now Mrs. John Workman. John is one of the Rock Creek Wranglers. The other two Wranglers are John's brothers, George and Sam. John is 28, George is 26, Sam is 23 and Sunshine Sue is 23.

Arlene I. Reynolds of South Paris, Maine: Pat Buttram plays in the electrical transcription program—"Thank You Stusia." He takes the part of King Hank of the Wongo Bongo Cannibal Isle.

For George Craddock, Jr. of Allen, Michigan, on November 7, we interviewed Larry Kurtze of the artists bureau and on November 14, we interviewed Carol Hammond, contralto.

For Pauline Minke of Elberfeld, Indiana, the Westerners now are on the air only on Tuesday evening at seven over WLS. Their theme song is "In the Valley of the Moon." The group is composed of Louise Massey Mabie, Milt Mabie who plays the bass fiddle, Dott Massey who plays the violin and trumpet, Allan Massey who plays the guitar and banjo, and Larry Wellington who plays the accordion.

Here are more hobbies of more barn dance folks and staff members. Pokey Martin cuts out interesting clippings and items which he runs across in papers and magazines and pastes them into his scrapbook. Frank Baker of the continuity department is a stamp collector. Pat Buttram collects joke books. Photography is the hobby of Duane Carnes, one of the boys of the Hayloft Octet. Interior decorating is the hobby of Edith La Crosse, music librarian and a member of the dramatic group. Arkie's hobbies are solving puzzles and helping solve the worries of some friend.

C'mon - BOYS-GIRLS MEN-WOMEN PICK YOUR PRIZE

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Sweet Toned VIOLIN
Handsome finish highly polished. Set of strings and bow included. **SEND NO MONEY**. Just name and address. **WE TRUST YOU** with 24 pkts. of Seeds to sell at 10¢. When sold send \$2.40 collected and we will send Violin Outfit and instruction book. *We pay the postage.*

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Get this handsome instrument NOW. Just send your name and address. **Send No Money**. We Trust You with 24 packets of Garden Seeds to sell at 10¢ a pkt. When sold send \$2.40 collected and we will send this mahogany finish guitar and Five-Minute Instruction Book absolutely FREE. *Sent Postpaid.*

SPORT WATCH Long tonneau finish embossed case. Newest linked wrist band. It's a Dandy. Send for two 24 packets of Garden Seeds. Sell at 10¢ a packet. Remit money collected, then watch is yours. *Positively No Extra Money to Pay. WRITE TODAY.*

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A completely new standard model with improved movement. Given for selling 24 packets of Seeds at 10¢ a packet. *We pay all postage.*

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In Attractive Colors
A glorious surprise, it surely is a beauty and always popular because it is so practical. The crinkled stripes are neatly woven in contrasting colors of rose, gold, or blue, the same on both sides, and stand the wash-tub well. No ironing—just let it dry and it is ready for use. Size 80 x 90 inches, big enough to cover over pillows and bolster, giving effect of a two-piece set. Given for selling only 24 packets of Garden Seeds at 10¢. *Sent Postpaid.*

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Mail This Coupon TODAY!
Cut Here
LANCASTER COUNTY SEED CO.
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Please send me at once 24 packets of "Garden Spot" Seeds. I agree to sell them within 30 days and return money for my GIFT according to your offers. You agree to send my GIFT promptly, postpaid.
Name _____
Post Office _____
State _____
Street or R. F. D. No. _____ Box _____
Save 2 cents by filling-in, pasting and mailing this Coupon on a 10 Cent Card TODAY.
Print your last name plainly below.

The Latch String

By CHECK STAFFORD

HOWDY, Folks: Well, the New Year is now on its way and we all wonder what 1937 will have in store for us. Most likely the coming year will give to us just what we put into it. Time has a way of proving we reap what we sow.

~*~*~

As the gay Yuletide season closes, there comes the old question—what to do with the discarded Christmas tree? Last year, when I asked this



question, several wrote me they placed theirs in the front yard with bread and suet on the branches for the birds, and others burned them. A note of sadness creeps into the somewhat dreary days of January, emphasized by the disconsolate sight of Christmas trees, lying in dirty, snow-

~*~*~

banked alleys or sticking, dejected, out of ash cans. With boughs shattered and brown, the skinny tree is cast aside, useless and abandoned. Like people, who have served their usefulness, they have seen their heyday and are now forgotten.

~*~*~

During the pre-holiday days, visitors from distant points told us many interesting things. One Florida visitor told us of thousands of bushels of ripe oranges, fallen from the trees, selling for a few pennies per bushel; and of the low prices they receive there for choice citrus fruits. A south-

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ern Indiana apple orchardist spoke of prices that seemed so low as to be without possible profit. A lady from Arkansas told us she sold her turkeys at 12 cents per pound. Handling costs and added profits sold her birds at more than double the barnlot price, when they eventually reached the city counters.

~*~*~

This issue is dated January 2 and the hilarity of the New Year is now passed. Folks are taking stock, business is making inventory, books are being balanced; and bravely made resolutions are being strained already, in their keeping. All, however, do not break their resolutions, and we know of some mighty worthwhile people who hinge their success on resolves made many years ago, as bells pealed their welcome to the New Year. One thing we have resolved to do is to clean up our desk and sort out papers and set our house or office in order.

~*~*~

The other evening a none-too-well-dressed chap asked us for coffee money. We found he had no trade or occupation he could set his hands to. Said he had never had much schooling either, and as a consequence, jobs were few for him. His parents are both living and he said he wished he had the nerve to go back home, even in defeat; and he admitted he'd not written his fine old mother for over two years. How much better off he would be to turn up the old lane of that Iowa farm home again and find peace and happiness in making his worthy parents' last days happy with his presence. "No," said he, "I just can't go back, broke and a bum. All my schoolmates and old friends have done well. I couldn't face the music. Dad and Mother would be all right. It's the others, the neighborhood. Guess I'm just no good." And he shoved aside his cup and shuffled away from the counter. I felt sorry for him. There are thousands of such drifting, ever hoping for the "break" or change of fortune which never comes. Mainly, though, I was thinking of that saddened old lady who daily watches the mailbox for word from her boy. Oh, why are

some so stubborn, so thoughtless, as to permit days, months, even years to pass, without writing their loving homefolks?

I can think of one resolution they could make that would bring happiness to many a fond mother or dad. That would be to start the New Year by writing each week to their parents at home. Such a practice surely does not demand any great strength of character or sacrifice to accomplish. Just a penny post card may bring a message to a grieving mother and change her worry to smiles of happiness. Have you sent your mother or father a letter lately?

If not, why not start the year by writing at least a card?

~*~*~

The shortest day of the year (December 21) has come and gone and now the days lengthen as spring approaches. Some speak of the quiet and deadness of all nature. Yet, under the snow and frozen earth's crust, we find the seeds and bulbs snugly covered with leaves, awaiting the warm breath of spring, sleeping, but not dead. The trees, naked and bare, are storing energy for their coming leafing period. The groundhog buried deep in his den is sleeping and his whistle and shadow are harbingers of spring, soon to come. Under the surface of pond and creek, fish, frogs and water-life are dozing, safe from the rigid blast above, yet very much alive when disturbed. So, as we look out over a still, wintry landscape, while things may seem lonesome, there is life in abundance on all sides. As we close our column, which is being written just before Christmas, the radio brings us the beautiful carol, "Silent Night". Surely this sweet old number has softened the hearts of many men during the years its strains have brought peace and good will to an enlightened world. Happy New Year to you all!

~*~*~

We, The People Renews

We, the People, has been renewed for 13 more weeks on Sundays at 4:00 p. m., CST, beginning with the broadcast of January 3, over NBC-Blue network. It will continue to star Mr. and Mrs. Average Citizen, and to be supervised by Phillips H. Lord. The Listeners' Committee, made up of a school girl, a housewife, a mechanic and a business man, recommend for time those true stories they think are entertaining or enlightening.

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British television "is highly unsatisfactory and primitive, and the received images are so distorted at times that arms and legs look like bags of sand," according to Howard McAteer, director of Philco Radio and Television Corporation of Great Britain, Ltd.

Notes From the MUSIC LIBRARY

By JOHN LAIR

WHAT do you think of our "Song Exchange" feature appearing for the first time in Stand By for December 26? Under that heading we printed requests for certain songs, suggesting that anyone having extra copies communicate with the persons asking for them with a view toward doing a little "swapping".

If you like this idea and find it helpful, we'll be glad to give it whatever additional space is required. Personally, I think you'd get a lot of fun out of corresponding with other song collectors and exchanging songs with them. If you have extra copies of any old songs, why not mention two or three of them in a letter to this department, offering to exchange them for certain other songs you want? We'll print your offer under the Song Exchange heading where it will be sure to attract the attention of other collectors, and maybe you'll hear from someone who has a song you want and is looking for one you have.

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Our list of songs most frequently asked for during the past week include the following, with name and address of publishers:

- I Only Want a Buddy, Not a Sweetheart—M. M. Cole, Chicago
- When It's Homecoming Time in Happy Valley—Ted Browne Music Co., Woods Bldg., Chicago
- Let Me Sing in Echo Valley—Forster Pub. Co., 216 S. Wabash Ave., Chicago
- I'll Take You Home Again Kathleen—"100 WLS Barn Dance Favorites," WLS, Chicago
- Put My Little Shoes Away—Mac and Bob Songbook, WLS, Chicago
- I Want to Be a Cowboy's Sweetheart—Rambler's Songbook, WLS, Chicago
- Sing Me to Sleep with a Love Lullaby—M. M. Cole, Chicago
- Molly Darling—WLS, Chicago
- Only One Step More—Frankie Moore, WWVA, Wheeling, West Virginia
- Under an Old Umbrella—Rambler's Songbook, WLS, Chicago

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Here's an interesting bit of history in a song called "The White Rose of Miami." Students of early American history will recall that a white girl by the name of Slocum was captured quite young by the Miami Indians, adopted into the tribe and later became the wife of a chief of the tribe. After she grew old she was traced by her brothers and sisters

and every attempt was made to persuade her to come into the settlements to live, but she would not give up her Indian family and change over to the white man's mode of living. The song presents her side of the matter.

"White Rose of Miami"

Let me stay at my home in the beautiful West.
Where I played as a child, in my age let me rest;
Where the bright prairies bloom and the wild waters play,
In the home of my heart, dearest friends, let me stay.
Oh, here let me stay where my Chief, in the pride
Of a brave warrior youth wandered forth at my side.
Where he lay at my feet the young hunter's best prey,
Where I roamed a wild huntress—oh, friends, let me stay.
Let me stay where the prairies I've oft wandered through,
While my moccasin brushed from the flowers the dew—
Where my warrior would pluck the wild blossoms and say
His white rose was fairest—oh, here let me stay.
Oh, here let me stay where bright plumes from the wing
Of the bird that his arrow had pierced he would bring;
Where, in parting for battle, he softly would say,
"Tis to shield thee I fight." Oh, with him let me stay.

Let me stay where my children in childhood have played,
Where through the green forest they often have strayed;
They never could bend to the white man's cold sway,
For their hearts are of fire—oh, here let me stay.

You tell me of leaves of the Spirit that speak;
But the Spirit I own in the bright stars I seek;
In the prairies, the forest, the water's wild play,
I see Him, I hear Him; oh, then, let me stay.

At the request of Miss Martha Luckey, Juda, Wisconsin, we print the lyrics to that famous old minstrel ballad, "Lorena." This song, both words and music, appears in our "100 WLS Barn Dance Favorites."

"Lorena"

It was 'way down upon the old plantation
That Massa he owned me as a slave.
He owned a yellow gal he called Lorena,
And we courted where the wild bananas wave.

For five long years there we courted,
Our hearts were as happy, two as one,
By hard work we supported Massa,
And the happiness of our lives had just begun.

One day Massa sold my little Lorena,
I thought this poor darkie's heart would break.

They took her away to Louisiana
And they left me to mourn o'er her fate.

Year after year I longed to see her,
The thought of her was ever in my head.
Today Massa read me a letter
Telling me that my Lorena was dead.

They say her spirit's gone up to Heaven,
Where good darkies go, free from pain,
God has given a golden crown to my Lorena
And no more she'll have to wear the darky's chain.

The moon shines tonight upon my cabin,
I hear the darkies singing 'round the door.
I'm lonesome tonight and broken-hearted,
I'll never see my Lorena any more.

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A Great Favorite with WLS Listeners

"CRADLE'S EMPTY BABY'S GONE"

You can't buy a copy in any music store, but you can get a photographic copy of the complete song, just as it was originally written, from the **WLS Music Library, Chicago, Ill.** The price is **25¢, postpaid.**



DRESS FOR THE PART



SKATING, skiing, snow-shoeing, bob-sledding and any other kind of outdoor winter sports are loads more fun if you're properly dressed for warmth. And partly because of the advent of such attractive costumes, winter sports, somewhat neglected for a while, have come into their own during the past few years. Skiing, one of the most famous of European sports, is becoming one of the favorites over here.

City dwellers go into Wisconsin and other northern states for a week-end of thrilling sport. Fortunate country folks in cold climates ski in their own backyards. Wherever you take your sport, you will want to keep one eye on your costume to be sure that it is as smart as it is warm.

The one sketched above is of warm woolen, made in double breasted style. Wear it with a bright turtle neck sweater. Freezing weather can't penetrate its sturdy warmth.

—SHARI.

In Hollywood

(Continued from page 3)

took part in a benefit performance for sweet charity's sake shortly before Christmas. Among the personalities on the bill, in addition to Max, were Mary Livingstone, Jack Benny, Burns and Allen, Bob Burns with his bazooka, George Jessel and Monte Blue.

Before Max left for Hollywood, Winnie, Lou and Sally were kidding him about taking Frederic March's place. Max says that the Republic Studios for which he works, offered March \$125,000 for one picture; and adds that he, Max, would take it for \$100,000 but is too modest to tell them. Max and his wife, Maude, and three youngsters have settled down in a small home in Burbank; and Max declares that he is a mere shadow of his former self.

Smiley has played comedy parts in all of Gene's pictures and has appeared in several others, including "The Border Patrolman" with George O'Brien.

Smiley's Elopement

Smiley, whose real name is Lester A. Burnette, was married to Dallas MacDonnell, conductor of a column in the Hollywood Citizen News, on October 25. After planning their wedding for December, Smiley and Dallas decided to speed it up and eloped several months ahead of time.

En route to the church in Santa Ana, California, where the ceremony was to take place, a tire went flat on the bridegroom's car and he had to drive on a flat five miles to a service station. There, the wedding party called a taxi and arrived at the church only a few minutes late.

The newlyweds, who collaborated on a song "Dusty Feet," are living in a Hollywood apartment.

As Max comments, "Smiley should get a lot of free publicity now. Scully always wanted to marry a school teacher so he could get a free education."

Only two ambitions are left to Max, now that he has crashed Hollywood, he says. One is to open up a road tour with the Hayloft gang at Hancock, Michigan, in November and play South until they hit Florida; and the other, now that he has played Scotty's and Lulu Belle's home town, is to play Arkie's native Knobnoster, Missouri.

~*~*~

Wife Saver

Allen Prescott, "The Wife Saver," will be heard over the CBS, in a twice-weekly series of programs beginning Wednesday, January 13, from 8:30 to 8:45 a. m.

"A Man for the Job"

THE world lost a promising novelist and gained a great farm paper editor when Clifford V. Gregory chose to enter the field of farm journalism.

On two occasions "C. V.," as he is widely called, turned his flare for fiction to ready and much-needed cash. Like a good many newspapermen, C. V. still occasionally thinks about doing some serious fiction work, but for 25 years as editor of Prairie Farmer, he has had small time for outside writing.



"Just the man for the job . . ."

C. V. was born in Mason City, Iowa, and moved with his parents to a farm when he was 12. He enrolled at Iowa State College at Ames and immediately started looking for a job outside of school hours for he had to work his way through college. He found a variety of jobs his first year, notably one in a greenhouse at 10 cents an hour.

"I always remember that first Thanksgiving at Ames," he recalls. "I spent the day whitewashing steam pipes in the greenhouse."

Later he found that there is some worthwhile use for the noxious quack grass, for he had a job setting out thousands of plants of that hardy perennial along a railroad embankment as an erosion preventive. He had not been long in school, however, when he began to act as correspondent for press services and farm papers. When he reached his junior year, he and his roommate had established a virtual monopoly in the news corresponding business, working for some 15 papers and the Associated Press.

Up to this time, C. V. had intended becoming a farmer and concen-

trated on the agricultural courses at Ames. The head of the farm journalism department, however, recognized his gift for writing and urged him to consider going into newspaper work, preferably the farm paper field. He was further urged to this line of endeavor by a set of circumstances which arose at the end of his junior year.

The college maintained a bulletin office which wrote, edited and sent out a great number of agricultural news releases for newspapers. It was directed by the same head of the farm journalism department. Desiring to leave for the summer, he secured C. V.'s appointment as head of the bureau for the summer. In the fall the professor did not return and the college dean was in a quandary. He said to C. V.:

"We've got to find someone to take over the journalism work and run the bulletin service."

"I have just the man for you," replied C. V.

"Who?" queried the Dean.

"C. V. Gregory," grinned C. V.

The Dean thought it over a few days, then called C. V. in. Result of the meeting was an agreement whereby C. V. would divide his senior year's work into two years and run the journalism department and farm bulletin service.



Merrill's camera catches a twinkle in his Dad's eyes.

It was in the summer of 1910 that C. V. first heard directly from Burridge D. Butler, who had acquired Prairie Farmer the year before. Mr. Butler had seen C. V.'s name on a series of articles issued by the college bulletin office, so he wrote him saying he needed a good farm paper man. C. V. sent him one of his students

and that fall he himself met Mr. Butler in Chicago. Mr. Butler told him that the editor of Prairie Farmer, Chauncey Reynolds, had just died and that the editorship was vacant. He described the type of man he wanted to accomplish the things he visioned for Prairie Farmer.

C. V. returned to Ames and a week or so later wrote Mr. Butler that he felt he himself was the man for the job. There followed another meeting and, as a result, C. V. went to work on Prairie Farmer the following June—1911. His work since then has made him a nationally, even internationally known agricultural authority. In addition to his writing talents, C. V. is in frequent demand as a speaker. He has no oratorical pyrotechnics but is a master of the informal, easy type of speech.

Mac Taught Him

Arthur MacMurray, head of the Prairie Farmer-WLS Community Service Department, taught C. V. public speaking at Ames. Mac recalls that even then C. V. was a ready speaker, possessing the gift of thinking on his feet. He has retained and developed that gift and is a logical, careful thinker. He has built up a wide following who await his Monday Dinner Bell "Parade of the Week." It is a news commentary in which he interprets world news, particularly as it affects agriculture.

C. V.'s counsel is frequently sought by government agricultural leaders and he is often in Washington for that purpose.

As for his early fiction writing, he first tried his hand at that when he was a student at Ames, and, like most college students, on the verge of being broke. He locked himself in his room for about a week and turned out a children's serial which he mailed to the Youth's Companion. Back came a check for \$500.

C. V. grins when he recalls that he asked, "How long has this been going on?"

Clan MacGregor

Later, as a young husband, he didn't have the necessary cash to purchase some furniture which Mrs. Gregory had admired. Again he thought of the faithful Youth's Companion and once more turned out a serial. Once more Uncle Sam's mails brought him a \$500 check.

C. V. is a descendant of the ancient Scottish Clan MacGregor whose head was the famed Rob Roy. He admits with a grin that many of his high-

(Continued on page 16)

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ALBERT MILLS
3791 Monmouth Ave., Cincinnati, O.

WLS DAILY PROGRAMS

Saturday, January 2, to Saturday January 9

870 k.c. — 50,000 Watts

Monday, January 4, to Friday, January 8



A man, a horse and a quiet pool make an attractive outdoor picture. The man is Salty Dawg Holmes and the picture was taken near Salty's old home in Kentucky.

Sunday, January 3

(CENTRAL STANDARD TIME)

- 8:00—"Everybody's Hour," conducted by John Baker—WLS Concert Orchestra; John Brown and Glen Welty; Herb Morrison; Grace Wilson; Safetygram contest; "Here's Something New."
- 9:00—WLS Little Brown Church of the Air, conducted by Dr. John Holland; Hymns by Little Brown Church Singers and Henry Burr, tenor, assisted by WLS Orchestra and Elsie Mae Emerson, organist.
- 9:45—"Old Music Chest"—Phil Kalar, Elsie Mae Emerson. (Willard Tablet)
- 10:00—WLS Concert Hour—Orchestra; Otto Marak, Carol Hammond, Herman Felber, soloists.
- 10:25—Jolly Time Pop Corn Party.
- 10:30—WLS—The Concert Hour (cont'd).
- 11:00—NBC—The Southernaires.
- 11:30—To be announced.
- 11:45—Elsie Mae Emerson at the organ.
- 11:58—Weather Report; Chicago Livestock Estimates.
- 12:00—Sign Off.

Sunday Evening, Jan. 3

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

- 6:30—NBC—The Baker's Broadcast—Robert Ripley. (Standard Brands)
- 7:00—NBC—Musical Comedy Revue.
- 7:30—NBC—Dreams of Long Ago.
- 8:00—Sign Off for WENR.

Morning Programs

(CENTRAL STANDARD TIME)

- 5:30—Smile-A-While—Prairie Ramblers and Patsy Montana; Red Foley; Hoosier Sod Busters; Arkie.
- 6:00—Farm Bulletin Board—Howard Black.
- 6:10—Smile-A-While—Continued; Bookings; Weather; Livestock Estimates.
- 6:30—Mon., Wed., Fri.—Smile-A-While cont. Tues., Thurs.—Musical Almanac. (Republic Steel)
- 6:45—Daily—Pat Buttram's Radio School for Beginners Just Startin', with Henry Hornsbuckle and Oshkosh Hired Hands; Hoosier Sod Buster. (Oshkosh)
- 7:00—New Report—Julian Bentley.
- 7:10—Program Review. (Acme)
- 7:15—Prairie Ramblers & Patsy Montana. (Drug Trades)
- 7:30—Mon., Wed., Fri.—Pokey Martin & The Arkansas Woodchopper. (McConnon) Tues., Thurs., Sat.—Junior Broadcasters' Club with George Goebel; Jean MacDonald; Dan Hosmer; John Brown. (Campbell Cereal)
- 7:45—Lulu Belle & Scotty. (Foley's)
- 8:00—Jolly Joe's Pet Pals Club. (Little Crow Milling)
- 8:10—News Report—Julian Bentley.
- 8:30—Morning Devotions, conducted by Jack Holden, assisted by Hometowners and Ralph Emerson.
- 8:45—Mon., Wed., Fri.—The Hilltoppers. (ABC Washers & Ironers) Tues., Thurs., Sat.—Morning Minstrels with Hometowners, Otto's Novelodeons, Morpheus Mayfair Manchester, Possum Tuttle; Bill Thall, Interlocutor.
- 8:59—Livestock Estimates & Hog Flash.
- 9:00—Otto & The Novelodeons.
- 9:15—NBC—Five Star Jones. (Oxydol)
- 9:30—NBC—Pepper Young's Family. (Camay)
- 9:45—News Report—Julian Bentley.
- 9:50—Poultry & Dressed Veal Markets.

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

Afternoon Programs

(Daily ex. Sat. & Sun.)

(CENTRAL STANDARD TIME)

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

SATURDAY EVENING, JANUARY 2

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

Saturday Morning, Jan. 9

(CENTRAL STANDARD TIME)

- 5:30-8:30—See Daily Morning Schedule.
- 6:30—Red Foley; Lily May; The Hilltoppers.
- 8:30—WLS Sunday School Class—Dr. John Holland.
- 8:45—The Hilltoppers.
- 9:59—Livestock Estimate & Hog Flash.
- 9:00—Junior Stars Program.
- 9:30—Winnie, Lou & Sally.
- 9:45—News Report—Julian Bentley.
- 9:50—Butter & Egg Markets; Dressed Veal; Live and Dressed Poultry Quotations.
- 9:55—Program News—Harold Safford.
- 10:00—Ralph Waldo Emerson.
- 10:15—NBC—"Melodies of Romance." (Mapl-Mix)
- 10:30—Sunshine Sue and the Rock Creek Wranglers.
- 10:45—The Bergstroms.
- 11:00—Morning Homemakers with Martha Crane and Helen Joyce. (Feature Foods)
- 11:45—Fruit & Vegetable Markets; Butter & Egg Markets; Weather, Bookings.
- 11:55—News Report—Julian Bentley. (M-K)
- 12:00—Poultry Service Time—George Goebel; Ralph Emerson.
- 12:45—4-H Club Program.
- 12:30—Closing Grain Market Summary—F. C. Bisson.
- 12:45—Weekly Livestock Market Review by Jim Clark of Chicago Producers Commission Association.
- 12:55—Christine.
- 1:00—Prairie Farmer—WLS Home Talent Acts.
- 1:15—Ralph & Hal, "The Old Timers." (McKenzie Milling)
- 1:30—Homemakers' Hour.
- 2:30—WLS Merry-Go-Round, with variety acts, including Ralph Emerson, Eddie Allan, John Brown, Winnie, Lou & Sally, Hilltoppers, Bill McCluskey, Christine.

Homemakers' Schedule

(Conducted by Mary Wright)

Monday, January 4

- 1:45—Orchestra; Max Wilson, soloist; John Brown; Marjorie Gibson in Fanfare; P. T. A. Speaker—Mrs. Walter Buhlig.

Tuesday, January 5

- 1:45—Orchestra; John Brown; Marjorie Gibson in Fanfare; Margaret Sweeney, harpist; Book Talk; Wm. O'Connor.

Wednesday, January 6

- 1:45—Orchestra; Paul Nettinga; Grace Wilson; John Brown; Marjorie Gibson in Fanfare; Homemaking Talk, Mary Wright.

Thursday, January 7

- 1:45—Orchestra; Winnie, Lou & Sally; John Brown; Margaret Sweeney, harpist; Little Home Theatre Drama; Marjorie Gibson in Fanfare.

Friday, January 8

- 1:45—Orchestra; Marjorie Gibson in Fanfare; Phil Kalar, baritone.

Saturday, January 9

- 1:30—Ralph Emerson; John Brown; Christine; Red Foley; Lily May; Sod Busters; Sunshine Sue & Rock Creek Wranglers; Interview of a WLS Personality—Marjorie Gibson; "Family Fun"—Mary Wright.

Evening Programs

(CENTRAL STANDARD TIME)

Monday, January 4

- 7:00—NBC—Helen Hayes for General Foods. (Sanka)
- 7:30—NBC—Melodiana. (Sterling Products)
- 8:00—NBC—Greater-Sinclair Minstrels. (Sinclair)

Tuesday, January 5

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

Wednesday, January 6

- 7:00—NBC—Revue de Paree. (Sterling Products) (Dr. Lyons)
- 7:30—NBC—Ethel Barrymore. (Sterling Products) (Bayer)
- 8:00—NBC—To be announced.
- 8:15—NBC—The Norsemen Quartet.

Thursday, January 7

- 7:00—WLS—"The Old Judge." (University Broadcasting Council)
- 7:15—NBC—Boston Symphony Orchestra.
- 7:30—NBC—Russian Symphonic Choir.
- 7:45—WLS—"The Active Citizen," Illinois League of Women Voters.
- 8:00—NBC—Boston Symphony Orchestra.

Friday, January 8

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

THERE HE BLOWS!



Emilio Silvestre was concentrating on his clarinet when this candid camera shot was taken.

WATCH THIS SPACE

For Appearance of WLS Artists in Your Community

MONDAY, JANUARY 4

INDIANA HARBOR, INDIANA, Indiana Theatre—WLS NATIONAL BARN DANCE: Lulu Belle; Skyland Scotty; Pokey Martin; Rock Creek Wranglers & Sunshine Sue; Bill McCluskey; Pauline.

BAYFIELD, WISCONSIN—WLS NATIONAL BARN DANCE; (Sponsored by Veterans of Foreign Wars Post.)

WEDNESDAY, JANUARY 6

MICHIGAN CITY, INDIANA, Tivoli Theatre—WLS NATIONAL BARN DANCE: Lulu Belle; Skyland Scotty; Prairie Ramblers & Patsy Montana; Bill McCluskey; Pauline.

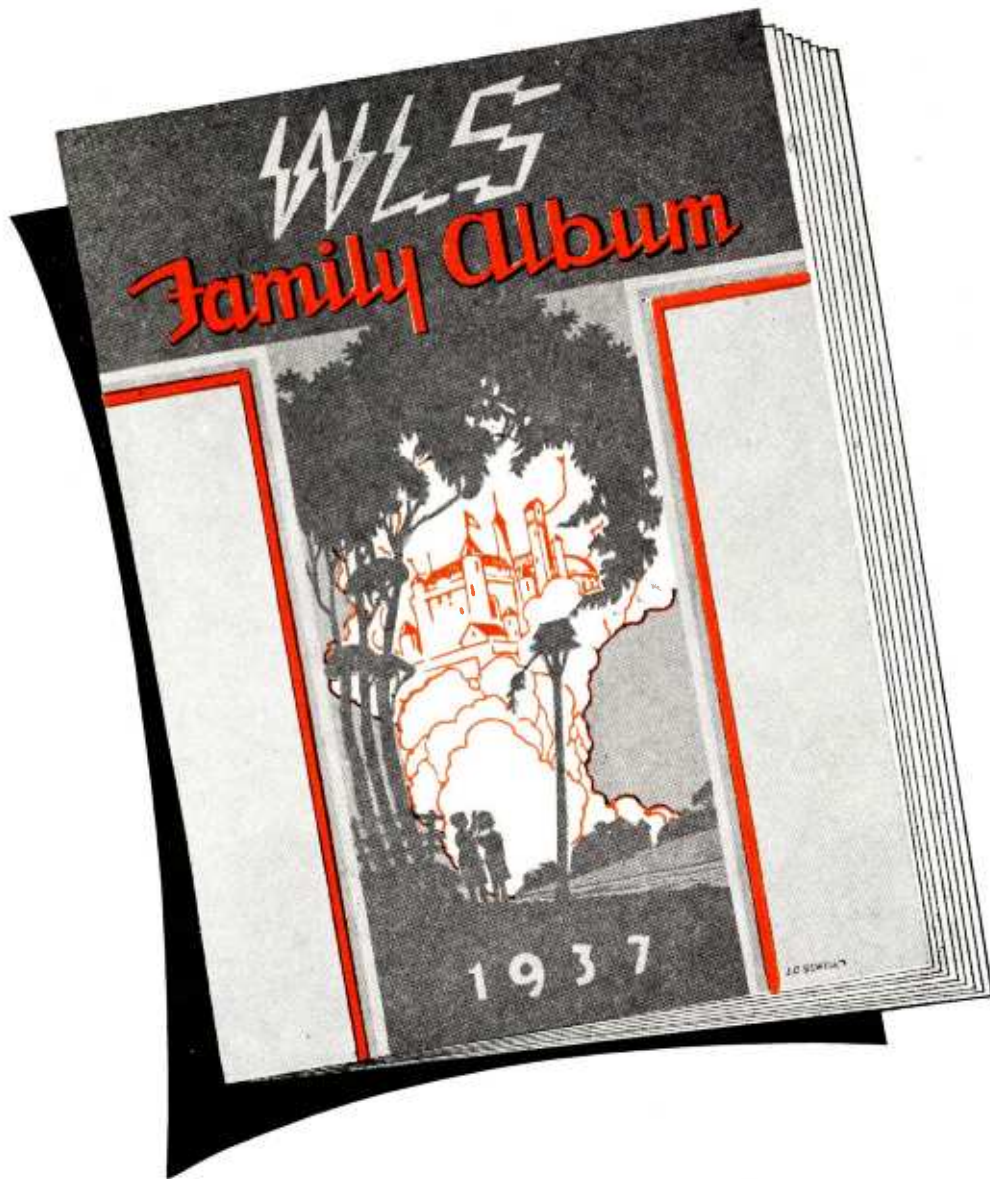
TOULON, ILLINOIS—WLS MARIONETTE BARN DANCE SHOW. AUGUSTA, WISCONSIN, Joylin Theatre—WLS ON PARADE.

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