

PRAIRIE
FARMER'S

New

WALS

Weekly

NAMED SOON
See Pg. 3

MARCH 2
1935

Behind the
News

Fanfare



SPARERIBS - Pg. 15

LISTENERS' MIKE



(We present here a page-full of letters from reader-listeners concerning the new weekly. We admit it looks as though we're just picking out the bouquets and printing them. But, honestly, that's all we've found thus far. We know the magazine is not perfect and we want to make it as nearly so as possible. We want it to be the kind of magazine you like. Accordingly, we solicit your comments on what you don't like as well as what you do. So, fire away, we'll print as many as we can squeeze in. Address Listeners' Mike, WLS.)

Thanks for the Bouquets

WLS: . . . The new weekly is all that your announcers said it would be, and then some. The picture of Joe Kelly isn't hard to look at on the front page. Hoping that all the rest of the issues will be like the first one. —Mrs. William Kobes, Lena, Wis.

WLS: Was surely glad when the postman came with my new WLS weekly. I read it through, then re-read and really studied it. . . . I realize now how important it is to be better acquainted with all the artists on ones favorite station and you have taken the one way to all your large family. Your paper is a treat—the best naturally, for I believe you are the only station to take that much interest in the listeners. All I can say is you surely know what a success it is by the response it received. May it always continue. . . . I have listened to WLS for nearly 11 years since the days when my set was a tiny wooden box, with the coil wound around matches and, of course, with earphones. . . . My dial now is seldom changed when WLS is on the air. . . . You have brought happiness and fun to thousands. . . . —Frances Simpson, Dixon, Ill.

WLS: I received my copy of your new magazine on Saturday and before night had read it from cover to cover. . . . The pictures are fine and now our radio will be all the more interesting when WLS is on the air. . . . —Joe P. Gallisath, West Brooklyn, Ill.

WLS: "I have just looked the new weekly over and it is far better than I had hoped for. We are three old folks but . . . even old folks can learn a good many things from all you WLS folks. The weekly and the album are wonderful books.—Mrs. V. Linnenkohl, Aurora, Ill.

WLS: "I think the new weekly is grand and it can be better yet with a page for subscribers to ask questions about the entertainers."—Mrs. O. P. Clark, Sioux Falls, S. Dak. (We refer Listener Clark to Wyn Orr's Fanfare page.)

WLS: . . . I read the new weekly from cover to cover. It surely is a wonderfully newsy paper for young and old. The program for the week is a great help because when programs are announced you don't always mark them down. Now all you need is your paper handy and you can check them as you go along. . . . —Mrs. William Kreinbrink, Blue Island, Ill.



WLS: My parents and I enjoyed reading the first copy of the new weekly magazine. I think it is one of the best publications and I also think the 1935 Family Album is the best album you have published. . . . —Mary E. Jenkins, Waukegan, Ill.

WLS: "The new weekly is all and more than you have told us it would be. It seems like a letter from an old friend."—Mrs. M. F. Leebeck, Barrien Springs, Mich.

WLS: Thanks, a thousand thanks. . . . This is the biggest and most worthwhile bargain sale I ever participated in. I find the new weekly entirely to my liking. Waiting anxiously for the next copy.—F. Barteldes, Chicago, Ill.

WLS: Just received my magazine and it surely is interesting. To tell the truth, I got so interested in reading all the news I almost forgot to go to the butcher. Thanking each and everyone who helped to put this magazine out.—Mrs. George Langdon, Racine, Wisconsin.

WLS: I have read your weekly magazine from cover to cover since receiving it last Saturday and I certainly think it is a wonderful paper. I have been sick in bed most of the time since December 17, 1934, and I wish I could express in writing how much enjoyment I've had from all of your programs, your new 1935 Family Album and now this new paper.—H. L. Lange, Sterling, Ill.

WLS: "The first issue of the weekly . . . is like the station, "the best ever." We have WLS tuned in more than any other. We listen until you sign off on Saturday night and that's the starting of Sunday morning here as it's 1 a. m."—Steady Listener, Edgerton, Ohio.

(Continued on page 18)

The New WLS Weekly

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JULIAN T. BENTLEY, Editor
VOLUME 1 NUMBER 3
March 2, 1935

FLASHES

Pensions ● Prof. ● Chorus
Skypilot ● Wreck ● Slip

FEDERAL old-age pensions will be urged tomorrow (Sunday) morning at 9 o'clock when debaters from Purdue and Loyola universities clash before WLS mikes. Purdue will take the affirmative side on the proposition, Resolved, That the federal government should adopt an old-age pension plan. Loyola on the negative will marshal arguments designed to show that such a procedure would be unwise.

This will be the second in three Sunday morning debates arranged by P. E. Lull, professor of speech at Purdue.

On leave of absence to work for his master's degree in music Prof. George F. Backe, head of the music department in Prescott, Arizona, schools, is spending some days around WLS studios, digging into history and traditions of old American music. He declares that WLS, which is much listened to in his section of Arizona, has come close to the ideals of music which he undertakes to encourage in his school pupils.

Prof. Backe was happy to meet John Lair, who is one of the best informed men in the country concerning American folk songs.

Somebody took seriously that famous slogan—"Don't write—telegram!" In fact, they took it so seriously that they literally wrote a telegram.

Defying all precedents of the "Having a good time, wish you was here" and the "Arrived safely. Send some money" schools of telegram writing, this telegraphic tome was received by Pat Buttram written on two of Mr. Postal's long telegram blanks. It contained 459 words. Figured at so much per ten words, this interesting addition to Pat's rapidly growing collection of fan mail, is plenty of money even for pre-depression days.

Coming, as it did from a listener in Chatanooga, Tennessee, Winston County, Alabama's gift to radio, is proudly displaying it as evidence that the famous, "Pat Buttram School of Radio Fer Beginners Jest Startin'" is getting results.

With Jack Holden as master of ceremonies, the Westerners entertained at the regular monthly dinner of the Harvester Club in the South Ballroom of the Stevens hotel last week. The Harvester Club is an International Harvester company group.

Lincoln's birthday was a busy day for Dr. John W. Holland, pastor of the Little Brown Church of the Air.

Following his daily message on Dinner Bell program, he delivered a Lincoln address at the Public Library Memorial Hall before an audience of 61 Civil War veterans. From this engagement the Doctor taxied to the Airport where he took a plane for St. Paul, Minnesota. He arrived there four hours later, to appear as principal speaker at a banquet meeting at the Hotel Lowry. The following morning, before returning to Chicago, he addressed a student body at the Hamline University chapel.

We hope to be able to announce the new name of this magazine and the winner of the \$100 prize by March 16.

The committee of judges, consisting of Arthur C. Page, editor of WLS; A. W. (Tiny) Stowe, continuity editor of WLS, and Julian Bentley, editor of the weekly, is wading through the thousands of suggestions sent in. They report the number is boiled down to about 500, and they expect to burn plenty of midnight oil before a decision is reached. The contest closed at midnight on February 20.

A wealth of anecdotes connected with the early days of WLS will be brought to the mikes when Wyn Orr interviews Ralph Waldo Emerson in his Fanfare program during Homemakers' Hour this afternoon (March 2). Ralph is famed for his quick and surprising comebacks and the chances are Wyn's interview will backfire, so to speak, and he'll find himself being cross examined by Ralph.

There's so much work to be done around the station that it's not always possible for staff members to hear all the programs they would like. But it's likely that all work will stop while this interview is being staged.

High school and college officials in several Middle West states are taking keen interest in the proposed new WLS program, to start Sunday mornings, middle of March, on vocational guidance for young folks. Heartiest cooperation is being offered. Effective plans being reported from several communities. All will be studied in laying out the new program.

The recent wreck of the airship Macon on the Pacific Coast recalls to WLS folks that when the big blimp visited the Chicago World's Fair in 1933, Prairie Farmer-WLS picnickers, returning on the steamer from Michigan, watched the big gas bag fly along parallel to them. Another party of Prairie Farmer World's Fair Trippers were in the top of the Sky Ride Tower when the Macon passed over so close that its drag ropes were almost within reach.

An eight-year-old boy listener to Jolly Joe and His Pet Pals every morning at 7:30, declared that the five minutes allowed in the dressing race, one of the program features, was not long enough.

"How about it, Joe," said we. "I have timed my own son, Joe, Jr.," he said, "and he can dress completely, including lacing up hightops, in five minutes, but of course that doesn't include washing the face and brushing the hair."

It must have been Sunday morning that Joe timed Joe, Jr., because every other morning of the week Joe must be at the studio to open Smile-A-While Time at 6:00 a. m.

Something fine in male choral music will be heard when the men's glee club of the University of Illinois School of Medicine appears on Homemakers' Hour, Saturday, March 9, one week from today. The boys' program will be heard between 2:15 and 2:45 p. m.



Red Foley, skating recently, attempted a fancy figure, slipped and sprained an ankle. The injury kept Red from several programs and on several other occasions he sang his numbers with one knee hanging over the back of a chair to balance himself. Red says it's not very easy to handle crutches and a "git-tar" at the same time.

Behind the NEWS

In the WLS news room, George Greiner, veteran salt-water short-wave radio operator, copies the short-wave news report while News Editor Julian Bentley is working at the rewrite desk.



Radio Conquers Time and Space to Bring News Within Few Moments of Event

DENSE fog on the North Atlantic. A great liner, a magnificent floating hotel with lights a-blaze, music floating from the ballrooms, surges along, engines throbbing, plowing the waves.

Suddenly there is a loud crash, followed by a wrenching and grinding noise. A shock shivers through the entire vessel. Dancers in the ballrooms stagger, look at one another in sudden fright.

The liner has struck another ship. The desperate, strident radio call of distress crackles through the ether.

DOT DOT DOT — DASH DASH DASH—DOT DOT DOT! SOS! SOS! Distress rockets arc skyward into the fog. Passengers and crew tumble hastily into lifeboats bobbing crazily on the black waves.

A hundred miles away other ships radio that they're crowding the boilers to reach the stricken vessels.

A daring aviatrix conquers fog and storms to span the Pacific in one hop.

Chinese forces clash with Japanese troops along the Manchukouan border. Is Japan going to carve out another chunk of China to win her

place in the sun? What does Moscow say? Will the Soviets take any action against the bumptious Japanese?

An assassination in Europe threatens world peace.

Important legislation is pending on the floor of congress. Rebellious lawmakers may override a presidential veto. The vote will be close.

Out of the shifting sands of the



At extreme left, Wythe Williams, veteran war correspondent; Herbert Moore, Transradio's president; below a "cablese" flash, "Marseilles King Alexander Yugoslavia French Foreign Minister Louis Barthou shot critically wounded as king leaving steamer. He Paris bound for conference on Balkan political troubles."



FLSH MARSLES KNG ALEXNDR JGSLVA FRNCH FRGN MNSTR LOUIS BARTHOU SHOT CRTCLLY WNDDED AS KNG LVNG STMR STOP HE PARISWARD FR KFC RE BLKN PXL TBLS



trail it from the source to your loudspeaker.

Last October 9, at Marseilles, France, a king and a prominent statesman were assassinated. The Marseilles correspondent of Transradio Press' foreign news service flashed the news briefly to Paris. From there it was relayed by

telephone to London and sent by both cable and short-wave radio to New York.

In the New York offices of Transradio, the flash was transferred to leased wires and instantaneously transmitted to the organization's news bureaus throughout the country. The bureau chiefs in turn relayed the news to their client radio stations.

Although this sounds like a complicated process, it was accomplished in amazingly short time.

Within 50 minutes after the assassination, WLS listeners had received two bulletins on the event.

These preliminary bulletins were followed by complete and detailed coverage of the happening. Programs were interrupted to bring listeners the news, together with a wealth of background information on events leading up to the crime.

The world wondered. Would this mean another Serajevo, another bloody European war? The troubled

political situation in the Balkans, the interalignment of European nations, together with the possible effect on world peace—all these were handled swiftly. This material was written on the WLS rewrite desk and supplemented the colorful story which came crackling into our offices by Transradio Press' short-wave radio and leased wire reports.

What sort of man was Alexander Karageorgevich, king of the Croats, Serbs and Slovenes—that is, king of Yugoslavia?

What manner of statesman was Louis Barthou, the slain French foreign minister? What did he stand for? Why had he been buzzing about like a hornet from one European capital to another in recent months?

All these questions were answered fully in the WLS story of the assassination.

WLS has no quarrel with the newspapers, which for the most part have been friendly to the station. On several occasions we have cooperated and given station time in order to broadcast emergency "pony" or skeletonized news reports to newspapers whose leased wires had been decommissioned by ice and sleet.

WLS believes, though, that it has a right to broadcast news properly and legitimately gathered, and the station maintains that such broadcasts stimulate the sale of newspapers throughout the great area where our daily news reports are heard.

Besides its hundreds of correspondents throughout the United States, Transradio itself is a client of two

(Continued on page 14)

FANFARE

Q. and A. • JOHN
 DRAMAS • LADIES
 AUDITIONS • BILL
 By-WYN ORR



PROMINENT among the massed questions of the past several weeks is this one from Mrs. Ike Mills of Greenville, Ill.: "What has happened to Mac and Bob?" Mac, we understand, has spent several months in California and is still on a vacation, while Bob Gardner is playing with the WLS Barn Dance Show which appears throughout the Middle Western states.

From Indianapolis and Mrs. Maude Ditsch comes the inquiry: "When can Bill Vickland be heard on the air?" "Vick" is heard as the by-proxy presence of Max Mehl, the Texas Money King, during the coin interviews each Thursday morning at 11:15, and again with the Westerners at 7:15 Thursday nights.

Writing from Racine, Wisconsin, Mrs. J. E. Woolrage asks why there are four different ladies heard announcing on Homemakers' Hour now when a few months ago Martha Crane was the only one? In the first place, the half-hour from 1:45 until 2:15 is prepared and presented by an agency, which contracted with Martha Crane and Helen Joyce to present the stories of their guaranteed wares in their own inimitable manner. Then comes Florence Ray, formerly of KYW, who masters the balance of the program and presents station commercials. This leaves Mary Wright as feature editor of the hour and a quarter.

Why was John Brown away for February's second week? asks Lemuel Parker of Peoria, Illinois. In brief,



John Brown

John was enjoying a well-earned vacation at his home in Kansas. Mrs. Brown, formerly June Ray, featured WLS vocalist, went with him. Erven Rimple of Benton Harbor, Michigan, gives vent to a number of age requests. How old are Louise Massey, Larry Wellington, Julian Bentley, Pat Buttram and Bill Meredith? Louise is 28; Larry is 31; Julian is 26; Pat Buttram creaks at 19, and Bill Meredith says he's 24.

Matrimonial matters are brought up by Mrs. Ruth Lawson of Pekin, Illinois. Are John Lair, Hartford Connecticut Taylor, and Karl Davis married? All are married, Karl Davis most recently, within the last two years.

Mr. F. M. Fleck of Derry, Pennsylvania, wonders why, when he sends in a request for a song, that request is sometimes not fulfilled. Last year more than a million letters were read and checked. The majority of these letters asked special requests. Many were duplicates. Most were answered. But in the preparation of programs where balance and proportion are essential to the smoothness of an air-show, it frequently happens that certain songs are dictated for spots, thus wiping out planned request numbers. A case of preference for show rather than personal satisfaction.

And yet an accurate estimate obtained from conversation with all staff acts shows that not less than 72 per cent of recorded requests were granted. An enviable showing in view of the many programs and limited hours at our disposal.

Miss Fayne Freeman of Milwaukee, asks whether visitors are permitted to the studios? Yes, at any time of day or night when WLS originates programs. See our detailed program schedules.

Mr. K. O. Torp and family of Aberdean, South Dakota, wonder what Al Boyd does now that the Bundesen Hour sound effects are no longer heard. Al Boyd is one of the busiest men in the plant now. His job is to see that programs click to the minute with daily time schedules. Production, one of the most important functions of a major radio station, finds Al competently fulfilling the job of getting shows on and off the air as scheduled.

Mrs. Arthur Nagel and family of Platteville, Wisconsin, wonder what has become of George Simons, distinctive tenor formerly heard over WMAQ, but for several months a featured artist from this station. George sings each Monday, Wednesday and Friday during the first 30 minutes of Homemakers' Hour, and in other spots as well.

In the throes of a discussion, Mrs. D. J. Baker of Sturtevant, Wisconsin, comes to us with a request for the age of Pat Barrett who created the character of Uncle Ezra. Pat is 47.

With regret Saturday night listeners noticed the passing from our program schedules of the fine Aladdin Dramas. The contract concluded, we must await the return of these presentations until another season. During the series 23 30-minute shows of all classifications were presented.

A bouquet each to sponsor-representative Ed Fellers, who made the handling of his pieces a pleasure; to Tiny Stowe for the masterful, keenly sensitive and understanding scripts he supervised and re-wrote; to Operator Andy Anderson who controlled the broadcasts; to Effects-Assistant Bill Kearney for his creative work in prodding the imagination; to the basic cast, Dorothy Macdonald, Hazel Dopheide, H. Lester Tremayne, Jack Doty, and Al Halus, who Trojaned each Saturday night as straight, character and sound man.

The writer directed, but never before in nine years of radio-dramatics had he had the pleasure of such whole-hearted cooperation. A grand series of shows. Many thanks to you loyal friends and honestly critical supporters whose written and spoken comments did so much to mold the programs.

Among the experienced and nationally-known air and board actresses and actors who have auditioned for dramatic shows in the past few weeks are: Irene Lorraine, Mary Jane Herring, Oswald Jackson, Norman Budd, Angelina Hedrick, Ruth David, Clair Baum, and Dorothy Burgman. You'll hear from these interpretative folks. Keep an attentive ear tilted.

We are frequently asked who writes the dramas heard during Homemakers' Hour. Of late—Robert Johnstone, Aline Neff, Dorothee Bates, Margaret Barnum, Tanyah Corday and Bill Meredith have prepared the pieces heard on this popular show. Scripts from independent writers and aspiring radio dramatists are welcomed.

Bill Cline, who supervised the presentation of Alka-Seltzer sketches during the Saturday night coast-to-coast shows, has concluded his mike-activities for the present. Commercial duties are taking up 25 of his 24 daily hours. He'll be missed from the air-lanes.

AN OPEN MIKE

LETTERS • CONTEST
 TROUPERS • MELTON • WOLF
 By TINY STOWE



MOVE over and let's chat a while before this open mike! You folks have been doing just that, too—chatting, I mean—ever since our new baby started knocking at your doors, and here's a heaping big load of thanks for your kind letters and notes. It may take money to make the wheels go 'round, but it certainly takes your fine letters to make the sentences pour out in our new magazine.

Lots of you have been asking about the name and when it will be picked and who won and so forth.



Cousin Toby

Bentley and I found a stack of entries that makes Washington's monument look like a clothes pole—and when we get through checking them, it'll probably be necessary for someone to hang us on the clothes line! It's lots of fun—but I had no idea so many names could be figured out!

You should have been along one night a few weeks ago. Show starts are making radio their goal now. The days when the two-a-day vaudeville were in vogue have given way to the once-a-week broadcast in the aims of the top-notchers—explaining why radio programs as a whole are improving in entertainment, smoothness and listener appeal, perhaps. Anyway—down at the Bismarck hotel some of radio's brightest stars gathered to talk over old times.

Tim and Irene—the Noblettes—heard from the coast on the Care-free Carnival, and now on their way to New York to open a new series of air shows for the Goodrich Tire Company, along with Ted Lewis and Doctor Rockwell, were hosts. Tim and Irene are really Mr. and Mrs. Timothy Ryan, and entered the show

business while working for the Margaret Lilly—George Hall troupe some 15 or more years ago. They are still just happy kids—and really enjoy life and all its intricacies—yep, I looked it up in the dictionary!

Margaret Lilly, who played the Palace here in Chicago the past week, with the famous Weaver Brothers, was out to the house for dinner, and when her husband, George Hall, called, we all went down to meet Tim and Irene. Then Jimmy Melton, on the Palace bill for the week, dropped by to say Howdy, and Harvey Gatchet, friend of your Cousin Toby of Gillette air fame, and his wife came in, and you'd have enjoyed listening to the talk of show business and radio as "she is" today.

Speaking of Jimmy Melton reminds me of a good story. Jimmy, you know, is a former U. of Florida and Vanderbilt student. He played his way through Vandy, down in Nashville, playing for an orchestra—tooting a saxophone—but the orchestra leader told him he wasn't good enough to sing over the air with his band! Imagine his embarrassment when Jimmy rose to the ranks of the country's recognized best young star!

This same orchestra leader couldn't see a certain young lady as a singer, after using her for two years. He advised her to return to her home in Texas—Celeste, a grand little town—and forget about singing for the air. Three months later—columnists of Chicago were hailing her as a "new queen"—and she is at present with one of the country's biggest orchestras. Doing very well, thank you!

Had a letter from Mrs. Harriet Wolf of Chicago who says, among a lot of other mighty nice things, "I am one person fortunate enough to get a glimpse behind the scenes of a broadcasting station and I'll say in conclusion . . . WLS is a station with a heart—and don't think I don't advertise this fact, because I certainly do. I really don't have to, though, because so many people know it!" Thanks for the kind words, Mrs. Wolf—you're one "wolf" we always want camping on our doorstep! Homer Griffith appreciates your kind words, too—as do all of us here at WLS.

Pathfinder's

Contests as broadcast over WLS each Saturday night at 7:15 are not only instructive but a world of fun.

\$1,000

Listen to the Westerners - - Dott, Allen, Milt, Larry and Louise - - and let "Tiny" Stowe tell you how part of this \$1,000 may be yours.

Enjoy

The thrill of being a winner. Get in quick on the new Pathfinder contest.

It's a Date

Saturday night - 7:15 - Barn Dance Time.

... LISTENING IN WITH WLS DAILY PROGRAMS

SATURDAY, MARCH 2

to

SATURDAY, MARCH 9

870 k.c. 50,000 Watts

Saturday Evening, March 2

7:00 to midnight CST

- 7:00—Cumberland Ridge Runners and John Lair in "Mountain Memories." (Big Yank.)
- 7:15—Westerners and Louise Massey in Range Program. (Pathfinder.)
- 7:30—Keystone Barn Dance Party featuring Lulu Belle and other Barn Dance entertainers. (Keystone Steel and Wire Co.)
- 8:00—RCA Radio City Party on NBC.
- 8:30—National Barn Dance NBC Hour with Uncle Ezra, Hoosier Hot Shots, Maple City Four, Cumberland Ridge Runners, Westerners, Lulu Belle, Verne, Lee and Mary, Spareribs and other Hayloft favorites with Joe Kelly as master of ceremonies. (Alka-Seltzer.)
- 9:30—Gillette Hayloft Party. Gillette Bears, Cousin Toby, Henry Burr, tenor, Hoosier Sod Busters and Romelle Faye, organist. (Gillette Tire Co.)
- 10:00—Ferris Barn Dance Jubilee. Otto and His Tune Twisters, Flannery Sisters, Spareribs, Grace Wilson.
- 10:30—Prairie Farmer-WLS National Barn Dance continues until midnight with varied features with Jack Holden, Joe Kelly and Arthur (Tiny) Stowe, as masters of ceremonies.

Sunday, March 3

8:00 a. m. to 12:00 noon, CST

- 8:00—Romelle Fay plays the organ in 30 friendly minutes announced by Howard Chamberlain.
- 8:30—Verne, Lee and Mary and the Maple City Four in a program of pleasing vocal harmonies. (Rural Progress.)
- 8:45—News broadcast with summary of week end world-wide news brought by Trans-Radio Press through Julian Bentley. (Crazy Crystals.)
- 9:00—Inter-collegiate debate: Resolved: That the Federal Government Should Adopt an Old Age Pension Plan. Affirmative: Purdue University. Negative: Loyola University of Chicago.
- 9:30—WLS Little Brown Church of the Air—Dr. John W. Holland, pastor. Hymns by Little Brown Church Singers and Henry Burr, tenor, assisted by WLS Orchestra and Romelle Fay, organist.

- 10:15—Y.M.C.A. Hotel Chorus, directed by Jack Homier, in a program of varied numbers arranged for 16 trained male voices.
- 10:45—Better Speech Institute from NBC Studios.
- 11:00—Homer Griffith, "The Friendly Philosopher," in inspirational prose and poetry.
- 11:15—Phil Kalar in popular songs, with WLS Orchestra. (Evans Fur Co.)
- 11:30—(Monday Livestock Estimate) Orchestral varieties.
- 11:45—Canary Musicale. (Justrite Co.)
- 12:00 noon—WENR programs until 6:30 p. m.

Mon., March 4, through Fri., March 8

6:00 a. m. to 3:00 p. m. CST

You will find in the following an outline of the WLS day-time features from Monday to Friday, listing the standard and special features for each half hour or 15 minutes. Last minute program revisions occasionally make changes necessary which cannot be recorded as we go to press.

Mon., Tues., Wed., Thurs., Fri.

- 6:00—Smile-A-While with Joe Kelly—Daily—Cumberland Ridge Runners in old-time melodies. Mon., Wed., Fri.—Flannery Sisters in harmony songs. Tues., Thurs.—Linda Parker in mountain songs. Tues., Thurs., Sat.—6:10—Sears Johnny Muskrat Fur Market.
- 6:20 - 6:30—Daily—Service features; including temperature reports, Chicago, Indianapolis and E. St. Louis Livestock Estimates, Weather Forecast, Retailers' Produce Reporter, Day's WLS Artists' Bookings.
- 6:45—Pat Buttram's Radio School for Beginners Jes' Startin'—featuring Pat and the Oshkosh Overall Boys, Jimmie and Eddie Dean, Howard Black and Reggie Cross. (Oshkosh Overall Co.)
- 7:00—News broadcast with up-to-the-minute local and world-wide news brought by Trans-Radio Press—Julian Bentley.
- 7:10—Renfro Valley Boys.

- 7:15—Prairie Farmer Bulletin Board—items of wide variety and interest from rural correspondents, "Check" Stafford.
- 7:30—Jolly Joe and his Pet Pals—Joe Kelly has his morning conference with his "Palsy Walsies."
- 7:45—Fairy Tales and other Stories Spareribs (Malcolm Claire) tells stories in "deep south" dialect, assisted by Ralph Emerson, organist.
- 8:00—Morning Devotions conducted by Jack Holden, assisted by Rangers quartet and Ralph Emerson. Sat.—Dr. Holland gives review of Sunday School lesson.
- 8:15—Ramblin' Red Foley in folk songs; WLS Artists' Bookings; Weather Forecast; Temperature Report.
- 8:30—Ford Rush, baritone, in popular songs, with Ralph Emerson. Ten-second drama. Conducted for Sears' Chicago Retail Stores by Marquis Smith.

These ten second dramas are intensely dramatic, especially when Ralph goes into his "upper register" and takes the part of a woman. The sound effects, as produced on the organ, are right nice, too.

- 8:45—Morning Minstrels with WLS Rangers, "Spareribs" Claire, "Possum" and "Porkchops" Dean, Arthur (Tiny) Stowe, interlocutor. (Olson Rug Co.)

The Minstrels cram more jokes into their show than perhaps any other quarter-hour minstrel program on the air. These 15 minutes are a tonic for the blues six mornings a week.

- 9:00—Chicago and Indianapolis Livestock Receipts; Chicago Hog Market Flash.
- 9:00—The Westerners on Rhythm Range with Louise, Dott and Allen Massey, Milt Mabie and Larry Wellington, "Rodeo Joe" and "The Judge." (Peruna and Kolor-Bak.)

Here's one of the most tuneful shows of the morning. And you'll like the bunkhouse gang, the Judge, Miss Louise and Wun Sin. The dialogue is as good as the music.

- 9:30—Today's Children—Dramatic serial adventures of a family. (NBC)

- 9:45—Mon., Wed., Fri.—Jimmie and Eddie Dean in songs of Today and Yesterday.

- Tues., Thurs., Sat.—"The Clinic of the Air," with Dr. Copeland. (Cream of Nujol.)

- 10:00—Tower Topics by Sue Roberts, songs by Bill O'Connor, tenor, assisted by John Brown, pianist. (Sears' Mail Order.)

- 10:15—Jim Poole in mid-morning Chicago cattle, hog and sheep market direct from Union Stock Yards. (Chicago Livestock Exchange.)

- 10:20—Butter, egg, dressed veal, live and dressed poultry quotations.

- 10:25—News broadcast. Mid-morning bulletins by Julian Bentley.

- 10:30—Today's Kitchen with WLS Rangers Five, Sophia Germanich, soprano; John Brown, pianist, and Ralph Emerson, organist, Jack Holden and Howard Chamberlain, Produce Reporter, The Old Story Teller, Mrs. Mary Wright, home advisor, in talks on menus, food and household economy. Special guest speakers.

- 11:00—Mon., Wed., Fri.—Aunt Abbie Jones, a serial story built around the lovable character of Aunt Abbie and her home town neighbors. Tues., Thurs.—Homer Griffith, "The Friendly Philosopher" in inspirational prose and verse.

- 11:15—Mon., Wed., Fri.—Food talks by Josephine Gibson. (Heinz NBC) Tues., Thurs.—Hoosier Sodbusters and Flannery Sisters—Modern Treasure Hunters. (Numismatic)

- 11:30—Mon., Wed., Fri.—Cornhuskers Band and Choreboy in popular rhythmic melodies and ballads. (Willard Tablet Co.) Tues.—Hoosier Sodbusters, Flannery Sisters. Thurs.—Cumberland Ridge Runners and Linda Parker.

- 11:45—Weather forecast, fruit and vegetable market. Artists' bookings.

- 11:55—News broadcast of mid-day reports—Julian Bentley.

Afternoon (Daily Ex. Sat. and Sun.)

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

- 12:00—Mon., Wed., Fri.—Virginia Lee and Sunbeam—a serial love story featuring Virginia Lee (Northwestern Yeast.)

- Tues.—Dean Brothers in harmonies; James H. Murphy in livestock feeding talk at 12:10.

- Thurs.—Jung Garden Corner with orchestral melodies. (Jung Seed Co.)

Dinnerbell Programs

12:15 to 1:00 p. m. CST

You can always be sure of learning something interesting on the Dinnerbell program. Art Page presents a wide variety of musical features, guest speakers, market news, and information on many subjects of interest in both town and country.

- 12:15—Prairie Farmer Dinnerbell Program, conducted by Arthur C. Page. Varied music, farm news, talks and service features.

- Monday—Orchestra, German Band, Dean Bros., Flannery Sisters. C. V. Gregory, Editor of Prairie Farmer, in "Parade of the Week."

- Tuesday—Ralph Waldo Emerson, organist. Red Foley, Flannery Sisters, Dean Bros.

- Wednesday—Orchestra, String Ensemble, Hoosier Sod Busters, Dean Bros.

- Thursday—Ralph Emerson, The Westerners, Orchestra, Dean Bros.

- Friday—Orchestra, Cornhuskers, Hoosier Sod Busters, Dean Bros.

- 1:00—WLS Rangers and Sophia Germanich in Novelty Program. (Crazy Crystals.)

- 1:15—Mon., Wed., Fri.—Henry Burr, tenor and famous recording artist, assisted by orchestra.

- Tues., Thurs.—Phil Kalar, baritone, accompanied by Ralph Emerson, in popular songs. (Evans Fur Co.)

- 1:30—Closing Grain Market on Board of Trade by F. C. Bisson of U. S. Department of Agriculture.

- 1:35—Mon., Wed., Fri.—Herman Felber, Jr., violin solos.

- Tues., Thurs.—Howard Black and Reggie Cross, the Hoosier Sod Busters.

- 1:45—Homemakers' Hour. (See special schedule of daily features.)

The Homemakers' Hour habit is a good thing to acquire. For an hour and a quarter daily excepting Sunday, Home-maker hostesses present a well balanced variety of entertainment and information. It includes instrumental and vocal music, drama, talks on home problems, gardening, home entertainment and the ever popular feature, Fanfare.

Monday, March 4

1:45 to 3:00 p. m. CST

- 1:45 - 2:15—Orchestra; George Simons, tenor; Wyn Orr in Fanfare, Martha Crane and Mrs. Helen Joyce in food talks.

- 2:15 - 2:30—Flannery Sisters, Orchestra, Florence Ray.

- 2:30 - 2:50—Dr. Maybelle Blake in "Child Psychology"; Dr. John W. Holland, and Orchestra.

- 2:50 - 3:00—Orchestra, Flannery Sisters.

Tuesday, March 5

- 1:45 - 2:15—Ralph Emerson, The Westerners, Wyn Orr in Fanfare; Martha Crane and Mrs. Helen Joyce in food talks.

- 2:15 - 2:30—Ralph Emerson, John Brown and Bill O'Connor.

- 2:30 - 2:50—"Little Dramas from Life," by Mrs. Blanche Chenoweth.

- 2:50 - 3:00—Ralph Emerson, John Brown and Bill O'Connor.

Wednesday, March 6

- 1:45 - 2:15—Orchestra, George Simons, tenor; Wyn Orr in Fanfare; Martha Crane and Mrs. Helen Joyce in food talks.

- 2:15 - 2:30—Orchestra, Grace Wilson, contralto; and Florence Ray.

- 2:30 - 2:50—Mrs. Clara Ingram Judson, home specialist; Mrs. Mary Wright, WLS home adviser; orchestra.

- 2:50 - 3:00—Orchestra and Grace Wilson.

Thursday, March 7

- 1:45 - 2:15—Orchestra, John Brown and Grace Wilson; Wyn Orr in Fanfare. Martha Crane and Mrs. Helen Joyce in food talks.

- 2:15 - 2:30—Ralph Emerson, John Brown and Ford Rush, baritone.

- 2:30 - 2:50—WLS Little Home Theater.

- 2:50 - 3:00—Orchestra, John Brown and Ford Rush.

Friday, March 8

- 1:45 - 2:15—Orchestra, George Simons, tenor; Wyn Orr in Fanfare; Martha Crane and Mrs. Helen Joyce in food talks.

- 2:15 - 2:30—Vibrant Strings, John Brown, Evelyn Overstake, contralto.

- 2:30 - 2:50—H. D. Edgren, "Parties and Games." Orchestra.

- 2:50 - 3:00—Orchestra, Evelyn Overstake and John Brown.

Saturday, March 9

- 1:45 - 2:15—Rangers Five, Ralph Emerson, Wyn Orr in Fanfare. Martha Crane and Mrs. Helen Joyce in food talks.

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Time signals, weather, markets, news, interspersed with music and fun—WLS every morning at 6.

2:15 - 2:30—Verne, Lee and Mary; Ralph Emerson and Hoosier Sod Busters.

2:30 - 2:50—Interview of WLS personality by Wyn Orr.

2:50 - 3:00—Ralph Emerson; Verne Lee and Mary; George Goebel.

Saturday, March 9

6:00 a. m. to 12:00 noon CST

6:00 to 9:00—See daily schedule of morning features.

9:30—George Goebel, "The Little Cowboy" in western and old-time songs.

9:45—"The Clinic of the Air" with Dr. Royal Copeland. (Cream of Nujol.)

10:00—Sears Junior Roundup, conducted by Sue Roberts with Gene Autry as Harmony Ranch Foreman.

10:15—Geo. C. Biggar in WLS program news.

10:20—Butter, egg, dressed veal, live and dressed poultry quotations.

10:25—Julian Bentley in up-to-the minute world-wide news.

10:30—Today's Kitchen. (See daily schedule.)

11:00—New WLS Weekly program with Julian Bentley; Ralph Waldo Emerson, organist.

11:15—Hoosier Hot Shots in instrumental and vocal novelties.

11:30—"Be Kind to Announcers." Fifteen minutes of fun and foolishness with Joe Kelly, Jack Holden, Howard Chamberlain and Pat Buttram.

11:45—Weather report; fruit and vegetable markets; artists' bookings.

11:55—News; Julian Bentley.

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

12:00—Otto and His Tune Twisters in sweet and lively novelties.

12:15—Poultry Service Time; Ralph Emerson, organist; The Westerners with Louise Massey. Bill Denny, "The Poultry Man." Thirty minutes of information and entertainment.

12:45—Weekly Livestock Market Review by Jim Clark of the Chicago Producers' Commission Association.

12:55—Grain Market Quotations by F. C. Bisson of U. S. Department of Agriculture.

1:00—Merry-Go-Round — Forty-five minutes of rollicking fun and entertainment with Jack Holden as Conductor and Ralph Emerson as Chief Engineer. Cumberland Ridge Runners and Linda Parker, Ramblin' Red Foley; Eddie Allen, Pat Buttram; Flannery Sisters; John Brown, Hoosier Hot Shots; Evelyn Overstake, Lulu Belle and Skyland Scotty.

1:45—Homemakers' Hour. See Special Daily Schedule.)

3:00—Sign Off for WENR.

EVENING PROGRAMS

Sunday Evening, March 2

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

6:30—Bakers' Broadcast featuring Joe Penner. (Standard Brands NBC.)

7:00—An Hour with the General Motors Symphony. (NBC.)

Monday, March 4

7:00 to 8:30 p. m. CST

P.M.

7:00—Jan Garber's Supper Club (Northwestern Yeast.) (NBC)

7:30—Care Free Carnival. (Crazy Crystals.)

8:00—Sinclair Minstrels. (Sinclair Oil Refining.) (NBC)

Tuesday, March 5

P.M.

7:00—Eno Crime Clues. (NBC)

7:30—Lawrence Tibbett. (Packard Motors.) (NBC)

8:00—Grace Moore. (Vicks Products.) (NBC)

Wednesday, March 6

P.M.

7:00—Penthouse Party. (Eno Salts.) (NBC)

7:30—Lanny Ross's Log Cabin Orchestra. (General Foods.) (NBC)

8:00—Twenty Thousand Years in Sing Sing. (Sloan's Liniment.) (NBC)

Thursday, March 7

P.M.

7:00—College Prom. (Kellogg Company.) (NBC)

7:15—"Western Nights." (Drug Trade Products.) Fifteen minutes with The Westerners. (WLS Studios)

7:30—"Red Trails." (American Tobacco Co.)

8:00—"Death Valley Days." (Pacific Coast Borax.) (NBC)

Friday, March 8

P.M.

7:00—Irene Rich. (Welch's Grape Juice.) (NBC)

7:15—WLS Studio Entertainment.

7:30—The Intimate Revue. (Bromo-Seltzer.) (NBC)

8:00—Beatrice Lillie. (Borden's Products.) (NBC)

On page 19 you will find a list of leading network programs which we recommend besides our own programs.



THE LATCH STRING

By

"CHECK"
STAFFORD



HOWDY, folks. Here we are starting a new month, and whether March comes in like a lion or lamb, old King Winter's grip is slipping and our Little Theatre studio visiting crowds bring with them a cheery advance spring atmosphere these days.

We had a real, big house full of jolly company last Thursday night. When Alex Trosted, heading over 100 members of the Portage Park Saviour Lutheran Church, paid us a visit. The folks were invited to join the Cumberland Ridge Runners' "Coon Crick Social" program as the mythical country school house "audience."

Little Miss Esther Winter, two years old, nearly "stole the show" at one time, when the rollicking fiddle band—doing a play party number, started up. The cute little lady, suddenly joined the players before the mike, and, her golden curls bobbing, executed a clever dance, to the huge enjoyment of players and audience.

Among recent prominent guests here was Dr. Joseph Colt Bloodgood, widely known Baltimore, Maryland, specialist and pioneer in cancer research and treatment. After he had delivered his radio address, as guest speaker for the Chicago Dental Society, we had the pleasure of meeting the doctor.

Although nearly 80, Dr. Bloodgood is active and a most interesting character of rugged type. He can tell stories of early day medical science, and of the splendid progress the profession has made to aid human life.

He recalls, as youth in Milwaukee how he met the famous Civil war general Ulysses S. Grant. Doctor Bloodgood says that Grant, loved by his soldiers, was at a convention and while seated in his open carriage, shook hands with large numbers of his former brave boys in blue.

General Grant's heroic fight against financial difficulty in writing his history and other recollections were briefly recounted by our guest. To meet and converse with such folks as Dr. Bloodgood is a treat we appreciate.

Here's our prize bunch of questions, via telephone received since the last "Latchstring's" appearance:

There are five trees on my recently purchased farm, and I need a chicken house. Would new lumber be cheaper?

We set out some nursery stock, grape vines last fall. Will they need pruning this spring, and if so, when and how much?

Am moving to a suburban place this summer. There aren't any trees or flowers. What will I get to have shade and fruit right away?

Have a chance to get a filling station near Aurora and one near Kankakee. Which is the best town?

Are there any prize fights in town tonite, and if so, where are they?

Is it true that country cordwood put in ones basement will become infected with lice and bugs?

What can be done with stored potatoes to keep 'em from sprouting. Is there anything you can dip 'em in, or something?

"Mister, can I watch the broadcasting? My mamma said I could stay two hours. I'll behave good." This was asked us by a little fellow the other morning. His cheeks shone red from a good scrubbing and his worn shoes had been blacked. When reminded his time had come to go, the lad said, "Thanks. You see I got a blind grandpa, and my mommy works every day, nearly. I take grandpa to where he can hear the radio, but I'm getting big now and I sure am glad I can see to walk myself. Maybe I'll get to come again sometime. Goodbye."

Nice boy, that. And its safe to say his mother is a good woman. He evidently enjoys good home training, though the surroundings are meagre. And some children, supplied with every luxury, find nothing to be grateful for. It's they who are really poor.

A song—a memory—and tears. Several of them, slipped down the furrowed cheeks of a little old lady sitting in a corner seat of our Little Theatre last Friday afternoon, when Henry Burr, dean of ballad singers, sang that beautiful old song "Somewhere a Voice is Calling." Some lively young folks became strangely quiet, and a big tall stockman from Iowa was visibly touched by the song as only Burr can render it.

Truly, we had witnessed another of life's little dramas. Wasn't it Longfellow—who wrote this bit of verse? "Such songs have power to quiet The restless pulse of care And come like the benediction That follows after prayer."

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Behind the News

(Continued from page 5)

great foreign news-gathering organizations. In addition, American-born or American-trained newsmen represent Transradio in every major European capital. They are under the supervision of Wythe Williams, veteran war correspondent, who maintains headquarters at Geneva and Paris.

Transradio subscribes to Central News of London for a part of its European and British news coverage. More recently, Herbert Moore, Transradio's president, signed a contract for service from Reuters News Agency of Great Britain.

Thousands Gather News

Reuters, said Moore, files flashes and bulletins 24 hours daily via cable from its London headquarters. In addition, Transradio uses the long and short wave news transmissions which Reuters delivers daily throughout the world.

Reuters claims to have 3,000 staff correspondents and nearly 10,000 special correspondents throughout the world. For years Reuters has exchanged news with American agencies and newspapers.

It claims the distinction of being the only "infidel" news service admitted to the holy city of Mecca. Reuters is also said to be the only news-gathering service which regularly covers the "forbidden city of Lhasa," the capital of Tibet and home of the powerful and mysterious priest, the Dalai Lama.

Bulletins via Tom-Tom

Reuters correspondents file their news to their distribution points by telegraph, cable, radio, steamer, pony express, camel, and even by yak. On several occasions in some parts of darkest Africa, Reuters men have utilized the ancient "jungle telegraph," the tom-tom of the primitive bushmen. The news was thus carried out to civilization and the white man's cable head.

Sophia With the Rangers

Sophia Germanich, the Prairie Farmer Girl, is featured with the WLS Rangers Five in a program at 1:00 p. m. daily, from Monday to Friday. It is sponsored by the Crazy Water Company. They feature old ballads and rhythmic tunes. The same company now sponsors Julian Bentley's Sunday morning news broadcast at 8:45-9:00 a. m.

Candid Shot



Candid camera catches Violinist Karl Schulte and Cellist Ted DuMoulin underneath the old dinnerbell.

• • •

Early Birds

Now that early morning programs beginning at 6 o'clock are among the most popular features on WLS, it is interesting to remember that in the early days of radio broadcasting, most people had no idea that anyone would ever listen before 8 o'clock in the morning. WLS pioneered with early morning programs, knowing that hundreds of thousands of farmers and workers are getting on the job at that time of day. Time signals, weather, advanced livestock estimates and such service information is particularly valuable at that time of morning. How does this program serve you?

• • •



"Home on the range, huh? . . . I wish he was there now."

Man on the Cover



Malcolm (Spareribs) Claire is a veteran guide in the misty realms of make-believe. His fairy stories for children, related in the soft dialect of the "deep south" negro, have won their place among the finest children programs in radio.

Spareribs on the radio or on the stage is the fulfillment of a childhood dream, a desire to entertain. From the days when little Malcolm Claire and his sister Ethelyn starred in backyard circuses and barn loft theatricals, in Selma, Alabama, their

ambitions called them before the footlights or the movie camera. Both answered the call. Ethelyn, as a Wampas star of 1929, entered pictures in Hollywood. After some time in vaudeville, Malcolm followed her and worked in comedy films.

When radio began to rise from its swaddling clothes, it appeared as a natural outlet for Malcolm's talents. Accordingly, he created the radio character of Spareribs, the composite character of a score of old southern darkies who had told him stories in his youth. It was not a new character to Malcolm. He had used Spareribs in vaudeville. But with his debut in radio, Spareribs was developed and improved upon.

His fairy tales, told each morning, excepting Sunday, at 7:45 hold untold thousands of small listeners spellbound. Taken from the fairy tale literature of many lands, they have been hailed by educators as among the finest entertainment for children. Spareribs takes the parts of all characters, both human and animal, in the stories. Ralph Waldo Emerson at the organ improvises music which admirably catches the spirit of the tales.

All of his stories have a happy ending, because, says Spareribs, the truth is that in the long run the right always triumphs, and if people do the way they ought to do, even though they may have troubles along the way, they always come to a happy ending.

Some mothers whose children daily travel the trails of fairyland with Spareribs have suggested that they would like to have a collection of his stories in book form. If your family would like to see such a book published, drop a line to the Editor, WLS.

Spareribs also doubles in brass on the coast-to-coast national barn dance every Saturday evening and appears daily excepting Sunday on the Morning Minstrels at 8:45.

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"MITTS"



Here are four clever hands of WLS staffers whose duties are widely divergent. Piano, guitar, organ and radio apparatus respond to the touch of these talented "mitts." From top to bottom are the hands of John Brown, The Arkansas Woodchopper, Tom Rowe and Ralph Waldo Emerson.

Missing Persons

A vast number of letters are received asking us to broadcast for missing persons. Some may not understand the limitations on such broadcasting. When such a request comes officially from a Chief of Police or a County Sheriff, we always undertake to put it on. We cannot, however, undertake to broadcast for missing persons reported by mail or by telephone with no official authority. Such a broadcast involves legal responsibility and several other factors which make it impossible to handle. The number of missing persons daily in the Middle West is so great that it would take a long time just to read over the names. In a great many cases the missing return home safely.

YOU REQUESTED . . .

In answer to many requests for copies of two prayers given by Dr. John Holland on Dinnerbell programs recently, both are reprinted here.

"I Have a Son"

"I have a boy to bring up. Help me to perform my task with wisdom and kindness and good cheer. Help me to see him always clearly as he is. Let not my pride in him hide his faults. Let not my fear for him magnify my doubt and fears until I make him doubting and fearful in his turn.

"Quicken my judgment so that I shall be able to train him to think as a child, to be in all things pure and simple as a child.

"I have a boy to bring up.

"Give me great patience, and a long memory. Let me remember the hard places in my own youth, so that I may help when I see him struggling as I struggled then.

"Let me remember the things that made me glad, lest I, sweating in the strain and toil of life, forget that a little child's laughter is the truest music in life.

"I have a boy to bring up.

"Teach me the love that understandeth all things, the love that knows no weakness, tolerates no selfishness. Keep me from weakening my son through granting him pleasures that end in pain, ease of body that must end in foolishness. Grant that I love my son wisely, and so bring him to wisdom through experience of knowledge.

"I have a boy to bring up.

"So guide and direct me that I may do this service to the glory of God, the service of country, and my son's earthly and eternal good and happiness."—Author Unknown.

"I Have a Daughter"

A father once prayed: "God help me to live such a life that my daughter may never admire, or love any man that is cheap. May there be enough of the Christ spirit in my conduct that my daughter may gladly give her heart into God's keeping, and when I am gone out of the earth, may her memory of me cause her ever to aspire after spiritual character."

Here is the prayer so many of you requested after Jack Holden had read it during Morning Devotions last week.

Dear Lord Deliver Us

When some men yields to temptation and breaks a convention or law we look for no good in his make-up but, my how we pick at his flaws. Nobody asks how he was tempted nor allows for the battle he fought; his name becomes food for the jackals to the ones who have never been caught. Come hither and gaze on the sinner and by his example be taught. The crime paths lead not to the Devil, cry those who have never been caught. And I'm willing to trust to thy mercy

whose blood our forgiveness once bought. But deliver me, Lord, from the judgment of those who have never been caught.—Author unknown.

So many requested copies of this bit of Homer Griffith's friendly philosophy that we print it here.

LIFE

By Homer Griffith

A lily in a swamp—ever see one? The next time you do, notice its delicate petals of purest white, unfolded toward the sun, with the brackish, smelly, slimy water as a cradle; reach down into the water below the blossom and take hold of the firm stem and pull it up.

It may be a foot, three feet or more in length, with roots imbedded in the filthy, slimy mud at the bottom of the swamp; no leaves or branches, just one long stem that has pushed its way up through the darkness to the light—there to unfold its leaves and the most exquisite of blossoms.

Hidden from all, away in a damp morass . . . alone . . . yet radiating a perfume and beauty far excelling the most gorgeously gowned woman, before the courts of kings. What a joyous sight to a weary wanderer, lost, perhaps in the dense jungle of wilderness . . . a promise of God's goodness!

Such is often the unfoldment of a human life.

That one who has to struggle up from the dark abyss of obscurity, through the filth of ignorance and fear, choked by the weeds of superstition, hatred, lust, and poverty; that one who has to fight through long hours of dark waters to reach the light, more often unfolds the most beautiful of characters—reflecting such qualities as are a joy and promise to all struggling wayfarers in the jungled morass of human hopes and fears—searching, groping for a way out.

Whenever and wherever we find these qualities of purity, humility, unselfed expression, constancy, determination, and beauty of soul reflected, expressed, we may well stop, ponder, and absorb from their reflection, strength for our own journey; and thank a wise and loving God for His Goodness and for his many examples of loving promise.

Did you know that Osgood (Ozzie) Westley of the Rangers has a student pilot's flying license and owned an airplane?



Here are the tuneful Robinson, Illinois, youngsters who are following in the footsteps of the WLS Westerners and the Three Little Maids. Left to right, standing, Robert Hamilton, Forrest Johnson, Dick Swisher, Edward Lindsay, Patty Stover and Richard Irwin as Rodeo Joe. Seated, Elaine Sebastian, Phyllis Hanley and Mary Marbry.

Radio's Long Arm

In DeKalb county, Illinois, a man bought a bill of livestock at a farm auction sale, paid with a worthless check and hurried the animals away to resell them for cash at sacrifice prices. Learning that Sheriff Larson



was on the way to arrest him, he disappeared. The sheriff, who had received cooperation from WLS in the past, reported the incident and it was broadcast on Dinnerbell time two days later. A letter came from an Iowa town, saying same man had worked same game there. Another letter, giving accurate information as to where he lived, was received. He has been captured, is now in jail in Iowa, and if Iowa gets through with him, DeKalb county still wants him. The voice of radio follows a crook faster and surer than the voice of conscience.

QUAINT SONGS

(Continued from page 7)

Last fall Ford returned to his "first love" and since then he has been featured daily, except Sunday, with his old side-kick, Ralph Waldo Emerson, on the Chicago Sears' Retail Store programs from 8:30 to 8:45 a. m. Ford's renditions of the older and present-day popular ballads have a universal appeal. Marquis M. Smith is special announcer of the program.

Just one word to you National Barn Dance fans who live beyond the regular day-time radius of WLS. Have you tried tuning the Prairie Farmer station at 6:00 a. m. CST? You'll hear us very well at a great distance, and be able to listen to Joe Kelly, the Cumberland Ridge Runners, Linda Parker, Flannery Sisters, Pat Buttram and his Oshkosh Boys, each day except Sunday. They have a big time during these "bright and early" broadcasts, and you're sure to enjoy the weather, markets and other helpful information, too. Lots of folks say that this program helps them start the day with great big smiles.

Tuneful Tots

Inspired by WLS programs, a group of grade school children in Robinson, Illinois, has developed a musical act in imitation of the WLS Westerners and the Three Little Maids.

They first presented the act before the fifth grade of the Lincoln school in Robinson. It was received so enthusiastically that the young artists have been called on to perform a dozen or more times since then before clubs, schools, church groups and other civic organizations.

In appreciation of the compliment which the children have paid them, the Westerners will present a special program next Wednesday morning, March 6, at 9 o'clock. The Lincoln grade school at Robinson will be tuned in that morning.

TUNE IN

WLS

Every SUNDAY
at 11:45 A.M.

for the Famous

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COMMUNITY PRESS
Kewanee, Illinois

WLS BOOK OF HYMNS

A choice collection of hymns used in the Little Brown Church and in Morning Devotions.

Send 25 cents in coin, addressing "Book of Hymns," WLS, Chicago.

Scoop!

Scooping all rivals by at least nine months, Ford Rush and Ralph Waldo Emerson will start a tremendous drive for early Christmas shopping at 8:30 Monday morning over WLS.

"There are only 304 days left," Ralph said today, "and all you people who are knitting socks for Uncle Jasper or wristlets for Aunt Agatha had best make haste. Step on it, so to speak."



Ralph Emerson

Asked why they chose February for the start of their drive, Ford said, "Well, we feel that the way Christmas drops right off the air immediately after December 25 is not right. We're in favor of Christmas, Ralph and I, and we want to do all we can to promote a successful 1935 season."

Notice, String Savers

"All you people who save tinselled string, Christmas wrapping paper and tissue should be getting it wound up and smoothed out right away," said Ralph.

"The advantages of our campaign are numerous. Besides giving extra time for the string-savers and the tippet-knitters, the shopping advantages are tremendous. All such gifts as house slippers, hats and shoes should be bought now to allow time for the usual exchanging for correct size.

"A very small tree purchased now and planted in the front yard will grow into a full sized Christmas tree by December.

"A dentist listener also suggests that Christmas candy, cookies and fruit cake should be baked now to be in good condition by Christmas. He feels this will be a healthy stimulant to trade."

PIES

The general standard of cherry pie manufacture should have improved this past week as a result of Today's Kitchen program last Saturday morning at 10:30. Miss Inez Todnem, a 4-H Club girl of Marshall, Minnesota, gave the recipe with which she won the national cherry pie baking contest held on Washington's birthday. The winning pie was sent to President Roosevelt. Mrs. Mary Wright, WLS home adviser, was among the judges.

Besides her skill in pie construction, Miss Todnem knows a thing or two about dough, having been the Minnesota champion bread baker.

LISTENERS' MIKE

(Continued from Page 2)

High Calibre

The Salvation Army
Grand Rapids, Mich.

Mr. Jack Holden
WLS Radio Station
Chicago

Dear Mr. Holden:

I am addressing this letter to you, I suppose more because of the kindred spirit in your devotional program and the work in which I am engaged.

On November 21st I was in a bad automobile accident, just outside of Muskegon, spent about a week at Mercy Hospital and the rest of the time I have been confined to my home. I will probably be at home three or four weeks more.

I am telling you all of this to let you know that I have heartily enjoyed the morning programs put on by WLS. I have listened in every day. Your program carries with it inspiration and blessing. I also enjoy "Arkie the Woodchopper" and get a real kick out of Marquis Smith and Ralph Waldo Emerson and Ford Rush. My morning laugh comes when I listen to the "little skit" they put on each morning. The Morning Minstrels are good, as also is Rhythm Range.

I wanted you to know that I enjoy the high calibre programs which WLS puts on. I have learned to appreciate radio a whole lot more since my accident.

Sincerely yours,

Wm. H. Fox,
Divisional Commander.

Messages Helpful

WLS: "Just to thank you for your many fine programs. We miss Mr. Gregory when he's away and hope to hear him when he is home again. The message on relief brought to us by Professor Martin Bickham was very fine. We need these messages to help in all the work of today."—Mrs. J. S. Gordon, Lincoln, Ill.

O. K., Canada

We prefer the Cowboy Songs, Mountain Ballads and square dances —also Mexican music which the Westerners sometimes play. In fact, we like all old time music combined.

Miss Margaret McEwin,
Stratford, Ont. Can.

Tot Fan

WLS: "We like your dinnerbell programs though we are city folks.

Even our baby who will soon be one and a half years old keeps time with the music. She cannot talk as yet but she will go up to the radio point to it and say ugh, meaning turn it on and then she starts directing the orchestra, the Hot Shots or whatever is playing. She keeps good time, too.

We like the remarks by Dr. J. W. Holland. He gives us food for much thought. We also appreciate the hymn."—Mrs. Frank Webb, Peoria, Ill.

Cheers for Holland

WLS: "I have always enjoyed Sunday School especially and taught a class for about 25 years. The last few months my mother has not been well and so I turned to the radio Sunday morning. Mother said she just loves to hear Henry Burr sing. Dr. Holland always puts some fine new thought into my mind. I enjoy the Saturday morning talk on the Bible school. The last time I taught my class of eight, five of them had listened to Dr. Holland Saturday morning."—Mrs. Libb E. Ortman, Martinton, Ill.

More Cheers

WLS: "It seemed so good to hear Dr. Holland speak in his quiet earnest way on the Little Brown Church of what God can do. We have heard so much during the last few weeks of what man has done. I am not able to go to church, as I have done all my life until the last two years. So I depend on the radio. May God bless you all and bring us more of the kind of service you give."—Mrs. E. Holdredge, DeKalb, Ill.

Shows Please

WLS: "I want to tell you how much we have enjoyed the personal appearances of the Merry-Go-Round and Barn Dance Shows here in Grand Rapids. We go to few shows, but make it a point not to miss the WLS Artists. Since seeing them on the stage in person, they come to life on the radio and we can enjoy them so much more.

"Now what I hope is that another bunch will be sent to Grand Rapids again in the near future."—Grand Rapids Dialer.

HOME TALENT PACKS 'EM IN

When the little town of Harding, Illinois, staged a Prairie Farmer-WLS home talent Barn Dance show, wind and weather, muck and mire failed to prevent attendance 24 times the population of the town.

Harding has only 80 residents, but in the three nights of the show, more than 1,900 persons witnessed the performances.



Miss Maude Willis, the director, had assembled a cast of 165 from nearby towns including Ottawa, Mendota and Princeton. Interest was so keen that despite deep mud and bad weather, the Harding community building was packed on the opening night with 865 persons of the community.

A list of the home talent Barn Dance shows for the coming week will be found on page 12.

Feb. 28, March 1, 2, Baraboo, Wis.—Auspices Baraboo Equity Union. Margaret Linneen, Director.

Feb. 28, March 1, 2, Huntley, Ill.—Auspices Huntley Home Bureau. Fern Keeney, Director.

March 3, 4, 5, Wisconsin Rapids, Wis.—Auspices V. F. W. Auxiliary. Maude Willis, Director.

March 4, 5, 6, Elgin, Ill.—Auspices Boy Scout Boosters. Olive Kackley, Director. Eleanor Ogden, Promotion Mgr.

March 4, 5, Jasper, Ind.—Auspices Farm Bureau and County Home Economics Clubs. Frances Wait, Director.

March 7, Ferdinand, Ind.—Auspices Farm Bureau and County Home

Economics Clubs. Frances Wait, Director.

March 8, 9, Huntingburg, Ind.—Auspices Farm Bureau and County Home Economics Clubs. Frances Wait, Director.

March 6, 7, 8, Princeton, Ind.—Auspices High School Girls Glee Club. Jessie Rae Taylor, Director.

March 7, 8, 9, Blue Island, Ill.—Auspices Lions Club. Vivian Griffith, Director.

March 7, 8, 9, Mentone, Ind.—Auspices Harrison County Home Economics Club. Miss "Pat" Griffith, Director.

March 8, 9, Hammond, Ind.—Minstrel Show. Auspices Hammond High School Band and Orchestra Association. Howard Tooley, Director.

TUNING SUGGESTIONS

Week of March 3 to March 8

Sunday, March 3

P.M.
1:30—Lux Radio Theatre. (NBC)
7:00—General Motors Symphony. (NBC)
Eddie Cantor and Rubinoff. (CBS)
8:00—Detroit Symphony. (CBS)

Monday, March 4

P.M.
6:45—Boake Carter. (CBS)
Uncle Ezra. (NBC)
7:15—Edwin C. Hill. (CBS)
8:30—Otto Harbach. (NBC)

Tuesday, March 5

P.M.
7:00—Eno Crime Clues. (NBC) WLS
7:30—Lawrence Tibbett. (NBC) WLS
9:00—Palmolive Beauty Box Review. (NBC)
Walter O'Keefe, Col. Carstairs et al. (CBS)

Wednesday, March 6

P.M.
7:00—Mary Pickford and Company. (NBC)

8:00—Lili Pons. (CBS)
Fred Allen's Town Hall.
8:30—John Charles Thomas. (NBC)

Thursday, March 7

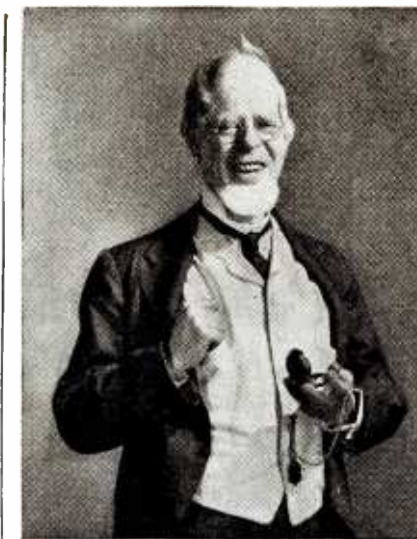
P.M.
7:15—Western Nights, The WLS Westerners with Bill Vickland.
8:00—Maxwell House Showboat. (NBC)
8:30—Fred Waring's Pennsylvanians. (CBS)

Friday, March 8

P.M.
7:00—Jessica Dragonette. (NBC)
Mrs. Franklin D. Roosevelt. (CBS)
7:30—Jane Froman, Bob Hope. (NBC)
8:00—March of Time. (CBS)

Saturday, March 9

7:00 to 10:00 p. m. CST
7:00—Sigmund Romberg, William Lyon Phelps (CBS)
8:00—Radio City Party (NBC)
8:30 & 10—WLS NATIONAL BARN DANCE (NBC)



UNCLE EZRA

Every Saturday Night

WLS 8:30 to 9:30 P.M.
Central Standard Time
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The lovable, popular Old Jumping Jenny Wren himself—the "old" man with the "young" ideas, supported by the entire WLS Barn Dance gang in a whole hour of clean wholesome fun and amusement originating every Saturday night in the old WLS Hayloft in Chicago. Don't miss this popular radio program.

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