

1 Good Evening, Everybody:

2 The newspapers of the country are
3 giving a big play to the early returns
4 in the Literary Digest poll. The
5 editors know a hot news story when they
6 see one. And they point out one
7 particular slant on last night's figures.

8 For example, the account in today's
9 New York Sun quotes the leading article
10 in this week's Literary Digest as
11 declaring that the first returns from
12 eight states are far from being decisive.
13 Anybody who takes them as a signpost or
14 prophecy is liable to be badly
15 disappointed, when the poll gets into
16 its stride. Many startling fluctuations
17 in the voting may be witnessed between
18 now and then.

19 But let's throw conservatism to the
20 winds, and plunge into the excitement of
21 the returns as they burst into the Digest
22 office.

23 Here are more figures fresh from
24
25

1 headquarters, figures that put the
 2 spotlight on cities in various sections.
 3 The first brings a well-remembered vision.
 4 A ^{leonine figure} ~~stocky fellow~~ with an ~~expansive bald~~
 5 ~~head~~. We still can hear echoes of his ^{rolling}
 6 ~~almost~~ magical ^{eloquence} ~~voice~~. He was a great
 7 crusader for prohibition -- William
 8 Jennings Bryan. It would be odd to have
 9 the capital of Bryan's own home state go
 10 against prohibition. What's your guess
 11 about the spacious city of Lincoln on the
 12 wide prairie -- dry or wet? Well, it's
 13 dry. (Lincoln, Nebraska, comes through
 14 with a vote definitely in favor of
 15 prohibition. Out of a total of 1,029,
 16 592 are strong voices raised in favor of
 17 the 18th Amendment, 437 are for repeal.
 18 That's nearly 60 per cent dry.)

19 Then here we are at Columbus, Ohio,
 20 a representative city. It's an important
 21 center of industry, and also the ~~local~~
 22 metropolis for ^{the} rich ^{heart of} ~~productive fields of~~
 23 agricultural Ohio, ^{and the city with the tallest}
 24 ^{skyscraper in the world outside of New York} In Columbus we find the ~~voters~~ ^{folks}
 25 casting a heavy vote, ^{12,950.} ~~at the prohibition~~

1 ~~poll, a vote that totals 12,950.~~ The
2 number of ballots in favor of the dry
3 cause is 3,330, ~~while~~ 9,620 ~~votes~~ are for
4 repeal.

5 Now Let's go along to an interesting
6 incident that occurred when the results of
7 the 1930 ~~Literary~~ Digest prohibition poll
8 were announced.

9 In Georgia the Savannah Morning News
10 could scarcely believe the results of the
11 ¹⁹³⁰ poll were accurate. The editor felt
12 that the sentiment against prohibition was
13 not so strong in Savannah as the Digest
14 poll showed. So the editors of the News
15 took a poll of their own to show that the
16 anti-prohibition return in the Literary
17 Digest ~~test~~ vote was exaggerated. When
18 their returns came in they were
19 astonished to find that the figures were *even*
20 more strongly against prohibition than
21 the Literary Digest poll had shown.

22 Well, let's see what we have in 1932
23 for Savannah. Out of 1,200 votes, ^{so far,} 213 are
24 for continuance of the prohibition law,
25 ~~while~~ 987 are for repeal.

1 In our returns yesterday the State of
 2 Indiana showed a larger proportion of dry
 3 votes than most other states on the list.
 4 And now let's take the metropolis of ^{the Hoosier} ~~that~~
 5 commonwealth, Indianapolis, ^{so near the population} ~~one of the~~
 6 ~~center of the United States,~~
 7 ~~most lively and up-to-date municipalities~~
 8 ~~of the country.~~ (Out of 14,567 ballots cast
 9 Indianapolis gives 2,996 in the cause of
 10 prohibition, and votes 11,571 against the
 11 18th Amendment.)

12 Well, that's ^{mere} indication of the often
 13 stated fact that the cities are wetter than
 14 the country districts.

15 ^{And} Hello, here's ^{rock-bound} Maine, the oldest
 16 prohibition state of them all. That
 17 commonwealth at the tip of the northeast,
 18 was the first of all to go dry. Let's
 19 take a look at the returns from Bangor,
 20 ~~Maine~~, the ^{picturesque} ~~old~~ city on the Penobscot
 21 ~~River~~. Bangor comes through with a total
 22 vote of just ten more than a thousand. Now
 23 wait a minute. Outside of the interest to
 24 the prohibition question, these are curious
 25 figures, a total of 1,010 -- 233 dry, ~~and~~
 777 wet. ~~It's curious how oddly figures~~
~~turn out sometimes.~~

1 ^{And} More ballots ^{sped} ~~went~~ out through
2 the mail today. Once more the list of
3 favored states is large. The mail bags
4 ~~were directed to~~ ^{tonight are bound for} the South, the Middle
5 West and the East. Hundreds of thousands
6 of people will cast their ballots right
7 at the ^{smashing} ~~dizzy~~ climax of things while the
8 publication of the returns is in full
9 swing.

10 Inquiries have come in asking how
11 all those ballots are handled.

12 Well, it is difficult to paint
13 the full picture in words. A real picture
14 that you can look at is better and a motion
15 picture is best of all. That's why the
16 Fox Movie Tone Company took a news reel
17 picture of the workings of the huge
18 Prohibition Poll. ~~The picture has been~~
19 ~~made and~~ It certainly is graphic ^{and} ~~it~~
20 tells the story. It will be shown in
21 moving picture houses all over the
22 country beginning with tomorrow.

23 And then people have been asking--
24 how can the Literary Digest afford to
25 spend the huge amount of money that it

1 takes to conduct a poll of 20,000,000
2 ballots? How is the expense paid? What
3 are the financial ^{details?} ~~situation?~~

4 Here's the answer. It's simply
5 business, sound business. The Literary
6 Digest has built up a remarkable
7 reputation for being able to determine
8 the attitude of the country on important
9 questions. These polls have immense
10 interest. They attract hundreds of
11 thousands of readers. Every poll
12 conducted increases the circulation of the
13 magazine. With each ballot that is
14 mailed out goes an ^{notice telling how} ~~offer of a trial~~
15 ~~subscription to~~ the Literary Digest
16 ~~It simply tells how the magazine~~ can be
17 had on especially advantageous terms.

18 And of the 20 million people
19 who receive the ballot there is always
20 a large proportion who are so interested
21 in the outcome of the poll that they
22 ^{want} ~~subscribe to~~ the magazine for the purpose
23 of getting the full tabulation and analyses
24 of the figures.

25 So that's how the Literary Digest
polls are financed.

1 China has formally and definitely
 2 told Japan - Go to Blazes. Both the
 3 commanders of the armies defending
 4 Shanghai and the government at Nanking
 5 speak up today with a loud, ~~and~~ emphatic
 6 No. They have flatly turned down the
 7 Japanese ultimatum, ~~and say it means~~ ~~a~~
 8 ~~nothing in their young lives.~~

9 And just to prove they mean
 10 what they say, they ^{said it with guns,} ~~did some more~~
 11 ~~bombarding.~~

12 The New York Evening Post
 13 tells how ^{the} Chinese ^{again banged} ~~guns~~ ~~battered~~ away
 14 ~~some more~~ at the Japanese section of
 15 the International Settlement, and ~~also~~
 16 at the ^{Mikado's} warships ⁱⁿ ~~of the Mikado lying in~~
 17 the river nearby.

18 The Japanese ultimatum expires
 19 seven o'clock tomorrow morning. ~~But~~
 20 ~~wait a minute. These complications of~~
 21 ~~time are peculiar. The Japanese~~
 22 ^{Which means it} ~~ultimatum~~ [^] has already expired, because
 23 it's now tomorrow morning at Shanghai.
 24 ^{So} ~~And~~ [^] everything seems to be set for ~~a~~ ^{the}
 25 big decisive battle that has been

1 expected. All indications ^{are} ~~seem to be~~
2 that with the ^{ir} ultimatum flatly rejected,
3 the Japanese ~~are going to do or die.~~

4 ~~The Mikado's~~ commanders feel that
5 things have dragged along far enough
6 and ~~xxx~~ they will ^{now} ~~have to~~ force a
7 decision.

8 The New York Evening Journal
9 relates that in anticipation of an
10 outbreak of savage fighting, the American
11 Consul General of Shanghai has issued an
12 order to all Americans who live in the
13 danger zone. The command is for them to
14 leave their homes and get out of the
15 section where the Japanese have their
16 headquarters. The reason ^{being} ~~of course,~~
17 ~~is~~ that the Chinese are likely to do
18 some intensive bombarding, and will try
19 to blow the ~~daylights out of the~~
20 Japanese part of the International
21 Settlement *into the China Sea.*

1 When we think of war, ~~whether it's~~
 2 ~~in China or in the~~ ~~the~~
 3 ~~Indo-Afghan border,~~ ~~loser to a~~
 4 ~~home,~~ there are cer that come
 5 into our minds.

6 For years the pp has been
 7 synonymous with war Iso the
 8 name Maxim. Maxim im silencers,
 9 Maxim smokeless po read about
 10 these ^{history, in} in detective and everywhere.
 11 But during the pas so the name
 12 Maxim has appeared papers and
 13 magazines through country, in a
 14 new connection.

15 Hiram Maxim head of the
 16 family, is attempt ing to make this a ~~maxim~~
 17 quieter, saner world. And that doesn't
 18 sound like war w ar of guns.

19 The Litera , this week,
 20 has a fascinatin , in which Hiram
 21 Maxim is quoted lar Mechanics
 22 Magazine. It te e problem of
 23 silencing the ro of a plane motors.
 24 It also tells of the rapid strides that
 25 he has been making with a silencer to shut

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RETAKE

Hiram
Maxim.

German
manufacturer
of guns, etc.

Feb. 19, 1932

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1 When we think of war, ~~whether it's~~
 2 ~~in China or in the Riff or on the~~
 3 ~~Indo-Afghan border, or even closer to~~
 4 ~~home~~, there are certain names that come
 5 into our minds.

6 For years the name **Krupp** has been
 7 synonymous with war -- and also the
 8 name **Maxim**. Maxim guns, Maxim silencers,
 9 Maxim smokeless powder, we read about
 10 these in ^{history, in} detective stories, ~~and~~ everywhere.
 11 But during the past year or so the name
 12 Maxim has appeared in newspapers and
 13 magazines throughout this country, in a
 14 new connection.

15 Hiram Maxim, present head of the
 16 family, is attempting to make this a ~~quieter~~
 17 quieter, saner world. And that doesn't
 18 sound like war with its roar of guns.

19 The Literary Digest, this week,
 20 has a fascinating article, in which Hiram
 21 Maxim is quoted from Popular Mechanics
 22 Magazine. It tells of the problem of
 23 silencing the roar of airplane motors.
 24 It also tells of the rapid strides that
 25 he has been making with a silencer to shut

1 street noises out of our buildings.
2 And that surely is another modern
3 miracle.

4 Well, the famous Hiram Maxim,
5 called at the Literary Digest today to
6 pay his respects to its editors, and
7 I have brought him along to the studio.

8 Now, Mr. Maxim, won't you take a
9 moment to tell us why you are interested
10 in bringing silence to the office

11 buildings, factories, and homes of this
12 noisy, modern world. I think it is a
13 marvelous idea, but just how does it

14 happen? ~~But~~ *At any rate I'm not going*
15 *to ask you to apply your silencer to me*
16 *for a moment.*

1 Yes, Lowell, I guess our family
2 name has become a synonym for war. But
3 my dream is to change all that.

4 Three generations of Maxims
5 manufactured war materials. My
6 grandfather, Isaac Maxim was the first
7 to ~~conceive of the~~ ^{work out the general} ~~bright~~ idea of a
8 mechanically firing gun. Then my
9 father, Sir Hiram Stevens Maxim,
10 acted on the idea and invented the
11 Maxim gun. After that the next step
12 was to bring ~~in the~~ invisibility ^{into war.} ~~idea~~
13 So my uncle, Hudson Maxim, invented
14 smokeless powder. After that it
15 occurred to me that a gun should be
16 made inaudible. ~~These~~ Thus came the
17 Maxim silencer.

18 But as a climax to all the
19 accumulated war experience of three
20 generations in our family, I am now
21 ~~trying to~~ apply the knowledge we have
22 gained through war to provide peace,
23 quiet, and better health for mankind.

24 That is why I am now devoting
25 myself to applying the silence

1 principle to the elimination of noise,
2 dust and dirt, and at a cost no greater
3 than the cost of a radio set.

4 My son, who is also Hiram Maxim,
5 is the chief engineer, associated with
6 me.

7 Nothing I have ever done in my
8 whole life has given me the satisfaction
9 that I now derive in making the name
10 Maxim synonymous with peace and quiet
11 and health, rather than with war and
12 guns. I am no longer a young man, and
13 if I am remembered at all, I want to be
14 remember^{ed} not as the man who made a
15 device that would enable guns to shoot
16 silently, but as the man who brought
17 quiet to our noisy cities.

1 High in the sky, in the cabin of an
2 airplane roaring across the ~~British~~ *English*
3 Channel, a rich and beautiful English
4 society woman became a Mohammedan. ~~today~~
5 She is, in fact, not only a British
6 society woman, but also a Princess of
7 Borneo.

8 On that great weird island off
9 Southern Asia, where the Wild Man of
10 Borneo came from, is the strange
11 principality of Sarawak. The people are
12 head-hunters -- at least some of them
13 are said to be -- and the rest are
14 barbarians of one sort or another, ^{more or less.} *But* [^] The
15 King is an Englishman. He is Rajah
16 Sir Charles Vyner Brooke.

17 Well, how does it happen that an
18 Englishman is Rajah of a principality
19 in Borneo? There's an odd story in that.
20 In 1840 the native Rajah of Sarawak
21 persuaded James Brooke, an English
22 officer, to help him in putting down an
23 insurrection. The Englishman played his
24 part in the affairs of the kingdom so
25 well that the Rajah made him his

■■■■■

1 successor to the throne. And ever since
2 the descendants of that same James
3 Brooke have been the Rajahs of Sarawak.

4 ^{a United Press dispatch in the N.Y. Sun tonight tells us that}
5 The wife of the brother of the
6 present Rajah Brooke is the English
7 society woman who became a Mohammedan
8 today. Her husband is in line of
9 succession to the Sarawak crown, and she
10 may one day be Queen of the head-hunters.

11 She is the daughter of Sir Walter
12 Palmer, an Englishman who made his
13 fortune in biscuits and became one of the
14 mighty men of the realm.

15 Well, this British heiress ^{has several times} ~~proceeded~~
16 ~~to~~ display ^{ed} considerable interest in
17 religion. She changed from one religion
18 to another in a rather startling
19 succession, and now she has made the
20 greatest change of all. She is a Princess
21 of a Mohammedan kingdom, and that may be
22 the reason she has turned to the ancient
23 faith of Islam.

24 "I want my conversion to take place
25 in no earthly territory," she said. And
so she was converted to Mohammedanism

1 in an airplane. The cabin of a big
2 cross-channel flying machine was turned
3 into a mosque. The president of the
4 Western Islamic Association performed the
5 ceremony. He had to shout loudly to
6 overcome the roar of the motors as he
7 prayed to Allah and placed his hands over
8 the palm of the converts right hand.

9 "LA ILAHA ALLAH WA MUHAMMAD-AR-
10 RASUL ALLAH!" he chanted, repeating the
11 venerable words of the Koran. And then
12 he gave the English society belle a new
13 name. He called her Khair-ul-Nissa,
14 which means -- the fairest of women.

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1 That surly, growling animal, the
2 bear, got a good licking today. I mean
3 the Bears of Wall Street. The
4 authorities of the New York Stock
5 Exchange today decided upon some new
6 regulations for the purpose of curbing
7 the activities of its brokers ~~that~~ who
8 sell short and thereby beat down the
9 prices of stocks. The changes are to
10 go into effect on April first.

11 But the mere announcement sent
12 the Bears scurrying to cover. The
13 result as shown in the Stock Exchange
14 prices given in the New York World-
15 Telegram, was immediate. Stocks took a
16 lively jump all along the line this
17 morning. They went up from 2 to 7
18 points. In the afternoon things quieted
19 down. The upward trend was eased off a
20 bit.

21 It looks as if the Bears might do
22 a bit of hibernating for the rest of the
23 winter. And it's time for me to do a
24 little hibernating over the week end.
25