

Good Evening, Everybody:-

1 Well, all you football fans are
2 probably having a grand feast of talk
3 and argument tonight, and the talk is
4 about those new drastic changes in the
5 football rules. And the controversy won't
6 be over by the time the whistle blows
7 next fall. Just what do they mean? What
8 effect will they have?

9 Of course, changes had to come.
10 It was in the cards that the National
11 football rules committee would do
12 something to make the game safer --
13 saner and safer.

14 Well, that something was done
15 today in the form of six changes, to
16 which newspapers throughout the land
17 are calling attention.

18 The first one concerns the
19 kick-off, and it is designed to do away
20 with the much debated flying wedge, to
21 prevent the lads on the receiving end
22 from rushing into wedge formation for
23 a charge down the field.

24 The Rules Committee has decided
25 to restrict the formation of the team

1 receiving the kick-off by insisting
2 that five players on the receiving team
3 remain on their 45-yard line until the
4 ball is kicked; also to allow the kick-off
5 to be made either by place-kick as in
6 the past, or by punt or drop-kick.

7 The second change is to forbid
8 players on the defense to strike an
9 opponent on the head, neck or face with
10 hand, wrist, forearm or elbow -- in other
11 words, slugging, polite or otherwise, is
12 out.

13 No. 3. To liberalize the
14 substitutions rule to allow a player
15 withdrawn from the game to re-enter once
16 in any subsequent period.

17 4. To forbid use of the flying
18 block or tackle. (That is throwing the
19 body through the air.)

20 5. To make the ball "dead" when
21 any part of the ball carrier's body
22 except his hands or feet touches the
23 ground. (This is to prevent piling up.
24 Crawling with the ball is out.)

25 Change No. 6. is to amplify the
rule regarding equipment so as to require

padding of hard and unyielding substances with felt, foam-rubber or other soft padding at least three-eighths of an inch thick. In other words bigger and better cushions.

The Chairman of the Rules Committee declares that these changes are the most important that have been adopted since 1906 and 1907 so far as making the game safe for the players is concerned.

Well, what change will this bring in the game next fall?

It may bring out bigger crowds.

1 President Hoover today named a
2 successor to Justice Oliver Wendell
3 Holmes, who recently retired from the
4 Supreme Court of the United States.

5 The President's choice was Judge
6 Benjamin N. Cardozo, of the New York
7 State Court of Appeals. It is expected
8 that the nomination of Judge Cordozo
9 will promptly be confirmed by the
10 Senate. He is known as a liberal.
11 The Progressives in the Senate had been
12 demanding the appointment of a liberal.
13 So that seems to make everything
14 harmonious.

15 When the new Supreme Court
16 Justice takes his seat, he will be
17 the second Jew to have a place in that
18 august juridical body, the United
19 States Supreme Court. Justice Louis
20 D. Brandeis was the first.

21 An ~~X~~ International News Service
22 dispatch printed in the New York
23 Evening Journal comments that Judge
24 Cardozo is a native New Yorker. He
25 was born in the big city sixty-two years

1 ago. He was graduated from Columbia
2 at the age of twenty, and since that
3 time has passed from one honor to
4 another in New York State.

1 Let's go along to a bit of
2 philosophy expressed in a single line.
3 It's a line printed in the New York
4 Times, and here's the way it reads:

5 The old-fashioned hom^e_^ may not be
6 doomed, but the old-fashioned house is.

7 And then let's ~~xxx~~ continue
8 with ^{a line} ~~a paragraph~~ out of the building
9 section in this week's Literary Digest:

10 ~~As~~ All about us we see houses that
11 are crying for repairs.

12 And then let's see what useful
13 information that building section in the
14 new Literary Digest has to give us. It
15 tells us how to make our homes a greater
16 joy than ever; how to make rented homes
17 more convenient and up-to-date ^{and thus} ~~in order to~~
18 retain tenants; how to wipe out deplorable
19 living conditions and eliminate slums;
20 also how to give employment to thousands
21 of craftsmen in the building trade; and
22 how to bring hoarded money out of its
23 hiding.

24 Do you know how to save from
25 twenty to forty per cent, of your fuel bill?

~~Will?~~

1 Well, here's
2 ~~I'll tell you~~ how. By the right
3 kind of insulation. The building section
4 of the ~~Literary~~ Digest explains that
5 particular point. Then what about that
6 amazing revolution ~~that is~~ going on
7 in the art of plumbing, heating and
8 air conditioning? And what about
9 scientific lighting?

10 ~~Well,~~ It's all in the building
11 section of this week's Literary Digest,
12 neatly arranged for the convenience of
13 anyone who owns a home or rents a house
14 or an apartment.

1 News from the Far East tonight tells
2 of troops pouring into Shanghai --
3 regiment after regiment. The Chinese
4 have been re-enforcing the defenders.
5 The Japanese have landed masses of
6 soldiers for ~~the~~ attack. Dispatches
7 printed in the New York Sun give a
8 picture of the two nations gathering their
9 strength for a decisive test of arms.

10 The activity of the Japanese has
11 brought a protest from the American and
12 British consuls at Shanghai. The
13 complaint is that Japanese re-enforcements
14 were landed in the International
15 Settlement. The New York World-Telegram
16 points out that Uncle Sam and John Bull
17 have at various times expressed their
18 disapproval of the way the Japanese are
19 using the International Settlement as a
20 base of operations, and today the protest
21 was repeated.

22 Yes, the contending powers are
23 massing their forces for battle, and that
24 decisive battle may already have begun.
25 As darkness fell upon devastated Shanghai

1 this evening, the artillery of the
2 Japanese opened a heavy fire. The guns
3 roared, and the shells fell crashing among
4 the Chinese trenches. It looks as if
5 the forces of the Mikado were beginning
6 their big push, and tomorrow the
7 newspapers may be carrying streamer
8 headlines telling of decisive victory
9 or defeat for the contending armies that
10 have been waging such a long and bitter
11 struggle in the desolate spaces of what
12 not long ago was the populous and
13 flourishing Chinese section of Shanghai,
14 *the greatest city in the Far East.*

1 Now I know how Noah felt when the Great Flood came.
2 Only he didn't have any flood of ballots to contend with. Today
3 there was a deluge in the Literary Digest Twenty Million
4 Prohibition Poll. How many? Well, that's just it. They're
5 working overtime right now, counting and checking. All signs
6 indicate that the poll is going to be the biggest ever --- and by
7 a wide margin. It promises to go way over the figures of that
8 epoch-making 1930 poll.

9 But the ballots are not all out. They are still going
10 by the millions. Bulging mail bags were hustled into trucks all
11 day.

12 I was out in Cleveland, Columbus and Cincinnati over
13 the weekend; and everywhere folks ask me two things: Tell us a
14 Tall Story. And tell us how the Poll is going. Well, the Tall
15 Story will have to wait. And figures on the poll will be out
16 shortly.

17 Some folks in Cincinnati were complaining that they
18 haven't received their ballots. But some of them will be along
19 tomorrow or the next day. Today's mail bags were headed for New
20 tomorrow or the next day. Today's mail bags were headed for New
21 tomorrow or the next day. Today's mail bags were headed for New
22 tomorrow or the next day. Today's mail bags were headed for New
23 tomorrow or the next day. Today's mail bags were headed for New
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Ben Adams.
an
editor of
"Literary
Digest."

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1 York, New Jersey, Pennsylvania, North Carolina, Georgia,
2 Massachusetts, Ohio, Maryland, Virginia, and Indiana.

3 Well, how did these Literary Digest tests of public
4 opinion begin? Many people have been asking me this. And I
5 have an expert here tonight to tell us the answer. Many of you
6 know him.

7
8
9 Ben Adams is one of the veteran editors of the
10 Literary Digest. He knows the history of the Digest polls from
11 A to Z -- from Dan to Beersheba. Go to it, Ben, the air is yours.

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1 Can't tell you the whole story -- the
2 air isn't mine long enough. But here's
3 about two minutes' worth.

4 There is nothing new about this poll-
5 taking. It started way back in 1894 when
6 the Digest was only four years old.

7 Soon after the birth of the Literary
8 Digest, in March 1890, we found we needed
9 to go after public opinion. And so we
10 had a good many regional polls of the
11 newspapers.

12 The first nation-wide poll of
13 newspapers was reported in The Digest of
14 January 27, 1894. Cleveland was President
15 and there was a lot of excitement over
16 the income tax and the tariff bill, so
17 we asked all the Democratic and ~~independent~~
18 Independent papers, (apparently we
19 figured out that the Republicans had
20 their minds made up anyway), and we found
21 they were about evenly divided on the
22 income tax and favored the new
23 tariff bill about three to
24
25

1 one.

2 We kept on with our newspaper
3 polls.

4 The next idea was a nation-wide
5 poll of the voters themselves in 1920.
6 The Republicans had been out of power.
7 Roosevelt was dead; on the Democratic
8 side Wilson was a sick man. It was time
9 for a new deal politically. We had a
10 mailing list of more than eleven million
11 names, and we used it to show that just
12 before the Convention, William G. McAdoo
13 was the Democratic first choice and
14 General Wood was the Republican first
15 choice.

16 That Fall we decided to get a
17 line on the 1920 election by taking a
18 poll of 600,000 voters in six important
19 states. And this accurately
20 foreshadowed the Harding landslide in
21 November.

22 After that we took polls on choices
23 for the President's Cabinet, business
24 conditions, the strange behavior of the
25 younger generation.....

Then, in the summer of 1922, we found

1 out how the people felt on two very hot
2 subjects -- Prohibition and the Soldiers'
3 Bonus.

4 In 1923 we took a poll of 2,000
5 Democratic party leaders and discovered
6 that Mr. McAdoo was their first choice
7 for President and if you remember, in
8 that famous Madison Square Garden
9 Convention in 1924, McAdoo was the leading
10 contender but couldn't quite get ~~a~~ the
11 two-thirds vote *he needed for the nomination.*

12 In the spring of 1924 our mailing
13 list was up to fifteen million, and we
14 took a vote on the Mellon tax reduction
15 plan, which showed the country more than
16 two to one for it.

17 In 1924 came the first nation-wide
18 Presidential straw-vote, sending out
19 fifteen million ballots. It forecast the
20 Coolidge victory within three of the
21 electoral vote, and the popular vote
22 within one per cent.

23 Then in 1928 came the great
24 Presidential poll, which foretold the
25 victory of Mr. Hoover with such uncanny

1 accuracy--we were the first to indicate
2 the breaking of the Solid South.

3 Then in 1930 came the sensational
4 Prohibition Poll which caused so much
5 excitement, showing the division of
6 opinion among those favoring enforcement,
7 modification, or repeal of the prohibition
8 laws and amendment.

9 With both prohibitionists and
10 anti-prohibitionists claiming the
11 modification vote, there began a
12 controversy which we are settling now
13 with our present poll asking people just
14 the one thing:- Are you FOR or are you
15 AGAINST the Eighteenth Amendment?

1 As I glance at this next bit
2 of news all I can say is "Allah be
3 Merciful". ~~The Mercy of Allah and the~~
4 ~~true religion of the Prophet is needed.~~

5 Strange things are doing among
6 the true believers of Islam. * ~~The Maxxnd~~
7 A United Press dispatch from Constantinople
8 tells of one of the latest edicts of
9 the Government of Turkey.

10 The modern up-to-date regime
11 of Mustapha Kemal Pasha has done many
12 strange things--curious antics that have
13 bewildered the righteous Moslem. But
14 this new innovation seems to cap the
15 climax. It concerns the Imam--the
16 Mohammedan priest who preaches to the
17 Faithful, in the Mosque.

18 From time immemorial, the Imam
19 in his pulpit has taken his texts from
20 the sacred pages of the Koran. LA ILAHA
21 ALLAH WA MUHAMMAD-AR-RASUL ALLAH!--he
22 chants and then goes on with sonorous
23 declamations of Arabic from the sacred
24 book.

25 But all that is to be changed

1 now. The President of the Turkish
2 Republic has just issued an edict which
3 orders that hereafter the Mohammedan
4 priests shall not take passages from the
5 Koran as texts for their sermons. ~~Xkxkx~~
6 They must be more modern than that.
7 They must not talk about such old-fashioned
8 matters. They must preach in an
9 up-to-date fashion.

10 ~~Well~~, The month of Ramadan has just
11 passed. That fantastic month when
12 followers of the Prophet fast and
13 perform all manner of austerities. That
14 month of Ramadan is the great time of
15 the year for the true believer. It is
16 then that the Mosques are the most
17 crowded and the flame of the faith of the
18 Prophet blazes most brightly.

19 ~~Well~~, The Turkish Government
20 instructed the Imams precisely on the
21 subject about which they ought to preach,
22 and what do you think that subject was?
23 Why--economics!!! Instead of the
24 venerable truth of the Koran, the Imam
25 in his flowing robes was compelled to

1 hold forth on matters of political economy, social economy,
2 domestic economy, and so on.
3

4 And I bet the poor fellow tore his beard and twisted
5 his brains into a dreadful tangle. But that was what occurred
6 during the month of Ramadan of this strange year.
7

8 I know if I had been an unfortunate Imam compelled to
9 abandon the Koran and preach about political economy I would
10 have chucked my turban into the Bosphorus and said,
11

12 SO LONG UNTIL MONDAY.
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