

Chicago -- March 21, 1931

Good evening, everybody!

I suppose the most appropriate way to start off tonight would be to utter a few words of welcome to the lovely maid called SPRING.

This is March twenty-first -- and March twenty-first is of course what the scientists call the Vernal Equinox, the coming of the period of green, the official beginning of Spring.

And, it certainly has been a gorgeous Spring day here in Chicago.

The United Press informs us that the Winter just passed was one of the most unusual ever known. The weather records prove it.

For instance, in Chicago the temperature never once dropped below zero -- and that has happened only two other years since ~~the year~~ 1870.

January of this year was one of the warmest and driest Januaries on

record. The only storm at all like the usual winter blizzard occurred in February, when Winter was almost over.

Well, no matter whether a winter has been usual or unusual it is always a rare pleasure to welcome the smiling lassie called SPRING. I feel almost like bursting into song. But I suppose we had just better go on and see what news there is on this first day of Spring.

This is the eighty-second boat race between the famous rivals. Oxford has won forty -- Cambridge forty-two.

It was a great gala day along the banks of the old Thames.

1 Well, a big boat race took
2 place today and it certainly was an
3 event of major importance ^{to the folks} over in England.

4 It was the yearly race between
5 Oxford and Cambridge. *A million people saw it.*

6 A million people lined the
7 banks of the Thames, on bridges, special
8 trains, ~~and~~ in boats, ^{and} along the river edge.

9 According to the International
10 News Service, the first part of the race
11 was pretty even, and then Cambridge drew
12 into the lead. The Oxonian crew made a
13 valiant try, and cut down the lead of
14 their rivals; then Cambridge drew ahead
15 again and won by several lengths.

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17 race between the famous rivals. Oxford
18 has won forty -- Cambridge forty-two.

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1 In Germany it was biff-bang-
2 whack for a son of the former Kaiser.

3 August Wilhelm, fourth son of
4 the one-time All Highest, was beaten with
5 a club -- in fact, several clubs. The
6 police did it.

7 The episode occurred at
8 Koenigsburg, the great metropolis of
9 East Prussia and one time stronghold of
10 the Hohenzollerns. Koenigsburg, of all
11 places!

12 August Wilhelm, son of the
13 ex-Kaiser, is a prominent member of
14 handsome Adolph Hittler's Fascist Party.
15 In company with another Fascist leader,
16 named Goebbels, he attended a political
17 meeting. After the meeting was over
18 the Fascists staged a demonstration. The
19 police butted in, and, according to the
20 Associated Press, both the Kaiser's son
21 and Goebbels got a whacking from the
22 clubs of the police.

23 *Another German dispatch tells us that -*
24
25

1 Tonight the hand that signed the
2 Treaty of Versailles is still and
3 motionless. Former Chancellor Mueller,
4 of Germany, who wrote the principal
5 German signature to the document that
6 ended the World War, died last night. He
7 was known as the man with an iron nerve--
8 and he needed that iron nerve. When the
9 time came for Germany to sign, most
10 prominent German officials would have
11 nothing to do with the job of accepting
12 the harsh treaty which the allies imposed
13 upon Germany; but Mueller saw it had to
14 be done, and he did it unflinchingly.
15 Then, according to the Associated Press,
16 he took a prominent part in the suppress-
17 ion ^{the famous Spartacus uprising} of Red revolution in Germany, which
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1 I met a well-known chemist this
2 afternoon -- my old friend Neil Ward,
3 whose specialty is industrial chemistry,
4 and creator ~~of~~ famous soft drinks.

5 The moment I saw DOC -- as we
6 call him -- he broke into a jubilant
7 shout: SAY, BOY! I'VE GOT MY COMPANY
8 BACK! And he poured into my ears the
9 story of a victory won.

10 There had been a fight on in
11 the soft drink world and Doc, temporarily,
12 had encountered defeat. Then he began
13 a long struggle to regain control The
14 usual American battle of proxies. And
15 now Doc Ward was on top again.

16 With that off his chest, I put
17 him to work. I always like to have some
18 friend pick the News Item of the Day for
19 me, just to get someone else's point of
20 view. I like to get another person's
21 slant on the news occasionally.

22 Here's the item DOC picked: --
23
24
25

1 This evening a magnificent
2 entertainment is being held over in "Gay
3 Paree". Yes, the smart ladies of Paris
4 are there in the latest fashions,
5 wearing dazzling jewels; and there are
6 plenty of gentlemen in evening clothes.

7 But among those present are sturdy,
8 rough-faced men in corduroy and blue
9 smocks, and sailors' pants and oil skins.
10 They are hardy sailors, and fishermen
11 from the coasts of Brittany, Normandy,
12 and the Mediterranean, and they are the
13 guests of honor.

14 Each year, according to the
15 Associated Press, a splendid banquet,
16 and afterwards a dance, are given in honor
17 of the men who have won the life-saving
18 medals which the French government awards.
19 The old salts are asked to come in their
20 native costumes, and they mingle freely
21 and jovially with the elite of Parisian
22 society, and for this one evening they
23 are the social ^{lions} ~~favorites~~ of the year.

A

1 Here comes a kick, a good swift
2 kick, for us men. Two years ago a
3 society was formed in Vienna to protect
4 the rights of men against the women. The
5 society was called EQUITAS; and it
6 demanded equal rights for men. They
7 printed a monthly magazine, ^{a magazine} which
8 thundered against the tyranny of women.

9 Well, that Society fought its
10 fight for equal rights for men, but it
11 fought a losing fight. It didn't get
12 enough support. It had splendid quarters,
13 in a store on a fashionable street, but
14 now it has had to move out; and, according
15 to the Chicago Daily News, the former
16 stronghold of the Society for Equal Rights
17 for Men has been rented as a women's shoe
18 store! --And that certainly does seem
19 like putting the boots to us men!

1 One strange story in this
2 evening's news tells of the death of
3 Paul Kalinin. He is the brother of
4 Michael Kalinin, the President of
5 Soviet Russia.

6 According to the United Press,
7 Paul Kalinin lived outside ~~of~~ the
8 borders of Russia, in the city of
9 Riga, ^{on the Baltic,} where he worked as a janitor.
10 He would not return to the Russia of
11 the Soviets ^{of which his brother is by title the head.}

12 Now ^{Janitor Kalinin} ~~he~~ has died, destitute,
13 in a hospital. A telegram was sent to
14 Michael Kalinin, President of Soviet
15 Russia, telling him of the passing of
16 his brother -- but no reply to that
17 telegram has been received.

1 Out in India what is described
2 as a miniature round-table conference got
3 under way this morning; a preliminary
4 session to arrange for the big, important
5 Oriental conclave that will be held later
6 on -- and which may decide the fate of
7 John Bull in India.

8 Representatives from various
9 parts of Hindustan, from the spice ports
10 of the Malabar Coast to the tea terraces
11 of the Himalayas, met and discussed matters
12 with the ~~British~~ Viceroy and his British
13 advisors.

14 Among the Indian delegates were
15 maharajahs, rajahs and Sultans, in their
16 glittering, be-jeweled costumes. But,
17 as usual -- since his release from prison
18 -- the dominant figure was Ghandi, the
19 humble Hindu saint.

20 According to the Associated
21 Press, Ghandi sat at the right of the
22 Viceroy, Lord Irwin. The same Viceroy
23 who, a year ago, had Ghandi thrown in
24 jail.

1 Well, folks, it is funny how
2 blind we can be sometimes. I mean how
3 blind I can be. Here I have been working
4 for the Literary Digest for quite awhile
5 now, and there is one peculiar and
6 important thing about the magazine that I
7 didn't realize. I knew about it, in a
8 way, but it's importance just hadn't
9 registered -- not fully.

10 Today while at the Chicago
11 offices of the Literary Digest, I fell in
12 with a group of the Western managers and
13 advertising representatives. They were
14 talking with me, and among themselves,
15 about Spring, about fishing, and about
16 business in general. Among other things
17 they pointed out one of the principal
18 appeals that the Literary Digest makes in
19 regard to advertising. And there was
20 where I learned a thing or two.

21 For instance -- advertisements
22 in the Literary Digest give the American
23 people the latest business information.
24 Other magazines, I mean other large
25 magazines of national importance, are

1 printed some time before they get into the
2 hands of their readers. The advertising
3 matter they contain is, therefore, printed
4 five, six, seven, or even eight weeks
5 before the magazine appears.

6 But the Digest, because of the
7 necessity of keeping up with the news,
8 must go to press at the shortest possible
9 interval before the issue comes out. This
10 ~~also~~ makes it possible to keep open the
11 advertising forms right up to the last
12 minute -- and thus the latest advertising
13 information gets in just as the magazine
14 goes to press, and -- then it is shot over
15 the country.

16 In other words, just because the
17 Digest keeps so close to the news, the
18 Digest advertisements are fresh and Hot --
19 fresher and hotter, in fact, than it is
20 possible for the advertisements of any
21 other magazine of large circulation to be.
22 Which is an important point for the
23 ~~Literary Digest's~~ readers.

24 And while we are on the subject
25 of business -- Here's an unusual prosperity

1 note. I saw it in a copy of the Grand
2 Rapids Press.

3 Grand Rapids, Michigan, as ~~you~~
4 all the world knows, is a great furniture
5 center. And right now, in the midst of
6 what is supposed to be a business
7 depression, Grand Rapids is the scene of
8 an interesting event.

9 An eight-column streamer across
10 the front page of the Press tells of ~~what~~
11 ~~is~~ something new ~~for~~ Grand Rapids -- an
12 automobile industry.

13 A new automobile manufacturing
14 concern is opening in Grand Rapids, and
15 ~~even the city of Grand Rapids~~ is giving
16 it an enthusiastic send-off.

17 WHO SAID "DEPRESSION"? they say.

18 And this certainly does look
19 like a good swift kick for Old Man Hard
20 Times when a new and powerful automobile
21 manufacturing enterprise is starting
22 business.

23 Well, it would be great if we
24 could welcome Spring and the return of
25 Prosperity at the same time!

At any rate -

1 It looks a bit like the old
2 times of the Wild West are returning --
3 I mean in Nevada. At least that part of
4 the Wild West which had to do with faro
5 and roulette and gambling in general.

6 The Nevada State Government has
7 legalized gambling-houses, and today the
8 new regime got under way. Gambling
9 establishments that had been running more
10 or less on the quiet opened their doors
11 wide; and new haunts devoted to the
12 Goddess of Chance appeared like magic.

13 The old times^r out in the sage
14 brush country are stroking their beards
15 and saying how much it seems like old
16 times.

1 Every so often, in the news,
2 there is mention of a wierd-sounding
3 instrument called the "Lie Detector".
4 It is supposed that when you are hooked
5 up with this piece of scientific machinery
6 you are just another George Washington --
7 that is, YOU CANNOT TELL A LIE. Or, if
8 you do stumble and utter a falsehood --
9 well, the lie detector, the polygraph,
10 will find you out.

11 Well, I was lucky enough* to
12 have a look at that strange lie detector,
13 and watch it in operation. It was at a
14 party aboard Commander Gene McDonald's
15 sumptuous yacht, MIZPAH.

16 In front of me was a box about
17 the size of a big automobile battery. On
18 top of it were several extremely sensitive
19 and delicate arms or pencils on a moving
20 roll of paper. One of the guests, a well
21 ~~known newspaper editor,~~
~~learned doctor,~~ was hooked up to the
22 contraption. A strap was fastened around
23 his waist to register breathing, and
24 another around one arm to register blood
25 pressure.

1 You are supposed to answer a
2 string of questions, one after the other,
3 and the theory is that both your blood
4 pressure and your breathing will give you
5 away when you utter a falsehood. For
6 example, your breathing will show excite-
7 ment up to the time when you do the
8 fibbing, and then after you have let slip
9 the fib, it will subside, because the
10 tension has worn off, [^]you are a bit
11 relieved.

12 Well, it was amazing. Even a
13 layman could see the lines on the paper
14 wiggle when the lie was told. In several
15 successive tries, in which everybody was
16 trying to fool the lie detector, that
17 uncanny instrument spotted the lie.

18 This baffling scientific
19 ~~instrument~~ ^{gadget} is the invention of Doctor
20 Keeler, of the Crime Detection Laboratory
21 of Northwestern University.

22 Police from all over the country
23 are consulting this crime detection
24 laboratory. Banks are making considerable
25 use of it.

1 In cases where money is missing,
2 they submit everybody in the bank to
3 the test of the lie detector -- everybody
4 from the president to the office boy.
5 And right there comes the excitement.
6 In many cases where they put the people
7 of a bank ^{over the jump,} ~~through the lie detecting test,~~
8 they find the one who did the embezzling
9 -- and they find four or five others
10 whose conscience hurts them. And that
11 wierd instrument certainly does bring
12 confessions.

13 In itself, it has no standing
14 in court, but when somebody, with his
15 own eye, sees himself registering a lie,
16 why, that's enough to break anybody down.

17 By the way, the Tall Story Club
18 is equipping each of its branches with a
19 whole battery of lie detectors, just to
20 make sure of the veracity of its members!

1 A little while ago I told
2 about the Italian who was trying to get
3 his citizenship papers and had some
4 difficulty in answering the questions
5 the judge asked him.

6 And here comes L. R. Ray, of
7 Gardner, Illinois, who sends me a gem of
8 a news item about another Italian.

9 Dominic Ziarcari of Cole City,
10 Illinois, was trying to become a citizen.
11 He had no trouble answering such questions
12 as most people know. But when the judge
13 asked him -- WHAT DOES THE BLUE IN THE
14 AMERICAN FLAG REPRESENT? And -- HOW MANY
15 MEMBERS IN THE HOUSE OF REPRESENTATIVES?
16 And -- WHAT CONGRESSIONAL DISTRICT DO YOU
17 LIVE IN? -- Well, Dominic was completely
18 stumped.

19 So the judge told him to go
20 home and study some more. Dominic turned
21 sadly away, but then his Latin temperament
22 got the best of him. He turned back,
23 waving his hands, and said to the judge:

24 "Meester Judge! Let me ask-a
25 you da question!"

CERTAINLY, replied ^{Lie honor,} ~~the Judge.~~

"Meester Judge, how many banan' in-a da bunch?"

The Judge didn't know.

"Meester Judge, how many potat' in-a da bush'?"

The Judge didn't know that, either.

"How many peas in-a da pod?"

The Judge was thoroughly bewildered by now, ^{but} ~~and~~ Dominic went on:

"Meester Judge, you smart-a da man. You know-a da law. You know about thees country. That's all right -- you a da judge. But you don't know how many banan' in-a da bunch! Me -- I know! I sell da banan' -- I sell-a fruit -- I sell-a da vegetable. It's my beesness, and I know!"

Amid laughter in the courtroom the Judge ordered -- GIVE THIS MAN HIS PAPERS!

Well, Dominic knew his business and I suppose that's all you can ask any man to know.

And, talking about knowledge, there is one thing I know. And I know it because Announcer Red Pearson has just told it to me -- and that is, that the time has come for me to be on my way.

So, SO LONG UNTIL MONDAY!

I had to stay in Chicago until late Sunday evening. Which meant that I must take a plane in order to get to New York to be in time to tell you the news tonight.

While one of my assistants stayed over night in Chicago and then boarded one of the big planes of the National Air Transport today--I went by train to Buffalo and came on through in a high speed plane. My old friend, Casey Jones, flew up to Buffalo for me. Casey, as you probably know, is one of the best known fliers in this or any other country. He also is vice-president of the Curtiss Wright Flying