

AIRPLANE

Lowell Thomas Broadcast
for Literary Digest
Friday, February 5, 1932.

Page _____

Good Evening, Everybody:

1 In North Africa airplanes are off
2 for a thrilling rescue expedition. They
3 will fly into the wilds of the Sahara
4 to save those three French aviators who
5 have been lost for four days amid the
6 shifting sands.

7 The three aviators were on their
8 way across the desert when a sand-storm
9 forced down their plane. The first word
10 to the outside world came in the form of
11 radio messages. Luckily for them, the
12 aviators had a wireless set. And so it
13 was that calls for help came over the
14 ether waves, calls that repeated again
15 and again one word -- WATER. The flying
16 men lost far out there in the wilderness
17 of the Sahara ran out of water, and then
18 were tortured by the pangs of thirst.

19 In their radio appeals they begged for
20 water. They said they were desperate.

21 But, the difficulty was that they
22 couldn't tell where they were. They
23 didn't know. They were just somewhere
24 on the immense expanse of the desert.
25

1 And the United Press explains that no
2 one could guess just where they might
3 be. ~~But~~ ^{Well,} an air-patrol of five planes
4 led by a famous desert soldier, winged
5 ~~the~~ ^{its} way into the sky, ~~and went hunting.~~
6 And now ~~they have found~~ the missing men
7 and their plane ^{have been found.} They were spotted from
8 the sky, and tonight ~~the~~ rescuers are
9 on their way *to bring them back.*

1 President Hoover today appointed
2 Col. Frank Knox, publisher of the
3 Chicago Daily News, as head of the anti-
4 ^a ~~h~~ording campaign.

5 The President is trying to
6 persuade people to stop ^a ~~h~~ording their
7 money, to stop putting it away in the
8 old sock. It is claimed that a ^{vast amount} ~~billion~~
9 ~~of money is thus being~~ ^{of money is thus being} ~~dollars are~~ kept inactive, ~~by being~~
10 ~~hoarded.~~

11 The President wants ~~to try~~
12 ~~to get all~~ that money ^{back} ~~put~~ into
13 circulation to help ^{boom} business, ~~along.~~

1 In political circles in New York
2 today they talked about the passing of
3 a grand old man. John R. Voorhis has
4 died at the age of 102. He passed away
5 in the old house that he himself as a
6 carpenter helped to build seventy-five
7 years ago.

8 He was known far and wide as the
9 oldest political figure in this country,
10 and a power in Tammany Hall. For fifty-
11 eight years he was an office holder in
12 New York City.

13 The New York Sun today tells how
14 John R. Voorhis began his life in a time
15 that now seems incredibly remote. When
16 he was born John Quincy Adams was President
17 of the United States. Down in Tennessee
18 a great soldier was quarreling with his
19 neighbors, Andrew Jackson, who was later
20 to become President of the United States.
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1 (Regiments of the Japanese regular
2 army landed at Shanghai today. The New
3 York Sun reports 4000 troops, infantry
4 as well as Marines, were put ashore.
5 4000 more are aboard a transport lying
6 in the Yangtze River and will soon take
7 their places in the fighting line.

8 These troops are to be used in
9 the smashing drive with which the Japanese
10 will attempt to overwhelm the Chinese
11 defenders of Shanghai once and for all.

12 Meanwhile the battle continued to
13 rage in ^{Chapei.} Chapei, the ruined Chinese section
14 of Shanghai. All day long cannon and
15 machine guns kept up an unceasing **turmoil**.
16 The Chinese are hanging on desperately.)
17 Once more today they resisted heavy
18 Japanese attacks and even pushed the
19 forces of the Mikado back a bit.

20 ^{Yes,} And, that, was a vivid bit of the
21 terror ~~xxx~~ of war when Japanese airplanes
22 bombed a Chinese troop train and hit it ^{square} _^
23 Charges of high explosive from the sky
24 struck the railroad cars with frightful
25 explosions and knocked the troop train ^{right}

out of the picture.

Another dramatic report tells of a battle in the sky between the ~~war~~ war-birds of China and Japan. It appears that the Chinese were ~~XXXXXX~~ ^{victorious} ~~venturous~~ and succeeded in shooting down one Japanese plane near Nanking, and forced two others to land.

The New York World-Telegram relates that the United Press has learned at Tokio that the Japanese Government is preparing to make a statement, which is described as highly significant and embodying grave decisions. This declaration, they say, will give a full statement of Japan's reasons for her activities in the Shanghai area, and it may put forward Japan's consent to a plan ~~of~~ of International Control of the Yangtze Valley.

Meanwhile France doesn't seem to like the reply which Japan made to the peace proposals suggested by the Western powers. The New York Sun declares that France considers the reply unsatisfactory, and that the Government of Paris will fully support any new diplomatic move by the United States.

1 It may be that a certain charming
2 lady ~~of~~ Great Neck, Long Island, is
3 listening in tonight. If so, there's
4 one thing I can say that will interest
5 her profoundly. That one thing concerns
6 the Literary Digest Twenty Million Ballot
7 Prohibition Poll.

8 The Main thing ~~about it just~~
9 ~~now, as I mentioned last night,~~ is sending
10 in the ballots. As soon as the Postman
11 brings ~~to you~~ that tell-tale envelope *indicating*
12 ~~which indicates that you are one of the~~
13 voters in this tremendous ^{Poll} ~~straw vote,~~ why
14 don't delay, but mail it right back
15 at the expense of the Literary Digest.

16 Well, the charming lady that I
17 refer to, ^{telephoned me} ~~happened to be visiting at my~~
18 ~~house,~~ this morning.

19 "Look here, Lowell", she said,
20 you told us last night to mail in our
21 ballots ~~to the Digest Poll,~~ but I haven't
22 received any. ~~ballot yet. In fact, only~~
23 ~~two of us have. You know, We have a~~
24 Woman's Club ~~at Great Neck,~~ and all the
25 girls are talking about the ^{Digest} straw vote.

1 They are divided on the subject of
 2 prohibition, and each one wants to
 3 express her opinion, ~~in a positive way~~
 4 ~~by voting in the ballot.~~ But until now,
 5 ~~only two have received ballots.~~

6 "So what I want you to do, is
 7 ~~to give~~ ^{send} me ballots ^{enough for all of us - 52}
 8 ~~girls.~~ ^{of them} ~~It will be about thirty.~~ If you
 9 haven't them with you now, I'll send down
 10 to your office for them this afternoon."

11 "Now," wait a minute", I gasped. ~~I~~
 12 ~~explained during the Literary Digest~~
 13 ~~hour last night that it was~~ ^{it's} impossible
 14 for me to give out any ballots, or for
 15 anybody to vote in the poll except through
 16 the regular systematic channel with
 17 which the Literary Digest conducts the
 18 vote."

19 "Yes, I know", she responded
 20 pertly, "but we're old friends, and that
 21 should make a difference. I want you
 22 to get those ballots for me for our Club
 23 in Great Neck, ~~and if you don't I'm going to pull~~
 24 ~~your hair.~~ Well, I talked ~~x~~ half an hour
 25 explaining that the Literary Digest polls

^{always}
 are [^]so very accurate, largely because
 the Digest editors are so strict in
 carrying out their impartial method
 of testing a large cross-section of the
 population, a cross-section that
 numbers twenty million, in fact. ~~But~~ So

~~there is no use telephoning, telegraphing or
 the fair lady kept insisting:
 writing to the Lit. Digest asking for votes. And
 "You tell us to send in our
 it won't even help if you come in an pull
 ballots, but how can we do it if we
 my hair.
 haven't any?"~~

~~So, once more -
 Well, of course, the answer is to
 send in your ballot when ^{it reaches} you, ~~get it.~~~~

Twenty million is a large number, and
 there are ~~an awful~~ lot of lucky people
 who are going to have a chance to
 declare themselves in the ~~great and~~
 dramatic test which the Literary Digest
 is conducting.

There are thousands of lucky
 ones who will find a ballot in their
 mail tomorrow morning. Most of them are
 in the region south of the Great Lakes,
 that same storm center of activity which
 I mentioned last night - Ohio, Indiana,

1 and Illinois. There are also thousands
2 of lucky ones in Virginia and Maryland.
3 ~~The~~ whole million and a half ballots
4 were sent swirling through the mails
5 to those five states today.

6 Meanwhile, the marked ballots
7 are coming ^{back; tens of} ~~to~~ thousands of them, ~~xxx~~
8 ~~by every mail.~~ As fast as they arrive
9 in the Digest office, they are pounced
10 upon by expert examiners, and then
11 begins a tremendous tas of verifying,
12 tallying, and classifying. All this
13 complicated work is checked again and
14 again at every stage, just as carefully
15 as if each ballot were a ten thousand
16 dollar yellow back in the vaults of ~~the Federal~~
17 reserve bank.

18 ~~Here is one thing to keep in~~
19 ~~mind. There is no careless counting~~
20 ~~in a Literary Digest poll.~~

21 All of this intricate work
22 is accomplished by the Digest's highly
23 specialized workers at top speed, so
24 that the first returns may be given to
25 the public at the earliest moment.

5

1 ~~We don't want any delay, but just the~~
2 ~~same, the work has to be done~~
3 ~~thoroughly. And that's another reason~~
4 ~~for you to send your ballot in as soon~~
5 ~~as possible.~~ The sooner ^{your} ~~the~~ votes comes
6 in, the sooner we will be able to shoot
7 those interesting and tremendously
8 important figures out. ~~to the public.~~

9 Some night next week I'll be able
10 ~~glad~~ to tell you on what date the first
11 fully tabulated returns will be
12 announced. They won't be mere random
13 figures. Everyone will tell a
14 definite, ~~and~~ significant story
15 concerning ~~prohibition~~ *today's views*
16 *of the American people on the subject*
17 *A Prohibition.*

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Phil Lord.
(Seth Parker
troupe 7 of
Sonesport,
Maine)

Feb. 5, 1932-
p. 12

1 Here at the studio we all come and
2 go with such speed that we never have a
3 chance to chat with any of the other
4 folks who engage in aerial acrobatics.

5 But there is one gentleman of radio
6 fame who always seems to have time for a
7 friendly chat. His name is Phil Lord.

8 Most folks know him as Seth Parker,
9 of Jonesport, Maine.

10 Well, Phil Lord~~x~~ looked me up a
11 little while ago, and I brought him along
12 ~~to~~ to the studio. With his Seth Parker
13 troupe, the Folks from Jonesport, Maine,
14 he, of course, ~~still~~ broadcasts every
15 Sunday night, and people all over the
16 continent wait for that hour. But
17 lately the Jonesport Folks have made a
18 tour of America, making personal
19 appearances, to packed houses, everywhere.

20 Now they have arrived in New York
21 to appear this Sunday afternoon and
22 next Sunday afternoon at the Cort Theatre.

23 Well, Phil~~l~~, or Seth, what do you
24 Jonesport, Maine, folks think of this
25 country now that you have finished your

1 thirty-two thousand mile tour? Did anything unusual happen?

2 Anything to tell the folks back in Jonesport?

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Well, we had some awfully interesting folks come down to our old-fashioned meetings such as Henry Ford, Lawrence Tibbets, General Pershing, Eddie Guest and others, but as you are interviewing ^{me, Mr. Thomas,} it brings to mind an interview I had in a small town in the middle west.

I got in about six o'clock in the morning all tired out and exhausted and I went to sleep, but this local reporter called me up several times for an interview and so half awake I got up and dressed and went downstairs to see him.

He came over and said, "Well, now let me see-- your name is Lard, isn't it?"

"No," I said, "It is Lord-- L-O-R-D."

"Well," he said, "What was this that you said about young people liking grand opera?"

"I didn't say anything about young people liking opera," I told him.

"Well," he said, "Aren't you connected with the Metropolitan Opera Company?"

"No," I said, "I am not connected with the Metropolitan Opera Company."

And then taking out a pencil he said, "Mr. Lord, aren't you going to make some kind of a trip before long?"

"I am just finishing a trip," I said. "We have been some 30,000 miles and are just getting back."

"Well," he said, "How is your voice?"

"My voice is as good as it ever has been," I told him.

1 Well, Seth Parker, here's a news item made to order
2 "Well, let me see," he said, "Just what do you do---
3 what is your racket?"
4

5 "Well," I said, "Young fellow, I will tell you. I
6 am connected with Barnum and Bailey's Circus and I stand at
7 the entrance of the main tent and throw brass rings at the
8 elephants tails."
9

10 And you might be interested to know that that paper
11 came out the next day and seriously said I was giving up
12 Seth Parker to become a clown with Barnum and Bailey's Circus.
13

14 say on Broadway.

15 What was the name of this smash hit? Well, that's
16 the story. The United Press relates that the performance was
17 given to celebrate an anniversary, the eightieth birthday of
18 UNCLE TOM'S CABIN.

19 A Broadway cast put on the old tearful drama of
20 Uncle Tom, Little Eva, and Topsy.

21 And so the old Tom show was given again, with all
22 its thrills -- Eliza escaping across the ice, with her baby in
23 her arms and the bloodhounds baying at her heels; Simon Legree
24 cracking his whip; and Little Eva going to Heaven. And the
25

1 Well, Seth Parker, here's a news item made to order
2 for you folks from Jonesport, Maine.
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4 In Albany, New York, an audience was gathered in a
5 theater. It was what actors would call a tough audience -- it
6 was inclined to be bored. It was fed up with ultra-modern
7 gangster melodrams and sophisticated comedies. But the play
8 last night went over big. It was a riot, a regular wow, as they
9 say on Broadway.
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audience, like most audiences perhaps, tired of gangsters
and smart-aleck comedies, simply ate it up.

1 There is more news from the snowy slopes around
2 Lake Placid, or I should say, around Lake Placid.

3
4 A little difficulty arose at Lake Placid today when
5 the judges disqualified several contestants in the skating races.
6 There were charges of rough tactics, also complaints against the
7 American way of racing.
8

9 They say that the American system is to use team work,
10 the idea being for an American to win. The boys help each other
11 out, and it's not merely a case of finding out which man in the
12 race can skate the fastest.
13

14 The leaders of the Finnish, Norwegian, Swedish, and
15 Japanese skating teams drew up a formal protest.
16

17 Well, these international athletic competitions are
18 supposed to promote peace and good will between nations. Here's
19 hoping this one will.
20

21 But maybe I'll learn more about that over the weekend.
22 I'm just about to catch the train for Lake Placid -- me, my
23 grip and my copy of the Literary Digest. The Digest is full of
24 good things this week, and it's always a good friend to take
25

1 along for the weekend.

2 And by the way, if you happen to get to Lake Placid,
3 and if you see a chap scooting down that famous million dollar
4 bobsled run at a hundred miles per hour, no -- it won't be
5 me. So,
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8 SO LONG UNTIL MONDAY.

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