

# SHOREHAM SCRIBE

FRIDAY, AUGUST 9, 1935

VOL. 2

No. 7

## RADIO

Last winter General Motors liked spending some \$20,000 every Sunday night. Yearly the American Society of Composers, authors, and Publishers gets \$1,800,000 in royalties. Chesterfield proudly bought about \$1,500,000 worth of time on Columbia. For wire service for the two great networks alone American Telephone and Telegraph receives \$3,000,000 a year. The gross sales for the month of March for time in all broadcasting reached the peak of \$8,287,740. Sixteen advertising agencies alone spent last year some \$30,000,000 with two agencies each paying out over \$4,000,000. Sponsors last year paid out over \$72,000,000 for broadcasting time.

Radio is divided into two classes, sponsored and sustaining. It is only a matter of years before all will be sponsored.

Although Columbia is on the air eighteen hours a day, the average daily hours sold was only five hours and thirty-two minutes. In spite of that, it managed to make a profit of \$2,274,000 last year on a gross volume of \$19,254,087. National grossed about \$38,000,000, but with a third less profit than Columbia. Compared to its potentialities, these present profits are petty.

Evening time on the great chains is not only expensive but, at the season's height difficult to obtain. Neither CBS nor NBC will give options. They will never make contracts more than sixty days in advance. On both chains the list price for a night hour is over \$17,575. Sponsors balk at buying time after ten-thirty. They say Americans sleep after ten. For those who stay awake, the companies fill the air with dance orchestras on an even basis, the hotels and bands getting free advertising, the stations free programs.

Once sponsors have their time, they prefer to buy comedians. That is still the crown program of all. Sponsors like jokes they like to pay the Cantors, Wynns, and Jolsons.

Continued page 2

## FLOWERS

No more beautiful sight could one desire than to view the fields and woodlands of Long Island during the flower blooming season. The total number of wild flower species on Long Island runs well over 200.

The ideal climatic and fertile conditions of Long Island are undoubtedly largely responsible for the prolific growth of wild flowers.

During the daisy blooming period the fields of the Island are virtually a blanket of white and yellow flowers. Hundreds and thousands of these are picked during this season, many unfortunately in a wanton manner. But despite the destruction the flowers continue to grow in extreme abundance.

Long Island is one of the few sections on the Atlantic coast where trailing arbutus can still be found growing. In the past few years this species of natural growth has been exterminated over a wide range of the eastern coast. But Long Island still offers attractive living conditions for the pretty flowers.

The violets that grow on Long Island have been described by botanists as being unexcelled by those found anywhere in the country. In the neighborhood of Farmingdale and for miles around during the spring, miles and miles of bird's foot violets can be found in bloom. This species stands out as one of the largest and most beautiful violets that bloom anywhere in the country.

From a distance they appear as though the fields were covered with a huge blanket. Scores of other species of violets are also found on the Island.

The woodlands of the Island are also filled with many other species of wild flowers too numerous to mention. The flowering dogwood when in bloom is one of the most beautiful species of flower bearing shrubs and it is indeed a pity that so many of these are subject to vile mutilation every spring.

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Some like to pay them \$10,000 for the package. (It is swank to pay by the package, which merely means that the comedians pay everyone on the program, reserving some \$6,000 for themselves.) Not all of course, get \$10,000. Out of their \$7,000 package Benny and Whiteman must pay themselves. Phil Baker and Jack Pearl, who are in only \$5,000 programs, are not package comedians. They are content with just about \$2,500 a performance. That, incidentally, is the cost of the March of Time, Singin' Sam, the Barbosol Man, and Edwin C. Hill. Beatrice Lillie, to her disgust, can coax out only \$1,500 a broadcast; Burne and Allen about \$6,000 together; Walter Winchell and Kate Smith about \$2,500 each.

Most of the drama strips, radio's version of the newspaper comic strips, cost about \$100, the elaborate ones zooming to \$500. The exception, of course, is Amos 'n' Andy, whose strip averages about \$500 a performance. Their yearly total comes to about \$75,000 apiece, and, with \$5,000 more for musicians, the sponsors spend in all \$160,000 a year.

Movie stars and dramatic actresses, who formerly would appear for nothing, will not budge for less than \$1,500. That guest star game, once so sweet for sponsors, is now sweet for stars. Leslie Howard, Helen Hayes, Ina Claire want \$3,500. John Barrymore cagily asked \$10,000 to go for a single performance for the Hall of Fame, but surrendered for \$6,000. Chevalier, however, capitulates easily at \$5,000.

The majority of announcers are just thrown in, like an extra banana, with the sale of time. The broadcasting companies pay them about \$75 a week.

Sometimes, of course, some of these rise into the talent class, where they spend part of their time working, the rest dickering, radio's most absorbing sport. So far five or six have crossed the talent line. Of these Graham McNamee and Ted Husing are the leaders. Lanky and twangy, famed in his publicity as the master of rowdy dynamics Husing's driving voice, his fast chatter, make him worth some \$400 a broadcast to sponsors. Although McNamee, with his facility for inaccurate sports reporting, slipped far down for a while, his superb stooging for Ed Wynn brings him about \$400 a performance.

This \$150,000,000 industry now is goggle-eyed with the rearing threat of television.

## QUERY

Will you answer me, ye editor, ye town folk-----why must small towns be so typically small? And be so powerfully small that its inhabitants must be lilliputianized with them?

I am interested purely from a psychological viewpoint, and a purely psychological answer would be appreciated.

Granted, there are the sky scrapers and the awful powers of noise and ceaseless human progress in a big city. It is obvious that these are basic factors in the perspective of the average city inhabitant. And despite their brusqueness, rudeness and pitiful slovenliness, the average character is a make-up, first, of humility and second, of self-importance. My differentiation lies simply in that point. It seems to me the character of the average town man is directly the anti thesis.

And why? Have we not the greatest of all skyscrapers continually to affront us? Is there a more stirring, a more powerful sight than to see the brilliance of its lighting effects, towering so high above as to be swaying over the horizon and on to eternity? Is there a power so awe inspiring as the quiet of the night? The never-ending rustle of leaves? The patter upon patter of waves on the sand? And the full moon, stark-naked in the sky----- did you lie on the beach, ever, and feel that you must hold your breath and die, while this over-whelming plan went on its way?

Yet, you've waked the next morning and gone on your blustering way, filled with self-importance.

What then, is this power of small-town atmosphere? What a giant machinery to wipe out so completely the influence of the wide heavens!

I am puzzled, and I wonder if this is simply the viewpoint of the city man. Can someone in this small town be big enough to give answer, in a purely psychological vein?

A Subscriber.

WHEN YOU BUY, MENTION  
THE "SHOREHAM SCRIBE"

## FROM OUR HENDERSONVILLE, N.C. CORRESPONDENT

An inch-worm humped his back and looked  
The camel in the eye,  
Then flattened out. "And, now," said he,  
"Big boy, let's see you try."

A gal was playing golf by herself and  
a man driving off on an adjoining tee,  
sliced the ball and hit her as she was  
stooping to pick up her ball. The man  
came running up to apologize, and she said  
"What do you mean by hitting me right in  
the middle of the back?" He said, "I did  
n't think it was the middle of the back."  
She said, "You're a stranger, and its the  
middle of the back to you."

## PROSPECTIN'

Up the mountain and through the burn  
We climbed. An' 'mongst the brush an' fern,  
An ole man drove his maddock home,  
An' slapped a tree in the gapin' loam.  
"Mornin', Father. What's the game?"  
"Plantin' trees," the answer came.  
"You don't 'spect to live to see  
The standin' timber, do ye, say?"  
He looked reflectin', down the hill:  
"Wal, no. But, thunder, some 'un will."

J. R. Simmons

The admiring comments upon the beauty  
of the flowers and their arrangement at  
the Shoreham Country Club House each week  
during this season, have been so many, and  
the inquiries as to who is responsible for  
it, so numerous that we have traced her  
secret. We find that it is Mrs. DeWitt  
Bailey who personally arranges the blos-  
soms that complete the charm of the Club's  
newly enlarged and handsomely equipped  
building.

## FLASH-FLASH

Tom Miles left Lynchburg, Va. at 5 PM  
on Thursday and arrived in Shoreham, (at  
Queenie's rhumbalow) at 5 AM Friday.

The U.S. Army has seen fit to promote  
1st Lt. John L. DePew to a captaincy.

If the DePews ever decide to come  
east again - we will have to treat them  
with the respect due their exalted rank.

He called his girl "Brown Sugar"  
because she was so sweet and unrefined.

Harpo Marx

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## GARDEN CLUB NOTES

### SHOREHAM

This Friday evening at the Shoreham Country Club, the Shoreham Garden Club invites everyone to hear "Garden Lover's Pilgrimage to Holland" interpreted by Mrs. C. V. Pallister's pictures and talk on Holland. Mrs. E. F. Stevens will talk on English Gardens. Nine o'clock is the hour set for these talks which promise to be unusually fascinating to all interested in gardens and floral beauty.

Preceding the lecture a special meeting for the members of the Garden Club, will be held at 8 P. M. - very important.

The Shoreham Garden Club Flower Show will be held on the afternoon of August 24 at the Shoreham Country Club. The classes are varied enough, (including several for children and one for men only) to tempt every flower lover to exhibit in one or several.

### BELLE TERRE

The Belle Terre Garden Club held a most successful Card Party last Tuesday at the Belle Terre Golf and Country Club. The party was attended by seventy-four people, the largest number to attend such a function in the last two or three years. The card playing began at eleven o'clock and lasted till one-thirty, when luncheon was served.

The luncheon was given for the purpose of helping toward the landscaping of the Pergolas.

All the bids from the different nurseries for the landscaping have been submitted and are being considered by the officers of the Garden Club. The Board of the Club will meet sometime next week and decide upon which of the plans submitted they will accept. Work will begin on the Pergolas immediately following the meeting.

The Pergolas is one of Belle Terre's most beautiful sites and is expected to be a great addition to the beauty of the village when the new landscaping has been completed.

SONG HITS OF THE WEEK

Song hits played most often on the air:

Song	Times
Every Single Tingle	30
Every Little Moment	29
I Couldn't Believe	28
Star Gazing	27
Gypsy Tea Room	25
Tell Me You Love Me	22
Chasing Shadows	20
Middle of a Kiss	18
Lady in Red	15
Paris in Spring	12
What's the Reason	10

SHOREHAM COUNTRY CLUB

Friday evening, August 9th at 9 P. M. - Mrs. Claude V. Pallister and Mrs. Edward F. Stevens will entertain the Shoreham Garden Club members and friends with moving pictures and talk of their recent tour through the gardens of Holland and England.

Saturday evening, August 10 - DANCE  
 Wes Oliver and his Vikings.

Sunday evening, August 11, - SONG SERVICE  
 Conducted by Mr. T. K. Elliott.

Wednesday evening, August 14 - MIDWEEK DANCE  
 Miss Barbara Davis, hostess.

On Friday nights there will be a Bridge and Get-together.

A Ping-Pong table is now set up on the lower floor of the Club for members' use.

THE STRUGGLE-BUGGY'S LATEST MISHAP

Carefully manouevring to avoid a parked car on the Hapgood's drive, Herbert Frei apparently overlooked the Sackett's parked station wagon, and ran into it. Neither car was seriously damaged.

CHOCOLATE ROLADE

5 eggs                    1/2 cup gran. sugar  
 2 tbsp. cocoa        1 cup heavy cream

Separate the eggs and beat the yolks and sugar together until the grain of the sugar disappears. Stir in the cocoa and fold in the egg whites beaten very stiff. Put into greased shallow pan, 9 x 13; spread thin about one-fourth inch and bake in moderate oven (325° F.) for 20 minutes. Turn out on damp towel. Trim off any crusty edges, spread with the cream whipped and flavored, and roll as for jelly roll. Finally spread with chocolate frosting.

Chocolate Frosting

2 squares cooking chocolate, melted  
 3 tbsp. hot water  
 1 tsp. butter  
 1 1/4 cups sifted confectioners sugar  
 1/2 tsp. vanilla

Mix chocolate, butter and add hot water. Cool; add sugar until of consistency to spread. Add vanilla; beat.

Helen E. Hughes

FAVORITE COCKTAILS

Evelyn Q. Miles

1 jigger Martini y Rossi vermouth  
 2 " Gin

Squeeze lemon peel, skin outward, into each glass and then drop it in.

D.B.U.

Tommy Miles is asking for contributions to send Mr. Herbert Frei to Battle Creek to recuperate from his strenuous week at Shoreham. The largest contribution, he thinks, should come from Joe Blanchard.

ROCKY POINT FIRE DEPARTMENT, INC.

Help the Rocky Point Fire Department get their new Pumper with 300 gallon water tank. A good investment!

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## PORT JEFFERSON THEATRE

SAT. 9 Edmund Lowe & Esther Ralston in  
"MISTER DYNAMITE"  
Buck Jones in "BORDER BRIGANDS"

SUN. 10 Elizabeth Berguer & Hugh Sinclair  
TUE. 11 in "ESCAPE ME NEVER" and  
"FISH FROM HELL"

TUE. 12 Edmund Lowe & Claire Travor in  
WED. 13 "BLACK SHEEP"

THU. 14 Boris Karloff & Bela Lugosi in  
FRI. 15 "THE RAVEN"

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Port Jefferson

## SHOREHAM ITEMS

Ann S. Waters

Mr. and Mrs. Carl Schultze were guests of Mrs. William Van Arnam.

Miss Adelaide Rochford and Miss Lois Eddy are staying at the home of Mrs. F. E. Gridley.

Mrs. Kenneth Knowles spent the week as the guest of Mrs. C. D. Waters.

Miss Emma H. Abbott is visiting Mrs. R. E. McGahen.

Mrs. A. L. Whitlock of Brooklyn is the guest of Mrs. Elmer W. Oliver.

Mrs. Charles Wunder is visiting Mrs. C. V. Pallister.

Mr. Robert K. Hopkins visited the Sackett's last Sunday with his son, Robert K. Hopkins Jr., who will remain for the week.

Mr. Thomas Miles left early in the week for a business trip through Virginia. He is expected back Friday.

Mr. Jack Wagner spent the weekend with Colonel and Mrs. Frank Schell.

Mrs. William Birch and Mrs. George Blanchard spent Tuesday in Mountain Lakes.

Master Richard Rowley is back from camp to stay with his grandmother, Mrs. E. D. Belknap. On August 5 Master Rowley was eight years old. His mother Mrs. Glasys Rowley, and his grandfather, Mr. E. D. Belknap visited him at Camp Susquehanna, New Milford, Pa. to celebrate the occasion.

Miss Mary Peck and Miss Janet Waters left on Wednesday to spend a few days in the city. Miss Peck will stay with her family in New York and Miss Waters will stay at her home in Brooklyn.

Miss Janet Waters entertained Mr. George Horton, Mr. Howard Williams and Mr. Addison Poshay, Jr. last Sunday.

Mr. and Mrs. Wesley S. Knighton and daughter, Betsy Ann, of Albany are visiting Mrs. T. F. Kavanagh for ten days.

Mr. Lloyd Taylor will spend the week end with Mr. Thomas F. Hughes at Shadow Oaks (Little Acorn)

The T. K. Elliotts have planned a lawn Kitchen Shower and Cocktail Hour for Miss Mary Ida Cross and Mr. John Ely on Saturday afternoon at their home.

The Sacketts have added a new member to the family in the form of a King Charles Spaniel, affectionately called

"Cracker" Sackett.

"Oats" Hagenah is working on a model DeHaveland airplane - constructed in great detail.

Miss Elizabeth Ingraham confides that she and Mr. Hagenah are planning a trip by plane to Moscow upon the completion of Mr. Hagenah's DeHaveland model.

Mr. Vincent J. Sherman left Wednesday for a three months cruise on a Grace Line ship through the Panama Canal and down the west coast of South America. He will return by the east coast of South America. Mr. Wesley Sherman tells us that the ship has been enclosed in a net so as to keep his mother Mrs. Ada M. Sherman from worrying about his falling overboard.

A FALSE ALARM

The excitement of the season for Belle Terre and Port Jefferson broke Thursday at two-thirty when the entire fire department responded to a call at the brand new Yacht Club. Upon arriving, there was much amusement for it happened to be a plot. Old tires and all available trash was burning in the back yard and Ed Wynn was the center of a gaping crowd. He was clad in sweater decorated by fifty medals, check sport coat, fire hat and of course customary lowers. Many pictures were taken, he having donned a rubber coat belonging to the Port Jefferson Braves.

The select grouping for the pictures included the smiling face of our commodore Mr. C. V. Pallister, of Shoreham, and several local officers.

Did you know that Ben Hecht performed as an acrobat before he became an author?

ENDOCRINOLOGY

The conscientious parent, foresighted and forbearant,

Who has some growing children on his hands,

Must manage an alliance with the gentlemen of science

Who understand the little ductless glands.

When sonny sasses mother or kicks his little brother,

Or gives his morning oatmeal to the cat,

He simply needs some tonics for his infantile hormonics,

And you wouldn't want to spank the boy for that.

His adrenals may be rusty or his thyroid may be dusty,

He may have lost an interstitial cell;

The density may vary in his small pituitary

And its really very difficult to tell.

So never fret or worry, and don't be in a hurry

To spank your naughty children for their crimes;

Just put your whole reliance in the miracles of science,

For it doesn't pay to be behind the times.

Don Rose in Phila. Ledger

Those who gathered last Sunday evening for the weekly song service at the Shoreham Country Club had the unexpected pleasure of hearing Mrs. Donald B. Upham at the piano. Mrs. Upham played Schumann's Nordisches Lied and the Deserted Farm by MacDowell.

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## BELLE TERRE

Bob Hyman, the mural artist who was visiting Faye Hall and doing Belle Terre gardens to please garden lovers, is now at work on what is expected to be New York's smartest night club. The painting is all to be on glass, he being almost the only artist in this country working on that idea. Eight thousand dollars worth of glass alone has been delivered and the club which we are not allowed to name is expected to open late in September.

Mary Gailey is visiting Faye Hall for two weeks.

Terry Segur is having a buffet supper party on Saturday night for twenty-four guests - afterward going to Shoreham for the dance. These dances have proven so popular that 'Belle Terreors' have completely forgotten Oldfield.

Tel. 681

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## SHOREHAM SCRIBE

J. E. Hughes  
Editor and Publisher

Published Fridays for ten weeks during the months of July and August for the villages between Port Jefferson and Wading River.

For Season - - - - - \$1.00  
Single Copies - - - - - .15

Main Office, Shadow Oaks, Shoreham, L. I.

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## WADING RIVER SQUIBS

Victor Mayers of Brooklyn was the week end guest of his brother and sister-in-law, Mr. and Mrs. Leonard Mayers.

Miss Barbara Worth of Bronxville and Philip Gregory of Brooklyn spent the week end with his mother, Mrs. Marion Albertson at her home here.

Miss Marion Harris of Floral Park is the house guest of Miss Dorothy Tredwell.

Mr. and Mrs. Harry Heywood and H. C. Hinckley of Port Jefferson were the supper guests of Mr. and Mrs. D. T. Hinckley on Sunday.

Mr. and Mrs. William Miller entertained at dinner Sunday evening. Their guests were Mr. and Mrs. Dilbert Pape, and daughter, Patricia, Mr. and Mrs. Freel and Mr. and Mrs. Henry Brethorst.

Mr. and Mrs. Cecil Smith entertained at a steak supper on the beach on Saturday evening. Their guests were Mr. and Mrs. William Miller, Miss Alice Miller and William E. Miller, Mr. and Mrs. Clifford Rowley, Miss Evelyn Rowley and Clifford Rowley Jr., Miss Margery Mayers, Halsey Gosman and Russell Meier.

Miss Anna Gates has returned from a three weeks visit with her brother-in-law and sister, Mr. and Mrs. Donato of New York.

Mrs. J. Thomas Mather and children of Westbury are the guests of Mr. and Mrs. William Miller.

### THE MATCH BOX RACE

If there is any sign of dignity that doesn't belong in your party, try a match box relay race. Players are lined up in two teams and each leader is given a match box cover. (The match boxes are of the wooden, sliding variety that hold small, Swedish matches.) He puts his nose into it and at a signal from the hostess, passes the box cover to the one beside him who must receive it on her nose. The match box must never be touched by the hands. The team who is the first to pass their match box clear down the end of the line wins.

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