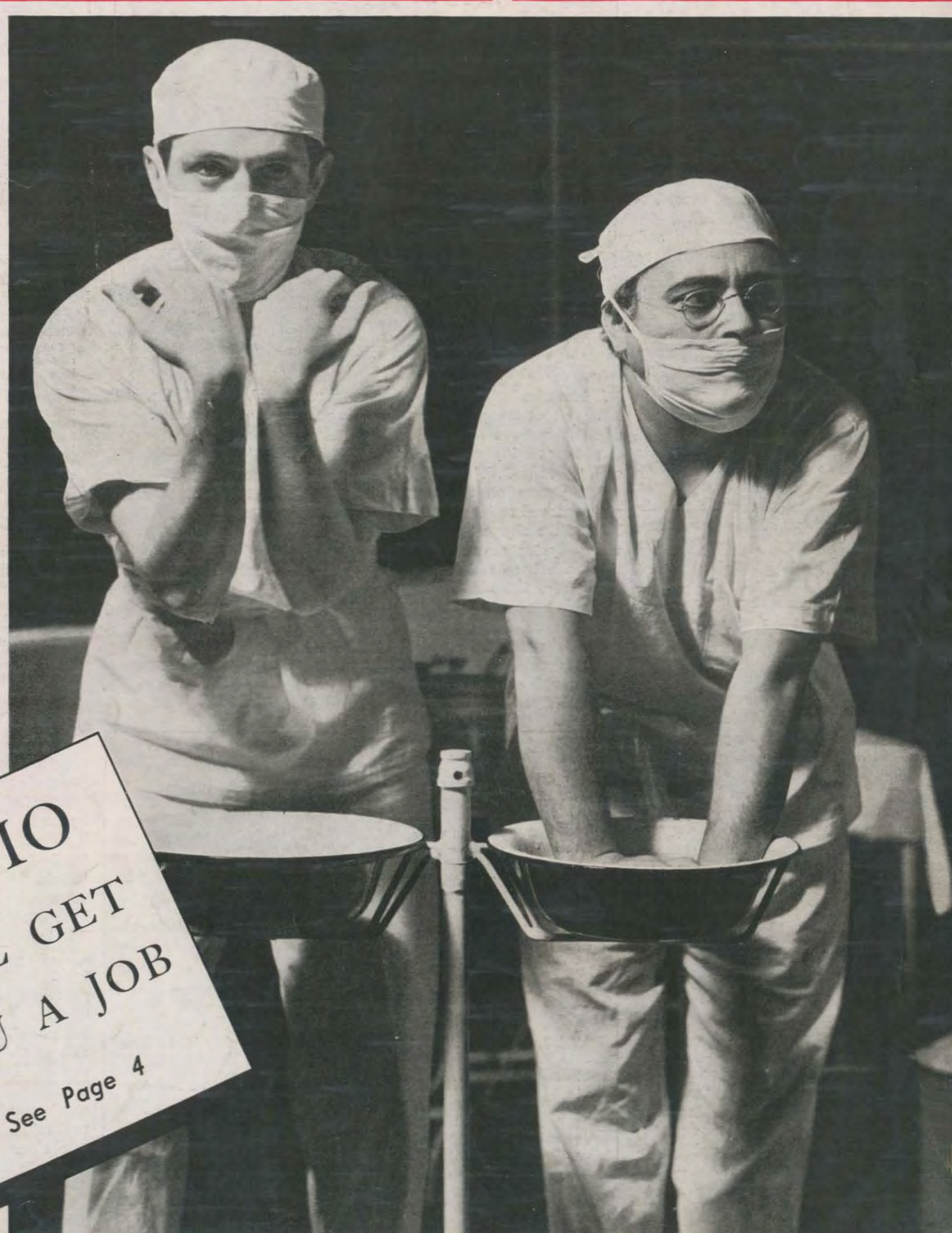


COMPLETE PROGRAMS FOR WEEK ENDING JULY 16

RADIO *Guide*

TEN CENTS



Listen to "Men
in White" on NBC
this Thursday

**RADIO
WILL GET
YOU A JOB**

See Page 4

Radio Guide

Doubles Your Radio Enjoyment

731 PLYMOUTH COURT
CHICAGO, ILLINOIS

"Help Thy Neighbor"

The most useful radio program in the world is being broadcast weekly on Station KHJ in California. Since it went on the air, it has found jobs for more than 7,000 unemployed people. Its record should be an example and inspiration to every radio sponsor and every station manager in the U. S. A.

A man whose wife is ill and whose seven children are hungry is out of work. His savings are gone and his hands are getting soft from not using the mechanic's tools of his trade.

A garage owner 1,000 miles away needs a machinist and needs him quickly. These two men should know each other and about the other's wants. Radio can introduce them.

Turn to page 4 and learn what has already happened on just one station. Then visualize the limitless usefulness of the program conducted by young Ken Styles if the tremendous power of a Coast-to-Coast network were put behind it.

Radio can reach more potential employers in the wink of an eye than a thousand government and private employment agencies. Radio can make one man's plight of importance to thousands. Unemployment is America's biggest problem. To date, the great force of Radio has done nothing nationally to solve that problem.

Soon—and it cannot be too soon—sponsors and station managers must awaken to this responsibility. The broadcasting industry is proud of its programs "in the public interest, convenience and necessity."

Here is the public's interest and convenience. Most of all, here is NECESSITY.

Radio—"Help Thy Neighbor."

Foretaste of Television

It was a dull afternoon last week in the Plaza of Radio City for the television engineers who were testing their new camera on the side of a great skyscraper. Inside NBC's studios, engineers were watching the television screen, making observations.



A blur streaked the screen as a falling object dropped from a window. A noise like a pistol-shot came from the loudspeaker. A man said, "Oh, my God!"

The picture on the television screen moved rapidly down to the base of the skyscraper. A crowd was gathering about a grotesque misshapen heap that had been a girl's body. She had jumped from the twentieth floor, a suicide, completely unconscious that her jump to death would be televised to those technicians within Radio City.

So, accidentally, television covered its first news telecast. We

are impressed, dramatically, with its possibilities in the future.

Are You Guilty?

Giovanni Bianci couldn't sleep again. His apartment neighbors had tuned up their radio until its tumult shook the walls. To Giovanni it seemed that he had not slept for weeks. Always, the noise upstairs was too great. So he went to a closet and took out a hand-ax and marched up the stairs to his neighbor's door.

When the police came they found a radio chopped to bits and two men bloody and gashed. They

also found Giovanni Bianci back in his own apartment, in his own bed, blissfully asleep.

Most of us can recall when we have been tempted to march into a neighbor's castle, battle-ax or blunderbuss in hand, and put an end to a radio's bedlam.

How many of us can recall when we have tuned our radio down so that its voice might not disturb others? It is a good idea to start now, particularly that summer is here and windows are open. It's barely possible that another Giovanni Bianci is our neighbor.

Mothers Know Best

Radio's critics never rest. Charges are hurled endlessly. Here are the latest, published as a thoughtless, biased article in the *American Mercury* magazine:

Come five o'clock every weekday afternoon, millions of American children drop whatever they are doing and rush to the nearest radio set. Here, with feverish eyes and cocked ears, they listen for that first ear-splitting sound which indicates that the Children's Hour is at hand. This introductory signal may be the wail of a police siren, the rattle of a machine-gun, the explosion of a hand grenade, the shriek of a dying woman, the bark of a gangster's pistol, or the groan of a soul in purgatory. Whatever it is, the implication is the same: Radio has resumed its daily task of cultivating our children's morals.

Some of the program heroes are Texas rangers, some are cowboys, some are G-men, some are police officers, but one and all are occupied with the business of shooting their antagonists in cold blood, or laying plans to commit mayhem at the first opportunity.

There is much more, but nowhere does this critic open his ears to the fact that radio's best and most popular program for children is not like that at all. We speak of "The Singing Lady" program, sponsored by the Kellogg Company for years. If there is any medal or award offered by publications, parents' associations or women's clubs not yet won by The Singing Lady, we have never heard of it.

It is unfortunate that critics of radio contrive to twist or ignore the truth. Broadcasts for children are not all perfect, just as all the books that can be bought in the dime store or all the toys that are available at the toy counters are not perfect. But we do have many programs that are fine, wholesome, and happy. We recommend them to the *American Mercury* "expert," who obviously has not taken the trouble to listen to them.

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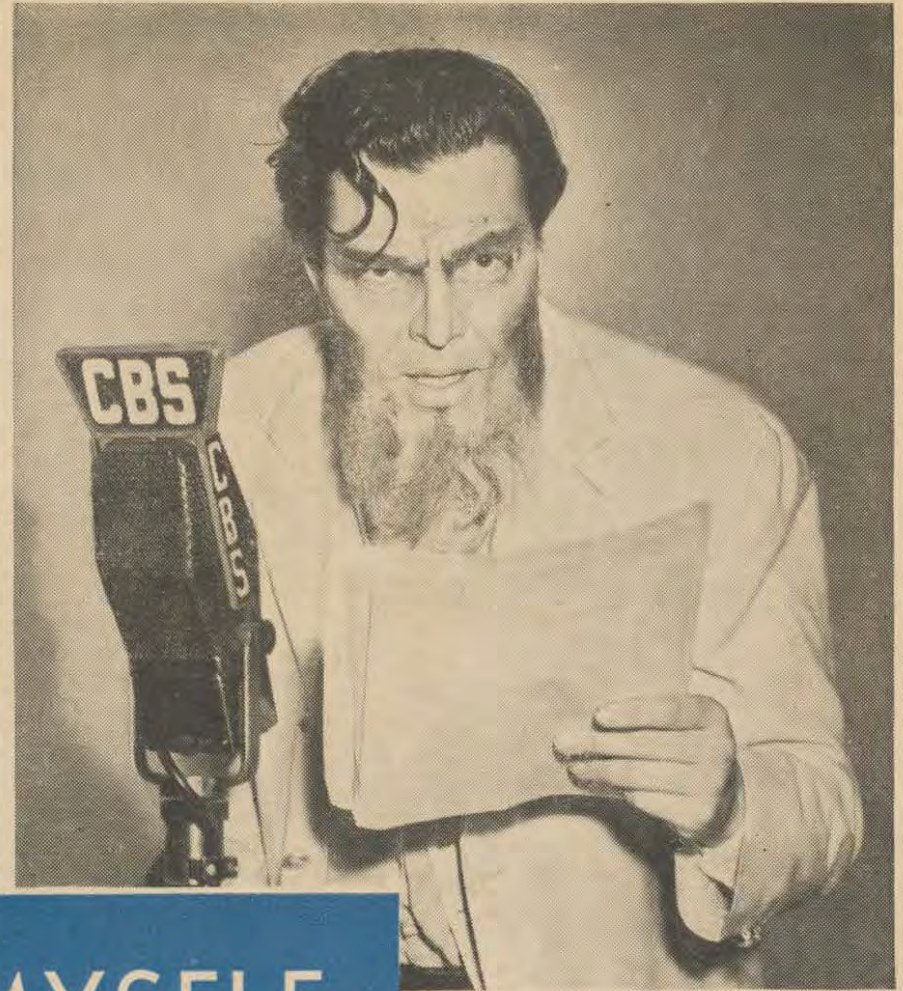
M. L. ANNENBERG, Publisher

CURTIS MITCHELL, Editor

Vol. 7. No. 39

July 16, 1938

RADIO GUIDE (Trade Mark Registered U. S. Pat. Office), Volume VII, Number 39, Week Ending July 16, 1938. Published weekly by Regal Press, Inc., 731 Plymouth Court, Chicago, Illinois. Entered as second-class matter at the Post Office, Chicago, Illinois, February 24, 1932, under act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Copyright 1938, by Regal Press, Inc. All rights reserved. Arnold Kruse, President; George d'Utassy, General Manager; Curtis Mitchell, Vice-President; Ed Zots, Circulation Manager. Unsolicited manuscripts should be accompanied by stamped, self-addressed envelope for return. Ten cents per copy in the United States. Subscription rates in the U. S. and possessions and countries of the Pan-American Postal Union: six months, \$2.50; one year, \$4.00. Subscription rates in foreign countries: six months, \$5.00; one year, \$8.00. Remit by postal money order, express money order, or check drawn to order of Radio Guide. Currency sent at subscriber's risk.



ME, MYSELF AND I

—WILL ACT, WRITE, CAST, DIRECT,
PRODUCE THE MERCURY THEATER
ON CBS THIS MONDAY NIGHT

Left: Orson Welles . . . twenty-three-year-old radio and theatrical genius. Above: Welles as he appeared in the Broadway hit, "Heartbreak House"

ONE DAY in 1931 a big-boned, round-faced young man appeared at the famous old Gate Theater in Dublin.

"I'm Orson Welles," he told the stage manager. His voice was extraordinarily deep, persuasive. "You've heard of me, I presume?"

Diffidently, the manager of one of the greatest theaters in Dublin admitted that he had not. He was promptly informed that it was his own fault. Surely, everyone should have heard of Orson Welles of the Theater Guild in New York! Well, he was hearing of him now. Orson Welles would be pleased to offer his services to the Gate Theater. Of course, he never in his life had played anything but leads. If a suitable role could be found . . .

So Orson Welles, the incredible infant giant of today's theater, straightaway took the role of the Grand Duke in "Jew Suss." He played forty roles that season at the Gate Theater, directed and designed sets at the famed Peacock Theater, made an occasional guest appearance at the Abbey. And no one knew that Orson Welles, "star of the New York Theater Guild," was a mere boy of 16 whose only previous dramatic experience had been in high-school Shakespearian productions!

This is the Orson Welles who looms today over Broadway, admittedly the most important single factor in the American theater. At 23 Welles has founded a new theatrical company—The Mercury—and guided it through a season of such solid smash hits as Broadway has not seen in decades; blessed with the gift and habit of success, he has been actor, playwright, producer, director, all at one and the same time, and always with uniform, dazzling success. His ambition knows no limits, and neither, apparently, do his powers. He may be barely into his twenties, but today the name of Orson Welles will pack any theater in New York to the very doors.

But you don't have to be a New Yorker, you don't have to attend a Broadway play to be entertained by the incredible Orson Welles. For on Monday, July 11, Welles and the Mercury Theater Company will go on the air with a program unique in American broadcasting history. To be called "First Person Singular," it will present, for the first time in radio or anywhere else, a series of dramatizations of the great classics of literature told entirely in the first person. The "I," says Orson Welles, is more important in radio than in any other medium. Instead of telling a story at second hand, Welles and the Mercury Theater players will present it in the fresh, vivid fashion that the first person singular alone can bring.

TIME-PROVEN stories will be broadcast, most of them for the first time, by the new Mercury Theater of the Air. First, on July 11, will be "Treasure Island," Robert Louis Stevenson's endlessly exciting tale of adventure at sea. Those who thrilled to "Treasure Island" in childhood—as who did not—will recall that the story is told in the first person by Jim Hawkins. The book is thus ideal as a beginning ve-

hicle for the new series of broadcasts.

Next will come Bram Stoker's "Dracula," another thoroughly familiar adventure story with endlessly dramatic possibilities. A vampire, in ancient ghost-lore, was an inhuman creature who roamed the world seeking victims to satisfy an insatiable blood-lust. His home was a coffin, and he could be killed only if he was discovered before sundown and a wooden stake driven through his heart.

A young man of pronounced personal convictions, Orson Welles believes that radio drama should be designed for the listener alone. "First Person Singular" broadcasts will have no studio audiences, will be marred by no studio applause. Radio is nothing new to Welles. In 1935, just before he moved in and took Broadway by storm, Orson Welles successfully auditioned for the March of Time program. Other roles followed, and in March, 1937, he began to play the lead role in "The Shadow," sepulchral mystery serial. He still holds the role, and his deep and ominous "The Shadow knows—ha-ha-ha" was a familiar phrase all over America long before Orson Welles himself became famous. He has long been in radio's

thousand-dollar-a-week brackets.

An actor since childhood, Orson Welles has crammed into the last seven or eight years of his life enough of glamour, of money, and the heady thrills of success to fill out most men's lifetimes. Born in Kenosha, Wisconsin, he was playing "Peter Rabbit" in a department store children's show—and making \$25 a day—before he was ten years old. At twelve, in high school, he staged Shakespeare's "Julius Caesar," and played three of the leading roles himself. He started for Scotland to paint when he was 16, went to Ireland instead, burst overnight into full-fledged stage stardom. Next he went to London, back to New York, then to Morocco for a year, where he wrote a book on Shakespeare that is today a standard school text.

BACK in the United States, he played with Katharine Cornell, and through her met John Houseman, his partner-to-be in all of the fabulous stage ventures that were to come. Together Welles and Houseman produced the instantly successful all-Negro "Macbeth," with a Harlem WPA unit. Next came the thoroughly unorthodox "The Cradle Will Rock." Welles and Houseman left the WPA, leased a theater for five years, somehow scraped together enough money to produce Shakespeare's "Julius Caesar." Presented on an almost bare stage, in modern dress, with emphasis on modern problems, "Julius Caesar" took Broadway by storm. Then came "Shoemaker's Holiday" and "Heartbreak House," both smash hits—and Orson Welles found himself Broadway's No. 1 producer.

The premiere of "First Person Singular" on Monday night at 9 p.m. EDT may well make him the greatest dramatic name in radio as well. Orson Welles does things that way.

HIGHLIGHTS

PREVIEWS OF SOME OF THIS



Peace on Earth

The best-informed statesmen are of the opinion today that for the last two years the peace of the world has been hanging by the merest thread. Hardly a month has passed during that time without the occurrence of an incident that might have begun another world conflagration. More than a dozen things have brought the nations of Europe to the very brink of war. Most authorities believe that war is inevitable within a few years at the most, and that if and when it does begin in Europe, America will certainly become involved. To prevent U. S. participation in any future European war is the hope and purpose of the various pacifist organizations of America. Outstanding among peace societies is World Peaceways. On Monday, over the Columbia Broadcasting System network, Mrs. Estelle Sternberger, executive director of that organization, will explain its stand on peace methods. Tune in at 10:45 p.m. EDT.

Pagliacci

Enrico Caruso, the greatest operatic tenor who ever lived, sang many roles during the 48 years of his life, but those who were fortunate enough to hear Caruso often say that in the role of Canio, the tragic clown of "Pagliacci," Caruso was supreme and unforgettable. The role has always been associated with him, and on Monday, July 11, opera-lovers will have an opportunity to hear it sung by a contemporary tenor, Attilio Baggio, and perhaps be able to compare his treatment of it with the great Caruso's. "Pagliacci" will be broadcast this week as an offering in the "Streamlined Opera" program, put on the air under the baton of Henry Weber. It is the deeply moving story of a clown who becomes involved in a situation so tragically involved that violent death offers him the only escape. The opera was first sung in Milan in 1892.

"Soundies"

A law unto himself is the radio sound-effects man. Surrounded by a maze of weird paraphernalia, the use of which must remain a closed book to the layman, he weaves into radio broadcasting the external sounds that provide it with background and substance. The ingenuity of sound-effects men is legendary, and great is their pride in being able to reproduce the sound of anything in the world, from the chirp of a cricket to the boom of a long-range cannon. Typical of their activity is the story of a technician at Chicago's NBC studios. He was asked by the director of a "horror" program to make a sound to portray the pulsing of a huge mass of formless, living flesh. He put a stethoscope to a man's chest, "piped" the sound into an amplifier, thence to the microphone, produced a realistic and utterly horrifying effect. On Saturday, July 16, the sound-effects men of radio will have their day with a program called "The Crickets." They will create situations in sound involving popular song titles, historical incidents, famous quotations, and competitive teams from the audience will

try to solve the riddle. At 10 p.m. EDT over NBC.

Il Faut Travailler

On December 27, 1822, at Dole, a town in Franche-Comte, France, a son was born to a tanner named Pasteur. The boy was christened Louis, and after a perfectly normal, unexciting childhood, he was sent away to school. In his preparatory work, Louis Pasteur evidently showed no especial promise, for he is listed in the school records as having been only "ordinarily good." In time, however, he won his college degree, was given an appointment as assistant mathematics teacher in the college, and soon began the researches in chemistry that were to occupy his whole life. He worked with a zeal that was almost ferocious. His belief in the value and inspiration of work was awe-inspiring. Even as he lay dying, his last words

were, "Il faut travailler," which means simply, "One must always work." Pasteur's first great discovery was the isolation of the organism which caused the mysterious "beer and wine sickness," vitally important to the French liquor industry. It was this work that led him to the discovery that bacteria are present in the air at all times, and that they are the source of infection

—one of the greatest scientific discoveries of all time. He later developed cures for chicken cholera, for anthrax, and, most important of all, for hydrophobia, until his time a hopeless, inevitably fatal disease. A dramatization of Pasteur's life will be available on the air Thursday, at 8 p.m. EDT, on the "Men Against Death" program.

In Memoriam

A year ago, on July 11, 1937, America was shocked to learn of the sudden death of George Gershwin, perhaps the most brilliant young composer of our time, and certainly the most thoroughly American of all. George Gershwin died before he reached the peak of his talent, but even so, his music is today revered, rightly regarded as the brilliant work of a great musi-



Eagle Forgotten

Governor J. P. Altgeld of Illinois, was a man who spent his life fighting desperately for the things he believed in, with little regard for the odds against him. It was Altgeld who in 1893 drew a storm of criticism because he pardoned three of the men allegedly involved in the famous Haymarket Riot in Chicago. On Thursday, July 14, John T. Frederick of Northwestern University will review "Eagle Forgotten," Harry Barnard's biography of J. P. Altgeld, on his "Of Men And Books" program. Also to be covered are "Tarnished Warrior," by A. R. Jacobs, and "Fannie Kemble" by Margaret Armstrong. The time: 4 p.m. EDT.

Kooperativa Forbundet

Sweden has almost no unemployment, no slums, no poverty. In fact, almost none of the economic ills that so beset most of the world's nations today are to be found in Sweden. About 6,000,000 people live in the 173,000 square miles that comprise Sweden, and the wealth of the country is so evenly distributed that extreme want on the one hand and extreme riches on the other are almost unknown. With half of the world today insisting that the capitalist system is outmoded and must be abandoned, and the other half arguing for an even stronger form of capitalism, Sweden stands as proof a whole people can, without exception, live prosperously and happily under a competitive financial system. The Swedish people believe in "The Middle Way"—neither dog-eat-dog capitalism nor outright socialism. They have based their system on the cooperative method of organizing industry. In Sweden, the manufacture of electric-light bulbs, rubber, margarine, flour, for instance, are not in private hands. Carefully supervised cooperative societies are in charge, and the result has been lower prices and greater production. On Monday, Albin Johansson, of Sweden's Cooperative Wholesale Society (Kooperativa Forbundet) will explain the workings of the system to American radio listeners. He'll broadcast over CBS at 7:15 p.m. EDT.

OF THIS WEEK

WEEK'S BETTER PROGRAMS



cian. On July 10, Sunday, radio will pay tribute to the memory of George Gershwin with a special commemorative program under the direction of Paul Whiteman and Howard Barlow, director of the Columbia Broadcasting Symphony. It was Whiteman who introduced Gershwin's immortal "Rhapsody in Blue," and his playing of the number will feature the broadcast. Also to be heard are "Embraceable You," "I've Got Rhythm," "Lady Be Good," "An American in Paris" and "Concerto in F." Swing Singer Maxine Sullivan, and Roy Bargy and Walter Gross, pianists, will be soloists. On the air at 3 p.m. EDT.

Headliners' Club

Each year for the past five years the National Headliners' Club, organization of newsmen working on papers, newsreels and in radio, has given awards for the best reporting in each field. On Saturday, July 16, William N. Robson, director of the Columbia Workshop, will put on the air a half-hour program—7:30 to 8 p.m. EDT—of dramatizations illustrating the awards. The broadcast versions of the headline stories will go on the air from the Ambassador Hotel in Atlantic City, where the ceremony is being held. The biggest and most thrilling news stories of the past year will be re-enacted during the program. Included in the award list are: Edward R. Murrow, European director of CBS, and William Shirer, for their coverage of the Nazi annexation of Austria; William Mueller, of the Chicago Times, for his expose of Nazi Bund activities in America; John R. Morris, of United Press, for his brilliant coverage of the August, 1937, bombing of Shanghai; Norman R. Alley, of Universal Newsreels, for his pictures of the Panay bombing; Al Mingalone, of Paramount, for his filming of the escape of a giant toy balloon which carried him aloft; the Kansas City Journal-Post, for its expose of vandalism and labor racketeering; H. S. Wong, for his picture

of a wounded baby alone in the South Station at Shanghai after a bombing. All of these stories will be dramatized.

Capitol Family

Major Edward Bowes, best known to radio listeners for his National Amateur Hour program, was a veteran in the broadcasting game for years before the first of his amateurs came to the microphone. On November 19, 1922, Major Bowes put on the air the first broadcast of a program called "The Capitol Family." The program hasn't missed a single week during the sixteen years that have passed, and it is today the oldest continuously broadcast non-commercial program on the air. "The Capitol Family" program originated in the Capitol Theater, in New York, which Major Bowes built in 1918 and which he has operated ever since. A

man of tremendous driving force, Bowes started life as an office boy in San Francisco, and had made and lost two fortunes before he reached middle age, was known, even when he was a comparatively young man, as a hard-hitting, persistent businessman. Mellowed now, his philosophy is one of gentle tolerance, and it is that philosophy that is reflected in his Sunday morning "Capitol Family" programs. Dial CBS at 11:30 a.m. EDT.



Men in White

No one ever forgets the burning, intense drama of an operating-room when the white-gowned surgeons are clustered around the table, sharply outlined in the bright, shadowless lights, the ranks of instruments glittering on their stands, and hardly a word being spoken. That situation, its dramatic potentialities a hundred times multiplied by tangled human conflict, is the heart of "Men in White," to be broadcast on Thursday, July 14, by the National Broadcasting Company. Sidney Kingsley's prize-winning play (it was given the Pulitzer award in 1934) has come to be acknowledged one of the classics of medical drama. A story of the inevitable conflict between work and love that must come to those who dedicate their lives to the headlong pursuit of knowledge in any profession, "Men in White" is a vivid, compelling play. Here are young internes, overworked and underpaid, serving the difficult apprenticeship that medicine demands; here are older men, some of them rich in wealth and honor that their profession has brought to them, others broken and embittered by it; here are eager young nurses, loving their work, but loving love more—all of the strongest and deepest of human emotions enter into "Men in White." You'll hear it at 9 p.m. EDT.

Poet's Return

"A pictur' that no painter has the colorin' to mock—
When the frost is on the punkin and the
toddler's in the shock."

James Whitcomb Riley, one of the best loved of all American literary men, wrote those lines, and there is hardly a schoolboy in the land who doesn't know it. Riley, a native of Indiana and that state's favorite son, lived through the great, lusty times of American history: he was born in 1849, when the West was not yet settled, and he died in 1916, during the war that marked the beginning of the present epoch—an epoch, incidentally, that James Whitcomb Riley would not like at all. For Riley loved best the leisurely good things of life, the out-of-doors and the simple virtues. The story of his life, dramatized for radio by Howard McKent Barnes, will be broadcast on Sunday, July 10, by the National Broadcasting Company. Called "Back Home," the sketch was prepared from Riley's personal papers. Gene Arnold will play the poet and Carlton Brickert will be narrator. The program will be on the air at 1:30 p.m. EDT.

Life Lengthens

In the near future, scientists say, over half the population of America will be in the upper age-brackets. The reason? The average life-span is increasing, due to new discoveries in the fields of medicine and the allied arts. Fewer people die young; more people live to attain old age. A natural result is an increase in the number of middle-aged persons. Inevitably, the increased age of the majority of the population will have its effect on the cultural, social, political, and economic aspects of life. These possibilities of the future will be discussed on Friday, July 15, by Dr. Louis I. Dublin, writer, lecturer, and vice president of the Metropolitan Life Insurance Company, in a talk, "The Longer We Live," broadcast by CBS at 7:30 p.m. EDT.

Fight on the Air

All the world loves an Irishman, especially a fighting Irishman. And when an Irish fighting man, straight from the Old Country, meets an American in the ring, no one who has an eye for action cares to miss it! An opportunity to watch not one such fight but a half a dozen will be given to Chicago boxing fans on Wednesday, July 13, when a team of Irish amateur boxers meets the Catholic Youth Organization team at Soldier Field. But you don't have to be in Chicago to watch these fights. NBC will put them on the air beginning at 11:15 p.m. EDT, with Lynn Brandt doing the blow-by-blow description and Bob Brown providing the background and between-rounds coloring.



From the Files of
"Help Thy Neighbor"

Case No. 1

Henry Enderman was a junior-college student, inexperienced and in great need, the eldest son of a large family, all unemployed, his mother ill, his father long out of work. When he appeared on "Help Thy Neighbor" he broke down and cried. "Mr. Styles," he sobbed, "they've tried to make a radical of me in school, but what else is there for youth? My people are hungry and I can't get a job because I have no experience. How can I get experience if I can't get work? Won't somebody PLEASE give me a job? I'll make good—I've got to make good!" The studio telephone rang almost immediately following Enderman's plea. A wealthy Los Angeles man was on the wire. "Put that boy in a taxi," he said, "and send him out here to me. He's on salary RIGHT NOW." Enderman is now working in a Long Beach, California, hotel; his father has also been given a job, the family is off the relief rolls—and Henry Enderman has a new girl!

Case No. 2

Mr. X was a former convict. He came directly to "Help Thy Neighbor" on his release from prison. He wanted a job in southern California so that he could be near his mother, whose influence, he felt, would help him to go straight. On the air he said, "I'm not trying to excuse my shortcomings. I was convicted by a jury and I've paid the debt to society that those men said I should pay. I can't start all square again, even though the law says I can; but I'll carry my load and still make good if I'm given the chance." Mr. X got his chance: the phone rang, and he had a job. The employer who called, the head of a great corporation, understood. He is an ex-convict himself.

Case No. 3

Mr. Y, old and feeble, former head of his own insurance organization, an official in the Hartford Life Insurance Company, once a millionaire, was caught in the depression downdraft, sank lower and lower until his wife and daughter left him when his wife received a small inheritance. He wept as he told Hal Styles and the "Help Thy Neighbor" audience about his family. "I couldn't support them," he said, "and so they left me." Movie Columnist Louella Parsons, guest of honor that night, gave him \$20, and Film Star Constance Collier, listening in, matched that amount by telephone. An anonymous listener sent a check, several others sent clothes. There were numerous offers of jobs and free room and board. Life began again for Mr. Y.

Case No. 4

Miss M—R— had been an office switchboard-operator, lost her job during the depression. She could find no work. Young, beautiful, her attempts to find work nearly always resulted in dishonorable propositions of one kind or another from the men she interviewed. Utterly exhausted, almost at the point of starvation, she finally began to yield. She had no other choice, and she led the life of a prostitute for some time. Then, desperate again, she tore herself away, tried to find a job working for and with women. It was impossible. Instinctively, women recognized her for what she was. When she came to "Help Thy Neighbor" she told Hal Styles: "This is my last hope. If you fail me, there'll be nothing else in the world I can do." Miss R— was given her choice of a dozen jobs. Today, employed in a private home, she is happy and full of hope.

RADIO has a solution for the problem of unemployment.

It's a proved, time-tried solution. Its methods are simple, inexpensive, its results certain and positive. Given half a chance, it can take one million American men and women off the relief rolls.

Where is the proof? You will find it in the hearts of the seven thousand down-and-out, hopeless men and women who have found good jobs through the "Help Thy Neighbor" program broadcast once a week by Station KHJ, Los Angeles, California. Those seven thousand people came to KHJ when every other resource had failed them; when, beaten and crushed, they had nowhere else to turn. Well, they got jobs—jobs that employment authorities said did not exist.

All this came about through a program that covers a bare one-fiftieth

his program looking for jobs.

Two years Hal Styles was in charge of a man-on-the-street program for a small Hollywood station. One day he drew an ordinary-looking, middle-aged man out of the crowd around the microphone, put him on the air, began to ask him about himself.

"Your name, please."

"A. B. Lunan, sir."

"Married, I suppose, Mr. Lunan?"

"Yes, indeed."

"Any children?"

"Eleven of 'em."

"Well, Mr. Lunan, that's a lot of mouths to feed. What sort of job do you hold?"

"I'm unemployed," the stranger told Styles.

Another broadcast conducted by Styles at that time was called "Hollywood Celebrities." An unemployed man with eleven children to support

his life's most important decision. "Okay. I'm through here. I'll find a station and a sponsor. Good day!" It was a long, hard pull. To all of Styles' persuasion, to all of his arguments, advertising-agency men and radio executives had one reply: the program would be too sordid, too depressing, for the general public. Radio listeners, they said, want to be amused, not depressed; they want light, airy, frivolous stuff. They aren't interested in other people's troubles.

THESE men were wrong, and no matter how fervently they urged him to stop wasting his time on the idea, deep down inside Hal Styles knew they were wrong. His ideas in the matter then were the same ideas he has seen amply proved thousands of times since: "Americans have always responded to distress calls," he says. "They always will—in a relative degree. The plight of millions of Chinese stirs us to righteous anger but not to action; tales of Spanish civil war atrocities raise the hair on the backs of our necks—until someone calls us to make a fourth at bridge. Strikes, floods, dust storms and mine disasters in other sections of our own country arouse our pity; we dutifully donate some money to a relief fund. But let our immediate neighbor's scream of agony reach our ears and we're galvanized into action. We may not know him, but his woes automatically become our woes; his pain is shared by us. We would dash to his rescue through a hail of gangland bullets without a thought of our precious hides. We'll even jeopardize the security of our kin to render aid, and snitch the Sunday roast from our oven to feed his family if they're hungry. He is our Neighbor!"

Buoyed up by feeling so intense, Hal Styles could not fail. He simply kept on trying, and finally he found a station that would broadcast "Help Thy Neighbor," and, most important of all, a sponsor who believed in the program and cheerfully would pay the bills. On January 24, 1937, the program went on the air for the first time, over KHJ, Los Angeles.

It was an instant success. Every person interviewed in the inaugural program had a job within twenty-four hours—and there were thirty-four jobs left over. They were not long in being filled, for the next morning's mail brought literally hundreds of letters of application. All this in spite of the fact that a survey made when the program first went on the air showed that only three percent of the available listening audience was tuned in. A mere thirteen weeks later a similar survey demonstrated, astonishingly, that *twenty-nine percent* of all the radios within range of KHJ were tuned in to "Help Thy Neighbor."

TYPICAL of the men and women whom Hal Styles has given a new lease on life was the first man actually interviewed on the program. He was Albert Tansley Luck, former sergeant major in the United States Army, World War veteran, once a personal aide to President Roosevelt. Like nearly all of the men and women who come to "Help Thy Neighbor," his joblessness was no fault of his own. He was a man of fine character and many talents, and he desperately wanted to work. He simply could not find it. He said of himself, in a bitter sort of a jest, that Luck's luck had run out. But if it had, it was due to come back in a hurry. At the end of the broadcast there were seventeen offers waiting for him. He took a job with a sheet-metal concern. Today, as of-

RADIO WILL GET YOU A JOB

MEN WANT WORK AND RADIO HEEDS THEIR
CALL. "HELP THY NEIGHBOR" HAS FOUND
7,000 JOBS. IT CAN FIND A MILLION

of the population area of the United States.

It's one of the warmest, most inspiring stories in radio, this story of Hal Styles, KHJ, and "Help Thy Neighbor." Amazingly, an accident began it. But it was no accident that kept it going in spite of frightful obstacles, no accident that today it's the biggest and best program of its kind on the air anywhere in the whole wide world. Those things were planned and fought for.

STYLES, former marine wireless operator, veteran of shipwreck in the tropics and near-freezing in the Arctic, first man to broadcast from the ocean floor, first man to broadcast from the operating-room of a hospital, first to go on the air from inside a cage of lions and tigers, is the man responsible for "Help Thy Neighbor." Adventurous, courageous and determined, a man who loves life and squeezes from it every last drop of zest, Styles is also warm, generous, endlessly tolerant—and a blisteringly hard worker. He had to be all these things to make "Help Thy Neighbor" the institution it is today. A lesser man couldn't have done it. In fact, since Styles' success, lesser men have tried to imitate him—so unsuccessfully that three of them finally appeared on

was certainly a Hollywood celebrity. That night, Mr. Lunan was on the air again. He told the story of his unemployment, of his wife and his eleven children. He finished with:

"I've never asked for charity, Mr. Styles, and I never will. All I want is a job."

He got a job. The ringing telephone, at the end of the broadcast, offered him fourteen jobs. A. B. Lunan went to work at a movie lot the very next day. He is still there. That was the beginning of "Help Thy Neighbor."

The day A. B. Lunan started his new job, Hal Styles started his. He drew up plans for his new program. He took them to his station manager and spread the details before him.

"It's good entertainment, which is what you want," he explained, "but think of the people we can help."

The station manager said, "I don't like it."

That rocked Hal Styles back on his heels, but only just a moment. It was inconceivable to him that anyone should fail to see the merit of his program.

"But I've got to put it on the air," he insisted. "A program like this is needed."

"Not on this station," said the manager.

In one split second, Hal Styles made

vice manager of the company, he hires all additions to its personnel through the program that set him so splendidly on his feet again. Luck's reaction to the opportunity that "Help Thy Neighbor" gave him is typical. The people who come to Hal Styles are desperate. They have exhausted every other avenue of hope. They are independent and strong-willed, they want to stay off the relief rolls, stay away from public employment projects if they possibly can. When men and women like that are put to work they really work, and gratitude burns brightly in their hearts.

These people flocked to Hal Styles and "Help Thy Neighbor." They came in amazing numbers and incredible variety. From ex-governors, diplomatic envoys, and bank presidents—there have been 150 bank presidents on the program—to ditch-diggers and handy men and ex-gangsters, they came to Hal Styles seeking new hope. And nearly always they found it. Public recognition came swiftly. High state and city officials, quick to sense the program's benefits, grateful that it was doing what they could not do, were unstinting in their praise. "Help Thy Neighbor" was a thoroughgoing success.

But the biggest obstacle was to come when things looked brightest. At the end of the first thirteen weeks, the original "Help Thy Neighbor" sponsor withdrew.

"Your program is too big for me," he told Styles.

"What do you mean?"

"My advertising and my commercial announcements take too much time. In the time I use on the program some poor man could tell his story, isn't that right?"

"Yes," Styles admitted.

"You tie up with some solid, old-line concern, Hal," the sponsor advised. "I'll always be proud that I helped launch this service, but it's outgrown me."

The sponsor knew what he was

talking about. "Help Thy Neighbor" now walked far beyond the ordinary kind of radio program; it was a public service, something that should be kept free of every unselfish entanglement. There were many firms in California ready and anxious to back the program, but no one of them exactly filled its peculiar requirements. Hal Styles hated to risk cheapening "Help Thy Neighbor," yet the program must stay on the air, at whatever cost.

Styles put the question to his office staff. Should he sign with a sponsor who might harm the program or could they stick it out, without salary, until a public-spirited backer came along? The vote of the whole staff—all three of them—was unanimous. The "Help Thy Neighbor" spirit was strong among them. "Stick it out," they told Styles, "and we'll stick with you." Lewis Weiss, KHJ station manager, and Don Lee, head of the Don Lee network, were just as generous. They assured Styles that he could

(Continued on Page 13)





Macklin Marrow will conduct the Stadium Concert Sunday

SUNDAY, JULY 10
at 12:30 p.m. EDT on NBC

The Radio City Music Hall
of the Air

The Coolidge String Quartet

Quartet in G Op. 42, No. 5
(Herzogenberg)

Little March; Cossack (Kroll)
Quartet No. 2 in F Sharp Minor
(Weiner)

LOVERS of string-quartet music will be surprised to note the absence on this program of the customary Beethoven, Mozart, Haydn and Schubert; but those who like an occasional unfamiliar tang to their listening have ample fulfillment with this program.

Heinrich von Herzogenberg (1842-1900), Austrian pianist and composer, wrote in the romantic style, his five string quartets showing the influence of Schumann, Mendelssohn and Brahms.

Herzogenberg and his wife Elizabeth (an excellent pianist) were intimate friends of Brahms, and the letters exchanged between the master and the couple are one of the most fascinating publications in musical bibliography. There is every evidence that Brahms was in love with Frau von Herzogenberg when she was his pupil before her marriage, and after that event her photograph was the only woman's picture which decorated his desk until he died.

William Kroll is the second violinist of the Coolidge Quartet. Leo Weiner, living fifty-three-year-old Hungarian composer, at first followed the pre-Debussy French style in his compositions, but now he subscribes to the radical Hungarian school, which bases its music on Magyar folk-tunes modernly treated. Weiner's F Sharp Minor quartet won the chamber music contest sponsored by the wealthy music patron, Mrs. Elizabeth Sprague Coolidge, in Washington, D. C.

SUNDAY, JULY 10
at 8:30 p.m. EDT on CBS

The Stadium Concerts

The New York Philharmonic
Orchestra

Macklin Marrow, conductor

Overture to "Coriolanus" (Beethoven)
Symphony No. 2 (Beethoven)
Prelude in E Minor (Bach-Thaulow)
Dream Pantomime from "Haensel and Gretel" (Humperdinck)
Introduction and Wedding March from "Coq d'Or" (Rimsky-Korsakoff)
Suite "Facade" (Walton)

THE highest note of seriousness reached in Mr. Marrow's edifying programs comes at its very beginning, with the overture tonalizing the tragic Roman hero, Coriolanus, immortalized

The March of Music

A Weekly Preview Edited By Leonard Lieblich

"... An ampler Ether, a diviner Air..."—Wordsworth

Questions and Answers

THERE has been quite some response to the request of this department for opinions regarding musical commentating on the air and what it should be like. All the correspondents are in favor of the talks, most wish the material to be informative, and a few desire it to be merely entertaining. One writer expresses concisely the viewpoint of several others when he says that he lives in a small community where there is no comprehensive library, that he cannot afford to buy musical books, and that therefore he appreciates to be told even the most familiar facts about compositions.

There is another question that interests me. I have in mind to run a series of short, factual biographies—profiles, they are called these days—of the best-known composers, past and present. Are RADIO GUIDE readers in favor of the idea?

Men of the Baton

About a certain gentleman I read this recently: "He is a stylish fellow, sporting the longest tailcoats and the most drastic morning trousers. The other morning he wore suede boots, gray flannel slacks, a snowy double-breasted linen jacket and a bright Charvet tie illustrated with red poppies and cerise sunbursts." An ex-vaudeville actor, a film star? No, an American orchestral conductor, and his name is Macklin Marrow. His art with the baton is more conservative than his clothes, even though he knows how to color music vividly. At present, Mr. Marrow is leading the orchestra for "The Two Bouquets," a charming Victorian musical comedy now playing in New York. From the theater pit he will step into the open at the Stadium and direct a concert of serious works, which is his real ambition. One thing endears him especially to my heart. Asked whether he likes swing, he replied: "Yes, as long as I don't have to play it myself."

Eugene Goossens, to be heard at the Robin Hood Dell, July 15 and 16, also belongs to the well-dressed musical group, even though he affects a milder sartorial display than Marrow, perhaps because he is conservatively English. In his interpretations, however, and as a composer, Goossens has rich imagination. In his creative essays, he is what one might call a modern classicist, for in the old molds he pours present-day harmonies and counterpoint. Half a hundred or so important works stand to his credit, including "Judith," a grand opera (libretto by Arnold Bennett), produced last summer.



Paul Whiteman (left) and Howard Barlow will appear on the George Gershwin Memorial program to be aired over CBS this Sunday afternoon



Eugene Goossens will conduct Dell concerts Fri. and Sat.

in Shakespeare's drama of that name. However, Beethoven did not use that masterpiece as his framework, but a play on the same theme by Collin, German poet. The composer emphasizes the pride (violins and violas), heroism and tenderness of Coriolanus, the final measures depicting his death.

As immediate lighter contrast, follows Beethoven's happy-mooded second symphony, with its outstandingly lovely slow movement. William Walton, thirty-six, English, had his tongue in his cheek when he created his engaging and humorous suite "Facade," originally set to poems by Edith Sitwell but later arranged for orchestra alone. Deliciously satirical are these lively little pieces, and touched with brilliant jazzings that might well excite the envy of the one-fingered tunesmiths of Broadway.

THURSDAY, JULY 14
at 10 p.m. EDT on CBS

Essays in Music

Victor Bay, conductor
Hollace Shaw, soprano

Subject "Shakespeare"
Overture "The Merry Wives of Windsor" (Nicolai)

The Orchestra

Willow Song from "Otello"
(From the Dallis Lute Book)
Hollace Shaw

Garden Scene from "Much Ado About Nothing" (Korngold)
The Orchestra

O, Mistress Mine from "Twelfth Night" (Byrd)
Hollace Shaw

Romeo and Juliet Overture
(Tchaikowsky)
The Orchestra

THE late John Philip Sousa was the first conductor to devote an entire program to "Shakespearian" compositions, and Mr. Bay does well to follow the example. No author or poet wrote more frequently and understandingly about music than the genius from Avon, whose pages abound in reference to the art. "If music be the food of love," "The man that hath no music in himself" and dozens of other lines testify to Shakespeare's deep devotion to what he termed "the concord of sweet sounds."

For over three hundred years composers have been inspired to use Shakespearian material as subjects for songs, instrumental solos and operas. Of the last-named, the most numerous are three based on "Midsummer Night's Dream," six on "Hamlet," six on "The Tempest," seven on "Macbeth," and twenty-three on "Romeo and Juliet"! Perhaps the loveliest "Shakespearian" solo song is Schubert's "Who is Sylvia?"

SUNDAY, JULY 10
at 3 p.m. EDT on CBS

"Everybody's Music"

George Gershwin Memorial
Concert

Columbia Symphony Orchestra
and

Paul Whiteman's Band combined

Paul Whiteman and
Howard Barlow, conductors

Jane Froman, Maxine Sullivan
and the Modernaires, singers

Roy Bary and Walter Gross,
pianists

Deems Taylor, commentator

That Certain Feeling
Chorus and Orchestra

Second Rhapsody

Whiteman conducting; Bary, soloist

It Ain't Necessarily So
Jane Froman

Show Medley: Clap Your Hands
The Orchestra

Summertime
Maxine Sullivan

Concerto in F
Barlow conducting; Gross, soloist

Sascha, Yascha, Mischa, Toscha
The Modernaires

The Man I Love
Jane Froman

*Movie Medley: They Can't Take That
Away from Me; Nice Work If You Can
Get It; Love Walked In*
Orchestra and Maxine Sullivan

Lady Be Good
Two Pianos

Dawn of a New Day
Jane Froman, Chorus

As we go to press, it seems possible
"Rhapsody in Blue," Gershwin's best-
known piece, will also be played.

ELSEWHERE on this page I have
paid tribute to Gershwin in words,
but the message that most eloquently
eulogizes him is his music.

SUNDAY, JULY 10
at 11:05 p.m. EDT on NBC

SATURDAY, JULY 16
at 11 p.m. EDT on NBC

The Cincinnati Summer Opera
Company

presents

"LA TRAVIATA"

(Acts III and IV)

(Sunday)

The Cast:

Alfredo . . . James Melton
Violetta . . . Rose Tentoni
Germont . . . Carlo Morelli

"AIDA"

(Acts III and IV)

(Saturday)

The Cast:

Aida . . . Rose Bampton
Amneris . . . Bruna Castagna
Rhadames . . . Harold Lindi

THE air is melodious many of these
summer nights with excerpts from
full opera performances at the Cin-
cinnati Zoo, done by skilled ensemble,
splendid orchestra, and established
soloists and conductors. To warble
the woes of Violetta, we have a warm-
toned American soprano, and one of
our own tenors is voicing the ro-
mantic outpourings of Alfredo. He is
James Melton, graduate from radio
stardom to that of grand opera.

George Gershwin—An Appreciation

(Gershwin Memorial Concert. "Everybody's
Music"—Sunday, July 10, at 3 p.m. EDT on CBS.)

NO DEATH in the American
musical world ever shocked and
saddened this country more
than when George Gershwin passed
away suddenly on July 11, just a
year ago. To those of us who knew
the robust young man, his love of
life, his intense activities, it still
seems incredible that he has gone
from us, his creative power stilled
forever.

Only a few months before his pass-
ing, I visited Gershwin at his pent-
house apartment in New York, and
heard him enthusiastically discuss his
plans for the immediate future, which
included a stay in Hollywood to com-
pose numbers for several films; an
autumnal return east for the making
of two musical-comedy scores; and
the gathering of material for his sec-
ond grand opera with a libretto yet to
be selected. And all the while he in-
tended to keep on developing his de-
cided talents as a painter and sculptor.
He showed me his latest works in mod-
eling and with the brush, and proudly
exhibited his collection of modern

Rhapsody") aroused no such interest
or gained such wide acceptance as
Gershwin's Concerto in F for piano,
the orchestral pieces "Second Rhap-
sody," "Cuban Overture," "An Amer-
ican in Paris," and the "Rhapsody in
Blue." In his dual capacity, the
lamented George was unique in the
annals of American music.

Rising from the questionable depths
of Tin Pan Alley and quickly amass-
ing much money, Gershwin had every
reason to coast along easily and pile
up profitable short numbers of popu-
lar appeal. But he was too ambitious
for that and possessed too great a
sense of worth-whileness. The adula-
tion of Broadway was pleasant
enough; the respect of real musicians
meant a great deal more. The young
composer took piano lessons, studied
hard at counterpoint and orchestra-
tion. His fertile stock of melodies and
command of piquant harmonies soon
found expression in more significant
forms than whistlesome songs and
foot-stirring dance examples. He
wrote a one-act music-drama of Har-



Sunday listeners will hear a generous program covering practically
every phase of the talent of the late George Gershwin (above)

paintings by other artists representing
an investment of a fortune.

Then he rolled open a wall panel
and let me see all his manuscripts
and printed compositions, beautifully
bound in red morocco. "This will in-
terest you especially," he said, "be-
cause you heard the first rehearsal and
encouraged Paul Whiteman to produce
the piece." It was the original manu-
script of the Rhapsody in Blue. "A
few days ago" he added, "Irving Ber-
lin offered me five thousand dollars
for it." "Why didn't you sell?" I sug-
gested jocularly, "and make a copy
for yourself?" Gershwin looked pain-
ed, and asked, "Do you think that
Irving would sell the manuscript of
his 'Alexander's Ragtime Band'?"
"Well, you millionaires can afford
such lack of business ability," was all
I could think to reply to the re-
proach.

While there have been others who
approximated the successes of Gersh-
win in the popular field, none dupli-
cated his standing as a serious com-
poser except Victor Herbert. How-
ever, even the latter's oratorio, sym-
phonic poem, orchestral suite, two
cello concertos, two grand-opera and
other large scores (including an "Irish

lem life, the "Rhapsody," and a set of
arrestingly original "Preludes" for the
piano. Even his popular songs took
on melodic and harmonic refinement,
and I remember the highbrow shud-
ders that ran through the critical
ranks when Eva Gauthier, well-
known concert soprano, programmed a
group of them at one of her recitals
in New York. I was then the music
critic of the New York American, and
I shared the tremors of my colleagues.
Truth compels me to say, however,
that all of us were captured by the
spicy rhythms and irresistible tunes
of the interloper from Broadway.

WITH the foregoing thoughts in
mind, I shall join the army of
listeners when, on July 10 (3 p.m. EDT,
CBS), the commemorative broadcast of
George Gershwin's works takes place,
under the leadership of Paul Whiteman
and Howard Barlow. Too, I shall hear
Maxine Sullivan sing the Gershwin
songs and realize how much broader-
minded musical circles have become
since that day when Eva Gauthier
accompanied an "untouchable" Ameri-
can popular composer with the high-
caste Debussy, Ravel, Schumann and
Brahms.

Also Recommended

For Stations, See Our Program Pages

Sunday, July 10

Blaisdell Woodwind Quartet. 10:30
a.m. EDT, NBC. A quartet headed by
Frances Blaisdell, one of the outstand-
ing women flutists.

Yella Pessi and the Madrigal Singers.
1 p.m. EDT, NBC. Examples of ancient
harpsichord music and part singing.

The Magic Key. 2 p.m. EDT, NBC.
Symphony orchestra; Frank Black,
conductor. Guest soloists.

Monday, July 11

The Voice of Firestone. 8:30 p.m.
EDT (7:30 p.m. PST for West), NBC.
Symphony orchestra; Alfred Wallen-
stein, conductor; Margaret Speaks,
soprano. Pomp and Circumstance (El-
gar), Huguette Waltz (Friml), Melody
in F (Rubinstein-d'Indy), Mi Chi-
amano Mimi from "La Boheme" (Puc-
cini), Blue Danube Waltz (Strauss),
Selections from "The Chocolate Sol-
dier" (Strauss).

Sir Edward Elgar's stirring march,
one of a set of six bearing the same
title, is one of the best known and most
popular of his compositions. Written
at the time of the coronation of King
Edward VII of England, it is usually
played on occasions of "pomp and cir-
cumstance." Oscar Strauss, composer
of "The Chocolate Soldier," is related
neither to Johann or Richard Strauss.
He has written many delightful oper-
ettas of which this is perhaps the most
popular.

Tuesday, July 12

NBC Music Guild. 2:30 p.m. EDT,
NBC. Kreiner String Quartet. Quartet
(Ravel).

The Story of the Song. 3:30 p.m.
EDT, CBS. The long deferred "Win-
terreise" cycle (Schubert), sung by
Fritz Lechner, German baritone.
Twelve of the songs will be sung today,
and the remainder on July 19.

Wednesday, July 13

Keyboard Concerts. 5 p.m. EDT,
CBS. Frances Hall and Rudolf Gruen,
Toccata (Frescobaldi), Butterfly and
Black Key Etude, played separately
and then together in a special arrange-
ment by Guy Maier (Chopin), Coro-
nation Scene from "Boris Godunoff"
(Moussorgsky-Pattison), Cache, Cache,
Mitula (Tailleferre), The Poisoned
Fountain (Arnold Bax), Russian Sail-
ors Dance (Gliere).

The two Chopin etudes, in a unique
arrangement, should prove diverting,
if nothing else. Both can stand up
very well alone. Germaine Tailleferre
is a modern French composer.

National Music Camp Orchestra. 9:30
p.m. EDT, NBC. From the National
Music Camp, Interlochen, Michigan.
An excellent student orchestra.

Thursday, July 14

Sinfonietta. 8 p.m. EDT, MBS. Small
symphony orchestra, Alfred Wallen-
stein, conductor. Soirees Musicales
(Britten), Symphony in C Major
(Dittersdorf).

Goldman Band. 8:30 p.m. EDT, CBS.

Friday, July 15

Robin Hood Dell Symphony Concerts.
9:30 p.m. EDT, MBS. Philadelphia
Orchestra; Eugene Goossens, conduc-
tor.

Grant Park Concert. 10:30 p.m. EDT,
NBC. Chicago Philharmonic Orches-
tra.

Saturday, July 16

Robin Hood Dell Symphony Concerts.
8:30 p.m. EDT, MBS. Philadelphia
Orchestra; Eugene Goossens, conduc-
tor.

RADIO GUIDE WATCHES THE FUN GO BY



Musical director of the show is Carl Hoff. He got his big start in the West, has also conducted "Your Hit Parade" for Lucky Strike

"WATCH the Fun Go By" has just bid farewell to the airwaves. Present at the last broadcast of June 28, to "watch the fun go by" and capture in pictures the closing program, was Radio Guide's Singing Photographer, Gene Lester. Because of the tremendous popularity of this show and as a parting gesture, Radio Guide presents on this page the pictures of those in the Al Pearce aggregation who have become more than just entertainers to millions of radio listeners, and who'll return in the fall to work for a new sponsor.

Photographs by Gene Lester



Kenneth Roberts handled the announcing of the Pearce show. A CBS man, he's heard on "Living History," "Adventures in Science"



Al Pearce is both "Elmer Blurt" and head man of "Watch The Fun Go By." This fall Pearce and his gang will return to the air under the sponsorship of Grape-Nuts

Guest star of the last broadcast for Ford was Nick Lucas, crooning guitarist. He sang "Says My Heart" to his own accompaniment



Arlene Harris is better known as the "human chatterbox." In private life, she's the wife of Dr. Harry Harris of New York City



Chief clown in Hoff's twenty-one piece band is Frank Pinero (above) as caught by Cameraman Lester



Bill Comstock is better known to the radio audience as "Tizzie Lish," the gang's recipe expert. He seldom poses out of character; hails from Syracuse, New York



Gene Arnold portrays role of Hoosier poet, Sun.—NBC

Series on Life and Works Of Hoosier Poet Returns

Sunday, NBC, 1:30-2 p.m.

So popular were the dramatizations built around the life of James Whitcomb Riley that they will be returned to the air on Sunday over an NBC network. First heard last fall, the programs will again be presented against a musical background with Gene Arnold in the role of Riley.

The avalanche of letters requesting the return to the air of this homey serial is evidence of the fine job actor, it might further be assumed that Gene would have been the poet's own choice for the part. At the first meeting of the two, when Arnold had traveled to Riley's home town to gain personal permission to read one of the poems to his elocution class, Riley was so pleased with the young man's keen interpretation of his work that permission was granted at once. From the first meeting, a friendship grew that was enjoyed the few remaining years of the poet's life. Having pleased the author with his ability to grasp the thought and spirit of his poetry, Arnold went further, and pleased the public with his impersonation of the man who wrote it.

The dramatizations, based in part on Riley's personal notes, were written by Howard McKent Barnes, author of the May Robson hit, "Mother's Millions," and a number of other full-length plays and books.

Linton Wells Speaks From Venezuela

Sunday, NBC, 2-3 p.m.

Still quite a distance from the half-way mark in his 30,000-mile tour of South America, Linton Wells, the "Magic Key's" roving reporter, will make his weekly report on Sunday from Caracas, Venezuela. Previous broadcasts have brought his commentaries from Nicaragua, Panama, Ecuador, Peru, Chile and Uruguay. Each week since the tour started on May 8, Linton Wells has described the swift march of events in South America, has interviewed foreign news correspondents and has made reports on little-known facts about the country from which he speaks. Wells gives to his commentaries the rich coloring and vivid reality that only his years of experience as a news correspondent and a world-wide traveler make possible. It is estimated that he travels an average 2,304 miles for each of his broadcasts.

Listening to Learn

RECOMMENDED PROGRAMS

Times given are EDT. For EST and CDT subtract 1 hour; CST, 2 hours; MST, 3 hours; PST 4 hours. Recommendations based on cultural values.

DRAMA

Sunday, July 10

There Was a Woman. 5-5:30 p.m., NBC. Dramatization of women in the lives of famous men.

Monday, July 11

Mercury Theater. 9-10 p.m., CBS. Dramatic program by Orson Welles.

Tuesday, July 12

Let's Pretend. 5:30-6 p.m., CBS. (Also Thursday, same time and network.) Nila Mack takes the children into the land of make-believe.

Wednesday, July 13

WPA Radio Theatre Division. 8:30-9 p.m., MBS. "Drums," by James Boyd.

Thursday, July 14

Pulitzer Prize Plays. 9-10 p.m., NBC. Dramatization of Sidney Kingsley's "Men in White."

Friday, July 15

The Nation's Playhouse. 11:30 p.m.-12 mid., MBS. Dramatization.

Saturday, July 16

Columbia Workshop. 7:30-8 p.m., CBS. An experiment in drama written especially for the microphone, produced under the direction of Wm N. Robson.

Original Play. 8:30-9 p.m., NBC. Dramatization of plays written expressly for radio presentation.

EDUCATIONAL NEWS

Saturday, July 16

Aviation Talks by Commander Frank Hawks. 5:45-6 p.m., NBC.

GOVERNMENT

Monday, July 11

National Radio Forum. 10:30-11 p.m., NBC. Guest speakers, talking from Washington on current national topics.

Friday, July 15

World Economic Cooperation Program. 4:45-5 p.m., CBS.

HISTORY

Wednesday, July 13

Living History. 7:30-7:45 p.m., CBS. Review of events covered in last four broadcasts, conducted by Prof. Harry James Carman.

INSPIRATION

Sunday, July 10

Church of the Air. 10-10:30 a.m., CBS. Rev. John W. Thomas, New York, N. Y.; 1-1:30 p.m., Rev. Edward Lodge Curran, Brooklyn, N. Y.

Highlights of the Bible. 10-10:30 a.m., NBC. Dr. Frederick K. Stamm speaks on "Religious Luxury."

Sunday Vespers. 4-4:30 p.m., NBC. Dr. Oscar F. Blackwelder, guest speaker.

The Catholic Hour. 6-6:30 p.m., NBC. Bishop Duane G. Hunt speaks on "The Appeal to Reason."

Cheerio. 10:30-11 p.m., NBC.

Saturday, July 16

Message of Israel. 7-7:30 p.m., NBC. Rabbi Abraham Feinberg, guest speaker.

PEOPLE—THOUGHT—COMMENT

Sunday, July 10

Headlines and By-Lines. 10:30-11 p.m., CBS. News by Bob Trout, editorials by H. V. Kaltenborn and Erwin Canham.

University of Chicago Round Table Discussions. 10:30-11 p.m., NBC.

Monday, July 11

American Viewpoints. 7:15-7:30 p.m., CBS. Talk by Albin Johannson, manager of Cooperative Wholesale Society of Sweden.

American Viewpoints. 10:45-11 p.m., CBS. Mrs. Estelle Sternberger speaks on "The Unity and Disunity of America's Peace Movement."

Tuesday, July 12

Let's Talk It Over. 2:15-2:30 p.m., NBC. Discussions on topics of feminine interest by guest speakers.

The Roving Prof. 7:45-8 p.m., NBC. "The Heart of Asia." Prof. W. M. McGovern comments on little-known facts of family life in the Orient.

The Right Job. 11-11:15 p.m., MBS. Interviews by Dr. Shirley Austin Hamrin.

Wednesday, July 13

It's News to Me. 7:45-8 p.m., NBC. Commentary by Ruth Bryan Owen Rohde.

Thursday, July 14

Of Men and Books. 4:45-5 p.m., CBS. Comments on literature by Prof. John T. Frederick.

Stepping Ahead With America. 8-8:30 p.m., NBC. Programs designed to show activities to improve general conditions in the United States.

Americans at Work. 10:30-11 p.m., CBS. Interviews with workers.

Friday, July 15

American Viewpoints. 10:45-11 p.m., CBS.

Saturday, July 16

The Art of Living. 6:45-7 p.m., NBC. Commentary by Dr. Norman Vincent Peale.

Capitol Opinions. 10:45-11 p.m., CBS. Guest speakers on topics of national interest.

PERSONAL—SOCIAL PROBLEMS

Monday, July 11

Talk by Dr. Ward. 3:30-3:45 p.m., CBS. "Public Aspects of the Trends in Medicine." Program in connection with American Osteopathic Association Convention.

Tuesday, July 12

Highways to Health. 4-4:15 p.m., CBS. Dr. Harold D. Meeker speaks on "Cutting the Fear Out of Surgery."

SCIENTIFIC DEVELOPMENTS

Sunday, July 10

The World Is Yours. 4:30-5 p.m., NBC. Dramatization. (Under auspices of Smithsonian Institution.)

Monday, July 11

New Horizons. 5:45-6 p.m., CBS. Program under auspices of American Museum of Natural History.

Wednesday, July 13

Science on the March. 7:45-8 p.m., NBC.



International

Writings of Paul de Kruif dramatized Thursday—CBS

Pasteur's Work Subject Of Dramatization

Thursday, CBS, 8-8:30 p.m.

If that man is called great who conquers his fellow man, what then must he be who conquers his fellow man's enemies.

In a world dominated by those who are so careless with human lives that they sacrifice hundreds of thousands of them merely to satisfy their own selfish ambitions, the inspiring life and life-work of the humanitarian-scientist cannot be too highly complimented. On Thursday night in a dramatization of the life of Louis Pasteur, one of the greatest humanitarian-scientists of all times, a compliment will be paid to those men who donate their efforts so unselfishly for the betterment of society. The inspiring successes of this great Frenchman, who is regarded as the founder of the science of bacteriology, were outstanding to the benefit of both the human race and the animal world. To Pasteur, the pleasure of seeing his discoveries have a direct application to practical life came many times.

This program is the third in a series titled "Men Against Death," built from the records in the books of the renowned writer-scientist, Paul de Kruif. The stories in these books—"Microbe Hunters," "Hunger Fighters," "Men Against Death," "Why Keep Them Alive" and "The Fight for Life"—are of man's fight to banish illness and early death from the earth, the fight against microbes, hunger, disease and poverty. The weekly dramatizations will be presented by a group of Federal Theatre players under the direction of Leon Fontaine.

Insurance Executive Speaks on Longevity

Friday, CBS, 7:30-7:45 p.m.

Mr. Average Citizen's chances of living to a ripe old age are much better than his father's were sixty years ago. Rapid advances in science and medicine have added years to the average man's life in the last sixty years. Discussing the various aspects of the average length of life, Dr. Louis I. Dublin, vice-president of the Metropolitan Life Insurance Company, will be heard during this Friday's session of "Adventures in Science" over CBS. The title of his discourse is "The Longer We Live." Dr. Dublin's discussion will touch on new methods of lengthening the lives of humans and the problems arising out of the changes in the average age of the population.



When Newlyweds Lily Pons and Andre Kostelanetz deserted New York for a tour of South America recently, a friend gave them a globe of white carnations. They will be away for 3 months, filling many musical engagements

WHILE no formal note has been tendered by the German ambassador alleging that Amos 'n' Andy "fixed" the Louis-Schmeling fight, just the same Correll and Gosden are expecting it any minute. The reason: On Tuesday night before the big heavyweight bout, A&A staged their mythical fight between Flukey Harris and Sam Blackwood—and it ended in a knockout in exactly two minutes and four seconds, according to studio stop-watches. The next night, as you know, the Schmeling match with Louis ended in precisely the SAME length of time—to the second! So closely did the real bout follow the imaginary one aired by A&A that their fans are claiming that Schmeling and Louis must have followed the blackface script . . . Aside from the coincidence, this column would like to award plums to A&A for their keen showmanship in cashing in with their characters on the widespread interest in the Schmeling-Louis bout.

Newspapers have begun to clamor regarding the seriousness of the Edgar Bergen eye infection. They need not worry. The ailment, really a streptococcus infection near the left optic of Charlie McCarthy's mouthpiece, is under control; almost healed.

Jack Benny, polishing off the last of his current Jell-O series on June 26, had Carole Lombard as special guest of his eastern broadcast. She sat on the studio stage, laughed heartily, and kept her nervousness down for her appearance a few minutes later on the Chase & Sanborn hour. Jack blossomed out in a cool summer suit; admitted he had been perusing Hawaiian travel folders. If through making "Artists and Models Abroad" for Paramount in time, he and Mary may join George Burns and Gracie Allen in

Honolulu in August. Immediately after the show, Phil Harris and band started on a two-week tour of one-nighters, after which they'll do eight weeks of theaters in the East. All aglow was the program's secretary and "knock-knocker," Harry Baldwin, who the night before had celebrated his thirty-first birthday at a party thrown by Benny scribes Ed Beloin and Bill Morrow.

Rom-Antics: "Genevieve Blue" (Madeline Lee) isn't so dumb; her boy friend sails a 90-foot yacht . . . Did Betty Jaynes and Doug MacPhail secretly wed at Coronado week-end before last? . . . Nan Grey ("Those We Love") and Charlie Martin sip their cokes together at Marie Slapsie Rosenbloom's . . . Anita Louise not fooling about Buddy Adler . . . Martha Raye proudly exhibiting her diamond solitaire from Dave Rose . . . Priscilla Lane isn't seeing Wayne Morris, who is seeing Jacqueline Zinn, petite American Airlines stewardess.

Catching the love-bug from Claire Trevor and Clark Andrews, Big Towners who will speak their "I dos" in August, three other couples, one party from each of which works the same show, are seeing the justice of the peace or the minister. First off was actor Eddie MacDonald, who hitched June 29 at Yuma, Arizona, to Diana Allen, recently of the New York stage. On July 4, Harry Essman, "Big Town" sound-effects man, and non-professional Doris Ludlum, pooled their personal effects, and later this summer, Horace McMahon, the program's "heavy," and Louise Campbell, of the screen, plan to wed . . . And each time, Tiny Ruffner is stuck for a present!

Which reminds me to tell you not to miss Warner Brothers' new picture,

HOLLYWOOD SHOWDOWN

BY EVANS PLUMMER

"The Amazing Dr. Clitterhouse," starring Robinson and Trevor, and in which you'll also witness the screen work of Chicago's ex-radactress Gale Page. It's a clever and funny crime subject.

Hollywood Hotel, on June 24, resembled what happens when a bunch of mischief-doing small boys sight a policeman—scream! With but two hours' leeway to train time, Frances Langford and husband, Jon Hall, accompanied by Langford manager and ex-suitor Ken Dolan, hurried to the Chief. Ditto Ray Paige and his missus. At the station all met and said their good-bys—Dolan to Shirley Ross, who's been his night-club pal in recent weeks; and all to Screenscooper George McCall and Ken Murray. Shirley, wearing the golden charm bracelet Murray had given her the day before, left the depot with him. But cheer up, Mr. Dolan, your competing Ken is off to Lake Tahoe to rest for two months.

Speaking of Miss Ross, why wouldn't she be the natural vocalist to work on Bob Hope's Pepsodent airshow this fall? They clicked so well together in "The Big Broadcast of 1938" with their song "Thanks for the Memory"—and that, of course, is the logical theme song for the program.

The Lux Theater's finest performance of the season was Helen Hayes' appearance June 27 in "Jane Eyre." The play, acting and production were tops—and you should have seen the mob of screen stars who attended the program to watch Miss Hayes do her stuff. It was as if they were taking lessons. Incidentally, Producer Cecil B. DeMille had a tough nut to crack in figuring how high to place the microphone head for the airing, as Miss Hayes stands five feet one inch—while her supporting star, Bob Montgomery, is just one foot taller!

Perhaps parties are none of our business, but wonder why Bing Crosby barred cameramen from his big "secret" home entertainment on June 25. Of course, they say Bing's rather sensitive about the diminishing locks on his pate . . . Which reminds me that Batorner Harry Sosnik reports he's trying a new scalp treatment and swears it's growing hair.

Tommy Dorsey, the swingster who is (pardon me, folks, it's the heat) Kool-ing off with a Raleigh at the CBS-ed Palomar Ballroom and the NBC studios in Hollywood, played in twenty-two different bands in less than a year before he headed his own. During that time, he tells me, he learned that a "piston" is a trumpet, the "dog-house" is the bass fiddle, a "grunt-iron" is a tuba, and a "gobble-pipe" is the maligned saxophone. I might add that Tommy's own instrument is the "slip-horn."

Al Pearce is making plans to give his pals the bird in a big way. Last week he bought seven hundred acres at Oroville, California, for a game-bird farm at a reported cost of \$40,000.

Lake Arrowhead and its lodge attracted Hollywood NBC-ers recently, with the result that "One Man's Family's" Kathleen Wilson (Claudia) learned in one lesson from Jean Sablon how to aquaplane. That French crooner, by the way, during the party's trip back to Los Angeles, was coached in cowboy songs by operatic Marion Talley, who discovered Jean had an almost perfect Oklahoma yodel. Almost any Sunday now you'll be hearing Sablon yodeling "My Little Buckaroo" with a Parisian accent.



In gay mood are Marion Talley and Jean Sablon, as Jean demonstrates a step in "The Big Apple"

Milton Berle, organizer of a charity billiards tourney for the stars, to be staged July 11, has secret hopes thereby to remove himself from behind the eightball!

One of the most beloved of the Hollywood stars is Joe Penner, who, in all probability, will be selling you Log Cabin syrup next fall. At the concluding broadcast of his recent series, members of the cast hired a photographer to snap pictures of every person on the show. These will be mounted in a special album and presented to their popular boss. Joe, at present, is enjoying himself on a two-week vacation in Mexico.

"To make America laugh-conscious" is the intent of the National Comedians Association now being organized by Ed Lowry. Let's hope the by-laws include making America stale-gag unconscious, or perhaps pensions might be provided for time-honored jokes.

AIRIAL TO LOWDOWN

BY MARTIN LEWIS

Memos of our visits to the studios:

MONDAY: Richard Himber rushes out of rehearsal at 7:10 p.m., orders the cabbie to speed to the Essex House; dashes to his apartment to change into a tuxedo, then back downstairs to the dining-room to lead the orchestra for one dance set. He hops off the platform, dashes out to the street and hails a cab for his return trip to the broadcasting studio, arriving out of breath at 7:58—two minutes before the program is to go on the air. After the broadcast, another dash back to the Essex House to make more music for the diners. At midnight, back to the studios for the repeat program. It is not hard to understand the reason for Himber losing so much weight.

Before the broadcast, Connie Boswell is presented with a corsage of yellow roses from one of her host of admirers who has written the lovely songstress a letter each week for six years. Few stars have more loyal fans than Connie. That isn't hard to understand, either.

TUESDAY: At the Horace Heidt broadcast, three ladies sitting in the front row start for the exit immediately after the program goes off the air. Heidt calls after them from the stage requesting that they remain, explaining that he and his band were going to entertain and that they'd miss the best part. One of the young ladies, who by this time was near the door, yells back, "I'm sorry we can't stay; we've got to go over to see the Hal Kemp broadcast." Heidt didn't say another word, but from the expression on his face we believe he was sorry he brought the whole thing up.

We also walk out to visit the Kemp show, and welcome the gang back from their trip through the South. Bob Allen and others of the band are bronzed from the sun and look distastefully healthy, which makes us quite envious. During the day, while on tour, the boys took advantage of the swell beaches and golf courses, and they look as though they'd been on vacation instead of a tour of one-night stands.

We begin to understand why David Ross does such a swell job of announc-

ing. In all our trips through the studios, he is the only word-spieler we've ever seen who reads the commercials sitting down. Ross sits at a desk, with a table lamp that serves as a spotlight, and he is completely relaxed, which, we believe, is the secret of his success. There's a tip for other announcers.

WEDNESDAY: At the last Grace Moore-Andre Kostelanetz broadcast, Miss Moore throws her arms around Guestar Walter Cassel after he finishes his number and plants a big kiss on his kisser. Bashful Walter turns crimson, while the songstress tells the audience she considers Cassel the best baritone ever to appear on her program and that she plans to take him along on her forthcoming concert tour.

Later, at the Kay Kyser show, a young lad whose number was selected from the glass bowl walked up to the stage and regretfully advised the Professor that he couldn't be a contestant because he was under age. In case you didn't know before, a person must be at least eighteen years old in order to participate in the musical quiz. Kay calls it smoking age. Before the program got under way, I noticed Announcer Ben Grauer, the judges of the contest, and some of the production boys in a huddle. Snoopy Lewis went over to investigate and learned that each week the boys have a pool of their own. They put six pieces of paper in a hat, numbered one to six. Each one puts up a dollar and then selects a number. When the contestants come up on the stage they are each given a number. If contestant number 3 should win, whoever picked this number from the hat wins the six dollars.

THURSDAY: At the Rudy Vallee rehearsal, Guestar Tallulah Bankhead does a bit more acting than is necessary. After going over her dramatic sketch, she flops on the floor as if in a faint. When she gets up she turns to Rudy and chirps,

"I haven't had any sleep and I'm going home to sleep now!" Miss Bankhead really looked and acted as though she could have used some shut-eye.

After Tommy Riggs finished rehearsing his part, he walked over to the chair where he had parked his hat, but it was gone. His search of the



Sharing cake with Fred Waring at his recent 38th birthday party in New York were, left to right: Rudy Vallee, Mrs. Waring, Fred and Songstress Donna Dae. This fall Fred will return to the air in his own radio half-hour program

studio was futile. All he could find was a hat that looked like his but which turned out to be much larger. We told Tommy we had seen Graham McNamee walk out with a gray hat in his hand, which perhaps he inadvertently had picked up. Sure enough, when we saw Graham the next day he told us that he discovered his mistake after he had left the building. Tommy had to go out hatless.

FRIDAY: At the Tim and Irene rehearsal, as we walk into the studio Irene and Teddy (Uncle Happy) Bergman are doing a heel-toe dance, or whatever you call it, for the benefit of Gene Lester, RADIO GUIDE's singing photographer, who got a good shot of it. As dancers, we suggest they stick to being comedians. Gene suggests we take a picture with Tim, but we don't like to have pictures taken. A few minutes later Tim calls us over, presumably to ask a question. Like a flash the flash-bulb is off, and we discover we've been framed into having our picture "look." It's monotony, I mean mutiny, or sumptin!

Ed Albany, who is rightfully called "the Human Echo," helps to set us all a little bit dizzy. Albany has been on the air in recent weeks with Al Pearce, Fred Allen and Bob Ripley. He's the fellow that talks right along with you and mimics everything that is said. The most amazing thing is that he doesn't even look at you and still doesn't miss a word, keeping right up with you all the time. If you want to annoy someone, try it yourself sometime.

All rehearsals are timed to the split second. Allowance is even made for applause. At the Paul Whiteman rehearsal, the men in the orchestra take the place of the audience and applaud

themselves after each number. A wave of the hand from the production man in the control-room tells them when to stop. More fun.

SATURDAY: Among the celebrities in the audience who crowded CBS Playhouse No. 1 to see and hear the swing celebrities on the stage at the gala second anniversary show of the Saturday Night Swing Session were William Gaxton, musical-comedy star; Billy De Beck, creator of Barney Google, who, incidentally, has just written the lyrics to a new song by Duke Ellington; and Kay Swift, who wrote the successful "Can't We Be Friends?" In the audience, too, was the man who knew swing when they called it jazz, Paul Whiteman.

Les Tremayne, star of "First Nighter," had his tonsils yanked after a recent broadcast and was back in front of the mike the following week.

The CBS golf team, captained by Andre Baruch, trimmed NBC and Mutual in a recent tournament . . . Kay Brinker, the leading lady of "Manhattan Mother," is being taught how to fly an airplane . . . A few Sundays ago Phil Cook mentioned something about a Tomato Tomtom being held in Texas. A few days later he received a crate of tomatoes. What can I mention? . . . I know a radio artist, whose name will go unmentioned, that recently received five hundred dollars in money-orders from one of his admirers to do with what he pleased. He didn't want to offend the sender by returning it—so it pleased him to put it in the bank . . . June Meredith is expected to be absent from "A Tale of Today" for about three months. She is suffering from a nervous breakdown . . . Luise Barclay will continue on this show during June's absence.



The CBS team, with Andre Baruch (left) as captain, was winner in a recent radio golf tournament

**Log of Short-Wave Stations
Whose Programs Are Listed**

(Megacycles or thousands of kilocycles shown)

CJRO, Canada	6.15	OLR3A, Czecho-	
CJRX, Cuba	11.72	slovakia	9.55
COCH, "	9.43	OLR4A, "	11.84
COCQ, "	6.01	OLR4B, "	11.76
COCQ, "	9.725	OLR5A, "	15.23
COGF, "	11.805	OLR5B, "	15.32
CSW, Portugal	9.74	OZF, Denmark	9.52
CXA8, Uruguay	9.64	PCJ, Holland	9.59, 15.22
DJB, Germany	15.20	PHI, "	17.75
DJC, "	6.02	PRF5, Brazil	9.50
DJD, "	11.77	RAN, U.S.S.R.	9.60
DJL, "	15.11	RKI, "	15.08
EAJ43, Canarias	10.37	RNE, "	12.00
EAQ, Spain	9.855	RV59, "	6.00
EAR, "	9.49	SPD, Poland	11.53
EA9AH, Spanish		SPW, "	13.64
Morocco	14.05	TFJ, Iceland	12.23
FOCAA, Tahiti	7.11	TI4NRH, Costa	
GSA, England	6.05	Rica	9.698
GSB, "	9.51	TPA2, France	15.24
GSC, "	9.58	TPA3, "	11.88
GSD, "	11.75	TPA4, "	11.71
GSE, "	15.14	TPB7, "	11.885
GSG, "	17.79	VE9DN, Canada	6.008
GSH, "	21.47	VK2ME, Australia	9.59
GSI, "	15.26	VK3ME, "	9.51
GSL, "	21.56	YLR, "	9.54
GSO, "	6.11	VP2E, Fiji	9.54
GSP, "	15.18	VP2LO, St. Kitts	6.38
HAT4, Hungary	15.31	VUD3, India	9.58
HBZ, Switzerland	9.12	VUD3, "	15.16
HBL, "	9.34	W1XAL, Boston, Mass.	
HBO, "	11.402	KEUZ, Mexico, D.F.	6.12
HBP, "	7.80	KEXA, "	6.172
HC2RL, Ecuador	6.66	YSD, El Salvador	7.894
HJ1ABP, Colombia	9.618	YV5RC, Venezuela	5.97
HP5A, Panama	11.7	ZBWS, China	9.525
HP5J, "	9.60	ZIK2, British	
HSPJ, Siam, 9.61	19.02	Honduras	10.6
IRF, Italy	9.83	ZRK, So. Africa	9.61
JDY, Kwantung	9.925	9MI, S.S. Kanimbia	6.01
JZJ, Japan	11.80	2RO3, Italy	9.635
JZK, "	15.16	2RO4, "	11.81
LRX, Argentina	9.66		

Short-wave programs of American stations are shown along with the regular listings beginning on page 25. These are indicated, for example, by (sw-11.87) in parentheses following a program listing. This means that on 11.87 megacycles the same program may also be heard over an American short-wave station. Please note that foreign stations do not always adhere precisely to their announced program schedules.

News Broadcasts

Daily—1:35 a.m., JZK; 2:50, GSB, GSD, GSF, GSG, GSO; 8:45, JDY; 9:30, GSF, GSG, GSH, GSJ; 9:55, JZK; 12 noon, GSF, GSG, GSH, GSJ; 1:20 p.m., GSI, GSD, GSG; 3:10, TPA3; 5:15, GSB, GSF, GSG, GSO, GSP; 5:30, OLR4A or OLR4B; 5:45, EA9AH; 7, HP5A; 7:05, JZJ, JZK; 8, EA9AH, HP5J, RAN, RKI; 8:35, IRF, 2RO4; 8:40, GSB, GSG, GSD, GSP, GSO, EAR; 9, EAJ43; 9:15, DJB, DJD; 10:45, CJRO, CJRX; 11, TPA4; 11:30, DJB, DJD, GSB, GSC, GSD, GSI.

Daily Except Sundays—9:20 a.m., VK3LR.

Mon., Tues., Thurs., Fri.—9:50 p.m., OLR5A or OLR5B.

Sunday, July 10

*8 a.m.—Overseas hour (Eastern U.S.A.): JZJ

*8 a.m.—Friendly hour: TI4NRH

*9 a.m.—Variety program from Germany: DJL

*9 a.m.—International church: COCQ

*9 a.m.—Overseas hour (South Seas): JZJ

*11:30 a.m.—Program from the Vatican: HVJ (15.12)

*5 p.m.—Broadcast from St. Kitts: VP2LO (6.38)

*5:15 p.m. (ex. Sat. & Sun.)—News in Portuguese: W3XAL (17.78)

6 p.m.—Cuban organ music: COCO

*7 p.m.—Overseas program (Eastern North America): JZJ JZK

*7 p.m.—Polish program (North America): SPW

*7 p.m.—La Voz de Las Provincias: COCH

*7 p.m.—Cadena Crusselas network program: COCH

*7:30 p.m.—Spanish news review: W3XAL (17.78)

*7:45 p.m.—Spanish news service: W2XE (11.83)

*7:45 p.m.—News in Portuguese: W3XAL (17.78)

*8 p.m.—El Salvadorian program: YSD

*8 p.m.—Brazil on the Air: PSH (10.22)

*8 p.m.—Soviet program (North America): RAN RKI

8:15 p.m.—Program from Spanish Morocco: EA9AH

*8:30 p.m.—English news: 2RO4 IRF

*8:40 p.m.—Loyalist news: EAR (9.488) EAQ

*9 p.m.—Nationalist program (North America): Salamanca (10.37)

*9:15 p.m.—English news: DJB DJD

*9:30 p.m.—North American broadcast: TPB7

*9:30 p.m.—Spanish news: GSB

*9:30 p.m.—Oriental program: VUD3 (15.16)

*9:45 p.m.—Portuguese news: GSB

*10 p.m.—Program from Miami, Florida: W4XB (6.04)

*10 p.m.—Friendship hour: HC1B2 (8.84) HC1JB (14.42)

*10:30 p.m.—Danish program: OZF

*11 p.m.—English news: TPB7 TPA4

*11:30—English news: DJB DJD

*12:45 a.m. (ex. Sat.)—Program from South Africa: ZRK

*1:30 a.m.—Overseas hour (West Coast): JZK

*2 a.m.—English DX period: XEUZ

Key to Symbols Used: *Daily; †Week Days; ‡Monday, Wednesday, Friday; §Monday, Thursday; ¶Monday, Tuesday, Thursday, Friday; ††Tuesday, Thursday, Saturday; §§Tuesday, Saturday.

On Short Waves

Edited by Chas. A. Morrison

President, International DX'ers Alliance

Times indicated on this page are for Eastern Daylight Saving Time. For EST and CDT subtract 1 hour; for CST, 2 hours; for MST, 3 hours; for PST, 4 hours

THROUGH the cooperation of the Canadian Broadcasting Corporation, a sound picture of the famous Calgary Stampede, will be broadcast over Daventry stations GSG and GSI on Tuesday, July 12, at 3 p.m. EDT. One of the best-known rodeos in the world, the Stampede is a bit of the real Wild West that is still alive in every sense of the word. Bronco-riding, steer-wrestling and chuck-wagon racing will be included as some of the exciting events to be described on this program . . . Listeners to Daventry, on Saturday, July 16, at 10:15 a.m. EDT, will hear over stations GSF, GSG and GSJ, a commentary on the final heat of the shooting for the King's Prize at Bisley. This crowning event at the Bisley Rifle Meeting, is shot in three stages, the first being seven rounds at 300, 500 and 600 yards respectively. The leading three hundred competitors then shoot off in the second stage—ten rounds at 300, 500 and 600 yards. The first hundred (or King's Hundred) then fire fifteen rounds at the range of 900 and 1,000 yards for first honor.

According to the Chicago Short Wave Radio Club, Cia. Radio Internacional do Brazil, Caixa Postal 709, Rio de Janeiro, Brazil, gives the schedule of their short-wave stations as follows: PSH (10.22), Mondays, Wednesdays, Thursdays and Saturdays 7 to 8 p.m. EDT, Tuesdays 7 to 8 p.m. EDT and 9 to 9:30 p.m. EDT and Fridays 7 to 8:30 p.m. EDT; PSA (21.08), Fridays 1:50 to 2 p.m. EDT and on the first Thursday of each month, from 12:20 to 1 p.m. EDT, with programs directed to Italy and PSE (14.935), Saturdays 4 to 4:30 p.m. EDT, with programs in French, and on Wednesdays 5 to 5:10 p.m. EDT and on the 23rd of each month from 5 to 5:30 p.m. EDT, with programs in German.

SHORT-WAVE SHORTS. The British Guiana United Broadcasting Company, Ltd., has acquired complete control of the two Georgetown

short-wave stations, namely VP3MR and VP3BG. The management of the new company has been placed in the hands of Charles E. Kellman, formerly director of VP3BG, who furnished me much of the scoop information concerning the Terry-Holden Expedition . . . The British Broadcasting Corporation has a very interesting booklet giving numerous pictures and articles about the Daventry short-wave stations which it will send to listeners reporting on Daventry programs. Ask for your copy . . . John DeMyer of Lansing, Mich., is one of the first listeners ever to receive a confirmation of reception direct from TDE (10.065) at Hsinking, Manchoukuo. Accompanying the letter were eight modernistic and highly colored picture postal cards each one complete with red and green ribbons. Mr. DeMyer is still hearing PK6XX (14.196), base-camp station of the Archbold Expedition of the American Museum of Natural History at Hollandia, New Guinea, almost daily . . . Ultra-high frequency station W2XOY (41), owned by the General Electric Company, and located atop the State Office Building in Albany, N. Y., is being heard in Calif., despite the fact that the transmitter is designed to give reception up to distances of thirty miles only. Programs are broadcast three times weekly on Mondays, Wednesdays and Fridays from 8 to 9 p.m. EDT and Saturdays at 3 to 5 p.m. EDT.

Ashley Walcott of San Francisco, Calif., reports that the Philippine Long Distance Telephone Company has acquired a new Manila transmitter and now has two circuits on the air simultaneously between 4 and 10 a.m. EDT. KZGF of Manila operates on frequencies of 5.465, 6.79 and 7.41 megs to phone Cebu and Iloilo, and on 6.46 and 7.855 megs, to phone a new station KZDB at Catsiano. KZGH, Iloilo, operates on either 5.445 or 6.785 megs, and KZDB, Catsiano, operates on the frequencies of 6.66, and 2.96 megs.



J. A. Camacho is Spanish announcer for BBC's Foreign Language Service, heard nightly over the Daventry Stations at 9:30 p.m. EDT

Monday, July 11

7:30 a.m.—Third Cricket Test Match; England vs. Australia: GSF GSG GSJ (also at 8:20 & 9:15 a.m.)

89 a.m.—Program from Hong Kong: ZBW3

89 a.m.—Siamese broadcast: HSPJ (19.02)

12:30 p.m.—Third Cricket Test Match; England vs. Australia: GSF GSG GSJ (also at 1:25 p.m.)

†5 p.m. (ex. Sat.)—American news W2XAD (15.33) W2XAF (9.53)

†6 p.m.—Science news: W1XAL (11.79)

†6:45 p.m. (ex. Sat.)—News in Portuguese for South America: W2XE (11.83)

†7 p.m.—Monitor news: W1XAL (11.79)

7:45 p.m.—Variety program from Switzerland: HBO HBZ

†7:50 p.m.—Portuguese musicale: W2XAD (9.55)

†7:55 p.m.—North American broadcast from Prague, Czechoslovakia: OLR5A or OLR5B

8:30 p.m.—An Upper Bavarian evening: DJB

†9 p.m.—"Conjunto Neopoblano 1938" typical orchestra: COGF

9:45 p.m.—2RO's mail bag: 2RO4 IRF

10:15 p.m.—German Study Club: DJB DJD

11 p.m.—Maria Ermeler Lortzing, pianist: DJB

Tuesday, July 12

7:30 a.m.—Third Cricket Test Match; England vs. Australia: GSF GSG GSJ (also at 8:20 & 9:15 a.m.)

12:30 p.m.—Third Cricket Test Match; England vs. Australia: GSF GSG GSJ (also at 1:25 p.m.)

3 p.m.—"Calgary Stampede," relayed from Canada: GSG GSI

3:30 p.m.—Visit to Concert Parties, Military Bands, and All of the Amusements at Yarmouth: GSG GSI

8:30 p.m.—Summer cabaret: DJB DJD

†9 p.m.—Argentine music: COGF

9:45 p.m.—The Leipzig Fair: DJB DJD

†9:45 p.m.—Program from Belize, British Honduras: ZIK2

†10 p.m.—Program from Costa Rica: TI4NRH

†10:30 p.m.—Billie's Happy Boys Dance Orchestra: YV5RC

§§11 p.m.—Guatemalan National network hour: TGWA (9.685) TGQA (6.4) TG2 (6.21)

Wednesday, July 13

8 a.m.—"World Affairs," H. Wickham Steed: GSF GSG GSJ

8:15 a.m.—Cricket; Gentlemen vs. Players: GSF

2 p.m.—Scenes from "The Black Eye": GSG GSI

4 p.m.—Henry Hall's Orchestra: GSG GSI

6 p.m.—Preparations for the great festivity: DJB DJD

8 p.m.—Budapest program: HAT4

8:15 p.m.—North American program from Holland: PCJ (9.59)

9 p.m.—Troise's Mandoliers: GSG GSP

10:15 p.m.—Merry dancing: DJB DJD

Thursday, July 14

8:15 a.m.—Cricket; Gentlemen vs. Players: GSF

10:15 a.m.—Musical journey through Europe: GSF GSG GSJ

2:30 p.m.—Carroll Gibbons' orchestra: GSG GSI

5:30 p.m.—Science forum: W2XAF (9.53) W2XAD (15.33)

6 p.m.—Music from the German Balkan Coast: DJB DJD

8:30 p.m.—Play, "The Neuberger": DJB DJD

9:30 p.m.—Experience of the Revolution: DJB

10:30 p.m.—East Prussia concert: DJB DJD

10:45 p.m.—DX Chatter Box: W8XWJ (41)

Friday, July 15

7:45 a.m.—Cricket; Gentlemen vs. Players: GSF

8:15 a.m.—Friday Midday Concert: GSF GSG GSJ

9:25 a.m.—Dutch songs and music: PHI

4 p.m.—Fall of an Empire: GSG GSI

5 p.m.—English news review: LSY (18.115) LRA (9.69)

5:35 p.m.—Montague Brearley's orchestra: GSG

7 p.m.—Hungarian scenes and dances: DJB DJD

7:20 p.m.—Oxford and Cambridge Boat Race: GSG GSP

8:45 p.m.—Guest night 2RO4 IRF

9 p.m.—Eso Hour: COCH (9.43)

11:25 p.m.—Technical tips for the radio fan: DJB DJD

11:50 p.m.—Oboe recital: GSI GSD

12:15 a.m.—DX Club: W8XK (6.14)

Saturday, July 16

9 a.m.—Film music: PHI

9:30 a.m.—Talk on Grieg: PHI

10:15 a.m.—The King's Prize; A Commentary on the Final Stages of the Competition for the King's Cup, from Bisley: GSF GSG GSJ

10:45 a.m.—Village Cricket Match: GSF GSG GSJ

11:20 a.m.—The A. A. A. Championships: GSF

2:30 p.m.—Isidore Schuller's string sextet: GSG

3 p.m.—Play, "The Invisible Man": GSG GSI

5:40 p.m.—Cricket; Nottinghamshire vs. Australians: GSG GSI

7 p.m.—Radio Cabaret: DJB DJD

7:40 p.m.—Mozart orchestra: GSG GSP

8:30 p.m.—Harry Roy's band: CXA8 (9.64)

9 p.m.—Hour of Costa Rica: TIPG (6.41)

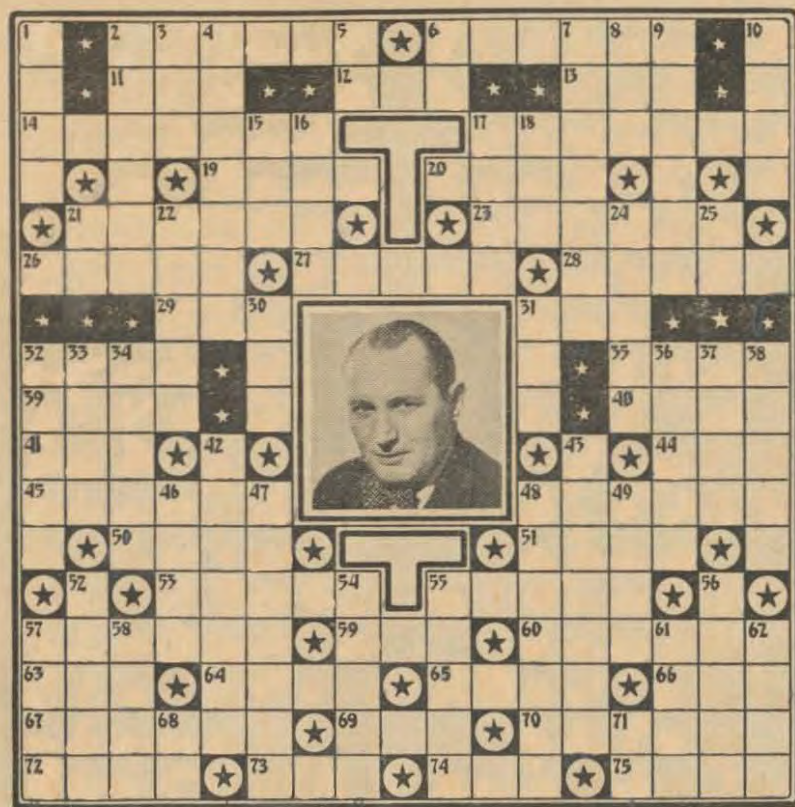
9:30 p.m.—Continental: YV5RC

10:15 p.m.—Merry dancing: DJB DJD

10:30 p.m.—Saturday Night Sing: GSI GSD

12 Mid.—Northern Messenger; Messages to those in the Arctic: VE9DN

RADIO GUIDE'S X-WORD PUZZLE



HORIZONTAL

- 2. 6. Star in the portrait
- 11. Ozone
- 12. West Indian magical rites
- 13. Masculine name
- 14. What country claims Composer Jan Sibeaus?
- 17. — of Helen Trent
- 19. President of a college
- 20. Something to keep clean with
- 21. Betty —, radio actress
- 23. Gifts to influence
- 26. Jack —, screen star
- 27. Identifying song of a radio program
- 28. Very poor
- 29. To color, tint
- 31. Grow old
- 32. Horses kept for breeding
- 35. Nelson —, announcer
- 48. Phil Baker's "fall guy"
- 50. A den
- 51. Scope, range
- 53. Sacred song
- 55. One who hoards up money
- 57. Deep gaps
- 59. Constellation
- 60. Specimen
- 63. Pronoun
- 64. Minute particle of matter
- 65. — Belasco, bandleader

- 66. Hearing organ
- 67. Graduates of a university or school
- 69. Honey (Latin)
- 70. American dogwood trees
- 72. Saucy, forward
- 73. Modest
- 74. Source of light
- 75. Gratis

VERTICAL

- 1. Carl —, bandleader
- 2. The Lone —, sketch
- 3. Used in lubricating
- 4. Oscar —, orchestra leader
- 5. Forward
- 6. A state (abbr.)
- 7. Walking with a halt

Solution to Puzzle Given Last Week



- 8. Epoch
- 9. A New Englander
- 10. — Allen, comedian
- 15. Born
- 16. Move swiftly
- 17. Loose outer garment
- 18. To row a boat
- 21. Egyptian sun god
- 22. Barbara —, radio actress
- 24. Hardwood tree
- 25. A state (abbr.)
- 30. Female sheep
- 31. — Lyman, bandleader
- 32. Lay aside
- 33. Become fatigued
- 34. Fred —, announcer
- 36. Main artery of the heart
- 37. Navigate
- 38. Force out
- 42. Leo —, bandleader
- 43. Natives of Korea
- 46. Sketches, plans
- 47. Powerful, vigorous
- 48. Musical instrument
- 49. Limited time
- 52. Country in South America
- 54. Song popularized by Al Jolson
- 55. Shady walks
- 56. Dazzling light
- 57. To have the skin crack
- 58. River in eastern Asia
- 61. A nobleman
- 62. Pertaining to the Kelts of Scotland
- 68. Mountain (abbr.)
- 71. Supposing

RADIO WILL GET YOU A JOB

(Continued from Page 5)

have office space, free time on the air, the use of every KHJ facility, sponsor or no sponsor.

"Help Thy Neighbor" never missed a broadcast—but the staff missed a few meals. "We found out," Hal Styles says today, "what it was like to need help; we found out what the people who came to us really were up against." But they kept on, and they discovered the relief of laughter in strange places.

For instance, there was the case of the unfortunate who told this amazing story:

"I came home from church just two hours ago," he said. "The land-

lord had padlocked my house and I couldn't get in. I've got nowhere to go, so I came to you."

The broadcast inspired offers of jobs, the free use of a five-room bungalow, a moving-van to take him there.

But only Hal Styles and his three co-workers knew that when Styles had come to work that very morning he had found one of his secretaries asleep on a hard office bench, rug for a blanket—because her landlord had locked her out of her apartment. Hal grabbed a batch of letters from job-seekers, went to see the stony-hearted landlord.

"I want to talk to you about Miss Smith," he said.

"She's locked out," said the landlord. "She gets back in when she pays me what she owes me, see."

"She'll pay you, every cent," Hal promised, "but it is awfully important right now that you don't insist on collecting."

"Not a chance, mister."

"She is doing a very important job," Styles argued. "Let me tell you about it."

He explained about the "Help Thy Neighbor" program. He showed the landlord several of the letters from people who had found work through it. The hard-boiled landlord read through three, got up and growled, "Come on."

He went to the apartment and unlocked the door. "Why didn't she tell me she was doing this kind of work?" he complained. "Tell her she can stay here as long as she wants to."

"Thanks," said Styles.

"By the way," the landlord interrupted, "you might as well book me for a good floor-maid. I can make room for another one."

"Help Thy Neighbor" finally found its sponsor. Hal Styles and his staff had been reduced to cooking their own meals on a tiny electric plate in a corner of the office before fortune turned and smiled again, but it hadn't affected their determination to keep the program on the air. Today, "Help Thy Neighbor" is sponsored by a California coffee company, the Iris Coffee Company of California. A pot of that coffee bubbles on the table as Styles interviews the applicants, and many of them truthfully say, yes, they "can use" a cupful.

In less than two years, "Help Thy Neighbor" has found jobs for seven thousand people. Broadcast on a national scale, it could find work for a million. Hal Styles has worked out all the details. The price is only a little more than \$5,000 per week, surely a small sum compared to the great good it would do, or compared to the \$20,000 and more many sponsors spend on their own broadcasts each week.

Unless you live in California or near by, you cannot hear "Help Thy Neighbor" now, nor can you benefit from it if you need a job. But soon a great-hearted sponsor will surely be found who will give it to America. For America needs it and a million Americans will regain their right to work as a result of it.

Then, Radio will get you a job.



Whole new volume devoted exclusively to cameras and camera equipment. Sensational values! See how much you can save... see the wide selection of famous-make cameras and supplies, the completeness of stocks. See what you're missing if you don't make this book your camera buying guide! Don't wait. Send for it today. It's yours. It's FREE!



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No MORE BUZZES, CLICKS and shorts from summer rains and winter snow and sleet when using an F & H Capacity Aerial Eliminator. Anyone can connect it in a moment's time to the radio set—occupies only 1 1/2 inch by 4 inch space behind the set, yet enables your radio to operate without an aerial and tune in stations over the entire broadcast band frequencies and short wave channels.
ELIMINATE THE AERIAL FOR GOOD
Attach this unit to your radio—make your set complete in itself—forget aerial wires and troubles—move your set anywhere—no more foot climbing, unsightly lead-in or aerial wires.
NET NEW—VALUE ALREADY PROVED
On the market five years, 100,000 customers in U.S. and foreign countries. In use from the Arctic Region of Norway to the Tropics of Africa. Each factory tested on actual long distance reception. Cannot harm set—Easily connected to any radio, including radios having no ground or radios for doublet aerial. Note: It will not operate on battery or automobile radios.
5 DAYS TRIAL Mail coupon at once. Pay postman \$1.00 plus a few pennies postage on delivery. If not entirely satisfied, return within five days and your dollar will be refunded without question.
—JUST MAIL THIS COUPON—
F & H Radio Laboratories, Dept. 97, Fargo, N. Dak.
Send F & H Capacity Aerial. Will pay postman \$1 plus few cents postage. If not pleased will return within 5 days for \$1 refund. Check here if sending \$1 with order—thus saving postage cost—same refund guaranteed. Check here if interested in dealer's proposition.
NAME.....
ADDRESS.....
CITY.....STATE.....

CHILDREN OF THE GODS: At Joan Benny's Party



Hit of the party were three of the four sons of Kraft Hall's genial emcee, Bing Crosby. Left to right, they are Philip, Gary Evans and Dennis, who gladly showed off their musical talents for Gracie Allen and George Burns



Nice things about birthday parties are the presents and food. When it came time for the food, Hostess Joan Benny sounded off. Staring wide-eyed into the camera (at right) is Norman Scott Powell, son of Joan Blondell

When Joan Benny, adopted daughter of Jack Benny and Mary Livingstone, celebrated her fourth birthday on June 17, every big-name star's youngster was invited. Above: Al Jolson, Jr., and Virginia Gosden, daughter of "Amos"



Whether born to their famous dads and mothers, presented to them by Evanston's famous Cradle, or just adopted by their second daddies, all the children had the same hilarious fun. More than a hundred guests with nurses and mothers (above) crowded under a big tent to see the marionette show



An amusement park, with airplane-swing merry-go-round, was set up for the party and the enjoyment of Tad (above), Andy Devine's son

NBC Photographs by Art Carter



Biggest thrill of all the gifts to tiny Joan was this ice-cream push-cart. Anyway that's what Joan Benny thought, and so did little Freddie Astaire, Jr., never-before-photographed son of the famous dancing star



Only cloud over the party was the non-appearance of Charlie McCarthy, who religiously promised Joan that he'd attend, but he didn't even send his regrets, the cad! Above: Tiny Joan talks it over with her comedienne mother, Mary



Climax of the party came when Jack Benny arrived to join with the children in eating ice cream from silver spoons. (Left) Tad Devine, and (right) Dion Fay, Barbara Stanwyck and Frank Fay's adopted son



Whoa there, Gary Evans Crosby! Like Tad Devine, Gary got a big kick out of riding in the swing merry-go-round



Many mothers put in an appearance at the party, too, as did (left to right) Mrs. Chester Lauck (Lum's wife), Mrs. Andy Devine, and Marion Nixon (Mrs. Wm. Seiter). They had almost as much fun as did the children. Both parents and children applauded Joan Benny for one of the gayest children's parties ever staged in Hollywood



One of radio's best-loved characters is kindly, middle-aged Mrs. Wiggs (above) of the Cabbage Patch, heard over an NBC network Monday through Friday at 10 a.m. EDT



But Mrs. Wiggs and Betty Garde (above) are one and the same. A talented actress, youthful Betty must remain Mrs. Wiggs to the radio audience, seldom poses out of character

Bruno of Hollywood

NUMERABLE merchandise bargains can be secured at small expense by listening to your radio. The items below are recent offers made by network programs. Let them aid you in getting more for your money.

Silver Salad Set

"Bachelor's Children" (Monday through Friday, CBS, 9:45 a.m. EDT) offers a three-piece salad set of William Rogers silverware. Send three windmill pictures from Old Dutch Cleanser labels plus fifty cents (in Canada, three windmill pictures plus seventy-five cents) to Old Dutch, Chicago, Illinois.

Emergency Mending-Kit

"Myrt and Marge" (Monday through Friday, CBS, 10:15 a.m. EDT; rebroadcast, 12 noon PST) offers an emergency mending-kit in luggage brown suede for box-top of Concentrated Super Suds and ten cents in coin to be sent to Concentrated Super Suds, Jersey City, N. J.

"Bess Johnson" Complexion-Brush

"Hilltop House" (Monday through Friday, CBS, 10:30 a.m. EDT; rebroadcast, 12:30 p.m. PST) offers a Bess Johnson complexion-brush for the black bands from three cakes of Palmolive Soap, together with ten cents in coin, addressed to Bess Johnson, Palmolive, Jersey City, N. J.

Tooth Powder

The "Stepmother" program (Monday through Friday, CBS, 10:45 a.m. EDT) offers an eight-day supply of Colgate Tooth Powder. There are no requirements. Write to Stepmother, Colgate, Jersey City, N. J.

Washable Paper Tablecloth

"Rush Hughes" (Mondays through Fridays, NBC, 4:30 p.m. EDT) offers a 36-inch-square washable paper tablecloth available in three colors to those who send a Chateau Cheese label plus ten cents to The Borden Company, 350 Madison Avenue, New York City.

Recipe Booklets

"Your Family and Mine" (Monday through

Friday, NBC, 5:30 p.m. EDT) offers various recipe booklets to those who write "Your Family and Mine," c/o National Broadcasting Company, New York City.

Book of "True or False" Questions & Answers

"True or False," Dr. Harry Hagen's quiz program under the sponsorship of the J. B. Williams Company (Monday, NBC, 10 p.m. EDT), offers a book containing questions used on the program to listeners who send the back of the box of a double-size tube of Williams Shaving Cream to the J. B. Williams Company, Glastonbury, Conn.

"Hand of Fatima" Charm

"Believe It Or Not" (Tuesdays, NBC, 10 p.m. EDT) offers a "Hand of Fatima" charm to those who send a box-top from Post Bran Flakes plus three cents in stamps to "Believe It Or Not Ripley," Battle Creek, Mich.

Book

"One Man's Family" (Wednesdays, NBC, 8 p.m. EDT; rebroadcast, Sundays, 8:30 p.m. PST) offers the book "One Man's Family Looks at Life" to those who send a package-front from a Tender Leaf Tea box and ten cents to "One Man's Family," 420 Lexington Avenue, New York City.

Copy of Edgar Guest's Poems

"It Can Be Done" (Wednesdays, CBS, 10:30 p.m. EDT) offers a copy of Edgar Guest's poems to those who write Household Finance, in care of your station.

Question-Bee Game and Coffee

"Uncle Jim's Question Bee" (Saturdays, NBC, 7:30 p.m. EDT). Six contestants (three men and three women) are picked from the audience. First prize is \$25.00. All contestants receive copy of Uncle Jim's Question Bee Game and one can of George Washington Coffee. Those who submit accepted questions with correct answers receive one can of coffee for each accepted question. Address Uncle Jim, G. Washington Coffee Co., Morristown, N. J.

MR. FAIRFAX KNOWS ALL

No personal replies to questions unless accompanied by stamped, self-addressed envelope.

JAMES MELTON was born in Moultrie, Georgia, on January 2, 1904. At present he is heard over the air as the star of the "Musical Moments" transcriptions.—Mrs. N. D. H., Lansing, Mich.

BONNIE BAKER, Orrin Tucker vocalist, was born in Texas in 1917. She attended high school in Houston and studied at Mt. DeSales Academy in Macon, Georgia. SHIRLEY LLOYD, former Ozzie Nelson vocalist, is now singing with Louis Prima's band.—P. W., Chicago, Ill.

CLARK DENNIS was born December 19, 1911. He is five feet ten inches tall, weighs about 155 pounds, has a fair complexion and light hair. He is married. JOHNNIE JOHNSTON, NBC vocalist, was born in St. Louis, Missouri, on December 1, 1914. He is five feet eleven inches tall, weighs about 153 pounds, has brown hair and eyes. He was married in 1936 at Shreveport, Louisiana.—H. D., Hamilton, Ont., Can.

HORACE HEIDT was born in Alameda, California, on May 27, 1901. He is married and has a daughter.—F. L. W., Bessemer, Ala.

BENNY GOODMAN'S opening theme song is "Let's Dance" and closing theme is "Good-bye."—J. P., Baraboo, Wis.

LULU BELLE and SCOTTY are not heard on the National Barn Dance because they are making a personal-appearance tour of the Midwest.—Mrs. W. T. C., Avalon, N. J.

ROBERT L. RIPLEY was born in Santa Rosa, California, on December 25, 1893. As a youth he had ambitions to be a baseball player, but a bad accident to his pitching arm stopped his career almost before it began. He sold his first cartoon to *Life* for eight dollars when he was only 14 years old, and his first newspaper job was with the *San Francisco Bulletin*.—V. I., Columbus, Ohio.

William D. Powell, Jr., is the son of Actor WILLIAM POWELL and his first wife, the former Eileen Wilson.—V. J., Beaumont, Tex.

DEANNA DURBIN was born in Winnipeg, Canada, on December 4, 1922. Her final appearance on the Eddie Cantor program was in March. Since then she has been working at the Universal studios in Hollywood.—M. H., Minot, N. D.

GENE KRUPA was born in Chicago on January 15, 1909. He is married to a non-professional and they have no children.—A. P., Philadelphia, Pa.

FELIX KNIGHT was born in Macon, Ga., on November 1, 1913. He is five feet eight inches tall, weighs about 158 pounds, has dark brown hair and eyes and olive complexion. He married Alice Moore, whom he met on the set of "Babes in Toyland," picture in which he was juvenile singing lead. Opposite Richard Bonelli he sang leading tenor roles in "Cavalleria Rusticana," "Rigoletto," "Faust," "Manon" and "La Traviata." While singing on the west coast he made his operatic debut with the Santa Barbara Opera Company in "Cavalleria Rusticana." He has also been heard with the Los Angeles Philharmonic.—M.K., Chicopee, Mass.



ASCENT

MRS. FREDERICK TRITSCH-LAR launched a double life in 1932. Daughter of a bank president in Spokane, Wash., and wife of a Chicago investment banker, Mrs. Tritschlar deserted the Junior League for a small-time radio career.

She became Gale Page, singer, and began awakening Spokane on the earliest program on Station KFPY. Only a year later she was singing on NBC from Chicago. With time out for the birth of Fred Jr. in December, 1933, Gale Page was tops in Chicago within two years, appearing on the Fibber McGee series and others. In 1936 she was co-starred with Don McNeill in "Tea Time at Morrell's" (above), and also had her first dramatic role, as Gloria in "Today's Children," then the air's most popular serial. Latest altitude readings show that Gale has risen through Hollywood strata to movie stardom in "Crime School," in which she's starred with Humphrey Bogart and "Dead End Kids" (below). Intense as an actress, appealing as a singer, Gale is certain to continue to rise.



"THE MIRACLE"



Lynn Roberts Featured in Republic Pictures

Beautiful Eyes

**Yours for the Asking
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PALE, dull, scraggly lashes simply ruin every chance to possess that "loveliness complete" which we all aim for in our make-up.

● What can you do to make your lashes, brows and eyes just as beautiful as the rest of your make-up? Try this delightful, easy method:

● First—form graceful eyebrows with Maybelline Eyebrow Pencil. Next—touch a bit of Maybelline Eye Shadow to your upper lids, blending it lightly outward toward your temples, concentrating it near the lash line. Third—and most enchanting of all—darken your lashes with your Maybelline Mascara, beginning lightly at the inner corners of your eyes, and deepening the mascara at the outer corners. Maybelline is harmless, tear-proof, non-smarting.

● Now glance into your mirror! You'll be delighted with the pleasing charm and added beauty which Maybelline Eye Beauty Aids give you.

● Nightly—smooth a bit of Maybelline Eye Cream into the sensitive skin area around eyes—to guard against those persistent little crowsfeet and eye wrinkles. It helps marvelously. For eye make-up in good taste—insist on Maybelline Eye Beauty Aids.



Maybelline Solid-form Mascara in gold metal vanity, 75c. Refills 35c. Maybelline Cream-form Mascara in dainty zipper case, 75c. Maybelline Eyebrow Pencil. All in Black, Brown, Blue, Maybelline Eye Shadow, in Blue, Blue-gray, Brown, Green, Violet. Maybelline Special Eye Cream. Purse sizes of all Maybelline Eye Beauty Aids at all 10c stores.



Max Reinhardt, illustrious director, recently opened a dramatic "workshop" in Hollywood, also envisions an annual Hollywood Festival similar to the Salzburg Festival he staged for 18 years. Above: Coaching Miriam Hopkins



Forerunner to the annual Festival was Reinhardt's presentation of "The Miracle" on CBS June 12. Above: Miss Hopkins, who played Sister Beatrice, and Edward G. Robinson, master of ceremonies, with William Bacher, producer



David Broekman conducted "The Miracle's" majestic music. In the cast were Olivia de Havilland, Douglas Fairbanks, Jr., Joe E. Brown, Igor Gorin, a host of others. Reinhardt expects the Festival to be established next year

THEY ALSO SERVE—AFTER WAITING



Schedules are provided for time-killing actors so they'll know in which studios rehearsals are being held. Above: Karl Swenson (front), "The Ghost of Ben Sweet," and Jerry Lesser, looking for additional roles



Most radio actors play many roles on several programs, going from one to another. To attract actors to the Radio City lobby between times, NBC receives messages there for them. Above: Lesser and Eunice Howard check in for theirs

A GOOD part of every heartrending story of success in the theater is the inevitable chapter in which the heroine either meets crushing defeat or is completely ignored in the waiting-room of a brusque producer. In radio, a somewhat similar situation is little known. The only difference is that while radio actors wait just as long as do their theatrical colleagues, they wait with a purpose—and after waiting, they get the work they're there for. That's the story behind NBC's "Lambs Club"—in reality, the second-floor lobby of the RCA building in Radio City. Behind the doors opening off that lobby are the offices of thirty directors. When they want an actor, they want him in a hurry. Odds are they'll find him at the "Lambs Club"—just waiting. Soft leather chairs and couches are scattered around for the convenience of the actors, for despite the story-books, directors like to have them there. These pictures show some of the actors you'll hear today or tomorrow—and why you'll hear the ones you do!

Exclusive Radio Guide Photographs by Gene Lester, Gus Gale and Charles Seawood



Actors who have been in the business for long are known to producers and are sometimes called for parts without auditions; thus much radio casting is done by telephone. Allan Drake finds that he can't write on NBC's booths, though!



Eunice Howard, regularly heard as Linda in "Pepper Young's Family," retreats to the luxurious restroom when producer-hunting demands fresh ammunition!



When a producer steps out in the lobby to which actors have been attracted by the jobs he has to offer he must withstand all the wiles of those actors! Above: Ed Wolfe, running the gauntlet from his office to the studios, is producer of "The Road of Life" and "Pepper Young's Family"

THERE'S BEAUTY IN ALL THINGS



"Chinning" is not necessarily conversational. Ginny uses her door-frame for five pull-ups each morning. A grand exercise for hands, wrists, arms and abdominal muscles, it's harder than it looks. Once is enough for beginners!

LORD BYRON had an idea that there was beauty in all things. Others have shared the thought with him—but Virginia Sims is almost certainly the first to put the idea to work. Assembling about as motley a collection of things as anyone might find cluttering up his own house, Ginny has made them go a step beyond the poetic state—and give beauty to her! All this works out as a protest against high-priced and exclusive beauty salons—the kind in which glamorous ladies pose for pictures calculated to make ordinary girls boil in their own envy. Perhaps the photographer's art has clouded the facts again, but it seems her results are just about same as the experts'!

When Miss Sims' mind is not trouncing problems such as this, she sings with Kay Kyser's orchestra, in which role she may be heard on his "Klass and Dance," NBC, Wednesday, 10 p.m. EDT.

Exclusive Radio Guide Photographs by Gene Lester



Rube Goldberg might have thought of this arrangement of pillow-broomstick as a punching-bag; Ginny did. The ingenuity of this home substitute salon paraphernalia expresses her idea perfectly; anyone can rig up equipment like this!



Old suspenders serve as a medium for this stretching exercise. The braces duplicate in effect regulation gymnasium equipment. Ginny's idea is that any girl who wants to can improve grace, shapeliness; many use expense as an excuse



Exercises with wands and dumb-bells are intended to tone muscles of chest, arms and back. Ginny uses large ginger-ale bottles for the same benefits. Smaller bottles would serve, but the weight of large ones makes them better



Ginny is twenty-four years old; some might consider her jumping over a chair, landing on a pillow somewhat undignified. On the better advice of experts, she does it for greater agility, improved balance, toning of muscles in legs



A 50-cent pair of roller-skates attached to a 16-inch square board makes a rowing machine! Ginny props her feet against the wall molding, grips broom-handles as oars, and pushes back and forth while rotating the "oars"



A dash of very cold water is quite an ordeal, but equal to dollars' worth of costly facials. With such devices available to everyone, girls have almost no alibi left. Fact is, determination is almost the only essential to beauty now!

AT HOME IN UTOPIA



Story-telling is almost a lost art, but radio's John Nesbitt reads extensively, makes old tales fresh, new ones real

WHOLE-HEARTED envy is probably healthy. If it is, almost nobody is in a position to do as much for public health as is a bright young fellow, John Nesbitt. Without joining any cults or jotting down any depressing books on how to be happy he's simply outwitted unhappiness!

Very few radio programs are as stimulating as Nesbitt's "Passing Parade," which is heard at 7:30 p.m. EDT Sundays on CBS. His broadcasts are invigorating to listeners because an extremely vigorous personality compiles and presents the little human-interest stories of every-day people and events that make up the programs.

These pictures, then, show both a radio show a-building and a swell way to be happy although alive!



Interesting leisure activities particularly elude moderns; Nesbitt surrounds himself with hobbies and work to fill his hours and maintain his enthusiasm for living



No less than two or three hours a day Nesbitt spends challenging all comers at table tennis. By building his life around his home he avoids many discomforts

Photographs by Ted Allan and M-G-M



No joy surpasses excelling at some common skill. Nesbitt is an accomplished chef. Spaghetti Italiane is his effort above; his special is chicken curry with rice, Hindu style. Any work approached right can be play!



One of the greatest present social problems is for workers to adjust themselves to their jobs, find work they enjoy. Nesbitt found he liked to tell stories; now makes his living bringing real-life anecdotes to listeners



Aside from his CBS "Passing Parade," a thoroughly engrossing program, Nesbitt writes and edits movies for M-G-M. This is a scene from one of his educational films, "That Mothers Might Live." (Mary Howard is the "mother")



Recently Nesbitt heard Alec Templeton, blind pianist, at a recital; he immediately bought a piano, started to practise. Now at the two-finger stage, he may never play well but will certainly enjoy developing a new interest



Nesbitt has more than 3,000 selections in his record library. He hopes to "retire as a country squire, ride good horses, drink good brandy, listen to good music, read more good books, and write stinging letters to papers"



Specialty in stamps is a Canadian collection. Nesbitt's solution to contemporary dissatisfaction and unhappiness is simply to refuse to allow unpleasant things to infringe on time too well filled with pleasant ones

WHAT'S BECOME OF—



Charles Kullmann, frequent air guest and Jessica Dragonette's one-time co-star, is now singing opera in London



"Husbands and Wives," featuring Allie Lowe Miles and Sedley Brown, ended on NBC last year. Since then its stars have continued to interview troubled mates, expect to be back on the air in September



Nino Martini, brilliant Italian Metropolitan Opera tenor, recently finished a concert tour, is vacationing in Italy



Lee Sims and Ilomay Bailey had their last regular radio program in America in 1934, substituting for Eddie Cantor on his Chase and Sanborn Hour. Recently Sims had his symphonic tone poem, "Blythewood," accepted by the

London Symphony. Only other American so honored was the late George Gershwin! Sims is now in America waiting for Ferde Grofe to finish orchestration; when it's completed he'll rejoin Ilomay in England and work there

MORNING

7:00 CST 6:00 MST
CBS-Organ Loft: WCCO WBBM (sw-21.52)
NBC-Coast to Coast on a Bus: WEBC WMAQ KSO WMT WDAY (sw-15.21)
NBC-Turn Back the Clock: WOV KSTP (sw-21.5)
KMA-Morning Devotions
WDGY-Concert Master
WLS-Organ Concert
WLW-ΔFather Cox

7:15 CST 6:15 MST
NBC-Tom Terris: WOW KSTP (sw-21.5)
KMA-Organ Melodies

7:30 CST 6:30 MST
CBS-Abade for Strings; News: KMOX WCCO WBBM (sw-21.52)
NBC-Melody Moments: KSTP WOW (sw-21.5)
KMA-The Family Altar
WCAL-Divine Service
WDGY-Organ Melodies
WLS-Everybody's Hour
WMIN-Good Morning
WMT-ΔFamily Altar

7:45 CST 6:45 MST
KSCJ-Christian Science
WDGY-ΔFamily Altar
WMIN-Prophetic News

8:00 CST 7:00 MST
NBC-Russian Melodies, dir. Alexander Kiriloff: KOIL WTCN WMT WLW KSO KMA (sw-15.21)
NBC-ΔHighlights of the Bible: WOW WEBC KSTP KFJR WMAQ (sw-21.5)
CBS-ΔChurch of the Air: KSCJ WCCO WBBM KMOX WNAX (sw-21.52)
KFAB-Sunday Morning Roundup
KFNF-ΔSunday School Lesson
WCAL-Prelude
WDAY-ΔEvangelical Church
WGN-Sunday Morning Concert
WHO-Dick Leibert, organist
WMIN-Good Morning

8:15 CST 7:15 MST
WCAL-ΔDivine Service
WDGY-ΔLutheran Prgm.
WHO-ΔBible Broadcaster
WMAQ-Morning Melodies
8:30 CST 7:30 MST
NBC-Blaisdell Woodwind Quartet: WEBC WMAQ KFJR (sw-21.5)
NBC-Dreams of Long Ago: KSO KMA WMT KOIL WTCN
CBS-Wings Over Jordan: KSCJ WCCO WBBM KDAL KMOX WNAX (sw-21.52)
CBS-Children's Hour: (sw-21.52)
MBS-New Poetry, A. M. Sullivan: WGN
ΔChapel Service: KFNF WDGY WOW
KSOO-Good Morning
KSTP-ΔLutheran Hour
WDAY-ΔUnion Mission Gospel Hour
WLS-ΔLittle Brown Church
WLW-ΔChurch Forum
WMIN-Breakfast Champions

8:45 CST 7:45 MST
KFAB-Voice of Co-operation
KSOO-ΔChurch of the Nazarene, Rev. E. G. Strong
WDGY-Organ Reveries
WMIN-Prophetic News
9:00 CST 8:00 MST
CBS-Chas. Paul, organist: KSCJ WCCO WBBM KFAB KDAL KRNT WHLB
NBC-News; Aunt Abbie Steps Out: KOA WEBC WMAQ WDAY KFJR (sw-21.5)
MBS-Los Cumbancheros: WGN KOIL WLW KSO
KFJM-Recorded Hour
KFNF-ΔMethodist Church
KMA-Sunday School Lesson
KMOX-ΔChurch of the Air
KSTP-Reading the Funnies
WDGY-Dr. Bale's Bible Talk
WHO-The Masteringers
WMIN-Top o' the Morning
WMT-Church Prgm.
WNAX-ΔReligious Service
WTCN-News

9:15 CST 8:15 MST
NBC-Neighbor Nell, philosophy: KFJR WTCN WLW
MBS-Reviewing Stand: WGN KSO
KOIL-Sunday Morning Melodies
KSOO-ΔUnion Gospel Mission

Schedule Changes for July 10 to July 16

This department announces programs which change their networks or hour of broadcast for two weeks after the change is made. Consult the program listings for your local station

NEW PROGRAMS

Attorney-at-Law (sponsored by Johnson's Wax), which was formerly a daytime serial and replaced the Fibber McGee show, can be heard Tuesdays at 7:30 p.m. CST (6:30 p.m. MST), starring Betty Winkler and Henry Hunter.
Hobby Lobby (sponsored by Jell-O), the summer show that replaced Jack Benny, features Dave Elman as m.c. with Harry von Zell and Harry Salter's orchestra. The program can be heard Sundays at 5 p.m. CST (4 p.m. MST).
Passing Parade (sponsored by Gulf Oil Products), with John Nesbitt, Al Garr, Oscar Bradley's orchestra and John Conte, announcing, can be heard Sundays, at 5:30 p.m. CST (4:30 p.m. MST).
Town Hall Big Game Hunt (sponsored by Ipana and Sal Hepatica), the summer show that replaced Fred Allen, can be heard Wednesdays at 7 p.m. CST (6 p.m. MST) for West 10 p.m. CST (9 p.m. MST).
Win Your Lady, drama (sponsored by Woodbury), starring Jim Ameche (recently heard as Terry Regan on Attorney-at-Law) with Betty Lou Gerson can be heard Sundays, at 7 and 8:30 p.m. CST (6 and 7:30 p.m. MST).

Winchell's Column Quiz (sponsored by Jergen's) started a new series of programs Sunday, July 3. The broadcast can be heard at 7:30 and 9 p.m. CST (6:30 and 8 p.m. MST). This program replaced Walter Winchell, usually heard at this time.

PROGRAM CHANGES

Boake Carter (sponsored by Huskies and Post Toasties), formerly heard three times nightly started a new schedule of two nightly broadcasts, beginning July 4. Boake can now be heard commenting Monday, Wednesday, Thursday and Friday at 5:45 p.m. CST (4:45 p.m. MST) for West 6:45 p.m. CST (5:45 p.m. MST).
Don Ameche (sponsored by Chase and Sanborn), heard on Sunday nights, will leave the program to go on a European vacation. However, Edward Arnold will take over Don's spot while he is away. Edward Arnold can be heard starting Sunday, July 10, at 6 p.m. CST (5 p.m. MST).
For Men Only (sponsored by Vitalls), usually broadcast Mondays, can now be heard Wednesdays, starting July 6, at 7:30 p.m. CST (6:30 p.m. MST).
Grand Central Station, drama (sponsored by Listerine), formerly heard on Sunday nights

can now be heard on Tuesday nights, starting July 5, at 7 p.m. CST (6 p.m. MST).

March of Time (sponsored by Time Inc.), usually broadcast on Thursday nights, moved to Fridays, and can be heard at 7:30 p.m. CST (6:30 p.m. MST).
Paul Whiteman's orchestra (sponsored by Chesterfield), formerly heard on Friday nights, switches over to Wednesday nights starting July 13. The new Wednesday night spot can be heard at 6:30 p.m. CST (5:30 p.m. MST), for West, 9:30 p.m. CST (8:30 p.m. MST).
True or False (sponsored by J. B. Williams Co.), formerly on the MBS network, can now be heard over NBC stations Mondays at 8 p.m. CST (7 p.m. MST).

CLOSINGS

Al Jolson Show (sponsored by Lifebuoy), fades from the air until next fall. The last program can be heard Tuesday, July 12, at 6:30 p.m. CST (5:30 p.m. MST), for West, 10:30 p.m. CST (9:30 p.m. MST).
Ben Bernie (sponsored by U. S. Tire), left the airway after his last broadcast Wednesday, July 6.
Big Town, drama (sponsored by Rinsco), will leave the air for

the summer months after the last broadcast Tuesday, July 12.
Bing Crosby (sponsored by Kraft), leaves the Music Hall for his vacation Thursday, July 14. Bob Burns will take over Bing's job while the latter is away.

Buddy Clark (sponsored by Lucky Strike), left the air Friday, July 8.
Court of Human Relations, drama (sponsored by Vadsco Sales Corp.), faded from the airways Sunday, July 3.
Court of Missing Heirs, drama (sponsored by Skelly), leaves the air after the last broadcast Sunday, July 10.
Dale Carnegie (sponsored by Colgate), concluded his series of broadcasts Saturday, July 9.
Family Party (sponsored by Allis-Chalmers Mfg. Co.), left the airways Saturday, July 2.
George Jessel's Program (sponsored by Local Cooperative Campaign), faded from the air after the last broadcast, Sunday, July 3.
Horace Heidt's orchestra (sponsored by Alemitel), faded temporarily from the air after the last broadcast, Tuesday, July 5. He will return Sunday, July 17.
Radio Theater, drama (sponsored by Lux), presented the last dramatization for the summer season Monday, July 4.

Log of Stations Listed in Edition C—Northwestern

Table with columns: Call Letters, Kilo-cycles, Power Watts, Location, Network. Lists stations such as CJRM, CKX, CKY, KDAL, KFAB, KFDY, KFJM, KFNF, KFNR, KMA, KMBC, KMOX, KOA, KOIL, KRNT, KSCJ, KSL, KSO, KSOO, KSTP, WAAW, WBBM, WCAL, WCCO, WDAF, WDAY, WDGY, WEBC, WENR, WGN, WHAS, WHLB, WHO, WJR, WLB, WLS, WLW, WMAQ, WMIN, WMT, WNAX, WOW, WSM, WTCN, WTMJ.

Frequencies of Stations Carrying Rebroadcasts: KNX, 1050; KPO, 680; KPRC, 920; WBAP, 800; WOAI, 1190; KFI, 640

NBC—National Broadcasting Company
CBS—Columbia Broadcasting System
MBS—Mutual Broadcasting System
NBC-B—National Broadcasting Company Basic Blue Network
NBC-R—National Broadcasting Company Basic Red Network
CBC—Canadian Broadcasting Corporation
†—Night Programs Only
*—Network Programs Only
§—Day Programs Only
‡—Special Programs Only

NOTICE: The programs as presented here were as correct and as accurate as the broadcasting companies and RADIO GUIDE could make them at the time of going to press. However, emergencies that arise at the studios sometimes necessitate eleventh hour changes in program listings, time, etc.

If your favorite station is not listed at quarter or half hour periods, consult the time listings immediately above. The chances are that a network program of 30 or 60 minutes' duration is on the air at a quarter-hour when you do not find your station listed.

PLEASE NOTE: Symbols in parentheses, such as (sw-9.53), after a program listing indicates that this program may be heard by tuning in 9.53 megacycles on your short-wave dial. For foreign short-wave programs, please see page 12.

KSTP-Memory Lane
WCCO-Hospital Service
WENR-King's Jesters
WHO-ΔSeventh Day Adventist
WLS-News
WTCN-Voice of Prophecy
9:30 CST 8:30 MST
CBS-Major Bowes' Capitol Family; Nicholas Cosentino; Charles Magnante; Sam Herman & Three Dalton Boys; Orch. dir. Waldo Mayo; Robert Reed, m.c.; WCCO KSCJ KFAB KDAL WHLB KOIL WNAX (sw-21.52)
NBC-Rollini Trio: WMT KSOO KSO (sw-15.21)
NBC-To be announced: WEBC KOA WDAY KFJR (sw-21.5)
News: WAAW WLW
KFNF-Remembrance Prgm.
KMA-Sunshine Tim
KMOX-Piano Recital
KSTP-Musicale
WBBM-Headlines
WCAL-Greetings
WDGY-Musical Newsy
WGN-Morning Melodies
WHO-Crescent Hour of Music
WLS-String Trio Concert
WMAQ-Sunshine Hour

WMIN-ΔFirst Evangelical Free Church
WTCN-Swing Session
9:45 CST 8:45 MST
NBC-Bill Stern's Sports Scraps: KFJR KSOO WDAY WEBC WMAQ WDAY (sw-15.21)
NBC-Norsemen Quartet: KSTP WLS WLW (sw-21.5)
MBS-Walter Flandorf, organist: WGN WDGY
News: WMT KMA
KFNF-Pipe Organ
KMOX-Travelogue
KOA-ΔChristian Science
WBBM-Morning Varieties
WCAL-ΔDivine Service
WMIN-Morning Moods
WOW-Garden of Memories
WTCN-Swing Session
10:00 CST 9:00 MST
NBC-Silver Strings: WDAY KOA KFJR WEBC WHO KSTP
NBC-Southernaires: KSO WMT KSOO WLS (sw-15.21)
CBS-Major Bowes' Capitol Theater Family: KNOX KRNT
MBS-Dick Barrie's Orch.: KOIL WDGY
KFJM-Waltz Time
KFNF-ΔFirst Methodist Church

KMA-Church Service
WCAL-ΔDivine Service
WGN-U. o. C. Chapel
WLW-Cadle Tabernacle Choir
WMAQ-Thrills Behind the News
WMIN-News; Green Room
10:15 CST 9:15 MST
KFAB-Robert Simmons
KFJM-Salon Recordings
KOIL-Pathways
WOW-Eddie Butler, organist
WTCN-Tunes of the Day
10:30 CST 9:30 MST
NBC-Radio City Music Hall Chamber Music Series: KSOO KSO KOIL WMT (sw-15.21)
Guests: Coolidge String Quartet.
The music detail for this program may be found on page 6 this week.
NBC-Meridian Music: WOW WDAY WMAQ KFJR KOA WEBC KSTP WLW WHO (sw-15.33)
CBS-Salt Lake City Tabernacle Choir & Organ: KSCJ WHLB KRNT KMOX KFAB WNAX WCCO KDAL (sw-21.52)
KFJM-Reading the Funnies
WBBM-Quarter Hour of Romance
WDGY-Canary Serenade

WLS-Howard Peterson, organist
WMIN-Marimba Orch.
10:45 CST 9:45 MST
NBC-Meridian Music: WTCN KFJM-ΔLutheran Ch. Service
WBBM-Waltz Time
WDGY-Canary Serenade
WHLB-Here's to Dancing
WLS-Weather & Live Stock
WLW-Drifting Pioneers
WMIN-Marimba Orch.
11:00 CST 10:00 MST
CBS-ΔChurch of the Air: KSCJ KMOX WCCO KRNT WHLB
NBC-Madrigal Singers: KOA WOW WHO KFJR WDAY WMAQ KSTP (sw-15.33)
NBC-Music Hall, Summer Series: WENR WLW
MBS-Amer. Wild Life: WGN
CKY-To be announced
KFAB-Congressional Church
KFNF-Presbyterian Church
KMA-Church Service
KOBH-Armchair Journey Abroad
KSOO-ΔGospel Tabernacle
WBBM-Music a la Carte
WCAL-ΔDivine Service
WEBC-Morning Musicale
WGN-Reading the Comics
WMIN-Kids Klub Symphony

WNAX-Sammy Liner's Orch.
WTCN-Wesley Church

11:15 CST 10:15 MST
NBC-Grace & Scotty, songs: KFJR WDAY WOW
MBS-Charioteers: WGN
WEBC-Δ1st Presbyterian Church
WNAX-Prairie Dream Boys

11:30 CST 10:30 MST
NBC-Back Home, drama: WENR WMT

Back Home, the story of James Whitcomb Riley, Indiana's beloved poet, returns to the air by popular demand. All data for this series comes from the personal papers of the great poet. Howard McKent Barnes is author of the program. Gene Arnold again will play the role of Riley the adult and will read Riley's poems during the broadcasts. Willard Farnum will be heard as Riley, the youth, and Carlton Brickert, a native Hoosier, will be narrator. Betty Caine will have the leading feminine role and Gordon T. Hughes will direct. Barnes, author of the Riley show, has written a number of full-length plays and books and wrote the May Robson screen hit, "Mother's Millions."

CBS-Europe Calling: KRNT KMOX KSCJ WCCO WHLB
Speaker: Raymond Leslie Buell, President Foreign Policy Ass'n. Topic: "Situation in Europe."
NBC-Charlotte Lansing, sop.; Glenn Darwin, bar.; Orch.: KFJR KOA WDAY KSTP WOW WLW (sw-15.33)
MBS-Alice Blue, pianist: WGN KSO WDGY
News: WMAQ WNAX
CKY-Master Works of the Pinaforte

KOIL-Comics Come to Life
KSOO-Gospel Tabernacle
WHO-Humanitarian Hour
WMIN-Independent Order of B'nai B'rith
11:45 CST 10:45 MST
CBS-Poet's Gold: KFJR KRNT
KDAL WHLB WCCO
NBC-Charlotte Lansing, sop.; Glenn Darwin, bar.; Orch.: WLW WMAQ
MBS-Old Time Tunes: WGN WDGY
KMOX-My Brother's Keeper
KOA-Ishan Jones Orch.
WNAX-Songs of Jimmy Morgan

12:00 CST 11:00 MST
NBC-The Magic Key of RCA: Symphony Orch., dir. of Frank Black; Milton J. Cross, commentator; Guests: WENR KSO WMT WLW WTCN KOA WEBC KFJR WDAY KOIL KSOO KMA (sw-15.21)
On the eve of the first anniversary of George Gershwin's death, the Magic Key will pay tribute to his memory in a program devoted to his music. Nathaniel Shilkret, close friend of the late American composer, will conduct his orchestra during the broadcast with Jane Froman, Felix Knight and Sonny Schuyler as soloists. Linton Wells will be heard from Caracas, Venezuela.

AFTERNOON

NBC-Sunday Dinner at Aunt Fanny's: KSTP WHO WOW (sw-15.33)
CBS-Walberg Brown Strings: KRNT KSCJ KMOX WHLB KFAB
MBS-Zinn Arthur's Orch.: WGN WDGY
CBC-Romance of Sacred Song: CKX
CKY-Fine Recordings
KFJM-Salon Recordings
KFNF-Sketches in Melody
WBBM-Dr. Preston Bradley, current events
WCCO-Brenson Family
WMAQ-Question-Air, Bob Brown
WMIN-News; Orch.
WNAX-ΔDevotional Service

12:15 CST 11:15 MST
CBS-Walberg Brown Strings: KDAL WCCO
News: KFAB KFJM WOW KFNF
CKY-Fine Recordings
WDGY-Afternoon Musicale
WMIN-Popular Favorite

12:30 CST 11:30 MST
NBC-Kiddollers: WMAQ KSTP WOW KOA WHO

(Continued on Next Page)

SUNDAY

July 10

(12:30 p.m. Continued)

CBC-Pianograms: CKX
 CBS-Summer Session; Barry Wood; Nan Wynn; Symphonettes; Lynn Murray's Orch.: WBBM KFAB KSCJ KMOX KDAL KRNT (sw-15.27)
 MBS-Royal Rangers: WGN
 CKY-Fine Recordings
 KFAB-Congregational Church
 KFJM-Cathedral Chimes
 KFNF-Ave Maria Hour
 WCAL-Tell Me a Story
 WCCO-Strange As It Seems
 WDGY-Pearl & Ade
 WHLB-Movie Preview
 WMIN-Baseball Game
 WNAX-Veterans of Foreign Wars
12:45 CST 11:45 MST
 NBC-Vincente Gomez, guitarist: WLW WMAQ KSTP WOV KOA
 MBS-Charlie & Jane Entertain: WGN
 CBC-Radio Pulpit: CKX
 CKY-Fine Recordings
 KFJM-Hawaiian String Pickers
 WCCO-Home Folk Tunes
 WHLB-Program Previews
 WHO-Headlines of the Week
1:00 CST 12:00 MST
 CBS-Gershwin Memorial Concert: KRNT KSCJ KMOX KDAL KFAB WBBM (sw-15.27)
 The music detail for this program may be found on page 7 this week.
 NBC-Richard Himber's Orch.: WENR WMT WEBC (sw-15.21)
 CBC-Gershwin Memorial Concert: CKX CKY
 NBC-Sunday Drivers: WMAQ KOA KSTP WOV WHO KFJR WDAY (sw-15.33)
 MBS-John Steele, comm., from London: WGN
 News: KOIL WAAW
 KFJM-Obie L. Skratthut
 KFNF-Ray Kinney's Hawaiians
 KMA-Voice & the Organ
 KSOO-Sunday Noon News
 WCAL-March of Faith
 WCCO-Home Folks Tunes
 WDGY-Slim Jim
 WHLB-Country Church of Holy wood
 WLW-Voice of the Farm
 WNAX-Guest Prgm.
 WTCN-Jane Joy Show
 WTMJ-To be announced
1:15 CST 12:15 MST
 CBS-Gershwin Memorial Concert: WCCO
 NBC-Sunday Drivers: WLW
 MBS-On a Sunday Afternoon: WMT WGN KOIL
 KFNF-Vic Meyer's Band
 KSOO-Melody Time
 WEBC-Comic Strips
 WHLB-Christian Science Prgm.
1:30 CST 12:30 MST
 CBC-Gershwin Memorial Concert: CKY
 NBC-Louise Florea, sop.: WENR WDAY KSO (sw-15.21)
 NBC-Romance Melodies: KSOO
 WEBC KSTP WDAY WMAQ KOA WOV KFJR WLW (sw-15.33)
 KFJM-Variety Show
 KFNF-Sunshine Prgm.
 KMA-Pais of the Prairie
 WBBM-Planograms
 WDGY-Matinee Melodies
 WHLB-Music for Moderns
 WHO-Strange As It Seems
 WNAX-Happy Jack's Old Timers
 WTCN-Whoopee John Orch.
1:45 CST 12:45 MST
 NBC-Three Cheers: WENR KOIL WDAY KSO
 NBC-Romance Melodies: WHO
 MBS-Jimmy Livingston's Orch.: WDGY
 CKY-Between Ourselves
 KSTP-Augsburg Choir
 WBBM-Dougout Dope
 WGN-The Leadoff Man
 WMT-Richard Wilson, talk
 WTCN-Smilin' Ed McConnell
2:00 CST 1:00 MST
 NBC-Sunday Vespers: KFJR WEBC KOIL KSO WDAY WENR KSOO
 CBS-Gershwin Memorial Concert: KRNT KSCJ WCCO KMOX WHLB KFAB KDAL (sw-15.27)
 NBC-Rangers Serenade: KSTP WHO KOA
 MBS-Benay Venuta's Prgm.: WDGY WLW
 CBS-Benay Venuta's Prgm.: CKY CKX

Baseball; Cubs vs. Cincinnati: WGN WBBM
 Strange As It Seems: WMAQ WOV
 KFNF-United Presbyterian Hr. KMA Sacred Song Service
 WCAL-The Lutheran World
 WMT-Walnut Street Church Prgm.
 WNAX-Prairie Dream Boys
 WTCN-Poets Corner
2:15 CST 1:15 MST
 NBC-Supreme Serenaders: WOV WMAQ
 KFJM-Allan Gillespie, songs
 KFNF-Rev. Ben Compton
 WLW-Church by the Side of the Road
 WNAX-Sunny Syncopators
 WTCN-Three Strings
2:30 CST 1:30 MST
 NBC-The World Is Yours, drama: WDAY KOA WHO KSTP WEBC WLW KFJR WMAQ
 The evolution of nature, as evidenced through the ages, will be discussed under the title "The Physical History of the Earth."
 NBC-Carol Weymann, sop.; Barry McKinley, bar.; Norman Cloutier's Orch.: KSO KOIL WENR WTCN KSOO KMA
 CBS-Singers from Toronto: KSCJ KMOX WHLB KFAB KDAL KRNT WCCO (sw-15.27)
 MBS-Benay Venuta's Prgm.: WMT
 CBC-Singers: CKY CKX
 KFJM-Mother's Musical Album
 KFNF-Variety Revue
 WCAL-Bible Studies
 WDGY-To be announced
 WNW-Hillbilly Jamboree
 WOV-Methodist Radio Hour
2:45 CST 1:45 MST
 NBC-Carol Weymann, sop.: WMT KMOX-Preview
 WCAL-Talk on Holy Land
3:00 CST 2:00 MST
 NBC-Marion Talley, sop. Ry-Krisp; Josef Koestener's Orchestra; Chorus: WHO WMAQ WEBC KOA KSTP WOV (sw-9.53-15.33)
 NBC-There Was a Woman: KSOO WENR WTCN KOIL WMT (sw-15.21)
 CBS-Texas Rangers: KSCJ WHLB KFAB KRNT KMOX WCCO (sw-15.27)
 MBS-Irving Conn's Orchestra: WDGY
 CBC-Folk Song: CKX CKY
 Baseball Game: WDAY KFJM KFJR-Heart to Heart Hour
 KMA-Major League Baseball Game
 WCAL-Vesper Service
 WLW-Church By the Side of the Road
 WNAX-Guest Prgm.
3:15 CST 2:15 MST
 KFNF-Rev. Ben Compton
 WMT-Musical Gems
3:30 CST 2:30 MST
 NBC-Radio Newsreel (Energie); Interviewing Persons in the Bob Barrie Interviewing Persons in the Week's Headlines; WHO KSTP WMAQ WOV WLW (sw-15.33)
 CBS-Guy Lombardo's Orchestra (Bond Bread): KMOX KFAB (sw-15.27)
 MBS-Brother Orchid, drama: KSO
 Dramatization by the W.P.A. Radio Division of Richard Connell's story, which appeared in Collier's.
 CBS-Oliver Drake. News Oddities: KSCJ WCCO WHLB
 NBC-Jean Sablon, songs: KSOO WTCN KOIL WMT KOA KFJR WENR WEBC (sw-15.21)
 CBC-Choral Music: CKY CKX
 KFJM-Musical Prgm.
 WCAL-Chorale Hour
 WDGY-Ted Johnson's Orch.
 WNAX-George German
3:45 CST 2:45 MST
 NBC-The Master Builder: KSO WDAY WEBC WENR KFJR KOA WTCN WMT (sw-15.21)
 CBS-Dave Bacal, organist: KSCJ WCCO WHLB KRNT
 News: KSOO WAAW
 KOIL-Gems of Melody
 WBBM-Teath Inning
 WGN-Bill Anson
 WHLB-Royal Knight's Orch.
 WNAX-Freeman Junior College
4:00 CST 3:00 MST
 NBC-Summer Concert Orch.; dir. Jos. Cherniavsky: KSOO KMA WTCN WLW
 CBS-Phil Cook's Almanac: WCCO KMOX KRNT WBBM KFAB WNAX

Good Listening for Sunday

Further details and stations which will broadcast these programs may be found in the adjacent program columns at the time hereunder indicated

MORNING

9:30 CST (8:30 MST) Major Bowes Capitol Family, CBS.
 10:30 CST (9:30 MST) Radio City Music Hall Chamber Music Series, NBC.
 11:30 CST (10:30 MST) Back Home, NBC.

AFTERNOON

12:00 CST (11:00 MST) The Magic Key, NBC.
 1:00 CST (12:00 MST) Gershwin Memorial Concert, CBS.
 3:30 CST (2:30 MST) "Brother Orchid," MBS.
 5:00 CST (4:00 MST) Hobby Lobby, NBC.
 5:30 CST (4:30 MST) The Passing Parade, CBS.

NIGHT

6:00 CST (5:00 MST) Chase and Sanborn Hour, NBC.
 6:30 CST (5:30 MST) Philharmonic Symphony Orchestra, CBS.
 7:00 CST (6:00 MST) Win Your Lady, NBC.
 8:30 CST (7:30 MST) University of Chicago Round Table Discussions, NBC.
 9:00 CST (8:00 MST) "La Traviata," NBC.
 9:00 CST (8:00 MST) Winchell's Column Quiz, NBC.

NBC-Catholic Hour, Guest Speaker: WDAY WEBC KOA WMAQ WOV KSTP KFJR WHO (sw-9.53-15.33)
 MBS-Dick Barrie's Orch.: WDGY WGN KSO WMT KOIL
 CBC-Summer Concert Orch.; dir. Jos. Cherniavsky: CKY CKX
 KFJM-Band Concert
 KFNF-Swedish Service
 KSCJ-Sunny Melodies
 WCAL-To be announced
 WENR-Amateur Hour
 WHLB-Royal Knights Orch.
4:15 CST 3:15 MST
 WHLB-Tea Time Tidings
4:30 CST 3:30 MST
 NBC-A Tale of Today, drama (Princess Pat): WMAQ WLW (sw-9.53-15.33)
 CBS-The Laugh Liner (Wrigley's Gum); Billy House, comedian; Jack Fulton, tr.; Carl Hohen-garten's Orch.: KSCJ WHLB KDAL KRNT WBBM KMOX WCCO KFAB WNAX (sw-11.83)
 NBC-Canadian Grenadier Guards Band: KFJR KSOO WDAY WMT WTCN KOIL
 MBS-Stan Lomax, sports: KSO
 CBC-Canadian Grenadier Guards Band: CKX CKY
 To be announced: WCAL WOV
 KFJM Musical Hour
 KOA-Lamont School of Music
 KSTP-Tour to Alaska
 WDGY-Little Homelike Church
 WEBC-Theatrus
 WGN-Walter Flandorf, organist
 WHO-Baseball Time
4:45 CST 3:45 MST
 NBC-Canadian Grenadier Guards Band: WEBC KOA
 MBS-Safety Series; "I Was There," drama: KSO WGN
 News: KSTP KFNF
 WGN-Alice Blue, pianist
5:00 CST 4:00 MST
 NBC-Jell-O Prgm.; Hobby Lobby; Dave Elman, m.c.; Harry Von Zell; Harry Salter's Orch.: KSOO KSTP WLW WMAQ (sw-9.53)
 Mrs. J. L. Johnson of Aurora, Ill., whose hobby is collecting early American witchballs, glass globes which the colonists placed at their windows to frighten away witches and evil spirits, will head a list of hob-blyists to be interviewed by Dave Elman.
 NBC-Robert Weede, bar.: WDAY KFJR KSO WTCN KSOO KOA WENR (sw-11.87)
 CBS-Joan & Kermit, sketch: KFAB WHLB KDAI WBBM KMOX KSCJ WNAX (sw-11.83)
 NBC-Hawaii Calls: KOIL
 CBC-Hawaii Calls: CKY CKX
 KFJM-Musical Travelogue
 KFNF-Lutheran Vesper Service
 KMA-String Ensemble
 WCCO-In the Bag
 WDGY-Broadway Temple
 WEBC-Popular Classics
 WHO-Ferde Grofe's Orch.

WMIN-News; Tea Dance
 WMT-News
 WOW-Orch. & Chorus
5:15 CST 4:15 MST
 MBS-Hawaii Calls: WMT
 KMA-Gems of Melody
 KOA-Strangs As It Seems
 WHO-Headlines of the Week
 WMIN-Tea Dance
 WTCN-Happy Bob
5:30 CST 4:30 MST
 NBC-Interesting Neighbors with Jerry Belcher; Dean Fossler, organist (F. W. Fitch Co.): WHO WMAQ KSTP KOA (sw-9.53)
 CBS-Passing Parade: WJR (750 kc)
 Turn to pages 22 and 23 for pictures of John Mesbitt.
 NBC-To be announced: WTMJ KFJR KOIL WDAY WTCN WMT WLS KSO (sw-11.87)
 CBS-Week-End Pot Pourri: KSCJ KFAB WBBM WCCO WHLB
 CBC-The World Today: CKY CKX
 KFJM-Shopper's Guide
 KMA-Organ Melodies
 KMOX-Sports
 KSOO-Aloha Land
 WDGY-Bethesda Free Church
 WEBC-Melody Harbor
 WGN-Bill Carlson's Orch.
 WLS-To be announced
 WLV-News
 WMIN-Gypsy Fortunes
 WNAX-Presbyterian Choir
5:45 CST 4:45 MST
 CBC-Jean de Rimanczy, violin virtuoso: CKY CKX
 KMOX-News
 KSOO-Jimmy & Virginia Snyder, songs
 WDGY-The Brown Sisters
 WEBC-Country Church of Holy-wood
 WLV-Melody Grove
 WMIN-Heath & Home
6:00 CST 5:00 MST
 CBC-Chase & Sanborn Hour: CKX
 NBC-Chase & Sanborn Hour; Edgar Bergen & Charlie McCarthy; Dorothy Lamour, sop.; John Carter, tr.; The Stroud Twins, comedians; Robert Arm-bruster's Orch.; Edw. Arnold, m.c.; Guest: KSTP WLW WHO WEBC KFJR WTMJ WMAQ WDAF WOV KOA WSM WDAY (sw-9.53)
 Edward Arnold begins as master-of-ceremonies during the absence of Don Ameche who by this time will be in mid-ocean bound for Europe.
 CBS-Let There Be Music; Wilbur Hatch's Orch.: WHLB WCCO KSCJ KRNT KMBC WJR WHAS KMOX KFAB KDAL (sw-11.83)
 NBC-Spy at Large, drama: KSO WTCN KSOO (sw-11.87)

CJRM By the Blue Danube
 CKY-Concert Hall of the Air
 KFJM-Chapel Hour
 KFNF-Studio Prgm.
 KMA-Vesper Service
 KOIL-News
 KSL-Amateur Revue
 WBBM-Carlos Molina's Orch.
 WDGY-Italian Serenaders
 WGN-Concert Orch.
 WLS-Don Kelley's Sport Review
 WMIN-News; Dinner Dance
 WMT-Baseball Scores
 WNAX-For Mother & Dad
6:15 CST 5:15 MST
 CJRM-Pacific Paradise
 KMOX-The Onward Road, inter-view
 KOIL-Rackets Unstrung
 WLS-News
 WMIN-Dinner Dance
 WMT-Mal Hallett's Orch.
6:30 CST 5:30 MST
 CBS-Lewisohn Stadium Concert: Philharmonic Symphony Orch.: KFAB KRNT KSCJ WHAS WCCO WJR KBOX KMBC KDAL WHLB (sw-11.83)
 Guest conductor: Macklin Mar-row
 The music detail for this program may be found on page 6 this week.
 NBC-Songs We Remember: WLS KSO KOIL KMA (sw-11.87)
 MBS-Invitation to Waltz: WDGY WGN
 Baseball Scores: KFJM WTCN
 CJRM-For Mother & Dad
 CKY-Sunday Song Service
 KSL-To be announced
 KSOO-Academy Theater
 WBBM-Public School Series
 WMIN-Jazzocracy
 WMT-Baseball Scores
 WNAX-Religious Service
6:45 CST 5:45 MST
 NBC-Songs We Remember: WMT
 KFJM-Radio Guide's Hits of the Week
 KSL-Cactus Mac & His Saddle Tramps
 WBBM-Carlos Molina's Orch
 WLS-To be announced
 WMIN-Leamington Trio
 WTCN-Songs We Remember
7:00 CST 6:00 MST
 NBC-Win Your Lady, drama (Woodbury): WENR KOIL WMT KSO WLW WTCN (sw-11.87) (also at 8:30 p.m.)
 NBC-The Manhattan Merry-Go-Round (Dr. Lyons); Meo Ab.: Town; Don Donnie's Orch.; Pierre Le Kreun, tr.; Rachel Carlay; WHO WMAQ WDAF KOA WOV KSTP (sw-9.53)
 Miss Carlay will sing Tell Me That You Love Me Tonight, C'Est Nerveilleux and, with Mr. Le Kreun, I Simply Adore You, Pierre Le Kreun will also sing There Is a Faraway Look in Your Eyes. The trio will sing Ca C'Est Gentil, Fifi and J'M'en Ressens Pas. The orchestra will play Eusebe and a medley of Dits Moi Mere, Chitarra Romana and C'Est Un Rien Mais.
 CBS-Lewisohn Stadium Concert: KMOX KRNT KMBC WBBM KSCJ WNAX WCCO WJR WHAS KFAB KSL WHLB (sw-11.83)
 CBC-Music for You: CKX CJRM CKY
 KFJM-Prelude to Evening
 KFJR-Down the Avenue
 KMA-News & Weather
 KSOO-News
 WDAY-Donald Novis, tr.
 WDGY-American Legion Band
 WEBC-Lone Ranger
 WGN-Tiny Hill's Orch.
 WMIN-News; For Mother & Dad
 WSM-Lyric Moods
 WTMJ-Around the Dial
7:15 CST 6:15 MST
 KFJM-Piano Moods
 KMA-Sunday at Twilight
 KSOO-Sports Revue
 WDAY-Amer.-Scandinavian Prgm.
 WDGY-Tin Pan Alley
 WTMJ-Dance Orch.
7:30 CST 6:30 MST
 NBC-Winchell's Quiz Column (Jergen's); Ben Grauer, m.c.; KSO WENR KOIL WMT WTCN WLW (sw-11.87) (also at 9 p.m.)
 NBC-American Album of Familiar Music (Bayer Aspirin); Frank Munn, tr.; Jean Dickenson, sop.; Elizabeth Lennox, contr.; Gus Haenschen's Orch.: WHO WEBC WMAQ KSTP WDAF KOA WTMJ WOV WSM (sw-9.53)
 Frank Munn and Miss Lennox will sing Who Cares, Mr. Munn, Miss Dickenson and the chorus will offer Maybe and Mr. Munn and the chorus will sing Love

Walked In. Miss Dickenson and the chorus will offer Summer-time and Miss Lennox will sing Foggy Day. The chorus will also offer Of Thee I Sing. The choir will sing The Man I Love. The ensemble will play Selections from "Of Thee I Sing" and Selections from "Funny Face" including Wonderful, He Love and She Loves and Funny Face. The orchestra will offer Love Is Sweeping the Country, I Got Rhythm, I Got Plenty of Nuthin and Rhapsody in Blue.
 CBC-Dr. E. H. Egerton, organist: CKX CJRM CKY
 MBS-Music by Elliott Jacoby: WDGY
 KFJM-Ave Maria Hour
 KFJR-Curtain Calls
 KMA-Guest Speaker
 KSOO-Dance Hour
 WDAY-Community Hour
 WGN-Jack Denny's Orch.
 WMAQ-To be announced
 WMIN-Evening Stars
7:45 CST 6:45 MST
 NBC-Irene Rich (Welch Grape Juice); Drama: KOIL WTCN WMT WENR KSO (sw-11.87) (also see 9:15 p.m.)
 WGN-News; Sports
 WLW-Robert Taft, talk
8:00 CST 7:00 MST
 NBC-Cant Park Concert: KSTP WDAF WMAQ WSM WTMJ WOV WHO KOA
 MBS-Good Will Hour (Ironized Yeast): WGN
 NBC-Norman Cloutier's Orch.: WDAY WEBC KSO KOIL KFJR WMT WLW (sw-11.87)
 CBS-Lewisohn Stadium Concert: KDAL KRNT WBBM KMBC WCCO KFAB KMOX WHAS WJR WLS (sw-11.83)
 CBC-Atlantic Nocturne: CKY CKX CJRM
 KSCJ-To be announced
 KFJM-Gerldine Hanna, songs
 KMA-Fireside Hour
 KSL-Studio Players
 WDGY-Thoughts Between Us
 WENR-Car Card Carnival
 WHLB-The Lone Ranger
 WMIN-News
 WNAX-Popular Composers
 WTCN-Church Services
8:15 CST 7:15 MST
 NBC-Norman Clotier's Orch.: WENR
 KFJM-News
 WMIN-Hollywood Amer. Legion Band
8:30 CST 7:30 MST
 NBC-Win Your Lady, drama (Woodbury): KOA WSM (also at 7 p.m.)
 NBC-U. of Chicago Round Table Discussions: KSTP WMAQ WDAF WHO WTMJ WOV (sw-9.53)
 MBS-Goodwill Hour (Ironized Yeast): WLW
 MBS-Your Sunday Date; Harold Stokes' Orch.: WGN
 CBS-Headlines & By-Lines: KFAB KRNT KSCJ WCCO KMOX WBBM KMBC KDAL WHLB KSL WJR (sw-11.83)
 NBC-Cheerio WENR KFJR WMT KOIL KMA KSO (sw-11.87)
 CBC-Woodland Sketches: CJRM CKY CKX
 KFJM-Organ Serenade
 WDAY-Court of Missing Heirs
 WEBC-Sodahl's Orch.
 WHAS-Romance Time
 WMIN-Δ River Lake Tabernacle
 WNAX-Sammy Liner's Orch.
8:45 CST 7:45 MST
 WEBC-Evening Musicale
 WJR-Musical
 WTCN-Red Nichols' Orch.
9:00 CST 8:00 MST
 NBC-Winchell's Column Quiz (Jergen's): WSM KOA (also see 7:30 p.m.)
 NBC-News; Cincinnati Summer Opera Ass'n: WLW WMAQ WEBC KFJR WDAY
 Acts III and IV of "La Traviata" will be broadcast.
 The music detail for this program may be found on page 7 this week.
 CBS-Dance Orch.: KMBC KSCJ KFAB WHAS WCCO KDAL WJR WBBM KSL WNAX
 NBC-Fletcher Henderson's Orch.: WHO WENR KSTP (sw-9.53)
 CBC-News: CKY CJRM CKX
 News: KOIL WMT KMA WOV
 KMOX-Evening Serenade
 WDAF-James Melton, tr.: Orch.
 WHLB-Court of Missing Heirs
 WTCN-Ports of Call
 WTMJ-Dance Orch.
9:15 CST 8:15 MST
 NBC-Irene Rich (Welch Grape Juice); Drama: WSM KOA (also at 7:45 p.m.)

NIGHT

WEDNESDAY

July 13

(9:15 p.m. Continued)

NBC-Uncle Ezra (Alka-Seltzer): KOA WOW (also see 5:15 p.m.)
CBS-Frank Dailey's Orch.: KSCJ KFAB KDAL KRNT KMBC KMOX KSL WCCO WHLB WHAS
CBC-Under the Big Top: CJRM CKY CKX
Sports: KSTP WHO KFNF-Hawaii Calls WBBM-Living History WDAY-Easy Aces WDAY-Baseball Game WGN-Jack Denny's Orch. WJR-Let's Celebrate WLW-Musical Steeplechase WMAQ-Fort Pearson, news WMAX-News WTMJ-Easy Aces
9:30 CST 8:30 MST
CBS-Paul Whiteman's Orchestra (Chesterfields): KSL KRNT WHAS KMOX KDAL WCCO KSCJ WHLB WMAX (also see 6:30 p.m.)

CBS-Paul Pendarvis' Orch.: KSCJ KDAL WHLB WCCO KFAB (sw-6.12)
NBC-Horace Heidt's Orchestra: WENR KFVR WEBC KSTP WMT WSM (sw-9.53)
NBC-C. Y. O. Boxing Bouts: KSO (sw-6.14)
CBC-Shep Fields' Orch.: CJRM CKY CKX
MBS-Shep Fields' Orch.: WGN Let's Celebrate: WTMJ KMOX News: KOIL WBBM KMBC WOW KMA-Leo Daeg's Orch. KOA-Light on the West WDAF-Newcomer's Quartet WHO-James Melton, tr.; Orch. WJR-Baseball Scores; Reminiscing
WLW-Dance Orch. WMAQ-Lou Breese's Orch. WTCN-Front Page
9:45 CST 8:45 MST
NBC-Horace Heidt's Orch.: WHO CBS-Paul Pendarvis' Orch.: WBBM KMOX
MBS-Shep Fields' Orch.: WLW KMBC-Dance Time KOIL-Sports WDAF-Let's Celebrate WMT-Baseball Game WGW-Down the Fairway WTCN-Musicale WTMJ-Today's Events

10:00 CST 9:00 MST
NBC-Fletcher Henderson's Orch.: WMAQ KSTP WDAY
CBS-Hal Kemp's Orch.: KSCJ KMOX KFAB WBBM WMAX KSL (sw-6.12)
NBC-Wm. Farmer's Orch.: KMA MBS-Johnny Messner's Orch.: WGN KSO
CBC-Woodhouse & Hawkins: CKX CKY CJRM News: WMIN WHO Dance Orchestra: KMBC WDAF KFVR-News & Weather KOA-Clyde McCoy's Orch. KOIL-Those Happy Gilmans WCCO-Let's Celebrate WBBM-News-Tribune Time WENR-Music As You Desire It WHLB-Tribune Time WJR-Jack King, news WLW-Paul Sullivan, commentator WOW-Wig Waggin' with Wagner WSM-World in Review WTCN-Baseball Scores WTMJ-Last Word in Sports
10:15 CST 9:15 MST
NBC-Fletcher Henderson's Orch.: WOW WSM WEBC
CBS-Hal Kemp's Orch.: KRNT WJR WHLB
NBC-Wm. Farmer's Orchestra: KFVR KOIL-The Right Road

KSTP-Night Extra WCCO-Cedric Adams WHAS-News
WHO-Dick Leibert, organist WLW-Jack Coffey's Orch. WMIN-Koly's Swing Orch. WTCN-Red Nichols' Orch. WTMJ-Dance Orch.
10:30 CST 9:30 MST
NBC-Lights Out, mystery drama: KFVR WEBC WOW WDAF WBAL KSTP WDAY WMAQ WSM WHO WTMJ
NBC-Lang Thompson's Orch.: KOIL KMA WTCN KOIL (sw-6.14)
CBS-Henry King's Orch.: KFAB WJR WMAX KMBC KRNT KSCJ WBBM WHLB KDAL (sw-6.12)
MBS-Anson Weeks' Orch.: WMT KSO
CBC-Lang Thompson's Orch.: CKX CKY CJRM KMOX-News KOA-The Westernaires KSL-Songs for You WCCO-Rollie Johnson WGN-Tiny Hill's Orch. WHAS-Dance Band WLW-Jack Sprigg's Orch. WMIN-Swing Session
10:45 CST 9:45 MST
CBS-Henry King's Orch.: KMOX KSL

NBC-Lang Thompson's Orch.: WENR
WCCO-Tommy Dorsey's Orch. WTCN-Gentlemen o Rhythm
11:00 CST 10:00 MST
NBC-Tommy Dorsey, His Trombone & Orch. (Raleigh & Kool): KOA (also see 6:30 p.m.)
NBC-Little Jack Little's Orch.: WDAY WOW WENR KSTP
NBC-Gray Gordon's Orch.: KMA WMAQ WEBC KFVR
CBS-Husk O'Hare's Orch.: KFAB WMAX WBBM KMOX KSCJ KMBC KRNT
MBS-Skinny Ennis' Orch.: WGN KSO KOIL WMT
CBC-Today's Music: CKY CKX CJRM-News
KSL-Jimmy Walsh's Orch. WCCO-Red Nichol's Orch. WDAF-Nighthawks WHO-Veterans' Forum WLW-Twenty-four Hour Review WMIN-Joe Bilb, news WSM-Evening Moods WTCN-Boyd Raeburn's Orch. WTMJ-Dance Orch.
11:15 CST 10:15 MST
NBC-Little Jack Little's Orch.: WLW WSM WTCN
CJRM-Eventide Echoes KSL-News WMIN-Koly's Swing Orch.

11:30 CST 10:30 MST
NBC-Leo Reisman's Orch.: WHO WENR WLW KSTP WOW WSM KOA
CBS-Henri Gendron's Orchestra: KRNT KSCJ KFAB WBBM WCCO KMBC KMOX WMAX
NBC-Deacon Moore's Orchestra: WEBC KFVR WDAY WMAQ WTCN KMA
MBS-Everett Hoagland's Orch.: WMT KSO WGN
Dance Orch.: WDAF WDAY
CJRM-Petite Musicale
CKY-Wood-Smoke
KSL-Carvel Craig's Orch.
WHAS-Dream Serenade
WMIN-Midnight Reveries
11:45 CST 10:45 MST
CBS-Henri Gendron's Orchestra: KRNT KSCJ WBBM WCCO KFAB KMBC WMAX KOIL KMOX
CJRM-News
12:00 CST 11:00 MST
MBS-The Playboys: KSO WGN News: WMIN KOA KMBC
KMOX-Dancing Time
KSL-Mary Lou Cook & Marshall Grant
KSTP-Dream Ship
WLW-Burt Farber's Orch.
WOW-Musical Prgm.
End of Wednesday Programs

Thursday

July 14, 1938

Thursday

MORNING

7:00 CST 6:00 MST
NBC-Breakfast Club; Orch. & Soloist; News: WEBC KSO WDAY KFVR KMA WTCN
NBC-Herman & Banta: (sw-21.5)
CBS-Arthur Godfrey, songs & patter: (sw-17.76)
Musical Clock: KMOX WBBM KFAB-Morning Round-up KFJM-Eye Openers KFNF-Sunrise Music Hour KOIL-News
KSOO-Alarm Clock Ringers KSTP-Morning Meditations WCCO-Air Almanac WDGY-Family Altar, Rev. R. G. Blank
WGN-Everyday Words; Good Morning Prgm.
WHLB-Early Risers
WHO-Faye & Cleo
WLS-Trailer Tim
WLW-The Merry-makers
WMAQ-Your Neighbor
WMIN-News; Just About Time
WMT-Country Home; Musical Clock
WNAX-Prairie Dream Boys
WOW-The Camera Speaks
7:15 CST 6:15 MST
CBS-As You Like It; News: (sw-21.52)
News: WOW KFJM WLW WLS WCCO WMAX WMT
KMA-Weather & News
KOIL-Hurry Uppers
KSOO-Sunrise Serenade
KSTP-Morning Newspaper-Air
WDGY-Livestock Reporter
WHLB-Salutations
WHO-Hardware News

KSOO-Musical Clock
WBBM-Linda's First Love
WDGY-Modern Trend
WEBC-Morning Musicale
WHO-News
WLS-Cowboy Bill
WLW-Voice of Experience
WMIN-Beautiful Lady
WNAX-Happy Jack's Old Timers
WTCN-Popular Concert
8:00 CST 7:00 MST
CBS-Pretty Kitty Kelly (Wonder Bread): KSCJ WBBM WCCO KMOX KRNT
NBC-Mrs. Wiggs of the Cabbage Patch, sketch (Old English Wax): WMAQ
NBC-Just Neighbors, sketch: KSO (sw-15.21)
Coffee Pot Inn: WHO WOW
WNAX KFVR
News: CKY KOA
Musical Clock: WEBC WTCN
CKY-News & Weather
KFAB-Time 'n' Tunes
KFJM-Markets
KFNF-Morning Visit
KMA-Forest Rangers
KOIL-Vagabond Dreamer
KSTP-Good Morning Hour
WDAY-Time to Shine
WDGY-Morning Musicale
WGN-Martha Crane & Helen Joyce
WHLB-Three 'T's'
WLS-Piano Recital
WLW-Hymns of All Churches
WMIN-News; At Your Service
8:15 CST 7:15 MST
NBC-John's Other Wife, sketch (Louis Philippe): WMAQ
CBS-Myrt & Marge, sketch (Super Suds): WBBM WCCO KMOX KFAB WMAX
NBC-Asher & Little Jimmy: KSO WLS KMA (sw-15.21)
MBS-Francis J. Cronin, organist: WDGY
CKX-Wake Up & Sing
CKY-Rise 'n' Shine Club
KFJM-News
KFVR-Prof. Sauerkraut & His Little German Band
KOA-Wonderland of Words
KOIL-Tommy Dorsey's Orch.
KSCJ-To be announced
KSTP-Harmony Parade
WDAY-Time Signal Prgm.
WEBC-Mirror of Fashion
WHO-What to Serve Today
WLW-Myrt & Marge, sketch
WMIN-At Your Service
WOW-Aunt Sally
8:30 CST 7:30 MST
CBS-Hilltop House, sketch (Palmolive Soap): KFAB KMOX WCCO WBBM WMAX
NBC-Just Plain Bill, sketch (Bi-So-Dol): WMAQ
NBC-Josh Higgins of Finchville: WDAY WTCN KOIL KMA (sw-15.21)
NBC-Happy Jack, songs: KSTP
MBS-Variety Prgm.: WGN WMT
Grandma Travels: WEBC WHLB
KFJM-Morning Devotional
KFVR-Chicago Bedding Co. Prgm.
KOA-Morning Melodies
KSOO-Grain Quotations; Mind Your Manners; Interior Decorating

WAAW-Market Opening
WCAL-Morning Musicale
WDGY-News
WHO-Those Happy Gilmans
WLS-Novelodeons & Billy Woods
WLW-Hilltop House, sketch
WMIN-Breakfast Bell
WOW-Hymns of All Churches
8:45 CST 7:45 MST
NBC-The Woman in White, sketch (Pillsbury): WMAQ WEBC KSTP WOW WHO
NBC-Ma Perkins, sketch (Oxydol): WLS (sw-15.21)
NBC-Jerry Sears' Orch.: KOIL KSOO KFVR WDAY WTCN KOA WMT
CBS-Stepmother, sketch (Colgate): KMOX WCCO WBBM
Markets: KFJM KSCJ WDGY CKX
KFAB-Meditations
KMA-Ma Perkins, sketch
WGN-Dr. Friendly, drama
WHLB-Program Previews
WLW Betty & Bob
WNAX-Sunny Syncopators
9:00 CST 8:00 MST
NBC-The Story of Mary Marlin, sketch (Ivory Soap): WLS (sw-15.21)
NBC-David Harum, sketch (Bab-O): WHO WOW KSTP WMAQ
CBS-Mary Lee Taylor (Pet Milk): WBBM KRNT KMOX KFAB
NBC-Originalities: KOIL WTCN KOA KSO
Houseboat Hannah, sketch: WEBC WHLB
CJRM-Bulletin Board
CKX-Wake Up & Sing
CKY-Good Morning Neighbor
KFJM-Varieties
KFNF-Headlines
KFVR-Markets & Top o' the Dial
KMA-S. O. S. Club Prgm.
KOIL-Tommy Dorsey's Orch.
KSCJ-To be announced
KSOO-Grain Quotations; Club Notices; Ranch Boys
WCCO-Ma Perkins
WDAY-John Wesley
WDGY-Buckeye Four
WGN-Get Thin to Music
WLW-The Goldbergs, sketch
WMIN-News; Musical Chimes
WMT-News; Melody Time
WNAX-Hymns of All Churches
9:15 CST 8:15 MST
NBC-Vic & Sade, comedy sketch (Crisco): WLS WLW (sw-15.21)
NBC-Lorenzo Jones, sketch (Phillips): WMAQ KSTP WHO WOL
CBS-Richard Maxwell, tr.: KSCJ
CBS-Scattergood Baines, sketch (Wrigley's Gum): KFAB WMAX
NBC-Breen & de Rose: WMT KOA KSO
MBS-Bachelor's Children: WGN CKX-Pianola
KFJM-Masters' Music Room
KFNF-Paul & Irving
KFVR-Hymns of All Churches
KMA-Homemakers' Chat
KMOX-The Instrumentalists
KOIL-Polly the Shopper

KSOO-Woman's World
WAAW-Markets
WBBM-Editor's Daughter, sketch
WCAL-The Scarlet Letter, drama
WCCO-Bachelor's Children
WDAY-Mixing Spoon Prgm.
WDGY-Canary Serenade
WEBC-Woman's Hour
WHLB-Amer. Family Robinson
WMIN-Song Stylist
WTCN-Something in Air
9:30 CST 8:30 MST
NBC-Pepper Young's Family, sketch (Camay Soap): WLS (sw-15.21)
CBS-Big Sister, sketch (Rinso): KFAB WBBM KRNT WMAX WCCO KMOX KDAL
NBC-Rhythm Symphonic: KSTP WMAQ WOW WHO (sw-15.33)
MBS-Get Thin to Music: WDGY KSO KOIL
CKX-Markets; What's in the Air
CKY-Organ Reveries
KFJM-Household Hour
KFNF-Good Morning, Neighbor
KFVR-Betty & Bob
KOA-Financial Service
KSCJ-News; Sketches in Melody
KSOO-Concert Hall of the Air
WAAW-Markets
WCAL-College Bulletin
WDAY-Grandma Travels
WGN-Man on State Street
WHLB-Morning Musicale
WLW-Dr. Friendly
WMIN-Milady's Music Box
WMT-Louise Hathaway
WTCN-Around the Town
9:45 CST 8:45 MST
NBC-Getting the Most Out of Life, Dr. Wm. L. Stidger (Fleischmann's Yeast): (sw-15.21)
Subject: "True-Hearted, Whole-Hearted."
CBS-Aunt Jenny's Stories (Spry): WBBM KRNT KMOX WMAX KFAB WCCO KDAL
NBC-Road of Life, sketch (Chippo): WMAQ WLW
NBC-Viennese Ensemble: KOIL WEBC WTCN WMT
NBC-Kitty Keene, sketch (Dreft): KOA WDAY KFVR KSTP
CKX-Poet's Corner
CKY-Dance Tunes
KFJM-Markets
KMA-Mickey & Her Guitar
KSOO-Book Reading Time
WCAL-Women's Hour
WDGY-We, the Women
WGN-Painted Dreams
WHLB-WPA Orch.
WMIN-Gospel Singer

KOA-Wells of Music
KSTP-The Daily
WCCO-Thomas Sawyer
WDAY-Hometown Reporter
WDGY-Modern Trend
WGN-Harold Turner, pianist
WHO-The Goldbergs, sketch
WLS-Pierce School Chorus
WLW-The Editor's Daughter
WMAQ-Dan Harding's Wife
WMIN-News; World Bookman
WMT-The Movie Man
WNAX-Devotional Service
WOW-Betty & Bob
WTCN-Tunes of the Day
10:15 CST 9:15 MST
NBC-The O'Neills, sketch (Ivory Soap): WMAQ WOW KFVR WLW KOA
CBS-Irene Beasley, R.F.D. No. 1: KSCJ WHLB
NBC-George Griffin, tr.: WDAY KOIL WEBC
CBC-Brick Holton, tr.: CKX News: KFJM WTCN
CKY-Aloha Land
KFAB-Weather & Markets
KFNF-Gretta, song stylist
KFVR-News; To be announced
KMA-Earl May's Visit
KMOX-Houseboat Hannah, sketch
KSOO-Variety Prgm.
KSTP-Dan Harding's Wife
WAAW-Markets
WBBM-Thomas Conrad Sawyer
WCAL-Our Church
WCCO-Judy & Jane
WDGY-Hillbilly Hi-Jinks
WGN-Morning Melodies
WHO-Houseboat Hannah
WLS-Chore Boys
WMIN-Bulletin Board
WMT-Frank Voelker, organist
WNAX-Kitty Keene, sketch

CBS-Our Gal Sunday, sketch (Old English Floor Wax): WBBM KRNT KFAB KMOX
CBC-The Cadets: CKX
CKY-Young Widdler Jones
KFJM-Markets
KFNF-Wilbur Smith
WCCO-Grandma Travels
WDGY-Stock Market Reports
WGN-Musical Mail Box
WHLB-Problems for Pamela
WHO-Hilltop House, sketch
WLS-Across the Mike
WMT-Reveries
WNAX-Happy Jack's Old Timers
WOW-Judy & Jane
11:00 CST 10:00 MST
NBC-Jean Ellington, songs: (sw-15.33)
CBS-The Goldbergs (Oxydol): WCCO WBBM KDAL WMAX
MBS-Happy Gang: KOIL WMT WGN
CBC-Happy Gang: CKX
CKY-Music Graphs
KFAB-Songs of Yesterday
KFJM-W. P. A. Transcription
KFNF-Weather; Markets; News
KMOX-Ma Perkins, sketch
KSCJ-Jerry of the Circus
KSTP-Household Forum
WDGY-Charles Sengir
WHLB-Scandinavian Music
WHO-Dan Harding's Wife, sketch
WLB-Convocation
WLS-Melody Roundup
WMIN-News; Here Comes the Band
WOW-Toby's Cornstussel Nooz
11:15 CST 10:15 MST
NBC-Vic & Sade, comedy sketch (Crisco): WBBM KMOX WCCO KDAL WMAX WMFG WHLB
NBC-Three Romeos: WOW KSTP (sw-15.33)
CKY-Old Refrains
KFAB-Roy, Lonnie and John
KFNF-Slim
KOIL-Waltz Time
KSCJ-Cub Reporter
WAAW-Markets
WDGY-The Happy Gang
WGN-Noon-time Melodies
WHO-Vic & Sade
WMT-Tom Owens' Cowboys
11:30 CST 10:30 MST
CBS-Road of Life, sketch (Chippo): WBBM KMOX
NBC-Words & Music: WMAQ WOW (sw-15.33)
CBC-Street Scene: CKX
MBS-Royal Rangers: KOIL WDGY
CKY-Concert Hall of the Air
KFAB-Dinner Call
KFDF-Weather & Markets; John M. Ryan
KFJM-Western Melodies
KFNF-Lullaby Lester
KFVR-Markets & Police Bulletins
KMA-Dustin' the Fiddle
KOA-On the Mall
KSCJ-Roundup; News
KSOO-Grain Quotations
KSTP-Singin' Sam
WCCO-Houseboat Hannah
WDAY-Man on the Street
WEBC-Varieties; Sally Service
WGN-Markets; Midday Service
WHLB-Scandinavian Music

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BECAUSE the prize contests announced on the air constitute a considerable proportion of America's prize money and because listeners have demonstrated their interest in these announcements with millions of contest entries, RADIO GUIDE is publishing this list of national contests each week in this space. The list includes outstanding contest opportunities not announced on the air as well as all the prominent competitions broadcast on Coast-to-Coast networks.

This department is published in this form during the summer months when contest activity ebbs. During the fall and winter seasons, RADIO GUIDE publishes weekly the most authoritative contest news available to the general public. This is a department called "So You Like Contests?" It includes, in addition to lists such as the following, a resume of the week's contest news; detailed descriptions of the methods by which outstanding winners build their entries; examples of winning entries in all the big contests; losing entries, with criticisms designed to show wherein they failed, and in addition, RADIO GUIDE's contest department staff during those months is enlarged to give individual contest aid to readers through personal correspondence.

That department will appear again within a few months.

\$1,000.00 CASH

PRIZES: (Grand) 1st, \$500; 100 prizes, each \$5.

THE RULES: Name your favorite of Orange, Lemon or Lime Life Savers and tell in not more than ten words why you like it best. Write answer on entry card which may be obtained from dealers only. Attach a label from five-cent package of flavor you write about to card and mail to Life Savers, Port Chester, New York. Contest closes September 30. Open to United States and Canada.

\$1,000.00 FOR GAGS

PRIZES: (Grand) 1st, \$500; 2nd, \$250; 3rd, \$100; 4th, \$50; twenty prizes, each \$5.

THE RULES: The July issue of Esquire Magazine contains a cartoon with a missing "gagline" or humorous underline. Using the coupon in the magazine, supply the gagline, in not more than fifteen words. Send entries to Esquire, P. O. Box S, Chicago, Ill. Contest closes July 15.

\$100.00 FOR JINGLES

PRIZES: (Indeterminate) \$100 for accepted Jingles.

THE RULES: Write a six-line jingle, of which the last line is the product-name "Burma-Shave," to be used in roadside-serial signs. Send entries to Burma-Vita Co., 2019 East Lake St., Minneapolis, Minn. Contest closes September 1.

\$2,000.00 CASH

PRIZES: (Grand) 1st, \$500; 2nd, \$200; 3rd, \$100; twenty prizes, each \$10; two hundred prizes, each \$5.

THE RULES: Unscramble the letters in twenty cartoons published in sets of two each in the Liberty magazine "Stargazing" contest. The letters in each cartoon will spell the name of some radio or movie star. After names are unscrambled explain in 100 words or less "The entertainer named in this contest whom I like best, and why." The contest runs for ten weeks; last issue carrying cartoons is dated August 6, 1938. For back cartoons send 5 cents per set to Stargazing Contest, Liberty Magazine, P. O. Box 556, Grand Central Station, New York City, and specify which cartoons are desired. Entries must be received at that address before midnight, August 19.

\$50,000.00 CASH

PRIZES: (Weekly) 1st, \$1,000 cash; ten prizes, each \$50 cash; fifty prizes, each \$10 cash.

THE RULES: Complete the sentence, "I like Royal Crown Cola because _____" in twenty-five additional words or less. No limit on number of entries from each contestant, but each entry must include the top from a bottle of Royal Crown Cola ("RC" Cola). Mail entries to Royal Crown Cola, Columbus, Ga. There are twenty-five weekly contests; winners are announced each week on the air.

For more details listen to "Royal Crown Revue," NBC, Friday, 9 p.m. EDT. For the West, 8:30 p.m. PST.

40,183 PRIZES

PRIZES: (Qualifying monthly prizes) Five thou-

sand prizes, each six cans of tuna fish. (Grand Prizes): 1st, \$5,000; 182 lesser prizes totaling \$5,000 more.

THE RULES: Fill in three words (no more) to complete the following sentence: "I like this quality tuna because it is _____ and _____." Use the three words you consider most descriptive of Chicken of the Sea Tuna or White Star Tuna. Attach two labels from each brand to each entry and send to Contest Department, Van Camp Sea Food Co., Terminal Island, Cal. The qualifying prizes will be awarded for the 5,000 best entries each month, March through October. These winners will be eligible to enter the \$10,000 cash contest, based on a statement titled, "It's the natural thing to say."

\$15,000.00 CASH

PRIZES: (Grand) 1st, \$10,000; 2nd, \$2,500; 3rd, \$1,000; 4th, \$500; 5th, \$100; 6th, \$50; four prizes, each \$25; fifty prizes, each \$10; fifty prizes, each \$5.

THE RULES: Write a letter of not more than 250 words on the subject, "What the word 'home' means to me, and the three things I learned from 'The Home Idea Book' that appealed to me most for my home." Each letter should have two parts. In the first, tell in 100 words or less what "home" means to you, and in the remaining 150 words, discuss the three points from "The Home Idea Book." The book may be obtained from the Johns-Manville Corp., Dept. AH-4, 22 East 40th St., New York City, or from Johns-Manville dealers. Mail entries to Johns-Manville Contest, 22 East 40th St., N. Y. Contest closes July 20.

\$20,000.00 CASH

PRIZES: (Grand) Twenty prizes, each \$1,000 cash.

THE RULES: The contest is open to owner of any house built or modernized with General Electric equipment, and on which construction was started after Feb. 1, 1937, and which will be completed within the period of August 15, 1937, to December 24, 1938. Obtain coupon from General Electric dealer which can be sent to General Electric Home Bureau, Dept. G, 570 Lexington Ave., New York City, for official entry blank, and complete instructions for plans, photographs and specifications to be sent. Small houses can compete on equal terms with large ones, on the basis of these ten points: 1. Good location and architecture; 2. sound construction and skilled labor; 3. quality materials and equipments; 4. landscaping and interior decoration; 5. sound financing; 6. new materials; 7. plumbing and sanitation; 8. heating and air conditioning; 9. insulation and sound-deadening, and 10. electrification. Contest closes Dec. 24, 1938.

\$1,000.00 CASH

PRIZES: (Grand) 1st, \$200; 2nd, \$100; 3rd, \$75; 4th, \$50; 5th, \$25; twenty prizes, each \$10; forty prizes, each \$5; fifty prizes, each \$3.

THE RULES: In the July, August and September issues of Click Magazine, pictures of famous persons are identified with "quotes" of their best-known expressions. Fill in the names of the six persons pictured in each issue, and send the three sets of identified pictures, together with a letter of not more than one hundred words describing "What I like best about the July, August and September issues of Click," in one envelope, to Click, P. O. Box 8245, Philadelphia, Pa. Do not send answers each month—they must be sent as a complete set for the three months. Entries must be postmarked before midnight, September 1.

\$1,000.00 CASH

PRIZES: (Grand) \$1,000 (\$500 first prize).

THE RULES: Answer in ten words or less the question, "Why do you like Assort-O-Mint Life Savers?" Write answer on entry card, which may be obtained where Life Savers are sold. Mail the card, with the label from a package of Assort-O-Mint Life Savers, to Live Savers, Port Chester, N. Y. Contest closes July 30.

SIX \$25.00 PRIZES

PRIZES: (Weekly) Six prizes, each \$25 cash.

THE RULES: Submit six questions, suitable for use on the air, with complete correct answers, to "Professor Quiz," care of CBS, New York City.

For more details, listen to "Professor Quiz," CBS, Saturday, 9 p.m. EDT. For the West, 9 p.m. MST, 8 PST.

\$10.00 QUESTIONS

PRIZES: (Weekly) \$10 for each set of questions used.

THE RULES: The "What's My Name?" program is based on sets of questions which are intended to identify famous persons for those in the studio audience who are chosen to participate. The first question gives a hint of the person's identity, and each succeeding question provides more facts. Listeners are awarded \$10 for each set of four questions used on the broadcast. Send questions to the station on which you hear the program.

For more details, listen to "What's My Name?" Fridays on MBS at 8 p.m. EDT.

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