

COMPLETE PROGRAMS FOR WEEK ENDING AUGUST 13

RADIO *Guide*

TEN CENTS

Nelson Eddy re-
turns to the
Chase and San-
born Hour this
Sunday night



In This Issue

**MID-SUMMER
PROGRAM
LOCATOR**

Radio Guide

Doubles Your Radio Enjoyment

731 PLYMOUTH COURT
CHICAGO, ILLINOIS

Did It Sink?

We like to think that the American broadcasting system is better than that of any other nation. Occasionally our faith is shaken. More often than not it is our broadcasters' blind subservience to the clock that joggles our belief.

Recently we were listening to a CBS broadcast of "Americans at Work." A submarine cruising off Connecticut had been contacted. The program from the sub's insides led us skillfully to the dive which was to be the climax. Suddenly we heard the abrupt announcement:

"Now we return you to the studios of the Columbia Broadcasting System."

Father Time had cut off our entertainment. For almost a minute we heard a commercial spot announcement. For many minutes thereafter, we heard a dance band. But we didn't hear anything more about the diving submarine. Did it sink to the bottom? Did it turn back to port? Did a steamer ram it?

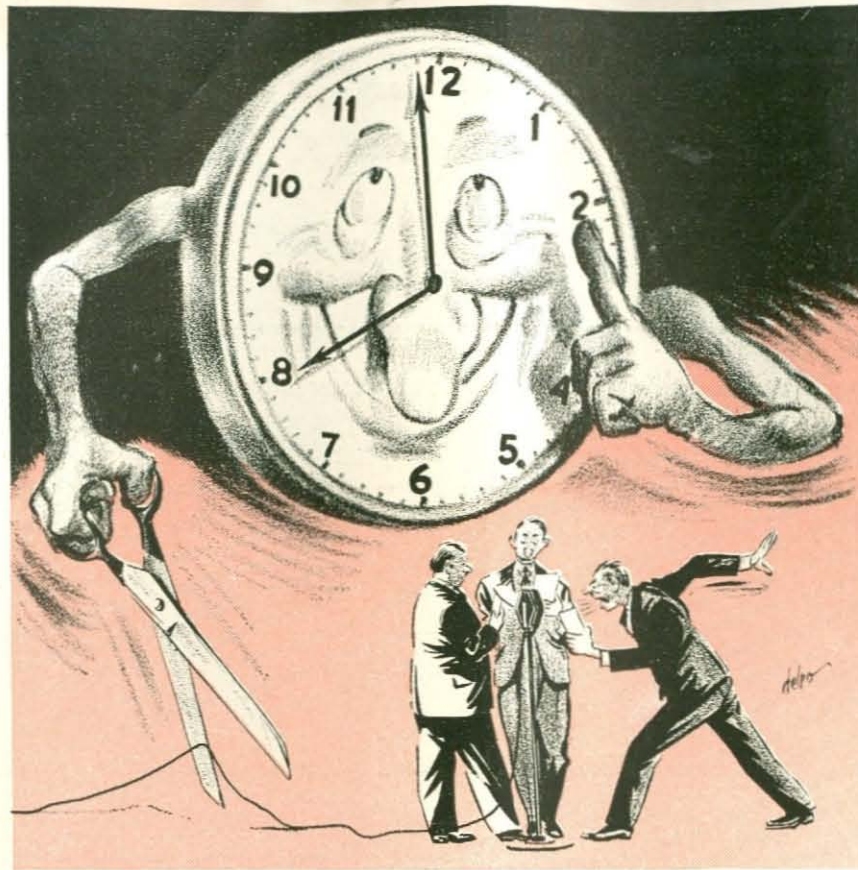
Too often, it seems to us, the clock runs our broadcasting studios and minute-hand tyranny paralyzes our producers. Rarely do we turn to England for an example of how things are done better, but in this case we must, for British broadcasting permits a program to finish. It even permits some periods of absolute silence. Americans do things differently. We cram every single second with words or music or noise, and when the hour is over, snap go our switches and the devil take the hindmost. Sometimes we think a moment of silence and a little less precision might be fun.

Wonder what happened to that diving submarine.

Voices of Yesterday

How did Napoleon's voice sound as he ordered the charge at Waterloo? What sort of speaker was Marc Anthony, supposedly Rome's greatest orator. Was the voice of Louis XIV thin and piping? Did George Washington mumble his words?

Thomas Edison wondered about those things, and the wonder spurred him on to invent the pho-



nograph. But in the rush to commercialize his invention, his original intention to preserve the voices of great men and women was largely forgotten.

However, for fifty years now records have been made. The words on those old wax cylinders have recently been transcribed with scientific care and skill onto modern records. Now, the voices of Teddy Roosevelt, P. T. Barnum, Andrew Carnegie, Sara Bernhardt, Thomas Edison and a great many other famous persons are available.

Unfortunately, the networks have a rule against using records. In certain instances the rule is revoked. When the eye-witness account of the burning of the Hinden-

burg was made on a record, NBC rebroadcast it several times. These voices of great men and women whose names we use daily and whose pictures we see in our publications and school-books are equally important. It is to be hoped that some energetic program-builder will give them to us soon.

Congratulations, WROK!

We have suggested that our readers should be considerate of their neighbors. The open-window season is a bad time for those who like to listen to their radios after ordinary bedtime. The first radio station to join our campaign to reduce unnecessary noise is energetic WROK, of Rockford, Illinois.

Each evening, about nine o'clock, this announcement is made:

"This is WROK, Rockford, Illinois. Is the volume on your radio turned up too loud? You may have neighbors who like to sleep."

We hope other stations will follow this splendid example. We hope every radio fan will come to observe this Listener's Golden Rule.

Help for Ladder-Climbers

The Columbia Broadcasting System employs a woman in a remarkable job. She is Miss Zuela Jones and she is in charge of ideas. CBS wants ideas, needs them, and has organized this regular channel through which they can flow. Miss Jones, whose office is in New York, sees all the ideas submitted by ambitious radio writers, producers, or just plain friends. When a visitor exposes to her his brain-children he must sign a release absolving Columbia if they happen to have an idea already in their files which borders on his. All ideas are card-indexed, classified, and filed. Few are accepted, many are rejected. But the flow never slackens, for radio listeners with ideas of their own keep hoping that theirs will be the next big broadcasting success. Miss Jones doesn't discourage anyone, for she knows that one of her visitors might have locked in his brain the radio hit of 1939.

Rat Scarecrow

We know of a man who wants no part of our keep-your-radio-tuned-low campaign. He is a chicken-farmer whose flocks have been plagued with rats. By installing radios and tuning them up to full volume, he reports the rats are scared to come into the henhouses. He is quite candid about it. Programs make no difference to him. All he needs is noise.

We don't admire rats that go after chickens, but we do understand their reluctance to come near those thundering henhouses. We are grateful, also, for this further aid to our campaign. For if blood-thirsty rats are subdued by those radio noises, think how they can affect the jumpy nerves of the unfortunate human who happens to live next door to a "blaster."

The Cover

This week's cover shows Nelson Eddy in his Hollywood dressing-room a few minutes after he received RADIO GUIDE's Medal, voted him by our readers. The medal, made of bronze, was reproduced from a Benvenuto Cellini original.

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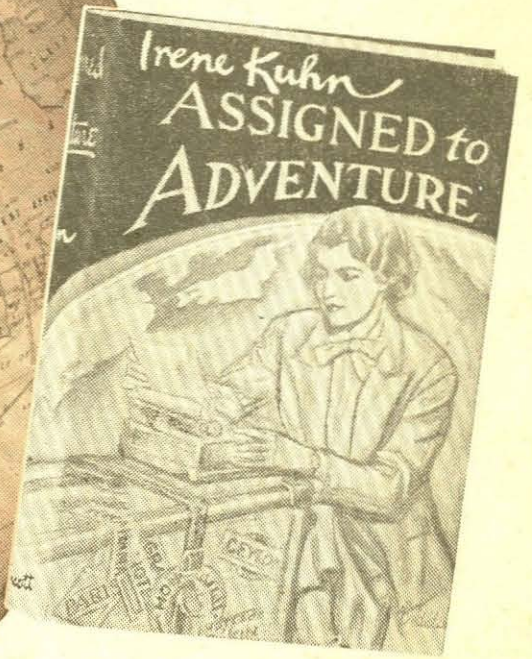
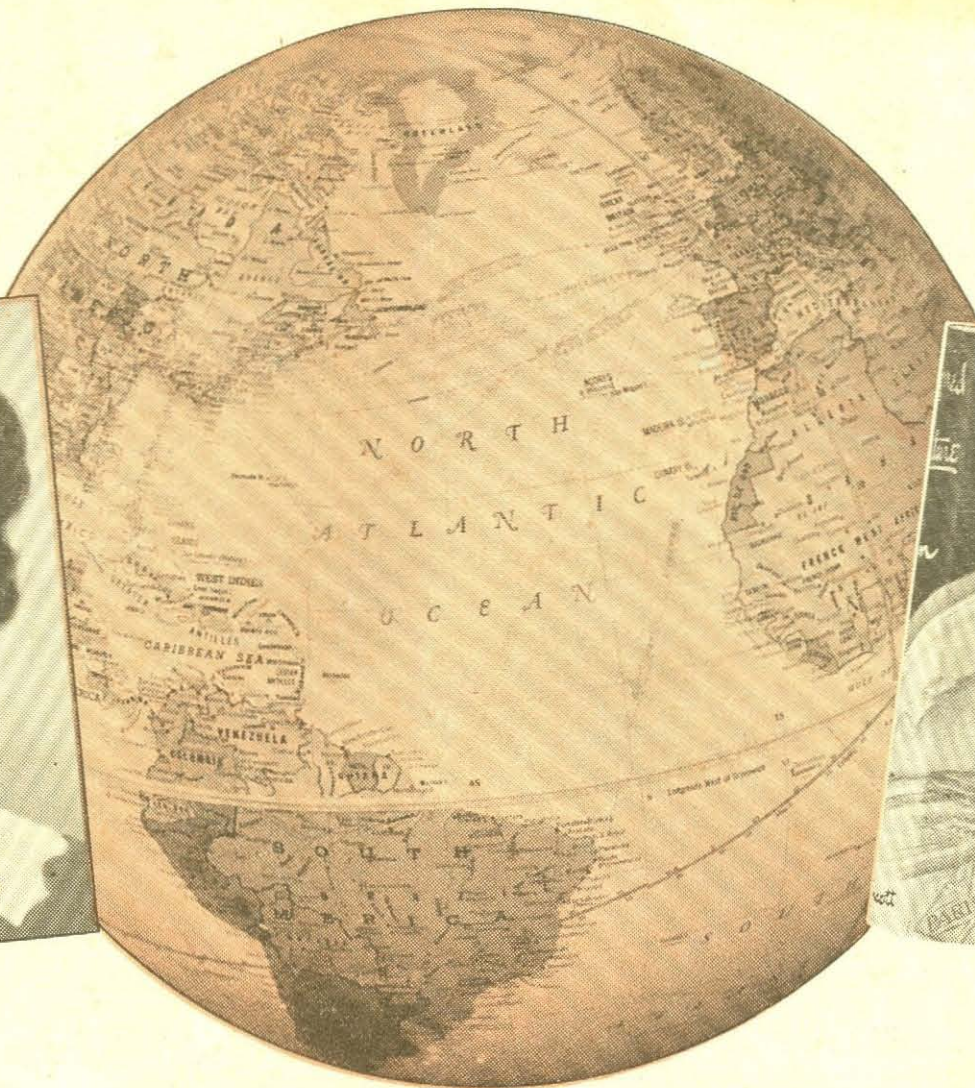
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ASSIGNED TO ADVENTURE

IRENE KUHN, NEWSPAPERWOMAN EXTRAORDINARY, TELLS HER OWN STORY OVER A CBS NETWORK THIS FRIDAY AFTERNOON

IRENE KUHN, once of the *China Press*, Shanghai; the *Shanghai Evening Star*, the *New York World-Telegram*, the *New York News*, the *New York Mirror*, the *Honolulu Star-Bulletin*, the Paris Edition of the *Chicago Tribune*, and author of the best seller, "Assigned To Adventure," will come before the microphone on the "So You Want To Be" program on Friday 5:45 p.m. EDT, CBS. Thereby hangs a tale. It's a tale of life and the high-flying living of it in every corner of the globe. It's a tale of glorious happiness, bitter sorrow, comedy and tragedy, full of the spice and lure of far places and the thrill of danger—but with the solid inspiration of worthwhile achievement running through it like the master design through a tapestry. That's the story of Irene Kuhn's life, and that's the story she'll bring to the CBS network on Friday.

There ought to be a sign over the door of the "So You Want To Be" studio—"No Second-Raters Need Apply." But, sign or no sign, that's the ruling. Unlike most of the so-called "inspirational" programs, with their vague and vaporous formulae for success, "So You Want To Be" deals only in the genuine article: the honest, fact-by-fact stories of men and women who have found workable rules for success—as they have amply proved by themselves succeeding. The people who come to "So You Want To Be" have well earned their right to talk to the people of America, and typical of "So You Want To Be" guests is Irene Kuhn.

Writing about her, Linton Wells, famed foreign correspondent, said: "When Joseph Medill Patterson, astute publisher of the *New York Daily News*, characterized Irene Kuhn as one of the best newspapermen in America, he hit

the nail smack on its head. But 'Rene is more than just a good newspaperman, than which no finer accolade is bestowable. She is a personality whose individualism has been intensified to the Nth degree by assignments to adventure which have carried her far and wide of this planet's surface. She has stood on her own two shapely legs and neither asked for nor given quarter in the eternal battle for news beats."

ANY reporter will tell you that's high praise indeed—written as it is by a man about a woman. For it wasn't so long ago that women reporters were a rarity on newspaper staffs, and even today it's no secret that a newspaperwoman, to stand as an equal with the men on her paper, must be just as enterprising and just as able as they are—and then some!

It was on a bright spring day in 1919, in Syracuse, New York, that Irene Kuhn began a career that was to spin her around the world. The paper was the *Syracuse Herald*—the job, the least important reporting job

available. "Go out on the street," the hard-boiled, red-headed city editor had told her, "and get me the answers to this." And with that, he handed her a slip of paper carrying the neatly typed and apparently quite nonsensical question: "Do you wear a nightshirt or pajamas, suspenders or a belt?"

Totally baffled, but determined not to ask any questions if she could avoid it, the girl whom Stanley Walker, a top-ranking figure in American journalism, was later to call "one of the best newspaperwomen ever heard of," carried the slip of paper away from the city desk with the air of a bright young lady who really knew what she was about—and went to hide herself and her confusion in the file room. There, a few minutes later, one of the paper's veteran reporters found her, guessed her plight, and explained that the idea was to obtain the opinion of ten citizens, male, on the vital issues of nightshirt vs. pajamas, suspenders vs. belts, so that they might be printed down in the corner of the *Herald's* august page one. Perhaps Irene Kuhn

will tell the story in her own way on "So You Want To Be." She should. For if ever one little story illustrated practically every principle of honestly earned success known to man, that is the story. In the first place, Irene Kuhn was terrified at the mere idea of asking ten men, total strangers to her, whether they slept in nightshirts or pajamas, or whether they held up their trousers and their dignity with suspenders or belts. Young ladies just didn't do that sort of thing in 1919. And in the second place, it seemed to her perfectly reasonable to expect everyone she questioned to be highly insulted or richly amused—and in either case there'd be no answers, and consequently miserable failure on her first assignment. But Irene Kuhn solved the problem, and she got her answers. How? By so charming a big Irish policeman on the busiest street corner in Syracuse that he stopped passing cars and demanded that the drivers answer the young lady's question forthwith, and without any argument!

In later years, 'Rene Kuhn chased the answers to more important questions than that one, chased them through New York, and Paris, and Shanghai, and Honolulu, and places in between—but she never found a bigger thrill than she had that bright spring day in Syracuse, even if the hard-boiled, red-headed city editor did tell her she had brought back ten times too many answers, had been gone hours too long.

Irene Kuhn climbed to the heights of her chosen profession, and retired from it, before she was out of sight of her thirty-fifth birthday. One of the solid little stepping-stones she used was the determination never to go from
(Continued on Page 15)



The Oldest Race

Since the days when the Romans hitched spans of four stallions to their rich and heavy chariots for mad break-neck races around their vast arenas, since those days and before, horse-racing has been called "the sport of kings." As a matter of honest fact, of course, there are few kings who race horses today. Perhaps that's simply because there are few kings! But at any rate, it's still a rich man's sport, and even owners of the biggest stables, the most frequent winners, rarely can make their racing activities pay for themselves. But a man doesn't have to own horses in order to love to watch them race, and there are more enduring and satisfying things than money connected with the track. Typical of those things are the memories and the traditions surrounding a race that will be run at Saratoga on Saturday, August 13. It's the "Travers Stake," and it's the oldest horse-race in the history of the American track. First run while America was still engaged in the Civil War, in 1864, the Travers carries with it the authority of any institution that has so long survived—and more. For it proves that a common love of horse-flesh can raise men above hatred and bitterness and even war. The running of the Travers will be on the air over CBS at 4:30 p.m. EDT.

Three in a Row?

Never in ring history has any boxer simultaneously held two world-championship titles with a third title intervening between them. Never in ring history has any boxer simultaneously held three world-championship titles. But Henry Armstrong, the Negro whirlwind whom old-time fight critics have called one of the greatest boxers ever to draw on a glove, is today wearing the welterweight and the featherweight crowns, and on August 10 he'll go after his third title and the right to be called lightweight champion of the world. He'll be fighting the present lightweight champ, Lou Ambers, and he's an odds-on favorite to win, to come out of that ring at the Polo Grounds in New York the only man ever to be champion of the world three times—at the same time! The historic scrap will be put on the air for the National Broadcasting Company by ace boxing announcer Clem McCarthy, with Bill Stern providing the between-rounds "color" material. If ever there was a "fight of the century," this will

HIGHLIGHTS

PREVIEWS OF SOME OF THIS

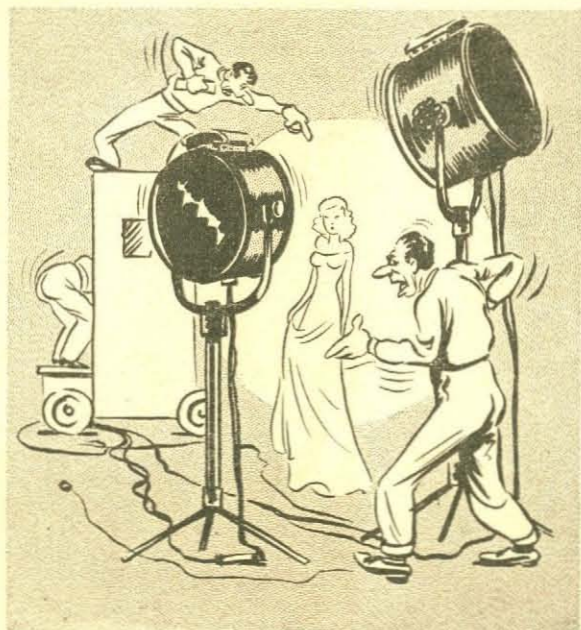
be that fight, and ring fans from Coast to Coast will be tuned in when the first blows are struck, shortly before 10 p.m. EDT, Wednesday, August 10.

What to Do?

In these troubled times, with the world spinning crazily on a wobbly axis, with war and chaos and every kind of man-made plague circling the globe with mottled danger-patches, the wisest men of every nation often find themselves at cross-purposes in the imperative business of finding a solution to the problem that must be solved if civilization is to be preserved. Two such crossing points of view will in all likelihood be presented on Thursday, August 11, when Professor John T. Frederick reviews "What Are We to Do?" by one of England's top-ranking political and economic theorists, John Strachey, and "I Like America," by Granville Hicks, on his weekly "Of Men and Books" program over the Columbia Broadcasting System network. Hicks is a university professor, and his recent appointment to the faculty of Harvard aroused a storm of controversy because of his known Communist leanings. In his book he gives a picture of the economic, political and cultural life of the United States in its current phases—the WPA, the CCC, all of the New Deal, and arrives at the conclusion that despite its faults—"I Like America!" Strachey is known throughout the English-speaking world for his forceful picture of world politics in "The Coming Struggle for Power." Time: 4:45 p.m. EDT.

Screenscoops

When there's news in the making in Hollywood, George McCall usually knows about it, and not long after George McCall knows about it, America knows! For when this cinema-news broadcaster signs off with his famous tag-line, "And take it from me, it's the McCall!" he's saying good-bye to listeners from the Atlantic to the Pacific, hundreds and hundreds of thousands of them. For American movie fans—and 80,000,000 people a week attend U. S. movies—know that he tells a straight story. George McCall has the experience necessary to a well-filled-out background, and it's the background,



often enough, that makes the story. He brings to his radio audience a variety of experiences in the theater, newspaper and motion-picture fields. In Hollywood, he became famous through his "Roamin' Round Hollywood" column. He was publicity head for a motion-picture company; his production of "The Last Moment" won the French Academy Cinema Award in 1927; he was appointed by the Canadian government to produce a picture of the opening of the Hudson Bay shipping route as a short cut to Europe. He knows his movies and his Hollywood. George McCall dials in at 7:15 p.m. EDT (7:15 p.m. PST for the West) every Tuesday, every Thursday, over CBS.

Home Again

The summer months are the doldrum months for radio. Millions of listeners are vacationing, their regular listening habits upset, and so radio and its stars vacation too. But the back-to-the-



air trek begins early. Two of broadcasting's biggest stars will be back on the air again this week, their summer vacations from the studios at an end. Walter Winchell, whose "nose for news" is probably the sharpest and most acute in this land of go-getter reporters, will be back on his regular Sunday night program this August 7 to tell "Mr. and Mrs. America" the latest "inside" news from Coast to Coast. The glorious baritone voice of Nelson Eddy, one of the greatest singers on the air, probably the greatest, will be heard again on Sunday, too, with the whole Chase & Sanborn crew, Charlie McCarthy, Edgar Bergen, Dorothy Lamour, on hand to welcome him. Winchell will broadcast at 9:30 p.m. EDT, Eddy at 8, both over NBC.

Youth and Marriage

World-wide economic catastrophes spare no one. All classes, without exception, suffer in one way or another. But when the financial upheavals we choose to call depressions settle down over the nations of the world, youth, perhaps, suffers most. The middle-aged have had their chance at the world and its good things; the aged are ready to renounce it. But it is hard for the young people, those just starting out on their brave journey, to face despair, lack of opportunity, cynicism and hopelessness. Deeply concerned over this by-product of depression are all sociologists, all men and

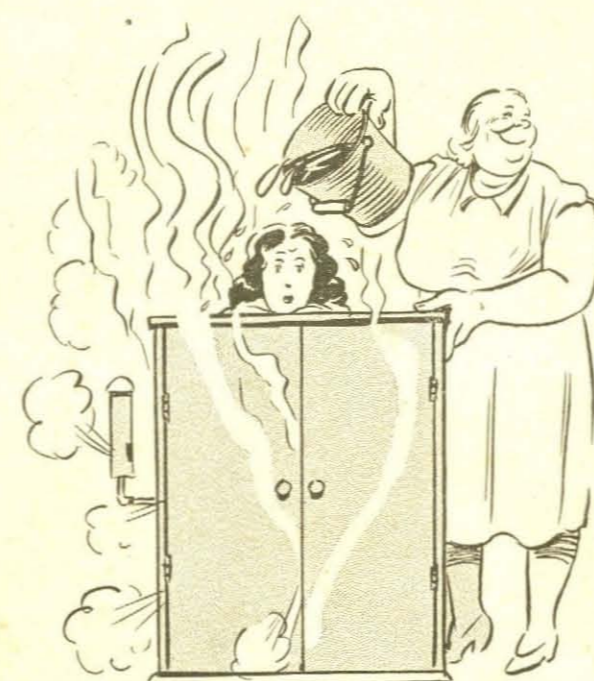
OF THIS WEEK

WEEK'S BETTER PROGRAMS

women who realize that the young people of today are the citizens of tomorrow. One pressing phase of the problem lies in the falling marriage rates that follow every depression. When young people can't find work, they can't marry, and there is a consequent deterioration in moral fiber, a lowering of the standards of responsible citizenship, a declining birth-rate. Is there a solution to the problem? That question will be answered by Rabbi Sidney E. Goldstein on Saturday, August 13, when he speaks on "Youth and Marriage" on the "Call to Youth" program, NBC, 12 Noon EDT.

Beauty Business

American husbands often wonder why their wives must spend so much time and money in beauty parlors; why they must return every week or two for a fresh hair-set, facial, manicure, or what-not. And no wonder! American women spend more money in glorifying them-



selves than do the women of any other country on the face of the globe! In fact, the cosmetics industry and its allied branches rank well up with the steel industry, the automobile industry, and the other leaders in annual financial turnover. And so, while many men know how much money the beauty shops of America make, few if any of them know just how they do it. But they can find out, if they care to tune in "Americans at Work" on Thursday, August 11, at 10:30 p.m. EDT over CBS. For at that time microphones set up in a beauty parlor will bring to U. S. dialers the "inside" story about the work of the beauticians—what they do, how and why they do it, and, perhaps, why it costs so much!

Fiesta

"Old Spanish Days in Santa Barbara," the picturesque four-day fiesta that annually converts that lovely California city into a replica of an ancient pleasure-loving town of the Dons, will be re-created for the radio audience when the most colorful features of the celebration are broadcast over NBC at 11:30 p.m. EDT, Wednesday, August 10. Originating on the

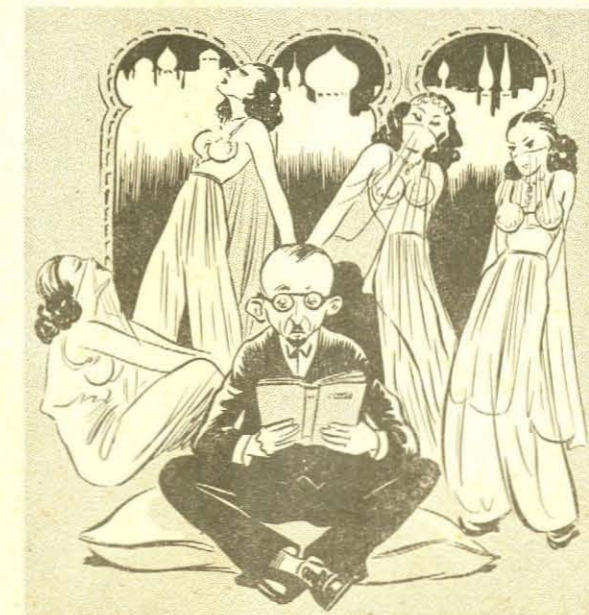
grounds of the Santa Barbara Mission, the first day's program will open with the traditional fanfare of trumpets and booming of guns that signals the return of Spanish days. Santa Barbara's famous Mission Choir, including the Padre Choristers and the children's chorus, will be heard during the broadcast, accompanied by the mission organ.

Hits and More Hits

Unique among radio dance-music programs is "Your Hit Parade." One of the oldest first-rank programs of its kind, "Your Hit Parade" is perhaps the only one that has succeeded in maintaining its individuality under a succession of big-name orchestra leaders. As a matter of fixed policy, "Your Hit Parade" changes bands frequently—but no matter how widely the styles of the successive orchestras may vary, "Your Hit Parade" retains the essence of its own inimitable flavor. It's an institution, too. The ranking of song-hits that comes out of "Your Hit Parade" weekly is an authoritative index to America's taste in music. Currently playing on the program is Carl Hoff and his band, and they'll be on the air Saturday, August 13, at 10 p.m. EDT over CBS.

Roving Professor

William Montgomery McGovern, known on the Northwestern University campus as "Bill" and to the National Broadcasting Company listening audience as the Roving Professor, will be on the air Tuesday night, August 9, at 7:45 p.m. EDT with another of his captivating stories of life in the Far East. This time he'll talk about Persian gardens. It's probably a subject you don't know much about, but it's one on which Prof. McGovern is thoroughly informed. McGovern is well qualified for the title of "Roving Professor." He started his roving at an early age. His parents were traveling far and wide, their son in their arms, by the time he was six weeks old. He's been on the jump ever since—to Mexico to see a revolution, to Japan, where he entered the Buddhist priesthood, to Oxford for education, to Chicago and a Field Museum curatorship in anthropology, to the forbidden city of Lassa, to Inca ruins in Peru and up the Amazon River on exploration tours. He knows his way about, does this McGovern!



Handicap Golf!

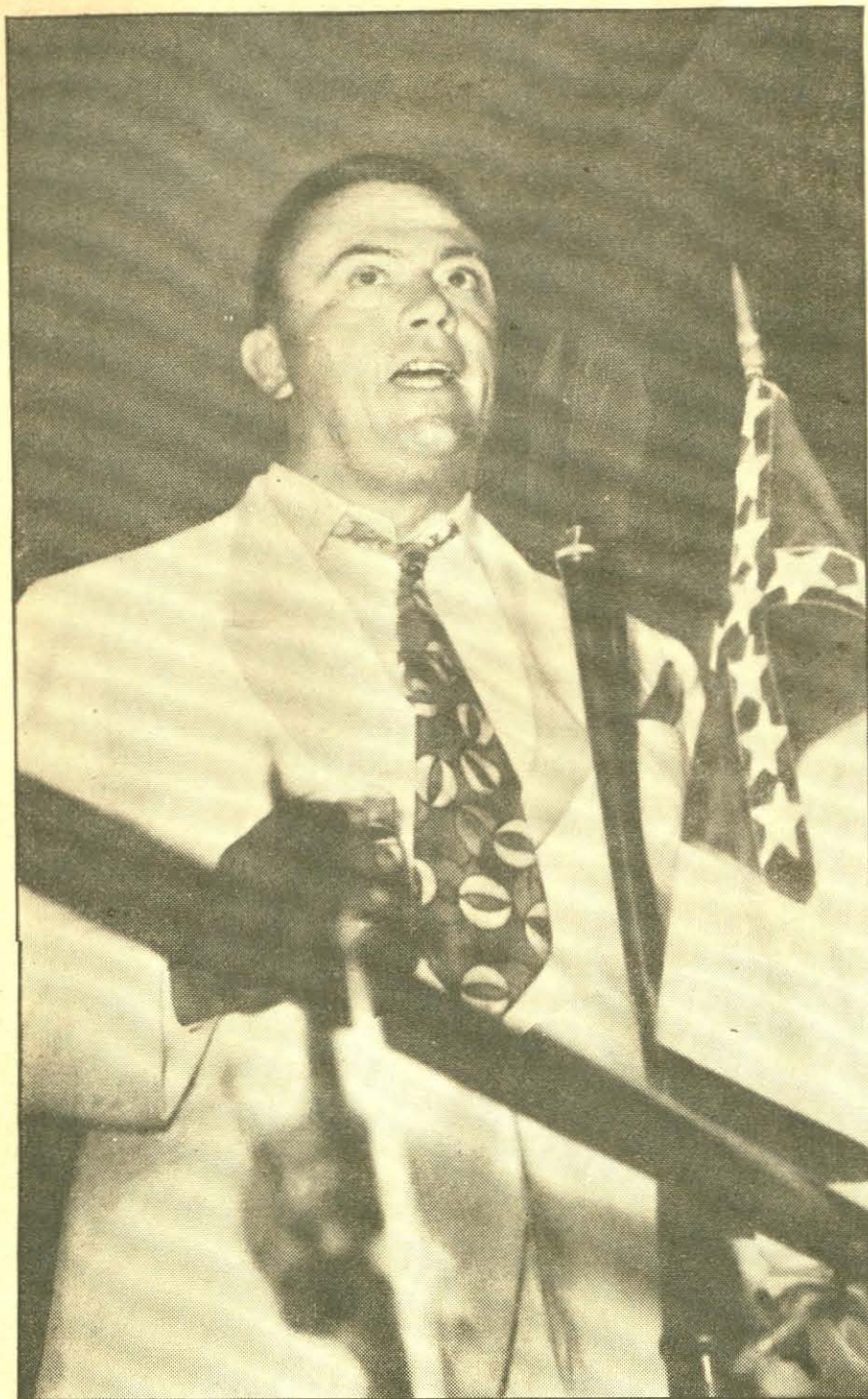
There aren't many golfers who play in the low 80's, as any country-club caddy can tell you. Most of the "dubs" who whack the little white ball around American courses shoot 90's or even higher, in spite of lessons from good professionals, in spite of the best in equipment, and in spite of their sternest efforts. If you were to suggest to the average American golfer that he try playing a hole with his eyes blindfolded, he'd laugh at you, and if you could get him to try it, he'd probably card up 40 strokes before holing out. But there's a man who plays around the tricky courses of Great Britain without ever seeing a ball! He's Dr. W. H. J. Oxenham, of Hove, Sussex, England, and he plays consistently in the low 80's. Dr. Oxenham is in the United States today; in fact, he's entered in the Cleveland Open Tournament. On Monday, August 8, Robert "Believe It or Not" Ripley will bring him to the microphone. The time: 8 and 10:30 p.m. EDT.

Men Must Live Together

Just as wheat prices are not really established in the markets of one country but in the world market, so the price of labor, in terms of wages, is set in the world market. If one country pays its labor little, and is therefore able to flood the country with cheap goods, other countries must pay equally as little in order to meet the competition. For that reason, the wages being paid to workmen in Sweden, or Germany, or Japan, are important to American workmen, and to the workmen of other lands. Before there can be stability, and peace, and economic equality, there must be at least a measure of cooperation. How cooperation throughout the world can bring about stabilization of standards will be discussed by Frieda Miller, of the New York State Department of Labor, in a talk entitled "Labor Standards Through World Economic Cooperation" at 4:45 p.m. EDT over CBS on Friday, August 12.

Medical Feud

Two of the biggest names in medical and scientific history are the names of Louis Pasteur and Robert Koch. In the Hall of Fame of science, their names and their works stand on almost equal levels. For years, Pasteur the Frenchman and Koch the German carried on perhaps the bitterest feud in medical annals. And when they died, their battles were fought anew by their loyal assistants. The story of this quarrel over diphtheria and other diseases will be told on Thursday, August 11, on the "Men Against Death" program. The time: 8 p.m. EDT, CBS.



When W. Lee O'Daniel stepped to the microphone to croon for votes in the recent Democratic primary for Governor of the State of Texas, he got them, scoring a majority of 17,000 votes over his several opponents

—Acme

DOWN in Texas, radio has just brought to pass a political miracle.

Radio has given the Democratic nomination for Governor of Texas—always equivalent to election—to an ordinary hillbilly businessman, a man who never ran for office before in his life, a man who is a Yankee born and bred and the son of a Union veteran to boot!

Today, old-time politicians down in the Panhandle country are shaking their gray-thatched heads.

"Tain't possible," they're saying. "It don't seem likely a-tall—a Yankee and an Irishman as good as settin' in the governor's chair down to Austin."

But that's the way it is. Everything is over now but the shouting, and as sure as sun-up, November will see W. Lee O'Daniel, flour salesman, amateur poet and superhillbilly songwriter, citizen of Texas by way of Ohio and Kansas, inaugurated governor of the biggest state in the Union! He'll have radio to thank for it.

There were eleven candidates in the field, working hard, stumping the cross-roads and byways, every one of them with a good head start, when W. Lee O'Daniel of Fort Worth tossed his

Texas sombrero into the ring. When the final vote had been marked off, those eleven politicians, those eleven good men, tried and proved in the political wars, found themselves forced to admit that they had taken a rollicking, thumping good licking from a rank amateur, a novice. They were eating, word by word, the brash statements they'd issued when that novice walked into the game and said he guessed he'd take a hand. For W. Lee O'Daniel, political babe-in-the-woods, rolled up more than 400,000 votes, scored a clear majority of 17,000 votes.

WHEN veteran politicians snorted and sniffed at his chances in their private battle-royal, when they argued that he was an unknown, a Johnny-come-lately who was getting into a big race a good many laps behind the rest of the runners, they were overlooking one very important factor: they were forgetting radio. They were forgetting that day last April when W. Lee O'Daniel, speaking on the program regularly sponsored by his flour company over Station WBAP, Fort Worth, asked his listeners whether or not they thought he ought to run for the gover-

A HILLBILLY LICKS THE CITY SLICKERS

W. LEE O'DANIEL, SUPERHILLBILLY
SONG-WRITER, HAS SUNG HIS
WAY INTO A GOVERNOR'S CHAIR

norship. They were forgetting that in the week following that broadcast 54,900 letters poured into the station, every one of them written by a man or a woman who vehemently promised that if W. Lee O'Daniel ran for governor, here was one vote at least that he could be sure of having!

And so, on April 24, a "Yankee upstart" stood at a WBAP microphone and, his knees shaking, announced that he'd make the race. He made it, all right, and he won it.

W. Lee O'Daniel came to Fort Worth in 1925 as sales manager for a flour company. He was a Yankee go-getter, and no mistake. Before very long he had a company of his own, and it was a bustling success from the beginning. But although business was good, it wasn't good enough for O'Daniel, and he looked around for ways and means of making it better. Radio, he decided, would turn the trick. O'Daniel wasted no time beating around the bush. He went to 50,000-watt WBAP, a station that covers Texas like a blanket, outlined a program shrewdly designed to appeal to the rural audience he knew was most important to him. He hired three musicians, called them "The Hillbilly Boys," stood himself up in front of the microphone as master of ceremonies, and went on the air. There was more than just the plaintive ballad music of the prairies and the plains on O'Daniel's program. Inexperienced though he was, he made himself a big part of the show. He'd never written songs before, but he found himself writing them now—and the fan mail that poured

into WBAP told him they were good songs. He wrote poems, too—simple, homely little verses that struck straight and hard. He gave short, informal talks, talks on such subjects as "Safe Driving," "Right Thinking," "The Golden Rule." Letters addressed to the Hillbilly Boys swept into WBAP in an ever-swelling stream, and W. Lee

O'Daniel knew he was on the right track. But at this time, of course, he was trying merely to put on a good radio program, trying to give the people what they wanted, trying to make them share his own heartfelt enthusiasm for his flour. For whatever O'Daniel does he believes in, whatever he says he means, and he honestly wanted people to think, as he thought, that his "Hillbilly Flour" was the best flour a Texas housewife could buy.

THERE was something else, too. Lee O'Daniel has a heart as big as a bushel basket, and half the people in Texas know it. Early in his Fort Worth career, friendless people, the jobless, the sick and the world-weary, unfortunates of all kinds, beat paths in the Texas earth to his home and his office. When he could help them, he did help them, unstintingly, asking nothing in return. Radio brought these people to Lee O'Daniel's kindly, selfless aid, and radio brought their support and their votes to him when he needed them.

When his decision to run for the governorship was made, it was natural for Lee O'Daniel to turn to radio and to the same kind of program that had brought the people flocking to his banners before a single thought of political office had entered his head. Incidentally, the idea of entering the race was not O'Daniel's own. It was pressed upon him by his friends. But this time he decided upon an improvement. Instead of relying entirely on radio to carry his message to the people, O'Daniel took it to them himself, in person, and he took

it lock, stock and barrel. He put the Hillbilly Boys into a big white trailer-truck and hit the road. It wasn't the first time they'd done it. Up and down the state of Texas, the Hillbilly Boys have made personal appearances, and the people are always glad to see them back. But this time it was different. This time they weren't



—Acme

Favorite campaign tune of O'Daniel's was "My Million Dollar Smile" and he has it

out to make a few one-night stands for whatever there might be in it for them. This time they were shooting for bigger game.

They were out for blood—out to work their heads off for “the boss”—and for the man who was more than just their boss. Because the Hillbilly Boys, like everyone else who works with O’Daniel, in radio, in business and everywhere else, believed in him up to the hilt.

Lee O’Daniel took his family along on the campaign tour, too. He’s a family man, and when he says as much to an audience of sun-burned Texas farmers, they don’t dismiss it as just another politician’s vote-getting trick. They know it’s the truth. The O’Daniels are a family of five, and they have fought their way up together. In addition to W. Lee himself and his wife, there is Molly, Pat, and Mike—all healthy, lusty, and grown up. They all pitched in. It was a family campaign. Back in Fort Worth, Mrs. O’Daniel ran the headquarters office. It wasn’t exactly a new job for her. She has worked side by side with her husband down the years. Molly, Pat and Mike went with their father and the Hillbilly Boys. Molly did yeoman service at every rally, passing through the crowds with a small barrel labeled in big letters, “Flour, Not Pork.” For the “pork barrel” is part and parcel of the professional politician’s equipment—and for professional politicians, O’Daniel expresses the greatest contempt. In fact, he said many times during his whirlwind campaign that the thing to do with the professional politicians was to “plow them under.” W. Lee O’Daniel, he told the voters, was just the man to do it.

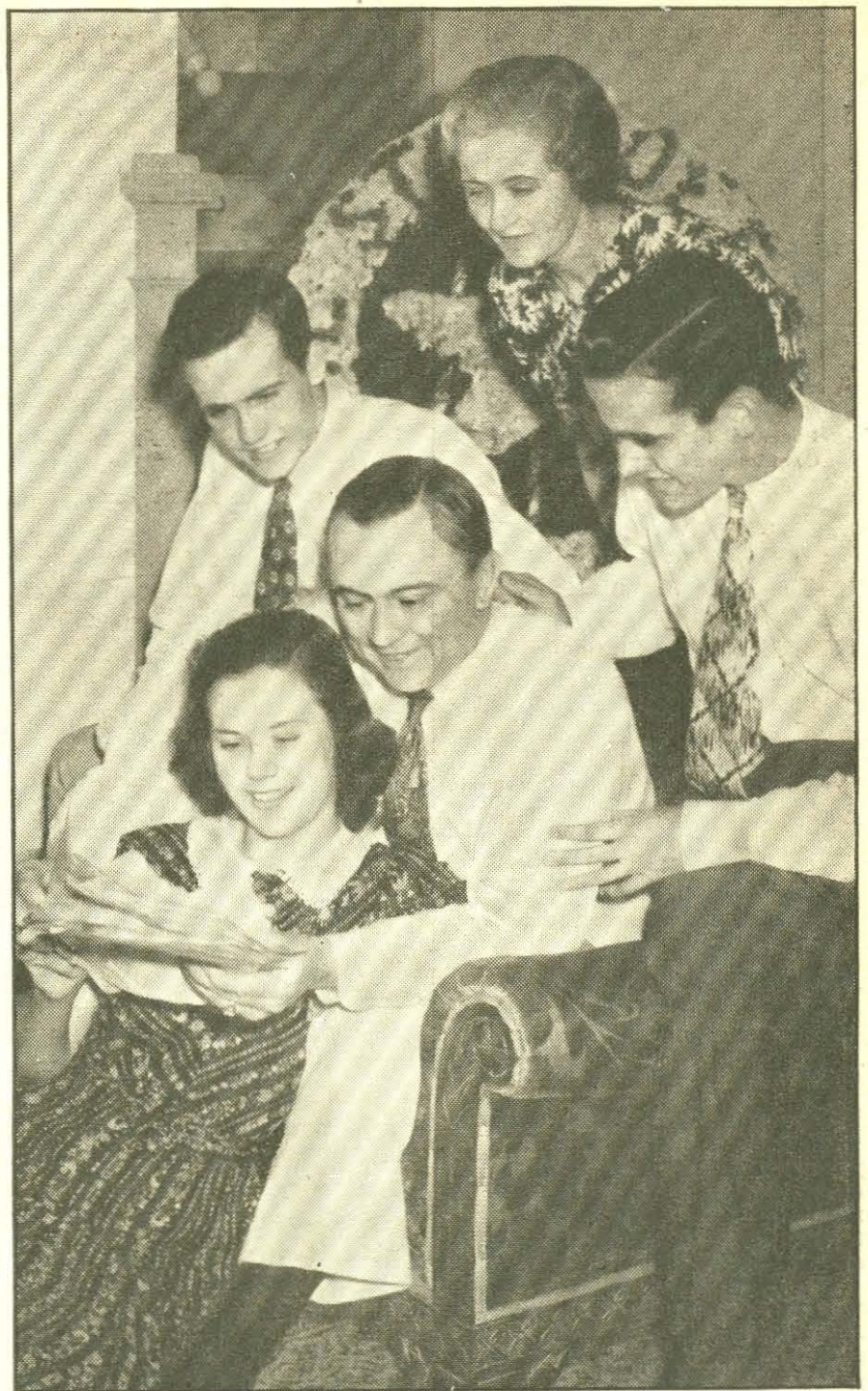
A little bit extravagant, that statement? Perhaps. But at the same time vehement, vigorous, two-fisted—the kind of thing the man in the street understands. No politician would get very far with a Texas audience by expressing himself in mild and polite language. In Texas, politics is a rough-and-ready game, and it’s played for keeps, not for fun.

Right through the campaign, O’Daniel used the same tactics. He’d start off with a little talk, full of homely aphorisms, solid, salty, down-to-earth stuff. His platform? He didn’t have much of a platform. Well, there were the Ten Commandments and the Golden Rule, of course, he was a business-

man, he told the people, and his would be a businesslike administration. He knows business, he reminded them. (He was once president of the Fort Worth Chamber of Commerce, and his flour company has returned to him a \$500,000 fortune.) Furthermore, if he were elected there’d be a \$35-a-month pension for every man and woman in Texas whose sixty-fifth birthday had passed, whether they needed the money or not. (His opponents’ counter-claim: It would cost \$45,000,000 the first year.) He never said much more than that. Finishing his speech, he’d turn to the Hillbillies. “Strike up a tune, boys,” he’d say. And the Hillbilly Boys know the songs that Texans love. While they were playing, or soon afterward, Molly would carry her barrel through the throngs. And resultfully, too. Throughout the campaign, O’Daniel’s contributions—voluntary contributions—exceeded his expenditures. The people of Texas actually paid W. Lee O’Daniel to make the race, paid for the privilege of voting for him!

Texans don’t throw their money around foolishly, either, as anyone who knows them will tell you. The people who stretched out their hands to Molly O’Daniel’s little wooden barrel felt sure, as they dropped in their dimes and quarters and half-dollars, that they were getting their money’s worth; that they were, in a way, making an actual investment, an investment that would be sure to return to them many times over.

HIS opponents? They watched in slowly rising fury as the O’Daniel turnouts began to outnumber theirs by thousands of people. It wasn’t necessary for W. Lee O’Daniel to do very much to bring the sovereign voters of Texas to his meetings. They couldn’t be kept away! In Houston, a record 26,000 turned out, and many times O’Daniel was forced to make unscheduled speeches—because the townspeople had roped off the highway and wouldn’t let him past until he had talked! To all this, his opponents sneered, called O’Daniel “The Medicine Man of Politics,” “Just another Huey Long,” “Demagog,” and a lot of other things. They reached up on the shelf for all the old political taglines, dusted them off, and threw them at W. Lee O’Daniel. But in politics they don’t pay off on name-calling.



W. Lee O’Daniel and family as they received the news that he had won the Texas Democratic primary for governor. Left to right: Molly, sixteen; O’Daniel; Mike, eighteen; Pat, nineteen; and Mrs. Merle O’Daniel



Songs and hillbilly music helped to put W. Lee O’Daniel in the governor’s chair. Flanked by his own hillbilly orchestra on WBAP at Fort Worth, O’Daniel campaigned in the big white-trailer truck (above)

O’Daniel could laugh at words like “Baby-Kisser.” Of course he kissed babies. What politician doesn’t? And fourteen of them, by the way, were named after him during the campaign.

And the mothers of those children didn’t give them O’Daniel’s name merely because he had kissed them, either. They did it because they felt a deep inward respect and love for the man, and for no other reason.

He had an answer for every attack. Eight years in front of a microphone, with half a million people tuned in, is likely to make almost any man quick on the trigger, a fast thinker on his feet. There was talk during the campaign, for instance, of O’Daniel’s Yankee origin. After all, he’d been born in Ohio, spent most of his life there and in Kansas, and ten years or so in the South doesn’t make a southerner, not to the deep-dyed folk in the Texas Panhandle, it doesn’t. But W. Lee O’Daniel had an answer. Of course he was born in the North. What of it? He was a citizen of Texas now, wasn’t he?—and by choice, too, not by accident. He lived in Texas, had his home, his business and his heart in Texas. And wasn’t his middle name

Lee? Right. Lee it was—for Robert E. Lee, that man among men whom his family had so admired, right from the time of “The War” to this day. That was the right and proper answer. The Civil War has been over now for nearly 75 years, but the South hasn’t forgotten. And a brash young Yankee who talks about it down there in Texas had better be sure of his ground! In this instance, as in every other way throughout the campaign, O’Daniel showed the shrewd stuff he is made of. Few northern-bred men realize the intensity of feeling in southern states over the war ended so long ago.

W. Lee O’Daniel won the race. Barring an act of God, he’ll sit next in the governor’s chair. And radio will have accomplished another one of the miracles it performs week in and week out. It will have taken a hillbilly flour salesman from behind his desk and out of his studio job and paraded him along with a baker’s dozen of city slickers, all carrying signs marked, “Vote for me,” and it will have put him into the highest office in the gift of Texas’ people.

This radio of ours is a wonderful thing, isn’t it?



Susanne Fisher, soprano, on Chautauqua Symphony Sunday

SUNDAY, AUGUST 7
at 12:30 p.m. EDT on NBC

The Radio City Music Hall
of the Air

The Music Hall String Quartet
Henrietta Schumann, pianist
Viola Philo, soprano

First Movement Piano Quintet in F
(Dohnanyi)
The Quartet and Henrietta Schumann
Two Movements from Quartet in F
(Dvorak)
The Quartet
Tristesse Eternelle (Chopin)
Love's Resurrection (Daniel Wolf)
Viola Philo
Quartet: Orientale: A La Spagnuola
(Glazounov)
First Movement Piano Quintet in
F Minor (Franck)
The Quartet and Henrietta Schumann

ELSEWHERE on this page are some general reflections on these compositions. All of them romantic in character, they woo the ear, but the mind may also concern itself with the facture through which the various musical giants work their spells.

Franck wrote his quintet while he was still seeking for individuality. The first movement is filled with troubled questioning. He did not fully find himself until he created his monumental symphony some nine years later, 1888, and his outstanding D Major Quartet in 1890, just before he died. The latter was his first real success (in his sixty-ninth year!), when he said pathetically to his pupil, Vincent D'Indy: "There, you see, the public is beginning to understand me."

SUNDAY, AUGUST 7
at 3 p.m. EDT on CBS

"EVERYBODY'S MUSIC"

The Columbia Symphony Orchestra

Howard Barlow, conductor
Zoltan Kurthy, viola soloist

Overture to "Freischuetz" (Weber)
Misty Dawn (John Castellini)
"Puszta" (Zoltan Kurthy)
"Triana" (Albeniz)

JOHN CASTELLINI is another of the non-commissioned American composers whom Barlow and CBS are featuring on their Sabbath matinee series. Unknown hitherto, he has a chance to register with his poetically named score.

Zoltan Kurthy, familiar New York musician, plays first viola with the New York Philharmonic and also functions in the Barlow orchestra. His compositions, while not many so far, are fine-sensed and skillfully made.

"Puszta" is a title to stir Hungarians. It means the legend-filled plains which

The March of Music

A Weekly Preview Edited By Leonard Lieblich

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

From the Mail-Bag of a Music Editor

ONE of my great pleasures is to read the many letters from correspondents whether they agree with everything this department publishes or not. Often they suggest improvements or make other useful suggestions. Mostly, however, they are kind enough to say that "The March of Music" furnishes information that helps them to better understanding and greater enjoyment in their radio listening.

Of recent letters, three contain passages which might be of general interest to the RADIO GUIDE music following, and so I shall quote from them.

Ellsworth Sheldon, of New Britain, Conn., writes:

"The object of my unbounded detestation are the disgusting individuals who, in harrowing voice and agonizing manner, persist in superimposing upon good music what they in their moronic substitute for a mind believe to be apt and suitable poetry. If you will but use your pen to blast to oblivion this most loathsome offense to good taste, I will see that you get a Nobel medal for outstanding benefaction to mankind—even if I have to make the medal myself."

Astrid Arnoldson, of Missoula, Mont., makes this plea:

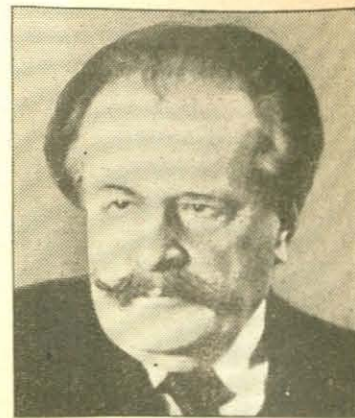
"I wonder at the distribution of programs carried by our networks. They seem to take it for granted that the East can digest twice as much music (or more) as the West. Just now, when early-evening reception from long distances is hardest to get, some of the finest programs are aired only in the most limited areas. I cannot get the Robin Hood Dell Concerts. I can get only a few strains (and only on occasional Mondays and through a fog of static on the short wave) of the 'Little Night Music.' This applies also to a number of other broadcasts. Even in winter, we who live in the West have to miss a good deal of fine music from the same cause. The assumption that we don't want it is unwarranted. A great many of us do want it and resent the implied assertion that everybody who cares for the arts is either native to the East or has migrated thither. I have written all this to you because I think that you can make a 'bigger noise' about it than I could even by writing to network program directors."

J. F. Cody of St. Louis, Mo., makes a frontal attack:

"America is still, popularly at least, an infant nation in regard to symphonic music. Americans in the hinterland who tune regularly to symphony music are still regarded snickeringly or with ill-concealed awe by most of their acquaintances."



Left: Joseph Emonts, cellist, is on the Stadium Concerts Sunday.
Right: Roy Shield will conduct the Grant Park Concert on Friday



Moriz Rosenthal, pianist, with Grant Park Concert Monday

cover a large part of the land of the Magyars, where bands of gypsies and wild horses were wont to roam over those vast areas in the romantic early days of Hungary. The Kurthy piece (to be conducted by him), which I have not heard, no doubt seeks to voice the characteristic nostalgia and passion peculiar to Hungarians.

A belated word to thank Barlow for his recent presentation of Paul Creston's "Partita," Bach-like in style and as lovely and expertly fashioned music as any we have had from an American composer.

SUNDAY, AUGUST 7
at 8:30 p.m. EDT on CBS

THE STADIUM CONCERTS

The New York Philharmonic
Orchestra

Alexander Smallens, conductor
Joseph Emonts, cellist

Don Juan (Strauss)
The Orchestra

Kol Nidrei (Bruch)
Variations (Boellmann)
Joseph Emonts

Symphony No. 5 (Tchaikowsky)
The Orchestra

SMALLENS knows how to range and contrast a symphony program most effectively. The art is not as easy as it seems, and even the otherwise matchless Toscanini does not shine at it.

Superfluous to tell you about Strauss' "Don Juan," with its tempestuous tale of the ace philanderer and his orgiastic life and death. Furthermore, by now you doubtless have become so well acquainted with Tchaikowsky's "Fifth" that you could almost annotate it for me, and tell me that like Beethoven's "Fifth," the Russian's revolves about the motif of fate, as he himself explained in a letter to his benefactor, Frau von Meck.

Leon Boellmann's (1862-1897) is a favorite cello work, the Alsatian composer having abundant melody and an adept hand at setting it with variety and color.

Hebrew ritual music includes no more moving air than "Kol Nidrei." It is, unlike the twentieth-century "Eli, Eli," a product dating from long before the Biblical era. Max Bruch's idea to arrange the sacred music for cello and orchestra was a glorious thought.

Smallens was born in Russia and came to this country as a small boy. He has an amazing capacity for hard and continuous work and has been closely identified with musical developments of the last two decades in America.

FRIDAY, AUGUST 12
at 9:30 p.m. EDT on MBS

The Robin Hood Dell Symphony
Concerts

The Philadelphia Orchestra

Alfred Wallenstein, conductor
Margaret Speaks, soprano

Symphony D Minor (Franck)
Suite "Daphnis and Chloe" (Ravel)
The Orchestra

Air de Lia (Debussy)
Let My Song Fill Your Heart (Charles)
Morning (Oley Speaks)
Margaret Speaks

Polovetsian Dances (Borodin)
The Orchestra

FRANCK'S symphony, retaining its freshness, still confuses those estimators who think him principally a mystic. In this instance he seems to strive less for spirituality than for glowing human utterance.

"Daphnis and Chloe," beginning to be regarded as the late Ravel's most valued heritage to the world, is febrile yet intense music woven with consummate skill to tonalize one of the most beautiful of Greek love-legends.

A home touch occurs with Margaret Speaks' singing of the song by Oley Speaks, New York composer who is her uncle. He has written many admirable vocal numbers, but their vogue has been overshadowed by the world-wide popularity of his "Mandalay." Miss Speaks does well to let us hear again the delicately flavored aria by Debussy.

SATURDAY, AUGUST 13
at 8:30 p.m. EDT on MBS

The Robin Hood Dell Symphony
Concerts

The Philadelphia Orchestra

Alfred Wallenstein, conductor
Leo Rodnitzky, violinist

Rakoczy March (Berlioz)
The Orchestra

Concerto for Violin (Tchaikowsky)
Leo Rodnitzky

Capriccio Espagnole (Rimsky-Korsakoff)

Valse Triste (Sibelius)

Fetes (Debussy)

Emperor Waltz (Strauss)

Hungarian Rhapsody No. 2 (Liszt)
The Orchestra

HERE Wallenstein is on hand with a melange to intrigue every kind of refined musical taste. Listen and like his artistic impulses and the sympathetic response of the superb Philadelphia Orchestra.

Tchaikowsky's sparkling concerto, when it first came to the attention of a fiddler famed many years ago, caused him to say that it was written "not for but against the violin." Today the difficulties seem child's play for accomplished players. Not the least virtues of the composition are its pulsing vitality and exquisite orchestration.

Crabbed critics of our time, trying to belittle Liszt, have not lessened my admiration for his truly elevated talents. There is every reason why his Rhapsody No. 2 won more triumphs through the years than any other virtuoso piano piece.

It was at the personal request of Arturo Toscanini that Alfred Wallenstein came to the New York Philharmonic-Symphony as cellist. In 1936 Wallenstein resigned to become a conductor. Dynamic, vital, a musician who has spent his life with great music, Wallenstein wants it to come off its high-brow plane and be good entertainment.



The Radio City Music Hall String Quartet: D. Novales, 1st violin; L. Steinhardt, 2nd violin; H. Furmanky, viola, and G. Du Bois, cello

Dvorak's Compositions Hold Their Appeal for Moderns

Radio City Music Hall Quartet, Sunday, August 7 at 12:30 p.m. EDT, CBS.

ANTONIN DVORAK'S F Major quartet with piano, on the Radio City Music Hall of the Air this Sunday, brings to mind again the enduring vitality of much of the Czech composer's music. It still sounds so fresh that one is astonished to remember that he was born just short of one hundred years ago, in 1841, to be exact.

Dvorak provides music-lovers of today with four especially beloved works, the instrumental piece "Humoresque," the vocal number "Songs My Mother Taught Me," and those symphonic favorites "The Moldau" and "The New World." Not to be overlooked, either, are his fascinating "Slavonic Dances."

The reason for Dvorak's continued popularity lies in his inexhaustible stock of attractive melodies, the beauty of his harmonies, and the effective use he makes of rhythm. A critic once wrote that Dvorak "has more heart than art," but the estimate is unjust.

Chautauqua Institution Holds Annual Session

TUNING in to find all the good music on the air of a recent Sunday, I suddenly contacted a first-class orchestra playing Schumann's fourth symphony exceptionally well under a conductor whose interpretation underlined all the melodic curve and romantic warmth of the great German composer.

At the end came the announcer's information, and I learned that I had been listening to a concert by the Chautauqua Symphony Orchestra, led by Albert Stoessel at Chautauqua Lake, N. Y. That was on July 24, and since then Sundays are being made more worth-while for music-lovers by the afternoon (3 p.m. EDT) NBC ministrations under the Stoessel baton. His men are mostly professional symphonists from New York, supplemented by some of the best students of the Juilliard School.

For some years past, Stoessel has been directing the Juilliard Orchestra and also conducting the Chautauqua organization. He is a member, too, of the teaching faculty at the latter educational center.

If it were not, Brahms and Liszt would hardly have championed the cause of Dvorak so warmly when he needed encouragement most as a young man. It was through their influence that he found his first publisher.

Dvorak's intense national feeling influenced him to employ much Czech folk-tune and dance rhythms in his compositions, and to provide many of them with titles that have to do with the history of his native land.

His six operas, too, are national in subject and feeling; in fact, so much so that they are rarely heard outside the country in which they were conceived and written.

The excellent Music Hall quartet, perhaps by a coincidence, has programmed a list of uncommon national character.

We Americans should never cease our wish to have a symphonic composer some day whose genius might express us as Europe has been immortalized in tone.

The Chautauqua Institution was developed from the Sunday School Assembly, started in 1874, and to which thousands of learners flocked every summer and lived in a tent colony on the shores of the picturesque lake in western New York. The popularity of the initial efforts led to rapid extensions in summer-school curricula, reading and correspondence courses and other related subjects. Among them is special provision for musical instruction and leadership taught by nationally renowned pedagogs and artists, the latter giving numerous instrumental and vocal recitals.

Deeply interested in the Chautauqua project is Ernest Hutcheson, head of the Juilliard School, and on the Sunday mentioned he contributed a lofty solo performance of Beethoven's E-flat ("Emperor") concerto.

It is real inspiration for Chautauqua attendants to come under the influence of musicians like Stoessel, Hutcheson and their colleagues; and it should give air-dialers additional pleasure to understand what the Lake movement purposes and achieves.

Also Recommended

For Stations, See Our Program Pages

Sunday, August 7

Yella Pessl and the Madrigal Singers. 11:30 a.m. EDT, NBC. Examples of ancient harpsichord music and madrigals.

The Magic Key. 2 p.m. EDT, NBC. Symphony orchestra, variety program. Frank Black, conductor.

Monday, August 8

The Voice of Firestone. 8:30 p.m. EDT, NBC (7:30 p.m. PST for West Coast). Margaret Speaks, soprano; symphonic orchestra with Alfred Wallenstein, conductor. Overture to Donna Diana (Reznicek); Softly As In a Morning Sunrise (Romberg); March Mignonne (Poldini); Poor Butterfly (Hubbel); Natchez on the Hill (John Powell); Waltz Song from La Rondine (Puccini).

America's Rhythm Masters. 9 p.m. EDT, NBC. NBC Carnival of Popular Music program.

Chicago Symphony Orchestra. 9:30 p.m. EDT, NBC. Moriz Rosenthal, pianist.

Tuesday, August 9

The Story of the Song. 6:30 p.m. EDT, CBS. Claire Wintzler, contralto; Professor Krummreich, pianist-composer. In addition to following selections, three of Professor Krummreich's original compositions will be played. Sapphic Ode; May Night; Your Blue Eyes (Brahms); Moonlight; Dedication (Schumann).

Wednesday, August 10

Symphonic Strings. 10 p.m. EDT, MBS. String orchestra, conducted by Alfred Wallenstein. Concerto Grosso (Locatelli); Gavotte and Musette, Opus 200, No. 3 (Raff); Charterhouse Suite (Williams).

Thursday, August 11

Keyboard Concerts. 5 p.m. EDT, CBS. Kenneth Hallett, organist of Baptist Temple, Philadelphia, demonstrates the McKellip Electronic Keyboard instrument from home of Spencer W. McKellip at Wynnewood, Pa. McKellip will be interviewed by Noris West, assistant program director at WCAU, Philadelphia, Pa. Toccata in D Minor (Gordon Balch Nevin); Jesu, Joy of Man's Desiring (Bach); Hymn to St. Cecilia (Gounod); Will O' the Wisp (Gordon Balch Nevin); Etude in E, Opus 10, No. 3 (Chopin); Prelude and Fugue in D Minor (Bach).

Sinfonietta. 8 p.m. EDT, MBS. Small symphony orchestra, Alfred Wallenstein, conductor. London Symphony in D Major (Haydn); Gollywog's Cakewalk (Debussy).

Goldman Band Concerts. 8:30 p.m. EDT, CBS. March America (Goldman); Overture Carnival of Venice (Tommasini); Echo Waltz (Goldman); Polka and Fugue (Weinberger).

Essays in Music. 10 p.m. EDT, CBS. Scotland is the musical subject. Carmello Ippolito, violinist; Hubert Hendrie, baritone, and the Columbia Male Quartet are soloists. Scotch Poem (MacDowell); Bonnie Banks of Loch Lomond (Trad.); Scenes from Scottish Highlands (Bantok) a. The Isle of Mull, b. The De'il Among the Tailors; My Ain Folk (Hendrie); Scotch Fantasy (Bruch). David Ross, narrator.

Friday, August 12

Goldman Band Concerts. 10 p.m. EDT, CBS. Grand March in F (Fletcher); D Minor Fugue (Bach); Napoli (Bellstedt); March (Bach); Two Marches (Goldman).

THE RADIO PLAYBILL: THIS WEEK—"BETTY AND BOB"

ON THE air over a national network five days a week, thirty-two weeks a year, without interruption, since October 10, 1932, the dramatic serial called "Betty and Bob" was one of the first programs of its kind to be broadcast, is still one of the best. When "Betty and Bob" began its historic run, there were few similar programs available. Now there are literally dozens, many of them probably a direct result of the success of "Betty and Bob." The program is based upon a sound psychological principle, an idea and a belief that is heard by wives everywhere; the conviction that they are the driving forces behind the lives of their husbands, that a man needs the counsel and support and faith of his wife, and that a wife's job in life, although it may not be as colorful, can be just as vital as her husband's. This is the kind of wife that "Betty Drake" tries to be—the

kind of wife women listening in would like to be: human, and subject to human error, of course, but gentle and devoted and courageous, too. "Bob Blake" is the ideal husband—the kind of man every woman dreams about: good-looking, intelligent, kind-hearted, appreciative, capable in business—but with just enough of the "little boy" about him to make him need the help of a woman like Betty to bring out his best side. More than once she has served as a balance wheel for Bob when his impulsiveness has landed him in a tight spot. Bob's insatiable wanderlust has led the young Drakes over a large portion of the globe in search of adventure. The recent loss of his foster son, Billy, whose uncle claimed him, once again has aroused the restlessness in Bob. But Betty is now tired of roaming, wants to settle down. "Betty and Bob" is broadcast over NBC from 2 to 2:15 p.m. EDT, Mondays through Fridays



BOB DRAKE is a handsome young engineer. Thoroughly honest and well-intentioned, he nevertheless finds himself frequently in hot water because of his impulsive nature and his quick temper. Bob Blake is apt to take action first and think it over later. He recognizes his faults, is promptly and thoroughly contrite when he realizes he has erred—but next time he may do the same thing all over again! In love with his wife, thoroughly devoted to her, Bob realizes the worth of her advice, but often fails to heed her warnings. Spencer Bentley plays the role of Bob in a splendidly convincing, sympathetic way

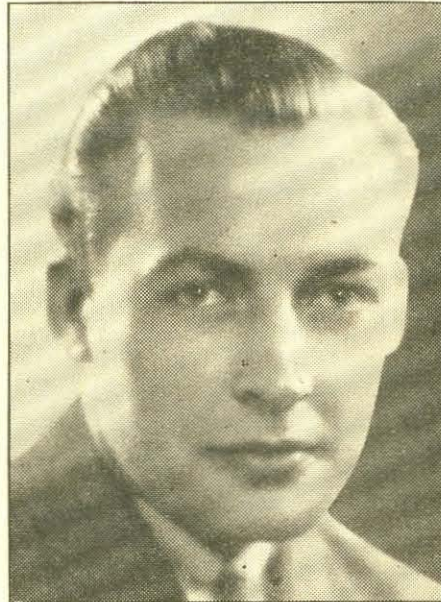


BETTY DRAKE is a loyal wife and companion. Tolerant, reasonable, tactful and unselfish to a fault, her good judgment, firm patience have brought Bob out of many a tight spot. Without Betty to serve as a constant reminder of the need for reason and a logical viewpoint in life, Bob's tendency toward snap judgment might well have brought him to grief long ago. An attractive and highly intelligent young woman, Betty is a popular member of any group in which she and Bob find themselves. On only one point does her will conflict with Bob's: Betty wants to settle down. Capable Alice Hill plays Betty Drake

—Maurice Seymour



—Maurice Seymour

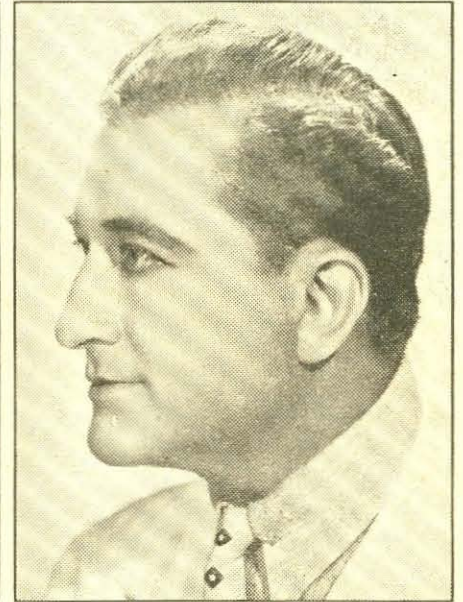


CARL GRAINGER is a hard-working young farmer who lives with his wife, Ethel, close to the home of Betty and Bob in the little town of Walton. It is here, on a farm they have acquired, that Betty is sure she and Bob should stay. Here she wants to make her home. Bob, of course, would rather travel. In this matter, Carl, played by Herbert Nelson, strongly supports Betty



—Maurice Seymour

ETHEL GRAINGER is Carl's pretty young wife and Betty's closest friend and neighbor in Walton. She feels just as strongly about the conflict between Bob and Betty over the question of whether or not they should stay on the farm as does her husband, and it's her firm conviction, as it is his, that the Drakes should stay in Walton. Eleanor Dowling plays Ethel's role



PPETER STANDISH is considered to be a bit eccentric by most of Walton. Kindly, understanding, he is of a type that is quite superior to most of the people who live in Walton, and as a result is thoroughly misunderstood. Peter Standish is disliked by the social leaders of the town, and he's the favorite subject of the community's gossips, but Bob and Betty don't share the general feeling of resentment against him, and Betty has come to be one of his closest friends. By doing so, she has of course incurred some enmities, but that doesn't matter to her. Francis X. Bushman plays Peter Standish

NEXT WEEK
"ROMANCE OF HELEN TRENT"



Nila Mack directs four kid-dies programs weekly—CBS

Popular Children's Programs Also Educational

Mondays, Tuesdays, Wednesdays, Thursdays, CBS, 5:30-5:45 p.m.

Nila Mack, whose name is synonymous with Columbia's juvenile programs, boasts her current hobby is trying to understand fifty million children—that's a big job. But when you consider the success she has been having in the field of radio broadcasts for the younger generation, you might easily guess that she has been coming very close to hitting the nail right on the head. Miss Mack has been producing children's programs over CBS since 1930—that's eight years ago—and eight years of making a success of a broadcast assignment is a record of which one has a just right to be proud.

It was in 1930 that "Let's Pretend," a program offering dramatizations by children for children, began under Miss Mack's direction. This series has continued without interruption since then, broadcast twice weekly on Tuesdays and Thursdays. For the dramatizations of fairy-tales and other children's stories, among them a few of her own works, Miss Mack has trained an able group of young actors—the junior stock-company-of-the-air.

The newest addition to Nila Mack's full schedule is a biweekly series titled "March of Games," heard on Mondays and Wednesdays. This series follows the popular trend toward fact, first motivated by adults. Only children are heard in these programs, which have a fourteen-year-old boy, Arthur Ross, as master of ceremonies, and eleven-year-old Sybil Trent as drum-major, whose job it is to move the show along by introducing the games in rhyme.

Famous Writer Tells of Her Work

Fridays, CBS, 5:45-6 p.m.

So you want to be—a newspaper-woman! Then here is your first assignment: Listen to this fifth program in the vocational-guidance series, when Irene Kuhn, one of the foremost ladies of the press, will talk for the benefit of youngsters with journalistic aspirations.

If your pulse pounds with the yen for excitement, if your fingers itch to punch new leads out of typewriters, if you think you can stand the pressure of harrowing headlines and deadlines, if you believe that you "belong" in the midst of whirling presses and whirling events and whirling words...

Then let this expert help you decide if your ambitions are well directed. The speaker is an experienced New York writer and foreign correspondent and is author of the recent successful book "Assigned to Adventure."

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, August 7

Shakespeare's England. 1-1:30 p.m., NBC.

Way Down Home. 1:30-2 p.m., NBC. Drama depicting life of James Whitcomb Riley.

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

Monday, August 8

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

Tuesday, August 9

Four Corners Theater. 8-8:30 p.m., CBS. "Captain Cranberry." Dramatization of popular rural play.

Thursday, August 11

Men Against Death. 8-8:30 p.m., CBS. Dramatizations taken from books of Dr. Paul de Kruif. "The Story of Roux and Dehring; the Massacre of the Guinea Pigs."

Pulitzer Prize Plays. 9-10 p.m., NBC. Dramatization of Sidney Howard's "They Knew What They Wanted."

Friday, August 12

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

Saturday, August 13

Columbia Workshop. 7:30-8 p.m., CBS. Rudyard Kipling's "The Brushwood Boy." Dramatization produced under the direction of Earle McGill.

Original Play. 8:30-9 p.m., NBC. Dramatization of "Humbug Weed," by Merritt P. Allen.

GOVERNMENT

Monday, August 8

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

HISTORY

Wednesday, August 10

Living History. 7:30-7:45 p.m., CBS. Dramatization of events of 1809.

INSPIRATION

Sunday, August 7

Church of the Air. 10-10:30 a.m., CBS. Rev. Evald B. Lawson, White Plains, N. Y. 1-1:30 p.m., Rev. Aloysius C. Coogan, New York City.

Highlights of the Bible. 10-10:30 a.m., NBC. Dr. Frederick K. Stamm speaks on "The Man Who Stands on the Other Side."

Sunday Vespers. 4-4:30 p.m., NBC. Dr. Paul Sherer's subject: "On Being Driven."

Catholic Hour. 6-6:30 p.m., NBC. Rev. Edward V. Stanford talks on the general subject, "Education."

Cheerio. 10:30-11 p.m., NBC. Inspirational talk and music.

Saturday, August 13

Call To Youth. 12-12:15 p.m., NBC. Rabbi Sidney E. Goldstein speaks on "Youth and Marriage."

Art of Living. 6:45-7 p.m., NBC. Dr. Norman Vincent Peale speaks on "Do Right and Life Will Be Right."

Message of Israel. 7-7:30 p.m., NBC. Guest speaker and organ music.

PERSONAL—SOCIAL PROBLEMS

Tuesday, August 9

Highways to Health. 4-4:15 p.m., CBS. Dr. Eli Moschcovitz, of Mt. Sinai Hospital, New York, speaks on "Facts and Fancies Concerning Blood Pressure."

Friday, August 12

World Economic Cooperation. 4:45-5 p.m., CBS. Frieda Miller speaks on "Labor Standards Through World Economic Cooperation."

PEOPLE—THOUGHT—COMMENT

Sunday, August 7

Magic Key. 2-3 p.m., NBC. Linton Wells speaks from aboard the Bermuda Clipper.

The Farmer Takes the Mike. 4-4:30 p.m., CBS. Broadcast from Birmingham, Alabama, heart of cotton-raising district.

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

University of Chicago Round Table Discussions. 10:30-11 p.m., NBC. Open discussions on topics of the day.

Tuesday, August 9

The Roving Prof. 7:45-8 p.m., NBC. Professor William Montgomery McGovern comments on little-known facts of family life in the Orient. Subject: "Persian Gardens."

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

Wednesday, August 10

The People's Platform. 8-8:30 p.m., CBS. Social, economic and political subjects discussed by American citizens.

Thursday, August 11

Of Men and Books. 4:45-5 p.m., CBS. Prof. John T. Frederick reviews "What Are We To Do," by John Strachey, and "I Like America," by Granville Hicks.

Nature Study Program. 5:15-5:30 p.m., NBC. Dr. H. Raymond Gregg lectures from Rocky Mountain National Park. Subject: "Study of Trees."

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

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

Saturday, August 13

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

SCIENTIFIC DEVELOPMENTS

Sunday, August 7

The World Is Yours. 4:30-5 p.m., NBC. "Inland Water Transportation," dramatization. (Under auspices of Smithsonian Institution.)

Monday, August 8

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

Wednesday, August 10

Exploring Space. 5:45-6 p.m., CBS. Science on the March. 7:45-8 p.m., NBC. Dr. Carroll Lane Fenton speaks on "Green Leaves and Stems."

Friday, August 12

Adventures in Science. 7:30-7:45 p.m., CBS.



Edgar A. Guest reads own poetry Wednesdays—CBS

"It Can Be Done" Series Presents Success Stories

Wednesdays, CBS, 10:30-11 p.m.

What perhaps is one of the greatest opportunities that radio offers in the line of studying the work of contemporary artists is the series that presents Edgar A. Guest each week reading his own masterful writings. The program, titled "It Can Be Done," was inspired by the spirit contained in one of Guest's famous poems, "It Couldn't Be Done." Each week this series presents, in a setting of Guest's poetry, an individual who has struggled to success in spite of seemingly impossible handicaps.

Eddie Guest, himself an outstanding example of the "success story," was born in Birmingham, England, coming to this country when he was ten years old. As his family was too poor to send him through high school, he started working for the Detroit Free Press at fourteen, conducting a column of verse and humorous sketches. From this humble start he has climbed to the distinguished place he holds in the world today as one of the greatest contemporary masters of homely verse and kindly philosophy.

The story to be presented on August 10, characteristic of the entire series, is the dramatic account of the fight of H. O. Rounds to establish the system of traffic-control around school-buildings, using school lads as directors. By overcoming many difficulties and holding to his idea against the threat of tremendous odds, Mr. Rounds carried his work from its humble beginning in Detroit to every large city in the country, reducing by an unbelievable number the accidents and deaths at school corners.

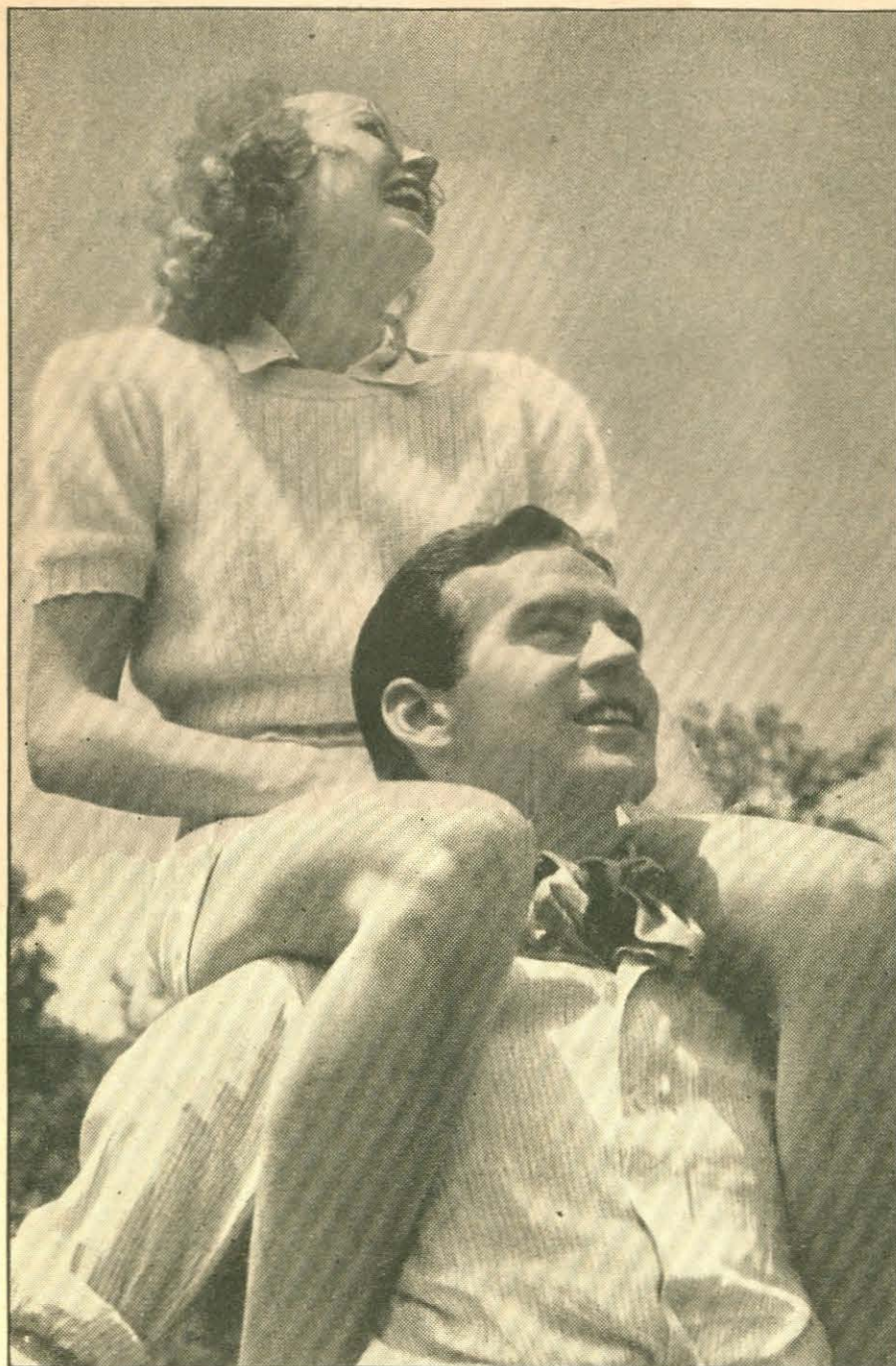
June Hynd Interviews Fashion Experts

Tuesday, NBC, 2:15-2:30 p.m.

A broadcast that should be of particular interest to women takes place on Tuesday when June Hynd interviews two well-known personalities in the fashion field who are attending the fall fashion opening in Paris. It will be a two-way pick-up linking the interviewer, June Hynd, with the interviewees, Michel de Burnhoff, editor of Paris Vogue, and the Duchess d'Ayen, fashion editor of the same magazine. By the interviews, June Hynd will attempt to give American women a preview of what they will be wearing a few months hence.

This special pick-up will be a feature of the popular, informal women's series, "Let's Talk It Over," heard every Tuesday and Thursday over NBC.

GAY IN THE SHINING SUN



1 Stars find best cure for midsummer fatigue is to spend a day in the country, reveling in the sun. To show how it's done, Edith Dick, Ray Heatherton, others, took Cameraman Gene Lester with them on a recent outing



2 Ray Heatherton and Edith Dick demonstrate approved method of jumping over a canoe from a standing start on a pier! Heatherton is remembered for his work on Broadway; Edith came to radio via the theater, too



3 Barry Wood begins preparation for a sun bath. Wood starred in water polo at Yale, was three



times selected all-American in this sport. While picture above was being taken, he slept soundly



4 "There's sand in my shoes!" Ruth Carhart and Bobby Gibson go about the business of getting dressed after doing a bit of wading. Miss Carhart was "discovered" in 1935 by S. L. ("Roxy") Rothafel, who put her on the air



5 When the mosquitos come out, it's time to depart from a day's outing in the country for "civilization." Bobby Gibson, Ruth Carhart and Barry Wood start trek for home, taking with them a few good bites as souvenirs

—Photographs by Gene Lester

DEAR ENEMIES



Most famous mock warfare is that between Winchell and Bernie. At New York's Stork Club they recently battled for public and publicity



Just pretending? Well, yes, but the Ol' Maestro looks as though he really meant it as he proves his fine hand with a rubber band and tinfoil



—Photographs by Gene Lester

Sometimes feuds are costly, but this one has garnered golden publicity for friends Bernie and Winchell, who returned to the air last Sunday

THE shake-up of the Town Hall "Big Game Hunt" didn't come as a surprise to those along Radio Row. The program just didn't click with the tuner-inners and now Colonel Stoopnagle has been brought in as the permanent "wizard" in hopes of putting some life into the program.

Boake Carter fades from the air after his broadcast of August 26, which will be regretted by many listeners who enjoy his excellent newscasts. The reason for the sponsor going off the air is due to their inability to get a better spot. Several shifts were made, but the time the program was heard on the Pacific Coast was still too early.

President Roosevelt will be heard over the air in two broadcasts from Canada on Thursday, August 18 . . . The all-star football game on Wednesday, August 31, will be broadcast over NBC, with Bill Stern doing the word-spiel . . . Guy Lombardo's Sunday afternoon program departs from the ether after the broadcast of August 14 . . . Guy moves into the current Wayne King spot on October 1 . . . Effective Friday, September 2, the "Waltz King" shifts from Tuesday night to a Friday night spot . . . On October 5, "For Men Only," with Fred Utall as emcee, which is now heard on Wednesday, shifts to the Tuesday night period vacated by Wayne King in order to make room for Fred Allen's return.

Six years ago there was a program on the air called "Joe Palooka," which was based on Ham Fisher's comic strip. It went off the air and the idea was shelved because there were no other sponsors interested. Time changes everything, because right now a few different sponsors are bidding for it, which means that it is almost certain that Joe will be back on the air this fall. It is also the reason for Teddy Bergman, the all-around actor, being so happy these days. He plays the Palooka.

"Jack Armstrong" is already set for his return to the air on September 26. A nice way to celebrate my birthday, Jackie, m'boy! . . . "Lights Out," which has given me the creeps on many a Wednesday night, will be back on October 5, which will be just about the time Arch Oboler returns from his European jaunt with a batch of new scripts . . . Gene and Glenn are joining the Saturday Night Barn Dance, which should make many readers happy . . . In case you're interested, Douglas "Where Am I" Corrigan received \$1,500 for his three-minute spiel on the Robert Ripley show after he spanned the ocean. The week before, when he was still practically unknown and unheralded, Parks Johnson and Wally Butterworth had him on their "Vox Pop" show for nothing.

It has always been this department's desire to call attention to unusually interesting programs. For that reason we suggest you lend an ear to Nila Mack's "March of Games," heard over the CBS Coast-to-Coast network Mondays and Wednesdays at 5:30 p.m. EDT. It is emceed by fourteen-year-old Arthur Ross, who does a masterful job. The drum-major is eleven-year-old Sybil Trent. It is a program that is educational, interesting and appeals to both the youngsters and grown-ups.

While on the march, I might mention that Ben Grauer will be heard regularly on the

"March of Time" as an actor from now on. Incidentally, in case you didn't know, this program serves as a training-ground for graduates of the American Academy of Dramatic Arts, who receive their first radio experience on this show. You'd never know they were newcomers by listening in, they're that good.

There is a certain young lady vocalist with a popular orchestra who may be out of a job before many more weeks roll by. She is very cute when you watch her perform in the studio, but her voice doesn't come out of the loud-speaker so well, and the sponsors seem to know it and expect to render a decision any day now.

Although I have attended many Rudy Vallee rehearsals, just last week did I notice for the first time that most of the guests on the program have each page of their script stapled on a separate piece of cardboard. Why, do you ask? Because many of them get so nervous in front of a mike that the pages rattle and the sensitive microphones pick it up. Then again it isn't as easy to lose the place when each sheet is flat and not bent or folded. It also prevents pages from being stuck together, which has happened too often.

At the Tim and Irene rehearsal last Friday afternoon, I was almost shocked to see Tim Ryan without his hat being on his head. As a matter of fact, he looked so unfamiliar I almost didn't recognize him. When I saw those few hairs that he has left, I readily un-

derstood why Tim always wears his hat during rehearsals and the program.

Joe Kearney, who spends his time looking after the best interests of Bob Crosby and his band, is still a little jittery over an experience he had the other night. He was sitting at a table in the Blackhawk Restaurant in Chicago, where Crosby is currently playing a long run, when he was called to the telephone. The band had been on the air over WGN-Mutual for about five minutes at the time. The caller didn't give his name. He was at a Chicago hospital, he said, with a very sick friend. They were listening to Crosby, and the sick man would appreciate it very much if Bob would play "I Married An Angel." Kearney told him he was sorry, but the broadcast was already set, couldn't possibly be changed while the band was on the air. And that was that. But ten minutes later, "I Married An Angel" came up on the program. It had been scheduled originally, and Kearney hadn't known about it. The last note of the number had barely died away when Kearney got another phone call. It was the same man. "Thanks for playing that number," he said. "My friend enjoyed it. He heard it to the end. Then he turned to me and said, 'It was nice of them to do that. It has made me very happy.' Those were the last words he spoke."

Any young lady who aspires to be a singer with a band may change her mind after reading this paragraph. A couple of weeks ago Hal Kemp and his organization played afternoons at Manhattan Beach, which is miles away from the Astor Hotel, where they play at night. Then don't forget on Tuesdays they have their regular "Time to Shine" broadcast to do. The Monday night that week the boys got to sleep at about 3 ayem (they leave the Astor bandstand at 2) and were at the studio rehearsing the next morning for the pro- (Continued on Page 15)

AIRIALTO LOWDOWN

BY MARTIN LEWIS

NEWS IS NOT BORN—IT'S MADE!



1 Jean Sablon, French crooner and recent Hollywood invader, heard Sundays over NBC, is interviewed by United Press feature-writer Leo Baron. During interview, Sablon says Hollywood's prettiest girls work at "drive-in" stands. Baron makes it his lead

RADIO, faced with lack of editorial cooperation by newspapers, has developed high-powered press agency; is making its news breaks so good that the newspapers use the stories anyway, despite the feud. Recent example is the selection by syndicate newspapermen and magazine cameramen in Hollywood of the "Queen of the Car-Hops," in which Jean Sablon, NBC's "Bing Crosby of France," figured prominently. Upon his arrival in Hollywood, Sablon made the statement to an interviewing newspaperman that the "Car-Hop" girls were "prettier than the girls in pictures." His statement was turned into story, and a great publicity stunt was on. In these exclusive photographs, Radio Guide takes you from start to happy ending.

Exclusive NBC Photographs by Art Carter



2 In his office at NBC's Hollywood headquarters, Joe Alvin of the NBC publicity department reads the Baron article, is inspired with a follow-up stunt that will garner more space in newspapers for Sablon and NBC



3 Alvin asked Sablon to round up beautiful "drive-in" girls for the purpose of selecting a "Queen of the Car-Hops." Talent Director Ted Lesser (left) at Paramount promises winner an opportunity as Sablon begins task



4 Judgment day at NBC. Prior to a national broadcast of the event, finalists were quizzed and observed by cameraman judges. The winner was Dorothy Wright, a Los Angeles girl, shown standing beside microphone



5 Imagine that! Miss Wright blushes as Sablon asks to kiss her hand. Her reward will be a part with Bing Crosby in his next picture, "Paris Honeymoon." Here's one publicity stunt that really made front-page news



Listeners to "Those We Love" know "Kathy Marshall," played by Nan Grey, as a sweet young girl. And no wonder, for that's what she is



—Photographs by Bruce Bailey

Nan leads an active, outdoor life, is fond of most games, particularly badminton. A star and only 18, she's also under contract to Universal

ON THE editorial page of last week's RADIO GUIDE, your Hollywood correspondent read the call for more bubbles in radio's champagne. Yes, radio must not grow flat to the taste; it must continue to effervesce for its millions of fans . . . Can you think of at least one program boasting those desired elements of verve and spontaneity? I can. The one coming to mind spreads a glow of brilliance over the Plummer household each Thursday evening. It boasts nobility along with down-to-earth folk, but the former are presented in the mode of the latter. It strays widely from the script and kids itself, much to the amusement of all tuned in . . . Yes, I mean the Kraft Music Hall . . . Thank young Carroll Carroll for writing the clever speeches that are mouthed by all that show's cast excepting Bob Burns, who seems to have no difficulty in expressing himself in a studied uncouth and scintillating fashion. Thank the producing advertising agency for the spontaneity which is maintained at a maximum by a policy of a minimum of rehearsals. Thank Ken Carpenter for being human instead of an announcer. Thank Kraft for the NO APPLAUSE edict which keeps the show running uninterruptedly for its sixty merry, mad minutes without a single raucous burst of unneeded audience approval. Thank the sponsor, too, for being so wise as not to take himself seriously . . . Yes, this column awards plums to good old K. M. H. . . . and urges others to copy its basic technique without, of course, aping its format.

Another great Hollywood airing is in the making, with charity as its keystone and Jean Hersholt as its proposer. Hersholt, as chairman of the Motion Picture Relief Fund, is organizing the series, which offers a changing quartet of the biggest of stars weekly in an hour's broadcast which would enrich the M. P. R. F. by \$10,000 each performance.

Few places have not been visited by a microphone, but in all radio's history nature's greatest mystery, the birth of a baby, has yet to be explored. However, even motherhood will remain sacred no longer to the all-hearing mike. KFI, in Los Angeles, has installed lines into the maternity ward of the California Lutheran Hospital, and Jimmie Vandiveer, ace special-events man for the station, is nervously awaiting his opportunity to turn blessed-events man. Expectant fathers will be interviewed, a detailed description of the precautions taken will be given, and the mikeman will reveal the best-accepted low-mortality methods of modern obstetrics . . . Having achieved its purpose, KFI, to top itself, will have to broadcast a nice suicide, murder, or perhaps a good old-fashioned natural death.

Speaking of babies, ex-Cantor cowboy-songwriter, Pinky Tomlin, is expecting to pass the cigars come next winter.

Because Gracie Allen tossed a grand binge for Mary Livingstone on the latter's birthday, newspaper reporters deduced that certainly Mary would hurl one in return at Gracie when she blew out her candles July 26. Their deduction was in error. Gracie couldn't be reached—and Mary had left Beverly Hills with Daughter Joan for Seattle, Washington, where the two will join Husband-Father Jack Benny and Mary's brother, Hilliard Marks, for a tour through the Pacific Northwest . . . Which brings up Andy Devine's dilemma. Encamped in Ore-

gon with his wife and son in his trailer, he was suddenly recalled to Hollywood to begin with Fred MacMurray the "Men With Wings," thirteen-week dramatic series now airing over MBS stations on Sundays. So Andy left wife Dorothy and son Tad with the trailer in Oregon, and if he can't get away long enough to retrieve them, he hopes that the Bennys will hitch his family onto the rear of their car and haul them back!

Martha Raye has named the day for her wedding to her musical arranger, Dave Rose. She picked Monday, September 12, providing movie assignments don't interfere.

Some listeners say Dorothy Lamour can't sing. Others say everything she sings sounds the same. Perhaps the answer is that the songs selected for her are too much alike—but regardless of the criticism, no one can toss a brickbat at her for selfishness. On August 8, Dorothy's secretary, Charlo Holden, married Knowles Smith, also a secretary—of the Cadillac (Mich.) Chamber of Commerce. So what? So Miss Lamour insisted upon paying the wedding bill, which included a big church affair and a reception afterward at the Lamour-Kay home in Coldwater Canyon. George Raft was best man; Dorothy was bridesmaid. Film stars galore, friends of Miss Lamour, attended.

HOLLYWOOD SHOWDOWN

BY EVANS PLUMMER

Truman Bradley, for several years ace announcer of the Ford Sunday Evening Hour, reported for work, the beginning of a seven-year contract, last week at Metro-Goldwyn-Mayer studios. Under the agreement, Bradley will be permitted one broadcast weekly, but the distant origination of the Sunday Evening Hour prohibits him from continuing his announcing of it.

Reviews of new pictures boasting radio names: "Garden of the Moon": A Warner Brothers film featuring John Payne, Pat O'Brien, Margaret Lindsay and Jimmie Fidler. Young Payne, who had the chance but never cracked the air wide open before, is sure to after sponsors see this composite of Jimmie Russell and Robert Taylor in action. Jerry Colonna and Johnny Davis click in their roles as members of the Payne band. In fact, Warners have optioned Colonna because of his theft of many scenes. Fidler is smooth and pleasing. You'll like this rollicking farce having to do with the vicissitudes of dance bands and cafe managers . . . "Give Me a Sailor": A Paramount comedy starring Martha Raye and Bob Hope, supported ably by Jack Whiting and Betty Grable. Martha already is accepted as a screen pay-off. This film puts Hope's best foot forward as another up-and-coming screen personality . . . "I'm From the City": An RKO picture belonging to Joe Penner, who proves to be a very funny fellow with a fairly funny story built around Joe's best stock lines.

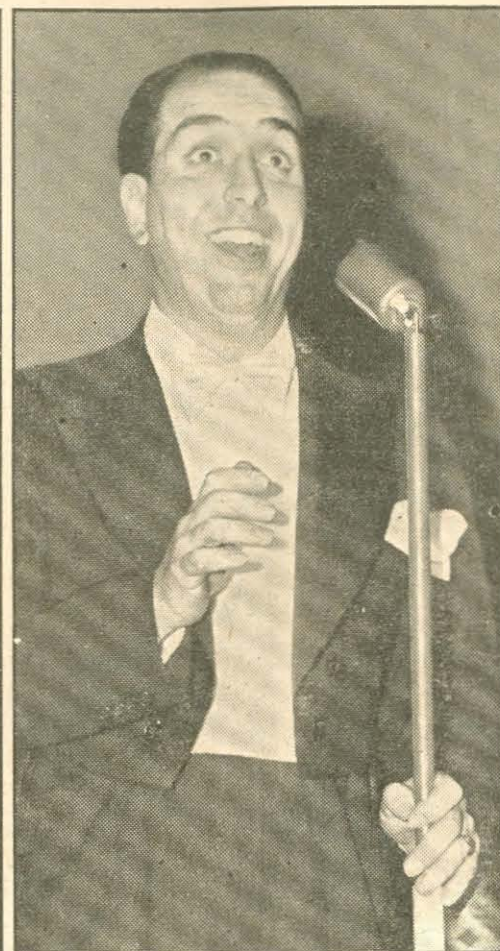
Joe Penner, incidentally, will have more finances with which to make a better program when he airs this fall for General Foods. His contract assures him \$7,000 weekly, from which he is to pay his cast and writers.

Tag-Lines: Our condolences to Wendy Barrie, whose twenty-three-year-old sister, Barbara Jenkin, died July 24 at Cedars of Lebanon Hospital from a protracted ailment which medical science could not combat.

THE PHOTO WEEK



When Douglas (I-meant-to-go-to-California) Corrigan landed in Dublin, Ireland, his kin in Hollywood talked to him by two-way radio, arranged and broadcast by NBC. Left to right: Announcer Buddy Twiss; the flier's grandmother, Jennie Corrigan, who made him promise to sail back; his aunt and uncle, the Rev. & Mrs. F. F. Langford



—Acme
Enrico Caruso, Jr., son of the late famous singer, debuted recently as a night-club singer at Leon & Eddie's in N. Y.

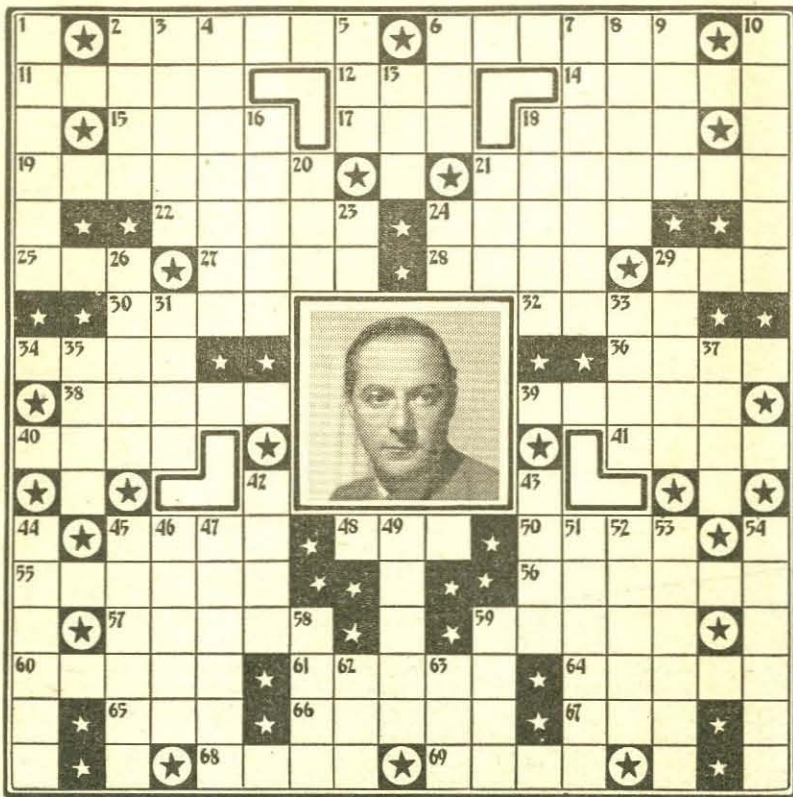


—Gene Lester
Listeners to "The Goldbergs" over CBS know "Rosie," played by Roslyn Silber, as the sweet and perplexing daughter in the serial. She's literally grown up in the part, has enacted it for ten years



Ken Christy, the man whose method of permanently waving the hair has attracted national attention, recently stopped in Chicago to beautify that city's radio stars. Sitting is NBC's "Mary Marlin" (Anne Seymour); standing, Peggy Fuller of "Public Hero No. 1"

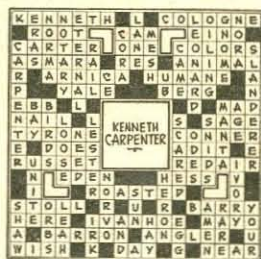
(Continued from Page 1)



- HORIZONTAL**
6. Star in the portrait
 11. More able
 12. Genus of snakes
 14. Hackneyed
 15. Munitions
 17. Victor —, maestro
 18. Furnishes with men
 19. A state
 21. Famous opera
 22. — Light, bandleader
 24. Nutriment
 25. Virginia —, soprano
 27. Ellen —, screen star
 28. Greater in number
 29. — Gluskin, bandleader
 30. Sammy —, bandleader
 32. Feminine name
 34. National — Dance
 36. Prefix meaning self
 38. The present day
 39. To seize
 40. — Martin, singer
 41. Brief satire
 45. Nelson —, announcer
 48. Cutting tool
 50. Mineral springs
 55. Game fish
 46. Resembling salt
 57. Malicious burning of property
 59. Masculine name
 60. Masculine name
 61. — Rensen, contralto
 64. Dull, brownish, yellow cloth

- VERTICAL**
1. — Cugat, bandleader
 2. Cheerful
 3. Gloomy
 4. Eugene —, symphony conductor
 5. Decline, as the tide
 6. Crow-like bird
 7. Lionel —, movie comedian
 8. Sea eagles
 9. To catalog
 10. Jacques —, orchestra leader
 13. Timber tree
 16. Noisy breathing in sleep
 18. Native inhabitant of New Zealand
 20. Goodman —, comedian
 21. Where animals are kept
 23. Initials of Helen Ward
 24. Initials of Frank Munn
 26. City in Ohio
 29. Chester —, "Lum"
 31. Charles Correll is —
 33. Matrix (pl.)
 35. Indivisible particle of matter
 37. Slender
 42. City in Nevada
 43. Pale gray in color
 44. Roy —, comedian
 45. Opal —, "The Lullaby Lady"
 46. A month
 47. Harry —, bandleader
 49. Opposed to credit
 51. Frank —, tenor
 52. Greetings (Hawaiian)
 53. Musical composition
 54. To regard with strong approval
 58. Nominate
 59. Such and no more
 62. Man's nickname
 63. Modest

Solution to Puzzle Given Last Week



one job to another except with an increase in salary. And so, when her apprenticeship on the Syracuse Herald was served, she went to New York to join the staff of the brand-new and lusty infant tabloid, the New York News, she had the satisfaction of knowing that she was moving not only to a better job but to a more profitable one. Luck was on her side, too. She was lucky in the men and women she worked with: W. P. Plummer of the Syracuse Herald, Phil Payne of the New York News, Arthur Pegler, father of Columnist Westbrook Pegler, George Buchanan Fyfe, Julia McCarthy, and dozens of others. Floyd Gibbons was head of the Paris Edition of the Chicago Tribune when Irene Kuhn went to that paper from New York, and she knew J. Edward ("Dinty") Doyle on the old China Press.

It was in China, in a Shanghai that the present Japanese invasion guarantees will not be known again in our time, that Rene Kuhn found most of the adventures that have jammed into her life. She went to China on a whim and a shoe-string, arrived in Shanghai next to penniless, friendless, and without a job or prospect of one. It was in Shanghai that she found Bert Kuhn, the man she was to love, in Shanghai she reared her daughter, Rene Leilani. And it was in Shanghai that her husband died, tragically, mysteriously, and alone, died while Irene Kuhn was hurrying back from America to China to be with him, spurred into desperate haste by an inexplicable but imperative intuition. China and things Chinese have had much to do with Irene Kuhn's tumultuous life—and twice she has been told, under hair-raising circumstances, that it is her destiny to end her days in China.

But her life is not yet half run, and surely not all of her successes are behind her. But some of them are, and a thrilling, tempestuous story they make—a story you'll want to hear, when Friday's "So You Want To Be" broadcast rolls around.

Irene Kuhn may be heard Friday on "So You Want To Be" over a CBS network at:

EST 5:45 p.m. — EST 4:45 p.m.
 CDT 4:45 p.m. — CST 3:45 p.m.
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Best Support for Rupture Is the Human Hand

Why worry and suffer with that rupture any longer? Learn about my perfected truss invention. It has brought ease, comfort and happiness to thousands who suffered from reducible rupture. Equipped with easy Automatic Air Cushion It softly yet securely holds the rupture in any position.

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No steel springs or hard pads. No sulcus or plaster. Durable, low in price. Sent on trial to prove it. Beware of imitations. Never sold in stores nor by agents. Write today for full information sent free in plain envelope.

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EARN \$23 WEEK

UP TO. **and your own Dresses FREE**

No Canvassing — No Investment

Here is easy, pleasant, dignified employment you can do right in the home that pays you up to \$23 in a week. In addition, you can get your own dresses free of any cost whatever. No canvassing is necessary, and you don't have to invest one penny.

Personally Selected and Autographed By Movie Stars

Just show to friends and all women the advanced Fall Fashion Frocks that are now personally selected and autographed by famous movie stars. Take orders for these lovely dresses that are approved by Binnie Barnes, Patricia Ellis, Wendy Barrie, and a score of other screen actresses.

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WRITE FOR THIS FREE OPPORTUNITY

Rush your name and address for this amazing free opportunity. Get the elaborate Portfolio of hundreds of smart advance Fall dresses in actual colors with samples of beautiful fabrics. Just showing it can earn you a nice income and your own dresses free. Send no money—just write fully, giving age and dress size.

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See September SCREEN GUIDE for the Complete Picture Story. Now on Sale at All Newsstands.

ITCH

STOPPED IN A HURRY BY D.D.D.

Are you tormented with the itching tortures of eczema, rashes, athlete's foot, eruptions, or other externally caused skin afflictions? For quick and happy relief, use cooling, antiseptic, liquid **D.D.D. PRESCRIPTION**. Greaseless and stainless. Soothes the irritation and swiftly stops the most intense itching. A 35c trial bottle, at drug stores, proves it—or money back.

AIRIALTO LOWDOWN

(Continued from Page 11)

gram from 9 until noon. Then they all got into a bus and headed for the beach, where they played until 5:30 p.m. Then back again to New York and the Astor Hotel Roof. After the dinner crowd thins out, they rush over to the studio for the broadcast. The strain got the best of little Judy Starr and she passed out like a light. It was some time before she snapped out of it, so let that be a lesson to you.

Howard Barlow had an unusual experience the other Sunday afternoon. After completing his work for the day he hopped in his car, which was parked in front of CBS, and started for home. The orchestra leader didn't bother to shave when he left the house that morning and he put on old clothes because his program for the day was not put on for a visible audience. He

drove along the highway and didn't realize he was going above the speed limit. Along came a copper on an iron horse, (motorcycle to you) and Barlow got the usual "pull over." Out came the pad and the cop wanted the name. He was duly informed and the next question was, "What do you do?" Barlow replied that he just finished conducting the Columbia Symphony Orchestra. The cop took another look at the unshaven face, the old clothes and, eyeing him suspiciously, said "Follow me to the station-house." It was about an hour later when Barlow was released.

Now my friends, I bid you adieu for the next few weeks. By the time you read this the Lewises will be on the Clyde-Mallory Lines' *Iroquois* bound for a thirteen-day cruise to Canada and Bermuda, and will I relax! Will you miss me, huh?

See Page 19 for Radio Guide's Program Locator, Which Appears In the Issue Dated the Second Saturday of Each Month

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PICTURETTES



Dorothy McGuire plays the role of "Sue Evans" in the "Big Sister" sketches heard over CBS Mon. through Fri. An Omaha, Nebr., lass, she's just turned twenty-one



Edward MacHugh started singing hymns as an experiment on the airways ten years ago. Hailed as "Your Gospel Singer," he's heard over CBS Mon. through Fri.



"Aunt Jenny" relates "Real Life Stories" over CBS, Mon. through Fri. In real life as on the air she depicts the character she is, a homey, philosophical woman

THE SHOPPING GUIDE

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.

Utility Shears

"Bachelor's Children" (Monday through Friday, CBS, 9:45 a.m. EDT). Offer good on the air until July 26. (Offer continues in magazine advertisement). Giving a pair of "Claus" Kitchen Utility Shears, \$1.25 value, for 50c in the U. S., 75c in Canada, and 3 Old Dutch labels. Have 101 uses (self sharpening, cut up poultry, trim chops, dice meat, cut vegetables, cuts string-rope-wire, can cut and prune flowers, cut sticky fruit). Send to Old Dutch, Chicago.

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.

White-rimmed Sun Glasses

"Our Gal Sunday," (Mondays through Fridays at 12:45 p.m. EDT, CBS) offers white-rimmed sun glasses to all who send a box top from Aero White Shoe Cleaner plus ten cents to Aero White, in care of CBS, 485 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.

Cook Book

"Contented Hour" (Monday, NBC, 10 p.m. EDT) is offering a Carnation Cook Book for fifteen cents in coins or stamps. Address: Carnation Company, Milwaukee, Wisconsin.

Broadcast Tickets

"Helen Menken in Second Husband" (Tuesdays, CBS, 7:30 p.m. EDT) offers free tickets to this broadcast to those who write Helen Menken, in care of CBS, 485 Madison Ave., New York City.

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.

Better Buymanship Booklet

"It Can Be Done" (Wednesdays, CBS, 10:30 p.m. EDT) offers a Better Buymanship Booklet entitled "Home Heating." Free. Write Household Finance Corp., Palmolive Bldg., Chicago, Ill.

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 G. 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.

Cash Prizes

"Professor Quiz" (Saturdays, CBS, 9 p.m. EDT; rebroadcast 12 midnight EDT) conducts weekly contests with six prizes of \$25 each to those who submit the six winning lists of five questions and correct answers to Professor Quiz, CBS, 485 Madison Ave., New York City. Entry blanks from Nash-Kelvinator dealers should be used but are not compulsory.

MR. FAIRFAX KNOWS ALL

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

SAMMY KAYE was born in Cleveland, Ohio, on March 13, 1910. He is five feet nine inches tall, weighs about 140 pounds, has blue eyes and blond hair. He is single.—R. C., New London, Conn.

FRAN ALLISON was born in La Porte City, Iowa, on November 20, 1907. She studied to become a school-teacher and launched her teaching and radio career at the same time, doing radio work on a part-time basis. In 1933 she joined Station WMT, Waterloo, Iowa, as a singer and saleswoman of radio advertising. Fran is not married.—I. A. H., McHenry, Ill.

BETTY, of the ESCORTS AND BETTY, is four feet eleven and three-quarters inches tall, blonde with blue eyes, weighs about 90 pounds. She is 19 years old. FLOYD HOLM, top tenor, was born in Duluth, Minnesota, on August 4, 1911. He is five feet eleven inches tall, weighs 175 pounds, has a fair complexion. Floyd attended Duluth Junior College and State Teachers' College. CLARENCE HANSEN, second tenor, was born in Procter, Minnesota, in 1910. CLIFFORD PETERSEN was born in Ashland, Wisconsin, on October 20, 1906. He is six feet one-half inch tall, weighs 145 pounds and has blond hair. DOUGLAS CRAIG is the arranger and organizer of the Escorts.—V. W., Freehold, N. J.

BOB ELSON, MBS sports announcer, is five feet ten inches tall, slender, has gray eyes and sandy hair. He is married to a non-professional.—H. K., Chatfield, Minn.

JIMMY WALLINGTON was last reported making a personal-appearance tour.—N. L. T., Portland, Me.

JACK SWIFT, former soloist with Joe Sanders' orchestra, is under contract to Metro-Goldwyn-Mayer motion-picture corporation.—R. K., Chicago, Ill.

TOMMY DORSEY was born in the eastern Pennsylvania coal region on November 19, 1907. He is five feet eleven inches tall, weighs 160 pounds, has straight black hair, is married and has two children. Musical talents run in the family—his father is a well-known Eastern music teacher, professional band organizer and director; his brother, Jimmy, is a popular band leader, saxophone and clarinet virtuoso; his sister, Mary, is accomplished on the piano and several other instruments.—E. M., Hollis, L. I.

RUDY VALLEE was born July 28, 1901, in Island Pond, Vermont, but his family moved shortly after to Westbrook, Maine, where he grew up. He was christened Hubert Prior Vallee, receiving the nickname "Rudy" from his college friends because he would not stop talking about his personal hero, Rudy Wiedoeft, the saxophone player.—W. M. M., Davenport, Ia.

RAMBLING IN RADIO



"Our Gal Sunday" brings exciting drama to Columbia listeners each Monday through Friday. Playing the title role is Dorothy Lowell. Talented actor Carleton Young plays the role of "Bill," the home-town boy who courts her



Irene Beasley is winning plaudits for her intimate and informal "R. F. D. No. 1," program, a "one man" show of music and homely commentary dedicated largely to America's farm women. (Columbia network, Mon. through Fri.)



"Bachelor's Children," Hugh Studebaker, as "Dr. Graham," is in center. Left to right: Marie Nelson as "Ellen Collins," "Ruth Ann & Janet Dexter," played by Marjory Hannan and Patricia Dunlap, and Olan Soule, as "Sam Ryder"

HOLLYWOOD SHOWDOWN

(Continued from Page 13)

Some folks fish or shoot on their vacations, but Charlie Forsyth, ace soundman of the Lux Theater, brings noise back alive. During the theater's interim Cecil B. DeMille has declared until September 12, Forsyth is adding to his impressive sound-record library. One of his choice recent captures is the whirring set up by the millions of bats emerging every sunset from Carlsbad Caverns in New Mexico. But as such, you probably won't recognize them when played during the Lux productions. The reason is that he'll make you believe the flapping is seagulls or other birds in flight, or, played at slower or faster speeds, the records will typify desert winds hitting adobe huts, violent dust storms, trade winds rattling palms or bamboo trees, or the distant drone of a military air squadron.

One Man's Family dominated the Bohemian Club (San Francisco) activities this summer, what with Father Barbour, Paul, Clifford and Author Carlton E. Morse at the camp, as well as Jack's real-life father, Don Gilman, head man of the West Coast NBC division. The annual meeting, an all-stag affair has many traditional rules. Only first names may be used, no movie cameras are permitted, bathing is a la nuit, and poker-playing gets a real workout.

Ruby Elzy, the famous colored soprano featured Fridays on the CBS Hollywood Showcase, won her start by her rendition of "Carry Me Back to Old Virginy." But her singing carried her to New York, where George Gershwin cast her in "Porgy and Bess," in which she made "Summertime" a classic.

Deanna Durbin, ailing for a week with a severe cold, has returned to work on Universal's "That Certain Age" . . . Marion Talley's prize Samoyed, "Taz," is proudly strutting about and boasting of his fatherhood to seven little blue-blood puppies . . . Milton Berle has turned lyric-writer for violinist-composer Matt Malneck's tunes. "Copy Cat" and "Fifteen Kisses on a Gallon of Gas" are their first products . . . Irene Rich is expectantly awaiting the arrival of her radio- and stage-acting daughter, Jane, who plans to vacation in Hollywood.

Live television shows have been inaugurated successfully by the MBS-Don Lee Los Angeles key station, KHJ. Currently, the look-see program limit is Frank Bull's sportscast and guests, but service will be extended.

Man Can Now Talk With God

Says Noted Psychologist

"A new and revolutionary religious teaching based entirely on the misunderstood sayings of the Galilean Carpenter, and designed to show how we may find, understand and use the same identical power which Jesus used in performing His so-called Miracles," is attracting world-wide attention to its founder, Dr. Frank B. Robinson, noted Psychologist, author and lecturer.

"Psychiana," this new psychological religion, believes and teaches that it is today possible for every normal human being, understanding spiritual law as Christ understood it, "to duplicate every work that the Carpenter of Galilee ever did"—it believes and teaches that when He said, "the things that I do shall ye do also." He meant what He said and meant it literally to all mankind, through all the ages.

Dr. Robinson has prepared a 6000 word treatise on "Psychiana," in which he tells about his long search for the Truth, how he finally came to the full-realization of an Unseen Power or force "so dynamic in itself that all other powers and forces fade into insignificance beside it"—how he learned to commune directly with the Living God, using this mighty, never-failing power to demonstrate health, happiness and financial success, and how any normal being may find and use it as Jesus did. He is now offering this treatise free to every reader of this magazine who writes him.

If you want to read this "highly interesting, revolutionary and fascinating story of the discovery of a great Truth," just send your name and address to Dr. Frank B. Robinson, 403-8th Street, Moscow, Idaho. It will be sent free and postpaid without cost or obligation. Write the Doctor today.—Copyright, 1935, Dr. Frank B. Robinson.—Advertisement.

Free for Asthma During Summer

If you suffer with those terrible attacks of Asthma when it is hot and sultry, if heat, dust and general mugginess make you wheeze and choke as if each gasp for breath was the very last; if restful sleep is impossible because of the struggle to breathe; if you feel the disease is slowly wearing your life away, don't fail to send at once to the Frontier Asthma Co. for a free trial of a remarkable method. No matter where you live or whether you have any faith in any remedy under the Sun, send for this free trial. If you have suffered for a life-time and tried everything you could learn of without relief; even if you are utterly discouraged, do not abandon hope but send today for this free trial. It will cost you nothing. Address:

Frontier Asthma Co. 212-C Frontier Bldg.
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NATURAL COLOR PHOTO, C-100, Janesville, Wisc.

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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 1 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.
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Attach this unit to your radio—make your set complete in itself—forget aerial wires and troubles—move your set anywhere—no more roof climbing, unsightly lead-in or aerial wires.
NOT 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.



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LaPorte, Tex. After using the Capacity Aerial Eliminator over a year on my 1935 small 7 tube set can say it brings in reception with fine volume and clarity, pulling in stations from Japan, Europe, South America, and broadcast stations from all over the U. S. Efficiency proven, I took down my old outside aerial.
Signed: _____
Davenport, Ia. Received your Radio Aerial Eliminator and it sure works fine. Also works swell on Short Wave band. Wish I had found it long ago. Signed: _____

—JUST MAIL THIS COUPON—
F & H Radio Laboratories, Dept. 101, 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.
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ADDRESS.....
CITY.....STATE.....

(Cont'd from Preceding Page)

Lullaby Lady. Carnation Milk, Mon. 10 p.m. NBC.

Lyman, Abe, Orch. Waltz Time (Phillips), Fri. 9 p.m. NBC.

Ma Perkins. Oxydol, Mon. thru Fri. 10:45 a.m. & 3:15 p.m. NBC.

MacHugh, Edward. Ivory Soap, Mon. thru Fri. 1:45 p.m. CBS.

Magic Key. R.C.A., Sun. 2 p.m. NBC.

Magnante, Charles. Capitol Family, Sun. 11:30 a.m. CBS.

Malone, Ted. Between the Bookends, Mon. Tues. Wed. Fri. 1:15 p.m. MBS.

Manhattan Merry-Go-Round. Dr. Lyons, Sun. 9 p.m. NBC.

Manhattan Chorus. Waltz Time (Phillips), Fri. 9 p.m. NBC.

Manners, Lucille. Cities Service Concert, Fri. 8 p.m. NBC.

March of Time. Time Inc., Fri. 9:30 p.m. NBC.

Marriage License Romances. Quin Ryan, Mon. Wed. Fri. 3 p.m. MBS.

Martin, Jane. Town Hall Big Game Hunt (Ipana & Sal Hepatica), Wed. 9 p.m. (12 mid. for West) NBC.

Mason, Sully. Kay Kyser's Musical Klass & Dance (Lucky Strike), Wed. 10 p.m. NBC.

Mayo, Waldo. Orchestra. Capitol Family, Sun. 11:30 a.m. CBS.

McBride, Mary Margaret. La France and Satina, Mon. Wed. Fri. 12 noon (4:45 p.m. for West) CBS.

McCall, George. Screenscoops, Old Gold, Tues., Thurs. 7:15 p.m. (11:15 p.m. for West) CBS.

McCarthy, Charlie. Chase & Sanborn, Sun. 8 p.m. NBC.

McNamee, Graham. Royal Crown Revue (Nehi, Inc.), Fri. 9 p.m. (12:30 a.m. for West) NBC.

Meet the Champ. Eddie East; Ralph Dumke, Wed. 9 p.m. CBS.

Menken, Helen. Bayer Aspirin, Tues. 7:30 p.m. CBS.

Milk of Magnesia. Stella Dallas, Mon. thru Fri. 4:15 p.m. NBC.

Model Tobacco. Pick & Pat, Edward Roecker, Mon. 8:30 p.m. (11:30 p.m. for West) CBS.

Molle, Vox Pop; Parks Johnson; Wallace Butterworth, Tues. 9 p.m. (Mon. 12:30 a.m. for West) NBC.

Monday Night Show. Brewers' Ass'n, Mon. 8 p.m. (12 mid. for West) CBS.

Morgan, Russ. Orchestra. Johnny Presents (Philip Morris), Tues. 8 p.m. (11:30 p.m. for West) NBC; Sat. 8:30 p.m. (11:30 p.m. for West) CBS.

Morton, Ray. Hobby Lobby (Jell-O), Sun. 7 p.m. (11:30 p.m. for West) NBC.

Mr. Keen, Tracer of Lost Persons. Bi-So-Dol, Tues. Wed. Thurs. 7:15 p.m. NBC.

Mrs. Wiggs of the Cabbage Patch. Old English Wax, Mon. thru Fri. 10 a.m. NBC.

Munn, Frank. American Album (Bayer Aspirin), Sun. 9:30 p.m. NBC; Waltz Time (Phillips), Fri. 9 p.m. NBC.

Myrt & Marge. Super Suds, Mon. thru Fri. 10:15 a.m. (4 p.m. for West) CBS.

Mystery Chef. Regional Advertisers. Tues. Thurs. 9:45 a.m. (1 p.m. for West) NBC.

Nash-Kelvinator. Prof. Quiz, Sat. 9 p.m. (12 mid. for West) CBS.

National Barn Dance. Alka-Seltzer, Sat. 9 & 11 p.m. NBC.

Nat'l Biscuit Co. Dan Harding's Wife, Mon. thru Fri. 12 noon NBC.

National Farm & Home Hour. Mon. thru Sat. 12:30 p.m. NBC.

Nehi, Inc. Royal Crown Revue; Tim & Irene; Graham McNamee; George Olsen's Orch.; Golden Gate Jubilee Quartet; Fredda Gibson; Teddy Bergman, Fri. 9 p.m. (12:30 a.m. for West) NBC.

Nesbitt, John. Passing Parade (Gulf Oil), Sun. 7:30 p.m. CBS.

New York Philharmonic Symphony Orchestra. Lewisohn Stadium Concerts, Sun. 8:30 p.m. CBS.

Old Dutch Cleanser. Bachelor's Children, Mon. thru Fri. 9:45 a.m. CBS.

Old English Wax. Mrs. Wiggs of the Cabbage Patch, Mon. thru Fri. 10 a.m. NBC; Our Gal Sunday, Thurs. Fri. 12:45 p.m.; Romance of Helen Trent, Thurs. Fri. 12:30 p.m. CBS.

Old Fashioned Revival Hour. Gospel Broadcasting Ass'n, Sun. 11:30 p.m. MBS.

Old Gold. George McCall's Screenscoops, Tues. Thurs. 7:15 p.m. (11:15 p.m. for West) CBS.

Olsen, George, Orch. Royal Crown Revue (Nehi, Inc.), Fri. 9 p.m. (12:30 a.m. for West) NBC.

On a Sunday Afternoon. Harold Stokes' Orchestra; Lawrence Salerno, Sun. 3:15 p.m. MBS.

One Man's Family. Tenderleaf Tea, Wed. 8 p.m. (Sun. 12:30 a.m. for West) NBC.

O'Neills. Ivory Soap, Mon. thru Fri. 12:15 p.m. NBC.

Our Gal Sunday. Anacin & Old English Wax, Mon. thru Fri. 12:45 p.m. CBS.

Ovaltine. Little Orphan Annie, Mon. thru Fri. 5:45 p.m. NBC.

Oxydol. Ma Perkins, Mon. thru Fri. 10:45 a.m. & 3:15 p.m. NBC; Goldbergs, Mon. thru Fri. 1 p.m. CBS.

P. Lorillard Co. Don't You Believe It; Alan Kent; Tom Slater, Tues. Thurs. 7:45 & 9 p.m. (10:45 p.m. Tues. Fri.) MBS.

Palmolive Soap. Hilltop House, Mon. thru Fri. 10:30 a.m. (4:30 p.m. for West) CBS.

Passing Parade. Gulf Oil, Sun. 7:30 p.m. CBS.

Pepper Young's Family. Camay, Mon. thru Fri. 11:30 a.m. & 3:30 p.m. NBC.

Pet Milk. Mary Lee Taylor, Tues. Thurs. 11 a.m. (1:45 p.m. for West) CBS.

Philadelphia Symphony Orchestra. Robin Hood Dell Concert, Fri. 9:30 p.m. & Sat. 8:30 p.m. MBS.

Philip Morris. Johnny Presents; Jack Johnstone; Russ Morgan; Genevieve Rowe; Glenn Cross, Tues. 8 p.m. (11:30 p.m. for West) NBC; Sat. 8:30 p.m. (11:30 p.m. for West) CBS.

Phillips. Lorenzo Jones, Mon. thru Fri. 11:15 a.m. NBC; Waltz Time; Abe Lyman's Orch.; Frank Munn; Manhattan Chorus, Fri. 9 p.m. NBC.

Philippe Cosmetics. John's Other Wife, Mon. thru Fri. 10:15 a.m. NBC.

Pick & Pat. Model Tobacco, Mon. 8:30 p.m. (11:30 p.m. for West) CBS.

Pillsbury Flour. The Woman in White, Mon. thru Fri. 10:45 a.m. NBC.

Pinkham Medicine. Your Hollywood News Girl; Stella Unger, Mon. Wed. Fri. 1:45 p.m. MBS.

Ponds Cream. Those We Love, Mon. 8:30 p.m. NBC.

Popeye the Sailor Man. Popsicle, Mon. Wed. Fri. 6:15 p.m. CBS.

Popsicle. Popeye the Sailor Man, Mon. Wed. Fri. 6:15 p.m. CBS.

Post Bran Flakes. Believe It Or Not; Robert L. Ripley; Linda Lee; B. A. Rolfe's Orchestra, Mon. 8 & 10:30 p.m. NBC.

Pretty Kitty Kelly. Wonder Bread, Mon. thru Fri. 10 a.m. (4:15 p.m. for West) CBS.

Princess Pat. Tale of Today, Sun. 6:30 p.m. NBC.

Professor Quiz. Nash-Kelvinator, Sat. 9 p.m. (12 mid. for West) CBS.

Promenade Symphony Orchestra of Toronto. Reginald Stewart, Thurs. 9 p.m. NBC.

Public Hero No. One. Falstaff Beer, Mon. 8 p.m. NBC.

Pulitzer Prize Plays. Thurs. 9 p.m. NBC.

Raleigh & Kool. Edythe Wright; Jack Leonard; Tommy Dorsey's Orchestra, Wed. 8:30 p.m. (12:30 a.m. for West) NBC.

RCA. Magic Key; Milton Cross, Sun. 2 p.m. NBC.

Regional Advertisers. Mystery Chef, Tues. Thurs. 9:45 a.m. (1 p.m. for West) NBC.

Rich, Irene. Welch, Sun. 9:45 p.m. (11:15 p.m. for West) NBC.

Rinso. Big Sister, Mon. thru Fri. 11:30 a.m. (2 p.m. for West) CBS.

Ripley, Robert L. Believe It Or Not (Post Bran Flakes), Mon. 8 & 10:30 p.m. NBC.

Road of Life. Chipso, Mon. thru Fri. 11:45 a.m. NBC & 1:30 p.m. CBS.

Robin Hood Dell Concert. Philadelphia Symphony Orchestra, Fri. 9:30 p.m. & Sat. 8:30 p.m. MBS.

Roecker, Edward. Pick & Pat (Model Tobacco), Mon. 8:30 p.m. (11:30 p.m. for West) CBS.

Rolfe, B. A., Orch. Believe It Or Not (Post Bran Flakes), Mon. 8 & 10:30 p.m. NBC.

Romance of Helen Trent. Edna Wallace Hopper Cosmetics & Old English Wax, Mon. thru Fri. 12:30 p.m. CBS.

Roy, Cecil. Kaltenmeyer's Kindergarten, Sat. 8 p.m. NBC.

Royal Crown Revue. Nehi, Inc., Fri. 9 p.m. (12:30 a.m. for West) NBC.

Royal Desserts. Rudy Vallee's Orchestra, Thurs. 8 p.m. NBC.

Rowe, Genevieve. Johnny Presents (Philip Morris), Tues. 8 p.m. (11:30 p.m. for West) NBC; Sat. 8:30 p.m. (11:30 p.m. for West) CBS.

Ryan, Quin. Marriage License Romances, Mon. Wed. Fri. 3 p.m. MBS.

Ry-Krisp. Marion Talley; Josef Koestner's Orchestra, Sun. 5 p.m. NBC.

Sal Hepatica. Town Hall Big Game Hunt; Norman Prescott; Jane Martin; Harry von Zell; Peter Van Steeden's orchestra, Wed. 9 p.m. (12 mid. for West) NBC.

Salerno, Lawrence. On a Sunday Afternoon, Sun. 3:15 p.m. MBS.

Salter, Harry. Orchestra. Hobby Lobby (Jell-O), Sun. 7 p.m. (11:30 p.m. for West) NBC.

Satina, Mary Margaret McBride, Mon. Wed. Fri. 12 noon (4:45 p.m. for West) CBS.

Sealtest. Your Family and Mine, Mon. thru Fri. 5:30 p.m. NBC.

Second Husband. Bayer Aspirin, Tues. 7:30 p.m. CBS.

Sims, Virginia. Kay Kyser's Musical Klass & Dance (Lucky Strike), Wed. 10 p.m. NBC.

Singing Lady. Kellogg's, Mon. thru Thurs. 5:30 p.m. NBC.

Slater, Tom. Don't You Believe It (P. Lorillard Co.), Tues. Thurs. 7:45 & 9 p.m. (10:45 p.m. Tues. Fri.) MBS.

Smallens, Alexander. Lewisohn Stadium Concerts, Sun. 8:30 p.m. CBS.

Speaks, Margaret. Firestone, Mon. 8:30 p.m. (11:30 p.m. for West) NBC.

Spry. Aunt Jenny's Stories, Mon. thru Fri. 11:45 a.m. (2:15 p.m. for West) CBS.

Spy Secrets. Energine, Sun. 5:30 p.m. NBC.

Stella Dallas. Milk of Magnesia, Mon. thru Fri. 4:15 p.m. NBC.

Stepmother. Colgate, Mon. thru Fri. 10:45 a.m. CBS.

Stewart, Reginald. Promenade Symphony Orchestra of Toronto, Thurs. 9 p.m. NBC.

Stokes, Harold. Orchestra. On a Sunday Afternoon, Sun. 3:15 p.m.; Your Sunday Date, 10:30 p.m. MBS.

Story of Mary Marlin. Ivory Flakes, Mon. thru Fri. 11 a.m. & 3 p.m. NBC.

Stroud Twins. Chase & Sanborn, Sun. 8 p.m. NBC.

Sun Oil. Lowell Thomas, Mon. thru Fri. 6:45 p.m. NBC.

Super Suds. Myrt & Marge, Mon. thru Fri. 10:15 a.m. (4 p.m. for West) CBS.

Tale of Today. Princess Pat, Sun. 6:30 p.m. NBC.

Talley, Marion. Ry-Krisp, Sun. 5 p.m. NBC.

Taylor, Mary Lee. Pet Milk, Tues. Thurs. 11 a.m. (1:45 p.m. for West) CBS.

Tenderleaf Tea. One Man's Family Wed. 8 p.m. (Sun. 12:30 a.m. for West) NBC.

The Farmer Takes the Mike, Sun. 4 p.m. CBS.

The Laugh Liner. Wrigley's Gum, Sun. 6:30 p.m. CBS.

The Mercury Theater. Orson Welles, Mon. 9 p.m. CBS.

The Peoples Platform. Wed. 8 p.m. CBS.

The Woman in White. Pillsbury, Mon. thru Fri. 10:45 a.m. NBC.

Thomas, Lowell. Sun Oil, Mon. thru Fri. 6:45 p.m. NBC.

Those We Love. Ponds Cream, Mon. 8:30 p.m. NBC.

Tim & Irene. Royal Crown Revue (Nehi, Inc.), Fri. 9 p.m. (12:30 a.m. for West) NBC.

Time Inc. March of Time, Fri. 9:30 p.m. NBC.

Time to Shine. (Griffin Shoe Polishes), Tues. 10 p.m. CBS.

Town Hall Big Game Hunt. Ipana & Sal Hepatica, Wed. 9 p.m. (12 mid. for West) NBC.

Trout, Bob. Headlines & By-lines, Sun. 10:30 p.m. CBS.

True Or False. J. B. Williams Co., Mon. 10 p.m. NBC.

Tums. Vocal Varieties, Tues. & Thurs. 7:15 p.m. (Tues. 11:15 p.m. for West) NBC.

Uncle Ezra. Alka-Seltzer, Mon. Wed. Fri. 7:15 p.m. (11:15 p.m. for West) NBC.

Uncle Jim's Question Bee. Washington Coffee, Sat. 7:30 p.m. NBC.

Unger, Stella. Your Hollywood News Girl (Pinkham Medicine), Mon. Wed. Fri. 1:45 p.m. MBS.

Uttal, Fred. For Men Only (Vitalis), Wed. 9:30 p.m. NBC.

Valiant Lady. Gold Medal, Mon. thru Fri. 2:30 p.m. NBC.

Vallee, Rudy. Orchestra. Royal Desserts, Thurs. 8 p.m. NBC.

Van Steeden, Peter. orchestra. Town Hall Big Game Hunt (Ipana & Sal Hepatica), Wed. 9 p.m. (12 mid. for West) NBC; For Men Only (Vitalis), Wed. 9:30 p.m. NBC.

Vic & Sade. Crisco, Mon. thru Fri. 11:15 a.m. NBC & 1:15 p.m. CBS.

Vitalis. For Men Only; Peter Van Steeden's orchestra; Peg LaCentra; Fred Uttal, Wed. 9:30 p.m. NBC.

Vocal Varieties. Tums, Tues. Thurs. 7:15 p.m. (Tues. 11:15 p.m. for West) NBC.

von Zell, Harry. Hobby Lobby (Jell-O), Sun. 7 p.m. (11:30 p.m. for West) NBC; Town Hall Big Game Hunt (Ipana & Sal Hepatica), Wed. 9 p.m. (12 mid. for West) NBC.

Vox Pop. Molle, Tues. 9 p.m. (Mon. 12:30 a.m. for West) NBC.

Wallenstein, Alfred. Firestone, Mon. 8:30 p.m. (11:30 p.m. for West) NBC.

Waltz Time. Phillips, Fri. 9 p.m. NBC.

Washington Coffee. Uncle Jim's Question Bee, Sat. 7:30 p.m. NBC.

Welch, Irene Rich, Sun. 9:45 p.m. (11:15 p.m. for West) NBC.

Welles, Orson. The Mercury Theater, Mon. 9 p.m. CBS.

Whiteman, Paul. Orchestra. Chesterfield, Wed. 8:30 p.m. (11:30 p.m. for West) CBS.

White Naptha. Guiding Light, Mon. thru Fri. 3:45 p.m. NBC.

Wicker, Irene. Singing Lady (Kellogg's), Mon. thru Thurs. 5:30 p.m. NBC.

Wilcher, Louise. Between the Bookends, Mon. Tues. Wed. Fri. 1:15 p.m. MBS.

Winchell, Walter. Jergens, Sun. 9:30 & 11 p.m. NBC.

Winkler, Betty. Girl Alone, Mon. thru Fri. 4:45 p.m. NBC; Attorney-at-Law Johnson's Wax, Tues. 9:30 p.m. NBC.

Win Your Lady. Woodbury Sun. 9 & 10:30 p.m. NBC.

Wolf, Johnny. Kaltenmeyer's Kindergarten, Sat. 8 p.m. NBC.

Woodbury. Win Your Lady; Jim Ameche; Betty Lou Gerson, Sun. 9 & 10:30 p.m. NBC.

Wonder Bread. Pretty Kitty Kelly, Mon. thru Fri. 10 a.m. (4:15 p.m. for West) CBS.

Wright, Edythe. Raleigh & Kool, Wed. 8:30 p.m. (12:30 a.m. for West) NBC.

Wrigley's Gum. The Laugh Liner; Billy House; Jack Fulton; Carl Hohengarten's Orchestra, Sun. 6:30 p.m. CBS.

Your Hollywood News Girl. Pinkham Medicine, Mon. Wed. Fri. 1:45 p.m. MBS.

Your Family & Mine. Sealtest, Mon. thru Fri. 5:30 p.m. NBC.

Your Hit Parade. Lucky Strike, Sat. 10 p.m. CBS.

Your Sunday Date. Harold Stokes' Orchestra, 10:30 p.m. MBS.

IMPORTANT DATES IN BROADCASTING

September

Good News of 1938, the Maxwell House MGM show, returns to the air Sept. 1.

Hollywood Hotel will be back on the air Sept. 2.

Lum and Abner return to the airlines after a summer vacation, Sept. 5.

Fibber McGee and Molly will return to the air, after a nine-week vacation, Sept. 6. There may be some changes.

Musical Steelmakers return to the air Sept. 11.

Smilin' Ed McConnell begins a new series starting Sept. 13. He also will return to his regular Sunday afternoon spot; date will be announced later.

Al Jolson, after a summer vacation, returns to the air Sept. 20.

Big Town, a newspaper drama with Edward G. Robinson, will be back starting Tuesday, Sept. 20.

Bob Hope is reported as inaugurating a new series of broadcasts for the former bill-payers of Amos 'n' Andy Sept. 20.

Kate Smith resumes her program after her summer vacation Sept. 22, same net-

work, time and day.

Jack Haley begins a new series of broadcasts Sept. 30.

October

Saturday Night Serenade returns to the ether after a summer layoff, Saturday, Oct. 1.

Jack Benny inaugurates a new series of programs Oct. 2.

Tyrone Power's Hollywood Playhouse returns Oct. 2.

Vick Chemical Co. returns to the air with a new program, Sunday, Oct. 2.

Silver Theater will begin a series of dramas, Sunday, Oct. 2.

Eddie Cantor returns for the same sponsor, Monday, Oct. 3.

Burns and Allen start a new series of programs for a new sponsor, Oct. 3, 5 or 7. As we go to press the exact day of the broadcast has not been determined.

Fred Allen returns with Town Hall Tonight Oct. 5.

Fred Waring's orchestra begins a new series of broadcasts starting Oct. 8.

For the most accurate information on the above programs; for the most complete listings of stations for the above programs, buy Radio Guide—published weekly and on your favorite newsstand every Thursday.

MORNING

7:00 CST 6:00 MST
Organ Loft: WCCO WBBM (sw-21.52)
Coast to Coast on a Bus: WEBC WMAQ KSO WMT WDAY WLW
Turn Back the Clock: KSTP WOW (sw-21.5)
KMA-Morning Devotions
WDGY-Risers Rhythms
WLS-Organ Concert
7:15 CST 6:15 MST
Tom Terris: WOW KSTP (sw-21.5)
KMA-Organ Melodies

7:30 CST 5:30 MST
Aubade for Strings; News: WCCO KMOX WBBM (sw-21.52)
Melody Moments: KSTP WOW (sw-21.5)
The Family Altar: WMT KMA
WCAL-Divine Service
WDGY-Organ Melodies
WLS-Everybody's Hour
WMIN-Good Morning

7:45 CST 6:45 MST
WDGY-Family Altar
WMIN-Prophetic News
8:00 CST 7:00 MST
Russian Melodies, Alexander Kiriloff, dir.: KOIL WTCN WMT WLW KSO KMA

Church of the Air: KSCJ WCCO WBBM KMOX WNAX
Speaker: Rev. Ewald B. Lawson, Trinity Lutheran Church, White Plains, N. Y.

Highlights of the Bible: WOW WEBC KSTP KFYP WMAQ (sw-21.5)
Dr. Frederick K. Stamm speaks on "The Man Who Stands on the Other Side."

KFAB-Sunday Morning Roundup
KFNF-Sunday School Lesson
WCAL-Prelude
WDAY-Evangelical Church
WDGY-Lutheran Prgm.
WGN-Sunday Morning Concert
WHO-Dick Liebert, organist
WMIN-Good Morning

8:15 CST 7:15 MST
WCAL-Divine Service
WDGY-Lutheran Prgm.
WHO Bible Broadcaster
WMAQ-Morning Melodies

8:30 CST 7:30 MST
To be announced: WEBC KFYP (sw-21.5)

Dreams of Long Ago: KSO KMA KSOO WMT KOIL WTCN
Wings Over the Jordan: KSCJ WCCO WBBM KMOX WNAX KDAL

Children's Hour: (sw-21.52)
Chapel Service: KFNF WDGW WOW

KSTP-Lutheran Hour
WDAY-Union Mission Gospel Hr.
WLS-Little Brown Church
WLW-Church Forum
WMAQ-To be announced
WMIN-Breakfast Champions

8:45 CST 7:45 MST
KFAB-Voice of Co-operation
WDGY-Organ Reveries
WMIN-Prophetic News

9:00 CST 8:00 MST
Chas. Paul, organist: KSCJ KRNT WCCO WBBM KFAB WHLB KDAL

News; Pine Tree Tavern, sketch: WEBC WMAQ WDAY KFYP KOA (sw-21.5)

Old Time Tunes: KOIL WDGW KSO
KFJM-Variety Hour
KMA-Sunday School Lesson
KMOX-Church of the Air
KSOO-News; Prgm. Highlights; Judge Rutherford
KSTP-Reading the Funnies
KWYO-Paul Lambkoff
WGN-Don Pedro's Magic Violin
WHO-The Master Singers
WLW-John Quincy Bass, organ recital
WMIN-Top o' the Morning
WMT-Church Prgm.
WNAX-Religious Service
WTCN-News

Schedule Changes for August 7 to August 13

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

Mary Margaret McBride (sponsored by La France and Satina) started a new series of Monday, Wednesday and Friday programs Monday, August 1. The program can be heard at 10 a.m. CST (9 a.m. MST), for West, 2:45 p.m. CST (1:45 p.m. MST).

Spy Secrets, drama (sponsored by Energine) started a new series Sunday, July 31, at 3:30 p.m. CST (2:30 p.m. MST). This

program is replacing Radio Newsreel with Bob Barrie, which was usually heard at this time.

PROGRAM CHANGES

Benny Goodman (sponsored by Caneels), who recently returned from a European vacation, will be heard again leading his own orchestra.

Nelson Eddy (sponsored by Chase and Sanborn Coffee) will be heard on the Chase and Sanborn Hour starting August 7. Nelson

Eddy is replacing John Carter, who was formerly the male singer on this program. The broadcast can be heard at 6 p.m. CST (5 p.m. MST), on Sundays.

Robert L. Ripley's show, "Believe It or Not" (sponsored by Huskies), which was formerly heard on Tuesday nights, can now be heard on Mondays at 6 and 8:30 p.m. CST (5 and 7:30 p.m. MST).

Walter Winchell (sponsored by Jergens) returned to the air

Sunday, July 31, at 7:30 and 9 p.m. CST (6:30 and 8 p.m. MST). Winchell is replacing Winchell's Column Quiz, with Ben Grauer, usually heard at this time.

CLOSINGS

Burns and Allen (sponsored by Grape-Nuts) left the airways until next fall.

Uncle Ezra (sponsored by Alka-Seltzer) will leave the air after the last broadcast, Friday, August 12.

Helen Henry, sop.; Glenn Darwin, bar.; Orch.: WMAQ WLW

KMOX-My Brother's Keeper
KOA-Isham Jones' Orch.
KWYO-Church Service
WMIN-Pacific Paradise
WNAX-Prairie Dream Boys

AFTERNOON

12:00 CST 11:00 MST

The Magic Key of RCA; Symphony Orch., dir. Frank Black; Milton J. Cross, commentator; Guests: WENR KSO WMT WLW WTCN KOA WEBC KFYP KOIL WDAY KSOO KMA

Guests: Gladys Swarthout, mezzo-soprano; Richard Himber's orchestra and Col. Stoopnagle, Linton Wells and his wife, Fay Gillis, just returning from their four-month tour of South America, will speak from Riverhead, L. I.

Sunday Dinner at Aunt Fanny's: KSTP WOW (sw-15.33)

Walberg Brown, strings: KMOX KRNT KSCJ WHLB WBBM KFAB WMFG

The Lamplighter: WDGW

Romance of Sacred Song: CKX

CKY-Fine Recordings
KFJM-Salon Recordings
KFNF Sketches in Melody
WCCO-News
WGN-Walter Flandorf's Orch.
WMAQ-Question-Air, Bob Brown
WMIN-News; Orch.
WNAX-Devotional Service
WOW-Sunday Serenades

12:15 CST 11:15 MST
Sunday Dinner at Aunt Fanny's: WHO

Walberg Brown, strings: KDAL WCCO

Charley Echel's Orch.: WGN

News: KFAB KFJM WOW KFNF
WBBM-Dugout Dope
WDGY-Afternoon Musicale
WMIN-Mid-Day Melodies

12:30 CST 11:30 MST
Sunday Drivers: WMAQ KSTP WOW WHO KOA

Pianograms: CKX

Summer Session; Barry Wood; Nan Wynn; Symphonettes; Lynn Murray's Orch.: KFAB KMOX KSCJ KRNT WMFG WHLB (sw-15.27)

Baseball: White Sox vs. Washington: WGN WBBM
CKY-Salvation Army Band
KFAB-Congregational Church
KFJM-Cathedral Chimes
KFNF-Ave Maria Hour
WCAL-Recital; Gudrun Ylvisaker
WCCO-Strange As It Seems
WDGY-Pearl & Ade
WMIN-Luncheon on the Terrace
WNAX-George German

12:45 CST 11:45 MST
Summer Session: WCCO

Radio Pulpit: CKX

KFJM-Hawaiian String Pickers
WCCO-Home Folk Tunes
WHO-Headlines of the Week
WNAX-Sunny Syncopators

1:00 CST 12:00 MST
Everybody's Music; Columbia Broadcasting Symphony, Howard Barlow, cond.: KFAB KSCJ KRNT KMOX KDAL (sw-15.27)
John Castellini's "Musical Dawn" and "Puszta" by Zoltan Kurthy will be introduced.

The music detail for this program may be found on page 6 this week.

To be announced: WENR WMT WEBC WLW

Everybody's Music: CKX CKY
Chautauqua Symphony Concerts: WMAQ KOA KSTP WOW WHO KFYP WDAY (sw-15.33)
Guest: Susanne Fisher, soprano.

Country Church of Hollywood: WHLB WMFG
News: KOIL WAAW KSOO
KFJM-Organ Reveries
KFNF-Ray Kinney's Hawaiians
KMA-Mickey Gibbins, songs
WCAL-March of Faith
WCCO-Home Folks Tunes
WDGY-Slim Jim
WMIN-Hollywood Brevities

(Continued on Next Page)

Log of Stations Listed in Edition C-Northwestern

Table with columns: Call Letters, Kilo-cycles, Power Watts, Location, Network. Lists stations like CJRM, CKX, CKY, KDAL, KFAB, KFDY, KFJM, KFNFS, KFYP, KMA, KMBC, KMOX, KOA, KOIL, KRNT, KSCJ, KSL, KSO, KSTP, KWYO, WAAW, WBBM, WCAL.

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

NBC-National Broadcasting Company
CES-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 18.

Grid of program listings for August 7-13, including Madrigal Singers, Silver Strings, Southernaires, Major Bowes' Capitol Family, Dick Barrie's Orch., and various musical and news programs.

11:45 CST 10:45 MST
12:00 CST 11:00 MST
End of Sunday Programs

Will McCune's Orch.: KSCJ KSL
Jan Garber's Orch.: KMA WDAY
Hal Kemp's Orch.: WGN

Will McCune's Orch.: WJR
Larry Clinton's Orch.: WHO
Hal Kemp's Orch.: WLW

Lou Sallee's Orch.: KFAB WJR
Lou Sallee's Orchestra: WCCO KMOX

Dance Orch.: KSCJ KFAB
Dance Orch.: KMA WDAY WBC

KSL-News
WMIN-Koly's Swing Orch.
Leon Mojica's Orch.: WOW WHO

Monday

Monday

MORNING
7:00 CST 6:00 MST
Breakfast Club; Orch. & Soloists; News: WBC WTCN KMA WDAY KFYR

John Metcalfe's Choir Loft: WDG
CJRM-Songs of the Range
CKX-Wake Up & Sing

the Kitchen
WDG-Hillbilly Hi-Jinks
WGN-Get Thin to Music

WMFG-Prunes and Praises
WMIN-Gospel Singer
10:00 CST 9:00 MST

WNAX-Songs of Jimmy Morgan
WOW-Pretty Kitty Kelly
10:45 CST 9:45 MST

Street Scene: CKX
Houseboat Hannah, sketch: WOW WCCO

AFTERNOON
12:00 CST 11:00 MST
Al Roth's Orch.: KFYR WTCN

TONIGHT LISTEN TO UNCLE EZRA
Of National Barn Dance fame in a radio program all his own that is different...

WEDNESDAY

August 10

(9:00 p.m. Continued)

Johnny Messner's Orch.: (sw-9.53)
Ben Cutler's Orch.: KFJR KOIL
News: CKY CJRM CKX
News: KMA WDAY WMT
KFJM-Baseball Broadcast
KMOX-The Goldbergs, sketch
KSL-Hour of Reflection
WBC-Safety Club; Varieties
WENR-Globe Trotter
WHAS-Baseball Game
WHLB-Safety Award
WNAX-Yankton College Prgm.
WTMJ-Kilowatt Hour
9:15 CST 8:15 MST
Uncle Ezra (Alka-Seltzer): KOA
WOW (also see 5:15 p.m.)
Ben Cutler's Orch.: KSO WBCB
KFJR KMA
Birmingham Salutes Columbia:
KSCJ KSL KDAL KMOX WHLB
Under the Big Top: CKY CKX
Sports: KSTP WHO
CJRM-Ducks Unlimited
KFNF-Hawaii Calls
WBBM-Living History

WDAF-Easy Aces
WDAY-Baseball Game
WENR-Ennio Bolognini's Orch.
WGN-Jimmy Dorsey's Orch.
WJR-Let's Celebrate
WLW-Musical Steeplechase
WMAQ-Fort Pearson, news
WMT-Dance Band
WNAX-News
WSM-Fanny Rose Shore
WTMJ-Easy Aces
9:30 CST 8:30 MST
Paul Whiteman's Orch. (Chester-
fields): KSL KRNT WHAS KDAL
KMOX WCCO KSCJ WHLB
WNAX WMFG (also see 6:30
p.m.)
Sammy Kaye's Orch.: KSCJ
KDAL WHLB WCCO KFAB
(sw-6.12)
Abe Lyman's Orch.: KFJR WSM
KSTP (sw-9.53)
Opening of Santa Barbara Fiesta:
KSO WENR WBCB
Originating on the grounds of
the Santa Barbara Mission, the
opening of the fiesta will be de-
scribed by Clinton Twiss. The
first day's program will begin
with the traditional fanfare of
trumpets and the booming of
guns that signal the return of
Spanish days. Santa Barbara's
famous Mission Choir, including
the Padre Choristers and the
Children's chorus, will be accom-
panied by the Mission organ.
Turn to page 3 for more detail.
Shep Fields' Orch.: WGN

Shep Fields' Orch.: CJRM CKY
CKX
News: KOIL WBBM KMBC WOW
KMA-Leo Daeger's Orch.
KMOX-Let's Celebrate
KOA-Light on the West
WDAF-Newcomer's Quartet
WHO-James Melton, tr.; Orch.
WMAQ-Abe Lyman's Orch.
WMT-Baseball
WTCN-Front Page
WTMJ-Dance Orch.
9:45 CST 8:45 MST
Abe Lyman's Orch.: WHO
Sammy Kaye's Orch.: WBBM
KMOX
KMBC-Dance Time
KOIL-Sports
WDAF-Let's Celebrate
WLW-Dance Orch.
WOW-To be announced
WTCN-Baseball Game
WTMJ-Today's Events
10:00 CST 9:00 MST
Earl Hines' Orch.: KSTP WMAQ
WDAY
Hal Kemp's Orch.: KSCJ KSL
KMOX KFAB WBBM WNAX
(sw-6.12)
Reggie Childs' Orch.: KMA KSO
Dick Barrie's Orch.: WGN
Woodhouse & Hawkins: CKX
CKY CJRM
News: WHO WMFG WJR WBCB
WHLB

Dance Orchestra: KMBC WDAF
KFJR-News & Weather
KOA-Freddie Martin's Orch.
KOIL-Sample Time
WCCO-Living History
WENR-Music As You Desire It
WHAS-Baseball Game
WLW-Paul Sullivan, commentator
WOW-Wig Waggin' with Wagner
WSM-World in Review; Sports
WTCN-Baseball Scores
WTMJ-Last World in Sports
10:15 CST 9:15 MST
Earl Hines' Orch.: WOW WSM
WBCB WHO
Hal Kemp's Orch.: KRNT WJR
WHLB WMFG
Reggie Childs' Orch.: WTCN
KFJR
KSTP-Night Extra
WCCO-Cedric Adams
WHAS-News
WLW-Buster Locke's Orch.
WTMJ-Dance Orch.
10:30 CST 9:30 MST
Clyde Lucas' Orch.: WTMJ WHO
KFJR WBCB WOW WDAF
KSTP WDAY WMAQ WSM
Dance Orch.: KOIL WTCN
KMA
Tommy Dorsey, His Trombone &
Orch. (Raleigh & Kool): KOA
(also at 6:30 p.m.)
Count Baise's Orch.: KFAB WJR
WNAX KMBC KRNT KSCJ
WBBM WHLB WMFG KDAL
(sw-6.12)

Griff Williams' Orch.: WMT KSO
Lang Thompson's Orch.: CKX
CKY CJRM
KMOX-News
KSL-Utah State Bar, drama
WCCO-Rollie Johnson
WGN-Jack Russell's Orch.
WHAS-Dance Band
WLW-Dusty Road's Orch.
WMIN-Baseball Scoreboard
10:45 CST 9:45 MST
Count Basie's Orch.: KMOX KSL
Dance Orch.: WENR
WCCO-Tommy Dorsey's Orch.
WTCN-Gentlemen of Rhythm
11:00 CST 10:00 MST
Al Buettner's Orch.: KFJR
WENR KMA
Joe Reichman's Orchestra: WOW
WDAY KSTP KOA WMAQ
Dance Orch.: KFAB KMBC
WNAX WBBM KMOX KSCJ
KRNT
Sterling Young's Orch.: WGN
KSO KOIL WMT
Today's Music: CKY CKX
CJRM-News
KSL-Hal Grayson's Orch.
WCCO-Red Nichol's Orch.
WDAF-Nighthawks
WHO-Veterans' Forum
WLW-Twenty-four Hour Review
WMIN-Joe Bilo, news
WSM-Evening Moods
WTCN-Barney Rapp's Orch.

11:15 CST 10:15 MST
Al Buettner's Orch.: WTCN
Joe Reichman's Orchestra: WLW
WSM
CJRM-Eventide Echoes
KSL-News
WMIN-Koly's Swing Orch.
11:30 CST 10:30 MST
Leo Reisman's Orch.: WHO WSM
KSTP WOW WMAQ KOA
Dance Orch.: KRNT KSL KSCJ
KMBC KMOX WNAX KOIL
KFAB WBBM WCCO
Ray Pearl's Orchestra: WBCB
KFJR WDAY WENR WTCN
WLW KMA
Skinny Ennis' Orch.: KSO WMT
WGN
Dance Orch.: WDAF WDAY
CJRM-Petite Musicale
WHAS-Dream Serenade
WMIN-Midnight Reveries
11:45 CST 10:45 MST
KOA-Family News
12:00 CST 11:00 MST
The Playboys: KSO WGN
News: WMIN KOA KMBC
WBBM
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

August 11, 1938

Thursday

MORNING

7:00 CST 6:00 MST
Breakfast Club; Orch. & Soloist:
News: WBCB KSO WDAY KMA
KFJR WTCN
Herman & Banta: (sw-21.5)
Richard Maxwell, tr.: (sw-21.52)
7:15 CST 6:15 MST
Montana Slim, songs; News: (sw-
21.52)
News: KFJM WLW WLS WCCO
WNAX WMT
Morning Meditation: WHLB
7:30 CST 6:30 MST
Joyce Jordan, Girl Interne, sketch
(Calax Tooth Powder & Solidi-
fied Albolene): WBBM
Breakfast Club; News: KFJR
Landt Trio: WHO
Fred Feibel, organist: KDAL
7:45 CST 6:45 MST
Bachelor's Children (Old Dutch
Cleanser): KMOX KRNT KFAB
Johnnie Johnston, songs: WMAQ
(sw-21.5)
KFNF-News & Sales
KMA-Master Melody Boy
KSOO-Musical Clock
WBBM-Linda's First Love
WCAL-Christian Literature
WDGY-Modern Trend
WBCB-Morning Musicale
WHO-News
WLS-The Boys from Virginia
WLW-Hollywood News Girl
WMIN-Beautiful Lady
WNAX-Jimmy Morgan, songs
WTCN-Popular Concert
8:00 CST 7:00 MST
Pretty Kitty Kelly (Wonder
Bread): KSCJ WBBM WCCO
KMOX KRNT
Mrs. Wiggs of the Cabbage Patch,
sketch (Old English Wax):
WMAQ
Just Neighbors, sketch: KSO
Morning Musicale: WCAL WDG
News: CKX KOA
Coffee Pot inn WHO WOW
WNAX KFJR
Musical Clock: WBCB WTCN
WMFG
CKY-News & Weather
KFAB-Time 'n' Tunes
KFJM-Markets
KFNF-Morning Visit
KMA-Forest Rangers
KOIL-Vagabond Dreamer
KSTP-Good Morning Hour
KWYO-Sunrise Strings
WDAY-Time to Shine
WGN-Martha Crane & Helen
Joyce
8:15 CST 7:15 MST
John's Other Wife, sketch (Louis
Philippe): WMAQ

Myrt & Marge, sketch (Super
Suds): WBBM WCCO KMOX
KFAB WNAX
Swing Patrol; Rakov's Orch.:
KSO WLS KMA KOA
John Metcalf's Choir Loft:
WDGY
CKX-Wake Up & Sing
KFYR-Prof. Sauerkraut & His
Little German Band
KOIL-Richard Himber's Orch.
KSTP-Harmony Parade
KWYO-Just About Time
WDAY-Time Signal Prgm.
WBCB-Mirror of Fashion
WHO-What to Serve Today
WLS-News
WLW-Myrt & Marge, sketch
WMFG-Stock Quotations
WMIN-At Your Service
WOW-Hymns of All Churches
8:30 CST 7:30 MST
Hilltop House, sketch (Palm-
olive Soap): KFAB KMOX
WCCO WBBM WNAX
Just Plain Bill, sketch (Bi-So-
dol): WMAQ
Josh Higgins of Finchville: KMA
WDAY WTCN KOIL
Happy Jack, songs: KSTP
Variety Prgm.: WMT WGN
Grandma Travels: WBCB WHLB
News: KWYO WDG
KFJM-Morning Devotional
KFYR-Chicago Bedding Co. Prgm.
KOA-Morning Melodies
KSOO-News; Grain Quotations
WAAW-Market Opening
WHO-Musical Clock
WLS-Old Music Chest
WLW-Hilltop House, sketch
WMFG-Grandma Travels
WMIN-Breakfast Bell
WOW-Aunt Sally
8:45 CST 7:45 MST
The Woman in White, sketch
(Pillsbury): WMAQ WOW WHO
WBCB KSTP
Ma Perkins, sketch (Oxydol):
WLS
Jerry Sears' Orch.: KOIL KSOO
KFYR WDAY WTCN KOA
Stepmother, sketch (Colgate):
KMOX WCCO WBBM
Markets: KFJM WDG CKX
KFAB-News
KMA-Orga Perkins, sketch
KWYO-Morning Melodies
WHLB-Waltz Time
WLW Betty & Bob
WMFG-Morning Song Time
WMT-Drake "U" Prgm.
WNAX-Sunny Syncopators
9:00 CST 8:00 MST
The Story of Mary Marlin, sketch
(Ivory Soap): WLS

David Harum, sketch (Bab-O):
WHO WOW KSTP WMAQ
Mary Lee Taylor (Pet Milk):
WBBM KRNT KMOX KFAB
Originalities: KOIL WTCN
Houseboat Hannah, sketch:
WBCB WHLB
CJRM-Bulletin Board
CKX-Wake Up & Sing
CKY-Good Morning Neighbor
KFJM-Salon Silhouettes
KFNF-Headlines
KFYR-Markets & Top o' the Dial
KMA-S. O. S. Club Prgm.
KOA-Home Services
KOIL-Tommy Dorsey's Orch.
KSCJ-To be announced
KSOO-Grain Quotations; Club
Notices; Ranch Boys
KWYO-Devotional Service
WCCO-Ma Perkins
WDAY-Bargain Specials; King of
the Kitchen
WDGY-Hillbilly Hi-Jinks
WGN-Get Thin to Music
WLW-The Goldbergs, sketch
WMFG-Houseboat Hannah
WMIN-News; Musical Chimes
WMT-News; Radio Gossip
WNAX-Hymns of All Churches
9:15 CST 8:15 MST
Vic & Sade, comedy sketch (Cris-
co): WLS WLW
Lorenzo Jones, sketch (Philips):
WMAQ KSTP WHO WOW
Scattergood Baines, sketch (Wrig-
ley's Gum): KFAB WNAX
Instrumentalists: KSCJ
Breen & de Rose: WMT KOA
KSO
Bachelor's Children: WGN
Amer. Family Robinson: WHLB
WMFG
CKX-Pianola
KFNF-Paul & Irving
KFYR-Hymns of All Churches
KMA-Homemakers' Chat
KMOX-The Instrumentalists
KOIL-Polly the Shopper
KSOO-Woman's World
KWYO-Cub Reporters
WAAW-Markets
WBBM-Editor's Daughter, sketch
WCAL-Literature to be Read
WCCO-Bachelor's Children
WDGY-Canary Serenade
WBCB-Woman's Hour
WMIN-Song Stylist
WTCN-Something in Air
9:30 CST 8:30 MST
Pepper Young's Family, sketch
(Camay Soap): WLS
Big Sister, sketch (Rinso):
KFAB WBBM KRNT WNAX
WCCO KMOX KDAL
Musical Tete a Tete: KSTP WHO
(sw-15.33)
Get Thin to Music: WDG KSO
KOIL

CKX-Markets: What's in the Air
CKY-Organ Reveries
KFJM-Household Hour
KFNF-Good Morning, Neighbor
KFYR-Betty & Bob
KOA-Your Music & Mine
KSCJ-News; Want Ad Rambles
KSOO-Concert Hall of the Air
KWYO-Dance Diversions
WAAW-Markets
WCAL-College Bulletin
WDAY-Grandma Travels
WGN-Man on State Street
WHLB-Please Play
WLW-Summer Sing
WMAQ-Hal Tate, Radio Tatler
WMIN-Milady's Music Box
WMT-Louise Hathaway
WOW-Homemakers Club
WTCN-Around the Town
9:45 CST 8:45 MST
Aunt Jenny's Stories (Spry):
WBBM KRNT KMOX WNAX
KFAB WCCO KDAL
Road of Life, sketch (Chipso):
WMAQ WLW
Viennese Ensemble: KOIL WMT
WBCB WTCN
Kitty Keene, sketch (Drft):
KOA WDAY KFJR WHO WOW
KSTP
CKX-Poet's Corner
CKY-Dance Tunes
KFJM-Markets
KMA-Mickey & Her Guitar
KSOO-Book Reading Time
WCAL-Devotion
WDGY-A Woman's World
WGN-Painted Dreams
WMFG-Temperance Drama
WMIN-Gospel Singer
10:00 CST 9:00 MST
Tower Town Tempos: KSCJ
KFAB KDAL KRNT KMOX
Sweet Hour of Prayer: CKX
News; Weather: KOBH KOIL
News: KSOO WAAW
Township No. 52: WBCB WHLB
WMFG
CKY-Home Folks Frolic
KFJM-Household Hour
KFNF-Cornfield Hawaiians
KFYR-Markets, Weather & Aunt
Sammy
KMA-Weather; Markets; News
KOA-Wells of Music
KSTP-The Daily
KWYO-Polish Varieties
WBBM-Missus Goes to Market
WCCO-Thomas Sawyer
WDAY-Hometown Reporter
WDGY-Modern Trend
WGN-Manhattan Mother, sketch
WHO-The Goldbergs, sketch
WLS-Pierce School Chorus
WLW-The Editor's Daughter
WMAQ-Dan Harding's Wife
WMIN-News; World Bookman
WMT-To be announced
WNAX-Devotional Service
WOW-Betty & Bob
WTCN-Tunes of the Day
10:15 CST 9:15 MST
Irene Beasley, R.F.D. No. 1:
KSCJ WHLB KRNT WMFG

The O'Neills, sketch (Ivory
Soap): WMAQ WOW WLW KOA
KFJR
George Griffin, tr.: WDAY
KOIL WBCB WTCN CKX
Houseboat Hannah, sketch: WHO
KMOX
News: KFJM KFJR
CKY-Aloha Land
KFAB-Weather & Markets
KFNF-Gretta, song stylist
KMA-Earl May's Visit
KSOO-Variety Prgm.
KSTP-Dan Harding's Wife
KWYO-Sketches in Melody
WAAW-Markets
WBBM-The Happy Gilman
WCAL-Our Church
WCCO-Judy & Jane
WDGY-Variety Prgm.
WGN-Don Pedro's Magic Violin
WLS-Piano Concert
WMIN-Bulletin Board
WMT-Bits of Everything
WNAX-Kitty Keene, sketch
10:30 CST 9:30 MST
Nat'l Farm & Home Hour: KOA
WMAQ KFJR WBCB WDAY
KSOO WTCN KSO KMA
Speakers: H. R. Baukhage,
Ruth Van Deman, H. M. Sand-
strom and Howard Zahniser.
Romance of Helen Trent, sketch
(Old English Floor Wax); Vir-
ginia Clark: WBBM KRNT
KFAB KMOX
Time for Thought: KSTP
String Orch.: CKY
Stock Quotations: WHLB WMFG
News: WDG WGN
CKX-Farmer's Hour
KFJM-Electric Organ
KFNF-Frank Field
KOIL-Modern Moods
KSCJ-Women's Review
KWYO-Number Please
WCCO-Happy Gilman
WHO-Myrt & Marge, sketch
WLB-Music Appreciation
WLS-Evelyn, the Little Maid
WLW-News River, Weather;
Live Stock
WMIN-Mid-Morning Concert
WNAX-Happy Jack's Old Timers
WOW-Pretty Kitty Kelly, sketch
10:45 CST 9:45 MST
Nat'l Farm & Home Hour: WLW
Our Gal Sunday, sketch (Old
English Floor Wax): WBBM
KRNT KFAB KMOX
String Orch.: CKX
CKY-Musical Prgm.
KFJM-Markets
KFNF-Wilbur Smith
KSTP-Jean Abbey
WCCO-Grandma Travels
WDGY-Stock Market Reports
WGN-Musical Mail Box
WHLB-Concert Gems
WHO-Hilltop House, sketch
WLB-Debussy Songs
WLS-Across the Mike

WMFG-Monitor News
WMT-Tom Owens' Cowboys
WNAX-George German's Pied
Pipers
WOW-Judy & Jane
11:00 CST 10:00 MST
Jean Ellington, songs: WOW
(sw-15.33)
The Goldbergs (Oxydol): WCCO
WBBM KDAL WNAX WHLB
WMFG
To be announced: KOIL CKX
CKY Music Graphs
KFAB-National Guard Camp
KFJM-Music of the Masters
KFNF-Weather; Markets; News
KMOX-Ma Perkins, sketch
KSCJ-Jerry of the Circus
KSTP-Household Forum
KWYO-News Flashes
WDGY-Charles Sengir
WGN-Noontime Melodies
WHO-Dan Harding's Wife, sketch
WLB-Convocation; Dr. John Gel-
bert
WLS-Melody Parade
WMIN-News; Here Comes the
Band
11:15 CST 10:15 MST
Vic & Sade, comedy sketch (Cris-
co): WBBM KMOX WCCO
KDAL WNAX WMFG WHLB
Three Romeo's: KSTP (sw-15.33)
Vic & Sade: WHO WOW
CKY-Old Refrains
KFAB-Roy, Lonnie and John
KFJM-L. T.'s Orch.
KFNF-Zonna Field
KOIL-Waltz Time
KSCJ-Cub Reporter
KWYO-Varieties
WAAW-Markets
WDGY-The Happy Gang
WMT-To be announced
11:30 CST 10:30 MST
Road of Life, sketch (Chipso):
WBBM KMOX
Words & Music: WMAQ (sw-
15.33)
Street Scene: CKX
Royal Rangers: KOIL WDG
Houseboat Hannah: WCCO WOW
CKY-Concert Hall of the Air
KFAB-Dinner Call
KFYR-Weather & Markets; John
M. Ryan
KFNF-Lullaby Lester
KFYR-Markets & Police Bulletin
KMA-Dustin' the Fiddle
KOA-Radio Budget Shop
KSCJ-Farm Flash; News
KSOO-Grain Quotations
KSTP-Singin' Sam
KWYO-Household Hour
WDAY-Man on the Street
WBCB-Varieties; Sally Service
WHLB-Foreign Prgm.
WHO-Bowers Band
WLS-Markets; News
WLW-Live Stock & Poultry Re-
ports; News
WMFG-Foreign Music

SUMMER CONTESTS



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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 over 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 month or so. In the meantime, "Summer Contests" gives you interesting details on the many current contests, with closing dates for each contest, addresses of the various sponsors, and all the necessary requirements needed to win the attractive prizes listed. Be sure to follow this department in RADIO GUIDE each week for added income and a grand hobby that can't be beat! Act now, enter a contest today and be a prize winner.

\$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.

CASH FOR MENUS

PRIZES: (Weekly) 1st, \$25; twelve smaller cash prizes.

THE RULES: Send in seven dinner menus to cover a week beginning Thursday. Write short paragraphs about the general kinds of breakfasts and lunches you serve. Send with the entry an itemized shopping list for all the food you need for breakfasts, lunches and dinners, with costs. Tell in detail one or more recipes for the most unusual dishes in your menu for the week. Tell how many are in your family, with the ages of the children, and write the following statement above your signature: "I authorize you to publish my name and the material I am sending you." Send this material to A & P Kitchen, P. O. Box 200, Grand Central Station, New York City.

For more details see your nearest A & P grocer.

\$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 each.

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 thousand 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."

\$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.

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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- What's Happened to "Gone With the Wind"?
- Sun Bathe in Safety, the Hollywood Way
- Barrymore Bravery
- Five Day Barroom Brawl—and Why Nobody Was Hurt
- A Star Is Born in Algiers (Hedy La Marr)
- A New Lipstick Fad Sweeps Hollywood
- Now Sonja Henie Has a Rival
- Can Ginger Rogers Save Fred Astaire's Career?
- Joan Crawford Fights Back
- The Truth about Shirley Temple's Physical Condition
- The Man Most Stars Fall For

SCREEN GUIDE

The Picture Magazine Devoted EXCLUSIVELY to Hollywood

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