COMPLETE PROGRAMS FOR WEEK ENDING JULY 16

RADIO

GUIDE

TEN CENTS

Listen to "Men in White" on NBC this Thursday

RADIO WILL GET YOU A JOB

See Page 4

www.americanradiohistory.com
"Help Thy Neighbor"

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

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

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

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

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

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

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

Radio—"Help Thy Neighbor."

Foretaste of Television

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

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

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

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

Are You Guilty?

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

When the police came they found a radio chopped to bits and two men bloody and gashed. They also found Giovanni Bianci back in his own apartment, in his own bed, blissfully asleep.

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

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

Mothers Know Best

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

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

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

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

It is unfortunate that critics of radio contrive to twist or ignore the truth. Broadcasts for children are not all perfect, just as all the books that can be bought in the dime store or all the toys that are available at the toy counters are not perfect. But we do have many programs that are fine, wholesome, and happy. We recommend them to the American Mercury "expert," who obviously has not taken the trouble to listen to them.
ONE DAY in 1931 a big, round-faced young man appeared at the famous old Gate Theater in Dublin.

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

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

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

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

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

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

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

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

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

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

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

**PREVIEWS OF SOME OF THIS**

**Peace on Earth**

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

**Pagliacci**

Enrico Caruso, the greatest operatic tenor who ever lived, sang many roles during the 49 years of his life, but those who were fortunate enough to hear Caruso often say that in the role of Canio, the tragic clown of "Pagliacci," Caruso was supreme and unforgettable. The role has always been associated with him, and on Monday, July 11, opera-lovers will have an opportunity to hear it sung by a contemporary tenor, Attilio Baggiore, and perhaps be able to compare his treatment of it with the great Caruso's. "Pagliacci" will be broadcast this week as an offering in the "Streamlined Opera" program, put on the air under the baton of Henry Weber. It is the deeply moving story of a clown who becomes involved in a situation so tragically involved that violent death offers him the only escape. The opera was first sung in Milan in 1892.

**"Soundies"**

A law unto himself is the radio sound-effects man. Surrounded by a maze of weird paraphernalia, the use of which must remain a closed book to the layman, he weaves into radio broadcasting the external sounds that provide it with background and substance. The ingenuity of sound-effects men is legendary, and great is their pride in being able to reproduce the sound of anything in the world, from the chirp of a cricket to the boom of a long-range cannon. Typical of their activity is the story of a technician at Chicago's NBC studios. He was asked by the director of a "horror" program to make a sound to portray the pulsing of a huge mass of formless, living flesh. He put a stethoscope to a man's chest, "piped" the sound into an amplifier, thence to the microphone, produced a realistic and utterly horrifying effect. On Saturday, July 16, the sound-effects men of radio will have their day with a program called "The Crickets." They will create situations in sound involving popular song titles, historical incidents, famous quotations, and competitive teams from the audience will try to solve the riddle. At 10 p.m. EDT over NBC.

**If Faut Travailer**

On December 27, 1922, at Dole, a town in Franche-Comte, France, a son was born to a tailor named Pasteur. The boy was christened Louis, and after a perfectly normal, unexciting childhood, he was sent away to school. In his preparatory work, Louis Pasteur evidently showed no especial promise, for he is listed in the school records as having been only "ordinarily good." In time, however, he won his college degree, was given an appointment as assistant mathematics teacher in the college, and soon began the researches in chemistry that were to occupy his whole life. He worked with a zeal that was almost ferocious. His belief in the value and inspiration of work was awe-inspiring. Even as he lay dying, his last words were; "If faut travailler," which means simply, "One must always work." Pasteur's first great discovery was the isolation of the organism which caused the mysterious "beer and wine sickness," vitally important to the French liquor industry. It was this work that led him to the discovery that bacteria are present in the air at all times, and that they are the source of infection —one of the greatest scientific discoveries of all time. He later developed the vaccine for chicken cholera, for anthrax, and, most important of all, for hydrophobia, until his time a hopeless, inevitably fatal disease. A dramatization of Pasteur's life will be available on the air Thursday, at 8 p.m. EDT, on the "Men Against Death" program.

**In Memoriam**

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

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

Capitol Family
Major Edward Bowes, best known to radio listeners for his National Amateur Hour program, was a veteran in the broadcasting game for years before his amateurs came to the microphone. On November 19, 1922, Major Bowes put on the air the first broadcast of a program called "The Capitol Family." The program hasn't missed a single week during the sixteen years that have passed, and it is today the oldest continuously broadcast non-commercial program on the air. "The Capitol Family" program originated in the Capitol Theater, in New York, which Major Bowes built in 1918 and which he has operated ever since. A man of tremendous driving force, Bowes started life as an office boy in San Francisco, and had made and lost two fortunes before he reached middle age, was known, even when he was a comparatively young man, as a hard-hitting, persistent businessman. Mellowed now, his philosophy is one of gentle tolerance, and it is that philosophy that is reflected in his Sunday morning "Capitol Family" programs. Dial CBS at 11:30 a.m. EDT.

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

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

Radio Guide © Week Ending July 16, 1938

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

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

Fight on the Air
All the world loves an Irishman, especially a fighting Irishman. And when an Irish fighting man, straight out of the Old Country, meets an American in the ring, no one who has an eye for action cares to miss it! An opportunity to watch not one such fight but a half a dozen will be given to Chicago boxing fans on Wednesday, July 13, when a team of Irish amateur boxers meets the Catholic Youth Organization team at Soldier Field. But you don't have to be in Chicago to watch these lights. NBC will put them on the air beginning at 11:15 p.m. EDT, with Lynn Brandt doing the blow-by-blow description and Bob Brown providing the background and between-rounds coloring.
Case No. 1

Henry Enderman was a junior-college student, inexperienced and in great need, the eldest son of a large family, all unemployed. One day, his father long out of work. When he appeared on "Help Thy Neighbor," he broke down and cried, "My family is hungry and I can't get a job because I have no experience. How can I get experience without a job? Work! "Does somebody PLEASE give me a job? I'll make good—I've got to make good!"

The studio audience immediately following Enderman's plea. A wealthy Los Angeles man was on the wire. "Put that boy in a taxi," he said, "and send him out here to me. He's on salary RIGHT NOW." Enderman is now working in a Long Beach, California hotel; his father has also been given a job, the family is off the relief rolls—and Henry Enderman has a new girl.

Case No. 2

Mr. X was a former convict. He came directly from the penitentiary to a radio program and said, "I released from prison. I wanted a job in southern California so that he could prove to his wife my sincere intention to change. He ended his talk by saying, "I was convicted by a jury and I have paid the debt to society that those men said I should pay. I can't start all square again, even though the law says I can; but I'll carry my load and still make good if I'm given the chance." Mr. X got his telephone, his phone rang, and he had a job. The employers who called, the head of a great corporation, understood. He is still on the job himself.

Case No. 3

Mr. Y, old and feeble, former head of his own insurance organization, an official in the Hartford Life Insurance Company, once a millionaire, was caught in the depression drought, sank lower and lower until his wife and daughter left him. His wife received a small inheritance. He went as he told Hal Styles and the "Help Thy Neighbor" audience, "I couldn't support them," he said, "and so they left me. Movie Columnist Louella Parsons quoted him the next night, gave him $20, and Film Star Constance Collier, listening in, matched it. A wealthy man answered a listener sent a check, several others sent clothes. There were numerous offers of jobs and free board. Life began again for Mr. Y.

Case No. 4

Miss M— had been an office switchboard-operator, lost her job during the depression. She found the depression program and can now work, Young, beautiful, her attempts to find work nearly always resulted in diabolically proper offers of one kind or another from the men she interviewed. Utterly exhausted, almost at the point of suicide, at last she said, "I won't go!" Her application was approved and she went to work. Today, she is on the radio; an anonymous listener sent a check, several others sent clothes. There were numerous offers of jobs and free board and room. Life began again for Mr. M.

Radio Will Find You a Job

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

Radio Guide • Week Ending July 16, 1938
vice manager of the company, he hires all additions to its personnel through the program that set him so splendidly on his feet again. Luck's reaction to the opportunity that "Help Thy Neighbor" gave him is typical. The people who come to Hal Styles are desperate. They have exhausted every other avenue of hope. They are independent and strong-willed, they want to stay off the relief rolls, stay away from public employment projects if they possibly can. When men and women like that are put to work they really work, and gratitude burns brightly in their hearts.

These people flocked to Hal Styles and "Help Thy Neighbor." They came in amazing numbers and incredible variety. From ex-governors, diplomatic envoys, and bank presidents—there have been 150 bank presidents on the program—to ditch-diggers and handymen and ex-gangsters, they came to Hal Styles seeking new hope. And nearly always they found it.

Public recognition came swiftly. High state and city officials, quick to sense the program's benefits, grateful that it was doing what they could not do, were unstinting in their praise. "Help Thy Neighbor" was a thoroughgoing success.

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

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

"What do you mean?"

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

"Yes," Styles admitted.

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

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

Styles put the question to his office staff. Should he sign with a sponsor who might harm the program or could they stick it out, without salary, until a public-spirited backer came along? The vote of the whole staff—all three of them—was unanimous. "Help Thy Neighbor" spirit was strong among them. "Stick it out," they told Styles, "and we'll stick with you." Lewis Weiss, KHJ station manager, and Don Lee, head of the Don Lee network, were just as generous. They assured Styles that he could (Continued on Page 13)
The March of Music

A Weekly Preview Edited by Leonard Liebling

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

Questions and Answers

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

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

Men of the Baton

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

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

Eugene Goossens will conduct Dell concerts Fri. and Sat. in Shakespeare's drama of that name. However, Beethoven did not use that masterpiece as his framework, but a play on the same theme by Collin, German poet. The composer emphasizes the pride (violin and violas), heroism and tenderness of Coriolanus, the final measures bringing its death. As immediate contrast, follows Beethoven's happy-mooded second symphony, with its outstandingly lovely slow movement. With Walton, thirty-six, English, had his tongue in his cheek when he created his engaging and humorous "Facade," originally set to poems by Edith Sitwell but later arranged for orchestra alone. Delightful incidents about his lively little pieces, and touched with brilliant jazzy that might well excite the envy of the one-fingered tumsmiths of Broadway.

THURSDAY, JULY 14
11 P.M. EDT on CBS

Essays in Music

Victor Bay, conductor
Hollace Shaw, soprano

Subject "Shakespeare"
Overture "The Merry Wives of Windsor" (Nicolai)
The Orchestra
Willows Song from "Otel" (From the Dallis Lute Book)
Hollace Shaw

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

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

Romeo and Juliet Overture (Tchaikovsky)
The Orchestra

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

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

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

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

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

Only a few months before his passing, I visited Gershwin at his penthouse apartment in New York, and heard him enthusiastically discuss his plans for the immediate future, which included a stay in Hollywood to compose numbers for several films; an autumnal return east for the making of two musical-comedy scores; and the gathering of material for his second grand opera with a libretto yet to be selected. And all the while he intended to keep on developing his decided talents as a painter and sculptor. He showed me his latest works in modeling and with the brush, and proudly exhibited his collection of modern Rhapsody) aroused no such interest or gained such wide acceptance as Gershwin's Concerto in F for piano, the orchestral pieces "Second Rhapsody," "Cuban Overture," "An American in Paris," and the "Rhapsody in Blue." In his dual capacity, the lamented George was unique in the annals of American music.

Rising from the questionable depths of Tin Pan Alley and quickly amassing much money, Gershwin had every reason to coast along easily and pile up profitable short numbers of popular appeal. But he was too ambitious for that and possessed too great a sense of worth-whileness. The adulation of Broadway was pleasant enough; the respect of real musicians meant a great deal more. The young composer took piano lessons, studied hard at counterpoint and orchestration. His fertile stock of melodies and his poetic and dramatic harmonies soon found expression in more significant forms than whistling songs and foot-stomping dance examples. He wrote a one-act music-drama of Harlem life, the "Rhapsody," and a set of arrestingly original "Preludes" for the piano. Even his popular songs took on melodic and harmonic refinement, and I remember the highbrow shrug- ders that ran through the critical ranks when Eva Gauthier, well-known concert soprano, programmed a group of them at one of her recitals in New York. I was then the music critic of the New York American, and I shared the tremors of my colleagues. Truth compels me to say, however, that all of us were captured by the spicy rhythms and irresistible tunes of the interloper from Broadway.

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

SUNDAY, JULY 10
at 3 p.m. EDT on CBS
"Everybody's Music"

George Gershwin Memorial Concert

Columbia Symphony Orchestra and Paul Whiteman's Band combined

Paul Whiteman and Howard Barlow, conductors

Jane Froman, Maxine Sullivan and the Violettas; the Nollets; we, the Barlows and Walter Gross, pianists

Deems Taylor, commentator

That Certain Feeling
Chorus and Orchestra

Second Rhapsody

Whiteman conducting; Barly, soloist

It Ain't Necessary So

Jane Froman

Show Medley: Clap Your Hands
The Orchestra

Summertime

Maxine Sullivan

Concerto in F

Barlow conducting; Gross, soloist

Sachs, Yascha. Mischa. Tosca
The Modernaires

The Man I Love

Jane Froman

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

Lady Be Good

Two Pianos

Daum of a New Day

Jane Froman, Chorus

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

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

SUNDAY, JULY 10
at 11 p.m. EDT NBC

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

The Cincinnati Summer Opera Company presents "LA TRAVIATA" (Acts III and IV)
(Sunday)

The Cast:

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

"AIDA" (Acts III and IV)
(Saturday)

The Cast:

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

The air is melodious many of these summer nights with excerpts from full opera performances at the Cincinnati Zoo, done by trained ensemble, splendid orchestra, and established solists and conductors. To warble the woes of Violetta, we have a warbled American soprano, and one of our own tenors is voicing the romantic role of Alfredo. He is James Melton, graduate from radio stardom to that of grand opera.
WATCH the Fun Go By" has just bid farewell to the airwaves. Present at the last broadcast of June 28, to "watch the fun go by" and capture in pictures the closing program, was Radio Guide's Singing Photographer, Gene Lester. Because of the tremendous popularity of this show and as a parting gesture, Radio Guide presents on this page the pictures of those in the Al Pearce aggregation who have become more than just entertainers to millions of radio listeners, and who'll return in the fall to work for a new sponsor.

Musical director of the show is Carl Hoft. He got his big start in the West, has also conducted "Your Hit Parade" for Lucky Strike. Kenneth Roberts handled the announcing of the Pearce show. A CBS man, he's heard on "Living History," "Adventures in Science".

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

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

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

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

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

Radio Guide Week Ending: July 14, 1938
Gene Arnold portrays role of Hoosier poet, Sun.—NBC

Series on Life and Works Of Hoosier Poet Returns Sunday, NBC, 1:30-2 p.m.

So popular were the dramatizations built around the life of James Whitcomb Riley that they will be returned to the air on Sunday over an NBC network. This week's program, "Riley's Poetry of the People," will again be presented against a musical background with Gene Arnold in the role of the poet.

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

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

Linton Wells Speaks From Venezuela Sunday, NBC, 2:3-4 p.m.

Still quite a distance from the half-way mark in his 38,000-mile tour of South America, Linton Wells, the "Magic Key's" roving reporter, will make his report from Caracas, Venezuela. Previous broadcasts have brought his commentaries from Nicaragua, Panama, Ecuador, Peru, Chile and Uruguay. Each week since the tour started on May 8, Linton Wells has described the swift march of events in South America, has interviewed foreign news correspondents, and has reported little-known facts about the country from which he speaks. Wells gives his themes the rich coloring and vivid reality that only his years of experience as a news correspondent and a wide-wide traveler make possible. It is estimated that he travels an average 2,504 miles for each of his broadcasts.

Listening to Learn

RECOMMENDED PROGRAMS

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

DRAMA

Sunday, July 10

There was a Woman. 5-530 p.m., NBC. Dramatization of women in the lives of famous men.

Monday, July 11

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

Tuesday, July 12

Let's Pretend. 530-6 p.m., CBS. (Also Thursday, same time and network.) Nila Mack takes the children into the land of make-believe.

Wednesday, July 13

WPA Radio Theatre Division. 830-9 p.m., MBS. "Drums," by James Boyd.

Thursday, July 14

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

Friday, July 15

The Nation's Playhouse. 1130-12 mid., MBS. Dramatization.

Saturday, July 16

Columbia Workshop. 730-8 p.m., CBS. An experiment in drama written especially for the microphone, produced under the direction of Wm N. Robson.

Original Play. 830-9 p.m., NBC. Dramatization of plays written expressly for radio presentation.

EDUCATIONAL NEWS

Saturday, July 16

Aviation Talks by Commander Frank Hawks. 545-6 p.m., NBC.

GOVERNMENT

Monday, July 11

National Radio Forum. 1030-11 p.m., NBC. Guest speakers, talking from Washington on current national topics.

Friday, July 15

World Economic Cooperation Program. 445-5 p.m., CBS.

HISTORY

Wednesday, July 13

Living History. 730-745 p.m., CBS. Review of events covered in last four broadcasts, conducted by Prof. Harry Carman.

INSPIRATION

Sunday, July 10

Church of the Air. 101030 p.m., CBS. Rev. John W. Thomas, New York, N. Y., 1-130 p.m., Rev. Edward Lodge Curran, Brooklyn, N. Y.

Highlights of the Bible. 1030 a.m., NBC. Dr. Frederick K. Stamm speaks on "Religious Luxury."

Sunday Vespers. 4430-5 p.m., NBC. Dr. Oscar F. Blackwelder, guest speaker.

The Catholic Hour. 660-30 p.m., NBC. Bishop Duane G. Hunt speaks on "The Appeal to Reason."

Cheerio. 1030-11 p.m., NBC.

Saturday, July 16

Message of Israel. 7-730 p.m., NBC. Rabbi Abraham Feinberg, guest speaker.

PEOPLE—THOUGHT—COMMENT

Sunday, July 10

Headlines and By-Lines. 1030-110 p.m., CBS. News by Bob Trout, editor.

Monday, July 11

American Viewpoints. 715-730 p.m., CBS. Talk by Albin Johannson, manager of Cooperative Wholesale Society of Sweden.

American Viewpoints. 1045-11 p.m., CBS. Talk by Helen of Sweden, espousing her country's Peace Movement.

Tuesday, July 12

Let's Talk It Over. 215-230 p.m., NBC. Discussions on topics of feminine interest by guest speakers.

The Roving Prof. 745-8 p.m., NBC. "The Heart of Asia." Prof. W. M. McGovern comments on little-known facets of family life in the Orient.

The Right Job. 11115 p.m., MBS. Interviews by Dr. Shirley Austin Harmin.

Wednesday, July 13

It's News to Me. 745-8 p.m., NBC. Commentary by Ruth Bryon Owen Rohde.

Thursday, July 14

Of Men and Books. 445-5 p.m., CBS. Comments on literature by Prof. John F. Frederick.

Stepping Ahead With America. 830-9 p.m., NBC. Programs designed to show activities to improve general conditions in the United States.

Americans at Work. 1030-11 p.m., CBS. Interviews with workers.

American Viewpoints. 1045-11 p.m., CBS.

Saturday, July 16

The Art of Living. 645-7 p.m., NBC. Commentary by Dr. Norman Vincent Peale.

Capitol Opinions. 1045-11 p.m., CBS. Guest speakers on topics of national interest.

PERSONAL—SOCIAL PROBLEMS

Monday, July 11

Talk by Dr. Ward. 330-345 p.m., CBS. "Public Aspects of the Trends in Medicine." Program in connection with American Osteopathic Association Convention.

Tuesday, July 12

Highways to Health. 4415 p.m., CBS. Dr. Harold D. Meeker speaks on "Cutting the Fear Out of Surgery.

SCIENTIFIC DEVELOPMENTS

Sunday, July 10

The World Is Yours. 430-5 p.m., NBC. Dramatization. (Under auspices of Smithsonian Institution.)

Monday, July 11

New Horizons. 545-6 p.m., CBS. Program under auspices of American Museum of Natural History.

Wednesday, July 13

Science on the March. 745-8 p.m., NBC.

Pasteur's Work Subject Of Dramatization Thursday, CBS, 8-830 p.m.

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

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

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

Insurance Executive Speaks on Longevity Friday, CBS, 730-745 p.m.

Mr. Average Citizen's chances of living to a ripe old age are much better than his father's were sixty years ago. Rapid advances in science and medicine have added years to the average man's life in the last sixty years. Discussing the various aspects of the average length of life, Dr. Louis I. Dublin, vice-president of the Metropolitan Life Insurance Company, will be heard during this Friday's session of "Adventures in Science" over CBS. The title of his discourse is "The Longer We Live." Dr. Dublin's discussion will touch on new methods of lengthening the lives of humans and the problems arising out of the changes in the average age of the population.
WHILE no formal note has been rendered by the German ambassador alleging that Amos 'n Andy "fixed" the Louis-Schmeling fight, just the same Correll and Gooden are expecting it any minute. The reason: On Tuesday night before the big heavyweight bout, A&A staged their mythical fight between Fuzzy Harris and Sam Blackwood—and it ended in a knockout in exactly two minutes and four seconds, according to studio stop-watches. The next night, as you know, the Schmeling match with Louis ended in precisely the same length of time—to the second! So closely did the real bout follow the imaginary one aired by A&A that their fans are claiming that Schmeling and Louis must have followed the blackface script. Aside from the coincidence, this column would like to award plums to A&A for their keen showmanship in cashing in with their characters on the widespread interest in the Schmeling-Louis bout.

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

Jack Benny, polishing off the last of his current Jell-O series on June 26, had Carole Lombard as special guest of his eastern broadcast. She sat on the studio stage, laughed heartily, and kept her nervousness down for her appearance a few minutes later on the Chase & Sanborn hour. Jack blosomed out in a cool summer suit, admitted he had been persuring Hawaiian travel folders. If through making "Artists and Models Abroad" for Paramount in time, he and Mary may join George Burns and Gracie Allen in Honolulu in August. Immediately after the show, Phil Harris and band started on a two-week tour of one-nighters, after which they'll do eight weeks of theaters in the East. All aglow was the program's secretary and "knock-knockers." Harry Rudolph, who was interviewed before his Thirty-first birthday at a party thrown by Benny scripters Ed Beloin and Bill Morrow. (Rom-antics: "Genevieve Blue" (Madelene Lee) isn't so dumb; her best friend sold a 96-foot yacht. Did Betty Jaynes and Doug MacPhail secretly used at Coronado week-end before last? . . . Nan Grey ("Those We Love") and Charlie Martin slip their roses together at Maxie Semple Rosenbloom's. Anna Louise not fooling about Buddy Adler . . . Martha Raye proudly exhibiting her diamond solitaire from Dave Rose . . . Priscilla Lane isn't seeing Wayne Morris, who is seeing Jacqueline Zinn, petite American Airlines stewardess.

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

Which reminds me to tell you not to miss Warner Brothers' new picture, "The Amazing Dr. Clitterhouse," starring Robert Morley and Trevor, and in which you'll also witness the screen work of Chicago's ex-redactress Gale Page. It's a clever and funny crime subject.

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

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

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

Would you have noticed the band with a bass player named Richard Rolled and his missus. . . mity Ray Paige and his wife. (Rom-antics: "The Golden Charm Bracelet," which Langford manager ex-salub Ken Dolan, to Shirley.)

Perhaps parties are none of our business, but certainly why Bing Crosby barred cameramen from his big "secret" home engagement on June 23. Of course, they say Bing's rather sensitive about the diminishing looks on his face—tell him I reminded him that Tommey Harry Sandlake reports he's trying a new scalp treatment and swears it's growing hair.

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

BY MARTIN LEWIS

Memos of our visits to the studios:

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

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

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

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

We begin to understand why David Ross does such a swell job of announc- ing. In all our trips through the studio, he is the only word-sayer we’ve ever seen who reads the commercials sitting down. Ross sits at a desk, with a table lamp that serves as a spotlight, and he is completely relaxed, which, we believe, is the secret of his success.

There’s a tip for other announcers.

WEDNESDAY: At the last Grace Moore-Andre Kostelanetz broadcast, Miss Moore throws her arms around Guestar Walter Cassel after he finishes his number and goes off the air. After the broadcast, another dash back to the Essex House to make more music for the diners. At midnight, back to the studios for the repeat program. It is not hard to understand the reason for Himber losing so much weight.

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

THURSDAY: At the Rudy Vallee rehearsal, Guestar Tulsa Bankhead does a bit more acting than is necessary. After going over her dramatic sketch, she flops on her heels and starts to faint. When she gets up she tells the Rudy and chimes, “I haven’t had any sleep and I’m going home to sleep now.” Miss Bankhead really looked and acted as though she could have used some shut-eye.

After Tommy Riggs finished rehearsing the glass bowl walked up to the chair where he had parked his hat, but it was gone. His search of the studio was futile. All he could find was a hat that looked like his but which turned out to be much larger. We told Tommy we had seen Graham McNamoe walk out with a gray hat in his hand, which perhaps he inadvertently had picked up. Sure enough, when we saw Graham the next day he told us that he discovered his mistake after he had left the building. Tommy had to go out hatless.

On this program, the last gasp of the summer season, we made plans for the fall program.
On Short Waves

Edited by Chas. A. Morrison
President, International DXers Alliance

-times indicated on this page are for Eastern Dialyft Saving Time. For EST and EDT subtract 1 hour for GST, 2 hours for MDT, 3 hours for PST, 4 hours for MST.

THROUGH the cooperation of the Canadian Broadcasting Corporation, a sound picture of the famous Calgary Stampede will be broadcast from the new short-wave station frequencies of the Canadian Broadcasting Corporation. The program will be broadcast over 11 stations on Tuesday, July 12, at 3 p.m. EDT. One of the best-known rodeos in the world, the Stampede is a bit of the real Wild West that is still alive in every sense of the word. Bronco-riding, steer-wrestling and chuck-wagon racing will be included as one of the exciting events to be described on this program.

According to the Chicago Short Wave Radio Club, Cia. Radio Internacional do Brazil, Caxias Postal 709, Rio de Janeiro, Brazil, the following is the schedule of their short-wave stations as of July 11 (9:30 a.m. EDT), Mondays, Wednesdays, Thursdays and Saturdays 7 to 8 p.m. EDT, Tuesdays 7 to 8 p.m. EDT, Saturdays 7 to 8 p.m. EDT and Fridays 7 to 8 p.m. EDT. The station has 100 kW power and the programs are in English.

SHORT-WAVE SHORTS. The British Guiana United Broadcasting Company, Ltd., has acquired a control of the two Georgetown short-wave stations, namely VPMR and VPBHG. The managers of the new company has been placed in the hands of Charles L. Kellman, formerly director of VPBHG, who furnished me much of the scoop in information concerning the Terry-Holden Expedition. The British Broadcasting Corporation has a very interesting booklet giving numerous pictures and articles about the Davey short-wave stations which it will send to listeners reporting on Davey programs. Ask for your copy. John DeMYER of Lansing, Mich., is one of the first listeners over to receive a confirmation of reception from the World's Fair (TD 10605) at Hankin, Manchurian. Accompanying this letter were eight modernistic and highly colored picture postal cards each one complete with red and green ribbons. Mr. DeMYER is still bearing PK6XX (14.196), base camp of the Archipelago Exhibition of the American Museum of Natural History at Hollandia, New Guinea, almost daily Ultra-high frequency station WX2OM (41), owned by the General Electric Company, and located on the Government Building in Albany, N.Y., is being heard in Calif., despite the fact that the transmitter is designed to operate up to forty-three million miles only. Programs are broadcast three times weekly on Mondays, Wednesdays and Fridays from 6 to 8 p.m. EDT and Saturdays at 8 to 10 p.m. EDT.

Ashley Walcott of San Francisco, Calif., reports that the Philippine Long Distance Telephone Company has acquired a new Manila transmitter and now has two circuits on the air simultaneously between Manila and PSE (14,335). Saturdays 4 to 5 and 9 to 10 p.m. EDT, Tuesdays 4 to 5 p.m. EDT and on the 23rd of each month from 5 to 6 p.m. EDT and with programs in German.

Radio Guide • Week Ending July 16, 1938

Monday, July 11

7:30 a.m.—Third Cricket Test Match; England vs. Australia at Hobart at 9:00 & 9:15 a.m.

9 a.m.—Newspaper from Hong Kong: WZB3

9 a.m.—Siamese broadcast: HSFB (19,920)

12 a.m.—The British Empire vs. England at Melbourne at 1:15 a.m. GST; GSF GSG Jaike at 1:35 a.m.

15 p.m. (ex. Sat.)—American news—WXML (12,720)

16:45 p.m. (ex. Sat.)—News to Portuguese for South America, 1750 meters

17:30 p.m.—Monitor news: WIXAL (11.79)

7:45 a.m.—Variety program from Switzerland: HBB RTJ

7:50 a.m.—Spanish musical: WIXAL (9.55)

7:57 a.m.—American broadcast from Prague, Ceskoslovenska, 1750 meters

8:30 a.m.—An Upper Bavarian evening: DJF DJD (ex. KZDG)

8:30 a.m.—Philharmonic Society ’97’ typical orchestra: COGF

11 a.m.—GSMG's mail bag: DJB DED

11 a.m.—Mariana Ernesta Learning, pianist: DJB DED

Tuesday, July 12

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

12 a.m.—Variety program from England: HBB RTJ

3 a.m.—Calmag Stampede; relayed from Melbourne, Australia

3:30 p.m.—Visit to Contest Parties, Military Band, and the Amusements at Yarmouth; GSF GSG

8 a.m.—Summer cabins: DJB DED

9 a.m.—Brooklyn: COGF

9:45 p.m.—The Leipzig Fair: DJB DJD (also DDS DDS)

10 a.m.—Shackleton: DJB DJD

11:10 a.m.—Billuya's Happy Boys Dance Orchestra: WIXAL

8:30 a.m.—Guatemalan national hour: TOWA (9585) TGQA (4.6) TGQ (2.62)

Wednesday, July 13

3:15 a.m.—GSMG's "Amateurs." H. Whitcomb Steed: GSF GSG Jaike

8:15 a.m.—Crickets; Gentlemen vs. Players: GSM GSG; GSF GSG; GSG Jaike

4 p.m.—Henry Hall's Orchestra: GSF GSG; GSM GSG

10 p.m.—The Black Eagle Festival: DJB DJD

10:15 a.m.—Variety program: HATJ

8:15 a.m.—North American program from Holland: DJB DJD

9 a.m.—Troise's Mandolins: GSF GSG

10:15 a.m.—Merry dancing: DJB DJD

Thursday, July 14

8:15 a.m.—Variety program from Players: GSM GSG; GSF GSG; GSG Jaike

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

9:25 a.m.—Dutch songs and movies: PHH

4 a.m.—Fall of an Empire: GSM GSG; GSF GSG

5:45 a.m.—English news review: LSY (18.15) LRA (5.09)

5:55 a.m.—Moscow's Broadway orchestra: GSF GSG

7 p.m.—Hungharian saxes and daans: DJB DJD

7:20 p.m.—Grafton and Cambridge Boat Race: GSM GSG; GSF GSG

8:45 p.m.—Gurit night: KSQ IRB

9 a.m.—Philippine Dancing: DJB DJD

11:35 a.m.—Technical tips for the radio fan: DJB DJD

11:50 a.m.—Ocho rection: GSF GSG; DJB DJD

12:15 a.m.—DX Club: WSSX (1.64)

Saturday, July 16

9:30 a.m.—Talk on Gris: PHH

10:15 a.m.—American Christmas: A Commentary on the Final Stages of the Competition for the King's Cup, from Blythe: GSF GSG GSG

10:45 a.m.—Variety programs from Hong Kong: WZB3

11:20 a.m.—The A. A. A. Championships: DJF DJD (also DDK DDR; DST DST; DJF DJD)

3 p.m.—Play, "The Invisible Man"; GSF GSG; GSG Jaike

5:20 p.m.—German radio versus Australia: GSF GSG; DJB DJD

6:45 p.m.—Hour of Costa Rica: TIPRG (6.41)

7:10 p.m.—Revue of the day: DJB DJD

7:15 p.m.—Merry dancing: DJB DJD

9 a.m.—Brazilian music: GSF GSG

12 mid.—Northern Messenger: Messages to those in the Arctic: VERON

Key to Symbols Used: Daily = Week Days; Monday = Monday, Tuesday, Thursday; Monday, Thursday, Tuesday, Friday; Tuesday, Thursday, Saturday; 3Monday, Tuesday, Thursday, Friday; 4Monday, Tuesday, Thursday, Friday; 5Monday, Thursday, Saturday; 64Monday, Tuesday, Thursday, Friday; 65Monday, Thursday, Saturday.
RADIO GUIDE'S X-WORD PUZZLE

HORIZONTAL
26. Star in the portrait 27. President
11. Quen
15. Manhood
19. Knowledge
14. What country claims Con- anniversary
17. —— of Helen Trent
18. President of a college
20. Something to keep clean with
21. Betty —— radio actress
22. Gift in influence
26. Jack —— screen star
27. Identifying song of a radio program

VERTICAL
1. Cart
2. The Lone —— sheriff
3. Used in lubricating
4. Ocra —— orchestra leader
5. Forward
6. A state (above)
7. Walking with a belt

Solution to Puzzle

Given Last Week

1. Epoch
2. A New Englander
3. Allen, (convention)
4. Boss
5. Move swiftly
6. Fume more garnet
7. To row a boat
8. A cinnamon bud
9. Horseback rider
10. A state (above)
11. Female actress
12. Leman, (baseball)
13. Lay aside
14. Become fatigued
15. Fred —— announcer
16. Artery of the heart
17. Navigate
18. Fasten out
19. Lee —— baseball player
20. Native of Korea
21. Sketches, plans
22. Powerful, vigorous
23. Musical instrument
24. Limited
25. Country in South America
26. Song popularized by Al Jolson
27. Shady valleys
28. Dazzling light
29. To have the skin crack
30. River in eastern Asia
31. A nobleman
32. pertaining to the keels of ships
33. Mountain (above)
34. Supposing

RADIO WILL GET YOU A JOB

(Continued from Page 5)

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

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

For instance, there was the case of the unfortunate who told this amazing story: "I came home from church just two hours ago," he said. "The landlord had padlocked my house and I couldn't get in. I've got nowhere to go, so I came to you."

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

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

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

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

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

"No chance, Mister. She is doing a very important job," Styles argued. "Let me tell you about it."

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

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

"Thanks," said Styles.

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

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

In less than two years, "Help Thy Neighbor" has found jobs for seven thousand people. Broadcasts on a national scale, it could find work for a million. Hal Styles has worked out all the details. The price is only $5,000 per week, surely a small sum compared to the good it would do, or compared to the $30,000 and more many sponsors spend on their own broadcasts each week.

Unless you live in California or near by, you cannot hear "Help Thy Neighbor" now, but you can benefit from it. If you need a job, but the great-hearted sponsor will surely be found who will give it to America. For America needs it and millions of Americans will regain their right to work as a result of it.

Then, Radio will get you a job.

GET ON "UNCLE SAM'S" PAYROLL

Common Education Usually Sufficient Influence Not Needed

$1260 to $2100 First Year

MEN—WOMEN

Mail coupon today—free—none paid.

FRANKLIN 1937, Dept. W311, Rochester, N. Y.

Get job at once. 25 to 30 years look with list of 500 Government and civil pursuits. Write for free sample copy. No charge or obligation.

DON'T WAIT! 25 TO 30 YEARS

 Tell us how to qualify for a position.

One small step to Heaven

DISCARD YOUR OLD AERIAL

Radio Guide's program appears in the issue dated the second Saturday of each month

Radio Guide Week Ending July 14, 1938

13
CHILDREN OF THE GODS: At Joan Benny's Party

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

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

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

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

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

Radio Guide • Week Ending July 16, 1938
Biggest thrill of all the gifts to tiny Joan was this ice-cream push-cart. Anyway that's what Joan Benny thought, and so did little Freddie Astaire, Jr., never-before-photographed son of the famous dancing star.

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

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

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

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

Silver Salad Set

"Bacheler's Children" (Monday through Friday, CBS, 9:45 a.m. EDT) offers a three-piece salad set of William Rogers silverware. Send three window panes to listeners who send the back of the box of a double-size tube of Williams Shaving Cream to the J. B. Williams Company, Glastonbury, Conn.

Emergency Hearing Kit

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

"Bess Johnson" Composition Brush

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

Tooth Powder

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

Washable Paper Tablecloth

"Rush Hughes" (Mondays through Fridays, NBC, 4:30 p.m., EDT) offers a 38-inch-square washable paper tablecloth available in three colors to those who send a Chsteiz Cheese label plus ten cents to The Borden Company, 350 Madison Avenue, New York City.

Recipe Booklets

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

Book of "True or False" Questions & Answers

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

"Hand of Fatima" Charm

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

Copy of Edgar Guest's Poems

"It Can Be Done" (Wednesdays, NBC, 8 p.m. EDT. rebroadcast, Sundays, 8:30 p.m. EST) offers the copy of Edgar Guest's poems to those who write Household Finance, in care of your station.

Question-Beat 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 $50.00. All contestants receive copy of Uncle Jim's Question Beat Game and one can of George Washington Coffee. Those who submit accepted questions with correct answers receive one can of coffee for each accepted question. Address Uncle James G. Washington Coffee Co., Morrisstown, N. J.

MR. FAIRFAX KNOWS ALL

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

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

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

CLARK DENNIS was born December 19, 1911. He is five feet ten inches tall, weighs about 155 pounds, has a fair complexion and light hair. He is married. JOHNNIE JOHNSTON, NBC vocalist, was born in St. Louis, Missouri, on December 1, 1914. He is five feet eleven inches tall, weighs about 153 pounds, has brown hair and eyes. He was married in 1935 at Shreveport, Louisiana.—H. D., Hamilton, Ont., Can.

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

BENNY GOO'DMAN's opening theme song is "Let's Dance" and closing theme is "Goodbye."—J. P., Baraboo, Wis.

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

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

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

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

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

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

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

**Yours for the Asking with MAYBELLINE Eye Beauty Aids**

PALE, dull, scraggly lashes simply ruin every chance to possess that “loveliness complete” which we all aim for in our make-up.

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

- First—form graceful eyebrows with Maybelline Eyebrow Pencil.
- Next—touch a bit of Maybelline Eye Shadow to your upper lids, blending it lightly outward toward your temples, concentrating it near the lash line. Third—and most enchanting of all—darken your lashes with your Maybelline Mascara, beginning lightly at the inner corners of your eyes, and deepening the mascara at the outer corners. Maybelline is harmless, tear-proof, non-smarting.
- Now glance into your mirror! You’ll be delighted with the pleasing charm and added beauty which Maybelline Eye Beauty Aids give you.
- Nightly—smooth a bit of Maybelline Eye Cream into the sensitive skin area around eyes—to guard against those persistent little crow-feet and eye wrinkles. It helps marvelously. For eye make-up in good taste—in sist on Maybelline Eye Beauty Aids.

**Maybelline**


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

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

David Broekman conducted “The Miracle’s” majestic music. In the cast were Olivia de Havilland, Douglas Fairbanks, Jr., Joe E. Brown, Igor Gorin, a host of others. Reinhardt expects the Festival to be established next year.
Schedules are provided for time-killing actors so they'll know in which studios rehearsals are being held. Above: Karl Swenson (front), "The Ghost of Ben Sweet," and Jerry Lesser, looking for additional roles.

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

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

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

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

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

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

Lord Byron had an idea that there was beauty in all things. Others have shared the thought with him—but Virginia Sims is almost certainly the first to put the idea to work. Assembling about as motley a collection of things as anyone might find cluttering up his own house, Ginny has made them go a step beyond the poetic state—and give beauty to her! All this works out as a protest against high-priced and exclusive beauty salons—the kind in which glamorous ladies pose for pictures calculated to make ordinary girls boil in their own envy. Perhaps the photographer's art has clouded the facts again, but it seems her results are just about same as the experts!' When Miss Sims' mind is not trouncing problems such as this, she sings with Kay Kyser's orchestra, in which role she may be heard on his "Klass and Dance," NBC, Wednesday, 10 p.m. EDT.

Exclusive Radio Guide Photographs by Gene Lester

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

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

Old suspenders serve as a medium for this stretching exercise. The braces duplicate in effect regulation gymnasium equipment. Ginny’s idea is that any girl who wants to can improve grace, shapeliness; many use expense as an excuse.
Exercises with wands and dumb-bells are intended to tone muscles of chest, arms and back. Ginny uses large ginger-ale bottles for the same benefits. Smaller bottles would serve, but the weight of large ones makes them better.

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

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

A dash of very cold water is quite an ordeal, but equal to dollars' worth of costly facials. With such devices available to everyone, girls have almost no alibi left. Fact is, determination is almost the only essential to beauty now!
Interesting leisure activities particularly elude moderns; Nesbitt surrounds himself with hobbies and work to fill his hours and maintain his enthusiasm for living.

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

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

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

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

Photographs by Ted Allen and M-G-M

No less than two or three hours a day Nesbitt spends challenging all comers at table tennis. By building his life around his home he avoids many discomforts.
No joy surpasses excelling at some common skill. Nesbitt is an accomplished chef. Spaghetti Italian is his effort above; his special is chicken curry with rice, Hindu style. Any work approached right can be play.

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

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

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

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

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

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

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

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

Lee Sims and Bomay Bailey had their last regular radio program in America in 1934, substituting for Eddie Cantor on his Chase and Sanborn Hour. Recently Sims had his symphonic tone poem, "Blythewood," accepted by the London Symphony. Only other American so honored was the late George Gershwin! Sims is now in America waiting for Ferde Grofe to finish orchestration; when it's completed he'll rejoin Ilomay in England and work there.
WIRE-QChurch
WBOW-Radio
WHO
NBC -Russian Melodies,
MBS-Reviewing
CBS
WLS
Regan
(sponsored by
Call
products),
--National
Broadcasting Company
is
announced
to
WGN-Univ.
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an hour
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program
is
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air
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same
network,
and
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broadcast, Wednesday,
Brookings, S.D.
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Wills, will have the air
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broadcast,
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7:30 p.m.
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7:30 p.m.
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Crump, president
of
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of
full-length
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Charlies
Adventures
in
The
Congo.
Ruth
E. L. Hamill,
President
Foreign
Policy
Council
of
Europe.

Charlotte
Lansing,
baron.
Orch.:
WNYC,
New
York.

MBS-Alice
Blues,
pianist
(WGN)

WAFM-Wamp-Dupont
Man
(10:25)

WHO-Humanitarians
Hour

WIRE-Interviews

WMAQ-Newspaper

WOR-Morning

WGN-News

WTO-News

WOS-Weekly

WGN-Announces

Glen
Darin,
baron.

Orch.: WNYC,
New
York.

MBS-Oral
Times
KWK

WJW-Jazz
Heidi
Backer.

WFL-Weekly

Don
Parker

WMBI-Sundays

WTO-Wesley,
Methodist
Church

WOS-Weekly

Dwight

J. Buell,
President.

WGN-Sunday

WGN-Wednesday

WNIW

WVIA

WJR

WFL-Words

WCR

WGN-Univ.

WDO

Well

MBS-Alice
Blues,

Whitcomb
Riley,
writer
and
founding
board
member
of
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Librarian
Association,
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air.

MBS-Oral
Times
KWK

WJW-Little

WFL-Words

WCR

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air.

MBS-Oral
Times
KWK

WJW-Little

WFL-Words

WCR

WGN-Univ.

WDO

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WCR

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SUNDAY
July 10

Good Listening for Sunday
Further details and stations which will broadcast this program may be obtained by writing to Broadcasting Corporation of America.

MORNING
9:00 CST (10:03 DTM) Major Bowes Family Concert, CBS.
10:30 CST (11:30 DTM) Radio City Music Hall Variety Show, NBC.
11:30 CST (12:30 DTM) Back Home, NBC.

AFTERNOON
12:00 CST (1:00 DTM) The Magic Key, NBC.
1:00 CST (2:00 DTM) Gershwin Concert Concert, CBS.
3:30 CST (4:30 DTM) "Brother Orchid," MBS.
5:00 CST (6:00 DTM) Hobby Lobby, NBC.
6:00 CST (7:00 DTM) Singing Parade, CBS.

NIGHT
6:00 CST (7:00 DTM) Chase and Sanborn Hour, NBC.
6:30 CST (7:30 DTM) Philharmonic Symphony Orchestra, WING.
7:00 CST (8:00 DTM) Win Your Lady, NBC.
8:30 CST (9:30 DTM) University Chicago Round Table Discussions, NBC.
9:00 CST (10:00 DTM) Winchell Column Quiz, NBC.
9:10 CST (10:10 DTM) "La Traviata," NBC.

BOYS WANTED
Steady Weekly Income
FREE PLAYS
Pleasant, Easy Work

We are looking for bright, ambitious boys to sell radio nation wide accounts, with programs and personalities, in their neighborhoods.

Send for free illustrated catalog and full details on how to get started.

Write to Al Jones, RADIO GUIDE, 731 Plymouth Court, Chicago, Ill., and give full name, full address and age. Send a post card today!
MAY 11
11:30 AM Continued

LWL-Alive and Duly Report-
ness: News
WBBM-Weather Man-
Electra: Melody Miniatures
KDKL-Sports Center
WWW-Georgio's
WOOV-Hillbilly Hour
WWW-Knight of Virtue
WBBM-Black Box
WFBM-Phone Call
WBBM-Builders

MAY 12
11:30 AM
WBBM-Black Box
WFBM-Phone Call
WBBM-Builders

MAY 13
6:15 AM
WWJ-First Call

MAY 14
12:00 PM
WWJ-First Call

MAY 15
12:00 PM
WWJ-First Call

MAY 16
12:15 AM
WBBM-Jim Redfern

MAY 17
6:15 AM
WWJ-First Call

MAY 18
12:00 PM
WWJ-First Call

MAY 19
12:00 PM
WWJ-First Call

MAY 20
12:00 PM
WWJ-First Call

MAY 21
12:00 PM
WWJ-First Call

MAY 22
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WWJ-First Call

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12:00 PM
WWJ-First Call

MAY 29
12:00 PM
WWJ-First Call

MAY 30
12:00 PM
WWJ-First Call

MAY 31
12:00 PM
WWJ-First Call
CBS-NBC MBS-WABC, WGN, WLW, WBT
WMAQ, WDR, WJJD, WGN, WHA
WOC, WHJ, WGN, KDKO, WHK
WBBM, WGN, WHA, WTCM, WCCO
WBC, WGN, WHA, WJJD, WGN

**Boys Wanted**

We are looking for bright, ambitious boys to sell Radio Guide, the national weekly of programs and personalities, in the Indianapolis area. For information, call Al Jones, Radio Guide, 731 Plymouth Court, Chicago, Ill., and give full name, full address and your age. Write immediately.
WEDNESDAY July 13

9:15 CT  10:15 CT


8:45 CT  9:45 CT
WBBM-The Woman on Whirl (Pittsburgh): WMBR-Woman on Whirl (Pittsburgh):

8:00 CT  9:00 CT
WBBM-Just Neighbor, sketch (Colby): WBBM-Just Neighbor, sketch (Colby):

7:30 CT  8:30 CT
WBBM-Christmas: WBBM-Christmas:

WBBM-Morning Parade:

MORNING

7:00 CT  8:00 CT


8:45 CT  9:45 CT
WBBM-The Woman on Whirl (Pittsburgh): WMBR-Woman on Whirl (Pittsburgh):

8:00 CT  9:00 CT
WBBM-Just Neighbor, sketch (Colby): WBBM-Just Neighbor, sketch (Colby):

7:30 CT  8:30 CT
WBBM-Christmas: WBBM-Christmas:

WBBM-Morning Parade:

TUESDAY July 24

11:00 CT  12:00 CT


8:45 CT  9:45 CT
WBBM-The Woman on Whirl (Pittsburgh): WMBR-Woman on Whirl (Pittsburgh):

8:00 CT  9:00 CT
WBBM-Just Neighbor, sketch (Colby): WBBM-Just Neighbor, sketch (Colby):

7:30 CT  8:30 CT
WBBM-Christmas: WBBM-Christmas:

WBBM-Morning Parade:

WEDNESDAY July 14, 1934

THURSDAY

11:00 CT  12:00 CT


8:45 CT  9:45 CT
WBBM-The Woman on Whirl (Pittsburgh): WMBR-Woman on Whirl (Pittsburgh):

8:00 CT  9:00 CT
WBBM-Just Neighbor, sketch (Colby): WBBM-Just Neighbor, sketch (Colby):

7:30 CT  8:30 CT
WBBM-Christmas: WBBM-Christmas:

WBBM-Morning Parade:

WEDNESDAY July 14, 1934

THURSDAY

11:00 CT  12:00 CT
Thursday, July 14

WAAF-Pacific, WLS, WHIP - Eventide, KWK - Tonic, NBC

6:30 CST 7:30 CST 8:00 CST
WHIP - Music News: Chicago, NBC

WLS - Radio Bible Class, NBC

8:45 CST
WBBM - News, NBC

8:45 CST
WHO - Engineer, NBC

9:30 CST
WBBM - News, NBC

10:30 CST

Good Listening for Thursday

Further details and activities which will broadcast these programs may be found in the respective broadcast listings. Those interested in advertising in the respective broadcast listings.

Morning

10:30 CST (11:30 CST) National Farm and Home Hour, NBC,

Afternoon

6:30 CST (7:00 CST) Men Against Death, CBS

6:30 CST (7:00 CST) Stepping Ahead with America, NBC

7:00 CST (8:00 CST) Rudy Valle's Variety Hour, NBC

7:00 CST (8:00 CST) Major Bowes, CBS

7:00 CST (8:00 CST) Pulitizer Prize Plays, NBC

8:00 CST (9:00 CST) Bing Crosby and Bob Burns, NBC

9:00 CST (9:00 CST) Essays in Music, CBS

8:30 CST (9:30 CST) Americans at Work, NBC

Friday

Morning

7:00 CST 8:00 CST 9:00 CST
WWDE - National News, NBC
W]=[W]T=News, NBC
WIBA - News, NBC

9:00 CST 10:00 CST 11:00 CST
WTAT - News, NBC
WBBM - News, NBC
WBBM - News, NBC

10:00 CST 11:00 CST 12:00 CST
WBBM - News, NBC
WBBM - News, NBC
WBBM - News, NBC

11:00 CST 12:00 CST
WBBM - News, NBC

MORNING

7:15 CST 8:15 CST 9:15 CST
KWK - Sports, NBC
WBBM - News, NBC
WBBM - News, NBC

9:15 CST 10:15 CST 11:15 CST
KWK - In the News, NBC
WIBC - Morning Melodies, NBC
WIBC - Morning Melodies, NBC

10:15 CST 11:15 CST 12:15 CST
WIBC - Morning Melodies, NBC
WIBC - Morning Melodies, NBC
WIBC - Morning Melodies, NBC

12:15 CST 1:15 CST 2:15 CST
KWK - Sports, NBC
WIBC - Morning Melodies, NBC
WIBC - Morning Melodies, NBC

Friday, July 15, 1938
SUMMER CONTESTS

Because the prize contests announced on the air constitute a considerable proportion of American radio money, and because listeners have demonstrated their interest in these announcements with millions of contest entries, Radio Guide is publishing this list of national contest entries. The list includes outstanding contest opportunities broadcast on Coast-to-Coast networks.

Please watch this column in the future. It is published in this form during the summer months when contest activity is low. 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 of prizes, a resumé of the week's contest news, including lists of the latest winners, and in addition, Radio Guide's contest department staff during those months is enlisting and giving individual contest advice to readers through personal correspondence.

That department will appear again within a few months.

Send this CONTESTS column to the Subscription Department.

THE RULES: None of your favorites of Orange Lemon or Lime Life Savers and tell it in our entry form, what you like the best. Enter your name on entry card which may be obtained from anyone. At least a label from five-cent package of flavor jam is needed for each entry. Send entry to Radio Guides, Port Chester, New York, or 31 Plymouth Court, Chicago, September 20. Open to United States and Canada.

THE RULES: The July issue of Esquire magazine contains a cartoon and a list of famous persons. Send entries to Esquire, P.O. Box 5, Chicago, Ill. Contest closes July 15.

THE RULES: For GAGS, send your favorite favorite of Orange Lemon or Lime Life Savers and tell it in our entry forms, what you like the best. Send entries to Radio Guides, Port Chester, New York, or 31 Plymouth Court, Chicago, September 20. Open to United States and Canada.

THE RULES: The July issue of Esquire magazine contains a cartoon and a list of famous persons. Send entries to Esquire, P.O. Box 5, Chicago, Ill. Contest closes July 15.

THE RULES: A month's supply of Life magazine is given to the person whose entry is selected from this list of winners. Salary will be $1,000. Each ten dollars will buy one entry. Send entry to Radio Guides, Port Chester, New York, or 31 Plymouth Court, Chicago, September 20. Open to United States and Canada.

CONTEST PRIZE MONEY!

Send your name and address with your entry to Radio Guides, Port Chester, New York, or 31 Plymouth Court, Chicago, September 20.

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PRIZES: (Weekly) Prizes, each $10 cash.

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THE NATIONAL PICTURE MONTHLY - 10¢ - AUGUST, 1938

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The Nazis in America
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He's Shot From A Cannon
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10¢

DOUBLE YOUR MONEY BACK