Irene Rich begins another year as star in her own series over NBC on Sunday nights.

This show will pack them in.

See Page 4.
Bubbles Wanted

Call it progress, call it laziness, or just call it bad business; regardless, broadcasting ain’t what it used to be.

Look back a few years and recall the tremendous enthusiasm that had radio as a background or foundation evident in the public consciousness. Major Bowes was starting a thousand starlets along the Milky Way to fame—and people loved him for it. Recently, vast portions of our population had gone off the deep end about such personalities as Morton Downey, Crosby, Kate Smith, the Boswells, the Mills Brothers. There was even a popular song called “Crosby, Columbo and Valleye.”

Today, where is our enthusiasm? Where is the noise of enjoyment we make when something extra specially swell tickles our appreciation-bone? Outside of the hubbub of the swing fans, tickles, and alligators, you don’t hear a sound. To be sure, audiences are still large enough to pay advertisers big profits, and broadcasting remains a treasure-chest of good music and education and entertainment. But the bubbles are gone out of our listening.

Bubbles don’t sound so important, but what is champagne without them? Or a coca-cola, for that matter? Try one sometime and see. The bubbles in broadcasting make us rave about the program we heard last night. They make us enthuse publicly and violently about the new personality who sang us into a state of happy enjoyment. They confirm our belief that radio is the greatest show on earth.

Radio this summer has become too matter-of-fact. Like the giant it is, it has set itself down in the sun and begun to droop. While it droops, other attractions beckon to its audience. Broadcasting must arouse itself. It has allowed its patterns to become too familiar and its programs too much alike. We need surprises, novelties, thrills. We need bubbles.

Even a giant, to be worth the time we are willing to listen, must stay awake.

As we have said, Boake Carter is an old friend of Radio Guide. Because of that friendship we hope that these lines prove that he broadcasts under a name that is honorably and legitimately his own.

Let Us Compare

On August 3, in 1492, Columbus sailed from Palos, Spain. His object was to reach India. He discovered America.

As we listen to programs that come to us without wires, as we hear newscasters exulting over the exploit of a flyer named Corrigan who flew a “crater” to Ireland, as we hear doctors tell us that where almost every other child born a few hundred years ago died now only a few per thousand born perish, as we listen to tales of scientific achievement and better standards of living and greater human happiness, let us balance these things with those of Columbus’ time and consider how far we, as a human race, have come in such a short time.

Let us consider our achievements and take fresh hold of the hope that in time we may even learn an antidote for poverty, cruelty and warfare.

Miracle in a Studio

In a Kokomo, Indiana, home, a weary mother sat beside her radio. It was a relief for the torment in her mind. Twenty-three years ago, a girl widow, she had been forced to give up her son. She had been unable to support the baby, so others took him. Somehow, she lost track of him. When she attempted to find him, the trail was blurred. After remarrying she continued the search. In those twenty-three years she had hunted through twenty-four states and Canada, she had written radio stations, had made broadcasts, had published advertisements, but the boy remained lost.

The program to which she was listening was the Salerno Question-Air, a WMAR program conducted by Announcer Bob Brown. She heard a man’s voice as he was being questioned by Mr. Brown. Something caught her attention and held it. The man’s name was Gibbs, the name she had borne when her boy was a baby. After the broadcast, driven by some instinct she did not understand, she wrote a letter to WMAR.

Believe it or not, the man whose broadcast she had heard was her son who had been lost for twenty-three years.
IT IS a lucky man who finds, early in life, the thing he does best and the thing he wants most to do, finds them together, and devotes his life to them, for he will have a happy and a useful existence.

Such a man is Cornelius McGillicuddy—Connie Mack to every American who knows the meaning of the word baseball—and just such a life is the one that he has led. No man in America is more respected by his fellows, and no American is more entitled to respect. For a solid half-century Connie Mack has followed his guiding star, in his way, never faltering, never turning aside from what he knew to be the one true path for today, at 75, he can look back over the way he has come and say, with the conviction of absolute honesty, "If I had it to live over again, I would not change a day in my life."

There are all kinds of achievements for which men may expect to be honored in this world—material gain, artistic success, popular leadership, and a dozen others. But the greatest of all these is this: That a man live his life in such a way that it can be said of him, "There walked an honest man—honest with himself, with his fellows, honest in his ideals and honest in his principles."

THERE is so much of solid achievement in the life of Connie Mack that it’s hard to know where to begin to tell the story. A good part of it will be told on the air August 3, when the Grand Old Man of Baseball comes to Edgar Guest’s "It Can Be Done" program for a guest appearance. The program goes on the air at 10:30 p.m. EDT, and everybody in America who loves baseball and what it stands for will be hunching over a loudspeaker when the clock ticks around to that hour. For Connie Mack doesn’t make many public appearances, and it isn’t often that baseball fans have an opportunity to hear him.

Connie Mack began to play baseball when he was nine years old, just a few years after the Civil War. He had been born in 1862—the day was December 23—and when he came to boyhood, baseball was in its absolute infancy. As a matter of fact, many authorities believe it originated with the Union soldiers during the Civil War. At any rate, the game that was in time to be called baseball was known as "round ball" when Connie Mack played it first, and no one in his right mind would have cared to predict that in a few decades the sight of 50,000 people storming a monster stadium to see a single game would be a commonplace. Connie Mack himself wouldn’t have believed that, and much less would he have believed that when such a thing came to pass, much of the credit for it would be his.

When Connie Mack was sixteen, accidentally, the contraction of "McGillicuddy" to "Mack" was made by his father several years before Connie was born—he decided to make a catcher of himself. He went behind the bat and worked with a fingerless glove! Finally, when Connie Mack was nineteen, his team joined an amateur league, and he improved steadily against the new reborn game that was thus provided. He had been working in a shoe factory—Mack left school at fifteen, partially because his six feet of height made him self-conscious—and when the factories stood down in 1884, he started looking for a berth with a professional team. He was finally signed by Meriden, Connecticut, at the then impressive salary of $50 a month, a sum that would hardly impress a good baseball today.

In 1885, Connie signed with Hart ford for $125, and late in the season of 1886, when the owner of the Washington club of the series—tailed Hartford, he bought five players, including Mack and his pitcher, Frank Gross, paying less than $4,000 for the lot. Connie Mack made good, as was his habit.

The Brotherhood League an offshoot of the National, was formed in 1885. In 1886, Connie signed with Hartford for $125, and late in the season of 1886, when the owner of the Washington club of the series—tailed Hartford, he bought five players, including Mack and his pitcher, Frank Gross, paying less than $4,000 for the lot. Connie Mack made good, as was his habit.

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Green Pastures
A Broadway theatrical producer was once upbraided by an associate because he had refused to stage "The Green Pastures," a play which finally became a sensational success and a Pulitzer Prize winner. The producer had exhibited very bad judgment in the matter, his friend told him. His answer is a classic in theatrical legend. "I don't care if the play runs for ten years," he said. "I'll still think I was right in turning it down. No sane man would put $40,000 in a play that had sixteen Negroes on the stage, one of them in the role of God." Most theatrical producers would agree, but the fact remains that Marc Connelly's great Negro fantasy was one of the biggest successes in the past decade of American theatrical history. Profoundly moving, deeply spiritual, it elicited unrestrained praise wherever it was shown, and it must be given high ranking on any roster of modern classics. On Thursday, August 4, "The Green Pastures" will be broadcast over NBC networks as a presentation in the current series of Pulitzer Prize plays. The time: 9 p.m. EDT.

Four Corners Theater
Imagine a small town in rural America. Imagine the local constable, righteous and fearless; his middle-aged and very respectable wife, and a fortune-teller connected with a town fair, a lady of uncertain virtues whose name is Madame Reno de Beeno. Imagine that the wife of the constable, suspecting her husband of a closer interest in Madame Reno de Beeno than his duty necessitates, makes a pact with her supposed rival to change clothes with her and act as fortune-teller. Imagine, if you still can, a plot in which Madame Reno de Beeno has joined with the town's most religious inhabitant to steal all the money belonging to the fair. And imagine the constable trying to foil this plot, not knowing his wife is in Madame Reno de Beeno's costume. All this put together makes the story of "Aunt Jerushy on the War Path," hilarious comedy which will be presented by the "Four Corners Theater" at 8 p.m. EDT, Tuesday, August 2, over CBS.

Prohibition
Most Americans suppose that since the repeal of Prohibition, the question of militant activity against legal consumption of alcoholic liquor has become a dead issue. Nothing could be farther from the truth. The National Women's Christian Temperance Union, active in the passage of the prohibition law which made America "dry" directly after the World War, took up the fight again immediately after President Franklin D. Roosevelt signed the repeal law in 1933, and has since that time waged an unrelenting battle for a more stringent form of liquor control. Although most impartial authorities hold that Prohibition was a disastrous failure in America, those opposed to the open selling of liquor point out that it has been a success in modified form in certain other countries, argue that the heavy toll of deaths annually attributed to the use of liquor makes some form of control imperative. To hear a report of the work of the W. C. T. U., tune in to CBS at 6:45 p.m. EDT, Wednesday, August 3. At that time, Mrs. Ida B. Wise Smith, head of the organization, will address a conference of fellow members in San Francisco.

The World Is Yours
Millions of Americans are today better educated, happier, because of the National Broadcasting Company's "The World Is Yours" program. For over two years, this program has brought to the air the tremendous background and resources of the world-renowned Smithsonian Institution. "These programs," says Commissioner of Education John W. Studebaker, "bring the research resources of the Smithsonian Institution to millions of citizens who never get to Washington or who can make only brief visits to the Institution's vast collections. They also supply behind-the-exhibits knowledge and stir the interest of listeners to further personal study." The subjects covered in "The World Is Yours" are of the widest variety. The stories of printing, steam, electricity, aviation, astronomy, astrophysics, have been told, as well as subjects in the fields of art, history, health, biology and botany. The work of the great expeditions sent to every corner of the world by the Smithsonian have been dramatized and broadcast on this program. On Sunday, July 31, at 4:30 p.m., a broadcast dealing with "The Potter's Art" will be put on the air.

"Men With Wings"
Something new and different in radio will be inaugurated this Saturday, July 31, when the Mutual Broadcasting System puts on the air a radio version of the film "Men With Wings." Although the picture was produced by Paramount, and although the radio series will be scripted by Paramount writers and played by Paramount stars, it will be non-commercial in every respect, and no credit will be given the film company on the air. In fact, the only similarity between the radio and the picture version of "Men With Wings" will be the title and cast. The details of the radio-script will be entirely different from those of the screen scenario. Thirteen episodes will comprise the series. On the air at 1:30 p.m. EDT, running time, thirty minutes.

Propaganda by Music
With the South American countries under an ever-increasing barrage of radio propaganda by the dictator-governed European countries, American authorities have recently sought means of strengthening the normal friendly relations between the Americas. There has even been talk of a government radio station to counteract Nazi and Fascist propaganda. A new method of tightening those bonds—an interchange of the musical culture of the two continents—will be tried by Andre Kostelanetz in three broadcasts from South America, the first of them on the air Sunday, July 31, at 5 p.m. EDT over CBS. Kostelanetz will lead a large symphonic orchestra placed at his disposal by Radio El Mundo, Buenos Aires station, in three works by noted Latin-American composers. In addition, "On the Trail," from Ferde Grofe’s "Grand Canyon Suite," and "Lake Louise," from Kostelanetz’ own "Canadian Impressions," will be aired. The South American compositions: "Guaraní Fiesta," by Gilardo Gilardi; "Voices of the Pampas," by Fierro M. Ugarte, "Sacred Dances of the Incas," by Alfredo L. Schuim.

"The Charge Is Treason!"
As strange and colorful a figure as America has ever produced was Aaron Burr, soldier, statesman, lawyer, duellist and political adventurer. Born in New Jersey, Burr served with distinction during the Revolution, resigned from the Army in 1779, and began the practise of law in New York City in 1783. Brilliant and audacious, he became a member of the state assembly, a U. S. Senator, and finally Vice-President of the United States. But by a strange twisting of the skeins of fate, Burr's path crossed and recrossed that of Alexander Hamilton, and tragedy for both men was the result. Hamilton, perhaps because he could not approve of Burr's
WEEK'S BETTER PROGRAMS

Summer Politics
Suave, quick-witted Dr. Glenn Frank, one-time editor of famed Century Magazine, former president of the University of Wisconsin, now chairman of the Republican Program Committee, will address the American people over National Broadcasting Company facilities from Chicago on Saturday, August 6, at 8:30 p.m. EDT, at the conclusion of a six-day session of the committee. Approximately 150 members of the G. O. P. Program Committee will this week attend a series of round-table discussions on national problems, and Dr. Frank's address will include a summary of the work done at the conference. Problems relating to labor, agriculture, social security, finance, relief and the civil service will be discussed under the leadership of noted experts. According to Republican party officials, the session parallels the summer conference system utilized for years by British political parties.

The Chicken and the Egg
Greatest single market for poultry and eggs is in America. Most foreign housewives use eggs much more sparingly than do Americans, and the chicken is not generally reared for mass consumption as an article of food. Before 1900, for instance, the demand for poultry and eggs in England was so low that farmers who attempted to specialize in the field usually faced failure at the end of two years. But even at that time United States poultrymen were finding it difficult to meet the demand, and this, it must be remembered, in an era when game-birds were almost a staple item of diet. In the '90's, New York City markets could easily handle shipments of, for instance, 2,000,000 young wild pigeons! Still, it was in 1896 that an Ohio poultryman built a chicken-raising "factory" designed to house 22,000 birds at a time and produce 250 or 300 broilers daily. And that was only the beginning. To hear the story of today's chicken-and-egg industry, tune in "The Farmer Takes the Mike," at 4 p.m. EDT, Sunday, July 31. The network: The Columbia Broadcasting System.

Debate Diabolic
Daniel Webster was born in New Hampshire in 1782, of rock-ribbed pioneering stock, and during his whole lifetime he stood fast by his principles, rigidly honest, painstakingly righteous, the very epitome of what was known during the nineteenth century as "the New England spirit." In a public career that stretched over forty years, the name of Daniel Webster was never shadowed by the faintest breath of scandal, and when he died, leaving everything he says with incontestable proof, topping the whole thing off with a laconic "Believe It Or Not!" In his cartoons, his books and his radio program, he is constantly pricking the bubble of most people's credulity and making them like it. On Tuesday, August 2, Bob Ripley promises something that he admits he can barely believe himself. On that day, on Ripley's regular program at 10 p.m. EDT, NBC, a young Hindu mystic, one Kuda Bu, is scheduled to walk across a ten-foot bed of white-hot coals in his bare feet, challenge a group of doctors and scientists who will be in the studio to find the slightest evidence of a burn! It is known, of course, that the trick can be done. Many impartial observers have seen it done before. But a lucid explanation of how it can be done is yet to be produced.

Mad Dog!
Not so many years ago, when the hot days of July and August—the "dog days"—settled over the country in a sultry blanket, the sight of a panting dog trotting through the streets with a little froth on his jaws would send people racing for shelter, and the shout "Mad dog!" would rocket through the air. Perhaps the dog had nothing more dangerous on his mind than a wish for a drink of water, but usually he was killed, so great was the universal dread of rabies, a disease for which there was no known cure. Louis Pasteur changed all that. Pasteur didn't know the meaning of fear. He would stand in his laboratory with the open jaws of a dog stricken by rabies no more than half an inch away from him and remove a sample of its saliva for testing. The story will be told in "Men Against Death" at 8 p.m. EDT, Thursday, August 4. The network: The Columbia Broadcasting System.

"So You Want to Be . . ."
There are thousands of American boys who have been bewitched by the sound of the pounding surf on a long seashore, boys who would give anything they have in the world to sail the seven seas, eventually rise in their chosen work until they stand, bright in captain's braid, on the bridge of their own trim ship. Such was the ambition of John William Anderson, and John William Anderson is now captain of the S. S. American Importer of the United States Line. Anderson, forty years old, is a typical American sea captain. He'll be on the air Friday at 5:45 p.m. EDT to tell the secrets of his trade to American boys. It was Anderson, incidentally, who captained the ship aboard which the Lindberghs left America on Christmas Eve, 1936. The network: Columbia.

Radio Guide 9 Week Ending August 6, 1936
IRVING BERLIN can't read a note of music. He can't play the piano. He can't write down his own songs. But his creative genius is so great that in the face of these obstacles he has composed 600 songs, among them some of the greatest melodies this country has ever seen. Irving Berlin's songs cover a span of more than a quarter of a century, and a simple listing of their titles sounds like a recital of musical milestones. He wrote "Ragtime Victor" in 1911; "When the Midnight Choc-Choc Leaves for Alabama" in 1912; "That International Rag" in 1913; during the war years he wrote "This Is the Life," "Oh, How I Hate to Get Up in the Morning," "In the Y. M. C. A.," "For Your Country and My Country." For Florena Ziegfield, master showman, Berlin wrote "A Pretty Girl Is Like a Melody" and dozens of other classic ballads. Irving Berlin was "not alone." "Coney Island," "Top Hat, White Tie and Tails," "Cheat to Cheat," "This Year's Kisses," and "Let's Face the Music and Dance." And Irving Berlin wrote "Alexander's Ragtime Band"—one of America's first great song-hits, as popular a tune as this country has ever known, and justly its composer's favorite, out of all the 600 songs he has written. "Alexander's Ragtime Band"! What memories that song must stir in the heart of Irving Berlin, and in the hearts of the hundreds of thousands of Americans who have known its gay, lilting strains all their lives. There'll be a new thrill for Irving Berlin and those far-flung thousands on the night of August 3, when for one solid hour, over the networks of the Columbia Broadcasting System, a program eulogizing the composer who can't write music, the pianist who can't read it, will be broadcast Coast to Coast. It will be an hour packed solidly with Berlin melodies, jammed with the greatest stars in America. Men and women whose superb talents have thrilled millions will crowd-literally crowd—around microphones in New York, Chicago and Hollywood, to play their parts in an unprecedented carnival of honor for a man who richly deserves it.

A. JOLSON will be on the air. So will Eddie Cantor, and Belle Baker, and Walter Winchell, Ben Bernie and Phil Baker will broadcast, as will Jack Haly, Guy Lombardo, Tommy Dorsey, Rudy Vallee, Ethel Merman, Kate Smith, Sophie Tucker, and Paul Whiteman. John Steele will sing "Say It With Music," and the Three Bros Sisters, internationally famous fifteen years ago for their interpretation of Berlin songs, will come out of retirement to do the old favorites again. Tyrone Power, star of the 20th Century-Fox film "Alexander's Ragtime Band," built around Berlin's life, will go on the air from New York, as will Louella Parsons, famous movie columnist, and Darryl Zanuck, 20th Century-Fox executive who produced "Alexander's Ragtime Band." In the history of radio, no comparable honor has ever been paid a living man. The cost? It can't be exactly estimated—but $1,000 a minute is a conservative guess! Irving Berlin is today at the peak of his powers. "Alexander's Ragtime Band," his first big hit, was written in 1911, when he was a struggling, unknown composer working for a Tin Pan Alley publishing house for $25 a week. From that day to this, for more than 25 years, the name of Irving Berlin has stood for the best in American popular music. More incredible than his inexhaustible font of beautiful melodies, more astonishing than the mechanical difficulties under which he composes is the fact that Irving Berlin has never found it necessary to confine himself to any one style of song. When his name first began to attract attention, the ragtime craze, which he of course helped to foster, was sweeping the country. Irving Berlin wrote the best ragtime songs. After the war, ragtime was forgotten, abandoned, and nothing mattered but the fox-trot. Irving Berlin's songs in fox-trot tempo are classics of their kind. The clattering, breakneck music of the '20s he handled as deftly as if the style were his own creation. Soft and sweet or hot and fast—it mattered nothing to Irving Berlin. However the public wanted its songs, he would write them. And when swing music stormed America, leaving stranded by the wayside dozens of composers whose professional history by no means extended as far back as Berlin's, he sat down at the battered upright piano which he bought in 1910—carrying a special keyboard, it's the only piano he can play—and wrote such hits as "You're Laughing At Me," "Slumming On Park Avenue," and "The Girl on the Police Gazette." Irving Berlin is born Isadore Baline in Teumen, a little town in South Russia, on May 11, 1888. He was the eighth child of the village cantor, and the family was extremely poor. When he was four years old a terrible fire swept the whole village, utterly destroying the Baline home. The family, without friends or finances, wandered from town to town, finally came to America and settled in New York's East Side. Every member of the family, from Cantor Baline himself down to little Isadore, the youngest, had to work and fight for a living from the first day they set foot on American soil. Little Izzy made the least of all, and when, at the end of the day his brothers and sisters brought to their mother the few pennies they had made running errands, doing sweat-shop sewing, or selling papers, he was ashamed because he could contribute so little. Finally, when he was fourteen, Izzy decided to run away. He could at least relieve his family of the necessity of supporting him. Selling papers, he had decided, was no way to make money. There ought to be a more lucrative business than that for a bright young man. And he found it. He began slipping into saloons and singing for the chance coins...
kindly patrons would toss to him. He had a pleasant, sad voice, and he was such a tiny, polite fellow that people found it hard to refuse him. Later, he fell in with a famous Bowery character, old Wally Boyd, who also sang for pennies. The two of them—the boy barely into his teens and the old man nearing his sixties—thought that together they could earn more than the sum of what they made separately.

But just as Berlin hadn't been predictable enough for young Irving Berlin, so was street-singing unsatisfactory, and a job as a singing waiter in the Pell Street saloon called "Nigger Mike's." It wasn't much of a job, but it was considerably better than the street, and for a little while it partially satisfied the sum of what they were able to make separately.

The first time Irving Berlin's name ever saw print, incidentally, was when he was at "Nigger Mike's." Lord Louis Mountbatten, one of the outstanding figures in contemporary British life, was visiting in New York, and with a party of friends and newspapermen went on a "shimming" tour of the East Side. The idea was to get a genuine member of the British nobility in his restaurant so excited the proprietor of "Nigger Mike's" had decided his drinks must be on the house. Mountbatten, attempting to return the courtesy, offered a tip to his own waiter, who happened to be Berlin. 

But the boy was so embarrassed that he refused it, and a reportorial slip of the tongue, "All right, you can have my tip," overcame at the sight of a New York waiter refusing a tip, wrote the incident and Irving Berlin's name into his story.

From "Nigger Mike's," Irving Berlin moved uptown to Kelly's, a famous old saloon in Union Square, and it was while he was working there that he decided to try writing songs instead of merely singing them for a more demonstrative audience. He made just thirty-seven cents on his first published composition, but he had better luck—and luck is the word—with his second. He wrote the words to this second song and took them to a publisher without any music. The publisher read the lyrics over and said, "I'll give you twenty-five dollars for it. Take it in the other room and sing it for an arranger." The young composer was much encouraged. Of course, it was true that he hadn't the vaquent notion of a melody to go with the lyrics he'd written, but he wasn't going to miss this opportunity, melody or no melody. He went to the arranger's office, took a deep breath and began to sing—composing the melody as he went along, note by note!

NOT even the frigidly exclusive atmosphere of Tin Pan Alley in those days, a tightly closed corporation as far as outsiders and newcomers was concerned, could stop Irving Berlin after that. Song followed song, and finally he was given a job as staff writer for the Ted Snyder publishing company. This was "Alexander's Ragtime Band" and the beginning of a heady success story that will reach its glorious climax on the opening of August 3, with a whole nation paying tribute to Isadore Baline, once of Monroe Street, the East Side.

Irving Berlin's story is a legend on Broadway, and no listing of the events of the world of music is complete without his name. Many of the twocld tales concerning Berlin are cen-

tered around his close partnership with Sam Harris, Sam Harris and Irving Berlin built the Music Box Theater, pointing thousands of words into it. Berlin had, by this time, formed his own song publishing company, and he and Sam Harris were enthusiastically planning the first of their historic "Music Box Revue" that rival managers on Broadway were freely predicting that the new partnership would collapse and go into bankruptcy before the first curtain rose. But they were wrong, and the first staging was an overwhelming success. It contained two big hits, "Say It With Music" and "Everybody Step." The second "Music Box Revue," presented in 1922, brought "Lady of the Evening," and the third, "An Orange Grove in California," a song that is today one of Berlin's top-ranking favorites.

B Y THIS time, Irving Berlin was the acknowledged peer of American popular composers, and a Broadway show with music by Irving Berlin was a guaranteed hit before it got into the dress rehearsal stage. Radio and the sound film, two fields that were to add fresh luster to Berlin's reputation, were not yet of great importance, and it seemed that he had reached the peak of his career. On January 5, 1926 Irving Berlin married Ellen in a private ceremony. Clarence Mackay, New York social leader and communications magnate, in the face of strong parental opposition. Close friends say that the Irving Berlins are and have always been completely in love with each other, and they are thoroughly happy. They should be happier still on the night of August 3, when Berlin's hits will be brought into the microphone so many of the songs that have made American musical history.

At least thirty of Irving Berlin's greatest hits will be heard on the hour-long program, many of them presented by the performers who first brought them before the public. Al Jolson, whose life, together with Eddie Cantor's, has for years been entwined with Berlin's, will act as master of ceremonies. Cantor is returning from his vacation in Europe in order to appear on the program. Jolson will sing "This Is the Life," which he introduced in 1914 at the Hammerstein Theater in New York, and Cantor will do "My Wife's Gone to the Country," a Berlin song he first sang in 1928. Paul Whiteman's contribution will be "A Pretty Girl Is Like a Melody," with John Spenge singing—a repetition of their presentation of the number in the Ziegfeld "Follies" of 1919. Al Goodman's orchestra will be under the baton of Belle Baker. She'll sing "Blue Skies," the song that is indelibly associated with her name, and the Box Sisters will do "Everybody Step," which they introduced in 1921. Sophie Tucker, perhaps greatest of the "hot" songstresses, will sing once more Berlin's "International Rag," and Ethel Merman, top-ranking blues singer of today, will present "Walking Stick," a brand-new Berlin song from the soon-to-be-released film, "Alexander's Ragtime Band." Bandleaders Ben Bernie and Phil Baker, once vaudeville partners, will do "That Mysterious Rag," a routine for which they were famous in 1912. "Easter Parade," a Berlin hit introduced by Guy Lombardo in 1935—it was written almost twenty years ago, called "Smile and Show Your Dimples"—will be his contribution to the program. The "hottest" song of the night will be "Say It Isn't So," introduced by him in 1923. Tommy Dorsey will do a swing arrangement of Berlin's "Minnie." Morton Downey, the great Irish tenor, will present a Berlin song, and finally, Berlin's "Walking Stick," which he always does, will be heard, as he always does, on the black keys only of his specially designed instrument which allows him always to use the key of F sharp, the only one in which he can play.

INTERSPERSED throughout the broadcast will be scenes from the Alice Faye-Tyrone Power-Don Ameche film, "Alexander's Ragtime Band." This picture, a $2,275,000 production, was inspired by Irving Berlin's life but is based much more closely upon his music than upon the actual circumstances of his career. Laid in pre-war San Francisco, it concerns the struggles of Roger Grant (Tyrone Power), a young orchestra-leader, to achieve the success he knows is due him, and to find happiness with the girl he loves. Alice Faye, of course, plays the heroine and Don Ameche has the role filling the third point of the triangle. The glamorous Miss Faye, generally regarded as the best female "plug" in the country, will present "Now It Can Be Told," one of the three brand-new Irving Berlin songs to be featured in the film. She'll sing this same number on the Coast-to-Coast broadcast, too, accompanied by Tommy Dorsey's orchestra. The two other new Berlin compositions, to be heard both in the picture and on the broadcast, are "Walking Stick" and "Marching Along with Time."

C ONCEIVED weeks ago, the August 3 broadcast has had more than a month of intensive, day-by-day preparation. Because of the fact that some of the stars involved must broadcast from Hollywood, some from Chicago, and some from New York, the most minute details required endless attention. In addition, it has been impossible to bring together everyone involved for a full-dress rehearsal. The time of such stars as Al Jolson, Eddie Cantor, and the others on the program is so valuable, and their previous commitments so pressing, that it is only with the greatest difficulty that they can be brought together at one time. Bill Bacher, famed Hollywood radio producer who is in charge of the broadcast, will have to rely on the skill and expertise of his studio staff to pull it off smooth, even performance. But with a veritable Blue Book listing of entertainers who has been his com pany, Bill Berlin is certain to be a highlight of this 1938 radio season.

A program eulogizing Irving Berlin may be heard Wednesday over a CBS network at:

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>EDT 9:30 p.m.</td>
<td>EST 8:30 p.m.</td>
<td>CDT 8:30 p.m.</td>
<td>CST 7:30 p.m.</td>
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<td>MST 6:30 p.m.</td>
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Left: Irving Berlin as he appeared when he produced "Yip Yip Yaphank" in 1918 to raise money for an Army Post home. Right: Boston—today.
The March of Music

A Weekly Preview Edited By Leonard Liebling

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

Farewell to Plaudits

T HE marvelous Menuhin family and the world have lost Miss Hephzibah (now Mrs. Lindsay Nicholas) as a public performer. She married recently and decided to retire from the concert stage, to become (in her own words) "a good wife, sacrificing everything I have loved up to now, to go with my husband to his Australian home, to cheer his solitude, to play piano for him and (as he is an owner-shepherd) to join his several thousand sheep, innocent little animals chorusing 'Ba-ba' and impatiently waiting to know their mistress."

Having a betting-streak, I wager a 68-cent dollar or two that Hephzibah will some day be heard again in concert. If not, her too-soon retirement shames many a public artist who quits too late.

The Easiest Way

Probably the least-trained musician in America and nearly its worst pianist and singer, Irving Berlin nevertheless has reached the universe with his popular pieces. Berlin's fame was gained solely through his ability to pick out tunes on the piano and to supply them with simple and catchy lyrics. The picking was done with not much more than two fingers, and the lyrics were typical of Broadway's primordial sentiment and comedy. To this day he is ignorant of harmony, cannot bring his pieces to paper, always devises them in the same key, and has an arranger to do the amplifications and accompaniments. Berlin is a musical tyro compared to his well-grounded colleagues like Kern, Gershwin, Porter and Yourman. Nevertheless the nation has sung and danced his tunes, and put a large fortune in his pocket.

On August 3 (CBS, 9:30 p.m. EDT) there will be an Irving Berlin Cavalcade, reviewing his activities of the past twenty-five years or so, and he is also being glorified at present in a film called "Alexander's Ragtime Band." One thinks of MacDowell, Chadwick, Foote, Parker, Kelley, Griffes and the living younger Americans and murmurs "What price real musicianship and artistic eminence?"

Not For Everybody

It is to be hoped that the second of the Columbia Composers Commission works, Leo Sowerby's "Theme In Yellow," will be more impressive and appealing than the Russell Bennett orchestral "Etudes" which opened the series and struck some of us as being chiefly skillful modern orchestration, lacking in melody and imagination.

Radio Guide • Week Ending August 6, 1938

"Everybody's Music" will air Leo Sowerby's work Sunday

SUNDAY, JULY 31
at 12:30 p.m. EDT on NBC
The Radio City Music Hall of the Air
The Perele String Quartet
Ignace Strasfogel (Pianist)
Quartet in C Minor Op. 18
(though)
The Quartet
Funeral March and Scherzo from Piano Quintet in E flat (Schumann)
Quartet and Ignace Strasfogel
Canzoneta Opus 44 (Mendelssohn)
Quartet in A Major (Dittersdorf)

BEETHOVEN'S early quartet needs no special revelation in these lines, nor need you and I discuss the ingratia
to his well-grounded colleagues like Kern, Gershwin, Porter and Yourman. Nevertheless the nation has sung and danced his tunes, and put a large fortune in his pocket.

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THESE South American composers are not familiar to me—or to most of my readers, I'll warrant—and therefore all of us should approach them with keen curiosity and alert ears. Latin America has made no inconsiderable contributions to the musical enjoyments of the rest of the world, and we shall have a basis of national comparison, with Grofé and Kostelanetz furnishing works of Anglo-Saxon character.

Kostelanetz describes his program as an attempt to picture the varied character of the southern continent, with its extremes of climate and scenery and human passions.

The "Guarany Fiesta" is from an opera by the Peruvian folk-legend of the Uruaband bird, who is supposed to be a reincarnation of an evil Indian spirit who appeared in the form of an alligator as a punishment for his sins. Even today, the bird is a harbinger of bad luck and his cry is believed to spell death to those who hear it.

"The Incas" is a symphonic poem describing a visit of an ancient Peruvian prince to Cuzco, Inca capital, in search of a bride. This excerpt from the ballet sequence, "Voices of the Pampas" is an evocation of the breaths that ruffle the flat plains of the Argentine, bringing a vague echo of bird-calls and the scaring of insects and numerous tiny animals.

Thursday, August 4 at 9 p.m. on NBC
The Toronto Promenade Symphony Concerts
Dr. Frank Simon, guest conductor
Alberto Guerrero, organist
Overture to "Sakuntala" (Goldmark)
Carnival in Paris (Scensend)
The Orchestra
Eino Concerto in A Minor (Grieg)
Alberto Guerrero
Cortege from "Mlada" (Rimsky-Korsakov)
The Orchestra

HELLO, old friend, I feel like saying to the late John Swensend number, for it has not appeared elsewhere for months in a moon in spite of it: tremendous popularity in the 39th year of the century, when this Norwegian contemporary (1840-1911) of Grieg composed his symphonic legend "Zarathu of the Faroe Islands and the long fiumous sea" for the soloist. Swensend was fertile in airs, orchestral invention and poignant harmonies. His output was vast, his works whom modernism has not weaned from music designed purely for beauty's sake.

This whole program, in fact, glows with that quality, as exemplified in the sensational "Sakuntala" and "Mlada" and the lovely melodic curves and crystalline piano writing of the concert by Grieg.

On tour of South America are Andre Kostelanetz and wife Lily Pons. Kostelanetz will broadcast from there over CBS Sunday Night.

Kostelanetz to Broadcast Music from South America

IT SEEMS that Rارo Gun readers have but to express a useful with regard to broadcasting, in order to have it granted. Not long ago this department published several requests for the performance of certain compositions. Shortly thereafter they were heard on the air. More recently a correspondent suggested that not enough programs of music are microphoned from South America. His Kostelanetz words found print on this page, and I do and behold, the good genie brings him what he desired, for on July 31 the other will offer a Sunday afternoon concert from Buenos Aires on CBS at 5 p.m. EDT.

In this case, the genie is Andre Kostelanetz, the medium, the best symphony orchestra in South America; and the means, a rebroadcast by CBS from short-wave transmission. Hitherto only the named carried programs from our Latin sister republics, and that meant only a limited audience in the United States.

Kostelanetz adapts on his correspondent's published thought with his statement that "the purpose of the concert is to enable the music-lovers of all America (the program will be of course heard also in South America) to become better acquainted with each other's tonal output. My broadcasts will present compositions popular on both continents, and bring the favor of the North to the South and vice versa."

This latest bands-across-the-continent's development is another step in the laudable plan to foster better understanding with our good neighbors south of the Caribbean. Improved travel highways, of course, will make this possible; however, the concert will start is sure to be followed by other presentations along the same line.

You might know that somewhere Lily Pons would be mentioned in any article on Andre Kostelanetz. Well then, let me close with the information that the new Madame Kostelanetz is singing at the Colon Opera in Buenos Aires. In case he broadcasts more than one concert, she will be his soloist.

Stadium Concerts Feature American Composers Night

ONCE upon a time the American composer was a folkloric creature, due to our national adoration of everything European in art, but all that has changed markedly in this century. In fact, the pendulum swings so much the other way that the American composer seems in a fair way to being considerably coddled. After all the years of neglect, however, no one should begrudge him that delightful comfort.

One of the outstanding recognitions coming to him currently in the CBS series of commissioned and non-commissioned works by the creative sons and daughters of our land. Another auspicious effort in their support is the "American Composers Night" to be held at the Lewiston Stadium on July 31 under the sponsorship of Local 802 of the American Federation of Musicians, whose chairman of the music committee, Arthur Gutman, dedicated the program to accept the idea enthusiastically.

Five scores are to be heard at the Stadium, by Arthur Hadley, Arthur Gutman, Morton Gould, John Powell and Randall Thompson. But strangely enough, while accomplishedMilton Kaye plays a piano concerto by Powell, the other soloist, Joan Field, at this time is slated for a violin concerto by Camille Saint-Saens. How come?

According to all reliable records, Monsieur Saint-Saens was born 1835, in Paris, France, and saw America only on the occasion of two short visits when he held the baton and played the piano at performances during his professional tours in our country. I might add maliciously that when the old gentleman was last here, I interviewed him for the New York Americans, and asked him what he thought of American music. "American music?" echoed the distinguished master, "I didn't know there was any."

Why not, Miss Field, the concerto by Powell or his "Virginia Suite," the concerto by Ernest Schellong or the concerto by John Alden Carpenter? They are not entirely loathsome music.

Psychologically, Gutman is a New Yorker. Morton Gould hails from Staten Island, N. Y., John Powell is a native of Richmond, Virginia, Randall Thompson was born in New York, and Henry Hadley in Somerville, Mass. The shade of Saint-Saens should be astonished.
Despite what the picture above would seem to indicate, Kenny Baker, the Jell-O tenor, managed to get in a few licks on his new house before leaving for Europe. The new Baker manse is being built "on top of the world" at a high point in Hollywood at intersection of Coldwater Canyon and Mulholland Drives.

The PHOTO WEEK

Nan Wynn, CBS singer, and boy friend were among stars celebrating recent premiere of Mark Warnow's Blue Velvet summer show.

Stars need diversion at rehearsals, says Maurice Lowell, who directs "Mary Marle." Here he's shown diverting cast members Sharon Gralinger, Robert Griffin and Anne Seymour with a puppet monkey.

The University of Chicago Round Table has a new table, but it isn't round. It's triangular, with colored lights which blink warnings for speakers to cease. Left to right are Faculty Members R. W. Stone, W. H. Spencer and T. O. Yntema.
Airialto Lowdown

By Martin Lewis

Fred has moved to another hideout.

In the last issue, on this page, you saw a picture of Arthur Godfrey with his cell, "Betty Lou," which was named after Tommy Riggins' imaginary radio character. That picture was taken seven weeks ago. The day Tommy and Betty Lou went off the Valley show, Tommy received word from Godfrey that the colt died.

Kilocycle Chatter: Gabriel Heatter has been elected to conduct "We, the People" again when it returns in the fall... Movie critic Bill Powell will be the first guest on "Silver Theatre" when it debuts October 2. Is Gloria Swanson being tempted for radio work? She has been seen at one of the network's studios several times... Colonel Manny Prager has returned to the Ben Bernie fold. You may recall he popularized "The King's Horses." Another Colonel, Stoopnagle, will desert radio for a few weeks in order to work on his new movie short, "Casacade of Stuff," which is a baroque off the newswires... Jane Martin, game expert on the Town Hall Big Band Hunt, claims she has lost 15 pounds since she started her radio work. I'd like to lose weight that way. Is there a sponsor reading?

Purley Personal: Punster Lewis has a suggested theme song for Frances Langford, "I'll Be Loving You Hallways." Don't throw that!... Ork pilot Johnny Messner, who is making music at the McAlin Hotel Roof, has been passing out cigars to his friends. It's a boy... I don't know what Actress Ruth Russell is passing out, anyway she presented Hubby Charlie Range, NBC sound-effects man, with a baby girl... Papa says the baby makes plenty of sound with very little effort, and that's a fact... Bob Guibert, leading player of the Don Winslow cast, will take a walk to the altar in the fall with a gal he met at college... Lenore Keilton, who plays Mercedes on the same show, had her tone wedge out last week... Teddy Dunnie, six-tooter, and assistant, is the boy in Nan Wynn's life. They met last summer when Teddy played in the Hudson-DeLange orchestra and Nan was the vocalist... Les Youngman returned from his vacation five pounds heavier and a couple of shades browner.

The Mauh Twins, Billy and Bobby, did a special "Let's Pretend" broadcast from the Montefiore Hospital in New York a couple of weeks ago. At the start of the broadcast the announcer mentioned the broadcast was coming from the hospital. Apparently every radio in the neighborhood must have been tuned in, as when the twins started to leave, they were mobbed by autograph hunters. They tried to dash out of another exit, but it didn't take them long to realize every exit was surrounded.

Bandnotes: Kay Kyser has clicked so big at the Pennsylvania Roof that he has been signed by the delicatessen to open their "Madhattan Room" in the early fall... Benny Goodman will return from his European vacation in time to take over the broadcasts of August 2... Glen Gray, whose real tag is Knoblauch, has had his name legally changed to Kirby Kirby in order to have his way on his way to San Francisco, from where his lingo and rhumba rhythms will emanate... Peter van Steeden has to rush out of the Town Hall Three B's before the program is over, because he also leads the orchestra on the "For Men Only" program, which follows immediately in another studio down the hall... George Hall and Bobby Lane are back in New York after a triumphant tour of Europe... If it's hard to understand why George and Dolly are so popular with the tuner-inners... Donna Deuitt, a member of seventeen, will sing with the Fred Waring band when the ork pilot returns to the air in the fall. Donna was formerly with Frankie Masters at the College Inn... Hal Kemp's last movie had his band playing "I'm Taking You"... Now Hal is featured on the "Time to Shine" program.

Harry von Zell told me he can't take his program off the air... Last time he tried it, his younger yelled, "That's my daddy!" when Harry walked out on the stage to make his prebroadcast speech. Harry was nervous then... The broadcast feared another outburst that would get into the mike and out over the air.

ODDS AND ENDS: This Sunday Jerry Belson, whose program is "Interesting Neighbors," will come on with a show in the daytime miles from New York to Hardwick, Vermont. It will cost the sponsor $750 extra for the line charges... Glen Gray also has a show which had to be at the NBC Studios at 11:45 a.m. to fill in for a general broadcast with his partner, Aner, which was heard in this country at 6:45 p.m. Glen Gray has been in a lull in New York, is excitedly happy about "Hi-Lo Silver," and the San Francisco Opera Company in the fall... Richard Maxwell is happy because his band is playing "Cheer and Comfort," is selling so well.

Radio programs are helping songwriters to think of titles for their tunes. "We, the People" has just been recorded by RCA Victor and "Hi-Lo Silver" is another of the new popular tunes. Up at the Pennsylvania Roof, Kay Kyser holds a contest for the dinners. The man and woman yelling "Hi-Lo Silver" the loudest wins a Lone Ranger fountain pen.

A show that leaves a bad taste in my mouth is the Sunday night "Good Will Hour" with John J. Anthony producing. A recent broadcast hit a new low when Anthony allowed a woman in her forties to come to the microphone and admit she lived with a man for eleven years, then went out and married another man. After a short time her husband left her and she went back to the first man. Later, her husband showed up and she went back to him. Again he disappeared and again she went back to the first man. The husband returned the third time and posed his wife to come back to him again. She didn't... (Continued on Page 13)
Log of Short-Wave Stations

<table>
<thead>
<tr>
<th>Country</th>
<th>Frequency</th>
<th>Language</th>
<th>Program Type</th>
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<td>China</td>
<td>9.0 kHz</td>
<td>Chinese</td>
<td>News</td>
</tr>
<tr>
<td>Japan</td>
<td>9.5 kHz</td>
<td>Japanese</td>
<td>News</td>
</tr>
<tr>
<td>Russia</td>
<td>10.0 kHz</td>
<td>Russian</td>
<td>News</td>
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NOT many listeners know that in the heart of the Belgian Congo at Leopoldville, a short-wave station called “Radio Leo” (6.14), owned by two Jesuit priests, the Reverend Fathers Cornelius and Mols, is on the air each Sunday from 6:25 to 8 a.m. EDT, with a broadcast consisting of phonograph recordings and a twenty-minute address. About once a month this station, which is constructed of American equipment and has a power of 25 watts, broadcasts a band concert on Sunday mornings at 10 a.m. EDT.

VUC of Calcutta, India, has apparently received its powerful new short-wave transmitter, since initial test broadcasts on Wednesday, July 6, was received with good signals from 8 to 10:30 a.m. EDT, on 6.106 meg.

SHORT-WAVE SHORTS: CSW4 of Lisbon, Portugal, has been heard irregularly during the mornings on a new frequency of 15.1 meg. . Experiment Short-Wave Station ZRB2 (13.3), broadcasts during the mornings, 7:30 to 9:30 a.m. EDT, with the news in English given at 7:30 a.m. EDT. ZRB2 (5.023) of Robert’s Heights, South Africa, is again broadcasting short-wave programs, 6 a.m. to 9 a.m. EDT, 9 a.m. to 10 a.m. EDT, and 10 a.m. to 11 a.m. EDT. . The Spanish and Portuguese news programs, broadcast at 9 a.m. and 12 a.m. EDT, respectively at 9:30 and 10:45 a.m. EDT, nightly from Daventry, England, are now being rebroadcast by GSI (9.01), and GSI (6.04), respectively at 12 p.m. and 11 a.m. EDT, 12 a.m. and 11 a.m. EDT, 11 a.m. and 10 a.m. EDT, and 10 a.m. and 9 a.m. EDT. .

Monday, August 1

7:30 a.m.—Program from Hong Kong: 3ZZ3
9:00 a.m.— “America’s Topical Station” (2 Zig) .
10:10 a.m.— “The Problems of the Placid Club” (PIII)
11:10 a.m.—“Morning Concert” (FJ)- Bunk Holiday on Western Super-Mare: (SIT)
3:10 p.m.—Ludomizing Hour for the Graduates (WG)
5:00 p.m.— Science news: W2K4 (333)
6:00 p.m.— “The World” (PORTUGUESE) news: WZAX
7:00 p.m.—“The Port-au-Prince News” (18.115)
9:00 p.m.—“Bulgarian music: W2K4 (333)
9:10 p.m.—“Central European News” (333)
10:10 p.m.—“German Club: B2D”
11:10 p.m.—“The World” (PORTUGUESE) news: WZAX

Radio Guide • Week Ending August 6, 1938

On Short Waves

Edited by Chas. A. Morrison

Times indicated on this page are for Eastern Daylight Saving Time.

For EST and GMT: 1 hour; for CST: 2 hours; for MST: 3 hours; for PST: 4 hours.

Listeners to the Daventry stations will hear commentary on some of the events in the International Athlete Meeting to be held in London Monday night.
Economist Tells Need of Cooperative Action

Friday, CBS, 4:45-5 p.m.

At a time when action—in the form of military force and social upheaval—rampant throughout the world, militant economists and students of international affairs feel that action is more than ever before desirable as the keynote of world economics. This form of action, however, in direct opposition to the political conniving and military meddling prevalent in many sections of the world, looks toward the objective of real cooperation.

In line with this policy, Raymond Leslie Buell, head of the Foreign Policy Association, will speak on "The Economic Situation in Central Europe and the Need for Action in the Field of World Economic Cooperation," thereby presenting a picture of the section which has often been the victim of territorial aggression and the scene of social and political vicissitudes.

Buell, Chicago-born publicist and political science expert now living in the East, lends to the subject the authority built upon his experience as professor and lecturer in many of the foremost universities of the United States, as well as the authorship of a number of books on history, economics, government and international relations.

This talk is another in the CBS series of educational feature programs dealing with educational interests, and should be of particular interest to those actively concerned with one of the most vital international problems of our time.

Villanova President Catholic Hour Speaker

Sunday, NBC, 6-6:30 p.m.

Education is a great gift, but unless it is tempered with the sobering influence of the spiritual viewpoint, it may do more harm than good.

Rev. Edward V. Stanford, on Sunday, will begin a series of five broadcasts, taking "Education" for the general theme of his discourses. Rev. Stanford, member of the faculty of Villanova School of Philosophy, is president of Villanova University, the responsible office he assumed in 1932 when he was thirty-five years old. His sermons will attempt to show the advantage of approaching the vital problems of education from the religious standpoint.

This series on the "Catholic Hour," beginning on the last Sunday in July and continuing through the month of August, will be followed by a cycle on "Education and Youth," with the Rev. Dr. George Johnson as speaker.

LISTENING TO LEARN

RECOMMENDED PROGRAMS

DRAMA

Sunday, July 31

Shakespeare's England. 1:10-3 p.m., NBC

Way Down Home. 1:30-2 p.m., NBC

Drama depicting life of James Whitcomb Riley.

There Was a Woman. 5-5:30 p.m., NBC

Dramatization of women in the lives of famous men.

Monday, August 1

Mercury Theater. 9-10 p.m., CBS

Dramatic program by Orson Welles.

Tuesday, August 2

Let's Pretend. 5-6 p.m., CBS

(Also Thursday, same time and network.)

Nila Mack takes the children into the world of make-believe.

Four Corners Theater. 8-8:30 p.m., CBS

"Aunt Jerushy on the War Path." Dramatization of popular play.

Wednesday, August 3

It May Have Happened. 9-9:30 p.m., NBC

Radio drama by Charles L. Copeland.

Thursday, August 4

Men Against Death. 8-8:30 p.m., CBS

Dramatizations taken from books of Dr. Paul de Kruif.

Pulitzer Prize Plays. 9-10 p.m., NBC


Friday, August 5

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

Saturday, August 6

Columbia Workshop. 7:30-8 p.m., CBS

Stephen Vincent Benet's "The Devil and Dan'l Webster." Dramatization produced under the direction of Wm. N. Robson.

Original Play. 8-9 p.m., NBC

Dramatizations of "Death of a King," by Norman Rosten.

GOVERNMENT

Monday, August 1

National Radio Forum. 10:30-11 p.m., NBC

Guest speakers, talking from Washington on current national topics.

HISTORY

Wednesday, August 3

Living History. 7:30-7:45 p.m., CBS

Dramatization of events of 1807.

INSPIRATION

Sunday, July 31

Church of the Air. 10-10:30 a.m., CBS, Rev. George M. Miller, Brooklyn, N. Y.; 1-1:30 p.m., Rev. Gerard W. Graver, Cincinnati, Ohio.

Highlights of the Bible. 10-10:30 a.m., NBC

Dr. Frederick K. Stamm speaks on "Man Must Have Wings."

Sunday Vespers. 4-4:30 p.m., NBC

Dr. Paul Sheer speaks on "God's Way of Escape."

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

Saturday, August 6

Message of Israel. 7-7:30 p.m., NBC

Guest speaker: Mrs. William E. Deane.

PERSONAL—SOCIAL PROBLEMS

Tuesday, August 2

Highways to Health. 4-4:15 p.m., CBS

Dr. Glenn Frank Summarizes G. O. P. Conference

Saturday, NBC, 8:30-9:05 p.m.

Dr. Glenn Frank is a very active man . . . and has been for the past quarter-century. During this time he has not missed the upravings that are the predetermined lot of active men, and the circumstances surrounding some of these reversals have brought his name to the public's notice on several occasions. One outstanding incident that found him in the headlines took place when Wisconsin's Progressives crowded him off the political fence and left him outside the gates of the university he had headed as president. His most recent clash brought him to the front to defend the policies of the free-distributed rural magazine of which he is the guiding light. This run-in is still to be settled in court.

Thus Glenn Frank is a man whose activity has involved three very lively fields—education, publication and politics.

When he is heard over NBC on Saturday, Glenn Frank will speak in his capacity as one of the leaders of the Republican party. As chairman of the Republican Party Program Committee, he will give a summary of the committee's six-day conference in Chicago. His address will come at the conclusion of the conference.

The questions to be considered at this meeting in Chicago are the country's vital problems of the day—labor, agriculture, social security, finance, relief and Civil Service questions, at which most of the harangues of the coming presidential election will be directed.

Norman Vincent Peale Talks of Habits

Saturday, NBC, 6:45-7 p.m.

There are tricks to all trades . . . and it is the master tradesman who knows them well and uses them to his best advantage. Man, in attempting to be master of himself—that is, master of the art of living—should learn the tricks of this art, the short cuts away from his faults and the simple methods of developing his virtues. A weekly series devoted to the cause of teaching Americans to cultivate the art of living brings Dr. Norman Vincent Peale to the air every Saturday over the network.

The title of Dr. Peale's lesson this week will be "How to Break Bad Habits and Form Good Ones." A distinguished student and teacher of human behavior, Dr. Peale will attempt to point out the virtues of cultivating a very powerful influence in the lives of men . . . the force of habit.
HOLLYWOOD SHOWDOWN

BY EVANS PLUMMER

Toby Martin, singer with Burns and Allen, is on an 8-week tour as leader of his own band. On hand to give him final instructions on the art of holding a baton at his last B & A airing of July 25 was Casa Loman Grant Gray, who, when he was offered a song, accepted. His name, because, his partner's chart choice, was gratefully accepted by the song's writer.

When Leo Reisman's band opened at Hollywood's Cocoanut Grove, many stars turned out for the fun. Mr. and Mrs. Freeman (Amos 'n Andy) Gouden came with Charlie McCarthy's mouthpiece, Edgar Bergen.
RADIO GUIDES' X-WORD PUZZLE

HORIZONTAL
1. First name, star in the portrait. 7. City in central western Germany. 12. Plant in the earth. 13. It bears other wheels to motion.
15. Musical name of Finnish origin.
21. Capital of Eire. 22. Thing, as in bull. 23. Such as cow, horse, etc.
28. Laxone Hair almo water.
29. Gertrude ——, radio actress.
30. Florist back. 31. dinner. 32. A head.
33. A friend.
34. Fred Warner was born in—Pens. 35. Nabisco ——, singer.
36. Performer achieves.
37. Enraged by a mine.
40. Reddish brown.
48. To fix.
50. Paradise.
52. ——, pianist.
53. Cooked in an oven.
55. George ——, band leader.
56. McKinley, bowtie.
62. In this way.
63. Novel by Sir Walter Scott.

VERTICAL
2. Knob. 3. First name of Mr. George Jessel. 4. Original authorization to attend tests.
5. Evacuating.
6. Pinchilla, songstress.
7. Last name, Tommy Dorsey’s
classical.
8. Lubricating.

Solution to Puzzle
Given Last Week

67. Wade ——, orchestra.
68. Blue ——, bandleader.
69. Fisherman.
70. To desire.
71. Such, sensations.
72. Clap by.

AN INNOCENT PEOPLE SUFFERS BECAUSE MAD GANGSTERS RUN GERMANY

Men who in democratic nations would be behind bars or listed as public enemies run the government of a world power. Because the warped mind of Adolf Hitler is obsessed with an unthinking hatred of Jews, the Nazis are sponsoring the most horrible anti-Semitic drive since the Middle Ages. When it seems there are no physical or economic tortures left to visit on Jews, Hitler steals Austria and opens a new field for his sadistic excesses. Meanwhile he sends a network of spies to sneak the defense secrets of our free nation. The rule of the trigger-men marches on!

The World’s Moral Lepers: Are They Subnormal or Abnormal?
Revealed in Pictures in September

SAMEDAY SERVICE
Roll developed, 8 glistening prints, 2 enlargements...

COMMODORE
FOR CEM AND EVER READY RAZORS

WANT $1900.00 A YEAR?

DISCARD YOUR OLD AERIAL
It is Wasted Energy. Restore and Max FPR or Less Radio Connections. No More BUZZ, CLICKS and statics from summer storms and winter snow and storm than before if P & R到底 aerial eliminator. Always the correct. It is a monotone’s life to the radio. Operates on any radio. For Max FPR. $2.00 each. Removable, makes any receiver as good as new. Improved. Write for literature. S.F. AERIALS, 2083 S. Spruce, San Francisco. Write for literature. S.F. AERIALS, 2083 S. Spruce, San Francisco.

Mail Coupon immediately for free sample.

COMMON EDUCATION Usually Sufficient
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MEN—WOMEN

MAIL YOUR PUPILS TO
F. J. WALTER BOWERS, 3124 PHILADELPHIA AVE., CHICAGO 17, ILL.

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AIRIALTO LOWDOWN

(Continued from Page 11)

know what to do and that’s the advice she wanted. Our advice is to keep this sort of thing off the air. It is definitely not educational, nor is it entertaining or helpful.

CANDID KILOCYCLE COMMENT
Fred Uhl, emcee of “For Men Only,” does a grand job of putting his guests at ease. Most of them never appeared in front of a mike before Joe Williams, sports editor of the Scraps Howard papers, told some interesting sports yarns on this show the other week and for a couple hours after the program this scribbler was convinced Williams has many more to tell. No less than four sound-effects men were used on Orson Welles’ adaptation of Treasure Island. No question about Welles being a splendid actor, but he shouldn’t try to impress the other players and the few visitors in the control-room with all the unnecessary gestures with his body and hands. All members of the cast rehearse most of Saturday, Sunday and Monday for this weekly string. NBC was a trimming by the other networks on the Howard Hughes Rights and only one of my informants tells me twelve men were dropped from the payroll as a result. The big laugh of all the Hughes special broadcasts was when the official timekeeper was being interviewed. He started to say that he was using a Longines watch. That was as far as he got. The program was switched to another point because the alert engineer realized that one of his network’s best customers is competitor Bulova.

RADIO GUIDE’S PROGRAM LOCATOR APPEARS IN THE ISSUE DATED THE SECOND SATURDAY OF EACH MONTH

MIDWEST PHOTO, B-100, Janesville, Wis.

September SCOEEN GUIDE
The Portfolio of the Picture: Hollywood—Now on Sale at All Newsstands!

Mail Coupon immediately—mail same.

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13
In some quarries dynamite shots are used to bring down the stone. Tunnels are driven into the side of a hill and dynamite is placed in the tunnels. This picture shows such a tunnel-shot as dynamite explodes.

A DYNAMITE charge, blasting out a rock section, will be heard over CBS when "Americans At Work" devotes its broadcast Thursday at 10:30 p.m. EDT to the dynamiters of the country. Each year thousands of men risk their lives dynamiting, yet no single job for the furtherance of many construction projects is more important than that of the dynamiter. Through the use of dynamite, stone is brought down in quarries, currents in rivers are changed and ice jams which threaten floods and other damage to property are broken up. Hear two of America's foremost authorities on large dynamite blasts tell their own experiences Thursday.

Extensive use is made of dynamite in tearing down old buildings to be replaced by new ones. In blasting the old lifeguard quarters (above) at Orchard Beach, Pelham Bay Park, New York, 60 pounds of dynamite was used.

Authority on large dynamite blasts, Samuel Russell will tell all on "Americans At Work" Thursday. Above: Russell placing charges of nitramon preparatory to a shot at quarries of cement company in Pennsylvania.
One of the most interesting jobs ever done by dynamite has been the use of it in many parts of the country to make new courses for streams. Above is a dynamite blast which built a new channel for a stream in Mississippi.
**NO HOLIDAY**

**THE SHOPPING GUIDE**

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

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

**Emergency Mending-Kit**
"Myrt and Marge" (Monday through Friday, CBS, 10:30 a.m. EDT; rebroadcast, 12 noon PST) offers an emergency mending-kit in luggage-brown suede in box-top of Concentrated Super Suds (blue package) and ten cents in with ten cents to Concentrated Super Suds, Jersey City, N. J.

**Bess Johnson's Composition-Brush**
"Hilltop House" (Monday through Friday, CBS, 10:30 a.m. EDT; rebroadcast, 12:30 p.m. PST) offers a Bess Johnson composition-brush for the black bands from three cakes of Palm-olive Soap, together with ten cents. Address: 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.

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

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

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

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

**Album of Movie Stars**
"Hollywood Screenscopes by George McCall" (Tuesday and Thursday, CBS, 7:15 p.m. EDT; rebroadcast, 7:15 p.m. PST) offers an album of Movie Stars for three Old Gold wrappers, plus 10c. Address: Old Gold, 119 West 40th Street, New York City.

**Better Buymanship Booklet**
"It Can Be Done" (Wednesdays, CBS, 8:30 p.m. EDT) offers a Better Buymanship Booklet entitled "Making Money." Write Household Finance Corp., Palmolive Bldg., Chicago, Ill.

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

**Mr. Fairfax Knows All**

ARLENE FRANCIS was born in Boston, Massachusetts. She is a niece of Dr. Varaztad Kazanjian, one of the foremost plastic surgeons in the world. She attended the convent of St. Vincent School and the Finch Finishing School, but got her dramatic education at the Theater Guild School in New York. Arlene is five feet five inches tall, weighs about 116 pounds, has dark brown eyes and wavy brown hair. Her hobbies are reading and writing—H. A. J., Coldwater, Mich.

RUSSELL MORGAN'S theme song is "Does Your Heart Beat for Me?"—J. Y., Englewood, N. J.

DAVID RUBINOFF, violinist, has been very ill during the past few months, submitting in rapid succession to four emergency operations. According to the latest reports he is on the road to recovery and has been moved from the sanitarium in Battle Creek, Michigan, to his home in Pittsburg.—A. W. F., New Bedford, Mass.

CARLOS MOLINA came from Bogota, Colombia, in South America. In this country he attended the Parker School and an orchestra leader in vaudeville, motion pictures and ballroom assignments. When talkies became the vogue, he organized a tango and rhumba band for Latin pictures.—M. H., Chicago, Ill.

FRANKLYN MacCORRACK was born in Waterloo, Iowa, on March 8, 1906. He attended the Waterloo schools, started at Iowa College and then joined a stock company. His record boasts of over 1,000 stage appearances. Franklyn is six feet two inches tall, weighs about 180 pounds, has blue eyes and dark-brown curly hair. His hobbies are collecting poetry and antique pistols.—S. L. C., Chicago, Ill.

RICHARD HURST'S theme song is one of his own compositions titled "It Isn't Fair."—J. C., Brantford, Canada.

The personnel of the "SOUTHERNAIRES," colored vocal quartet, as follows: Homer Smith, tenor; Lowell Peters, tenor; Jay Toney, baritone; William Edmondson, bass. Clarence Jones is the accompanist and arranger, Edmondson also takes the part of the "Preacher" and Homer Smith, writes the continuity—M. B., Oakland, Md.

KAY KYSER was born in Rocky Mount, North Carolina, on June 18, 1906. He is not married.—M. F., Old Forge, Pa.

When HENRY HUNTER was engaged in radio work in Chicago he was known by his real name, Arthur Jacobsen. When he moved to Hollywood and went into the movies, he had his name changed.—I. M., Glenshaw, Wis.

Radio Guide • Week Ending August 6, 1938

www.americanradiohistory.com
EVERYONE who has listened gaga to Bing Crosby's Thursday night soirees certainly recognizes that much of the charm of his Music Hall springs from his habit of joshing opera stars and concert artists who might be expected to rebel at such rail- lery. Truth is, as revealed there, that serious musicians are most often pretty regular people. Take, for example, Miss Helen Jepson, Metropolitan Opera star since 1934. As such she was the first woman ever to win an engagement with the distinguished company as a direct result of radio. That happened when Giulio Gatti-Casazza, "Met" head man at the time, heard her on NBC sustaining programs. That was after the little Pennsylvania girl had tramped in Chautauqua and lent her soprano to the Philadelphia, Montreal and Atlanta Grand Opera Companies, in addition to radio. Now established as one of our greatest contemporaries on the air and in movies and opera, Miss Helen doesn't snub a good time any more than she did when she toured the country in a broken-down Ford years ago. She is now Mrs. George Possell, and vacations with her husband at their summer home at Wurtsboro, N. Y., spending her time dabbing paint (above, left), tooting an antique trombone, one of her collection (above), and greasing up her face and car (left)!

Acme Newspictures
NEW YORKERS always say that strangers in the city know more of its lore and see more of its interesting hideaways than do the natives. This week a lady from Missouri will tell the stories of some of the intriguing things she's come on in her jaunts about Manhattan. The complete stories of the oddities shown in these pictures will be told on Mary Margaret McBride's informal chats on CBS Monday, Wednesday and Friday of this week at 12 noon EDT. Listen to them!

Exclusive Radio Guide Photographs by Gus Gale

Mary Margaret McBride never broadcasts from script; in the immense bag she's carrying in this picture she has notes to guide her in rambling, chatty remarks about things that interest her—and millions of others!

Negroes in New York's Harlem wish at "The Tree of Hope," named by Percy Verwayne, Harlem actor. The tree's stump was removed to its present site at 131st St., 7th Ave., by Bill Robinson, Negro dancer

John Joseph Flynn is a "subway sniffer." He travels through the tunnels, sniffs in, under and around trains for escaping gas. This week Miss McBride will tell the complete story of his job and his methods

In the year 2001 some sculptor will carve this uncut stone in the parapet of the Cathedral of St. John the Divine. The subject will be the person who has contributed most to progress in the twentieth century!
Millions of New Yorkers have walked over the city’s only sidewalk clock and some have stopped to get the correct time from it. Miss McBride stopped—but to get its story for one of her CBS programs this week!

The Hess Estate in New York is the reluctant owner of the world’s smallest piece of real estate—this tiny triangle. Miss McBride will tell its story, explain why its owners have to pay enormous taxes on it!

Francesca La Monte of the New York Museum of Natural History is probably the world’s only woman “fish detective.” The story of her search for the breeding-place of swordfish will be part of one of the talks.

Miss McBride stops off at the library’s “summer book bar” in Bryant Park. Radio Guide pictures the subjects of her talks this week to help listeners visualize the oddities whose complete stories she will tell.

www.americanradiohistory.com
Alack and alas! Here, in a low den, against a background of bawdy pictures, we find Songstress Marian Francis, her mind reeling in the fumes of drugged liquor, lost in the amorous clutches of her employer, the villain Masters!

That low villain Frankie Masters has no scruples at all! Would he lure away an innocent high-school girl? Yes, he would!

At home, forsaken and alone, wait the wives and little children of these disreputable musicians, drunk again, and gambling away their huge earnings throughout the wee small hours of the night!

So! Jumping the hotel bill again, eh? It's Trombonist Kahn Keene, ducking down 19 flights of fire-escape stairway.

ARE MUSICIANS

JUST as legend has it that all newspapermen are confirmed drunkards, so do most people believe that the life of a jazz musician is one long bacchanalian orgy, a continuous round of drinking and marihuana smoking. There may be a certain amount of glamour in that picture, but it just isn’t true. Of course there are musicians who drink, just as there are shoe salesmen and filing-clerks.

Photographs by.

The Public is Told—

Of course, musicians smoke marihuana! Here are Carl Bean, Marian Francis, Norval Price, “high,” listening to records.
REALLY MAD?

who drink, but by and large, musicians lead quiet, normal lives—and for a very good reason: to play the fast, complicated arrangements of popular songs, a musician must have his wits about him! Here is both sides of the story: the true and the false, with members of the orchestra of Frankie Masters serving as models.

Max F. Kolin

Nothing more degenerate than a hard game of baseball often occupies the attention of Frankie Masters and his boys. Working long hours at night, indoors, musicians are eager to take any opportunity for outdoor play.

BUT DON'T BELIEVE IT

My, how you've changed! It's Marian Francis pictured in the kitchen of her apartment. The girl can really cook!

All but one member of Frankie Masters' orchestra are married. Here are typical wives and children: Mrs. Walter Fellman and Suzy-Q; Mrs. Carl Bean and Patty, and Mrs. Harold Wright with her daughter, Sandra.

Does this look like dissipation? Jay Matthews' father once made him learn plumbing—now it's Jay's No. 1 hobby!
JOAN BARRETT, twenty-three, attended grammar and high schools in Pine River; made good grades, participated in school dramatics, yearned for a theatrical career. When her father was crippled in an accident, she gave up her theatrical ambitions. When she was dismissed by Wright, the manager, after Grace Wilson, a salesgirl who disliked her, and Carson, a real-estate agent, made her appear as a thief. Unable to get another job, she demanded a trial. Mike Hagen, Joan's friend, invited Norman Price, an old friend and famous New York attorney, to defend her. He saw her, fell in love, agreed to defend her. But Joan finally won her own case by making Grace admit the frame-up. Joan Blaine (above) plays the starring role.

JIM BARRETT is Joan's father and thus at present the object of her sacrifice of a career. Between them there exists a love and understanding far deeper than that between most fathers and daughters. He is a carpenter-contractor, but at times when he was raising Joan, after his wife died bearing her, he was reduced to odd jobs for little money. When Joan was a baby, he built a house for them himself, put its title in Joan's name. It has been the object of Carson's conspiracy. Recently Jim pushed an old man out of the path of a car, was hit himself, paralyzed below the waist. He is dependent on Joan's ministrations entirely, and his infirmity may be permanent, frustrating Joan's career hopes. Richard Gordon (above) portrays Joan's father.

MR. WRIGHT, manager of the Emporium, who dismissed Joan without trial, is filling a typical "self-made man" and "stuffed shirt" who considers himself the town's leading citizen. He is so sure of his self-righteousness he will lie to prove a point. Teddy Bergman (above), versatile character actor, is "Mr. Wright" and he also plays MIKE HAGEN. Mike has been a friend of Jim's since childhood and loves Joan as if she were his own daughter. Mike was responsible for getting Norman Price to defend Joan at the trial.

EMMA STEVENS ("Stevie") was once a Folies girl, later a character actress, now a plump and fifty-year-old stage matron. When Joan was in New York she met "Stevie"; they became close friends. When Jim was hurt, "Stevie" was glad to come to Pine River, help Joan take care of him. She is sentimental and jolly by turns, is efficient and "knows all the ropes," but not bossy or hard-boiled. Now living with the Barretts, she is friend, nurse and housekeeper in one. Judith Lowry (above) portrays lovable and humorous "Stevie.

DR. BILL SCOTT ("Tubby") is twenty-six, blond and blue-eyed. He and Joan were childhood sweethearts, and when she returned to Pine River on her visit just before her father's accident, he proposed, was refused. He is taking care of her father, says a sudden shock might cure him. Although he is as much in love with her as ever, Joan regards him not as a possible husband but as her oldest and dearest friend. Charles Carroll (above) portrays kindly and understanding Dr. "Tubby" Scott in "Valiant Lady."
MRS. AGNES WESTCOTT is store detective at the Emporium, found the stolen money hidden in Joan's glove, is convinced of her guilt. She is a heavy-set, masculine sort of woman in her late thirties. Norman Price surprised her into confessing a prison term at the trial. Linda Carlon plays the role.

EDWARD CURRAN, world-famed theatrical producer, promised to make Joan a great actress; she had to give that up after Jim was hurt. A smart, hard businessman, he understands Joan's decision since he visited Pine River to try to take her back to New York. Santos Ortegas (above) plays Curran.

MILDRED FARELL is a sophomore for a New York paper, sent to Pine River to report the trial. Cynical and hard-boiled, she turns on the tears when she writes about the girl who was almost a Broadway star. The role is played by Adelaide Klein (below).

MR. COLLINS is president of the Pine River bank, and a kind and fatherly old man. He lent Joan $2,000 of his own money to finance her defense and clear her name so she could get another job to take care of Jim. Dwight Weist (below) portrays Mr. Collins.

NEXT WEEK: "BETTY AND BOB"

O HER lives have impinged on Joan Barrett's as she courted dramatic glory in New York and as she faced her life of sacrifice and trouble in Pine River. Those are: NORMAN PRICE, New York lawyer who was invited to Pine River by Mike Hagen ostensibly for a fishing-trip, but in reality to get him near Joan and to try to persuade him to defend her. He did. Albert Hayes plays that role. MR. CARSON is the real-estate man who will go to any length to get Joan's home because he knows it will be valuable soon as a right-of-way. He was behind the plot to have Joan dismissed—thus force her to sell her home to him. Bernard Lenrow plays Carson. GRACE WILSON, homely "runt," had her job at the Emporium saved for her by Joan but instead of gratitude she feels only jealousy. She hid the stolen money in Joan's glove. Jeanette McGrady plays Grace. JUDGE KRUGER, played by Jerry Macy, is the stern and dignified barrister who presided at the trial, and MR. TRENT, played by Sidney Slon, was the prosecuting attorney whose caustic denunciations ran the gamut of procedure from innuendo to accusation as he tried honestly to do what he considered it his job to do. Milton Herman plays the part of Mr. L. LIENTHAL, producer of the first play Joan was in in New York. When his leading lady became ill, he gave Joan her chance. There Mr. Currin saw her. All these characters parade in highly realistic formations through "Valiant Lady's" chapters. Meet them, Monday through Friday at 2:30 p.m. EDT on NBC. Their adventures are as real as your own life!
AN INTERNATIONAL INCIDENT

CRITICS have about decided NBC was right after all! Imported by the network early in 1937 and billed as "The Bing Crosby of Paris," Jean Sablon failed to make much impression in his first year as an American crooner. Now in a regular Sunday series, though, response to his soft songs is growing apace. His programs on NBC-Blue at 5:30 p.m. EDT follow immediately after Marion Talley's on the Red net. Perhaps that explains the friendship that makes them the international "good neighbors" shown in these pictures!
THIS WEEK'S PROGRAMS

SUNDAY

8:00 CST

WIBC-Christmas Music

9:00 CST

WJR-Maschke's "Current Events"

10:00 CST

WHII-Christmas Carols

11:00 CST

WTMJ-Friday's "Local News"

MORNINGS

8:00 CST

NRC-Battleship Region: Who Is Who

9:00 CST

NRC-Battleship Region: Who Is Who

10:00 CST

NRC-Battleship Region: Who Is Who

11:00 CST

NRC-Battleship Region: Who Is Who

This department announces programs which change their networks or hour of broadcast for two or more weeks. Consult their local stations for your local station.

Schedule Changes for July 31 to August 6

NBC-Church of the Air: WOCO

KMOX, WKBW, WFBM (every 22)

WWF-Church of the Air: WFBM

NRC-Church of the Air: WRSK.

KMOX, WKBW, WFBM (every 22)

WWF-Church of the Air: WFBM

NRC-Church of the Air: WRSK.

KMOX, WKBW, WFBM (every 22)

WWF-Church of the Air: WFBM

NRC-Church of the Air: WRSK.

KMOX, WKBW, WFBM (every 22)

WWF-Church of the Air: WFBM

NRC-Church of the Air: WRSK.

KMOX, WKBW, WFBM (every 22)

WWF-Church of the Air: WFBM

NRC-Church of the Air: WRSK.

KMOX, WKBW, WFBM (every 22)

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NRC-Church of the Air: WRSK.

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KMOX, WKBW, WFBM (every 22)

WWF-Church of the Air: WFBM

NRC-Church of the Air: WRSK.

KMOX, WKBW, WFBM (every 22)

WWF-Church of the Air: WFBM

NRC-Church of the Air: WRSK.
SUNDAY
July 31

(1:35 p.m. Continued)

WIFE-Sunday Newspaper
WSN-Diamonds Drop
12:00 CST

NBC-Louise Flanders, sop: WNET
NBC-Chesapeake Symphony
Concerts; WSKY - TOLWA
12:15 CST

CBS-Everybody's Wednesday
WKB-Municipal Opera
WAF-Midsummer No.
WCT-Stranger As It Seems
WWE-Rhythm Makers Revue
WBS-Bel Air Revue
WLB-Without the World
WBKB-Musical Comedy
WJM-New Voices of 1955
11:15 CST

NBC-Three Centers: WMT WNEW
NYC WOR Orchestra:
WLAB Symphony Chorus
MBS-Jimmy Livingston's Orch.
KWH-Gibb's Mother Taught Me
2:00 CST

CBS-The Farmer Takes the Milk,
talks: WFBM WMBD WTTA
WBBM KMOX WOC WPAK
WBBM (sw-15.27)
1:45 CST

more beer and raise
the chicken of the inland will
tell their stories of interest in
more beer and raise
the chicken of the inland will
tell their stories of interest in
their stories of interest in
their stories of interest in
their stories of interest in

Page 2

Good Listening for Sunday
Further details and stations which will broadcast these programs may be
found in the programs listed as stations carrying these programs.

MORNING

12:00 CST (1000 DWT) The Magic Key, NBC.
1:00 CST (2000 DWT) Everybody's Music, CBS.
2:00 CST (3000 DWT) The Farmer Takes the Milk, CBS.
3:30 CST (3300 DWT) The World Is Yours, CBS.
5:00 CST (4000 DWT) Andre Kostelanetz, CBS.
5:30 CST (6300 DWT) The Pasing Parade, CBS.

NIGHT

6:30 CST (7000 DWT) Chase and Sanborn Hour, NBC.
6:30 CST (7300 DWT) Philharmonic-Symphony
Chamber Music Society, NBC.
7:00 CST (8000 DWT) Win Your Lady, NBC.
8:00 CST (9000 DWT) Horace Helft, NBC.
8:30 CST (9300 DWT) University of Chicago Round
Table Discussions, NBC.
9:00 CST (10000 DWT) Winchell Column Quiz, NBC.

Good Listening for Sunday
Further details and stations which will broadcast these programs may be
found in the programs listed as stations carrying these programs.

MORNING

10:30 CST (1130 DWT) Radio City Music Hall
Chamber Music Society, NBC.
11:30 CST (1230 DWT) Men with Wings, MBS.

A SWELL TENT, FELLOWS!

You can earn it easily if you start now! This tent is just the thing
you'll want for a camping trip or even to set up in the back yard.
What fun you can have sleeping outdoors in your tent during hot
summer nights! It's 6 ft. high with a 7 ft. by 7 ft. base. If you want
to earn it, write to Al Jones, Dept. A, Radio Guide, 731 Plymouth
Plaza, Chicago, Ill., and ask how you can make and win a prize.

6:00 CST

CBS-George Raft, Talk: WSB
1:00 CST

CBS-Professor Jake Helms, Talk: WSB
5:30 CST

CBS-Vice President Thomas E. Dewey, Talk: WSB
12:30 CST

WBKB-Glass Blue Orchestra, Talk: WSB
12:00 CST

WBKB-Sólica Polka Orchestra, Talk: WSB
5:30 CST

WBWK-Middle Temperance Orchestra, Talk: WSB
12:00 CST

WBWK-Great Lakes Orchestra, Talk: WSB
5:30 CST

WBWB-Philharmonic Orchestra, Talk: WSB
12:00 CST

WBWB-Washington Orchestra, Talk: WSB
5:30 CST

WBWO-Washington Opera, Talk: WSB
12:00 CST

WBWO-Tompkins Orchestra, Talk: WSB
12:30 CST

WBWK-Dance Band, Talk: WSB

FLAT 7 19

www.americanradiohistory.com
Monday, August 1, 1938

**NOISE and AERIAL ELIMINATOR only $1.00 Postpaid**

Eliminate your ear pain and chewing gum, and save your automobile's tapered horns from the pillory! Enjoy a quiet place to hear the waltz of the birds, and the cooing of the dove, free from the racket of the noisy auto. NOISE and AERIAL ELIMINATOR will end a discriminatory practice that the public, in general, has come to believe is essential to the enjoyment of auto traffic. NOISE and AERIAL ELIMINATOR is a simple, compact, and easy to install device that will solve your problem. For details, write to THE NOISE AND AERIAL ELIMINATOR COMPANY, P.O. Box 123, New York, N.Y. **Terms:** C.O.D. or 30 days after shipping. **Shipping:** C.O.D. or prepayment. **Delivery:** 4-6 weeks after order. **Price:** $1.00. **Returns:** 100% satisfaction guaranteed or your money back.
Good Listening for Monday

Further details and stations which will broadcast these programs may be found against appropriate times in the reinforce sheets.

**GOOD LISTENING FOR MONDAY**

**MORNING**
1030 CST (1130 CST) National Farm and Home Hour, NBC.

**NIGHT**
600 CST (700 CST) Burns and Allen, NBC.
700 CST (800 CST) Hitchcock, CBB.
630 CST (730 CST) Voices of Firestone, CBS.
700 CST (800 CST) Orson Welles, CBS.
800 CST (900 CST) True or False, NBC.
800 CST (900 CST) Contented Hour, NBC.
800 CST (900 CST) Wayne King, CBS.
830 CST (930 CST) National Radio Forum, NBC.

**SEPTEMBER SCREEN GUIDE**

**SUN BATH IN SAFETY**

- The Hollywood Way

Do You Know—

How to Sun Bath in Safety?

How to get the benefit of the sun without burning? Follow Screen Guide’s rules—and have a coveted bronze tan!

Revealed in Pictures in the SEPTEMBER SCREEN GUIDE

- Good Listening for Monday
- Further details and stations which will broadcast these programs may be found against appropriate times in the reinforce sheets.
Good Listening for Tuesday

**WJOF** 12:00 CST  No Lady's Hat (The Gold Medal)  WJOF  WIRE WMWA
11:45 CST  Dancing with Your Radio  11:45 CST  Dancing with Your Radio
12:45 CST  Dancing with Your Radio  12:45 CST  Dancing with Your Radio
1:45 CST  Dancing with Your Radio  1:45 CST  Dancing with Your Radio
2:45 CST  Dancing with Your Radio  2:45 CST  Dancing with Your Radio
3:45 CST  Dancing with Your Radio  3:45 CST  Dancing with Your Radio
4:45 CST  Dancing with Your Radio  4:45 CST  Dancing with Your Radio

**KX**

**WJJD** 12:00 CST  Two Pianos  12:00 CST  Two Pianos
11:45 CST  Two Pianos  11:45 CST  Two Pianos
12:45 CST  Two Pianos  12:45 CST  Two Pianos
1:45 CST  Two Pianos  1:45 CST  Two Pianus
2:45 CST  Two Pianos  2:45 CST  Two Pianos
3:45 CST  Two Pianos  3:45 CST  Two Pianos
4:45 CST  Two Pianos  4:45 CST  Two Pianos
Good listening for Wednesday

Further details and stations which will transmit these programs may be found in the appropriate program columns at the website www.americanradiohistory.com


WEDNESDAY August 3

MORNING

10:00 GMT (1130 CST) National Farm and Home Hour, NBC.

10:45 GMT (1215 CST) Farm and Home Hour, NBC.

11:00 GMT (1230 CST) Your Farm, NBC.

11:30 GMT (1300 CST) National Farm and Home Hour, NBC.

12:00 GMT (1300 CST) Over the Air: WBAA WMAQ WMBD

31
THURSDAY August 4  
(6:00 p.m. Continued)

WISN-Down by MBS-Alfred
Musical Clock: WAAF-Evening

WJJD-Variations, musical news.
WLS-Dan Kelly, sports.
WBBM-Dietrick Wilt, music.
WKN-News; Concert Hall
WSIU-Dance Hour. Program.

6:15 CST  7:15 CST

WISN-Down by MBS-Alfred
Musical Clock: WAAF-Evening

WJJD-Variations, musical news.
WLS-Dan Kelly, sports.
WBBM-Dietrick Wilt, music.
WKN-News; Concert Hall
WSIU-Dance Hour. Program.

6:15 CST  7:15 CST

MBS-Down by MBS-Alfred
Musical Clock: WAAF-Evening

MBS-Bob
MBS-Green
WJJD-Variations, musical news.
WLS-Dan Kelly, sports.
WBBM-Dietrick Wilt, music.
WKN-News; Concert Hall
WSIU-Dance Hour. Program.

6:15 CST  7:15 CST

Musical Clock: WAAF-Evening

WJJD-Variations, musical news.
WLS-Dan Kelly, sports.
WBBM-Dietrick Wilt, music.
WKN-News; Concert Hall
WSIU-Dance Hour. Program.

6:15 CST  7:15 CST

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WLS-Dan Kelly, sports.
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WKN-News; Concert Hall
WSIU-Dance Hour. Program.

6:15 CST  7:15 CST

WISN-Down by MBS-Alfred
Musical Clock: WAAF-Evening

WJJD-Variations, musical news.
WLS-Dan Kelly, sports.
WBBM-Dietrick Wilt, music.
WKN-News; Concert Hall
WSIU-Dance Hour. Program.
FRIDAY August 5

3:00 p.m. Continued

WBBM-News in Light's Oratory
WTAM-Don Jody's Sports Report
WCAI-Don Jody's Sports Report
WNBH-Baseball Report
WBAI-Ballpark Ballad
WCCO-Baseball Report
WBAA-Magic
WJBC-American Years
WHIP-Business Men's Club
WGN-Armchair Melodies
WENR-Gilbert Martyn, NBC
WAAF-Jimmie Kozak, NBC
WBAA-Story
WBOW-Tropical Moods

3:45 CST

1:00 PM

WJR-Ending of the American Years

3:45 CST

2:00 PM

WJR-Ending of the American Years

3:45 CST

3:00 PM

WJR-Ending of the American Years

3:45 CST

4:00 PM

WJR-Ending of the American Years

3:45 CST

5:00 PM

WJR-Ending of the American Years

3:45 CST

6:00 PM

WJR-Ending of the American Years

3:45 CST

7:00 PM

WJR-Ending of the American Years

3:45 CST

8:00 PM

WJR-Ending of the American Years

3:45 CST

9:00 PM

WJR-Ending of the American Years

3:45 CST

10:00 PM

WJR-Ending of the American Years

3:45 CST

11:00 PM

WJR-Ending of the American Years

3:45 CST

11:30 PM

WJR-Ending of the American Years

3:45 CST

12:00 AM

WJR-Ending of the American Years
MORNING

7:00 CST: CBC Breakfast Club
7:08 CST: WCLF WOWO WBBM
CBS-Eye News, quarter: WFMAM (sw-21.52)
WBC-The Wake Up Call
Early Riders: WBBM WKBH.

7:15 CST: WBOW Radio

7:45 CST: WHIP-WBOW Radio
Morning Melodies

8:00 CST: WHIP-WBOW Radio

8:20 CST: WHIP-WBOW Radio

8:30 CST: WBBM, WKBH

8:45 CST: WHIP-WBOW Radio

9:00 CST: WHIP-WBOW Radio

9:20 CST: WHIP-WBOW Radio

9:45 CST: WHIP-WBOW Radio

10:00 CST: WBBM, WKBH

10:15 CST: WBBM, WKBH

10:30 CST: WBBM, WKBH

10:45 CST: WBBM, WKBH

10:50 CST: WBBM, WKBH

11:00 CST: WBBM, WKBH

11:15 CST: WBBM, WKBH

11:30 CST: WBBM, WKBH

11:45 CST: WBBM, WKBH

12:00 CST, 1:00 CST:

12:15 CST:

12:30 CST:

12:45 CST:

SUNDAY

10:30 CST: MBS-Spotlight

11:00 CST: MBS-Spotlight

11:30 CST: MBS-Spotlight

12:00 CST, 1:00 CST,

12:30 CST:

12:45 CST:

1:00 CST:
Help Kidneys
Don't Take Drastic Drugs

Your kidneys contain 9 million tiny tubes called ducts which may be endangered by neglecting their delicate needs. Take proper care of your kidneys and you will be on your way to getting up nights, nervousness, leg pains, circles under eyes, dizziness, backache, swollen joints, headaches, acidity, or morning passages; don’t rely on doctors’ medications. When you have kidney trouble, please do not diagnose it yourself. The doctor’s prescription Cystex starts working within 3 days. Take one each morning until the signs disappear. Exactly the medicine you need or money back, in equal parts. Telephone today. The guarantee protects you.

Brush Away Gray Hair
Years Look 10 Years Younger

ANTI-HAIR LOSS TREATMENT
New Medicine Prevents Hair Loss

At home—quickly and safely you can tint those gray hairs of your precious mates. A brownish black or black. A small brush and BROWN NATIVE dye makes it perfect. Guaranteed. 5-Day Money-Back Guarantee. Economical—no harmful chemicals—will wash out. Imperfect, misshapen, normal appearing color with no cost. Easy to apply by giving a coat of your own hair. BROWN NATIVE is only ten—all drug or mill stores—always on a money-back guarantee.

SUMMER CONTESTS

40,183 PRIZES

PRIZES: (Qualifying monthly prizes) Five thousand dollars prize each; tuna fish. (Grand Prize) 1st, $5,000; 2nd, $2,000; 3rd, $750; 4th, $500; 5th, $250; twenty prizes, each $10; fifty prizes, each $5.00

THE RULES: Fill in three words (too many or too few) to complete the following sentences: "I like..."

Use the three words you consider most descriptive of Chicken of the Sea Tuna or White Star Tuna. Attach two labels from each brand to each entry and send to Contest Department, Yankee Circle, Port Chester, N. Y. Deadline-October 31. These winners will be eligible to enter the $10,000 each prize drawing. Send the three words as a statement titled, "It's the natural thing to say!"

$1,000.00 CASH

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

THE RULES: In the July, August and September issues of Click Magazine, pictures of famous persons are identified with "quotes" of their best-known expressions. Fill in the names of the six persons pictured in each issue, and send the three words that identify the persons. Words of more than one hundred words describing the "quotes" are not accepted. Those winners will be eligible to enter the $10,000 each prize drawing. Send the three words as a statement titled, "It’s the natural thing to say!"

SNAPSHOTS IN NATURAL COLORS—Roll developed, 25c

Natural Color reprints—.3c

AMAZINGLY BEAUTIFUL

NATIONAL COLOR PHOTO, C-10, Indianapolis, Ind.

ECEMZA

Buy Ekom for men! Don’t be surprised! Try a well known skin cream to cure your problems. "Ekom" or "Ecom" is based on four famous formulas which are intended to identify feminine purposes for those in the studio and at home. Send for your free booklet. Wherever you can participate. The last question gives a hint of the person’s identity. Each correct answer qualifies you for future. Everyone is awarded $10 for each of the four questions used on the broadcast. Send questions to the station on which you hear the program. For more details, listen to "What's My Name?" Fridays on MBS at 8 p.m. EDT.

OWN A ROYAL PORTABLE ON YOUR OWN TERMS!

FREE HOME TRIAL FOR EVERY MEMBER OF THE FAMILY!

PROVE THAT YOU'D WIN WITH THIS ROYAL PORTABLE TYPEWRITER.

PROVE THAT BAD is not set down with this Royal Portable. Just write a few words on a scrap of paper and send it to the company. You will be sent the type of Royal Portable with which you can type 12,000 words before you must purchase it. You will then be able to keep the Royal Portable for a few days and see if you like it. This offer is limited to one per person. ROYAL TYPEWRITER COMPANY, Inc., 111 E. 42nd St., New York, N. Y.

ECEMZA

Buy Ekom for men! Don’t be surprised! Try a well known skin cream to cure your problems. "Ekom" or "Ecom" is based on four famous formulas which are intended to identify feminine purposes for those in the studio and at home. Send for your free booklet. Wherever you can participate. The last question gives a hint of the person’s identity. Each correct answer qualifies you for future. Everyone is awarded $10 for each of the four questions used on the broadcast. Send questions to the station on which you hear the program. For more details, listen to "What’s My Name?" Fridays on MBS at 8 p.m. EDT.

FREE!

Royal Portable Typewrite

WHAT'S become of Jack Benny, Lux Radio Theater and many other top-notch shows of the air . . . They are off the air for the summer . . . They've been replaced by new and worth-while programs . . . New stars, new entertainment, new ideas are yours for hot-weather listening by a simple twist of the dial . . . Let radio bring you the grandest summer entertainment in all history . . . You simply can't afford to miss the Pulitzer Prize Plays, "Mercury Theater" starring Orson Welles, and the many grand symphony concerts from Robin Hood Dell, Grant Park, or the Mall in Central Park. Radio Guide's Mid-Summer Locator, in next week's issue, is designed to act as your guide to summer radio . . . It tells the time, the show, and the network . . . It will help you find old favorites and discover new ones . . . Look for it in next week's issue* of Radio Guide . . .

RESERVE YOUR COPY TODAY

* On sale at all newsstands Thursday, August 4.