

S MAJOR BOWES DROPPING HIS AMATEURS?

Radio MIRROR

MARCH

10¢

A MACFADDEN
PUBLICATION



CLARK
GABLE

HOW
RADIO HAS PUT
MOVIE STARS
ON THE SPOT

Words and Music of Andre Kostelanetz' Theme Song
the TRAGIC STORY of KATE SMITH'S SECRET ADOPTIONS

"I gargle
LISTERINE twice a day
 and have had fewer
 sore throats"

Says Florence Sundstrom



"It's slick for
 giving quick relief
 for sore throat"

Says Ronald Pierce

"I haven't had a cold
 in the three years
 I've been
 using **LISTERINE**"

Says Albert Herman



"I don't have
 sore throats like
 I used to"

Says Emma Wahrab

Listerine gargle kills millions of germs associated with colds and sore throats

IF you are a regular user of Listerine Antiseptic because you like the wonderful freshening effect, you've probably made this happy discovery: that you have fewer colds and sore throats—and milder ones—than you used to.

Such results are not at all surprising. Remember, that when Listerine Antiseptic is used as a gargle, it kills on throat and mouth surfaces, literally millions of the bacteria associated with colds and simple sore throat. Even 4 hours after its use, tests have shown

germ reductions in mouth rinsings ranging up to 64%.

Get in the habit of using Listerine Antiseptic twice a day—at least during the winter months. See if your health is not better. At the same time note how much cleaner and fresher your mouth is—how much sweeter your breath.

LAMBERT PHARMACAL CO.
 St. Louis, Mo.

LISTERINE
 The Trustworthy
 Antiseptic



Now a finer Cough Drop
 by **LISTERINE**



Wisely Medicated

Lovely as a Melody

[UNTIL SHE SMILES]



She evades close-ups... Dingy teeth and tender gums destroy her charm... She ignored the warning of "PINK TOOTH BRUSH"

How often a girl has thrilled to a passing glance—to an admiring look that says, "If only there were someone to introduce us now."

Lucky for her if she has a youthful smile—a smile that reveals sparkling white teeth and healthy gums. But how pitiful the smile that *shocks* the expectant eye. How sad the smile that betrays dull teeth and dingy gums—tragic evidence of unforgivable neglect.

NEVER NEGLECT "PINK TOOTH BRUSH"

That first warning tinge of "pink" on your tooth brush—how harmless it ap-

pears and yet how serious it can prove. For trivial, trifling as it may seem—*ignored*, it can exact a heavy penalty.

When you see it—*see your dentist*. You may not be in for serious trouble, but your dentist is the only competent judge. Usually, however, he will tell you that yours is simply a case of gums that have grown soft and sensitive under our modern soft-food menus—gums that need more resistance and work—and as so many modern dentists advise—gums that will respond to the healthful stimulation of Ipana Tooth Paste and massage.

For Ipana is a modern tooth paste—not only

designed to keep your teeth clean and sparkling—but, *with massage*, to assist the health of your gums. Rub a little extra Ipana on your gums every time you brush your teeth. Circulation increases. Lazy tissues waken. Gums become firmer.

Play safe! Adopt this common-sense dental health routine in your own home. Change to Ipana and massage today—help safeguard yourself against gum troubles. You'll have a better chance for whiter, brighter teeth and sounder, healthier gums—a better chance for a smile of enchanting loveliness!



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On Sale February 24



Why has Fred Allen become radio's man of the hour, the most talked about star at all listener's dinner tables? You'll understand his success when you've read the story about him in the April issue . . . and don't miss the grand, mad tale Nino Martini has told us of his narrow escapes from girls who are hungry for romance.

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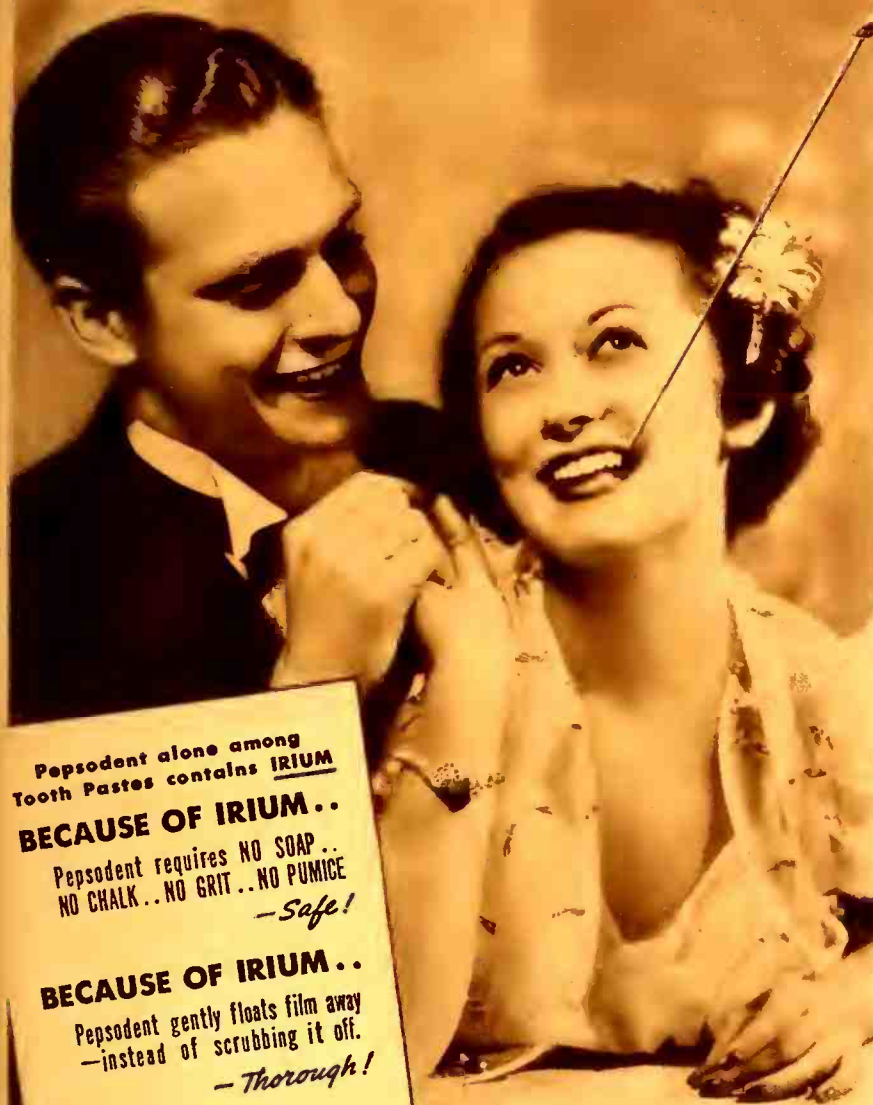
COVER

—PORTRAIT OF CLARK GABLE
 BY GEORGIA WARREN

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NATURE IS STINGY WITH TOOTH ENAMEL

This Beautiful Enamel, Once Worn Away, Never Grows Back.. NEVER!



be safe.

**Protect precious enamel . . .
win flashing new luster
and Be Safe . . . change to
Pepsodent Tooth Paste
containing IRIUM!**

Nature is lavish in restoring skin, hair, nails. But She's terribly stingy with tooth enamel. Once you allow it to be injured, or you permit film to start its deadly decay, enamel can never grow back—never.

That is why the discovery of IRIUM has caused such a sensation in the dentifrice world. The flashing new luster it brings with *safety* is causing new thousands every day to change to Pepsodent, the *only* tooth paste containing IRIUM.

Acts on new principle

Instead of acting on enamel with scrub-hard friction, Pepsodent containing IRIUM *softens* the tough film that forms and glues itself on teeth and gums. Then gently lifts and floats it away—polishes the enamel to a brilliant sparkle you have never even seen before—and imparts a new, firm, refreshed feeling to the gums.

You get a new taste-thrill out of eating, drinking, smoking! And bad breath—caused by film on teeth which ordinary tooth pastes fail to remove completely—is no longer a worry to you! For the first time you know what cleanliness of mouth, teeth and gums really means!

Be *safe* every day of your life! Get results always hoped for but never experienced with a dentifrice—and get them with *safety*! Change to Pepsodent Tooth Paste containing IRIUM.

Pepsodent alone among
Tooth Pastes contains IRIUM

BECAUSE OF IRIUM..
Pepsodent requires NO SOAP..
NO CHALK.. NO GRIT.. NO PUMICE
— Safe!

BECAUSE OF IRIUM..
Pepsodent gently floats film away
—instead of scrubbing it off.
— Thorough!

BECAUSE OF IRIUM..
Pepsodent, with massage, stimulates
gums and promotes free-flowing saliva.
— Refreshing!

be safe.

Change to **PEPSODENT TOOTH PASTE**
IT ALONE CONTAINS IRIUM



• All Pepsodent now on sale contains IRIUM.

REFLECTIONS IN THE RADIO MIRROR

TO those interested in prosperity notes, it has been an almost incredible though joyful sight to see sponsors, hat in hand, standing in line at NBC and CBS seeking the chance to go on the air and being turned down because there wasn't any time left that they wanted. The line began to form this fall and now, far into winter, it still stretches out endlessly.

If they will look sharply and examine at close range they may find the solution to their weighty problem in the two days' festivities that took place, much to the pleasure of listeners, on December 29th and 30th. The Mutual Broadcasting System, with the proper amount of fanfare, on those two days became a full fledged coast-to-coast network, linking WOR, with offices in New York, to the Don Lee chain spread out over the State of California.

Advertisers wishing for time at night and not fearing the competition of big programs opposite on NBC and CBS, please note. The line, as usual, forms at the right.

YOU were really fans of his, though you probably never saw his picture and very seldom read his name anywhere. You liked his work and your applause raised his salary and made many others radio stars.

He was Dave Freedman, radio's best known writer of comedy, who died in December in the middle of a lawsuit he had brought against Eddie Cantor, a former purchaser of his jokes, to collect for a contract he claimed Cantor had broken.

It is a sad fact that Dave Freedman died because there aren't enough good radio comedy writers to go around. He worked himself to death and died in his sleep, not yet forty, from exhaustion. In the past five years, Freedman wrote for practically every comedian who has had a radio program.

Often his jokes were so much in demand that Freedman worked twenty hours without pause. His office was the top floor of a triplex apartment. It was a bare room containing only his typewriter, a small table, and one or two chairs. The ceiling was a skylight of heavy glass. No one, not even his best friends, ever went up to that top floor. Dave worked there isolated from every human being.

Though fame and huge salaries were the fruits of his toil, when Dave died he had practically no estate. The men who knew him best told me that he left only \$5000 in cash to his widow and his children.

One comedian, talking to me about Freedman's overwork, said, "Most of us know it when we go on the air with bad material. But no matter how often it is said, you can't get away from the fact that a broadcast eats up jokes faster than they can be manufactured. You know how hard we try to avoid a bad program. But at times they're inevitable. They wouldn't come as often if there were more Dave Freedmans."

by

Fred R. Sammis

NEW! VITAMIN D THAT IS ABSORBED BY THE SKIN—IN THIS FAMOUS HAND LOTION



(left) NO "SANDPAPER HANDS" for this lady! She knows what Hinds Honey and Almond Cream does for chapped skin—brittle hangnails. Its bland skin-softeners soak dry skin smooth again. And its Vitamin D is actually absorbed—does skin a world of good. Gives skin some of the benefits of radiant sunshine! Use Hinds daily to keep skin smooth and supple, in spite of drying winds and household heat. Creamy, not watery—Hinds works better!

Now Hinds brings your skin some of the benefits of sunshine!
Hinds Honey and Almond Cream now contains Vitamin D. This vitamin is absorbed by the skin. Seems to *smooth it out!* Now, more than ever, Hinds soothes and softens the dryness, stinging "skin cracks," scaling and tenderness caused by biting winds, dry indoor heat, hard water, and housework. Use this luscious lotion regularly for soft, supple skin. Every drop of Hinds—with its Vitamin D—does chapped skin *more good!*



CAREFREE DAYS in the open call for Hinds! It's the lotion with Vitamin D that gives dry, winter skin some of the rich benefits of sunshine. Soothes cold weather scaling, chapping. Softens and supple sore, wind-burned skin. Every drop works!

WIVES WORK HARD! Look at the way you dump ashes, clean the house. And your hands show it! Red. Chapped. Rough as sandpaper. Use Hinds, the lotion with "sunshine" vitamin. It softens up dry, chapped skin *fast.*



Copyright, 1937, Lehn & Fink Products Corporation

FREE! The First 1-Piece DISPENSER with every 50c size of Hinds

At last! The new perfect one-piece lotion dispenser—free on the Hinds 50c size. Ready to use. Nothing to take apart or put together. Works instantly. Simply turn bottle upside down—press—out comes Hinds, the lotion with Vitamin D. Hinds puts back the softness that drying housework takes away. Keeps your hands feeling good, looking grand! \$1, 50c, 25c, 10c sizes.

DAILY RADIO TREAT: Ted Malone... inviting you to Happiness and to Beauty. Monday to Friday, 12:15 pm E. S. T., WABC-CBS.

HINDS is Quicker-Acting... Not Watery!
HONEY AND ALMOND CREAM

WHAT'S NEW?

By TONY SEYMOUR

Buddy Rogers, at right, leads the band on the new Friday show with Helen Broderick and Victor Moore.



Jack Oakie (left) with Mrs. Oakie, is the new star of the overhauled Camel Caravan on CBS, Tuesday.



Joe Cook's last in this trio of new stars on old programs—on Saturday night's Shell Chateau on NBC.

WALTER O'KEEFE created a new radio "first-time" when he walked out on the Saturday Night Party. . . . It was the first time a featured radio performer had ever up and left, just like that. Ed Wynn threatened to, after the first broadcast of his present series, but didn't.

Alexander Woollcott is back on the air with as inappropriate a sponsor as he had last time. Granger Rough Cut tobacco is payrolling him—and can't you just see those pipe-smoking he-men rolling on the floor in delight at some of Alec's carefully polished whimsies?

That Professional Parade show on NBC Wednesday nights sponsored jointly by the WPA and NBC really is helping out some old vaudeville actors who haven't smelled grease-paint for years. We've seen several of them turn up, later, playing small parts in big commercial shows.

Rumors that **Walter** and **Irene Wicker** were separating for good seemed even more like the truth when we discovered that Walter has left Chicago and no one—except perhaps Irene—knows where he is. He used to be co-author of *Today's Children*, but not any longer. The rumors started when Irene moved her *Singing Lady* program to New York.

Sid Silvers, **Al Jolson's** comedian on Al's new CBS program, can't help being funny. Fate itself plays practical jokes on him. He came to New York for a brief vacation before the program started, full of plans to have a gay old time among the bright lights—went down with the flu—and when the vacation was over was still so weak he had to be carried to the train. The only bright light he saw was the one by his bed.

* * *

AFTER next spring, when Lanny Ross has become the father of a family, the change which has been coming over him for the past year and a half ought to be complete. He really is a different Lanny—in fact, we wouldn't be surprised any day to hear that he'd officially dropped his nickname and become Launcelot.

When he first shot into radio fame Lanny was just a boy, happy-go-lucky and willing to take things as they came. Then came his marriage to Olive White, and a new sense of responsibility. He began to work harder. He wanted to make his voice over from the light popular baritone his first listeners loved, into a medium for more serious music—and his Town Hall concert this winter was the outcome of that ambition.

And now the decision of Lanny and Olive to have a baby in the spring adds the last touch to Lanny's new maturity. Believe me, everything will be ready for that baby when he arrives. Lanny and Olive are the sort to Make Plans.

* * *

TED MALONE'S another big star who is expecting an addition to his family—and there's a story back of this bit of (Continued on page 70)

**A REPORTER WHO KNOWS HIS
RADIO TELLS THE STORIES
IN BACK OF THE HEADLINES**

**"YOU'RE STILL A BRIDE
TO ME, DEAR"**



**Neglect of
Feminine Daintiness had never
tarnished their Romance**

OTHER WIVES envied her life-long honeymoon . . . told their husbands, often, how nice *he* was to *her*.

It is not easy to analyze the qualities that make romance endure through the years. Individuals are so different. But, in *one* respect at least, all husbands are alike. Lack of perfect personal cleanliness in a woman is a fault they can never understand. And few things are so apt to dampen a man's affection.

Strangely enough, in many cases, a woman is not, herself, aware of neglect of proper feminine hygiene. She would be shocked to learn that she is guilty of not being thoroughly dainty. Yet, if the truth were known,

many a case of "incompatibility" can be traced to this very fault.

If you have been seeking a means of feminine hygiene that is wholesome and cleanly, to promote intimate daintiness, ask your doctor about "Lysol" disinfectant. For more than 50 years this scientific preparation has been used for feminine hygiene by thousands of women.

"Lysol" disinfectant is known as an effective germicide. Among the many good reasons for this are these six essential qualities which "Lysol" provides—

The 6 Special Features of "Lysol"

1. **NON-CAUSTIC**... "Lysol" in the proper dilution, is gentle in action. It contains no harmful free caustic alkali.
2. **EFFECTIVENESS**... "Lysol" is active under practical conditions... in the presence of organic matter (such as dirt, mucus, serum, etc.).
3. **PENETRATION**... "Lysol" solutions spread because of low surface tension, and thus virtually *search out* germs.
4. **ECONOMY**... "Lysol," because it is concentrated, costs less than one cent an application in the proper solution for feminine hygiene.
5. **ODOR**... The cleanly odor of "Lysol" vanishes promptly after use.
6. **STABILITY**... "Lysol" keeps its *full* strength no matter how long it is kept, no matter how often it is uncorked.

New! Lysol Hygienic Soap for bath, hands, and complexion. Cleansing and deodorant.

FACTS ALL WOMEN SHOULD KNOW

LEHN & FINK Products Corp.,
Bloomfield, N. J., U.S.A. Dept. 3-R.M.
Sole Distributors of "Lysol" disinfectant.
Please send me the book called "LYSOL
vs. GERMS," with facts about feminine
hygiene and other uses of "Lysol."

Name _____
Street _____
City _____ State _____



FOR FEMININE HYGIENE

Copyright 1937 by Lehn & Fink Products Corp.

More News

ON THE HOLLYWOOD FRONT

By RUTH GERI



Somebody started a rumor that Al Jolson—above, with comedian Sid Silvers—would be too ill to start his Rinso show on CBS. He confounded the gossips by being peppier than ever. Tony Martin, below right with Burns and Allen, may star in a new Campbell tomato juice hour next April.



THE SHOW WENT ON!—Colin Campbell, veteran of the stage and screen, put into practice the old Thespian precept that the show must go on, except that it wasn't a show—merely a rehearsal of the Lux program in which he had a part.

The genial little chap was about to leave his apartment for the Lux Theater when a loud knock came at the door. He was startled when five firemen confronted him.

"We want to get in here," one demanded. "There's a fire and we have to reach it through your window."

"Oh, surely. Surely," Campbell agreed amiably. "Only let me get my script first and then you may make yourselves at home."

He pocketed his script and left hurriedly for the rehearsal, quite unaware until he reached home afterward that the flames hadn't eaten all his belongings.

* * *

AIN'T LOVE GRAND?—Speaking of Lux, when Lily Pons made her guest appearance with Adolph Menjou, she held the entire cast up for a half hour during rehearsal when, at 8:30, she left the rehearsal flat and went up into the control room, where the J. Walter Thompson agency had obligingly had Andre Kostelanetz's broadcast from New York piped for her special delectation.

* * *

CRACK IN THE FACE—Every time Eddie Cantor emerges from the Wilshire-Ebell Theater, from which he broadcasts in Hollywood, he looks smack into a huge sign erected across the street, which proclaims in letters two feet high that Joe Penner is "the greatest comedian in the world!"

And here's the payoff! I was at Eddie's house for tea the other week, and he served—believe it or not!—Cocomalt!

* * *

IN THE BAG—Conrad Thibault must have laughed at the efforts of the hard working press agents who ballyhooed his debut with the Packard show. Their build-up was that if the boy made good in his first appearance, he would receive a contract as a reward. And all the time Conrad had a contract tucked safely away in his kick, with nothing whatever to worry about for thirteen weeks.

* * *

FOR LADIES ONLY—Men can skip this paragraph. Here's an eyefull of the "Lloyds of London" preview at the Carthay Circle . . . Mary Livingston in gold print with a mink cape; Jack's doing all right, apparently . . . Don Ameche, with Honore, who wore blue taffeta embroidered in silver . . . Frances Langford in red broadcloth and silver foxes . . . None of the movie folk was more eye-filling than the radio beauties.

* * *

PREMONITION—It has never been printed that shortly before her death her studio submitted to Mme. Ernestine Schumann-Heink the script for a picture based upon her own life. She read it, and liked it, but rejected it because of the ending. She didn't like that—because in it the great singer dropped dead on the stage!

* * *

FLYING PIGGIES—Bob Burns bought two fifteen-acre ranches in the San Fernando Valley, one

to live on and the other on which to raise oranges. However, he didn't count on his native Arkansas' publicity-minded Governor J. M. Futrell, who sent a handsome (handsome for a pig, anyhow) razorback porker. It arrived via American Airlines.

* * *

OPEN SEASON—The autograph craze has spread to radio with a vengeance. Hollywood collectors have discovered that many air stars, not to mention the movie guests, enter the CBS theater by the stage entrance off Hollywood Boulevard. So they gather there on rehearsal nights, and get into the hair of actors and actresses who are usually late for rehearsal anyway.

* * *

IT'S ON RECORD—Bing Crosby's verbal battle with the producer of his picture "Pennies from Heaven" is on record—and Bing will learn it for the first time when he reads it here. It's this way. Bing and the producer had an argument which waxed fairly warm concerning one of the numbers in the picture on which Bing vainly demanded a re-take. One of his brothers, thinking fast in an emergency, started up a recording machine in the office and took the whole thing down verbatim in wax.

* * *

WHAT, NO BILLING?—Mystery—why isn't Kenny Baker mentioned in the Jack Benny show introduction? Don Wilson's announcement runs like this: "... with Mary Livingston, and Phil Harris' orchestra."

(Continued on page 98)

Show Boat fans who've been complaining because Conrad Thibault left the cast can now hear him singing on Fred Astaire's program with Francia White.

Edward Rehnquist



HOW the doctor chooses from hundreds of laxatives



MOST of us remember, with gratitude, some crisis in our lives when the doctor's vigilance and skill proved priceless beyond words.

But many of us forget that the doctor is equally on guard in *minor* matters of health. Consider a little thing like a laxative, for example. It may be news to you that the doctor has a definite set of standards which a laxative must meet before he will approve it.

Check the eight specifications listed below. How many of them will your *own* laxative meet?

THE DOCTOR'S TEST OF A LAXATIVE:

- It should be dependable.
- It should be mild and gentle.
- It should be thorough.
- Its merit should be proved by the test of time.
- It should *not* form a habit.
- It should *not* over-act.
- It should *not* cause stomach pains.
- It should *not* nauseate, or upset digestion.

EX-LAX MEETS ALL THESE REQUIREMENTS

Ex-Lax checks on *every single one* of the points listed above. Meets the doctor's demands of a laxative fairly and fully. So

When Nature forgets—remember

EX-LAX

THE ORIGINAL CHOCOLATED LAXATIVE

it's no surprise to find that many doctors use Ex-Lax in their own homes, for their own families. In fact, Ex-Lax has made so many millions of friends, among all kinds of people, that it is the most widely used laxative in the whole wide world.

A REAL PLEASURE TO TAKE

Convince yourself of the facts. Try Ex-Lax the next time you need a laxative. You'll find that Ex-Lax *is* mild . . . that it *is* thorough. You'll discover that it does *not* bring on stomach pains or nausea. On the contrary, the easy comfortable action of Ex-Lax will leave you with a pleasant sense of freshness and well-being. Children, particularly, are benefited. For the standards set up by the doctor are *doubly important* to a child.

Another agreeable thing . . . if you have been taking bitter, nauseating cathartics, Ex-Lax will be a pleasant surprise. For it tastes just like delicious chocolate. All drug stores have Ex-Lax in 10c and 25c sizes. If you prefer to try Ex-Lax at our expense, mail the coupon below.

---TRY EX-LAX AT OUR EXPENSE!---

(Paste this on a penny postcard)

Ex-Lax, Inc., P. O. Box 170 P-37
Times-Plaza Station, Brooklyn, N. Y.

I want to try Ex-Lax. Please send free sample.

Name.....

Address.....

City..... Age.....

(If you live in Canada, write Ex-Lax, Ltd., Montreal)

FACING the MUSIC

By KEN ALDEN

THAT seat of swing, Fifty-second Street, New York, the place where swing originated, continues to wear the crown. It has been christened Tin Jam Alley, jam, in case you don't know, being a term meaning a session in which musicians get together just to cut loose. Among the recent arrivals on the Street is a band called The Three T's, named after Charles and Jack Teagarden and Frank Trumbauer. These boys got off to one of the greatest openings at the Hickory House in years. Nearly every band leader of note was there including Benny Goodman who went up on the stand and jammed with the boys.

The Fifty-second Street spots only get going after the hotels have closed for the night, along about one or two o'clock. Then they continue until dawn. In the Hickory House, for instance, you gather around a huge circular bar with the musicians' stand in the center, or along tables at the side and forget your worries watching the antics of the musicians. Needless to say, these spots have been doing a landoffice business.

* * *

Durelle Alexander, formerly with Paul Whiteman, is now leading her own all-girl band . . . Eileen O'Day and John Paul Jones are the vocalists with Bob Grayson's band . . . Connie Boswell is with Abe Lyman. Helen Ward is back with Benny Goodman . . . Harry Reser has signed up a new vocalist, Olga Vernon . . . Nancy Flake replaced Adele Gerard with Dick Stabile's band.

BE THE FIRST TO KNOW THE LATEST ABOUT THE GOSSIP OF DANCE LAND

On New York's Forty-eighth Street, after three o'clock any afternoon, you can count more musicians than on any other street in the world. You can pick up a band of any size here in five minutes and here is where most of the audition bands are recruited. Speaking of musicians, Local 802 of New York has a membership of 18,000, making it the largest

musicians' union in the world. It is this local which started the drive to put musicians back into the movie theaters. If you live in New York or Philadelphia you may have noticed the pickets in front of a number of theaters which have no orchestras.

* * *

Since Warner Brothers came back on the air, their songs have been among those on top . . . Ex-King Edward VIII studied saxophone with Rudy Vallee and drums with Abe Lyman . . . Al Bowlly, who came over with Ray Noble, has left him . . . So many major radio shows are now emanating from the Coast studios, that many musicians around New York are getting worried . . . "Johnny Johnson" is the name of a show and has nothing to do with the name of the band leader . . . Dick Himber gave all his men a watch for Christmas with this note, "If you don't use this and get to rehearsal on time, you're fired" . . . Jack Denny gave his wife a stunning diamond bracelet . . . Ozzie Nelson had quite a party for his boys, refreshments including twenty quarts of sparkling Burgundy. To his drummer, whose hair is getting thin, he gave a bottle of hair tonic; to his fiddle player, who is of Jewish extraction, a New Testament. But that's Ozzie.



Left, Richard Himber's magic duck knows a card trick or two. The maestro is proud of his pet wooden magician.

Below, an action shot of maestro Phil Spitalny, director of that popular all-girl orchestra heard over the NBC Red network.



Mrs. Guy Lombardo recovered nicely from her operation . . . Ditto Loretta Clemens . . . Barbara Blake left George Sterney for Braggiotti. Wedding bells for Gracie Barrie and Dick Stabile in the spring . . . Gracie is a show girl . . . George Sterney is also marrying, but a girl out of the profession.

* * *

Joe Haymes, who formed two good bands only to have his best men taken by other leaders, has formed his third . . . Hal Kemp is playing much more swing music lately . . . Lucky Strike changed its Hit Parade from one to a half hour because of pressure from the music publishers who claimed that people were only buying those songs on the weekly list and no others. By the way, if you can think back twenty-five years, here's the songs that were popular then; *Alexander's Rag Time Band, Call Me Up Some Rainy Afternoon, Put On Your Old Gray Bonnet, By the Light of the Silvery Moon, Moving Day in Jungle Town, All Aboard for Blanket Bay, Meet Me Tonight in Dreamland.* And just one year ago the songs most popular were; *Little Bit Independent, On Treasure Island, Red Sails in the Sunset, Thanks a Million, Boots and Saddle.*

* * *

THAT ORGAN GRINDER

After a slow start, it's reached the proportions of a minor "Music Goes 'Round and 'Round"—except that most of the people who go around whistling or humming it because they can't get it out of their heads, don't know that it's called "The (Continued on page 93)

"What's all the shooting fur?" It's Paul Whiteman (right) saying goodbye to Frank Parker who has taken over Paul's former Sunday night program.



QUICKLY CORRECT THESE 4 FIGURE FAULTS
Perfolastic not only CONFINES . . . it REMOVES ugly bulges!

Reduce Too Fleshy Hips and Thighs

Diaphragm Rolls Quickly Disappear

The Bulge "Deniere" Responds Quickly

Abdominal Fat is Most Common of All

GIRDLE OR BRASSIERE may be worn separately

If YOU Do Not REDUCE Your Waist and Hips 3 INCHES in 10 DAYS with the PERFOLASTIC GIRDLE . . . it will cost you nothing!

Thousands of women owe their slim, youthful figures to Perfolastic—the quick, safe way to reduce! Since so many Perfolastic wearers reduce *more* than 3 inches in 10 days, we believe we are justified in making YOU this amazing offer. You risk nothing . . . simply try it for 10 days at our expense.

YOU APPEAR SMALLER AT ONCE!
 ■ Look at yourself before you put on your Perfolastic Girdle and Brassiere—and afterwards! The difference is amazing. Bulges are smoothed out and you appear inches smaller at once. You are so comfortable, yet every minute you wear these Perfolastic garments you are actually reducing . . . and at hips, thighs, waist and diaphragm—the spots where surplus fat first settles.

NO DIET . . . DRUGS . . . OR EXERCISES!
 ■ No strenuous exercises to wear you out . . . no dangerous drugs to take . . . and no diet to reduce face and neck to wrinkled flabbiness. You do nothing whatever except watch the inches disappear!

THE SAFE, QUICK METHOD
 ■ Every move you make puts your Perfolastic to work taking off unwanted inches. The perforations and soft, silky lining make these Perfolastic garments delightful to wear next to the body.

"Reduced my hips 9 inches", writes Miss Healy; "Hips 12 inches smaller", says Miss Richardson; "Lost 60 pounds with Perfolastic", writes Mrs. Derr; "Formerly wore a size 42, now I take an 18. I eat everything", writes Mrs. Faust, etc., etc. Why don't you, too, test Perfolastic?

SEND TODAY FOR 10-DAY FREE TRIAL OFFER AND SAMPLE OF MATERIAL

■ See for yourself the wonderful quality of the material! Read the astonishing experiences of prominent women who have reduced many inches in a few weeks! You risk nothing . . . we want you to make this test yourself at our expense . . . Mail the coupon NOW!



PERFOLASTIC, Inc.
 Dept. 283, 41 E. 42nd ST., NEW YORK, N. Y.
 Please send me FREE BOOKLET describing and illustrating the new Perfolastic Girdle and Diaphragm Reducing Brassiere, also sample of perforated material and particulars of your **10 DAY FREE TRIAL OFFER!**

Name _____
 Address _____
 City _____ State _____
 Use Coupon or Send Name and Address on Penny Post Card

COAST-TO-COAST HIGHLIGHTS

By RUSS KING

ALONG THE WAVES—One of America's youngest sport announcers is a brother of The Ancient Mariners. It's done with microphones. Gene Shumate, Iowa network sports announcer, is only twenty and the brother of the four Shumates who sing over St. Louis' KMOX as The Ancient Mariners.

* * *

Babe Ruth wasn't the only big leaguer who didn't strike out when he went from the diamond to the microphone. Atlantic City's WPG has an ex-baseballer who is now scoring with his Irish wit and ballads instead of the bat. He is Charles "Reds" Dulin, former Phillies manager-catcher, featured on WPG's Celebrity Broadcasts.

* * *

Mabel Fields, WCKY's blonde music director in Cincinnati, not only serves in that capacity but when the occasion requires she fills in most capably as either pianist or singer. Miss Fields is a graduate of a Cincinnati conservatory and spent several years doing concert and vaudeville work as a vocalist before facing her first microphone. As you can see by her picture, she won't need any preparation to face her first television camera.

* * *

DIXIE DOIN'S

From way down south in Charlotte, N. C., comes word that Kate Smith was literally "The Songbird of the South," recently. Spending a week-end in WBT's home town, the Bandwagon star took her lowest bow when from the fifty yard line at half-time she gave 35,000 football spectators her famous "Hello, everybody." The goal posts rang with applause and critics accorded it the biggest hand she ever got from a visible audience.

WBT'S President-manager William A. Schudt and Charles Crutchfield, program director, headed Miss Smith's long list of hosts for the week-end.

And perhaps it was Kate's cheering visit that broke what "Chock" Crutchfield had begun to think was a jinx. Along with his program directing "Chock" also handles the microphone at sporting events, and with an important mike-date upon his calendar he found himself down with laryngitis. Three days of that and he emerged with a grin, but not for long. He had a toothache.

While tending to that ache the dentist chipped a piece from a nearby molar and a balloon-sized jaw resulted. But wait! The day the jaw was throbbing its worst, he stepped out of the elevator to make a stab at returning to his labors and his wrist watch band broke—sending his favorite timepiece to the basement seven floors below. But the watch was retrieved from a dark corner of the elevator shaft and (we believed it up to this point, too) was ticking away without having lost a second. We expected it to have laryngitis.

* * *

BEAUTY AND TALENT, INC.

In Kitty Keene Inc., the program featuring a woman detective, both stars, Joan Kay and (Continued on page 99)

Mabel Fields rates as WCKY's most important star. She not only sings but is music director.



Joan Kay (left) and Frances Carlon are the stars of Kitty Keene, Inc., heard five times a week.



Only twenty, Gene Shumate stars as the Iowa Broadcasting System's sports announcer.

FOLLOW THESE PAGES FOR NEWS OF YOUR LOCAL STATION STARS

\$5,000.00 for True Stories submitted *this month*

SCHEDULE OF PRIZES

First Prize.....	\$1,000
Second Prize, 2 at \$750.....	1,500
Third Prize, 3 at \$500.....	1,500
Fourth Prize, 4 at \$250.....	1,000
Total of 10 Prizes.....	\$5,000

Macfadden Publications, Inc., will pay \$5,000 for the ten best true stories submitted during February, 1937, as per the prize schedule, shown above. This is your big opportunity to cash in handsomely upon a happening in your life or the life of a friend. Study the rules carefully—send for the free booklet described in the coupon and proceed to write the story that may make you richer by \$1000.

Look back over your life and select the episode that is most thrilling, exciting or deeply moving, no matter whether it be a story filled with shadow or sunshine, success, failure, tragedy or happiness. Then write it simply and honestly and send it in.

In setting down your story, do not be afraid to speak plainly. Our magazines are devoted to the portrayal of life as it is actually lived, so most certainly you are justified in describing fully and frankly any situation that has really happened.

If your story contains the interest and human quality we seek it will receive preference over tales of less merit, no matter how clearly, beautifully, or skillfully written they may be.

Judging upon this basis, the person submitting the best story will be awarded the \$1000 first prize, the persons submitting the two next best stories will be awarded the two \$750 second prizes, etc.

And in addition, every story entered in this contest is eligible for purchase at our liberal regular rates, so, even if your manuscript should fall slightly short of prize winning quality, we will gladly consider it for purchase provided we can use it.

As soon as you have finished your manuscript send it in. By mailing it as soon as possible you help to avoid a last minute landslide, assure your manuscript of an early reading and enable us to determine the winners at the earliest possible moment. Another big true story contest next month.

MACFADDEN PUBLICATIONS, INC. PAY ON ACCEPTANCE OF MATERIAL BEFORE PUBLICATION. SEE RULES.

CONTEST RULES

All stories must be written in the first person based on facts that happened either in the lives of the writers of these stories, or to people of their acquaintance, reasonable evidence of truth to be furnished by writers upon request.

Type manuscripts or write legibly with pen.

Do not send us printed material or poetry.

Do not send us carbon copies.

Do not write in pencil.

Do not submit stories of less than 2,500 or more than 50,000 words.

Do not send us unfinished stories.

Stories must be written in English. Write on one side of paper only.

Put on **FIRST CLASS POSTAGE IN FULL**, otherwise manuscripts will be refused. Enclose return first class postage in same container with manuscript.

Send material flat. Do not roll.

Do not use thin tissue or onion skin paper.

At the top of first page record the total number of words in your story. Number the pages.

PRINT YOUR FULL NAME AND ADDRESS ON UPPER RIGHT - HAND CORNER OF FIRST PAGE AND UPON ENVELOPE and sign your full name and legal address in your own handwriting at foot of the last page of your manuscript.

You may submit more than one manuscript but not more than one prize will be awarded to an individual in this contest.

Every possible effort will be made to return unavailable manuscripts, if first class postage or expressage is enclosed in same container with manuscript, but we do not hold ourselves responsible for such return and we advise contestants to retain a copy of stories submitted. Do not send to us stories which we have returned.

As soon as possible after receipt of each manuscript, an acknowledgment will be mailed. No change or correction can be made in manuscripts after they reach us. No correspondence can be entered into concerning manuscripts once they have been submitted or after they have been rejected.

Always disguise the names of persons and places appearing in your stories.

Unavailable stories will be returned as soon as rejected irrespective of closing date of contest.

This contest is open to everyone everywhere in the world, except employees and former employees of Macfadden Publications, Inc., and members of their families.

If a story is selected by the editors for immediate purchase, it will be paid for at our regular rate and this will in no way affect the judges in their decision. If your story is awarded a prize, a check for whatever balance is due will be mailed. The decisions of the judges will be final, there being no appeal from their decision.

Under no condition submit any story that has ever before been published in any form.

Submit your manuscript to us direct. Due to the intimate nature of the stories we prefer to have our contributors send in their material to us direct and not through an intermediary.

With the exception of an explanatory letter, which we always welcome, do not enclose photographs or other extraneous matter except return postage.

This contest ends at midnight, Friday, February 26, 1937.

Address your manuscripts to Macfadden Publications Manuscript Contest, Dept. 29C, P. O. Box 490, Grand Central Station, New York, N. Y.

Macfadden Publications, Inc., Dept. 29C RM
P. O. Box 490, Grand Central Station, New York, N. Y.

Please send me my free copy of your booklet entitled "Facts You Should Know Before Writing True Stories".

Name.....

Street.....

Town..... State.....

(Print name of state in full.)

What do you want to say?

NOTHING is more fascinating in the vast field of radio entertainment than the voice of the listening audience, expressed here in these pages. See what your neighbor thinks of programs and stars. Whether you agree or not, you have a good chance of winning one of the many prizes offered for the best letters.

To win a prize or relieve yourself of some pent up feeling, address your letter to the Editor, **RADIO MIRROR**, 122 East 42nd Street, New York, N. Y., not later than February 25. The prizes are \$20.00 for the best letter, \$10.00 for the second best and \$1.00 each for the next five selected.

\$20.00 PRIZE

A PLEA FOR GOOD WILL COURT

The Good Will Court was not only a help to the individuals who appeared before it on the air, insofar as legal advice is concerned, but a real life lesson to the listener.

The selfish children refusing to support aged or helpless parents; the brutal husband or father; the wayward son; the cheat; the liar, the thief; how better could an example of themselves be shown to them? How many offenses are committed wherein only the offender knows what he has done? No one else knows, so how can he be shamed, or shown where he is wrong? How about the offender in the home? Can his family make him see that he is causing untold misery? He will not listen. Then—a similar case comes over the radio and the firm but gentle voice of Mr. Alexander and the inexorable voice of the judge explain in a few words what the reckoning is for someone in like circumstances.

Hit and run drivers are exposed publicly as soon as they are found out. Here, the hit and run happiness destroyers were given the chance in the quiet of their homes, in the privacy of their own minds, to see their wrong and resolve to make amends!

BERTHA A. CHRISHAN,
Audubon, N. J.

\$10.00 PRIZE

WHO'S AFRAID OF TELEVISION!

Let television come! My favorite will always be one of the biggest comedy hits, whether on the screen, stage, radio or television. Who else could he be but that king of master of ceremonies Jack



The voice and the smile are those of Elmer Blurp, as played by Al Pearce, master of ceremonies on the new CBS edition of the Ford program, Watch the Fun Go By, Tuesday night at nine.

Benny. Several radio stars have given their opinion of the on-coming "terror" and all have repeatedly mentioned the necessities of costumes, make-up, and the memorizing of the entire script.

I like Jack Benny. I like his looks, his actions and his wit. When I hear a horse galloping, or an auto going around a curve, I don't imagine Jack Benny in a cowboy costume or at a steering wheel. I see him as I see him in pictures—standing before the mike, cigar in his mouth, one hand holding the script, the other hand on his hip. When television comes in that is the way I want to see him.

If you like a person you like him. If I like Jack Benny now, I'll like him twice as much when I can see him. Come on, television!

MARJORIE DAVIS,
San Francisco, Calif.

\$1.00 PRIZE

HAIL TO PENNER'S RETURN

You asked the opinions of the **RADIO MIRROR** readers about the stars returning to the air after their vacations. Well, here's mine:

I read the article about Joe Penner in the September issue and eagerly awaited his return to the air.

Joe has always been a favorite of mine and this year I think he is even greater, or should I say crazier, than ever. Add a grand guest star to Joe's swell show, as he has been doing lately, and you have a combination that should make Jack Benny look to his laurels!

I cancel everything Sunday afternoon about five and listen to radio's ace of comedians. More power to him!

MISS ROBERTA OSBORNE,
Pomona, Kansas

\$1.00 PRIZE

POLITENESS AND COURTESY VIA RADIO

Contrary to the opinion published a few months ago (December issue), that politeness and courtesy are foppishly exhibited; we are constantly reminded of the cleanliness of our radio waves by this seemingly insignificant attribute.

We were raised under training where "Please pass the beans," and "Thank you, Bill," were obligatory and, after growing up, raising a family of our own with a great deal less care than Mother and Dad used, we are frequently amazed at the politeness of our own youngsters.

Last Sunday morning, Sunday-school-bound, our little six-year-old girl asked us to tie her shoe and her sweet little unaffected, spontaneous "Thank you, Daddy," was certainly partially due to radio influence.

No! No! Let's have this politeness and courtesy coming unstintedly into our homes so that our babies can imbibe it for, goodness knows, they get little of it from us in our Twentieth Century "rush."

REV. J. E. LODWICK,
New Boston, Ohio

\$1.00 PRIZE

INVENTORS, ATTENTION!

Can you blame me for being disillusioned?

There was I, crouched before my radio and lost in the power of drama. I was living the moment as the heroine.

Then—pfft—just like that, it happened. There came a pause and the rattling of stiff paper, and I came back to reality with a start.

The heroine had turned a page of her script. Oh! if the pages had only been rubber.

Maybe you will make a few suggestions to fix up this mishap.

NAOMA KOCH,
Baltimore, Maryland

\$1.00 PRIZE

OPEN LETTER TO THE SPONSORS

Please let us hear more of Robert Benchley. Here is humor with a different twist, and a universal appeal.

Please apply a brake to your news commentators. It gives us the jitters trying to follow their mile-a-minute chatter. We'd rather miss one whole item than listen to them race through their whole program in high gear.

And please, Mr. Sponsor, please omit flowers when speaking of your product. A short, honest statement is like a cold drink of water—refreshing, after hearing so many "milk and honey" plugs.

MRS. E. E. PECK,
Alameda, Calif.

\$1.00 PRIZE

MAKE A LETTER-WRITING PARTY

We have special occasions for eating apples, crossing streets safely and writing home to mother. Why not get your family together around the table, throw

a box of stationery in their midst, and have a letter-writing party and send a few words of appreciation and thanks to your favorite stars and programs? I don't mean just the big stars and the big programs, but also the obscure performers and less-known programs, many of them possessing earnest, inspiring talent that give the listener pleasure and entertainment. Letters are the only barometer by which the studios take the public's pulse and by which future programs are planned.

We've had these special letter-writing occasions in our family and hope our radio favorites enjoyed getting the letters as much as we enjoyed writing them.

MRS. BERNICE JACKSON,
Ludlow, Kentucky

HONORABLE MENTION

"The Community Sing each Sunday night reaches a new high in varied entertainment. Wendall Hall proves an able song leader, while Billy Jones and Ernie Hare with their own particular line of comic chatter and rendition of songs enliven the program. I mention Milton Berle last, because he packs the big punch with his rapid fire comedy."
—WILLIAM O. NEWBERG, New Brunswick, N. J.

"Orchids to announcer Charles O'Connor for having the same identical voice of Franklin Delano Roosevelt. I wonder how many radio fans have noticed this (Continued on page 102)

"GLARE-PROOF" POWDER...

doesn't show "powdery" in dazzling light... girls say

Out in that glittering snow—look at the faces around you. Look in your own mirror!

That "powdery" look in the white glare from the snow is one of the things girls hate most in a powder.

In a recent inquiry, they gave first place to Pond's for *not* showing up "powdery" in strong light.

Pond's colors are "glare-proof." Carefully blended to catch only the softer rays of light. They give a soft flattering look to your skin even in the hardest light. Try Pond's Powder for your winter sports, your brilliant evenings in town. Special ingredients make Pond's soft and clinging—fresh looking for hours. Low prices. Decorated screw-top jars, 35¢, 70¢. New big boxes, 10¢, 20¢.



FREE! 5 "Glare-Proof" Shades

POND'S, Dept. 8RM-PC, Clinton, Conn. Please rush, free, 5 different shades of Pond's "Glare-proof" Powder, enough of each for a thorough 5-day test. (This offer expires May 1, 1937)

Name _____

Address _____

Copyright, 1937. Pond's Extract Company

These shapely legs belong to a world-famous tap dancer. Can you guess her name? Now see if you can guess to whom the other legs belong. See page 104 for the right answers.



A petite star rests her limbs after a swim in the pool. She sings, is French and has just finished her second picture.

Right, here's a hard one for you. You'd never recognize her by her feet, but oh, her voice, in those Mother Juice rhymes!



Left, these are the legs of a very young dramatic star who's heard on a thrilling aviation serial that originates in Chicago.

These legs (right) belong to an exotic torch song singer. She's been guest-starring recently on Hollywood shows.



THERE'S BEAUTY A FOOT

By JOYCE ANDERSON

BYRON certainly said a mouthful when he wrote that poem beginning "She walks in beauty!" For, whether that's just what he meant or not, the way a woman walks has so much to do with her beauty. And the way she walks depends upon her feet. That's why the lovely stars of radio and screen take such good care of those famous feet pictured on this page. They know that no woman has ever been glamorous when she looked as though her feet hurt! Yet, with all the importance of healthy feet for beauty, they're the most neglected part of our body; our faces get loving attention with creams and cosmetics, our hands are carefully groomed and manicured, we wouldn't dream of cramming a really uncomfortable hat on our heads—but what do we do for our feet? No wonder it's been estimated that seven out of ten people have some form of foot trouble. Sadly enough, most of those seven are women, too.

So much depends upon our feet—grace of movement; the ability to wear becoming, stylish shoes; an unworried, unlined face. So little is necessary to keep them in the very best condition, for nearly everything you do for foot health produces several beneficial results with one operation. The regime's so simple, just a number of little tricks to be employed while you're dressing, bathing or resting, and things to watch when you're buying your shoes and stockings (yes, stockings can be every bit as important as shoes).

First of all, good fit is essential; a comfortably clad foot really looks better, too. The shoe itself should have a fairly straight inner edge, not curved inward at the joint of the big toe, and should leave enough room so that the tips of your toes never touch the end. Naturally, it should never be tight, either in rest or in motion. Your stockings should be long enough to provide half an inch of material to spare when you stand flat-footed on the floor.

Fortunately, extremely high-heeled shoes are going out of style—but be careful, don't change from high to low heels too suddenly, for your leg muscles will not be accustomed to the shift in weight and balance. When you do buy shoes with high heels, be sure to get well-made ones. They may cost a little more, but it's really economical, since healthy feet actually save wear and tear on your shoes. (Continued on page 66)

HAVE YOU ACHING, TIRED FEET?

DO YOUR SHOES PINCH? LEARN

THE WAY TO WONDERFUL COMFORT

Sweethearts Again

SINCE JANE LEARNED THAT
"MIDDLE-AGE" SKIN
THREATENS EVEN A GIRL OF 20

EVERYTHING WAS SWELL BETWEEN TOM AND ME, UNTIL THAT HATEFUL BABS BROWN CAME ALONG AND DAZZLED HIM WITH HER SCHOOL GIRL COMPLEXION!

DARLING, WHY DON'T YOU SEE A GOOD BEAUTY SPECIALIST, AND FIND OUT WHAT'S WRONG WITH YOUR COMPLEXION? YOU'RE NO OLDER THAN BABS...

JANE CONSULTS EMIL, FAMOUS CHICAGO BEAUTY SPECIALIST

EVEN THOUGH YOU'RE ONLY 20 YOUR COMPLEXION HAS THE SYMPTOMS OF WHAT I CALL "MIDDLE-AGE" SKIN! IT'S TOO DRY, AND BEGINNING TO LOOK DULL AND COARSE-TEXTURED. I SUGGEST THAT YOU CHANGE TO PALMOLIVE SOAP...



WHY EMIL RECOMMENDS PALMOLIVE SOAP TO OVERCOME "MIDDLE-AGE" SKIN!

"Palmolive is made with Olive Oil, a real beauty aid. And Olive Oil makes Palmolive's lather gentler, more soothing... gives it a special protective quality all its own. Thus Palmolive does more than just cleanse. It protects your skin against the loss of those precious natural oils which feed and nourish it... that's why Palmolive keeps your complexion soft, smooth and young!"

Emil Rohde



ORCHIDS FROM TOM, AGAIN!

YES! ISN'T IT WONDERFUL HOW DIFFERENT HE'S BEEN SINCE PALMOLIVE HELPED ME GET RID OF THAT UGLY, DRY, "MIDDLE-AGE" SKIN!



How Palmolive, made with Olive Oil, prevents dry, lifeless, old-looking skin

DOES your complexion show even a hint of dryness, dullness, coarse-texture? Then watch out, famous beauty experts warn. For these are the symptoms of a condition which adds years to even a young girl's appearance... ugly, heart-breaking "middle-age" skin!

Use Palmolive regularly, these same beauty experts advise. For Palmolive, made with Olive Oil, does more than just cleanse! Its gentle protective lather prevents your skin from becoming dry, lifeless, old-looking... keeps your

complexion soft, smooth and young!

Does the soap you are using give you this same protection? Do you know what ingredients go into it? Are you sure it is as pure, as gentle and safe as Palmolive?

You know that Palmolive is made only from real beauty aids... a secret and unique blend of soothing Olive and Palm Oils. That's why Palmolive, more than any other soap, promises to keep your complexion young and lovely through the years! Why not start using Palmolive Soap—today?



CHOSEN EXCLUSIVELY FOR THE DIONNE QUINS!

What a beauty lesson there is for you in the fact that Dr. Dafoe chose Palmolive exclusively for the Dionne Quins! If this fine beauty soap, made with Olive Oil, is safest and gentlest for their tender skin, isn't it safest for your complexion, too?



MADE WITH OLIVE OIL TO KEEP COMPLEXIONS YOUNG AND LOVELY

THE VARIED ACTIVITIES OF

MRS. LOUIS SWIFT, JR.

MRS. LOUIS SWIFT, JR., of Chicago's prominent family, is well-known throughout the Middle West and East for her vivid and active life. She entertains frequently with small, superbly appointed dinners. "Camels," says Mrs. Swift, "contribute to the success of my dinners. Their delicate flavor suits the equally delicate flavors in the food, and they also help digestion. I always allow enough time between courses so that every one may smoke a Camel through."

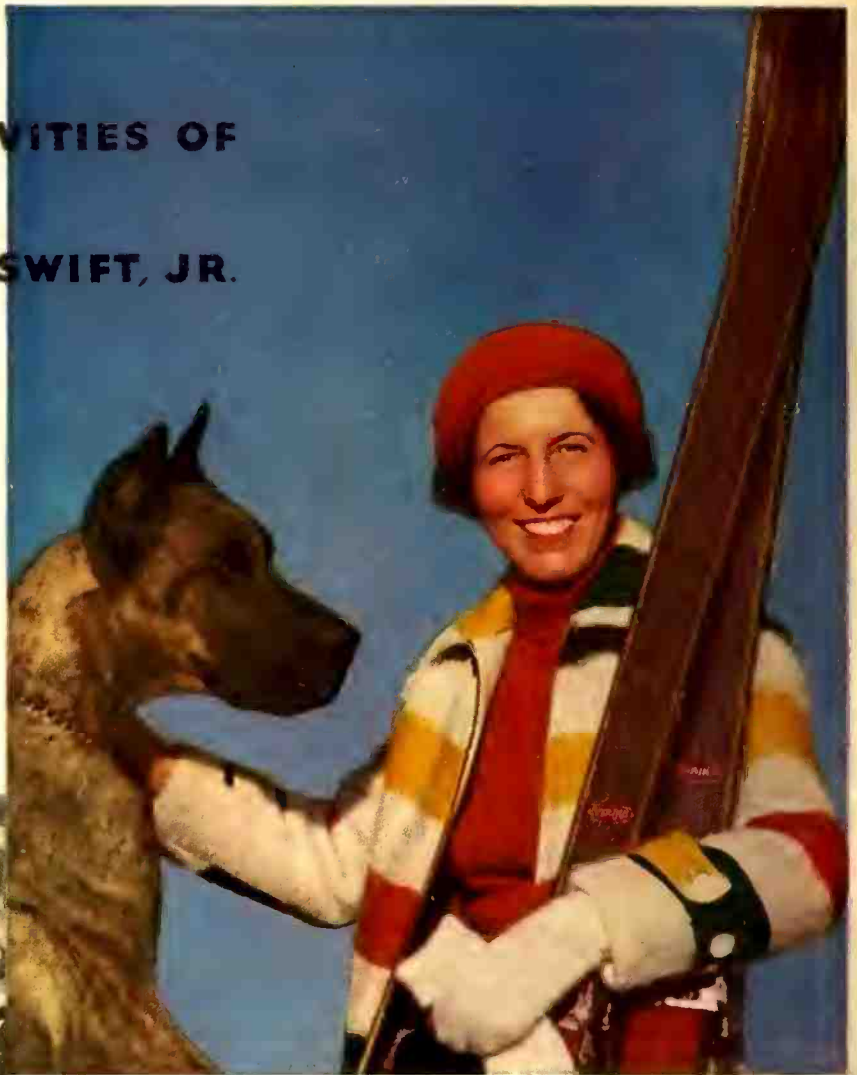


MRS. SWIFT DINES in the Casino Room of Chicago's Congress Hotel. "Here, too," says Joseph Spagat, Maitre de Café, "Camels are the favorite cigarette."

A few of the distinguished women who prefer Camel's costlier tobaccos:

MRS. NICHOLAS BIDDLE, Philadelphia
 MRS. ALEXANDER BLACK, Los Angeles
 MRS. POWELL CABOT, Boston
 MRS. THOMAS M. CARNEGIE, JR., New York
 MRS. J. GARDNER COOLIDGE II, Boston
 MRS. ANTHONY J. DREXEL 3rd, Philadelphia
 MRS. CHISWELL DABNEY LANCHORNE, Virginia
 MRS. NICHOLAS G. PENNIMAN III, Baltimore
 MISS ANNE C. ROCKEFELLER, New York
 MRS. BROOKFIELD VAN RENSSELAER, New York

**FOR DIGESTION'S SAKE ...
 SMOKE
 CAMELS!**



AS A SPORTSWOMAN, Mrs. Swift is world famous. She spent dangerous months in India and Africa hunting wild boars, tigers, elephants. In the States, during the winter season when society is so engrossed with outdoor sports, Mrs. Swift enjoys skiing. "It's fun," she says, "but requires healthy nerves. So Camels are the only cigarette I care to smoke. They set me on my way feeling right."

Camel's aid to digestion . . . on your busy days!

MOST modern women lead quite active lives. Preparing meals, parent-teachers' activities, and social life are enough to tax nerves and affect digestion. A pleasant way to assist good digestion is to smoke Camels during meals and afterward. Smoking Camels promotes the natural flow of fluids so necessary for good digestion. Alkalinity increases. Tension eases. A comforting "lift" follows. Equally important is Camel's mildness. They never get on your nerves, or tire your taste. Smoke Camels for digestion's sake—and better "busy days"!

Copyright, 1937, R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina



Camels are made from the
MORE EXPENSIVE TOBACCO
 ... Turkish and Domes
 than any other popular brand

JIMMY WALLINGTON TELLS WHAT'S WRONG WITH OUR ANNOUNCERS

**A FIGHTING PROTEST FROM A
STAR WHO HAS THE COURAGE
TO DEMAND PROMPT ACTION!**

By LOUIS UNDERWOOD

JIMMY WALLINGTON, over six feet of him, paced up and down in his hotel room. Three long strides in any direction brought him up against a wall.

Jimmy had promised to shoot straight from the shoulder. He had declared that announcers were in a bad way, that they were getting in deeper every day, and that somebody had to do something about the situation!

The ace announcer of Eddie Cantor's program, Jimmy Wallington, wanted to tell exactly what he thought was wrong. He wanted to give reasons why he thought the business of announcing was the weakest chain in broadcasting. He wanted to explode the popular myths about announcers. And he wanted everyone—listeners and stars—who were interested in radio to hear his message.

It was certainly a spot to be in. When a man attacks his own profession openly, deliberately, telling publicly what it lacks, what it needs, what it must do in order to survive, he needs more than a little courage.

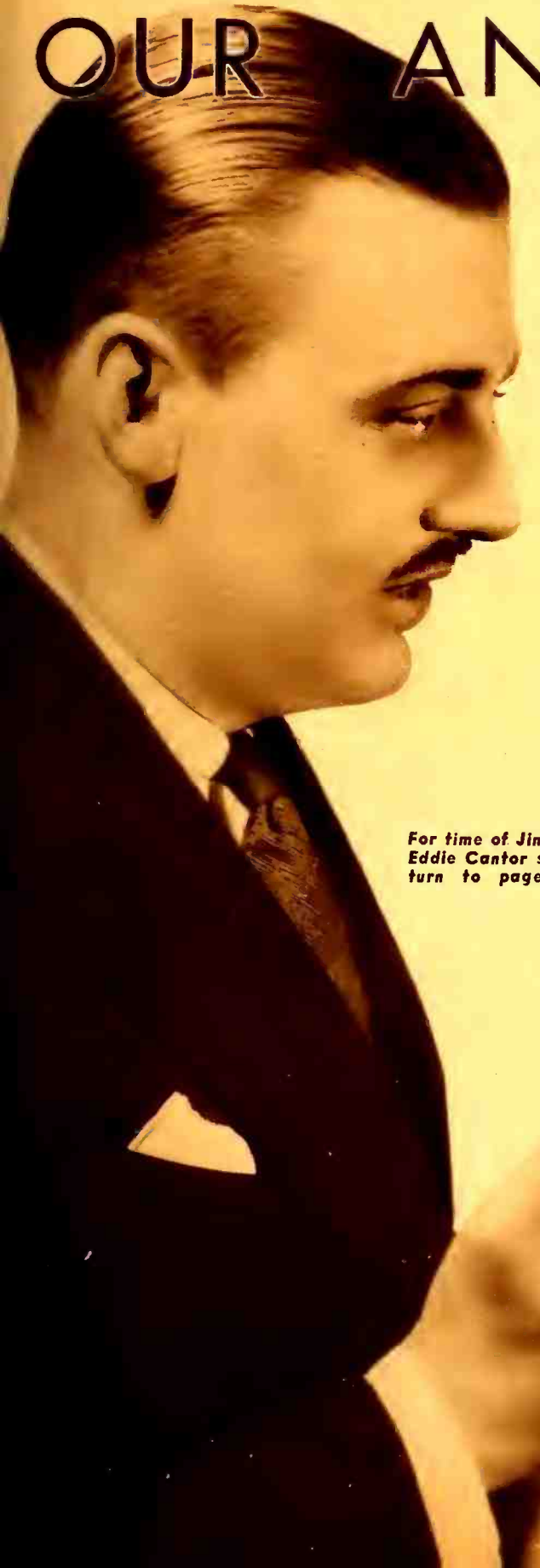
So I sat in his hotel room waiting for him to begin while he, like an athlete warming up, paced back and forth.

"First," Jimmy said, "let's get the question of salaries straightened out. There is nothing that is more overrated

in the public's mind than the price announcers get for their work. And it is the actual small pay they receive which is one of the roots of the announcing evils of today.

"Get this," he said. "The average salary of a network announcer, paid to him by the company he works for, is between thirty-five and fifty dollars a week. That makes him the lowest paid man on the program he announces!

"Do you wonder that announcers, big and small alike, spend most of their time complaining about this situation? It sounds reasonable, doesn't it, (Continued on page 77)



*For time of Jimmy's
Eddie Cantor show,
turn to page 54.*

IS MAJOR BOWES DROPPING HIS AMATEURS?

By
JOHN EDWARDS

MUST HE GIVE UP HIS GREAT-
EST INTEREST IN LIFE WHEN
A FICKLE PUBLIC BEGINS TO
CLAMOR FOR SOMETHING NEW?



Will audiences such as the one at the right continue to fill the new CBS playhouse in which Thursday night's broadcasts are held? Popularity polls which once rated Bowes first far ahead of any other now list him as third.



Radio's biggest craze on its way to oblivion, carrying with it the same man it carried to the peak of public acclaim?

Mah-jongg lasted a little more than a year. Jigsaw puzzles had the whole country straining its collective eyes for about the same length of time. Cross-word puzzles were a menace to everyone's sanity for a little longer than that, before they settled down to being the hobby of a few loyal souls. "The Music Goes Round and Round" was with us for only a few months.

Radio amateur hours have lasted longer than any of these. But are they going the way of all fads now? There is ample evidence to prove that they are. And if you grant that, a more important question arises: what will this shift in public fancy mean to the man who once was the most famous and popular star in radio, Major Edward Bowes? Will he attempt to ignore the change? Will he accept it and change, himself, with the times? Or will he bow his head to it in defeat?

Those are questions Major Bowes has not answered yet. For any other man the answers wouldn't be so important. Financially, the problem means little to the Major, for he was a rich man before the amateur craze started and he is a richer man now. But in a more personal way, it means a great deal to him.

Since the death of Mrs. Bowes two years ago, the Major has lived for his work. He has made it fill in his days to the exclusion of everything else, desperately striving to close, with it, the gap left when he lost the one he loved more than anything else in the world.

That is why he must choose correctly now. There must be no let-up in his life of activity and excitement. Without his daily task of auditioning amateurs and building a program, or something equally interesting and successful, Major Bowes would be lost.

I believe I know how he should choose. There are so many signs—unimportant when they're taken individually; but add them up and they point unmistakably to a swing away from amateur to professional entertainment. They're

straws, and they show which way the wind is blowing.

This winter, the oldest amateur hour on the networks, the Mutual Broadcasting System's National Amateur Night, abandoned amateurs in all but name. This half-hour Sunday afternoon program, which used to draw its talent almost exclusively from the amateurs, now brings you only three on each show. Comedian Benny Rubin, its master of ceremonies, is given more time to make you laugh; Arnold Johnson leads his orchestra in an increased number of selections; and a famous guest star from the professional stage is presented every week.

Fred Allen's Town Hall Tonight was not slow in following suit, with an announcement that the last half of its program, instead of being devoted entirely to amateurs, would be thrown open to professional talent as well. Amateurs aren't barred from Town Hall under the new arrangement, but neither are people who have appeared for money on local stations, lesser known night club and vaudeville acts, and new discoveries of talent agencies.

In other words, Major Bowes' program is now the only hundred-percent amateur hour on the air. The National Amateur Night is really a variety show now, and the three amateurs who do appear are carefully selected from audition after audition, their performances judged by professional standards. Town Hall's last half-hour retains Fred Allen's wise-cracking ad lib comments, and you'll hear people on it you've never heard before—but it's safe to say that almost none of them will be amateurs.

Both Fred Allen and Arnold Johnson, director of the National Amateur Night, admitted to me that they believe the amateur fad is waning. Both had increasing difficulty in obtaining as good amateurs as they wanted. Whereas a year ago both these programs had long waiting lists, this fall the lists were neither as long nor as promising. Quantity and quality had both fallen off.

There are signs even in Major (Continued on page 97)



Financier Charles M. Schwab is one of the Major's greatest admirers. Left, at the piano for a moment's fun after visiting a Major Bowes Show.



Below, the Major and a typical amateur act. But radio popularity surveys indicate the public is losing its one-time interest in novelties like this.

REVEALING THE TRAGIC STORY OF
KATE SMITH'S SECRET
Adoptions

To find the time of
Kate Smith's broad-
cast, see page 55.

By
FRANK LOVETTE



DENIED WOMAN'S RIGHT BY HER PROFESSION SHE THOUGHT SHE HAD

THERE are times when secrets ought to be known. When you have heard the secret I am going to tell you, you will understand why. This story is a secret I have known for three years, but not until a few weeks ago could I break the spell of fear that has kept it hidden.

It is a story that should have been told from the house-tops as a glorious example of a woman's triumph over the restrictions of her life. It is, instead, a story of tragedy and heartbreak. The memory of its joyous beginning has become the scar of a broken dream in Kate Smith's heart, a secret hurt that should have been a beautiful joy.

It began as a glorious inspiration and even if Kate Smith had been able to foresee the ending, full of grief and sacrifice, I imagine she would still have gone through with it, for the few moments of sheer happiness her adventure brought her before disillusionment.

Just three and a half years ago, Kate Smith woke up to another birthday, a special birthday, for it was a milestone of rich reward and high promise. It found her vibrantly attuned to life. Her career, thanks to Ted Collins, had been salvaged from despair, rescued from a hemmed in theatrical rut where nightly on the New York stage she bore the brunt of an insulting comedian's vicious jibes. It was Ted, when she sought his counsel, who advised her to quit and try radio. It was the beginning of a partnership that had lifted her to a high place in broadcasting. Her voice had been given to a world that said "Thank you" and called for more.

Thus, on this birthday, a host of blessings lay in the hollow of her hand. . . . Money . . . nation-wide acclaim . . .

horizons unbounded. . . . A future packed full of promise.

But Kate Smith, the radio star, had not forgotten that other Kate Smith struggling for a break. Nor had money altogether quieted the deep spiritual yearning which, earlier in life, almost cast her in the role of nurse. Throughout the years of her success, she had tried to share a portion of her bounty with others. There was the mother she still worshipped and still obeyed, always with her, and it was good that she could give that mother little surprises, to say nothing of all the comforts and some of the luxuries of life. There were the soldiers . . . kids who had marched down America's streets in 1917 . . . starry eyed kids bound on the great European adventure—but now lying on beds of white in rows, hopeless, broken-bodied men. Singing "My Buddy" had linked her with thousands of them. She knew they loved her. She was determined never to let them down.

It was a birthday of silent glory . . . She wanted to share it with others. But with whom? Where would it be possible to do the most good?

When Ted arrived that morning he found Kate with her mother trying to decide what they could do that day to properly celebrate the most important birthday of Kate's life.

Ted suggested a show, but Kate was doubtful, hesitating a moment.

"If you've already thought of something else," Ted said



Kate had sung for many homeless waifs like the ones above before the fateful day three years ago when she found four orphans who were to bring her brief happiness before breaking her heart.

quickly, "let's do it instead. It was just a suggestion."

"Oh no," Kate replied. "It's not that. I was just thinking. Maybe today we could do something worthwhile. A show's all right, but we can see a show any day. I thought perhaps I'd like to sing somewhere."

Ted nodded. He remembered that practically all the hospital invitations had been taken care of, but suddenly—yes, that was it. He smiled. "I know a place," he said. "It's not a hospital. The kids who wanted you, remember? That orphans' home?"

Kate's face lighted up. "Grand!" She exclaimed. "Let's go. You telephone that we're coming. Mother and I'll take one of my birthday cakes and we'll stop on the way for some ice cream."

There was nothing to warn Kate or Ted. Outside the sun was shining after a night of rain. On her desk in the study lay the new contract that was going to give her such a big boost in salary. It was her birthday and they were going to sing for orphans.

So they started out, carefree, eager to bring a little joy into the lonely hearts of poor children who had no homes. Kate became increasingly gay as they left the apartment. They stepped downstairs to phone her accompanist and arrange for him to join them at the orphanage. Then Ted hailed a taxi. It was a long ride to the orphanage, one which carried them through a (Continued on page 80)

THE sophisticated giggles that greeted the disastrous result of Eddie Cantor's prize essay contest last spring burst out anew this winter when he announced that he would offer another \$5,000 prize for another essay, this time on safe driving.

"He's asking for it!" exclaimed the cynical denizens of show business. And they laughed—the easy laughter that worldly wisdom always has for the idealist.

But if they knew the whole story back of Eddie Cantor's idealism, they might agree with me that he is wiser than they. Even, perhaps, more of a realist than they. . . .

Most people, in Eddie Cantor's place, would remember last year's fiasco all too vividly—how, when he offered a \$5,000 scholarship for an essay on world peace, a well meaning but over-zealous youth submitted an essay written by a noted teacher, and won the prize, making Cantor the laughing stock of the whole country. And, remembering it, they'd rather die than risk being taken for an unpleasant ride a second time.

Why did Eddie Cantor come back for more? Is he so anxious for publicity that he is willing to court ridicule?

THE MAGNIFICENT OBSESSION THAT *Rules* EDDIE CANTOR

Will he spend \$5,000 of his own money for the privilege of sticking his head into another noose?

The answers to those questions are not simple, but they are supremely important—not only to Eddie Cantor, but to you who read this. Eddie Cantor is in the grip of a magnificent obsession, not unlike the "Magnificent Obsession" of the famous novel by Lloyd Douglas. But Eddie has carried the idea farther; made it, I think, even more important than Mr. Douglas' original philosophy.

Seven years ago, as perhaps you know, Eddie lay broken in health in a California desert resort. He was fighting for his life. The doctors told him he had an acute case of pleurisy, but Eddie knew that more than his body was sick. His soul was sick, too.

Of course, when a man's body is sick, he is mentally depressed, too. But the doctors had told him if he went back to the strenuous life of show business he would be dead in a year. He had spent his life eating, sleeping, breathing show business—and he knew, when the doctors told him their verdict, that he would rather die than give up his work.

Eddie had never before had time to take inventory of himself and his accomplishments. Away back in the days when he was a singing waiter he had fixed his eyes on theatrical stardom, and there his eyes had been fixed ever since. He'd had no time for anything else. The scramble for success had transcended everything else. Success had come. And—so what?

So he was a great Ziegfeld star. So he was rich, and famous. And he was well beloved in his own profession. Yet if he died in a year, all that would die with him. He had traded his health for what he had now—and what did he really have? Nothing. Nothing at least, that anyone would give thought to a few years hence.

By **DOROTHY BROOKS**

By listening to his program overflowing with zest, you know what life means to him. For the show's time, see page 54.



IS HE IDEALIST OR PUBLICITY SEEKER? THE ANSWER TELLS YOU THE TRUE REASON FOR HIS CHARITIES



Bert Lawson

Whenever Eddie arrives in town he's met by a cheering throng like this one in New York—proof of what his obsession has accomplished.

Then Eddie Cantor—that Eddie Cantor—died; and the new Cantor, the Cantor you know today, was born. The Cantor who was sick in body and soul *willed* to get well. And he sent two telegrams.

One was to the late Flo Ziegfeld, accepting the lead in "Whoopee." The other was to the late Julius Rosenwald, promising to attend and assist at a huge national charitable convention. "Whoopee" was to become Eddie's greatest theatrical success; his participation in the charitable convention was to lay the cornerstone for an entirely new, finer, more satisfactory structure of life for Eddie Cantor.

"I want to be of some use to the world," he told Rosenwald haltingly. "I have to— to justify my existence—to give people more than just laughs."

The great philanthropist, wise from years of giving, shook his head sadly.

"You will receive no thanks," he said, "and you will suffer. The world will stone you, Eddie, and ninety-nine out of every hundred will accuse you of self-seeking. Yet only the vain man hides his philanthropies. And—" he shrugged— "remember this: for every ninety-nine who stone you, perhaps one will be encouraged to follow your example. You must be prepared to martyr yourself for that one. Your position as a well known member of the theatrical world gives you a fine opportunity to help others and to encourage others to do so, too. But on the other hand, it also leaves you open to charges of publicizing yourself."

THERE was an easy way for Cantor to do that. Nothing more than to write a large check periodically to some charitable organization, then pat himself on the back for having done his periodic good deed. It was an easy way to salve his ego; an easy way to hide his charities from the eyes of skeptics who would not believe in them. Too easy. Eddie could not take it.

"Rockefeller can give checks five times as large as I can," Eddie explained to me. "Twenty times even, and never miss the money. Lots of men, richer than I am and poorer than I am too, can give money. But there's one thing Rockefeller can't give. He can't give my time. Only I can give that."

So Eddie took the hard way. True, he gave generously of his personal funds, but more important, he gave unstintingly of his time and of his energy—that precious

energy of a man whose doctors have told him he'll be dead in a year if he doesn't let up.

If you were to total up the sums that Eddie Cantor has given and caused to be given and otherwise raised for charity since that fateful day on the California desert, you would have a staggering amount. A low estimate puts it at twenty-five million dollars! It has gone to old people's homes, to camps in the Adirondacks where five hundred underprivileged children go every summer, to theatrical pension funds, for resettlement of European refugee children, to orphan asylums, for tubercular relief, for community chests, in national emergency drives for relief of flood, drought, and earthquake and fire victims,

Eddie's private life, too, has been studded with unselfish deeds. He has shared the radio spotlight with proteges who have thereby been given the chance which made them famous. He has befriended obscure or down-on-their-luck members of his own profession, given them money or helped them find new jobs.

All this was his program, the life he had mapped out for himself when he left the California sanitarium. He did not know then that it was going to do so much more for him than give him the satisfaction of knowing he was helping others. That was all he expected of it. Now he believes that every good deed he has done, has been of actual, material benefit to *him!*

"I know what people think," he told me. "Half of them think I'm a sucker. The other half think I'm a softie. But believe me, the bread I have cast on the waters has come back to me—not just as cake—but as big mountains of ice cream!"

On the surface, that didn't seem to make sense. For I knew, or thought I knew, some of the bitter aspects of Eddie's altruism. There was the prize essay contest I mentioned before, with its payoff which exposed Eddie to ridicule. And often, on similar occasions, the public and press have accused Eddie of being a publicity seeker. A man he once helped along the road to fame, now securely set on the pinnacle, has turned on him. A friend to whom he lent a large sum of money had a wife to whom Eddie offered a guest appearance on his radio program. The wife tilted her usual price by \$500.

Enmities? They are many and bitter. There is the case of the Hollywood columnist who asked Eddie to appear on a radio program. He replied tartly: "I do not make benefit appearances to promote Cantor. (Continued on page 103)



Ray Lee Jackson

Cheerful and happy is the Rudy of today, now that he's well started on his eighth consecutive year of broadcasting in the same Thursday night spot—an enviable record and one equalled by few other stars of the air. You'll be seeing him as well as hearing him soon, in a new picture to be made during the spring in Hollywood.



No one has grown more beautiful with succeeding years of increasing popularity than Gracie Allen who is making pictures for Paramount Studios hand over fist this winter. If you haven't already, you will soon be seeing her in "College Holiday" and already she's hard at work making "Waikiki Wedding" which you will see early this spring.



HORACE HEIDT'S HARPIST—From the city of San Francisco comes a girl with a lyric voice and a gift for playing the most romantic of all instruments, the harp. Lysbeth was found by maestro Heidt when he heard her playing chamber music in a small orchestra. Now he features her at New York's Biltmore hotel and on his CBS programs.



MERRY MERI BELL—Brought up in a convent, Meri Bell was pretty enough to interest movie studios in her, but they always hired her to double in pictures for the singing sequences of stars like Kay Francis, Joan Blondell and Jean Harlow. Guy Lombardo started her in radio. Now she sings on CBS's Five Star Revue with tenor Morton Bowe.



DIXIE-BORN IRENE BEASLEY—She recently organized her own "one-woman variety show" over the NBC networks because she believes the public wants more from a singer than just a song. Irene came from the South to enter radio several years ago, and has been complimented by two presidents, Roosevelt and Hoover, on her voice.



IODENT'S COUNTESS KLEPTOMANIA—She's Mabel Albertson who says it's a serious business making people laugh. Born in Haverhill, Mass., she is the daughter of an actress mother. Mabel wears a gay tiara of feathers during her broadcasts. You laugh at her on the Dress Rehearsal show every Sunday morning over the NBC chain.

FOR YOUR



JOE PENNER'S JOY—As pretty as her name, Joy Hodges has a striking resemblance to lovely Joan Crawford in the sophisticated smartness which is the keynote of her dress. Joy sings on Joe Penner's CBS program Sundays and is the vocalist for Jimmy Grier's popular band. She'll soon be seen as well as heard, in the movies.



SINGER-COMEDIENNE RAYE—Martha Raye, featured on Al Jolson's Tuesday night program on CBS, is sometimes described as a cross between the late Marie Dressler and Clara Bow. She has more beaux than most Hollywood glamor girls, but puts a career before marriage. She plays golf and tennis when she's not busy singing.



NBC'S YOUNG HICKORY—The hero of the NBC serial about a country doctor is portrayed by Ray Johnson. He's from Wisconsin, and he's unmarried, six-feet-two inches tall, with blue eyes and light hair. Golf's his favorite game and he's an expert at it. You've also heard him as Bill in Welcome Valley and Ty Deyoe in Girl Alone.



TEA TIME'S HOST DON McNEILL—Don began his radio and cartooning career while still a student at Marquette University. As a lover of family life and a keen student of human nature, it is easy to understand why fame is smiling upon the Master of Ceremonies of the popular NBC Friday program, Tea Time at Morrell's.

RADIO SCRAPBOOK



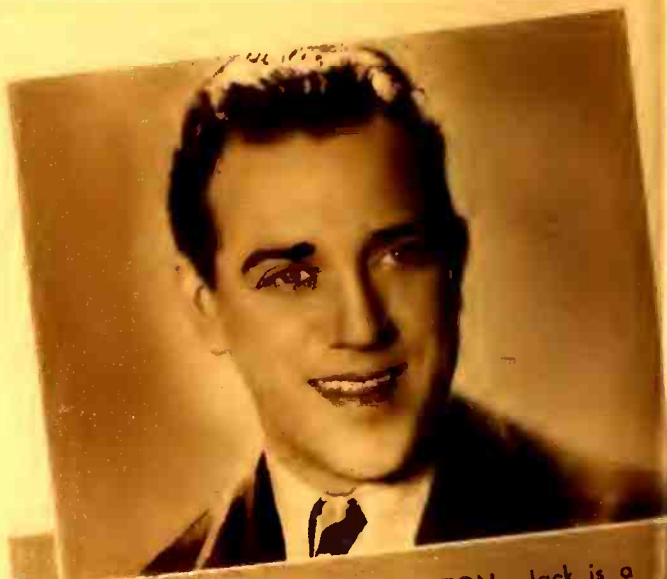
FLYING TIME'S ACE TURNER—Roscoe Turner, stunt and speed pilot, holder of the Bendix, Harmon and Thompson trophies, is the guiding genius of the day-time script show, Flying Time. Turner, big, bronzed and handsome, was an ambulance driver during the World War and since then among other things has even been a balloonist.



RADIO'S MOCKING BOYD—He is Henry Boyd, the least known, probably, of all unknown radio personalities, those men whom you're always hearing on the air and never reading anything about. Whenever CBS wants a bird mimic or whistler, Henry's paged. You hear him on Sunday morning on the CBS program of Aunt Susan's.



POETIC MELODIES' MacCORMACK—Franklyn MacCormack's mother wanted him to be a locomotive engineer like his father, but she forgot that before the latter became an engineer he'd been an actor. The theater was Franklyn's first love too and in it he got training for his dramatic poetry readings on Wrigley's four-times-a-week CBS show.



AND POETIC MELODIES' FULTON—Jack is a descendant of Robert Fulton. Billed as a romantic tenor, nevertheless he's a regular he-man in build and inclinations. Likes golf, fishing and trap shooting and wants to travel when he's made enough money to do it comfortably. Meanwhile he's singing on Poetic Melodies over the CBS network.



STARLET JANE WEBB—Jane with her glossy brown curls and merry eyes has set her small feet firmly on the road to success. She had a prominent part on NBC's broadcast of Tom Mix's *Ralston Straight Shooters* and has also found time to keep up her school work as well as enjoy her roller-skates, her paper dolls and now and then a movie.



SMITH BROTHERS' SONGSTRESS—Muriel Dickson is still better known in England than she is here in America, although she's starring every Sunday afternoon over NBC on the *Smith Brothers Melody Matinee*. She gained success in the *Savoy Theater* in London with *D'Oyly Carte Opera Company*, and last spring with the *Metropolitan Opera*.

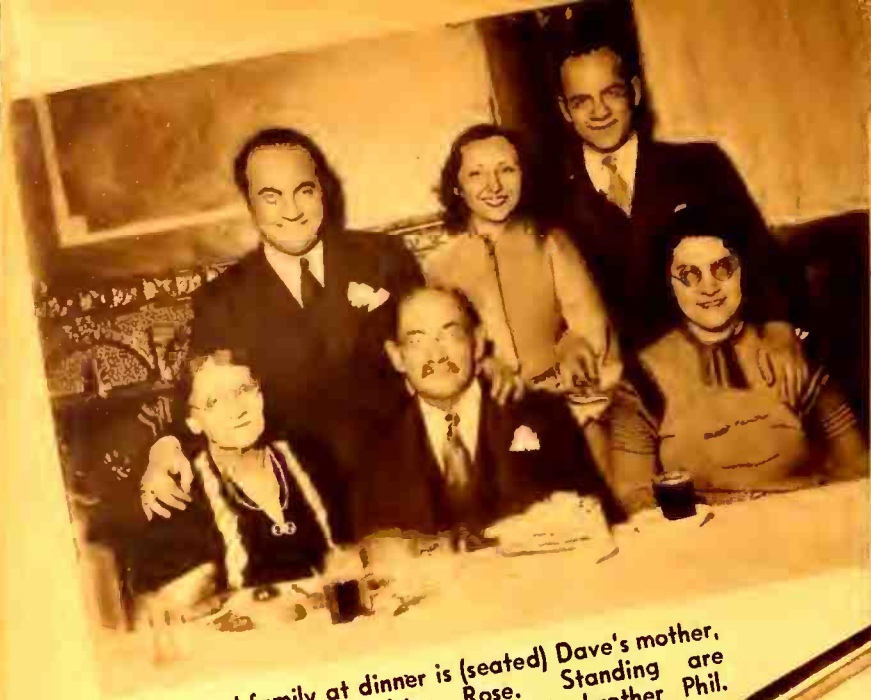


HOUR OF CHARM'S EVALYN—Phil Spitalny has radio's most unique broadcast in the *Hour of Charm*, heard Monday afternoons over NBC. And in Evalyn, he has a very beautiful violin soloist. She has soft, dark eyes and, as you can so easily see, a youthful charm which she somehow manages to get into her playing on this melodic broadcast.



HOUR OF CHARM'S MAXINE—Dark-eyed Maxine is another of Phil Spitalny's soloists. Maxine sings in the kind of a contralto voice that makes everyone think of romance. So she is always being reported engaged to some new young man. Her home is Columbus, Ohio, and her parents, who objected at first to Maxine's career, are now proud.

RADIO SCRAPBOOK



A proud family at dinner is (seated) Dave's mother, his father, and sister Rose. Standing are Dave, his brother's wife, and his brother Phil.



The comfortable house in Pittsburgh which their son David gave to the father and mother, sharp contrast to their basement home of Russian days.



The Untold

By
**ANNEMARIE
EWING**

For the time of the Chevrolet program, starring Rubloff, please see the Program Guide, page 54



When Dave comes home, he always plays for his proud parents, but usually they hear him over the new radio he gave them. It is a Sunday ritual, listening to his broadcasts, for the whole family.

**A SECRET PAGE OUT
OF THE HISTORY OF
A FAMILY WHOSE UN-
ENDING TOIL MADE
A GREAT VIOLINIST**

Sacrifices RUBINOFF Can Never Repay

YOU know, when you hear Dave Rubinoff play his violin Sunday nights on the radio, that there were many long years of study and practice, of hard and constant effort behind his success.

But what you do not know, for it has never before been told, is that also behind Rubinoff's success are the unselfish sacrifices of five people—people of whom you have never heard. Without their help, Dave Rubinoff could never have reached the pinnacle on which he now stands.

And another thing you do not know is just how Rubinoff is repaying the sacrifices those four people made for him in the early days.

These people were his mother, who provided him with his first violin; his father, who carried him on his back, often through miles of deep snow drifts, to his first lessons; his sister Rose, who sewed tirelessly to help pay for those lessons; and his brother Herman, whose enterprise brought Rubinoff to America, land of his great opportunity.

Thirty years ago, the Rubinoffs lived in the basement of a dismal stone house in Grodno, Russia. There were seven of them existing on the father's meager earnings in a tobacco factory. Small wonder that David's first violin playing was done on an instrument owned by a little neighbor boy!

But he wanted a violin of his own. And where the Rubinoffs were going to get the money for a violin was more than any of them knew.

That is, except his mother. It was she who saved and scraped, making the borscht a little watery and slicing the

black bread a little thinner until she had three whole roubles saved up out of the household money. Then she was able to place in her son's thin, eager hands a cheap violin, bright with orange varnish! David's career was started!

That the child had more than usual talent was soon demonstrated. For one day the great Max Gottfried passed by the humble basement and heard David practicing. He immediately rushed down the steps, and offered to teach the young genius for nothing.

But their pride would not let the Rubinoffs accept Gottfried's generous offer. To them it seemed charity. Nor could they afford the two roubles for lessons. Yet David *must* have his chance! All were agreed about that.

Rose saved the day.

"I'll sew for Madame Gottfried to help pay for the lessons," she said calmly. So that part was taken care of.

But Gottfried lived three miles away, too far for the legs of a thin, undernourished boy of five to walk.

David's father then stepped forward. He would carry the child those three long miles on his back!

And so every week, David's father took him carefully on his back, fiddle case and all, often struggling through deep Russian snow drifts that came up above his knees, and carried him to Gottfried's home for his lesson.

And every night Rose sat up till three o'clock, sewing for Madame Gottfried and her two small children, stitching down gores and putting on flounces of fine silk and velvet.

After a few years, David's (Continued on page 68)

THE CURIOUS CASE OF RADIO'S HIDDEN

MURDER will out—and so will censorship. It took the romance between Mrs. Wallis Simpson and ex-King Edward VIII to do it, but at last we've all been shown just how carefully the networks guard our ears from hearing anything the broadcasting officials don't think we ought to hear.

Yes, there's censorship, though you and I aren't supposed to know it. The great broadcasting chains call it by the polite names of "continuity acceptance" and "continuity editing"—but it's censorship just the same. And in all the nutty world of broadcasting, there's nothing nuttier than that same censorship.

It's involved, it's complicated, it's secret and it's awfully, awfully inconsistent. And I'm quite prepared to see the networks, when they've read this, rise up on their hind legs and yell, "No such thing! He's got us all wrong! We're

just trying to be nice!" In which I'm very willing to agree. They are trying to be nice—but they're trying too darn hard.

Anybody who listened to the way radio pounced upon the King Edward—Mrs. Simpson business, once it had been disclosed in the British newspapers, must have realized how closely bottled-up the commentators had been up to that time. Here was the greatest international human-interest story of the age, right under their noses, and they couldn't have their say about it. American newspapers were publishing every possible scrap of information concerning the "affair Simpson," conjecturing, commenting, editorializing, even wise-cracking—and American radio was leaning over backward in an attempt to keep its skirts clean of the whole business. It limited its notice of what was going on to a few bald facts, chiefly conveyed by Press-Radio News.

As the Bobby on the beat outside Mrs. Simpson's own Cumberland Terrace house might have said, radio "wasn't having any." And it continued to be not having any until the English newspapers broke down and informed 43,000,000 people that there was a Mrs. Simpson. Then, and not until then, radio went to town—that is, it went to town as far as its news broadcasters and commentators were concerned. For its comedians, Mrs. Simpson was still nonexistent.

The reason Mrs. Simpson is nonexistent to radio comedians is the same reason many more things are nonexistent to them. Radio will just not allow itself to hurt anyone's feelings.

Radio's always afraid of hurting someone's feelings, and it is always busy warning its script writers and comedians to keep quiet on this subject or that. I say this even while I like radio. I want to see radio grow up. I hate to see it walking on tiptoe, even while I can see perfectly well why it does so and I can sympathize with it.

Few people outside of the business know that both NBC and CBS maintain departments whose duty it is to read and approve all commercial scripts before they go on the air. NBC calls its department "Continuity Acceptance;" CBS calls it "Continuity Editing," but they amount to the same thing. Their purpose is, according to an NBC pamphlet I have on my desk, to see that programs live up to a standard of "quality, good taste and integrity." But in actual practice, as I see it, what they do is (*Continued on page 74*)

Even Mrs. Simpson, left, who has become the world's best known woman, still must not be mentioned by any comedian in radio.

Right, these rules for several weeks barred mention of the ex-King's romance. Do you see anything in them concerning kings?

Wide World



CENSORSHIP

By
**DAN
WHEELER**

PROGRAM POLICIES

Part 2 REQUIREMENTS

1.
The use of the Deity's name is acceptable only when used reverently or as part of a standard classic work.

2.
Statements or suggestions which are offensive to religious views, racial traits, and the like, must be avoided.

3.
False or questionable statements and all other forms of misrepresentation must be eliminated.

4.
Obscene and off-color songs or jokes, oaths, sacrilegious expressions, and all other language of doubtful propriety must be eliminated.

5.
Testimonials must reflect the genuine experience or opinion of a competent witness.

Dramatized commercials, when involving statements by doctors, dentists, druggists, nurses or other professional persons must be read by living members of these professions reciting actual experiences, or explanation must be clearly made by the announcer that the scenes enacted are fictitious.

When a living character is impersonated, announcement must be made at least once in the program that impersonation was made.

6.
Statements of prices and values must be confined to specific facts. Misleading price claims or comparisons must not be used.

7.
The National Broadcasting Company cannot act as a distributor for the merchandise of its customers.

8.
As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, or his products, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory.

**EVERYTHING ON THE AIR MUST
BE OKAYED BY NETWORK CRITICS
WHO EVEN TRIED TO BAN FOR-
MER KING EDWARD'S LOVE STORY**

Wide World





Dr. DAFOE'S Exclusive Rules for YOUR BABY'S Health

**THE SAME PRACTICAL LAWS
THAT BROUGHT UP THE FIVE
DIONNE BABIES TO GLORIOUS
BEAUTY ARE GIVEN YOU HERE
FOR YOUR OWN PERSONAL USE**

THERE isn't a mother who can look at pictures of the Dionne Quintuplets without a thrill. But perhaps, too, as she looks she is wistful. She wishes her own children were as blooming, as sturdy, as overflowing with vitality and as easy to manage. Or if she has a new baby she thinks, "How can I bring up my own to be as well and happy?"

Since that cold spring day of May 28, 1934, when they were born, the Quints' destinies seem to have been ruled over by a radiant, kindly power. Providence may have had a hand in it. But providence had an ally, a country doctor rich in skill and experience and richer in that deep, earthy humanity and wisdom which he calls common sense.

From the historic hour of their birth Dr. Allan Roy Dafoe has been bringing up the Quints by definite "common

sense" rules and routines. The little Dionnes, themselves, are the best arguments for his theories. In five hundred years of medical records only thirty-three sets of quintuplets have been born, and not one baby from any set has lived more than a week. A quintuplet's chance for becoming more than an hour old is about one in a hundred billion. Yet starting out with such a handicap—and having been born in a crowded, primitive cottage with few of the helps of modern science at that—those tiny, pitiful babies whose aggregate weight was less than nine pounds have become these sturdy little girls, lovely as any children on this earth.

DR. ALLAN ROY DAFOE is now giving a series of radio talks to bring the wisdom which has blessed the Quints to all the mothers of North America. The material for this article, and the list of fundamental rules which you will find later on, ready for clipping, is drawn from these broadcasts. The editors of Radio Mirror felt they could perform no greater service to readers who have children than to summarize this material and give it to you in permanent, easily usable form.

About a hundred thousand visitors make a pilgrimage each month to see the Dionne Quintuplets. They stand on a balcony of the glassed-in, heavily-screened gallery which surrounds the Quints' playground on three sides.

One thing these visitors never tire of exclaiming over is that these famous five, who have been photographed and filmed, who get so large a share of the world's attention, never show the slightest sign of being high strung or nervous. Marie, in her small pink muslin dress and socks, will spend long minutes in one corner of the playground, her sturdy little fingers patiently trying to fix the handle of a tiny wheelbarrow. And when she fails she will not set up a howl, but only sigh a bit, then run over to the sand pit to play with her sisters. Or maybe Yvonne will struggle to pull loose a wagon from the cement wading pool, and after a few unsuccessful efforts will smilingly ask Annette or Cecile to help her.

If your own child doesn't act so—if his failures enrage him

By GLADYS OAKS

so that he devils the children about him, or discourage him to tears or idleness, it is for you too, we have

drawn up Dr. Dafoe's rules.

For Dr. Dafoe believes that a child is cooperative or difficult—and more often than not healthy or unhealthy—because of good or bad habits. It was and is his job to instill good habits into the lives and characters of the Dionne Quintuplets. And he feels it is the job of a sane, intelligent mother to instill them into the lives of her children.

The delicate Quints, who had so little chance to live, were born into a crowded, inconvenient house without electricity, gas or modern heating. Yet even here Dr. Dafoe managed to establish an order-bringing schedule. In the hospital-nursery which is now the Quints' home you can tell time by the activities of the little girls.

"The first three months of a child's life are the most important ones," says the Doctor. "Habits are formed that will stick to him all his life. Such habits as absolute regularity in feeding, sleeping and elimination can actually begin when a child is only three days old."

Not a single one of the Quints has a sleeping problem. You can picture these five, each so like the other, tucked away in their cribs at the tick of seven and peacefully asleep by seven-thirty. Dr. Dafoe is sure that if you never start rocking or walking the baby to sleep, never hold his hand or lie down with him or sleep by his side, he will never cry to have you do it.

Also, coaxing a child to sleep or giving him a nipple or anything to suck are bad habits "easy to acquire and hard to break." Yet even if you have permitted your baby to get into such harmful ways, there is still time to change them if you will bear a few unpleasant hours of letting him cry it out.

The Quints have done their share of crying for things they wanted and shouldn't have. A normal baby will never injure or rupture himself by crying. As a matter of fact he should do a certain amount of it. It's his first natural exercise.

The Quints take their naps out- (Continued on page 61)

Turn to the end of the article for Dr. Dafoe's list of rules which he uses daily to bring up the Quints, pictured below at Callander, Ontario, with Director Norman Taurog and their faithful nurses.
Photograph copyright 1936 by 20th Century-Fox from the picture "Reunion"





Gary Cooper

IT'S TIME SOMEBODY TOLD YOU, HOLLYWOOD!

TO ALL HOLLYWOOD PERSONALITIES WHO ARE GUEST STARS ON THE AIR:

Do you movie stars who have all the excitement of Hollywood in back of you, whose glamor and allure bring you fabulous salaries, want to continue broadcasting as guest stars on radio's biggest programs?

Then heed a warning which no one has given you yet. It doesn't concern the bitter quarrel between film exhibitors and your own bosses who can't agree whether your appearances on the air hurt attendance at the movie theaters.

This warning hits more closely at home. It will, I think, be the final factor in deciding whether you're going to do any broadcasting in the future. It isn't just one individual speaking. It is radio's vast audiences who have been pouring in letters on the subject, letters differing in wording but agreeing in sentiment.

Perhaps you have thought you would have nothing more to worry about than the price for broadcasting once a settlement was reached in the highly publicized battle the exhibitors—those men who rent your motion pictures and play them in the theaters throughout the country—are waging to keep you away from the radio studios.

But if you have been thinking that, you're wrong. The hue and cry of the exhibitors is already dying down. After all, in practically every part of the nation, box office receipts in movie theaters are hitting new highs every week. So your broadcasting can't be keeping people away from your pictures. It just doesn't follow. With the exhibitors, it seems to be more a case of new prosperity after many lean years making them hungrier than ever for more profits.

But aside from that point, which is already being settled, there are two more that haven't yet been mentioned publicly. It all started last spring when nearly half of the big evening programs in Radio City began moving West and setting up shop along Hollywood Boulevard. It certainly was easy to see then that a new trend in broadcasting had begun.

Perhaps you won't believe it, but that trend is already reversing. And its reversal is the tangible proof of the two points I want to make—for your benefit as well as mine and the listening audience's.

First, there is the cost of broadcasting a radio program on which you, the movie stars, appear. I can imagine how it seemed to you when radio programs began appearing on all sides in Hollywood and there was started an intense rivalry for your services. It was a golden moment and you lost no time in grasping it. The price of a broadcast went up and up. As far as you could tell, radio was an endless stream of gold pouring thousands of dollars into your laps.

But you have done more than your share, to kill this modern goose of the golden eggs.

Look what has happened. Program budgets have been stretched not once, but again and again. Many of them have been stretched to the breaking point. The American Association of Advertising Agencies has estimated that during the past year, talent costs increased until they were 40% of the entire cost of producing radio programs. In many cases, the Association found, the cost of hiring big stars more than equaled the cost of buying



Robert Taylor



Marlene
Dietrich

A CHALLENGING OPEN LETTER FROM THE EDITOR TO ALL MOVIE STARS WHO WANT TO HAVE THEIR CAKE AND EAT IT TOO!

time on a large hookup of stations. This is something new in broadcasting. The effects are bad. The margin of profit becomes too thin when talent costs equal network time costs. Agencies make too little to be vitally interested. There is often not enough money left to get really good direction and quite often not good enough supporting artists. And finally, when a program costs a sponsor so much, he wants to see immediate results in the way of sales. He puts pressure on the agency, which in turn, puts it on the program. It's like golf. You begin pressing when that happens. You know the result. A hook into the rough or a slice across the road.

So, though a sponsor has the big stars and the big network and certainly a big enough bill, he hasn't either the listening audience or the sales to show for his efforts and money.

Now that is where you, the movie stars, come in. I am not going to single out any one of you. Many of you have done good jobs. It is the rest of you who have raised the cost of broadcasts and have caused film exhibitors and your bosses many sleepless nights. The rest of you haven't earned your money. Haven't, in fact, in a majority of cases, come anywhere near earning your money.

An excellent example of what I mean is a program which recently moved from Hollywood to New York. You've probably been on this program yourselves, so you know that salaries weren't niggardly. It came to New York because when it broadcast from Hollywood on its regular night every week and guest starred you famous movie personalities, it just didn't pay out, either in the number of people who listened in, or—which is the final test—in the amount of its product that was sold.

You probably know well enough what you've done wrong, but it won't hurt to say it out loud. Many times you've agreed to guest star when you didn't have the time to give to rehearsal. You went on the air only half prepared. You read your lines as though you were looking at them for the first time. You never do that when you're making a picture. And think of the times you've agreed to broadcast, at a fat price, and then, instead of doing what you can do well, you went on the air and sang. Even some times, when the regular star of the program is a first class singer himself. Now nobody ever told you that you had a marvelous voice. And you know that nothing is harder on a mediocre voice than the microphone.

Yet you continue to do these things. Do you expect radio and the listening audience to put up with it very much longer? We're not going to. We don't have to. There are enough radio artists with talent who can give us better entertain- (Continued on page 104)



Clark Gable



Rochelle Hudson



The beginning of the week and Joe Penner with his hat on helps a toiling gag writer think up laughs that will rock America next Sunday.



Step two is Joe working with Hal Raynor, who is a minister and who writes all the original songs which feature Joe's Cocomalt programs.



Step three is the first rehearsal. Joe finds he must tickle himself before he can laugh at the jokes, so this writer starts in all over.



Next Joe listens to his jokes come back over the air to him and is horrified to hear the way they sound. More work for his gag man.

And this is the net result of the first four steps: crowds outside the CBS radio theater in Hollywood any Sunday afternoon as they wait patiently to get inside and watch Joe Penner broadcast.

The Birth of a Nation's Laughs



**SEE TWO PROGRAMS BEGIN
AND GROW UP INTO BROAD-
CASTS—TRACE THE STORY
TOLD IN THESE PICTURES**



Here, on the other hand, is comedian Phil Baker in shirt sleeves and at his left a real New York reporter who tells Phil, stooge Agnes Moorehead and faithful Bottle how to put out a real paper.

Photos taken exclusively for Radio Mirror by NEWSPICTURES



Left alone, Phil begins work on his Gasette. By next Sunday night he will have a complete program ready for his eager CBS audiences.



Bottle (really Harry McNaughton) brings Phil his story but editor Baker isn't satisfied—it isn't funny enough for their radio program.



The next step in preparing the show—Phil is trying to get Agnes Moorehead to type out his newest joke. He'll end by doing it himself.



The last step is Bottle trying to fix up his story, not knowing it doesn't make any difference. Phil's already finished the script.



Carefree

**NOTHING'S MORE TYPICAL
OF ANDRE KOSTELANETZ
THAN THE HAUNTING MEL-
ODY OF HIS THEME SONG.
HEAR IT—THEN PLAY IT**

Words by
EDWARD HEYMAN

Music by
CHARLES HENDERSON

The Song's Story

On a night in March back in 1934, Andre Kostelanetz was in the midst of auditioning to get the Chesterfield broadcasts. He wanted a theme song and collected all his arrangers in his office. They worked all night without success. Then, at breakfast, Charles Henderson, head of the staff, snapped his fingers. He'd hit on the beginning of a melody. Ten minutes later, they were back in the office writing it. It's been the maestro's unique theme ever since.

p-mf a tempo

E^b Gmi E^b D F#mi

Care - free as the birds in the

p-mf a tempo

Fmi 7 B^b7 B^b7 E^b

trees My heart's at ease; I don't long to find the

rubato

rubato

Fmi 7 B^b7 E^b Cmi

rain - bow's gold, You have brought me

Fmi.7 Bb7 Eb Bb7 Eb

trea - sures un - told; Care -

Gmi Eb D F#mi. Fmi.7 Bb7 Bb7

-free Im con - tent with my lot, Dar - ling, why

not? For the love that you have grant - ed is

Guitar tacet Abmi. Fmi.-7

Eb D F#mi. Fmi.7 Bb7 opt.

firm - ly im - plant - ed In me, no won - der Im so care -

1. Eb Bb7 2. Eb

free. free.

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Andre Kostelanetz,
below, accomplishes
in his Chesterfield
programs a mixture
of the best in popu-
lar as well as clas-
sical music. For a
year before it was
published he played
this song as a theme.



How REDUCING Can

EVERY woman, naturally, wants a slender, healthy body. She looks better. Her clothes seem smarter. Beauticians tell her she will be more attractive to her husband, or that, if she hasn't a husband, her chances of getting one will be enhanced.

All that goes without saying. What the average woman doesn't think of, and what the beauticians don't tell her, because they don't realize it—is that appearance, clothes, and attractiveness are only incidental to the greatest benefit of all.

I lost twenty pounds because I was ordered to do so before making my first moving picture. I didn't know, then, how completely and marvelously I was re-making my life. I am now literally a different person from what I was before reducing—not only physically, but mentally and spiritually as well!

It's because I know from my own experience how few women realize the immense benefits a reduction of excess

weight can confer upon them, that I am glad to have this chance of sharing with other women, with every reader of this magazine the secret I have found. For that, too—the desire to share my happiness—is a part of my strange rebirth.

I will go back to my Metropolitan Opera debut, at the age of nineteen, because in order to understand what came later, it is necessary first to have a clear picture of the background. At that time I was blessed with the jubilant self-confidence and poise of happy adolescence. Youth meets life's hazards blithely. I was too immature then to grasp the significance of the responsibilities a career such as the one I had chosen carries. I was just like any other girl who emerges gaily from school or college to cope with the stern problems that confront her.

During the years of concert and opera work that followed, I was developing into young womanhood, leaving care-free girlhood behind. At nineteen the burden of fame was light, even pleasant. With each succeeding year it grew heavier. Don't misunderstand me. I didn't mind hard work. Indeed, I loved it. Every minute of it. But there is much to a musical career besides singing. I had no time left over in which to be merely a human being, to live the life that every normal young woman should live.

I don't know which of the hundred and one wild stories regarding my sudden retirement you read or heard—but the chances are it was wrong. There was nothing sudden about

Porter S. Cleveland.



Above, compare the present day Marion with this picture, taken several years ago before she lost over twenty pounds. Right and opposite page, the result—a beautiful and attractive woman.



Work MIRACLES For You

by Marion Talley



**A FAMOUS RADIO AND MOVIE STAR TELLS YOU OF
HER THRILLING FIGHT AGAINST OVERWEIGHT AND
HOW IT HAS BEGUN A WHOLE NEW LIFE FOR HER**

For broadcast time of Marion's program, see page 54.

Raphael G. Wolff, Inc.

my determination to drop it all. It was a long time coming. It was the result of an accumulation of mental and physical fatigue. My work had become distasteful. So I chucked it. Why not?

Contrary to newspaper reports I did not retire to rusticate on my Kansas farm. I went abroad with my mother and studied music. I indulged in an orgy of relaxation, a luxury I'd never before enjoyed. I married my singing teacher. I was free. Free to get up when I pleased, work when I pleased, play when I pleased. Free to go where I liked when I liked. Free! You can't know, until you've been denied it, what it means just to be free!

Like everything else you have too much of, though, even freedom palls. After a while, when I had savored the delights of freedom to the full, and was perhaps a trifle surfeited, I began to have vague thoughts of returning to professional work. My family and my friends urged me to do

so. I knew I should. But I hesitated—because I was afraid. Four years is a long time. The public's memory is short. Had I been forgotten? Was there still a place for me?

I imagine a lot of people who retire—retire from anything, business, a career, a profession—would much rather content themselves with just *thinking* they can step back again any time they choose rather than take a chance of trying it and finding they can't. That's a horrible suspicion.

Perhaps I should have been elated when my agent told me he had signed a picture contract for me. But I wasn't. I was terrified. I was so upset I couldn't sleep. Certainly I couldn't sing. Then I was told I was to take off twenty pounds before I could start work. Joyful news! Joyful because it would delay the dread day when once more I would return to work! But there was another reason—and one I'm a little more proud of—why I welcomed the order.

Here was a tangible problem. (Continued on page 64)



The Ink Spots jazz quartet



Singer Hildegrade, television veteran

By
**MARY
WATKINS REEVES**

WHO ARE THE

TIME was when Radio City's swank third floor lobby, crossroads of the microphone world, could be called a dignified and quietly ritzy place. But lately it's been resembling the backstage tent of a freak show much more than its usual conversative self. A horde of the strangest-looking people anybody has ever seen have set up their permanent camp in Studio 3-H, are running wild all over the place and causing a furor of excitement; and from every indication these strange-looking people are merely the first of many more to come.

They really are the weirdest individuals this side of the Ripley collection. They have skin the rusty color of cinnamon toast, brown lips, black eyes, black fingernails. They wear dark sun-glasses in the building and go around talking a peculiar language among themselves about "berthas" and "flats" and "long-shots." And despite the elegant air-conditioning which is Radio City's pride it's nothing any time to see a bunch of them fanning themselves as vigorously as if it were ninety in the shade in Death Valley.

But they're not freaks, nor have the studios been turned into a nut-house. It's simply that television is no longer something we're going to have one of these days. *Television is here!* And the strange-looking people to be seen around NBC are the first stars of television all made up to appear life-like in the lens of a thing called an "iconoscope camera."

If you were lucky enough to have one of the hundred television receiving sets now stationed throughout the New York area you could tune in for an hour every night in the week and enjoy talkies in your own living room. This has been going on since last summer, although the broadcasts are conducted for test purposes and the sets are not yet for sale.

Every night, for an hour, a picked group of stars do their work in Studio 3-H, while sixteen blocks away, atop the Empire State building, is the transmitter which changes the sounds and pictures of 3-H into electrical impulses and sends them out through the air.

A nightly parade of television pictures reaches out 45 miles from the top of the Empire State building, world's tallest.



Jeannie Elkins, Diana Donnewirth Dramatic stars Grace and Eddie Albert

Chief announcer Betty Goodwin

FIRST *Real Stars* OF TELEVISION?

PIONEERS IN A BRAND NEW GLAMOROUS ART, THEY'LL

SOON BE FAMOUS FAR BEYOND THEIR WILDEST DREAMS

Up until the moment the nightly television programs go on the air everything in 3-H is pandemonium. The interior of the studio looks like a Hollywood sound stage only it's three times as jammed with properties and apparatus. Microphones are suspended from the ceiling, the floor is matted with thick ropes of cables and wires, sets depicting indoor and outdoor scenes clutter the walls and corners, enormous iconoscope cameras are trained on the people who are about to go on the air, and thirty thousand watts of brilliant Kleig lights are rapidly wilting every collar and blinding every eye in the studio. That's why the television stars wear dark glasses during rehearsals.

In adjoining dressing-rooms the performers are adding last minute repairs to their grotesque makeups, everybody is rushing around moving screens and scenery, the place is a violent bedlam of noise and action. Only one person remains calm and blissfully undisturbed throughout everything that happens in 3-H and that's Minnie the Bride. Minnie is a life-sized cardboard bride, painted in varying shades of brown and black and white, who is often used during rehearsals as a stand-in for the television stars.

Perhaps you've wondered why television has not selected its stars from the famous ones already established in sound broadcasting.* Instead it has hand-picked its first regular performers from the ranks of comparative unknowns and

sustaining artists and elevated them to the enviable status of being the original shining celebrities in a great new field—and these are undoubtedly the first people you'll see when you get a television set of your own. Although many of radio's biggest names have made guest performances in 3-H already, only a select handful of youngsters appear regularly before the camera. And they have been chosen for a number of special reasons.

Take glamorous Hildegard, for instance, who was given the title of "Television Girl" because she's had more experience at it than any other artist in the United States. Hildegard is a twenty-three-year-old blonde from Milwaukee who sings like Garbo looks. Four years ago, merely one of the thousands of unknowns in show business, she was touring the country with a Gus Edwards revue. She went to London to fill a two-week night club engagement at the smart *Café de Paris* and made such a quick hit she was held over for two years; and from London she stepped across to Paris to become the darling of the French cabarets.

Last spring Hildegard returned home to an NBC contract which spots her on the network twice weekly in her own program. When the first television broadcasts were about to be staged at Radio City and officials discovered that she had been making regular television appearances in Paris (France has had arm-chair *Continued on page 89*)

Fashions for



The fashion expert of the LaSalle Fashion radio show on NBC picked Bernice Claire, beautiful star of Friday night's Waltz Time for modeling his selection of dresses to wear on cruises or even for more practical use when the weather gets warmer. Left, you will wear this beautiful black satin and white crepe ensemble for your gala night aboard ship. Note the white waist length jacket with full three-quarter-length sleeves, with a single button. The jacket is removed for dancing. The white crepe top is linked with rhinestone. Below, the three-piece going-ashore costume with beige wool cape to match the top which employs the popular zipper. The cape is three-quarter length. The pert hat goes with the cape.



This black crepe dress with printed crepe jacket was chosen by Le Maire for afternoon engagements. It is one of the newest of the double duty dresses, since it's suitable for dining without the little jacket.



that long planned cruise

**IF YOU'RE GOING TO TAKE A TRIP, TAKE A TIP ON
THE VERY NEWEST STYLES FROM CHARLES LE MAIRE**

All ashore for a sight-seeing trip! And an ideal costume for it is this double-breasted, six button coat of beige Kasha cloth, worn over a black tailored dress. Bernice chose this coat for its practicality and all-around usefulness. Light and warm, it will be perfect for those sudden spells of cool weather which come up even in the best regulated tropical waters. The hat is a plain black felt sport model with a smartly turned down brim.

The first night aboard ship isn't formal—but it is a holiday occasion just the same, and Bernice wanted to dress up for it. So she selected this frock of printed crepe, with its bright floral design on a black background. It's highly appropriate for either cocktails or dinner, and in addition, will be valuable as a general purpose dress when the cruise is over. Its carelessly knotted sash is of the same material as the dress itself.

Photographs taken for RADIO MIRROR by Kenneth Ford

These Mary Lee frocks may be purchased in all leading dress shops



THE PERSONAL HISTORY OF FLOYD GIBBONS, ADVENTURER

By NORTON RUSSELL

The Story So Far:

There was only one kind of life Floyd Gibbons ever wanted—one filled with adventure and excitement. It was natural that he became a reporter. His first job was that of cub on the *Minneapolis News*, and when his father had him fired from there because he didn't want his son to be a reporter, Floyd went to Milwaukee and got work on another newspaper. Before long he landed in Chicago in the midst of a newspaper strike. When the strike was over he joined the *Chicago Tribune*. Life in one city was too tame for him, so he went to join the army of Pancho Villa, the Mexican bandit, as special correspondent. His graphic word-pictures of Villa's fights soon made him the *Tribune's* number one foreign reporter and when the paper sent its own man to France to cover the World War, it picked Floyd. He could have sailed on the same ship which carried Von Bernsdorff, the returning German ambassador, but that was too safe for Floyd. He chose, instead, to go on the English liner *Laconia*.

Part Three

THE Cunard liner *Laconia* plodded through the black waters of the North Atlantic, two hundred miles west of the Irish coast. It showed no lights. Rolling in the trough of the waves, it might almost have been a part of the ocean itself.

Yet it had been seen. A quarter of a mile away a German submarine, lurking just below the troubled surface of the sea, was making ready to send a message of death to the *Laconia's* heart.

In the *Laconia's* lounge, Lucien J. Jerome, of the British Diplomatic Service, had just said to Floyd Gibbons and a companion, "Nonsense. The chances are two hundred and fifty to one that we don't meet a sub."

And the torpedo struck the *Laconia*.

Almost at once the ship began to tilt. Floyd ran down to his stateroom and put on a light (Continued on page 84)



Floyd at the end of his Sahara trip. The beard protected him from the sun but he couldn't have shaved anyway.

CONTINUING THE AMAZING LIFE STORY OF A MODERN MARCO POLO

Photographs from Floyd Gibbons' personal scrapbook



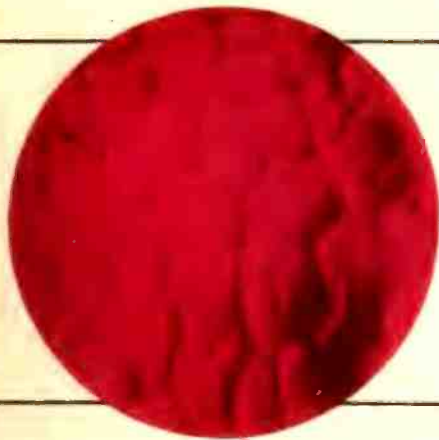
Natives of the Sahara Desert had never seen typewriters until Floyd (at left) stopped off on the way to Timbuctoo and let them operate his portable.

For broadcast time of Floyd's show, see page 55.



Long lines of Russian peasants waiting dumbly for food in the great famine—the story Floyd obtained by out-bluffing a high Soviet government official.

Does Your Nail Polish *Peel or Chip?*



Ordinary Polish MAGNIFIED 18 TIMES

Bumpy and uneven—no wonder it peels and chips and has a low lustre on the nail because of its rough surface. Representative of competitive brands at 50¢.



New Cutex Polish MAGNIFIED 18 TIMES

Smooth as glass—it wears a week. Make this test yourself—apply any other brand of polish alongside Cutex on a piece of glass—see the difference!



“DOES nail polish *have* to chip off right away?” women asked us. “Certainly not,” we said. And we proved it.

Exhaustive tests over a long period prove absolutely that our New Cutex Polish will not peel or chip in a week! The reason is simple.

We took a picture of our New Cutex Polish right after it had been applied to a smooth surface. And we took pictures of 8 other popular brands of nail polish, also immediately after application.

The photographs showed an amazing difference. Look at them above—magnified 18 times.

Notice the perfectly smooth, even finish of Cutex under the microscope! Cutex will stay unmarred on the nail for days. Now look at the rough, bumpy, uneven finish of the ordinary polish. The lines in the picture show clearly that the polish formula is imperfectly balanced. They show the beginning of cracking and peeling—10 minutes after the polish dries!

Big Saving . . . It's easy to see how much you can save in time and money if you wear the New Cutex Polish . . . with its glass-like, wonderfully resistant finish. You can put on the New Cutex and forget about it for a week. And its lustre will be higher, too, because of its smoother, longer wearing surface.

Remember, too—the New Cutex Polish is famous for its new smoky shades. And it's usable to the last drop—never thickens in the bottle.

Keep away from ordinary polish that develops unsightly cracks and chips after a day or two. Stock up on the new, longer

wearing Cutex in all your favorite shades today. 10 smart shades to choose from! Only 35¢ a bottle, Crème or Clear.

Northam Warren, New York, Montreal, London, Paris

- *Mauve*
- *Rust*
- *Burgundy*
- *Robin Red*
- *Old Rose*

A misty lavender pink. Perfect with blue, gray and with delicate pastels.

A smoky pink with brown undertone—wear with green, brown, beige, gray.

A brand-new purply wine shade. Enchanting with pastels, magnificent with black, white or wine, and electrically smart with blue.

A new, softer red that everyone can wear. Goes with everything—very sophisticated with black and white.

A soft, feminine dusky rose. Very flattering—and especially irresistible with the new wine shades!

CUTEX INTRODUCTORY SET containing your 2 favorite shades of Cutex Liquid Polish, Cutex Oily Polish Remover and the new Cutex Oily Cuticle Remover for 16¢.

Northam Warren Sales Co., Inc., Dept. 7-B-3
191 Hudson Street, New York, N. Y.
(In Canada, P. O. Box 2320, Montreal)

I enclose 16¢ to cover cost of postage and packing for the Cutex Introductory Set, including 2 shades of Cutex Liquid Polish, as checked. Mauve Rust Burgundy Robin Red Old Rose

Name _____
Address _____
City _____ State _____

Gone are the Children of Darkness

SPECIAL SUNSHINE TREATMENT...SPECIAL FOODS...

EVEN A SPECIAL LAXATIVE...

NO WONDER CHILDREN THRIVE BETTER TODAY!



WHY DO fewer babies die today...than 20 years ago?

Why does your baby have twice as good a chance to live as you had when a child?

Because today children get *special*—not haphazard—care. Twenty years ago the idea of sun-bathing in winter sounded preposterous. Today your child can have a sun-bath every day in the year—rain or shine. Today your child gets *special* medical and dental care—*special* dietetic supervision.



Isn't it logical that a child should have a special laxative too? Doctors say, "Yes, they should." For a child's system is still growing...still too tender for the harsh action of an "adult" laxative.

That's why so many doctors recommend Fletcher's Castoria. For, you know, it's made especially *and only* for children.

It contains no harsh, "adult" drugs, no narcotics—nothing that could possibly harm the delicate system of a child. Nothing that could cause cramping pains.

Fletcher's Castoria works chiefly on the lower bowel. It clears away all waste by gently stimulating the natural muscular movement—in much the same manner as in normal evacuation. It is safe. It is sure. It is thorough. A famous baby specialist said he couldn't write a better prescription than Fletcher's Castoria.



And very important...Fletcher's Castoria has a pleasant taste. Children take it without forcing. And, as you know, forcing a child to take any bad-tasting medicine can upset his entire nervous system.

More than 5,000,000 mothers keep a bottle handy always. Why not play safe and have a bottle in *your* house? Every drug store in America sells it. Ask for the thrifty Family Size Bottle...and save money. The signature Chas. H. Fletcher appears on every carton.

Chas. H. Fletcher **C A S T O R I A**

The laxative made especially for babies and growing children

Short cuts to good cooking

—With Canned Vegetables



Irene Hubbard, who plays Aunt Maria on Show Boat Thursday nights, learned from long years of one-night stands how to make foods out of cans delicious as well as easy to prepare.

NOWADAYS THEY'RE MORE THAN A MEANS TO A HURRY-UP MEAL—AND SHOW BOAT'S AUNT MARIA TELLS WHY

By MRS. MARGARET SIMPSON

WHENEVER I think of food," Irene Hubbard told me on her way to a Show Boat rehearsal, "I think of something out of a can. Perhaps my early theatrical training is responsible—days when I tramped from coast-to-coast in some stage show or other when the only home cooked meals I had were those I prepared over a tin of sterno from something out of a can."

In case you're not up to date on the facts of Irene's career, she was a stage star—her favorite role was "Madame X" and the gleam in her eye when she mentions it convinces me that she still remembers every line and every bit of business she used so successfully in it—before you met her as Show Boat's gracious Aunt Maria.

Although the early attitude toward canned food was that it was something with which a quick, inexpensive meal could be thrown together, under modern canning methods, the flavor and nutritive values of canned foods have been so perfected that today women whose kitchens are the last word in up to date equipment and whose market lists include countless luxury items, rely on canned foods to give added interest to their menus.

"I'll bet," Aunt Maria went on, "I've eaten Magookus in

every town in the country that had a theater. Magookus was the standby. It was cheap, nourishing and easy to prepare. And it was good! I still make it."

Aunt Maria didn't over sell Magookus. I tried out her recipe and it lives up to every claim she made for it.

MAGOOKUS

- 1 cup rice
- 1 lb. ground round steak
- 1 can tomatoes
- 2 onions
- 1 clove garlic
- Salt and pepper to taste

Cook the rice until tender; drain, immerse in cold water, drain again, then steam over boiling water until it is fluffy. While the rice is steaming, slice the onions and garlic and sautee them with the meat in butter. When onions and meat begin to brown, add the tomatoes with the salt and pepper and simmer until the meat is tender. Add the rice and continue steaming for twenty minutes.

"Of course there was never time between shows on the road to prepare fresh vegetables," Irene continued, "so troupers depended upon canned (Continued on page 95)

RADIO MIRROR RAPID

SUNDAY

All time is Eastern Standard

- 10:00 A.M.
CBS: Church of the Air.
NBC-Blue: Cloister Bells.
NBC-Red: Sabbath Reveries.
- 10:30
CBS: Romany Trail.
- 11:00
NBC: Press-radio News.
- 11:05
NBC-Blue: Alice Remsen, contralto.
NBC-Red: Ward and Muzzy, piano.
- 11:30
CBS: Major Bowes Family.
NBC-Red: The World Is Yours.
NBC-Blue: Iodent Dress Rehearsal.
- 12:00 Noon
NBC-Blue: Southernaires.
NBC-Red: Moscow Sleigh Bells.
- 12:30 P.M.
CBS: Salt Lake City Tabernacle.
MBS: Ted Weems Orchestra.
NBC-Blue: Music Hall of the Air
NBC-Red: University of Chicago Round Table Discussion.
- 1:00
CBS: Church of the Air.
NBC-Red: Muriel Wilson.
- 1:30
CBS: Russell Oorr.
NBC-Blue: Our Neighbors.
NBC-Red: Melody Matinee.
- 2:00
CBS: Music of the Theatre
MBS: The Lamplighter.
NBC-Blue: The Magic Key of RCA.
NBC-Red: Landt Trio and White.
- 2:30
NBC-Red: Thatcher Colt mysteries.
- 2:45
CBS: Cook's Tours.
- 3:00
CBS: N. Y. Philharmonic
NBC-Blue: Your English
NBC-Red: Metropolitan Auditions.
- 3:15
NBC-Blue: Captain Diamond.
- 3:30
NBC-Red: Grand Hotel.
- 4:00
NBC-Blue: Sunday Vespers.
NBC-Red: Penthouse Serenade.
- 4:30
NBC-Blue: Fishface and Figgis-bottle.
NBC-Red: Musical Camera.
- 5:00
CBS: Your Unseen Friend.
NBC-Blue: We, the People.
NBC-Red: Marion Talley.
- 5:30
CBS: Guy Lombardo.
NBC-Blue: Stoopnagle and Budd.
NBC-Red: Smilin' Ed McConnell.
- Six P.M. to Eleven P.M.
- 6:00
CBS: Joe Penner.
MBS: Feenamint Program.
NBC-Red: Catholic Hour.
- 6:30
CBS: Rubinoff, Jan Pearce.
NBC-Red: A Tale of Today.
- 7:00
CBS: Professor Quiz.
NBC-Red: Jack Benny.
- 7:30
CBS: Phil Baker.
NBC-Blue: Ozzie Nelson, Bob Ripley.
NBC-Red: Fireside Recitals.
- 7:45
NBC-Red: Sunset Dreams.
- 8:00
CBS: Nelson Eddy.
NBC-Blue: Musical Comedy Revue.
NBC-Red: Do You Want to be an Actor?
- 8:30
CBS: Eddie Cantor.
NBC-Blue: Dreams of Long Ago.
- 9:00
CBS: Ford Sunday Hour.
NBC-Blue: Walter Winchell.
NBC-Red: Manhattan Merry-Go-Round.
- 9:15
NBC-Blue: Rippling Rhythm Revue
- 9:30
NBC-Red: American Album of Familiar Music.
- 9:45
NBC-Blue: Edwin C. Hill.
- 10:00
CBS: Gillette Community Sing.
NBC-Red: General Motors Symphony.
- 10:30
NBC-Blue: Romance of '76.

MONDAY

All time is Eastern Standard

- 10:00 A.M.
CBS: Betty and Bob.
NBC-Blue: Press-Radio News.
NBC-Red: Mrs. Wiggs.
- 10:15
CBS: Modern Cinderella.
NBC-Blue: Five Star Jones.
NBC-Red: John's Other Wife.
- 10:30
CBS: Betty Crocker.
NBC-Blue: Pepper Young's Family.
NBC-Red: Just Plain Bill.
- 10:45
CBS: Hymns; News.
NBC-Blue: Neighbor Nell.
NBC-Red: Today's Children.
- 11:00
CBS: Heinz Magazine.
NBC-Blue: The O'Neills.
NBC-Red: Oavid Harum.
- 11:15
NBC-Blue: Personal Column.
NBC-Red: Backstage Wife.
- 11:30
CBS: Big Sister.
NBC-Blue: Vic and Sade.
NBC-Red: How to Be Charming.
- 11:45
CBS: Dr. Allan R. Dafee.
NBC-Blue: Edward MacHugh.
NBC-Red: Voice of Experience.
- 12:00 Noon
CBS: The Gumps.
NBC-Red: Girl Alone.
- 12:15
CBS: Ted Malone.
NBC-Red: Mary Marlin.
- 12:30
CBS: Romance of Helen Trent.
NBC-Blue: National Farm Hour.
- 12:45
CBS: Rich Man's Oarling.
- 1:00
CBS: Five Star Revue.
MBS: Music from Texas.
- 1:30
NBC-Red: Oan Harding's Wife.
- 2:00
CBS: Kathryn Cravens.
- 2:15
CBS: School of the Air.
- 2:45
CBS: Myrt and Marge.
NBC-Red: Personal Column.
- 3:00
MBS: Mollie of the Movies
NBC-Blue: Rochester Civic Orch.
NBC-Red: Pepper Young's Family.
- 3:15
NBC-Red: Ma Perkins.
- 3:30
NBC-Red: Vic and Sade.
- 3:45
NBC-Red: The O'Neills.
- 4:00
NBC-Red: Hour of Charm.
- 4:30
NBC-Red: Follow the Moon.
- 5:00
CBS: Junior Nurse Corps.
NBC-Blue: Let's Talk It Over.
- 5:15
NBC-Red: Tom Mix.
CBS: Dorothy Gordon
- 5:30
NBC-Blue: Singing Lady.
NBC-Red: Jack Armstrong.
- 5:45
CBS: Wilderness Road.
NBC-Red: Little Orphan Annie.
- Six P.M. to Eleven P.M.
- 6:00
NBC-Red: Education in the News.
- 6:15
CBS: News of Youth.
Press Radio News.
- 6:45
CBS: Renfrew of the Mounted.
NBC-Blue: Lowell Thomas.
- 7:00
CBS: Poetic Melodies.
NBC-Red: Amos 'n' Andy.
- 7:15
CBS: Popeye the Sailor.
NBC-Red: Uncle Ezra.
- 7:30
CBS: The Lone Ranger.
NBC-Blue: Lum and Abner.
- 7:45
CBS: Boake Carter.
- 8:00
CBS: Aletmite Half Hour.
NBC-Blue: Helen Hayes.
NBC-Red: McGee and Molly.
- 8:30
CBS: Pick and Pat.
NBC-Blue: Melodianna.
NBC-Red: Voice of Firestone.
- 9:00
CBS: Lux Radio Theater.
MBS: Gabriel Heatter.
NBC-Red: Warden Lawes.
- 9:30
NBC-Blue: Jack Pearl, Cliff Hall.
NBC-Red: Studebaker Champions.
- 10:00
CBS: Wayne King.
MBS: Famous Jury Trials.
NBC-Red: Contented Program.
- 10:30
NBC-Blue: National Radio Forum.
NBC-Red: Krueger Musical Toast.

TUESDAY

All time is Eastern Standard

- 10:00 A.M.
CBS: Betty and Bob.
NBC-Blue: Press-Radio News.
NBC-Red: Mrs. Wiggs.
- 10:15
CBS: Modern Cinderella.
NBC-Blue: Five Star Jones.
NBC-Red: John's Other Wife.
- 10:30
CBS: Betty Crocker.
NBC-Blue: Pepper Young's Family.
NBC-Red: Just Plain Bill.
- 10:35
CBS: Hymns; News.
- 10:45
NBC-Red: Today's Children.
- 11:00
CBS: Mary Lee Taylor.
NBC-Blue: The O'Neills.
NBC-Red: Oavid Harum.
- 11:15
CBS: East and Oumke.
NBC-Blue: Personal Column.
NBC-Red: Backstage Wife.
- 11:30
CBS: Big Sister.
NBC-Blue: Vic and Sade.
NBC-Red: Mystery Chef.
- 11:45
CBS: Eleanor Howe.
MBS: Petticoat Philosophy.
NBC-Blue: Edward MacHugh.
NBC-Red: Allen Prescott.
- 12:00 Noon
CBS: The Gumps.
NBC-Red: Girl Alone.
- 12:15 P.M.
CBS: Ted Malone.
NBC-Red: Mary Marlin.
- 12:30
CBS: Romance of Helen Trent.
NBC-Blue: National Farm Hour.
- 12:45
CBS: Rich Man's Darling.
- 1:30
NBC-Red: Dan Harding's Wife.
- 2:15
CBS: School of the Air.
- 2:45
CBS: Myrt and Marge.
NBC-Red: Personal Column.
- 3:00
MBS: Mollie of the Movies.
NBC-Red: Pepper Young's Family.
- 3:15
NBC-Red: Ma Perkins.
- 3:30
NBC-Red: Vic and Sade.
- 3:45
NBC-Red: The O'Neills.
- 4:30
NBC-Blue: Oog Heroes.
NBC-Red: Follow the Moon.
- 4:45
NBC-Red: Women's Clubs.
- 5:00
NBC-Blue: Your Health.
NBC-Red: While the City Sleeps.
- 5:15
NBC-Red: Tom Mix.
- 5:30
NBC-Blue: Singing Lady.
NBC-Red: Jack Armstrong.
- 5:45
CBS: Wilderness Road.
NBC-Blue: Breen and de Rose.
NBC-Red: Little Orphan Annie.
- Six P.M. to Eleven P.M.
- 6:15
NBC-Red Jesse Crawford.
- 6:30
Press-Radio News.
- 6:45
CBS: Renfrew of the Mounted.
NBC-Blue: Lowell Thomas.
- 7:00
CBS: Poetic Melodies.
NBC-Blue: Easy Aces.
NBC-Red: Amos 'n' Andy.
- 7:15
CBS: Ma and Pa.
NBC-Blue: Unsung Champions.
NBC-Red: Voice of Experience.
- 7:30
CBS: Alexander Woolcott.
NBC-Blue: Lum and Abner.
- 7:45
CBS: Boake Carter.
NBC-Blue: Vivian della Chiesa.
NBC-Red: Henrik W. Van Loon.
- 8:00
CBS: Hammerstein's Music Hall.
NBC-Blue: Log Cabin Gude Ranch.
NBC-Red: Leo Reisman's Orchestra.
- 8:30
CBS: Al Jolson.
MBS: Listen to This.
NBC-Blue: Edgar A. Guest.
NBC-Red: Wayne King.
- 9:00
CBS: Al Pearce.
MBS: Gabriel Heatter.
NBC-Blue: Ben Bernie.
NBC-Red: Sidewalk Interviews.
- 9:30
CBS: Jack Oakie.
MBS: True Detective Mystery.
NBC-Blue: Husbands and Wives.
NBC-Red: Fred Astaire.
- 10:00
NBC-Blue: Armo Concert Band.
- 10:30
NBC-Red: Jimmy Fidler.

WEDNESDAY

All time is Eastern Standard

- 10:00 A.M.
CBS: Betty and Bob.
NBC-Blue: Press Radio News.
NBC-Red: Mrs. Wiggs.
- 10:15
CBS: Modern Cinderella.
NBC-Blue: Five Star Jones.
NBC-Red: John's Other Wife.
- 10:30
CBS: Betty Crocker.
NBC-Blue: Pepper Young's Family.
NBC-Red: Just Plain Bill.
- 10:35
CBS: Hymns, News.
- 10:45
NBC-Blue: Neighbor Nell.
NBC-Red: Today's Children.
- 11:00
CBS: Heinz Magazine.
NBC-Blue: The O'Neills.
NBC-Red: Oavid Harum.
- 11:15
NBC-Blue: Personal Column.
NBC-Red: Backstage Wife.
- 11:30
CBS: Big Sister.
NBC-Blue: Vic and Sade.
NBC-Red: How to Be Charming.
- 11:45
CBS: Or. Allan R. Dafee.
NBC-Blue: Edward MacHugh.
NBC-Red: Voice of Experience.
- 12:00 Noon
CBS: The Gumps.
NBC-Red: Girl Alone.
- 12:15
CBS: Ted Malone.
NBC-Red: Mary Marlin.
- 12:30
CBS: Romance of Helen Trent.
NBC-Blue: National Farm Hour.
- 12:45
CBS: Rich Man's Oarling.
- 1:00
CBS: Five Star Revue.
MBS: Music From Texas.
- 1:30
NBC-Blue: Vaughn de Leath.
NBC-Red: Oan Harding's Wife.
- 2:00
CBS: Kathryn Cravens.
- 2:15
CBS: School of the Air.
- 2:30
NBC-Blue: Jean Dickenson.
- 2:45
CBS: Myrt and Marge.
NBC-Red: Personal Column.
- 3:00
MBS: Mollie of the Movies.
NBC-Red: Pepper Young's Family.
- 3:15
NBC-Blue: Continental Varieties.
NBC-Red: Ma Perkins.
- 3:30
NBC-Red: Vic and Sade.
- 3:45
NBC-Red: The O'Neills.
- 4:00
NBC-Red: Henry Busse Orsh.
- 4:30
NBC-Red: Follow the Moon.
- 5:00
CBS: Junior Nurse Corps.
- 5:15
NBC-Red: Tom Mix.
- 5:30
NBC-Blue: Singing Lady.
NBC-Red: Jack Armstrong.
- 5:45
CBS: Wilderness Road.
NBC-Red: Little Orphan Annie.
- Six P.M. to Eleven P.M.
- 6:15
CBS: News of Youth.
- 6:30
Press-Radio News.
- 6:45
CBS: Renfrew of the Mounted.
NBC-Blue: Lowell Thomas.
- 7:00
CBS: Poetic Melodies.
NBC-Blue: Easy Aces.
NBC-Red: Amos 'n' Andy.
- 7:15
CBS: Popeye the Sailor.
NBC-Red: Uncle Ezra.
- 7:30
CBS: The Lone Ranger.
NBC-Blue: Lum and Abner.
- 7:45
CBS: Boake Carter.
- 8:00
CBS: Cavalcade of America.
NBC-Blue: Revue de Patee.
NBC-Red: One Man's Family.
- 8:30
CBS: Burns and Allen.
MBS: Tonic Time.
NBC-Blue: Ethel Barrymore.
NBC-Red: Wayne King.
- 9:00
CBS: Nino Martin.
MBS: Gabriel Heatter.
NBC-Blue: Professional Parade
NBC-Red: Town Hall Tonight.
- 9:30
CBS: Beauty Box Theatre.
- 10:00
CBS: Gang Busters, Phillis Lord.
NBC-Red: Your Hit Parade.

USE THIS HANDY GUIDE TO LOCATE THE PROGRAMS ON

PROGRAM DIRECTORY

THURSDAY

All time is Eastern Standard

- 10:00 A.M.
CBS: Betty and Bob.
NBC-Blue: Press-Radio News.
NBC-Red: Mrs. Wiggs.
- 10:15
CBS: Modern Cinderella.
NBC-Blue: Five Star Jones.
NBC-Red: John's Other Wife.
- 10:30
CBS: Betty Crocker.
NBC-Blue: Pepper Young's Family.
NBC-Red: Just Plain Bill.
- 10:35
CBS: Hymns: News.
- 10:45
NBC-Red: Today's Children.
- 11:00
CBS: Mary Lee Taylor.
NBC-Blue: The D'Neills.
NBC-Red: David Harum.
- 11:15
CBS: East and Dumke.
NBC-Blue: Personal Column.
NBC-Red: Backstage Wife.
- 11:30
CBS: Big Sister.
NBC-Blue: Vic and Sade.
NBC-Red: Betty Moore.
- 11:45
CBS: Eleanor Howe.
NBC-Blue: Edward MacHugh.
NBC-Red: Allen Prescott.
- 12:00 Noon
CBS: The Gumps.
NBC-Blue: Honeyboy and Sassafra.
NBC-Red: Girl Alone.
- 12:15 P.M.
CBS: Ted Malone.
NBC-Red: Mary Marlin.
- 12:30
CBS: Romance of Helen Trent.
NBC-Blue: National Farm Hour.
- 12:45
CBS: Rich Man's Oarling.
- 1:30
NBC-Blue: Vaughn de Leath.
NBC-Red: Dan Harding's Wife.
- 2:00
NBC-Blue: Words and Music.
- 2:15
CBS: School of the Air.
- 2:30
NBC-Blue: Women's Clubs.
- 2:45
CBS: Myrt and Marge.
NBC-Red: Personal Column.
- 3:00
MBS: Mollie of the Movies.
NBC-Red: Pepper Young's Family.
- 3:15
NBC-Red: Ma Perkins.
- 3:30
NBC-Blue: NBC Light Opera Co.
NBC-Red: Vic and Sade.
- 3:45
NBC-Red: The O'Neills.
- 4:00
NBC-Red: La Salle Fashion Show.
- 4:30
NBC-Red: Follow the Moon.
- 5:00
NBC-Red: While the City Sleeps.
- 5:15
NBC-Red: Tom Mix.
- 5:30
NBC-Blue: Singing Lady.
NBC-Red: Jack Armstrong.
- 5:45
CBS: Wilderness Road.
NBC-Blue: Breen and de Rose.
NBC-Red: Little Orphan Annie.
- Six P.M. to Eleven P.M.
- 6:00
NBC-Red: Cabin in the Cotton.
- 6:30
Press-Radio News.
- 6:45
CBS: Renfrew of the Mounted.
NBC-Blue: Lowell Thomas.
- 7:00
CBS: Poetic Melodies.
NBC-Blue: Easy Aces.
NBC-Red: Amos 'n' Andy.
- 7:15
CBS: Ma and Pa.
NBC-Blue: Unsung Champions.
NBC-Red: Voice of Experience.
- 7:30
CBS: Alexander Woolcott.
NBC-Blue: Lum and Abner.
- 7:45
CBS: Boake Carter.
MBS: Pleasant Valley Frolics.
NBC-Blue: Jerry Cooper.
- 8:00
CBS: Kate Smith.
MBS: Bamberger Symphony.
NBC-Red: Rudy Vallee.
- 9:00
CBS: Major Bowes Amateurs.
MBS: Gabriel Heatter.
NBC-Red: Show Boat.
- 9:30
MBS: Melody Treasure Hunt.
NBC-Blue: Town Meeting.
- 10:00
CBS: Floyd Gibbons
NBC-Red: Kraft Music Hall.
- 10:30
CBS: March of Time
NBC-Blue: NBC Jamboree.

FRIDAY

All time is Eastern Standard

- 10:00 A.M.
CBS: Betty and Bob.
NBC-Blue: Press-Radio News.
NBC-Red: Mrs. Wiggs.
- 10:15
CBS: Modern Cinderella.
NBC-Blue: Five Star Jones.
NBC-Red: John's Other Wife.
- 10:30
CBS: Betty Crocker.
NBC-Blue: Pepper Young's Family
NBC-Red: Just Plain Bill.
- 10:45
CBS: Music: News.
NBC-Blue: Nellie Revell.
NBC-Red: Today's Children.
- 11:00
CBS: Heinz Magazine.
NBC-Blue: The D'Neills.
NBC-Red: Oavid Harum.
- 11:15
NBC-Blue: Personal Column.
NBC-Red: Backstage Wife.
- 11:30
CBS: Big Sister.
NBC-Blue: Vic and Sade.
NBC-Red: How to Be Charming.
- 11:45
CBS: Dr. Allan R. Oafoe.
NBC-Blue: Edward MacHugh.
NBC-Red: Voice of Experience.
- 12:00 Noon
CBS: The Gumps.
NBC-Red: Girl Alone.
- 12:15
CBS: Ted Malone.
NBC-Red: Mary Marlin.
- 12:30
CBS: Romance of Helen Trent.
NBC-Blue: National Farm Hour.
- 12:45
CBS: Rich Man's Oarling.
- 1:00
CBS: Five Star Revue.
MBS: Music from Texas.
- 1:30
NBC-Red: Dan Harding's Wife.
- 2:00
CBS: Kathryn Cravens.
NBC-Blue and Red: Music Appre-
ciation Hour.
- 2:15
CBS: School of the Air.
- 2:45
CBS: Myrt and Marge.
- 3:00
NBC-Red: Pepper Young's Family.
- 3:15
NBC-Red: Ma Perkins.
- 3:30
NBC-Blue: Vic and Sade.
- 3:45
NBC-Red: The O'Neills.
- 4:00
NBC-Red: Tea Time at Morrell's.
- 4:30
NBC-Red: Follow the Moon.
- 5:00
CBS: Junior Nurse Corps.
- 5:15
NBC-Red: Tom Mix.
- 5:30
NBC-Blue: Singing Lady.
NBC-Red: Jack Armstrong.
- 5:45
CBS: Wilderness Road.
NBC-Red: Little Orphan Annie.
- Six P.M. to Eleven P.M.
- 6:05
NBC-Blue: Animal News Club.
- 6:15
CBS: News of Youth.
- 6:30
Press-Radio News.
- 6:45
CBS: Renfrew of the Mounted.
NBC-Blue: Lowell Thomas.
- 7:00
CBS: Mortimer Gooch.
NBC-Blue: Mary Small.
NBC-Red: Amos 'n' Andy.
- 7:15
CBS: Popeye the Sailor.
NBC-Blue: The Stainless Show.
NBC-Red: Uncle Ezra.
- 7:30
MBS: The Lone Ranger.
NBC-Blue: Lum and Abner.
NBC-Red: Edwin C. Hill.
- 7:45
CBS: Boake Carter.
- 8:00
CBS: Broadway Varieties.
NBC-Blue: Irene Rich.
NBC-Red: Cities Service Concert.
- 8:15
NBC-Blue: Singin' Sam.
- 8:30
CBS: Haf Kemp's Orch.
NBC-Blue: Death Valley Oays.
- 9:00
CBS: Hollywood Hotel.
NBC-Blue: Universal Rhythm.
NBC-Red: Waltz Time.
- 9:30
NBC-Blue: Helen Broderick. Victor
Moore.
NBC-Red: True Story Court.
- 10:00
CBS: Philadelphia Orchestra.
MBS: Witch's Tale.
NBC-Red: First Nighter.

SATURDAY

All time is Eastern Standard

- 10:00 A.M.
Press-Radio News
- 10:05
CBS: The Bluebirds.
NBC-Blue: Breen and De Rose.
NBC-Red: Charioters.
- 10:15
CBS: Richard Maxwell.
NBC-Blue: Raising Your Parents.
NBC-Red: The Vass Family.
- 10:30
CBS: Let's Pretend.
NBC-Red: Manhatters.
- 10:45
NBC-Blue: Clark Oennis.
- 11:00
CBS: Cincinnati Conservatory.
NBC-Blue: Madge Marley.
NBC-Red: Our American Schools.
- 11:15
NBC-Blue: Melody of Romance.
NBC-Red: Ooc Whipple.
- 11:30
NBC-Blue: Magic of Speech.
NBC-Red: Mystery Chef.
- 11:45
NBC-Red: Home Town.
- 12:00 Noon
NBC-Blue: Call to Youth.
NBC-Red: Abram Chasins.
- 12:30
NBC-Blue: National Farm Hour.
NBC-Red: Rex Battle's Orch.
- 12:45
CBS: George Hall Orch.
- 1:05
NBC-Red: Whitney Ensemble.
- 1:30
CBS: Buffalo Presents.
NBC-Blue: Our Barn.
NBC-Red: Campus Capers.
- 2:00
CBS: DancePatons.
NBC-Blue: Metropolitan Opera.
NBC-Red: Your Host is Buffalo.
- 2:30
NBC-Red: Hugo Mariani's Drch.
- 2:45
CBS: Clyde Barrie.
- 3:00
CBS: Own by Herman's.
NBC-Red: Walter Logan.
- 3:30
CBS: Tours in Tone.
NBC-Red: Week End Review.
- 4:30
NBC-Red: Golden Melodies.
- 5:00
CBS: Eddie Ouchin.
NBC-Red: Top Hatters.
- 5:30
NBC-Blue: Bill Kountz Drch.
NBC-Red: Kaltenmeyer's Kinder-
garten.
- Six P.M. to Eleven P.M.
- 6:05
NBC-Blue: Nickelodeon.
NBC-Red: Blue Barron.
- 6:25
CBS: Press-Radio News.
- 6:30
CBS: Tito Guizar.
- 6:35
NBC-Blue: NBC Home Symphony.
NBC-Red: Sonia Essin.
- 6:45
CBS: Saturday Night Swing.
NBC-Red: Religion in the News.
- 7:00
NBC-Blue: Message of Israel.
NBC-Red: Jimmy Kemper.
- 7:15
CBS: Ma and Pa.
NBC-Red: Hampton Institute.
- 7:30
CBS: Carborundum Band.
NBC-Blue: Uncle Jim's Question
Bee.
- 7:45
NBC-Red: Thornton Fisher.
- 8:00
CBS: Columbia Concert Hall.
NBC-Blue: Ed Wynn.
NBC-Red: Saturday Night Party.
- 8:30
CBS: Columbia Workshop.
NBC-Blue: Meredith Willson.
- 9:00
CBS: Floyd Gibbons. Vincent Lopez.
MBS: Smilin' Ed McConnell.
NBC-Blue: National Barn Oance.
NBC-Red: Snow Village Sketches.
- 9:30
CBS: Your Pet Program.
NBC-Red: Shell Chateau. Joe Cook.
- 10:00
CBS: Your Hit Parade and Sweep-
stakes.
- 10:30
NBC-Red: Irvin S. Cobb.

HOW TO USE THIS PROGRAM GUIDE

Programs of the four major networks are listed on these two pages — Columbia Broadcasting System (abbreviated to CBS), the two National Broadcasting Com-
pany chains NBC-Blue and NBC-Red and the Mutual System, ab-
breviated to MBS. In order to
learn what network your local
station is affiliated with find it in
one of the lists printed below.

All regularly scheduled pro-
grams, broadcast from 10 A.M. to
11 P.M., Eastern Standard Time,
are included in the listing. If
no program for a network appears
in a time division, it is either
because the program listed in the
preceding time division is still
being broadcast or because no
regular program is scheduled for
that time.

All time given is Eastern Stan-
dard Time. For Central Standard
Time subtract one hour; for
Mountain Standard Time sub-
tract two; and for Pacific Stan-
dard Time subtract three.

E. S. T. 10:00
C. S. T. M. S. T. P. S. T.
9:00 8:00 7:00

Stations on the Columbia Broadcasting System Network

WABC	WIBW	WVVA
WACO	WIBX	KFAB
WADC	WICC	IKFB
WALA	WISN	KFKB
WBEM	WJAS	KFH
WBGM	WJR	KFPY
WBNS	WJSV	KFRG
WBRC	WKBN	KGC
WBT	WKBW	KGKO
WCAO	WKRC	KGVO
WCAU	WLAC	KHJ
WCCO	WLBZ	KLRA
WCOA	WMAS	KLZ
WDAE	WMBD	KMBC
WDBJ	WMBG	KMOX
WDBO	WMBR	KNOX
WDCN	WNNR	KOH
WDDO	WNAX	KOIN
WDRG	WNEF	KOL
WEAN	WNOX	KOMA
WEEI	WOC	KRLD
WESG	WOKO	KRNT
WFBT	WORC	KSCJ
WFBM	WOWO	KSL
WFEA	WPG	KTRH
WGL	WQAM	KTUL
WGR	WREC	KTUL
WGSJ	WSTT	KVI
WIAS	WSFA	KVOR
WHEC	WSJS	KWKH
WHIO	WSPD	CFRB
WHK	WTOC	CKAC
WHP	WWL	

Stations on the National Broadcasting Company Networks

RED NETWORK		
WBEA	WIRE	WTAG
WCAE	WJAR	WTAM
WCBS	WMAQ	WTIC
WDAF	WNAC	WVJ
WEAF	WOW	KSD
WFBR	WRC	KSTP
WGY	WSAI	KYW
WHO		

BLUE NETWORK		
WABY	WGAR	WSYR
WBAL	WHAM	WTCN
WBZ	WJZ	WKYZ
WBZA	WLS	KDKA
WEER	WMAL	KOIL
WENR	WMT	KSO
WFIL	WREN	KWK

SUPPLEMENTARY STATIONS

(These stations carry both Red and Blue network programs.)

WAPI	WOAI	KGHF
WAVE	WOOD	KGHL
WBAP	WPTF	KGIR
WCFL	WVRA	KGO
WCOL	WSB	KGU
WCSC	WSM	KGW
WDAY	WSMB	KHQ
WEBC	WSOC	KJR
WFAA	WSUM	KLO
WFBC	WTAR	KOA
WFLA	WTMJ	KOMO
WGBX	WVWC	KPO
WGL	KARK	KPRC
WIBA	KDYL	KTAR
WIOD	KECA	KTBS
WIS	KEX	KTHS
WJAX	KFI	KVOO
WJDX	KFSD	KFCF
WKV	KFYR	CRCT
WLW	KGA	
WMC		

ALL FOUR NETWORKS FROM TEN A.M. TO ELEVEN P.M.

HIS ACCENT ON YOUTH BROUGHT HIM FORTUNE

By ANNE ELLISON

IT'S a young man's world," decided Paul Sullivan. "We of the younger generation have to carry on where our elders left off—and we'd better start right now."

So he went ahead and became radio's youngest important news commentator—star reporter of the most powerful station in the world, WLW in Cincinnati. And he's just twenty-eight years and five months old.

There's a good deal to this philosophy of his. A good deal to deciding to forget the old idea that youth's place is in the background. At any rate, it worked well enough for Paul Sullivan to bring him in two years from an announcer's job to that of sponsored commentator.

Paul was born September 1, 1908, in St. Louis, Missouri, and all the way through school and college his family seemed to have him earmarked to be a lawyer. He had other ideas—he wanted to be a radio operator on the high seas, and to that end he built and operated Amateur Station 9BWD in St. Louis during his college days. Though this taught him a good deal about the technical side of radio he discovered that achieving his ambition might be a longer task than he'd planned on. In the meantime, he passed an audition at KMOX, St. Louis, and became an announcer.

He was nothing if not thorough, and he used to read newspapers and magazines aloud at home, much to the annoyance of his family who still hoped he'd give up that crazy radio business and take his bar examinations. Finally they refused to listen to him, so he went out into the garage when he wanted to read.

Until 1935 Paul divided his time between KMOX and WTAX, Springfield, Illinois, announcing programs, and joined WLW in January, 1935. It wasn't long before WLW had installed a news room under H. Lee MacEwen, veteran newspaper man, and Paul was given a daily commentating spot.

This is where the story of how commentators get that way really starts. Using his belief that just because you were young was no reason to take a back seat, Paul developed his own style of news broadcast and became almost an overnight sensation.

An intriguing sign-off slogan helped. Paul borrowed a phrase which all newspapermen and few laymen understand—"It's thirty from the news room." "Thirty" is the time-honored telegrapher's signal for the end of a dispatch. Every night, when he concluded his broadcast, Paul would say, cryptically, "It's thirty from the news room."

Listeners were intrigued, maybe a little irritated, but undeniably interested! And by the time they'd written in to find out what the dickens the guy meant, they'd become very much interested in the way Paul gave them their news.

Paul hadn't decided that it was a young man's world because he wanted it to be a young man's world. He'd made a careful study of the news and he knew what interested people. He has a passionate fondness for facts. He viciously cuts out all superfluous adjectives, no matter how colorful, from his broadcasts. He makes a real attempt never to take sides in a controversial subject, but he does make every effort to give the fundamental facts involved.



His copy isn't censored either by his station or by his sponsor, Liberty Magazine.

He is one commentator who chose his own broadcast time, even when he went under Liberty's sponsorship. He picked 11:00 to 11:15 P. M., eastern standard time, Mondays through Fridays, for the sponsored broadcasts, and five minutes after midnight Saturdays and 11:00 P. M. Sundays for his two weekly sustaining periods.

Pretty late for a news broadcast, but Paul was hitting for the young people and he believed they'd wait up for him. They not only did, but got many of their elders to do the same.

Paul's day begins about eight o'clock in the evening. From then on you'll find him buried in reams of copy in the WLW news room. He reads and sorts his material, cutting here, rewriting there, and when he's finished he has a complete newscast, ready for the air—which he's quite likely to toss aside entirely if something "hot" comes in at the last minute.

He still reads newspapers aloud—these days, to his bride of a little more than a year, the former Margaret Flynn of St. Louis. On the few occasions when Margaret says please will he stop reading for a while, he reads to his dog, Nick.

Paul's belief that this is a young man's world has made him famous as a commentator—but outside of his own field, he's content to take that back seat. Not long ago he attended a business men's banquet at which he had been told he wouldn't have to make a speech. They called on him anyway, after he got there—business men's banquets are like that. Said Paul:

"Gentlemen, I don't mind admitting that I'm very much of a onesided person. I enjoy listening to others speak, but as for myself, there's just one thing I know and only one I care about. That is news. It's thirty from Paul Sullivan."

INTRODUCING PAUL SULLIVAN, LIBERTY MAGAZINE'S COMMENTATOR

Lines... Dry Skin



ARE UNDER-SKIN FAULTS

Miss Sela Krebs: "A dry-looking skin is easy to avoid with Pond's Cold Cream."

To keep skin young looking
—learn how to invigorate
your UNDER SKIN

HARD TO BELIEVE—but those little lines that look as if they'd been creased into your skin from the outside, actually begin *underneath!*

First, hundreds of little cells, fibres and blood vessels *underneath* begin to function poorly. Then, the under tissues sag. That's what makes your *outside* skin fall into creases.

The same way with dull, dry skin! It's little oil glands *underneath* that function faultily—and rob your outside skin of the oil it needs to keep it supple, young looking.

BUT think!—You can invigorate those failing under tissues! You can start those faulty oil glands func-



Miss Eleanor Roosevelt

daughter of Mrs. Henry Latrobe Roosevelt of Washington, D. C., says: "A treatment with Pond's Cold Cream whisks away tired lines—and tones my skin."

tioning busily again. That's why you need not be discouraged when lines and skin dryness begin.

Start to rouse your underskin with Pond's "deep-skin" treatments. Soon

you'll see lines smoothing out, skin getting supple, young looking again.

Every night, pat Pond's Cold Cream into your skin. Its specially processed fine oils go deep, loosen dirt and make-up. Wipe it all off. Now the rousing treatment—more Pond's Cold Cream briskly patted in. Feel the blood tingling! Your skin is glowing . . . softer. Feels toned already! You are waking up that underskin.

Every morning, and during the day, repeat. Your skin is smooth for powder.

Do this regularly. Soon tissues grow firm again. Lines fade out. Your skin is smooth—supple. It looks *years younger!*

SPECIAL 9-TREATMENT TUBE
and 3 other Pond's Beauty Aids

POND'S, Dept. 8, R.M.-CC, Clinton, Conn.
Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of 2 other Pond's Creams and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name _____

Street _____

City _____ State _____

Copyright, 1937, Pond's Extract Company



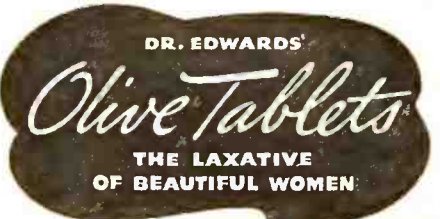
THIS BEAUTY SAYS:
*"I never let more than
 one day go by"*

Do you keep tabs on yourself? Most physicians agree that regular habits of elimination and proper diet are best for health and beauty.

If more than one day goes by, give Nature gentle aid by taking Olive Tablets.

Originating as the formula of a practicing physician, it has become one of America's best known proprietaries.

Keep a supply of Olive Tablets always on the bathroom shelf as a reminder to the whole family not to let more than one day go by. Three sizes—15¢—30¢—60¢—At all druggists.



THE REVIEWING STAND By SELECTOR

ARMCO CONCERT BAND

Network: NBC Blue
Time: 10 P. M. E.S.T.
Day: Tuesday
Sponsor: American Rolling Mill

The sponsors of this show have managed to cram an awful lot of both music and talk into a brief half-hour. I don't know, myself, just how they did it—maybe the ten minutes or so of talk and dramatization only seems like more. The band, under the direction of Frank Simon, is tuneful and pleasant, and contributes three selections at the start of the program and three at the end. In between there's first a dramatic sketch, called "It Couldn't Be Done," which deals with some seemingly impossible achievement in American industrial history; and this sketch in turn ties into a chat by Bennett Chapple, the "Ironmaster." Unless you insist upon lots of band music you'll probably learn things you've never known before about inventions and stuff.

DO YOU WANT TO BE AN ACTOR?

Network: NBC Red
Time: 8:00 P. M. E.S.T.
Day: Sunday
Sponsor: Chase & Sanborn

Signed on a Friday, Hollywood's contribution to what we thought was a dying cycle of amateur hours became a network program two days later when the sponsors of Good Will Court suddenly decided to call it quits and drop the A. L. Alexander broadcasts.

Do You Want to be an Actor, the work of one Haven MacQuarrie, has been going strong locally in Hollywood for more than nine months, and MacQuarrie himself has used the same idea in vaudeville for fifteen years.

The first broadcast hit an unsuspecting public which had tuned in to hear Good Will Court and which heard Alexander bid a sorrowful farewell. Then, like a bolt out of the blue, the MacQuarrie program started in. It was full of rough spots and had few highlights of entertainment. Certainly it was far from being adequate network fare. The second broadcast, while smoother, still seemed dull and slow to this reviewer.

Only by a lot of hard work and change of pace can the sponsors hope to win listeners away from the Nelson Eddy and Eddie Cantor shows heard at the same time over CBS.

AL JOLSON

Network: CBS
Time: 8:30 P. M. E.S.T.
Day: Tuesday

Sponsor: Rinso and Lifebuoy

With Al Jolson as the main attraction, the sponsor has crammed into a fast-moving half-hour the music of Victor Young's orchestra, the comedy singing of Martha Raye, Paramount's new sensational find, and the gags of Sid Silvers, once Jack Benny's stooge and now an MGM personality seen in "Born to Dance."

The opening show even had Ruby Keeler tap dance one number and exchange a line or two with hubby Al Jolson. There was so much going on the Young orchestra didn't have one full number to itself. The show, judging from the first few broadcasts, should soon land high in popularity ratings, pushed up there by as fast a tempo as you'll hear anywhere on the networks. Raye's comic voice, stemming from iron lungs, goes nicely with Silver's more quiet and fastidious joke making. Jolson, as the man who holds the whole half-hour together, couldn't be a better bet.

UNSUNG CHAMPIONS

Network: NBC Blue
Time: 7:15 P. M. E.S.T.
Day: Tues., Wed., Thurs.
Sponsor: Tastyest

This quarter-hour program is a moment's notice affair. Like Do You Want to be an Actor, it was tossed into the gap left by the sudden exit from the air of Jimmie Braddock, just as Do You Want to be an Actor went in for Good Will Court. Taking into consideration its hurry-up character, it's better entertainment than you'd expect.

Unsung Champions is a peculiar stirring-together of various ideas. There's a master of ceremonies named "Uncle Tastyest" (you guess the sponsor); and he introduces a pair of Unsung Champions on each program. An Unsung Champion, in case you didn't know, is someone who has lived a life of obscure, unpraised sacrifice, or has done his small bit to make the world a better place. Nice idea, and carried out well. The Champions sound like real people, not actors hired for the occasion.

Not so nice is the other part of the show, which consists of snatches from five popular songs, played on a piano. You're supposed to guess the names of the songs, and if you guess them right you get a bar of the sponsor's product. The first four pieces are easy, but then they ring in a hard one on you for the fifth. Your reviewer doesn't like to be baffled that way.

(Continued on page 92)



"THE WHISPERING CAMPAIGN THAT NEVER STOPPED"

It was some sixty years ago that the word began to spread—

"It's not true that we women were meant to suffer—that our lives must be filled with pain!"

They were passing on the news of Lydia E. Pinkham's Vegetable Compound. Brewed first for the relief of her own family, it had proved of marvelous benefit. Neighbors had begun asking for it. Whispers of its effectiveness had spread through the town, to neighboring cities—

For 61 years this whispering cam-

paign has carried on. Today the Compound is known wherever humans dwell, because one woman tells another how it helps them go "smiling through." Mother tells daughter, friend tells friend in every walk of life that now the ordeals of womanhood need no longer spell suffering and exhaustion.

The Lydia E. Pinkham's Vegetable

Compound that you buy today is made in a great laboratory composed of six modern buildings. The use of

scientific developments have multiplied its medicinal value seven times. Its value is evidenced by the thousands of letters of heartfelt thanks that continuously pour in.

Might it not help you, also, to go "smiling through"?

For three generations one woman has told another how to go "smiling through" with Lydia E. Pinkham's Vegetable Compound. It helps Nature tone up the system, thus lessening the discomforts* which must be endured, especially during

The Three Ordeals of Woman

1. *Passing from girlhood into womanhood.*
2. *Preparing for Motherhood.*
3. *Approaching "Middle Age."*

*functional disorders

One woman tells another how to go "Smiling Through" with
Lydia E. Pinkham's Vegetable Compound

What do you want to know?

BEHIND THE SCENES

FRED ALLEN is probably the most methodical actor on radio row. He follows precisely the same routine on his Town Hall Tonight programs over NBC every Wednesday night. At exactly 9:11 he walks to the sound effects table to put away the megaphone he uses for his news-reel voice. At exactly 9:24 he walks across the stage to get a drink of water. A little while later he looks at his wrist watch. It is invariably 9:36.

THE ORACLE SPEAKS

J. D., Cumberland, Md.—Alexander Gray is not dead. I understand a motion picture magazine published this fact, but in a later issue retracted the statement. Mr. Gray was heard on the air the early part of last summer but I do not know what he is doing at present.

Miss D. C. M., Kendall Green, Mass., and all you Lee Bennett fans—At last we know what happened to Lee Bennett, former singing star of Jan Garber's orchestra. Lee has formed his own orchestra and is touring the vaudeville circuit. Watch for him in your town.

"Nell," Springfield, Ill.—Thanks for the clipping on Lee Bennett. It was mighty swell of you to take the trouble. James Meighan is not coming back on Just Plain Bill. He's too busy playing in Bambi, David Harum and Dot & Will.

Ida Q., Los Angeles, Calif.—RADIO MIRROR has had two feature stories on One Man's Family. The first one appeared in the January, 1936 issue and the second in the August, 1936 issue. If you want copies of these issues, send your request to the Back Issue Department, 1926 Broadway, New York, N. Y., enclosing 20c for each copy.

Lanny Ross fans, attention! If you are interested in joining the Lanny Ross fan club, get in touch with its president, Ginger Barone, 231 Walworth Street, Brooklyn, New York.

Dorothy C., Lawrence, Staten Island, New York—For photographs of Ozzie Nelson, Bernice Claire and Virginia Verrill, write to them in care of the National Broadcasting Company, Rockefeller Plaza, New York City. Dorothy Lamour is busy making pictures at present out on the Coast.

James L., South Fork, Pa.—Our best advice to you, would be to try and



Amos 'n' Andy's first minstrel show and the first audience ever to see these comedians in action. That's Andy at the left of the mike, and Amos on the right.

get some experience announcing on a local station in your town, or some nearby city. The big networks require this experience before even considering an applicant. Good luck, Jim.

Ruth V., Richmond Hill, New York—A letter addressed to Frank Parker in care of the National Broadcasting Company, Rockefeller Plaza, New York City, will reach him. Don McNeill is not appearing steadily on the Breakfast Club these days. He's busy making recordings. When he does appear, you can hear him over the New York station of WJZ. You can also hear him on Tea Time at Morrell's over NBC.

Arthur B., Tampa, Florida—The late Russ Columbo used to lead his own orchestra. The records of these programs and sponsors, have been destroyed. Russ was twenty-six when he died.

Mrs. F. R. G., Youngstown, Ohio—Mary Small has a sustaining spot on the NBC network. Bradley Kincaid is still singing over Schenectady, New

York's local broadcasting station.

Miss June C., Chicago, Ill.—Always willing to oblige a friend, June. Johnnie Davis was born in Brazil, Indiana, twenty-five years ago. He learned to play the trumpet in his father's municipal band at the age of eleven, went professional at twelve, tooting the trumpet in Jack O'Grady's band in Terre Haute while doubling at school. He was finally discovered by Fred Waring while playing with Red Nichols in a New York City hotel. Johnnie's middle name is Gus and he was one of the first "scat" singers.

Miss Rita D. O., Trenton, N. J.—Here's some more about the Waring. Brother Tom Waring was born in Tyrone, Pa. He's thirty years old, blue-eyed and black hair. He used to work in a haberdashery store and play piano and drums with Poley McClintock for parties around Tyrone . . . is not married. The founder of the Pennsylvanians, Fred Waring, was also born in Tyrone, Pa. Fred planned to become an architect, (Continued on page 96)

Dr. Dafoe's Exclusive Rules for Your Baby's Health

(Continued from page 37)

doors even in the coldest weather. Dr. Dafoe tells how shocked people were to see them lying on an open porch in weather 27 degrees below zero with the snow falling. Their carriages have waterproof hoods which completely protect them. They also play outdoors in arctics and their bright hooded "Hudson Bay suits" in freezing weather.

However, if you want to follow this bold example, you need a few warnings. When it's freezing, the Quints' faces are always coated with ointment to prevent frost-bites and if your children play outdoors for long periods in winter, see that they keep their mittens on. Let them come in to warm up every half hour or so, just as the Quints do in the little room with a piping hot stove, which is adjacent to their playground. Also, remember the climate of Callander is very dry. Too much cold, moist weather such as is experienced in Chicago and our Lake States is bad for children. And most New York child specialists advise against allowing city children to play outdoors on windy days, because so much germ-laden dust is in deadly circulation.

Even more common than sleeping problems are eating problems. Does one of your children pick at his food, say no to his vegetables, demand what isn't on the table? And do you fuss and worry about it and watch his thin little arms and legs miserably?

WHY do the Quints eat everything that is given to them? Perhaps this statement of Dr. Dafoe's explains it. "If Emilie, for instance," he says, "doesn't want a dish that is put in front of her, the nurse makes no great fuss about it. She can have her dessert and all the milk she wants. But she can have nothing else until the next regular meal time. She soon learns that when she doesn't finish her meal she gets hungry. Just a little determination on the mother's part and the child can be taught not only to eat everything but to like everything."

The vegetable problem is often developed when the child first eats this type of food. Their nurses have taught the Quints to like vegetables by that finest-of-all-methods in teaching babies—suggestion.

They were about six months old. The nurse's face above the crib would smile. She'd smack her lips and say, "bon—bon," "good—good" when she'd offer a bit of finely-mashed spinach or carrots or string beans to Yvonne or Cecile or one of the others. And in a few days all five Quints were smacking their lips with pleasure at each bite.

Not a single one of the Quints has ever been spanked in her life. Dr. Dafoe believes that physical punishments are almost never necessary. As you've probably realized by this time, most of the Quints' moral lessons come under the head of discipline rather than punishment. If you don't eat, you go hungry. But there's no nagging or anger about it. A method which gives parent and child a lasting mutual respect.

The only punishment the Quints have known has been inflicted when they've been guilty of conduct which in an older girl we'd call "un-social."

Once not very long ago, for instance, Emilie lost her temper. She had climbed up on Dr. Dafoe's lap and she was lord-ing it over the nursery. At mealtime the nurse came and took her away. But she



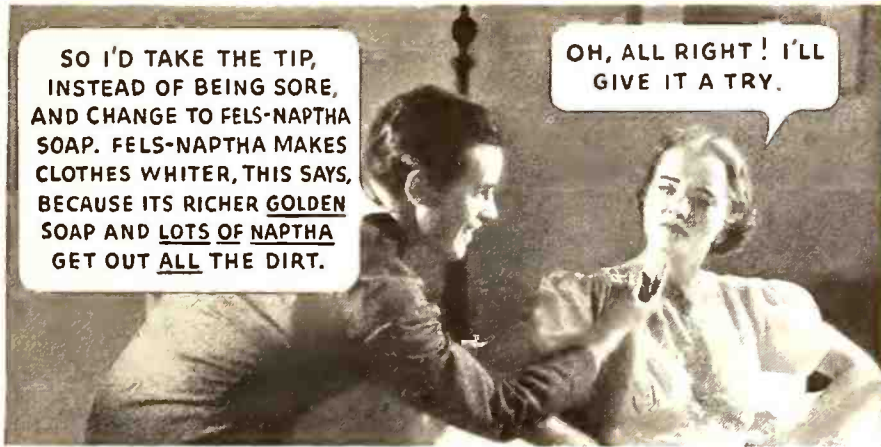
MADGE MADE THE TRAIN, DARLING. SAID SHE HAD A SWELL WEEK-END.

DON'T MENTION THAT COUSIN OF YOURS! SHE LEFT THIS TATTLE-TALE GRAY AD ON MY PILLOW. I'M MAD CLEAR THROUGH.



WAIT A MINUTE, LOUISE. I'VE NOTICED YOUR LINENS DON'T LOOK SO HOT, AND THIS AD SAYS TATTLE-TALE GRAY GETS INTO CLOTHES WHEN YOUR SOAP IS LAZY, AND LEAVES DIRT BEHIND.

SO WHAT?



SO I'D TAKE THE TIP, INSTEAD OF BEING SORE, AND CHANGE TO FELS-NAPTHA SOAP. FELS-NAPTHA MAKES CLOTHES WHITER, THIS SAYS, BECAUSE ITS RICHER GOLDEN SOAP AND LOTS OF NAPTHA GET OUT ALL THE DIRT.

OH, ALL RIGHT! I'LL GIVE IT A TRY.



SORE ABOUT THAT AD YOU LEFT, MADGE? WHY, THAT FELS-NAPTHA AD IS THE REASON WE'RE TAKING YOU TO THE THEATRE.

YOU BET! IT CERTAINLY SHOWED LOUISE HOW TO GET THE WHITEST WASHES OF HER YOUNG LIFE!

WHE-E-E! I THINK I'LL GO TELLING ALL MY FRIENDS TO CHANGE TO FELS-NAPTHA SOAP!

FEW WEEKS LATER

COPR. 1937 FELS & CO

**BANISH "TATTLE-TALE GRAY"
WITH FELS-NAPTHA SOAP**

didn't want to go. She kicked and squalled and in a most feminine manner scratched the nurse.

So they put her in the "punishment room," a light cheerful room with nothing in it. There she stayed until she was quiet for several minutes. When she was released she began at once to play happily with her sisters. After a bit she paused. She went over to the nurse she'd scratched and hugged her. The nurse hugged back.

Now maybe you can't afford a special punishment room. But any mother can confine a child who's had a tantrum in his own nursery. Children can be trained to go into such a room without having a locked door. The Quints remain in their punishment room for varying lengths of time, according to the degree of naughtiness. Dr. Dafoe pleads with you never to use for this purpose a room which is dark or has anything frightening in it.

The Quints' friend and doctor is like a good many of us in disliking the "smart-aleck" show-off child. Think how easy it would have been to let the Quints develop into vain little ladies. Think of the care in shielding them from any knowledge of the many watching eyes!

As a matter of fact, after they acted in the motion picture called "The Country Doctor" they did indulge in a little posing. But when no one paid the slightest attention to their parlor tricks they soon got over them.

IF their small poses had been applauded as "cute," if any tiny Dionne had been given the experience of holding the center of the stage—well, as Dr. Dafoe puts it, "The first thing we knew we'd have had a spoiled baby on our hands!"

Ever since they were able to, the Quints have been allowed to climb and slide and have plenty of rough and tum-

ble. In their playground is a gym tower with a platform about five feet in the air. At two and a half years old, the Quints climb all over this apparatus. They also ice skate and rarely cry when they take a tumble. For Dr. Dafoe believes that unplanned exercise as well as the planned kind increases a child's strength. And what is equally important, his courage.

Another way Dr. Dafoe builds up security and self-confidence in the Quints is by watching them keenly and checking little situations which put one child at a disadvantage.

Marie was in an unfortunate situation of this sort when she was about a year old. If you remember, Marie was the smallest Quint. She was still very weak, just beginning to crawl, not nearly strong enough to keep up with the others.

"She couldn't even get out of bed by herself," says Dr. Dafoe, "and the nurses thought they were favoring her when they let her rest until the others were bathed.

"But poor Marie had different ideas about being left until the last. She felt she was being neglected. And, young as she was, she began to develop a sort of inferiority complex.

"So one day I thought I would have Marie bathed first. It was just what she wanted. She was proud as she could be. She was one of the gang again—a full member!"

Dr. Dafoe has also realized that a normal child loves to help. From this wish he has fostered in the Quints "the habit of disciplined responsibility." Little Emilie, Cecile, Yvonne, Marie and Annette each has her own cupboard for toys and wardrobe for clothes. The nurses praise the children when they stow away playthings and hang up garments neatly and the Quints vie with each other to set and clear away the table.

Most of the time they're at play the Quints are let alone. They work out their own small conflicts and squabbles. But in the late afternoon after their baths they have an hour of "organized play," listening to the piano, singing soft little songs or, best of all, story telling.

THE Quints have never been told any really sensational or frightening tales. But once in a while they used to hear a rather emotional one. One twilight, for instance, a nurse read them aloud Old Mother Hubbard and her poor dog, Tray. The book had large, graphic pictures which the Quints looked at mournfully as the story unfolded. Emilie, especially, was deeply touched at the plight of the hungry dog, who looked in the cupboard and found nothing to eat. That night she lay awake crying for hours. At breakfast she got down the book, got the picture of Tray and tried to put her piece of bacon in his mouth. "And I can assure you," concludes Dr. Dafoe, "that was the last highly imaginative tale they were ever told."

Dr. Dafoe has devoted several broadcasts to talks on "Habits for Parents." If a child's home is a happy and well-balanced one, he will reflect that almost as distinctly as a mirror will reflect the features of his face. If the home is marked with clashing temperaments, constant quarreling and unfortunate scenes, all this is certain to mark him adversely.

The Quints have never been threatened, nagged, bossed or purposely frightened. Not one knows what it feels like to have an adult lose his temper. They have never heard of the boogey man. The nurses who surround them are happy, well, normal, finely disciplined women. The Quints have been brought up in a steady atmosphere of consideration and



BUT GRACE - I BOTH BE THERE-

GRACE WAS "TOO TIRED" TO ENJOY THE CROWD



VITAMINS A. B. G and D

wise love. This is why they are not nervous or spoiled, why they have been able to defeat their handicaps with such flying colors.

But, I wonder, if you're saying, it is impossible for a mother who is poor and overworked to keep up a regular routine and always to be sweet-tempered.

Dr. Dafoe points out that a planned, sensibly-thought-out routine will actually save work and give more time for a mother to rest while a good baby naps. And it will surely give any mother new purpose to realize that her child will mirror her own courage and love, as well as her mistakes and limitations.

And now for Dr. Dafoe's sane, common sense rules, drawn up in a convenient list which you can set up in the nursery for reference at all times. If some of them seem hard, remember that every one of the thirty you find here is applied daily to the five most charming babies in the world.

- 1—As soon as you know you're going to have a child, visit a doctor.
- 2—Don't drink when expecting or nursing, although parties, dancing or smoking are all right in moderation.
- 3—Always nurse your baby if physically possible.
- 4—Have baby's routine firmly established when he's three months old. Begin your regular sleeping and feeding schedule on the third day after birth.
- 5—Feed the baby, wake him, bathe him, put him to sleep at the same minute every day. Change your routine gradually without fuss as the child grows older. Establish regularity in babyhood, keep it up all during childhood.
- 6—Baby should sleep 90% of every 24 hours during his first three months.
- 7—Put him outdoors to sleep every day

when the weather is not too moist or windy. A cold, still day is fine for children. The Quints started sleeping outdoors in zero weather at five months.

8—Outdoors or at night keep baby warm, not hot. If you overclothe him or put on so many blankets that he perspires, the fresh air does him no good.

9—When older, give him an hour and a half of outdoor play each morning and afternoon. The Quints have these periods from 9:15 to 10:45 and from 2:30 to 4:00.

10—BOIL diapers, bottles, nipples, cow's milk, in fact "everything but the baby."

11—If feeding baby at breast, wash nipples before and after the nursing.

12—Never touch baby until you've washed your hands in hot water and soap.

13—Keep windows open at night in cold weather as well as warm, but avoid drafts. In winter, air out nursery twice a day.

14—Don't let baby go to sleep in your arms; don't walk him to sleep or lie down with him. And NEVER wake him up to show him off to friends.

15—Baby should sleep alone, not with an older child, NEVER with mother. He should go to sleep every night IN THE DARK WITH THE DOOR CLOSED.

16—If a child doesn't eat enough at a regular meal, don't feed him until next meal. Teach him to like new dishes by not giving him anything else. Hunger will teach him to eat properly. Even a small baby can go for 24 hours with nothing but water without harmful results.

17—Begin orange juice when the baby is two weeks old. First a teaspoonful, gradually increased to a tablespoonful. Double the amount with tomato juice. Begin cod liver oil at the same time. The Quints get this mixture of cod liver oil and orange or tomato juice twice a day: 6:45 A.M. and 4:30 P.M.

18—For about an hour before a meal organize a child's play so it will be quiet. The Quints have songs, story telling, clay modeling and cut-outs at such times.

19—Proper diet prevents teething trouble. The Quints, who get lots of leafy vegetables, whole wheat bread, cereals, fruit juice AND NO CANDY never suffer the least bit with new teeth.

20—Give a baby or young child at least one bath a day. The Quints have two. At 7:30 and 5:30.

21—The baby should get his first tub bath when two weeks old. Before this he should be cleaned with a warm olive oil rub.

22—The temperature of the bath should be 100 degrees at first, then 95, then 90. For older babies, 85.

23—Don't bathe baby within an hour before or after a heavy meal. Give him a little drink of boiled water before putting him into the tub.

24—Don't give a child under three a live pet or unwashable toy.

25—DON'T USE a mechanical baby walker. Or a play pen, toy, or bed coated with paint that has lead or zinc in it.

26—Send a report of baby's weight to his doctor every week; visit him for a short talk every month; have him examine baby thoroughly every four months.

27—Let the baby climb, jump, take chances, play hard. If you overprotect him you make him dependent and cowardly.

28—Don't punish a child physically. Or threaten, frighten or bribe him. Putting him alone in a room which is NOT dark until he has been quiet a while is the best punishment.

29—Don't make your child a show-off by teaching him parlor tricks or applauding "cute" poses.

30—Never lie or break promises to a child.

TOLD THEM WE'D



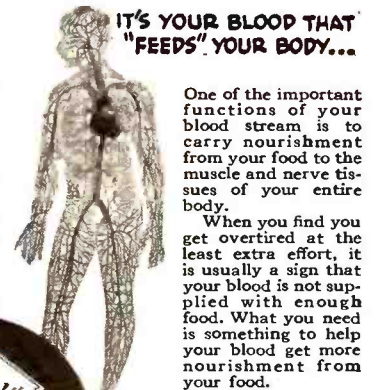
DON'T LET UNDERFERD BLOOD MAKE YOU FEEL "DONE UP"

That "all-in" feeling so many people have at this time of year is often a sign of run-down condition.

Usually this tired feeling comes when your blood is *underferd* and does not carry enough of the right kind of nourishment to your muscles and nerves.

Fleischmann's fresh Yeast supplies your blood with vitamins and other needed food elements. Your blood then carries more and better food to your nerves and muscles.

Eat 3 cakes of Fleischmann's Yeast daily, a cake about 1/2 hour before meals, plain or in water. Start now.

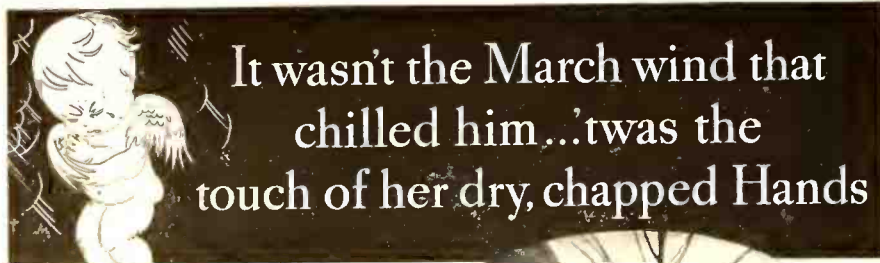


One of the important functions of your blood stream is to carry nourishment from your food to the muscle and nerve tissues of your entire body.

When you find you get overtired at the least extra effort, it is usually a sign that your blood is not supplied with enough food. What you need is something to help your blood get more nourishment from your food.

FLEISCHMANN'S FRESH YEAST CONTAINS 4 VITAMINS IN ADDITION TO HORMONE-LIKE SUBSTANCES, WHICH HELP THE BODY GET GREATER VALUE FROM THE FOOD YOU EAT, AND GET IT FASTER -----





It wasn't the March wind that chilled him...twas the touch of her dry, chapped Hands

IT HURT WHEN JIM SAID he hated rough hands. Mine were chapped and harsh all winter—kind of old-looking—but what could I do?

THEN...MY SISTER TOLD ME Jergens Lotion keeps a girl's hands soft because it goes down into the skin. Now I use Jergens, too, and Jim says, "Your soft little hands keep my heart."



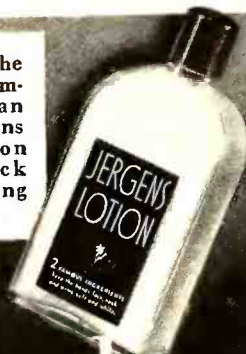
HANDS need Special Moisture *inside the skin cells*

YOUR hands chap and roughen when the skin cells lose their moisture. This moisture easily dries out—from wind, cold or water. And most women have their hands in water up to sixteen times a day.

But Jergens Lotion saves the young beauty of your hands because it restores the lost moisture. It goes into the skin cells better than any other lotion tested.

The two famous ingredients in Jergens are the same as skin specialists use to soften and whiten skin. Your first application smooths roughnesses, soothes chapping. Use Jergens faithfully and you'll soon have charming hands your man will love. Jergens leaves no stickiness. Only 50¢, 25¢, 10¢—\$1.00 for the big bottle—in any drug, department or 10-cent store.

Sinks into the skin more completely than other lotions tested—soon gives back youth-giving moisture.



Jergens Lotion

FREE: PURSE-SIZE JERGENS

Use after having hands in water, to keep hands gloriously soft and smooth.

Andrew Jergens Co., 1727 Alfred St., Cincinnati, O.
(In Canada—Perth, Ontario)

Please send my purse-size bottle of Jergens—free

Name _____
Street _____
City _____ State _____

How Reducing Can Work

Miracles for You

(Continued from page 45)

Twenty pounds is pretty tangible, especially when you have to take it off. But it was something to grapple with. Something to fight. I welcomed the battle.

For the first time in years—since childhood, I guess—I adhered to a stern regimen of regular and strenuous exercise. I watched my diet. I confined myself to one full meal daily. I watched the scales. Down, down, down... went the little needle. Well, I was winning *this* battle. That thought comforted me.

But here was the astounding thing! As each pound fell away I discovered my confidence was increasing. My fears and foreboding grew less and less. The desire to procrastinate had fled! I wanted to get back to work! I was eager, enthusiastic. It was partly physical, I know now, and partly psychological.

I found myself evincing an interest in clothes I had never felt before. Here was a new thrill. It was because I looked better in my clothes. People were commenting upon them. They'd never done that before. Nine out of every ten women who tell you that they aren't interested in clothes are fabricating a comforting illusion against an inferiority complex.

The world had become a better place to live in. I felt marvelous. I was physically and mentally buoyant. This so-called "come-back"—what had I ever found about that to be terrified of? You know how you feel after you've overcome some obstacle, no matter how small? You know the elation that sweeps you, the feeling you have that even a cage full of tigers would have no terrors? Well, that's how I felt as the pounds slipped off, as I won the battle.

Is it any wonder my work improved?

YOU know, when I look back now at the schedules I used to have as an opera and concert singer, I laugh. I used to think I was busy. Why today my day is just about five times as crowded, yet I'm never as tired! I take five singing lessons a week, two diction lessons, spend hours with a coach and accompanist. Each week I have to learn six new songs for my radio program, and work over the orchestration with Mr. Koestner, my orchestra director. While making a picture I'm on the set for ten hours a day and have to study the film music besides. Then, of course, there are such distractions as picture taking, fittings, interviews, the business management of my farm, and other personal affairs. Honestly, I do more—accomplish more—in a day now than I ever did in a week during my operatic work.

And here is something I've learned. Overeating uses up energy, in burning up food, that can be used to far greater profit and enjoyment elsewhere!

Because my system is less sluggish, my mind is proportionately more alert. I seem to be able to think a problem straight through now instead of blundering around it. For example, during the past four years my farm has been a source of constant worry. Crops have been ruined by drought and dust for three years, and I understand that this year's crop will be spoiled, too.

I have received more advice regarding what to do about the farm than the average young mother with her first-born. Like most advice, it was highly conflicting, and, I dare say, a lot of it was bad. But I

didn't know what to do. Finally, during a trip back home for Thanksgiving, I went into a huddle with the tenant farmer, and we sat and talked the whole business out. I should have done that two years ago. But now I seemed able to make decisions. And whether my decisions were right or wrong, I have the satisfaction of knowing I have at last disposed of a troublesome problem once and for all.

Certainly I worry less than I ever did before. I believe most women worry because of a condition of physical weariness rather than because they actually have something to worry about. Naturally when you're not feeling up to par, things look darkest. Conversely; when your body is healthy, your mind is clear, and you see things in their proper perspective.

Physical bouyancy banishes worry. Even the gravest problems become just things to be grappled with, and overcome. In my case there is, for example, the matter of the three thousand miles between myself and my husband. He is, you know, a highly successful voice teacher in New York. Naturally he feels, as a man must, that he cannot give up *his* work because of mine. We have been separated nearly all of our married life, by circumstance. Something must be done about it, of course. What? I do not know—now. But when the time comes to do something—whatever it may be—I shall know. And I shall do it.

FRRIENDS have complimented me frequently in recent months—but let me tell you, the compliments, while they were meant to be pleasant, were rude awakenings. Few of us, I suppose, ever pause to consider the impressions we make on other people. It certainly came as a distinct shock to me to learn that when I first came to Hollywood everyone thought me frigid, unsociable—to put it bluntly, high hat. I only learned that when I began to receive compliments for having overcome it! Imagine being told you've overcome something you never knew existed!

I never meant to be unsociable. I was absorbed in my work and naturally reticent. Now I feel more comfortable, more at ease. It isn't so much the loss of that twenty pounds that has worked the metamorphosis, I suppose, as it is the means I adopted by which to lose it. The exercise, the sensible eating.

Of course, at present I do not get about much socially, because I simply haven't the time. Most evenings it is nine o'clock before I can call it a day, and then I'd rather get myself a simple supper than rush off somewhere. But between pictures I am enjoying my fling, a fling I couldn't take before. I am learning how to play—and laugh.

It has taken me a long while, I suppose, to get to my point—but I did so want women, all women, to understand. A healthy body is is not alone the concern of a picture star, or even of a woman who merely seeks to be attractive. Every woman owes it to herself, to her family, to her friends, to her associates, to keep fit. Her happiness depends upon it.

Every woman may be re-born into a new world. I know. I have been—and I can sum it up in three simple words. Health is happiness.

Now that you have read of the miracle reducing wrought for Marion Talley, wouldn't you like to know exactly how she succeeded in losing twenty pounds? What she ate and the exercises she took that changed her into a beautiful star? Next month, Marion reveals exclusively for RADIO MIRROR readers her complete reducing secrets. Don't miss this feature if you want new glamor in your own life.



Imagine!

A SATISFYING DELICIOUS MAIN DISH
for less than 3¢ a portion

JUST try the two menus suggested at the right and see how your family will relish them. They might not get excited over ordinary ready-cooked spaghetti. But they *will* over Franco-American. They'll rave about its tangy, tempting cheese-and-tomato sauce made with eleven different ingredients . . . seasoned to savory perfection.

Franco-American has been called a "millionaire's dish." Yet a can holding three to four portions is usually no more than ten cents—less than it costs to

prepare spaghetti at home! Get Franco-American from your grocer today. Try these delicious spaghetti meals:

SERVES 3—COSTS 45 CENTS

- Franco-American Spaghetti
- Brussels Sprouts
- Buttered Squash
- Hearts of Lettuce Salad
- Brown Betty with Lemon Sauce
- Tea

SERVES 3—COSTS 55 CENTS

- Spaghetti Meat Scallop
- (Casserole dish combining Franco-American with 1½ cups of any leftover meat, ground)
- Buttered Beets
- Fruit Cup
- Coleslaw
- Sugar Cookies
- Coffee

Franco-American SPAGHETTI



THE KIND WITH THE *Extra* GOOD SAUCE

MADE BY THE MAKERS OF CAMPBELL'S SOUPS



There's Beauty Afoot

(Continued from page 16)

Runover heels, broken-down shanks, bulging uppers which lap over the soles, even excessive perspiration, are all symptoms of foot troubles and all shorten the life of your footwear. Sometimes they can be corrected by proper fittings, sometimes by lifts under the heels or supports under the arches, and often by simple daily home care of the feet themselves.

Some people think that pedicures are an affectation, but we can all remember when a majority thought that manicures were an affectation, too. From a health standpoint, pedicures are more important than manicures, for proper care of the toe-nails and cuticle will prevent much possible grief later on, such as ingrown toe-nails. From a beauty standpoint, they're just as necessary as manicures today, what with all the open-toed sandals and lace-tipped stockings.

There's nothing really frightening about the idea of a home pedicure once a week; the routine is the same as for a manicure (and, of course, you should use the same shades of polish), except that it's somewhat simpler. There's one thing to watch, however, and that's the cutting of the nail, which should never be too short; it should comfortably cover the quick, should be cut straight across and lightly filed for a smooth finish, and never, never cut deep at the corners! Don't cut the cuticle on your toes any more than you would on your fingers, for cutting eventually thickens the cuticle, makes it ragged and encourages hangnails. Cuticle remover can be used too, for removing soft corns, though for real corns there are many reliable preparations for home use. To prevent corns and calluses, however, try soaking the hardened spots with cuticle remover for a few minutes and then rub them with a well-shaped pumice stone, such as you can buy at any drugstore.

T IRED feet are so grateful for any soaking or bathing. Here's the most delightful and refreshing foot bath I know. Dissolve a cup of salt or bicarbonate of soda (or a smaller amount of epsom salts) in a basin of warm water. Soak your feet for five minutes. Cover a foot brush with thick lather and use it to massage the feet with a rotary movement, from toe to ankle, first on one side of the foot, then the other. Brush each toe separately, as this will help keep the cuticle down. Scrub the soles of the feet faithfully, too, and in a few days you'll be able to see that old, dead skin flaking off. Rinse in the coldest possible water and dry with a rough towel. Then massage the feet gently but firmly with the new creamed rubbing alcohol. Rub firmly under the instep and finish off by pulling the toes gently into place, stretching them a little. You'll feel so good you'll want to dance all night long!

A word of caution about hot and cold water—whenever your feet have got painfully cold, whether from cramped inactivity, exposure to zero weather, or a prolonged soaking in the rain, never bring them into contact with real heat too suddenly. Begin, instead, with a foot bath of tepid water and give them a chance to thaw out slowly. Feet should always be dried carefully between the toes to prevent irritation and infection. Proper precautions of this sort will prevent all ordinary foot odors not caused by some chronic disorder. A little care of your shoes will help, too. It takes no time at all to insert shoetrees in the pair you've just taken off, place them beside your open window to air during the night, and spray the insoles with a bit of deodorant

FEMININE HYGIENE *made easy*



Norforms Action Explained

Norforms are easy-to-use antiseptic suppositories that melt at internal body temperature and spread a protective, soothing film over delicate internal membranes—an antiseptic film that remains in effective contact for many hours. They are deodorizing as well as antiseptic and soothing.

5 REASONS WHY WOMEN PREFER NORFORMS
Every day, more and more women are adopting Norforms for Feminine Hygiene, because:

1. Norforms are so *easy to use*. They require no awkward apparatus for application. They come in a small, convenient package of one dozen.
2. They contain *Parahydrecin*—a powerful and positive antiseptic developed by Norwich, makers of Unguentine. No danger of an overdose or "burn" with Norforms.
3. They leave no embarrassing antiseptic odor about room or person. In fact, they are deodorizing, and many women use them for this purpose alone.
4. They remain in effective, antiseptic contact for many hours.
5. Norforms can be used as often as desired. They are soothing and beneficial as well as antiseptic.

MILLIONS USED EVERY YEAR

Send for the new Norforms booklet, "*Feminine Hygiene Made Easy*." Or, buy a box of Norforms at your druggist's today. 12 in a package, complete with leaflet of instructions. The Norwich Pharmacal Co., Norwich, New York, makers of Unguentine.

NORFORMS

Known to Physicians as "Vogiforms"

© N. P. C. 1937

Gentlemen don't talk about it... but



A GIRL CAN'T BE TOO CAREFUL
... AND THE LOVELIER WAY TO
AVOID OFFENDING IS A
BATH WITH PERFUMED
CASHMERE BOUQUET SOAP!

1. THERE'S NOTHING so certain to queer you with a man as the slightest hint of perspiration odor. So, before you go "stepping out," be sure to bathe with Cashmere Bouquet Soap. Its rich, deep-cleansing lather removes every trace of unpleasant body odor—keeps you so sweet and clean—so fragrantly dainty.

2. WHEN YOU dine and dance with him how safe you'll feel from any danger of offending! How much more alluring you'll be, too, with Cashmere Bouquet's flower-like perfume still lingering lightly about you! Isn't it wonderful that such a lovely soap costs only 10¢ a cake?



NOW ONLY 10¢ at all drug, department, and ten-cent stores

THE ARISTOCRAT OF ALL FINE SOAPS

powder before putting them on in the morning. It helps, too, to alternate your pairs of shoes day by day, changing them with your costume, and it's so comforting to slip into another pair during the evening. All these things will promote comfortable, odorless foot health.

And now for those annoying corns and calluses which, incidentally, can be just as serious as any other foot condition! A corn is not an infection, it has no root—it is simply made up of layers of dead skin which cause a painful pressure on sensitive nerves. It should never be cut, and home-made remedies and treatments should be avoided, since all but the most serious can be quickly and safely removed with the reliable preparations now available at any drugstore. As we've already seen, ordinary calluses can be eliminated by the daily use of cuticle remover and pumice stone. Watch out for cuts and bruises on your feet and take care of them immediately; they're dangerous because our feet are kept so confined and in such close contact with dyes and other irritants. Guard against mild rubs and soreness with a bit of sticking plaster on the tender spot before donning your shoes; the plaster will stick even better if you've just given your feet a comfortable massage with the cream rubbing alcohol I've already mentioned.

Of course, you know how good it feels to slip your shoes off and wriggle your toes. That's because our toes need exercise, oh, so badly! Relaxing and stretching our feet, rotating them on the ankles, is good for restoring circulation and strengthening the muscles. Try this, too: Whenever you're dressing or undressing—whenever, indeed, you have your shoes off—walk around on tiptoe; that does wonders for the arch. If your arches need strengthening (and most people's do, you know), here are two excellent exercises recommended by specialists. In the first, you stand on a telephone book or large catalogue with your toes hanging over; curl your toes over the edge and swing your weight up on the balls of your feet; repeat several times. In the second, you stand pigeon-toed with your feet several inches apart; standing in this position, simply roll your weight to the outside edges of your feet, then back again; don't lift your heels from the floor and don't let your ankles sag inward on the return trip, repeat.

And there you are! Just follow these simple instructions for the care of those all-important feet and I'll guarantee you'll soon be a member of the Beauty and Health Brigade—in good standing!

Have you ever given your feet a refreshing massage with a good "foot ice"? Would you like to have a fascinating chart showing all the latest shades of nail polish in their true colors? Then send for my March beauty leaflet—it contains a great deal of information about preparations for home foot care which everyone should know. Just address your query, accompanied by a large, stamped, self-addressed envelope, to Joyce Anderson, RADIO MIRROR, 122 East 42nd Street, New York City.

DO YOU WANT TO REDUCE?

You can, if you will read Marion Talley's real working rules which helped her win her fight against overweight. These secrets will be published in full in next month's RADIO MIRROR.

The Untold Sacrifices Rubinoff Can Never Repay

(Continued from page 33)



Send your **OLD RUGS, CLOTHING**

Write for America's Greatest Money Saving Rug Catalog; 66 pages of beautiful Olson Rugs in model rooms, all in actual colors. Describes—

Patented Olson Process of reclaiming the valuable materials in old carpets, rugs, wool clothing: how we shred, sterilize, merge, picker, card, comb, bleach, spin, dye and reweave into deep textured, firmly woven, full bodied, seamless,

REVERSIBLE RUGS

—that can be used on both sides. Twice the wear, Double the luxury, at 1/2 the cost.

Choice of 66 Early American, Oriental and Modern designs, Plaids, solid colors, tweedy mixtures, ovals.

ANY Size You Want

—to fit any room—sizes you can't get elsewhere.

IT'S SO EASY—Just PHONE the Railway Express to call at your door for material, or ship Freight—at our expense.

You risk nothing. Satisfaction guaranteed. Our 62nd year. [Beware agents. Order direct.]

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Mail to 2800 N. Crawford Ave., Chicago, Dept. A-51
YES, send me FREE and postpaid, your money-saving book "Beautiful New Rugs from Old."

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enthusiastic teacher put him in the orchestra of the local army garrison. It was Rose again who was called upon to make the miniature uniform—heavy gray wool, with embroidered high-necked blouse, Russian style, and rows of bright brass buttons. Rose had to make him three heavy undershirts, too—not for warmth, but so that the eight-year-old musician should look a little less puny and under-sized among the soldiers, three and four times his age, with whom he played.

Then came Herman Rubinoff with his contribution to the success of his brother. Alone and unassisted, he came to America to provide an opportunity for David. He calls himself "the Columbus of the Rubinoffs."

But when the Immigration Society picked him up at Ellis Island, with a dollar and a half in his pocket, he didn't feel much like an explorer. He felt just like a lonely, discouraged kid.

He wanted a job. He had to have a job to keep from starving. So he sat on the steps outside the Immigration Society home, watching for somebody to come along who wanted to hire a boy. Finally a couple did come along, looking for a grocery boy and Herman persuaded them to take him.

Four months he worked for them out in Brooklyn. They paid him \$27.00. Twenty-four of that went back to Russia to pay his brother Charley's steerage passage over.

Things were no easier after Charley came. The two boys got jobs in New Haven, Charley working in a carriage factory for a dollar a week, and Herman learning to be a pastry cook in the commissary at Yale for eight dollars a week.

They worked drudgingly hard, and it wasn't much fun. They tried to save enough money to bring the rest of the family over, but they just weren't making enough. So Herman set out for more prosperous territory, and wound up in Pittsburgh. The World Series was on when he got there—it was the year the Pirates beat Detroit—and there were crowds of strangers in town. It was easy for him to get jobs for both Charley and himself in hotels. Then, by being just as careful as they could, they managed to save enough to send for their parents and Dave and Rose and Phil.

THE day the family landed, both Charley and Herman lost their jobs. In the midst of their discouragement they listened to Dave play his violin, and saw a ray of hope. It was the summer season, and Herman figured that if there was any place the child would get a chance to play, it was in Atlantic City.

So they took Dave there. And Charley and Herman both got jobs in hotels all right, but they couldn't afford to keep Dave. They had to sneak him into their rooms at the hotels at night—Charley one night and Herman the next.

Then one night they put David in an amateur contest at the old Savoy Theater, and he won the first prize—\$5.00! That was the beginning of Dave's career.

It was people like that who have made possible Dave Rubinoff's success of today. And Rubinoff has not forgotten.

No man could have remembered more keenly nor repaid more fully all those past sacrifices that were made for him.

Today his parents can look back on their cheerless basement quarters in Grodno from the beautiful living room of the fine new house Dave has bought for them in Pittsburgh.

There is an Oriental rug in the living room, a big divan and easy chairs of rust-colored velour. The dining room furniture is of heavy oak, the chairs upholstered in ruby red velour. The kitchen is equipped with the latest in electric refrigeration and enameled ranges.

All the household accounts are handled in Rubinoff's New York office so that his father and mother are spared the slightest worry or fear.

Two years ago when both the old people were sick, Dave and his younger brother Phil flew to Pittsburgh, took their parents to the Mayo clinic in Rochester, Minnesota, and, after they were better, sent them to Florida for the winter.

In Latrobe, Pennsylvania, one of the smartest dress shops is called the "Rose Style Shop." The "Rose" stands for Rose Rubinoff Buchmann, and it was brother Dave who bought the shop for her.

In Rose's home in Latrobe, she will show you a beautiful grand piano, an elaborate radio, an electric ice box—and tell you proudly that they are all presents from Dave.

HER daughter Harriet wears a fur coat, soft and rich and regal, that was a gift from Uncle David. Her son Harold has the violin which Dave brought with him to America, a parting present from Gottfried. He can play it, too; Uncle David took care of his musical education.

Rose herself owes her life to Dave. It was two years ago, and Rose lay in a hospital in Philadelphia, injured almost beyond recognition as the result of an automobile accident. She had just enough energy left to request that they get in touch with her brother David Rubinoff.

At first the doctors did not believe her. They thought delirium was giving her the illusion that she was the sister of the famous violinist.

But they were finally persuaded to phone Rubinoff on the Coast where he was playing in the picture "Thanks a Million."

Back over the wire came Dave's voice. "She is my only sister," he said. "You must save her. I don't care if it takes every cent I have. You must save her!"

Today Rose is alive and well again, thanks to Dave.

And Herman? Herman has three children now. The younger boy is a violin student and the girl a piano student. The older boy is registered at the University of Pittsburgh. Who pays the bills? Herman's brother Dave. Herman, too, has his own bakery supply business, serene in the knowledge that he can always count on Dave's help.

Nor are the other members of the family forgotten.

Phil is now Dave's manager. He is also an excellent violinist, for David sent him to the Cincinnati Conservatory of Music to study.

Charley is now a lawyer in Detroit. A while ago he ran for a local judgeship. And it was Dave who took care of his campaign expenses.

Even Dave's old Russian teacher is not forgotten. Every month, from the Rubinoff office in New York, an envelope addressed to Max Gottfried is mailed to Grodno. In it is a substantial check.

But none of these things is in any respect just the acknowledgment of a recognized debt. They are the expression of a feeling that goes as deep as family ties are deep—the feeling that made Dave's family proud and happy to make those early sacrifices for him. And that makes

him now, in his turn, proud and happy to pour his gifts upon them.

You could not realize it more poignantly than by spending a Sunday evening with them, listening to his radio program. Perhaps it is true that every radio star's family listens to his programs. But with the Rubinoffs it is a regular ritual of listening.

The family gathers in the living room, as many of them as live in or near Pittsburgh. Dave's mother and Rose, who has driven in the forty miles from Latrobe, sit on the big divan; Herman stands over by the mantel; Dave's father is seated in a big chair directly in front of the radio, a big, old-fashioned watch in his hand.

There is a silence as complete as the silence in the Columbia Playhouse in New York. Nobody dares whisper while Dave plays, though heads nod and feet tap out the rhythm. Everybody listens carefully, critically.

For, after the broadcast is over, the phone in the hall rings. It is Dave, calling home, as he does every Sunday night.

"How's Mom? How's Pop?" he says. "How did you like the show?"

But David's father has already shown what he thought of the show.

AS he put his big watch back in his pocket, settled back in his chair, he smiled and uttered one word.

"Wunderschon!" he said.

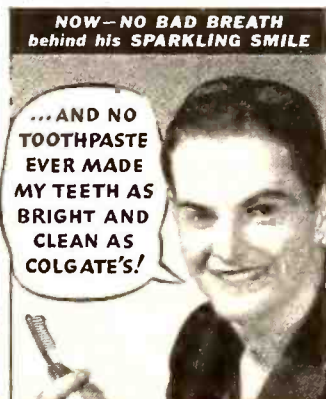
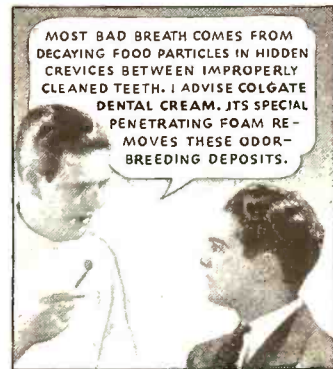
And the single foreign word needs no translation. It is a paean of loving praise, an expression of complete satisfaction with the result of all those sacrifices which have made Dave Rubinoff's success possible.

PROGRAM DOTS AND DASHES: Rubinoff and His Violin. . . Dave Rubinoff is

heard every Sunday over CBS at 6:30 p.m., but probably more people hear him on the 397 electrical transcription broadcasts heard on individual stations throughout the country. . . Each station carries the Rubinoff recordings three times weekly. . . That, plus the 94 stations on the Columbia hook-up, on his "live" shows, makes the former Paramount theater fiddler about the most widely heard artist on the airwaves. . . Rubinoff, if you're still interested in statistics, is heard 1,300 individual times a week and they are all sponsored by Chevrolet. . . His \$10,000 weekly paycheck proves that music pays. . . His precious violin, a real Stradivarius, is valued at \$100,000. . . It is 205 years old but looks almost new. . . It's the apple of his eye and he seldom leaves it out of his sight or grasp. . . When he retires, the Strad is placed on a chair, conveniently near the maestro's bed. . . Rubinoff owns five other costly fiddles, including a collapsible one, which he folds in half and sticks into his overcoat pocket. . . He uses this one for practice purposes when traveling or on party weekends. . . His hosts seldom realize their distinguished guest has brought his hidden instrument until he wakes them up in the morning with sprightly tunes. . . Is crazy about receiving letters, personally answers all of them. . . That's how he met 12-year-old Beatrice Blanche Fliess, a brilliant violin prodigy. . . Beatrice and Dove corresponded doily and just recently the conductor presented the girl with a violin. . . "She cheers me up," he told his monogam and stand-in, Harry Glanz. . . Glanz looks so much like Rubinoff, that when the latter wants to duck the autograph hounds, he lets Harry leave the studio first. . . While the crowds hound Harry, Rubinoff dashes, unnoticed, into a waiting taxi. . . Likes to be called the "Mussolini of Music," and dictates plenty to his orchestra of 32 men. . . Silent on the air for publicity purposes, Rubinoff talks

verbosely of rehearsals. . . When Eddie Contor interviewed him recently on the air, Rubinoff answered the queries on his violin. . . Meticulous about his attire, he has everything custom made from hat to shoes. . . Has twenty walking cones. Harry Richman gave him every one, but the maestro seldom carries the sticks. . . The Hotel St. Moritz is home to him while he still remains a bachelor. . . But when he wants to get away from it all, he hops off to Atlantic City and walks the boardwalk day and night. . . His friends who can't keep up with him, drop into nearby rolling choirs but Rubinoff keeps right on going. . . Restless when he is away from his work, he changes hotels every other day when at the seashore. . . Is eager to do anything to aid unemployed musicians and last year conducted the Chicago Philharmonic Orchestra before 150,000 music lovers, the largest attendance ever to hear an outdoor musicale. . . He donated his services. . . He is planning a concert tour. . . This was inspired when the New York Schools of Music gave him a degree as a Doctor of Music. . . He's included in Who's Who in America and Who's Who in Music. . . Better known as a conductor than composer, his "Fiddlin' the Fiddle" which was composed fifteen years ago in Minneapolis, is a standard number with trick violinists. . . It was Rudy Vallee who first sponsored his radio debut. . . Rudy heard Rubinoff conduct an orchestra when the crooner was attending Yale. . . When Rudy scored a hit on the air, sponsors soon asked his advice in selecting new orchestras. Vallee told them, "Get my Russian friend, Rubinoff, who's fiddling of the Paramount." They did. . . Rubinoff repaid Vallee when he pinch-hit for the Maine lod, the night the latter's mother died. . . Good friends, Rudy always appears on Rubinoff's anniversary programs. Dave's programs on CBS have just been renewed.

BUT HE DOES HAVE BAD BREATH!



MOST BAD BREATH BEGINS WITH THE TEETH!

Tests prove that 76% of all people over the age of 17 have bad breath! And the same tests prove that most bad breath comes from *improperly cleaned teeth*. Colgate Dental Cream, because of its special *penetrating foam*, removes the *cause*—the decay-

ing food deposits in hidden crevices between teeth which are the source of most bad breath, dull, dingy teeth, and much tooth decay. At the same time, Colgate's soft, safe polishing agent cleans and brightens enamel—makes teeth sparkle!





No
Orchids
FOR HER!

ORCHIDS from the one and only man! The girl never lived who didn't thrill at the thought.

But there's one girl who can never have this thrill — for men avoid her.

She is the girl who is careless about herself; who has allowed the disagreeable odor of underarm perspiration to cut her off from good friends and good times.

What a pity it is! Doubly so, since perspiration odor is so easy to avoid. With Mum!

Quick to use; lasts all day. Just half a minute is all you need to use this dainty deodorant cream. Then you're safe for the whole day!

Harmless to clothing. Another thing you'll like — use Mum any time, even after you're dressed. For it's harmless to clothing.

Soothing to skin. It's soothing to the skin, too — so soothing you can use it right after shaving your underarms.

Doesn't interfere with natural perspiration. Mum, you know, doesn't prevent perspiration. But it does prevent every trace of perspiration odor. And how important that is!

Don't let this personal fault come between you and the popularity you ought to have. Depend upon the daily Mum habit! Bristol-Myers Co., 630 Fifth Ave., New York.



MUM

takes the odor out of perspiration

ANOTHER WAY MUM HELPS is on sanitary napkins. Use it for this and you'll never have to worry about this cause of unpleasantness.

What's New?

(Continued from page 6)

news that'll warm your heart toward Ted's sponsors, even though they don't know about it themselves. The Malones have one child already, a daughter named Bubbles, but Ted has always wanted another—a boy, if it can be arranged, but anyhow another baby. His financial position as a sustaining star on CBS, however, never seemed to justify the expense of an additional member of the family, and until Ted got his first sponsor last fall he had to stifle his desires to become more of a family man than he was already. But now—well, the time is late next spring!

* * *

WE dropped around to see Edith Meiser the other day—she's recovering from a serious stomach operation—and found her busy on a Welcome Valley script for Edgar Guest. She's not writing Helen Hayes' Bambi scripts any more, she said—something we hadn't known. Got to talking about those hardy perennials, the Adventures of Sherlock Holmes. Edith wrote them first for a sponsor on NBC four years ago; then another sponsor took them for the Mutual network; and now they're back on NBC again. Some of the scripts have been performed as many as six times. Which all goes to show that a good story's a good story no matter how often you listen to it.

* * *

THERE was a great scurrying and bustling in the background of the agency which produces Phil Lord's We, the People program when renewal time came around. It all ended up with a decision to keep the show on the air another thirteen weeks, in spite of a feeling that it should have done better in its first thirteen. We could have told them what was at fault, and it wasn't the program. Five to six, Eastern Standard Time, on a Sunday afternoon, is just too tough a break for any program to buck—any program, that is, except Guy Lombardo's band, which people can enjoy without having to give it their undivided attention. In fact, we're thinking of starting a campaign to close that hour to everything except soothing music.

* * *

RADIO'S getting too small to hold some of its children, and they're venturing into that big bad world of Broadway theatricals. Parker Fennelly, the Hiram of the Snow Village Sketches and one of the air's most dependable down-easters, is the author of a play called "Fulton of Oak Falls," which George M. Cohan is co-producing. Eddie Albert, of the Honeymooners, is featured in a play called "Brother Rat." And Frank Parker is the star of "Git Along Little Dogie," which opened in New York early in January. He plays—well, what d'you suppose?—a radio singer. Louis Sorin, the Mr. McGillicuddy of the old Camel Caravan of blessed memory, is in the same play; and its producer is Ted Hammerstein of the Hammerstein Music Hall program. Which makes an audience feel as if it had wandered into one of the radio play-houses by mistake.

* * *

VAUGHN DE LEATH gave a party this winter and got herself started on something she may not be able to finish. It was a Mexican chili party, to which were invited such well-known chili fanciers

as Judy. Ann, and Zeke Canova. Mr. and Mrs. Alex Grey, Mr. and Mrs. Jerry Belcher, and Grace Albert. The chili (extra hot) was such a success that Vaughn is going to have to give one such party a month for the rest of the winter.

* * *

Speaking of the Canovas, lavender-and-old-lace romance lies behind the party which was given in Washington on January 19 in honor of Florida's Governor Fred Cone and Judy, Ann, and Zeke. Mrs. Canova was Governor Cone's boyhood sweetheart, before she met and married Pappy Canova.

* * *

LISTENING to Helen Broderick make her debut in a regular radio series with Victor Moore and Buddy Rogers' band the other Friday evening reminded us of the time we sat on the RKO lot in Hollywood last summer watching her play a scene in "Swing Time" with Ginger Rogers. Her part, you'll remember, was that of Ginger's older friend, who did the burlesque dance with Victor Moore.

The scene we watched took a long time to film; they had to go over it again and again—and we don't want to spoil your illusions about Ginger, but the retakes weren't ever Helen's fault.

Off-stage, Helen's the same cynical wisecracker she is on. A boy stood around the set all afternoon, his arms full of fan mail Ginger was supposed to be photographed with. Sighed Helen about four o'clock: "Tell me, son, are you holding those letters or are they sprouting out of you?"

* * *

MUCH as we dislike bragging, it was a RADIO MIRROR author who was responsible for the biggest increase in the standard popularity survey's rating the Easy Aces ever received. Remember Coky, Jane's adopted twenty-one-year-old son? Well, he was the idea of Weldon Melick, who used to be our Critic on the Hearth. Weldon suggested that Jane adopt him one day when the Aces were at a loss for a new idea, and the listeners liked him so much the Easy Aces, popularity rating jumped up points in a couple of weeks.

* * *

SHOW BOAT crews come and Show Boat crews go, but Lanny Ross, Molasses n' January, and one other stay aboard through fair weather and foul. The other is Aunt Maria, played by Irene Hubbard. Not an awfully important part is Aunt Maria's but she's beloved by the listeners and though every time there's a shake-up on the program she's rumored to be on the list for disembarking, somehow or other she always stays.

The latest upheaval on Show Boat, as you know, came just after the first of the year, when Ross Graham, Helen Jepson, and Sam Hearn waved good-by.

We talked to an official of the agency which handles Show Boat, a week or so after Major Bowes had moved into the CBS spot opposite Show Boat, nine o'clock Thursday evenings. The agency man said that as a general rule only fifty per cent of all existing radio sets are turned on at one time; but he hoped that having these two big programs on at the same time would have the effect of increasing the total audience, so that the two shows wouldn't cut into each other too much. Maybe it didn't work out that way. Anyway, the explanation of Show Boat's latest talent change would seem to be a dwindling popularity rating. But



NEW GREYHOUND SUPER-COACH

Approved by America

Good news travels fast! Literally millions of Americans are saying . . . "Greyhound's new Super-Coach is a revelation in riding ease—a streamlined symphony in blue-and-white—the greatest step forward in recent travel history!" These millions have discovered that motor bus travel now takes the lead in

comfort and convenience, compared with any transportation—land, sea or air.

Has finer service brought higher fares? To the contrary! Rates are *down*—lowest in history—one-third the cost of driving your own auto—far below other types of transportation. Prove this for yourself.

PRINCIPAL GREYHOUND INFORMATION OFFICES

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| Chicago, Illinois . . . 12th & Wabash | St. Louis, Mo. . . . Broadway & Delmor Blvd. | Lexington, Ky. . . . 801 N. Limestone |
| New York City . . . Nelson Tower | Boston, Mass. . . . 222 Boylston St. | Richmond, Va. . . . 412 East Broad St. |
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Send this coupon to nearest information office, listed above, for fascinating pictorial booklet, "This Amazing America." If you want rates and route information on any trip, jot down place you wish to visit on margin below.

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MW-3

Weak, Rundown, Pale and Skinny!

**TAKE THIS FAMOUS
1 WEEK TEST
THAT HAS SHOWN THOUSANDS
HOW TO BUILD UP HUSKY
NEW RED BLOODED STRENGTH
NEW ENERGY AND AT
LEAST 5 EXTRA LBS.
OR NO COST!**



Posed by professional models.

As a result of tests covering thousands of cases of skinniness, weakness, poor blood and a rundown condition—many leading authorities now agree that very frequently the trouble may be traced to iodine starvation, particularly as applied to certain important glands. When these glands—including the one important gland which largely controls the body's weight and strength—lack natural plant iodine, even diets rich in starches and fats often fail to add weight. That's why skinny people, in many cases, have huge appetites, yet stay skinny.

Now, however, with the introduction of Seedol Kelpamalt, a mineral concentrate derived from a huge 90-foot sea vegetable harvested off the Pacific Coast—you can be assured of a rich, concentrated supply of this precious natural substance. Far richer in iodine than oysters, Seedol Kelpamalt at last makes it possible for the body to get the most good out of food. Its 12 other minerals act to stimulate and normalize the digestive glands which produce the juices that enable you to digest fats and starches, the weight and strength making elements in food. 3 Seedol Kelpamalt tablets contain more iron and copper than 1 lb. of spinach or 7½ lbs. of fresh tomatoes—more iodine than 1,386 lbs. of lettuce.

Try Seedol Kelpamalt for one week. See if, like thousands of others, you don't feel better, sleep better, eat better, and add at least 3 to 5 husky new lbs. the first week. If you don't the trial is free. It costs you nothing! Your own doctor will approve this way. 100 jumbo size Seedol Kelpamalt Tablets—four to five times the size of ordinary tablets—cost but a few cents a day to use. Get Seedol Kelpamalt today. Seedol Kelpamalt is sold at all good drug stores. If your dealer has not yet received his supply, send \$1.00 for special introductory size bottle of 65 tablets to the address at the right.



**ACCEPT THIS
STARTLING NO
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**Your Money Back If
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1. Improve appetite.
2. Add at least 3 to 5 lbs. of good, solid flesh.
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5. Help you to sleep sounder.
6. Give you new strength, energy and endurance.
7. Help you clear up your skin.

**SEEDOL
Kelpamalt Tablets**

Manufacturer's Note:—Inferior products, sold as kelp and malt preparations—in imitation of the genuine Seedol Kelpamalt—are being offered as substitutes. The Kelpamalt Company will reward for information covering any case where an imitation product has been represented as the original Seedol Kelpamalt. Don't be fooled. Demand genuine Seedol Kelpamalt Tablets. They are easily assimilated, do not upset stomach nor injure teeth. Results guaranteed or money back.

SPECIAL FREE OFFER

Write today for fascinating instructive 50-page booklet on How to Build Strength, Energy and Add Lbs. Quickly. Mineral Contents of Food and their Effects on the Human Body. New facts about NATURAL IODINE. Standard weight and measurement charts. Daily Menus for weight building. Absolutely free. No obligation. Kelpamalt Co., Dept. 1112, 27 West 20th St., New York City.

Name.....
Street.....
City.....

should Show Boat care? Major Bowes' Hour isn't as popular as it used to be, either!

* * *

RADIO lost one of its best-loved musical directors when William Daly died from a heart attack early in December. Had he lived, you would have heard him directing just the sort of program he liked best, for he'd been signed as maestro of the Gladys Swarthout-Frank Chapman series which makes its bow in February.

* * *

IN a quiet way, radio recreated history in the life of one of its players last month. The script of Today's Children had Fran Moran's baby being born on Christmas Eve. You knew that, but you didn't know that Bess Johnson, who plays Fran, had her own baby just eight years ago, on Christmas Eve; and much of the story of Today's Children before the baby was born was based upon Bess' own life during the weeks before little Jane Orr Perry, her real life daughter, opened her eyes to the world. There must have been heartache as well as pleasure for Bess as she read the lines of Today's Children—for she and her husband, Dr. Paul Perry, have been separated for some time now, and just recently the suit for their divorce was filed.

* * *

THERE'S more than one kind of emergency, but it's a word Helena Roy, Chicago radio actress, won't ever use lightly again. Every Friday the Junior Nurse Corps series gives a public broadcast, with all its cast in costume; and on a recent Friday afternoon Helena left her home wearing her white nurse's uniform, in her character of Aunt Jane. She was late, so she called a taxi and told the driver to hurry to the Wrigley Building, where the CBS studios are located. "Is it an emergency, Miss?" asked the driver, wide eyes on her uniform. "It certainly is," Helena answered—and started on the ride of her life. That taxi made the ten miles of city streets between Helena's home and the Wrigley Building in fourteen minutes. . . . And Helena spent all the time she saved, and more, lying down in the lounge, trying to recover.

* * *

FINAL and exact report on Helen Hayes' broadcasting costume: confused at all the different descriptions of Helen Hayes' costume during her Bambi broadcasts, we sneaked in on one of them and checked up for ourselves. Helen wears the night-gown which is her first-act costume in "Queen Victoria," and over it she wears a dress which looks as if it might be a costume for the play, but isn't. She calls it her "zipper dress," she designed it herself, and it's fluffy and Victorian in style to go with her old-fashioned coiffure.

On Monday nights Helen rehearses until five in the afternoon, has dinner, goes to the theater where "Queen Victoria" is a sell-out hit, puts on her make-up and the costume described above, and is at Radio City in plenty of time for the broadcast. After the broadcast it takes her exactly four minutes to get to the theater by taxi or her own car, going along a route she has found by experimentation is the fastest. At the theater she zips off the dress, puts on a long wig over her coiffure, and is ready for her entrance ten minutes after the play has started. For the rebroadcast at midnight she is in street clothes.

She can't ever be late because they can't hold the curtain for her. At a theater

next door "Idiot's Delight" is playing, and toward the end of that play a war breaks loose, with much shooting of cannon. By raising the curtain on "Queen Victoria" at a certain time, the war breaks out during one of the "Victoria" intermissions. If anything were going on on the stage the audience wouldn't be able to hear it over the warlike racket next door.

* * *

THEY say that absence from the airwaves has mellowed our favorite storyteller, but we haven't mustered up enough nerve yet to put it to the test. When Alexander Woollcott was broadcasting last year he didn't like to give interviews, and said so. But an official of the CBS press department thought he'd try to break down the Town Crier's resistance, and called him on the phone. "Mr. Woollcott," he said sweetly, "can't I send a very capable magazine writer up to interview you?"

"Oh," sighed the Town Crier in weary tones, "people are always coming up to interview me, and then they go away and write the most awful drivel!"

"Well," pursued the publicity man, "can't I come up myself and see you? I'll write a really good story about you—one you'll be proud to have published!" he added modestly.

There was a long pause on the other end of the wire, broken by a deep moan, a nicely rounded curse, and the words: "Oh well—I don't mind!"

No, even though Alex is back on the air, we haven't gone around asking for an interview with him yet.

* * *

HASH

Arnold Johnson wants to broadcast one of his National Amateur Night programs on MBS direct from his 220-acre farm in Connecticut. He has a music room twice the size of the regular broadcast studio. . . . The bane of Arnold's life is having to come to the city so often to rehearse and stage his program. . . . Gertrude Niesen went out to Hollywood full of plans for living the simple life and getting away from the night-clubs where she's been singing for the past few years. . . . So what happens? . . . So they cast her in a movie as a night-club singer, and she spends six weeks on a set which is a careful replica of the smokiest of the breed. . . . For the first time in history a movie company has bought the title of a radio program. Pat Ballard sold the title of his MBS program, Melody Treasure Hunt, to Universal. They'll use it for a series—"Melody Treasure Hunt of 1937," M. T. H. of 1938, M. T. H. of 1939, and so on, à la Warner Brothers' "Gold Diggers," M-G-M's "Broadway Melody" and Paramount's "Big Broadcast." . . . Stoopnagle and Budd always stand at the microphone in Budd and Stoopnagle order, reading from left to right . . . nobody knows why. . . . Filming on the movie version of One Man's Family started half-way through January. . . . Floyd Gibbons, cornered during a Speed Show rehearsal, muttered mysterious threats of a new weekly program in the offing, but he and Vincent Lopez have been renewed on the Speed Show. . . . Paul Whiteman's most prized possession is a flat platinum cigarette case given him by Ex-King Edward when the latter was Prince of Wales. It's almost entirely crusted with diamonds because Paul's friends like to outline their heads or initials on it in those jewels. For Christmas the Canovas added a be-diamonded "Mr. P. W." to a collection which already includes outlines of the heads of Margaret Livingston, Paul's wife, and Mae West.



Switching face powders may do you an injustice—Make you look years older than you really are!
How to find your most becoming face powder

By *Lady Esther*

Do you try one face powder this month and another the next? Do you choose face powder because this girl or that uses it? What may look good on one girl may look bad on another.

Hit-or-miss methods of selecting your face powder, or your shade of face powder, put you at a great disadvantage. It means you have one complexion one day and another the next. It calls attention to your make-up all the time.

If the shade you happen to choose is the wrong one, it makes you look years older than you really are. What you want, first of all, is the right *kind* of face powder. Secondly, the right *shade*.

No. 1. The Right Kind of Face Powder

A face powder must be soft. It must be smooth—absolutely smooth. Only a smooth powder will go on evenly and blend perfectly.

Only a smooth powder will act as a blotter on the skin. It is the blotter-like qualities of face powder that absorb excessive oil and perspiration and prevent shine.

Lady Esther Face Powder is soft—extremely soft and smooth. It contains no rough or sharp particles whatever. This you can prove by my famous "bite test."

Because it is so smooth, Lady Esther Face Powder goes on evenly and blends perfectly. It also acts as a blotter on the skin. It absorbs the excessive oil and perspiration that causes that hated shine.

No. 2. The Right Shade

First, the right powder—then the right *shade*!

There is only one way to tell which is your most becoming shade and that is to try on all five basic shades. You

must not assume that because you are a blonde or a brunette or a redhead that you must use a certain shade. Any artist or make-up expert will tell you that.

You may be a blonde and yet have a very dark or olive skin; or a brunette and have a very light skin; or vice versa.

What you want to do is NOT match your skin, but improve your appearance. You want, NOT a matching shade, but a *flattering* shade.

I Say "Try," not "Buy"

In my five shades I provide the most becoming one for you. What it is neither I, nor anyone else, can tell you in advance. You must try on all five shades.

But I don't ask you to go into a store and buy all five shades of Lady Esther Face Powder. No, indeed! I say: "Here, take all the five shades of my face powder and try them all on! Let your own eyes tell you which is your most becoming shade."

Today!

Decide today to make this telling face powder test. Mail the coupon below and by return mail you'll receive all five shades of Lady Esther Face Powder. Try on all five shades.

Notice that one shade will instantly declare itself the one for you. Notice, too, how smooth my face powder is, how long it stays on and how well it prevents shine. One test will tell you volumes!

The coupon below waits your mailing!

(You can paste this on a penny postcard.) (31) **FREE**

Lady Esther, 2034 Ridge Avenue, Evanston, Illinois

Please send me by return mail a liberal supply of all five shades of Lady Esther Face Powder; also a purse-size tube of your Lady Esther Four-Purpose Face Cream.

Name _____

Address _____

City _____ State _____

(If you live in Canada, write Lady Esther, Ltd., Toronto, Ont.)

1 HIDES FACE AS ROMPING HUSBAND SPILLS TOBACCO ALL OVER HER JUST-CLEANED RUG.

2 TELLS HUSBAND TO GET VACUUM—BUT ON SECOND THOUGHT DECIDES TO TRY HER NEW BISSELL INSTEAD.

3 THANKFUL THAT BISSELL'S HI-LO BRUSH CONTROL AUTOMATICALLY ADJUSTS ITSELF AND CLEANS RUGS OF ANY NAP-LENGTH.

4 REACHES UNDER CHAIRS AND LOW FURNITURE EASILY. DELIGHTED THAT STAY-ON BUMPERS PREVENT SCRATCHING.

5 DECIDES TO USE HER HANDY BISSELL EVERY DAY—AND SAVE HER VACUUM FOR ONCE-A-WEEK CLEANING. THEN . . .

6 **Phones Friend:**
 "My Bissell is so light and handy! Just the thing for daily quick clean-ups—and it saves my vacuum for heavy-duty cleaning. Bissell's Hi-Lo brush gets the dirt from any rug—it fully adjusts itself to high or low nap." See the colorful new Bissells at your dealer's.

Sena Rue

BISSELL
 The really better sweeper
 Grand Rapids, Mich.

Models from \$3.95 to \$7.50

The Curious Case of Radio's Hidden Censorship

(Continued from page 34)

to set standards of quality, good taste and integrity—which is a very different thing.

The rules under which the NBC Continuity Acceptance department works look simple enough, and right enough too. In fact, it's hard to see why a department should be needed to administer them. No use of the Deity's name except reverently or as part of a standard classic work; no statements offensive to religious views or racial traits; no false or questionable statements; no obscenity; statements of price in commercial announcements to be confined to specific facts; commercial announcements not to refer to competitors by name.

That's about all. You'll find a facsimile of them illustrating this article. But what a load of censorable material those rules can be—and are—stretched to cover. The broadcasters themselves admit that they're pretty elastic rules. In the NBC Continuity Acceptance department I was told that rules couldn't be made to fit exactly every case, and that the department worked under a general rule which could best be defined as "Do unto others as you would be done by." Boiled down, that comes to cutting out everything that might possibly offend anyone. There was also a good deal of dignified talk about "good taste."

It all sounds all right, but wait until you see how far things are carried to adhere to the Golden Rule and the dictates of good taste. Here are some examples, culled from recent programs:

THE script which described how a tired woman came home and took off her corsets had to be altered to describe how she came home and loosened her girdle. I may be dumb, but I know I'll never understand why the word "girdle" is in better taste than the word "corset."

Another script (and you ought to be able to identify this program) had the voice of conscience talking to a woman who was lying on her bed, unable to sleep. This had to be changed so the woman was dressed and pacing up and down the floor of her living room. You can't have a man's voice in a lady's bedroom.

All gags built upon the depression are now taboo, even as innocent a little gag as that of one comedian who wanted to say, "It's getting so they pay our wages in meat in this country—haven't we all had chops in our salaries?" Script writers, when they were told about this general taboo, were informed vaguely that "Washington doesn't like such jokes"—the idea being that the country is getting prosperous again and people shouldn't be reminded that there ever was a depression.

I don't mean to imply that orders come direct to radio from Washington. The broadcasters say they don't, and I believe them. It's just a case of excess zeal on the part of radio; another case of not wanting to hurt anyone's feelings—this time, the government's.

Washington is also popularly supposed among script writers to want the annual ban on income-tax jokes around the month of March. Well, I'll admit that the income-tax comes under the head of touchy business—but on the other hand, it might do us good to laugh at it a little.

Another political wise-crack which had to be deleted was one comedian's remark, made while President Roosevelt was on his way to South America, that while he was probably being seasick, the Supreme

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Court in Washington was being C. C. C.-sick. Not very funny, not very good, said the continuity editors.

All of Washington's alphabetical agencies are sacred to radio, as far as that goes. One of Fred Allen's gags, which got on the air because he ad-libbed it, was about a boy who built a snow-man. While he stood looking at it, a government paymaster came along and handed him a check. If that joke had been in the script, it would never have been passed.

One great literary figure, who is still on the air in a different program, became quite adept at leaving his pet double-meaning lines out of the script and out of rehearsals, and then saying them during a broadcast. He learned how to do this early in his series when he tried to read this line: "Today's Washington's birthday, the birthday of the father of his country—or at least as much of his country as he could cover on horseback." Shocked production men cut the line out at rehearsals, but on the broadcast the author got it in anyway. Afterwards he professed bland innocence and extreme regret. But he used the trick again.

The networks are always afraid they'll offend some specific group of people. A recent script satirizing some aspects of the medical profession was thrown out almost bodily; a crime story about a shyster lawyer who made a practice of chasing ambulances and talking injured persons into filing damage suits, had to be worked on endlessly before it was inoffensive enough to the legal profession to be accepted. A very famous mystery story which was adapted for radio had its scene in Utah and its plot depended largely upon the fact that several of its characters were members of the Mormon church. The story had to be changed around to eliminate all reference to that religion, even though the original reference was not insulting.

AN inane little joke about America being like a baseball game—"No Hitlers, no runs, no terrers"—was blue-penciled by a shocked continuity editor. Likewise all facetious reference to the state of affairs in Italy, Spain, Russia, New South Wales and intermediate points. Here again, there's no evidence that the State Department at Washington or any of the foreign powers' representatives in this country have anything directly to do with these bans. Radio simply isn't taking any chance of offending the German-American, Italo-American, Spanish-American, Russian-American, or any other foreign group in this country.

A comic reference to Adam and Eve was thrown out, presumably because it was sacrilegious; and even those time-honored staples of all joke books, the old maid and the mother-in-law, have, upon occasion been judged unsuitable for a comedian's script.

You haven't been hearing very many burlesques of popular moving pictures lately, have you? Jack Benny, some say, finished them when he burlesqued "Anthony Adverse" in two mammoth instalments. Comedians now have to get the permission of the studio which produced a picture before they can burlesque it, because, so the story goes, Warner Brothers didn't like Jack's version of "Anthony." They disliked it so much they are now making it a matter of policy to require every radio program desiring to burlesque one of their pictures to check with them first; and other Hollywood studios are growing correspondingly particular.

But the payoff on all these taboos is that they aren't applied consistently. Whether or not a script writer can get away

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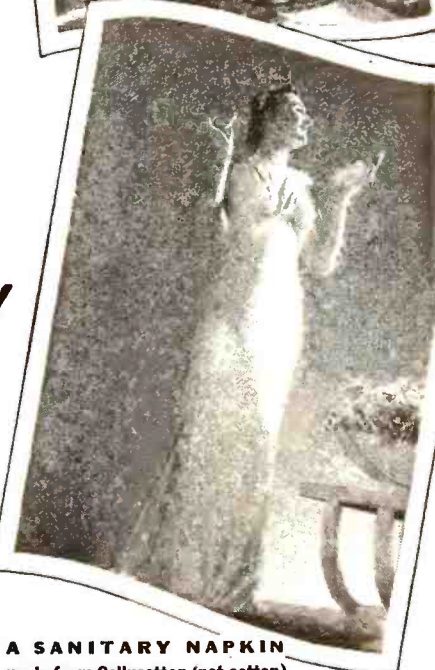
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THE NEW
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with a doubtful gag depends upon (1) the personal prejudices of the member of the editing department who gets the script first (2) the importance of the comedian's sponsor and (3) the importance of the comedian himself. At least, that's the only logical explanation of some of the things that happen.

A famous mystery story which has been broadcast several times was banned only recently because it dealt with vampires. But it hadn't been banned before. Glaringly off-color lines have been left in scripts and mild, inoffensive ones deleted. I can't tell you any of those that were left in, because the U. S. Postal authorities draw the line when it comes to them, but I can tell you a few which were taken out. A speech calling a man a cad and a bounder was cut because "cad" and "bounder" are vulgar. And a line about "Chief Sitting Bull and his son Standing Invitation" was also out; for some reason which completely eludes me.

It's all very confusing, as more than one script writer has complained to me, but it's also irritating, not only to script writers but to people who have the good of radio at heart.

Let's be fair. It isn't entirely the fault of the networks. They aren't being picky just for the fun of it. Radio's a non-selective medium of entertainment. It's heard by every member of the family and every class of society, and when so many different kinds of people are listening it's pretty hard not to offend a few of them.

But the best of humor often isn't in "good taste" and it nearly always offends somebody, somewhere. Even Mark Twain offended many people with what he wrote before he was recognized as the great genius we know him to be today.

HOW can anybody deny that a hearty laugh at some injustice or stupidity is the best way of wiping out that injustice or stupidity? We need to laugh at ourselves, to laugh at the changing scene; and radio comedians, even better than writers for newspapers and magazines, can help us do it. Imagine the restrictions comedians like Fred Allen or Jack Benny must face, depending as they do upon its timeliness for so much of their humor—and imagine how much funnier they could be, and how good for us, if those restrictions were removed.

And besides, there's good evidence to prove that not as many feelings as the networks think would be hurt if some of the political and professional bans were lifted. On a few occasions when a comedian has written a sketch which his network didn't like and wanted to censor, the comedian or his sponsor has gone to bat for the sketch and agreed to take all the blame for any complaints it might call forth. Every time this has happened a few isolated kicks have drifted in—three or four out of an audience of millions—accompanied by dozens of letters approving the program.

Maybe the great American public is tougher than the networks think!

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APRIL RADIO MIRROR

Jimmy Wallington Tells What's Wrong With Our Announcers

(Continued from page 19)

that they should be bitter and want to do something about it?

"And yet, in almost all cases of underpayment, it is the announcer's own fault. He wants more money, sure. But the only way he can make more is through a commercial program. These are hard to get and the announcer, through his own mistakes, makes it even harder for himself."

Jimmy had sounded the opening gun in his attack. I wondered then about the reason for it. But as he went on, elaborating his points, bringing up new ones, driving them home, I realized what he hoped to do. It is an ambitious program. I hope it succeeds. For the sake of better radio, it has to succeed.

"Before an announcer can get a commercial program," Jimmy went on, "he must build up on his sustaining broadcast a feeling of what I call 'good will' between himself and the public. His next duty is to sell the good will of the station he works for, and then, through the faith the public has in him he can sell his sponsor's product.

"This may sound like a long build-up to what I'm yelling about," Jimmy grinned, "but it is necessary to understand how an announcer feels. I want you to put yourself in his place.

If Graham McNamee, or Ted Husing, or myself make a thousand dollars a week, it is sure to get in the newspapers. This causes a complaint among others. They immediately begin to ask what so and so has done to deserve so much money, and so on—ad infinitum—just grumble, grumble, grumble.

"Of course," Jimmy smiled cheerfully, "the newspapers make no mention of the fact that announcer X only makes this thousand a week every year or two. That the next five weeks after the thousand he may get nothing!

"But here is the important factor. When an announcer hears that another announcer makes a big haul he should be tickled to death! That announcer is paving the way for a future big salary for him!"

"Not many announcers will see it that way. Not knowing the facts, they become jealous. They spend all their time trying to tear down instead of building up. They become so engrossed in trying to get money that when it comes time to announce their station or read a small plug, they do it carelessly. They think it doesn't matter. Only money matters.

"Announcers lie awake nights thinking up ways to get a big name—when the opportunity is right under their noses.

"Worst of all," Jimmy declared, closing the palms of his hands together firmly, "announcers, of late, have taken to fighting it out among themselves.

"There is a little game going the rounds which we announcers call 'throat cutting.'

"This is pulling the profession down. Making it cheap. If announcers continue with this they will soon become the laughing stock of radio!"

Jimmy sat up in his chair, leaned forward. "If announcers want to be respected, they must first establish respect at home, respect for themselves.

"Recently I was offered a job by a motion picture company to do the narrating on three of their movie trailers. I agreed to take the work at the rate of one hundred and twenty-five dollars a trailer. I

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DON'T DELAY! HURRY! Order your Sweetheart Charm Bracelet today! Get your 25¢ size Mavis Talcum Powder now.



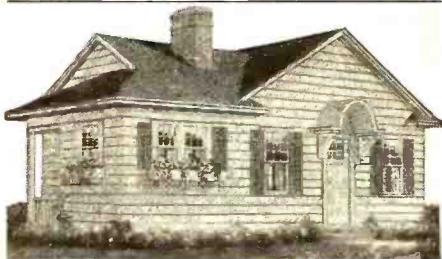
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considered this an adequate amount "A week later the executive of this company called me and said that another announcer had offered to do the same job at a hundred dollars less per trailer. Twenty-five a week!

"When I learned the name of the announcer, who, by the way, has a very big name in radio, I almost choked into the telephone.

"The executive said he had promised me the job and that if I would take it at a lower rate he would be glad to see that I got it. I turned his offer down in a hurry!

"That announcer has cheapened himself. He has ruined the chances of other announcers to earn a fair salary. All because he was eager to work for a pittance in order to keep his voice in the public's ears.

"You can see," Jimmy said sadly, "what I mean by throat cutting.

"I also know of a certain very prominent announcer who is working for a theater—exhibiting himself in order to build up publicity—exhibiting himself for a hundred dollars a week. Twenty eight shows a week. Four dollars a show! That," Jimmy smiled, "is pretty dirt cheap.

"These incidents show why it is hard for announcers to demand any substantial sum of money.

"The first thought that probably comes to your head is—are announcers worth a great deal of money? Is announcing such a tough job?

"Many people have the idea that all an announcer has to do is talk. Just say a few words into a microphone, act interested, and then round the program off by announcing his call letters with a nice clipped diction.

HAVE you," Jimmy asked me, "ever stood in front of an announcer's panel? Have you ever stood next to him during a program?"

I had to admit that I had not. "Most of the responsibility during a program," Jimmy explained, "falls upon the announcer. All those mysterious buttons on the panel mean something to him. An announcer must have a mechanical mind. He must know timing to a split second. He must always have presence of mind. He must not have nerves. He must have stage poise, and last of all he must be a good actor.

"There isn't a sound engineer in the business who can pull a show out on time if the announcer slips up! Think of that next time an announcer is telling you about a product. Think of the many things that are going through his mind, and then ask yourself if you could do his job—and still talk straight.

"What I am driving at is that the profession of announcing is one that depends on a high amount of skill. That is why there are so few good announcers."

"I say that an announcer who does his job well, should be paid well. That is another reason why so few announcers are paid well. They don't know their job. And they don't give a hoot about learning it.

"A young announcer," Jimmy went on, "is first put on a sustaining program. Most of them are apt to pass these programs off as unimportant. I've seen announcers sitting on their hands doing nothing, when just ten minutes before a program is to go on the air the person who is to be featured hasn't shown up. And it doesn't bother them a bit!

"It would scare me stiff!"
"An ambitious announcer would have his musicians lined up to 'dub in' in case the scheduled performer failed to arrive. He would have an ad-lib program going

RADIO MIRROR

through his mind a mile a minute. That is his duty. Nowadays a young announcer is content to sit in a booth and dream of a big commercial, lazily announce his sustaining, and then go back to dreaming.

"The only time they come out of their dream is when they are off the air. Then they go into their favorite grumble.

"If an announcer has a kick coming, and very often he does, the place to take that complaint is to the highest man in the company—that is, the highest he can get to.

"When I started in at NBC," Jimmy said with a slow smile, "they called me the 'announcing radical.' I always spoke my mind, and I didn't care to whom I was speaking. I believe that if the announcers today would take their complaints to the higher executives as I did they would be doing a tremendous lot towards elevating the position of the announcer.

"Time and time again, I would run into Vice President John Royal, and state my complaint. He would be working at his desk when I came in, and without even looking up he would say:

"Well, Wallington, what do you want?"

I was a case of stating my troubles, and stating them in a hurry. If I stammered, or shifted one foot to the other, as I did at first, Royal would say:

"Get outside and make up your mind. Find out what you want to say before you get in here—I'm busy."

"I soon learned to come to the point in a rush. If I had a legitimate complaint

it was always straightened out for me. I never brought anything to John Royal that did not get fair and square consideration. Very often I was wrong, but when so, I had the satisfaction of being told why."

Jimmy paused for a minute, and then, shifting one long leg over the end of the chair, continued:

"I've outlined three things that have taken announcers downhill: First, not knowing their jobs; second, the fact that they are not paid enough because they undercut themselves; third, not understanding to whom to take their problems for remedy.

"The fourth problem that faces an announcer today comes under one word—self-importance. An announcer must know where his ability leaves off, and where his conceit begins. It is easy to imagine you are more important than you are."

I suggested that perhaps the best were those who had won the Diction Award. Jimmy waved a hand scornfully. When a man who has won the Diction Medal twice waves his hand scornfully, there must be a reason. Jimmy explained.

"When I won the award I took it home to my wife, and handed it to her. She looked at it, and then she said:

"That's pretty nice, isn't it, Jim. That's about as high as they go, isn't it?"

"Honey," I told her, "if you want to keep on eating, if you really love your husband, and want him to keep his job, you had better drop that medal in the dirty clothes hamper."

She did. There are two of them there now, and Jimmy Wallington still has his job.

"That medal is nice to win, but," and Jimmy snapped his fingers, "it doesn't mean a thing.

"There was an award winner a few years ago—a very good friend of mine then—who let it go to his head. He had a copy of the medal engraved on every one of his dinner plates! He is now looking for a job.

"None of us can last if we think we are more important than we are. Now, more than any other time, we announcers should realize that we have just started our battle for respect and financial reward.

"I would like RADIO MIRROR to bring these things to every announcer on the air:

"Take your work seriously—do the best job you know how.

"Bring 'good will' to your public.

"Bring your complaints to the right person.

"Create respect for announcers by respecting yourself.

"Do not undercut a fellow announcer!"

Jimmy paused. "What I have said is meant in a constructive sense. I would like to see every announcer who deserves a break get one.

"Such men as Graham McNamee, Ted Husing, and Harry Von Zell stand behind me one hundred percent. I know they will back me up to the last ditch!"

With these words, the tall, broad shouldered young man had spoken his piece. As we walked towards the elevator I couldn't get over the fact that here was a radio personality who wasn't afraid to speak his mind. It was almost too much to believe—and I couldn't help but like the guy for his courage.

Margaret Lindsay, Warner Bros. Star appearing opposite Errol Flynn and Anita Louise in Warner Bros.-Cosmopolitan Picture "Green Light"

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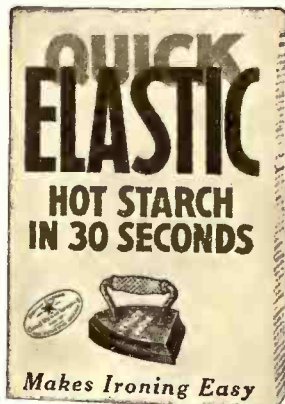
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Revealing the Tragic Story of Kate Smith's Adoptions

(Continued from page 23)

colorful medley of the city's never ending contrasts.

First the swanky hotel and exclusive apartment house section; next the area of store buildings and skyscrapers; and finally the slums. This latter part of the journey presented a moving spectacle. Hundreds of pale little children swarmed through the streets and up and down the sidewalks. Kate watched them, as they romped after balls, played hop-scotch, chased one another in the game of police, and filled the grim canyon of dingy tenements with their shouts and laughter. There was irony in the scene, pathos, and brave contradiction. For Kate Smith knew that the majority of those children had never looked upon a country landscape. Some had never seen a blade of grass. They were unconscious of the threat of those hideous deathtraps they had to call home; yet to one who had attained Kate Smith's level of life, there was pain in the sight. It filled her with compassion.

However much that slum scene moved her, it was nothing to what lay ahead. For, presently, the taxi drew up at the orphans' home. A matron opened the door, and Kate was warmly received. She learned that her accompanist had preceded her by a few minutes.

"The children," said the matron, as she smiled at the cake and ice cream, "are quite excited. . . . We'll go right into the assembly room, and I'll have them brought in."

KATE stood by the piano, facing the empty chairs; while from outside came the sound of children's footsteps. They entered in single file: bright faced babies of two and a half, and three; little boys and girls of primer grade age, and, at the tail of the line, a thinning proportion of older children, some in the high school stage. They filed to the chairs, row by row, the babies in front. They waited for the command, "Seats!" and then, sat down. Kate smiled at them. The room grew very still.

As the matron crisply introduced her, Kate kept smiling. The children, Americans, Italians, Russians, Germans, and even a tiny colored boy, seemed afraid to smile back. Their eyes, eager as they were, held loneliness and wistful pleading.

"I'm very happy today," Kate told them. "It's my birthday, and I've come to spend it with you children. First, I'm going to sing a few songs for you. . . . Then, I hope you'll sing for me. . . and then. . . we're going to have ice cream. . . and a birthday cake."

Their faces brightened, and not a few looked incredulous. Then, she sang. She gave them all she had. And on that day, she had a great deal. She warmed them with comment. She sang songs they knew. She saw new light come into their faces; saw the sparkle her music had beguiled into their eyes. And then, she announced a final song. Their applause had been saved for the end. It rose spontaneously, as if their shut-in-child-spirits had for the first time found joyous escape. And Kate Smith, who had stood before the footlights and acknowledged the cheers of thousands, found the heat of emotion stealing into her face. She knew she was blushing. She fought to hold back the mist that veiled her eyes.

The matron now raised her hand. She announced a song, and replaced Kate's accompanist at the piano. At her chord and signal, the children sang—the babies—the

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intermediates—the elders; the foundlings and abandoned; the waifs of every racial creed and hue.

They raised their eyes, as if singing to God. They poured out their hearts. It was like a prayer of music. They were singing what was meant to be a happy song, but the irony of its words shouted an overtone of heart-rending sorrow. Kate was fighting against it. Ted was fighting against it too. Yet, both knew it was too strong for them. The best they could do was maintain the outward semblance of self control. And neither dared look at the other.

After Kate and Ted had applauded, the ice cream and cake was brought in. Kate sat down among the children. She talked to them; asked their names; poked fun at and laughed with them. Their fear melted, and the shadow of their repression was dispelled.

Between times, Kate talked with the matron. She learned there were many applications for admission to the orphanage; that it cost a fixed amount for each child taken. And, although the institution was not overcrowded, its budget was now taxed to the limit.

PART of the time, Kate Smith heard her own voice like an echo, for the sound of that chorus of children lingered on. At times it filled the room again. And then, she became conscious of a singular development. Four of the baby children—their ages ranged between two and a half and three—kept edging closer to her. They followed her when she moved. One of them crawled into her lap.

"What's your name?" Kate asked him. "Tonio," he shyly said, lowering his black, Italian eyes.

Kate took all four of the children in her arms—Billy, Bessie, Jane and Tonio.

She gave them more cake and ice cream. Billy kissed her. Tonio held her hand. Jane and Bessie stared at her in adoration. They were too young to talk much, so Kate talked to them. Finally, she arose to go. The quartette of babies clung still closer. Emphatically, they wanted to go too.

Emotions which had been tugging all afternoon at Kate's heart were pulled taut. Standing in the doorway, looking at the room full of children, at the four who were clinging to the sleeves of her coat, she knew she was going to cry. Quickly she bent over these four whose real names can never be revealed. She kissed each one. She tried not to think of them staying on after she had gone. It was easy for her to step in, entertain, talk to them. She could leave, go back to her apartment, to her comforts when she was through.

Something happened to Kate Smith in that moment. She reached for the door. Before she could touch it she had stepped quickly back into the room. Quietly she called to the matron. She had made up her mind. There was only one thing to do.

Kate Smith was going to adopt the four orphans—Billy, Bessie, Jane and Tonio. It couldn't be the usual kind of adoption nor an actual one. Only too well Kate knew the tragedy of stage parenthood. Living the life she did, she couldn't offer them a home. But she could do something else. She could pay for their stay at this orphanage, watch over them until they were old enough to leave. Take care of them after that. Help them start out in life. And best of all, this would mean that the orphanage could take in four more homeless waifs.

She spoke to the matron. "If I pay for these four, does that mean

that you will take four more in, four who couldn't get in otherwise?"

The matron nodded her head. Kate drew a deep breath. "That's what we'll do then," she said. "We'll send the first check to you tomorrow."

She called Ted Collins to her side, explaining what she had decided, almost apologetically, afraid that Ted might disapprove. But Ted put his hand around her shoulder, and smiled.

"Swell, Kate," he said. "You're doing a wonderful thing."

SHE rode away from the orphanage in a warm glow. It was a quiet ride, in which few words were spoken. Her thoughts were unquiet—confused. Yet it is even doubtful if she fully realized all she had done. Provided security for four new babies by sponsoring four—helping eight in all—yes. That she knew. But there was a big transcendent thing—a superb thing which, perhaps, did not occur to her. In that homeward taxi ride, it was happening, upon that happiest birthday of all. Putting it simply, she had linked her own with all the world's gentle hearts. The mystery of mercy, its blessedness, rode with her.

It was no trifling sum, even to an affluent radio star, the amount Kate Smith had set aside for the maintenance of Tonio, Billy, Bessie and Jane. The next day, Ted Collins mailed the first check and arranged that future payments be made at periodic intervals.

Months passed. Kate had never been so happy. When she had to leave New York for a personal appearance tour, she always left with the happy knowledge that she had four tiny people anxiously waiting for her return. She never failed to bring back some new toys or clothes she had found on her trip. Never before had she



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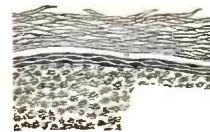
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been so willing to cut her tours short and get back. Her career always before had been everything to Kate. For it she had denied herself the ordinary pleasures other young women took for granted. Now all that was over. Kate had her orphans.

But something was happening back in New York that Kate didn't know about. For weeks Ted kept it from her, hoping he could straighten it out. Certain relatives of the four orphans, people in comfortable circumstances, had learned somehow that Kate Smith, famous radio star, was taking care of Tonio, Billy, Bessie and Jane. One by one they kept coming to Ted's office, asking for money, insisting that this and that thing be done.

When Ted finally began refusing them, they grew threatening, made even more demands. And worst still, the secret began to spread further. The time came when it seemed to Ted as if every friend and relative of every child in the orphanage knew that Kate Smith was paying for the four babies. These friends came singly, in pairs, in family delegations, to see Ted, to try to play on his sympathies.

And finally, Ted knew, he must tell Kate, had to tell her, though he knew that it would break her heart. So one morning he explained everything.

"I'm afraid," he said gently, "that there's only one way out of it—"

Kate did not immediately reply. His words were still sinking in—still hurting. She had come, in her life, to know something of inhumanity and cruelty; but this new example of it was well nigh incredible. It had stunned her.

Ted picked up a file of belligerent letters. "I'm afraid it's the only way," he repeated, his gaze upon her troubled eyes. "I know it's tough—I hate to see you give them up..."

A dead silence filled the room. "How can I?" Kate asked, finally, in a strange voice.

"But if you have to—?"

There was a longer silence, broken only by the patter of rain and the lash of the winter wind against the apartment's case-ment windows. Then, Kate said:

"I guess, Ted, you're right—I couldn't have believed it—"

Ted got up and reached for his coat.



Helen Broderick and Victor Moore have a regular network show now—Twin Stars, Friday nights over NBC.

"I'll have to run along," he said. "I'll try and straighten it all out—tomorrow—"
 Kate got up, too. "Wait a minute, Ted," she said suddenly, this time in a voice of full volume. "You can take our payment off Tonio, Billy, Bessie and Jane—our kids—I guess we have to. But we can still pay it just the same—pay it to the general fund of the orphanage—"
 "For another four, you mean?" Ted asked her.

NO particular four—any four kids . . . Continuously . . . When four go out four more come in . . . The kids will never know—

Ted stood at the door. He nodded, "I see—you'll still be taking care of four—"
 "Yes . . . I'll still have four—I'll always have four in the orphanage—"
 "You're swell Kate . . . I'll take care of it. Goodnight."

She took a step forward. "One more thing, Ted . . . We can't let those first babies down—not completely—"

"What'll we do . . . ?"
 She withdrew into the shadows out of the light's range. "Why—on my birthday," she replied, "I'll send them cake and ice cream . . . I'll have to . . . I'll be thinking about them anyway . . . They don't have to know where it's coming from—"
 "Of course," Ted said understandingly.

"I—I'll help you see to it—I'll have to run. Try and forget all about it—"

He closed the door, and turned toward the elevators. But as his hand fiercely clenched the threatening letters in his overcoat pocket, he knew she would never entirely forget. . . . He knew he had had to break a dream—kill a hope. Back in her semi-darkened apartment, he could see her . . . Kate Smith paying the price of stardom.


Kate is still paying the price. She has

never been back to the orphanage. Her dreams of having four children grow up under her care have vanished. She tries not to think of them. Only on her birthday, when the cake has come out of the oven, and the candles put carefully in place, does she dream again of what might have been. Once again her career is everything.

PROGRAM DOTS AND DASHES: Kate Smith. . . . Hefty, lovable star and mistress of ceremonies of CBS' A & P Bandwagon has been receiving a salary of only \$200 a week for the past three years, paid to her by Kated, Inc. . . . This corporation, which manages all her financial affairs, was organized in 1933 with capitalization of over \$400,000. . . . Kate's holdings in this unique radio corporation are 50% of the 100 shares of preferred stock, which were issued. . . . Burly Ted Collins, Kate's best friend and manager, owns the other 50 shares and is president and treasurer. . . . Kate's huge radio, theatrical remunerations are invested in Kated, which occupies an entire floor at 1819 Broadway, New York, and employs 55 people. . . . Fifteen of the employees are used just to sort the heavy fan mail. . . . The remaining forty are clerks, secretaries, and permanent members of the Kate Smith air show. . . . Unlike other air programs, the Bandwagon participants are paid not by the advertising agency or sponsor, but by Kated. . . . The Kate Smith Foundation Award, a subsidiary of Kated, takes care of the \$700 weekly which Kate awards to the three "heroes of the week," who are a feature of the Washington singer's programs. . . . The winner gets \$500, and the other two nominees \$100 a piece. . . . Kate also pays for these prizes. . . . These heroes are selected by a committee of five distinguished judges—Joseph V. Cannally, president of INS, a news syndicate, novelist Faith Baldwin,

sports writer Damon Runyon, Dr. James A. West, executive director of the Boy Scouts, and war ace Eddie Rickenbacker. . . . The heroes are "discovered" in the thousands of newspaper stories printed in the U. S., and their heroic deeds are dramatized on the air. . . . Then the listeners vote their favorite and the lucky winner is brought to New York, feted, guest-starred on the program, and sent home with \$500. . . . Beside these donations, benevolent Kate also spends \$6,500 annually on dolls which are distributed to deserving kiddies from coast-to-coast. . . . Despite her girth, Kate is an ardent skiing enthusiast, a golfer who can break 80 on the course, and a powerful swimmer. . . . Shy, when it comes to talking about her own exploits, it was revealed recently that Kate is the possessor of two medals for bravery herself. . . . She saved two people from drowning in the icy Potomac. . . . Ambition of Kated, Inc., is to enlarge as a bigtime radio booking agency like the William Morris offices, Rockwell-O'Keefe and Music Corporation of America. . . . Jack Miller, the Ambassadors, LeBrun Sisters are at present under Kated management. . . . Out of her \$200 weekly salary, Kate maintains a modest apartment on New York's east side, pays her maid, food bills, beauty parlor treatments, and vacations. . . . In the summer she is usually found at Ted Collins' home in Belle Harbor, Long Island. . . . In the winter Kate hies to Lake Placid, which she considers the most beautiful place in the world. . . . Jack Miller, Kate's orchestra leader, has been with her for five years, probably a record radio association between maestra and soloist. . . . He was formerly her pianist and quite a singer in his own right, until he heard Kate warble. . . . Then he stopped. . . . This is the first time Ted Collins is being paid to announce. . . . He used to do it as a favor to Kate, who felt much better when Ted was at her side during the broadcasts.

WHY DO OUR CHILDREN HAVE TO CATCH EVERYTHING THAT'S GOING ?



I WISH OUR KIDS HAD THE PEP YOURS HAVE

DON'T BE SO HARD ON OUR CHILDREN! THEY'RE JUST OUT OF SICK BEDS!

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OUR KIDS USED TO BE SICK ALL THE TIME, TOO, BEFORE MISS BLAKE, THE SCHOOL NURSE, TOLD THEM TO WASH THEIR HANDS WITH LIFEBUOY

BECAUSE IT REMOVES GERMS AS WELL AS DIRT FROM THE HANDS. AND KIDS PICK UP ANY NUMBER OF THEM...

I'M ALL FOR TRYING OUT MISS BLAKE'S SUGGESTION. LIFEBUOY'S SWELL SOAP, GRAND IN THE SHOWER. IT REALLY STOPS 'B.O.'

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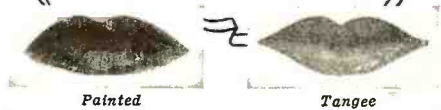
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The Personal History of Floyd Gibbons, Adventurer

(Continued from page 50)

non-sink garment like a vest, which he had brought along in preparation for a submarine attack; then hurried back up to his life-boat station on the deck. So completely had the passengers and crew feared the coming of the torpedo that there was almost no confusion. From his post Floyd looked down at the black, hissing waters. The ship was listing to starboard, which was the other side from Floyd, and his lifeboat hung down, not over the water, but over the slanting side of the ship.

The passengers were loaded into the boat, and the crew started to lower it, but it stopped with a jerk in mid-air, stern down and bow up at an angle of forty-five degrees. Someone hacked desperately with a hatchet at the lines; the ship dropped, and brought up with a jerk that almost threw some of the people overboard. Then, at last, the boat was lowered with an even keel to the crest of a rising wave. The ropes were cut, and the lifeboat pulled away from the sinking *Laconia*, which was slowly turning over.

For a few minutes it was nightmare bedlam in the frail little craft, as the crew pulled on the oars frantically in their eagerness to put a safe distance between themselves and the ship. They were afraid it would blow up, or if it did not blow up, that the suction of its sinking would sink them, too. But it did not blow up, and it took a long time to sink. The party in the lifeboat heard a dull thud as the German submarine sent another torpedo after the first. Then it tilted at the stern; its nose rose up against the gray of the sky; it sank silently out of sight.

ALL night long the lifeboat drifted. From across the darkness came the sounds from other lifeboats, lost in the immensity of the ocean. Now and then they sent up flares, hoping to attract the attention of a passing liner, and at last, toward dawn, they did see a glow of light coming from below the horizon. Slowly it grew brighter, the red and green riding lights of a ship appeared.

It was H. M. S. *Laburnum*, an English ship. Dawn was melting the darkness when she finished picking up the survivors of the *Laconia*.

But there were thirteen passengers and members of the crew of the *Laconia* which the *Laburnum* did not pick up. They had perished, lost at sea.

The *Laburnum* steamed into Queens-town harbor, and a few minutes later Floyd Gibbons sat at a typewriter, composing a four thousand word story for his newspaper, the *Chicago Tribune*. He still believes it was the greatest piece of reporting he ever did, fresh as he was from the horror of that night in an open boat, with the stories of the other survivors still ringing in his ears.

It was probably also the most important piece of reporting he ever did, for the sinking of the *Laconia* was the first of a series of "overt acts" on the part of Germany which brought America into the war, and—whether for good or ill—Floyd's account of it helped to inflame America's anger against Germany.

The Word War has been described many times. I don't want to describe it again. The important thing is to tell you what it meant to Floyd Gibbons. Not that he spent the time from March to June, 1917, in London; nor how he saw



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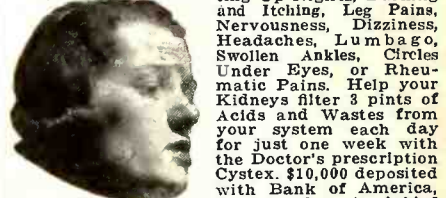
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the first American troops land on English soil and then French soil, nor how he was present when the first American shot was fired. Not what he saw happen to others, which was enough to fill several volumes, but what happened to him, and the effect it had upon him.

He started his eighteen months as a war correspondent filled with the same idealism that was in the hearts of all Americans. He looked upon the war as a glorious adventure, too, but in back of this there was the hope that here was a war to end wars, "to make the world safe for democracy." When the Armistice was signed he no longer believed that war was a glorious adventure, but he did believe that America's part in this particular shambles had been justified. He thought the Armistice meant the end of autocracy and tyranny, and for that reason he was glad the war had been fought. He knows now that he was wrong.

Floyd was wounded on June 6, 1918, in the Bois de Belleau, just north of Chateau-Thierry and only forty miles from Paris. Only that morning he'd left Paris by motor for a quick look at the front. Officially, he was a non-combatant, although he wore a uniform and was attached to the General Staff of the army as an accredited correspondent. He was accompanied, this morning, by Lieutenant Oscar Hartzell, a former correspondent; and they had permission to go into the front lines.

ABOUT five o'clock in the afternoon they came to the front line of attack on the edge of the woods. In front of them was a clear space of about two hundred yards, across which was another clump of trees, partly occupied by Germans. The American troops were just preparing to cross that field and storm

the nest of machine guns in the forest opposite, and Floyd and Hartzell obtained permission to follow them across.

The American troops took the wood, but fighting was still going on, and several German machine-gun posts were still working when Floyd and Hartzell started across the field, accompanied by Major John Berry, the battalion commander. All went well until the three men reached a small v-shaped oat field at the bottom of a slight slope. As they started across the field a perfect storm of machine-gun fire broke out at their left, making the tops of the oats wave and sway as if a breeze were blowing.

Major Berry dropped, seriously wounded in the arm. Floyd, fifteen feet behind him, threw himself down on the ground, calling to Hartzell to do the same.

"We've got to get out of here," called the Major, "they'll start shelling this open field in a few minutes."

"Wait until I can get up there and I'll help you," Floyd called back, and he started to edge along over the ground, keeping as flat as possible. But not flat enough. Suddenly, as Floyd describes it, a lighted cigarette touched him on his upper arm. A bullet had passed right through the bicep muscle. A few minutes later, as he continued to wiggle forward, he was struck again, on his left shoulder. And finally he was hit a third time. A bullet struck the ground under his left cheek bone, ricocheted upward, and went completely through the left eye and out through his forehead, causing a compound fracture of the skull.

Floyd didn't lose consciousness. Instead, he proved once and for all that he's a reporter before he's anything else. He lay there, dangerously wounded, and catalogued his sensations, satisfying himself at last on a question he'd always wondered

about: how it feels to be shot.

For three hours, until it got dark, Floyd and Hartzell lay in that field. Floyd couldn't move, and Hartzell wouldn't unless he could get Floyd out of there. Now and then they called cautiously to each other across the fifteen feet that separated them. The field was still being raked and cross-raked by machine-gun fire; and the two men didn't want to call attention to themselves by making too much noise. Major Berry, they learned later, had managed to gain the shelter of the woods in safety.

GERMAN guns weren't their only danger. Information was on the way to the American artillery concerning the location of the German machine gun nest, and Floyd knew that if the information arrived while he and Hartzell were still in that field they would be wiped out by shells from their own men's guns.

At last, after what seemed an eternity, it grew dark, and Hartzell was able to crawl to Floyd's side and help him out of the field. Weak as he was from loss of blood, Floyd nevertheless managed to walk a mile to the nearest dressing station, where his wounds were given first-aid treatment; then he was put in an ambulance and sent to an American hospital near Paris.

Thanks to the skill of the American doctors and nurses, Floyd, who had come in with one bullet through the arm, another through the shoulder, an eye shot out, and a compound fracture of the skull, was able to walk out of that hospital in ten days.

Toward the end of the summer of 1918, after the Allies had broken the back of Germany's offense at Chateau-Thierry, Floyd returned to America on a lecture tour. The end of the war was in sight,



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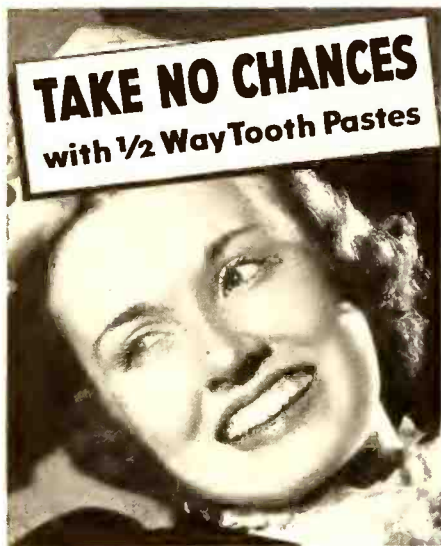
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but it was Floyd's job to plead with the American people not to be over confident.

As soon as the Armistice was signed he returned to Paris, to establish and head a European press service for his paper, the Chicago *Tribune*, and also to be editor of the Paris edition of the *Tribune*. Both of these jobs he held until 1926.

Floyd listened and reported through all the petty international bickering and wrangling which went on after the war, and as he listened he learned disillusionment. The world hadn't been taught its lesson. Here were the Allies back at the old game of grab, grab—not only from the defeated Germans but from each other. It was the grab-grab business which was responsible for the biggest scoop the Paris office of the *Tribune* ever accomplished—publishing the contents of the Versailles Treaty while France, England, and America were still trying to keep it secret.

Floyd and his men on the *Tribune* staff had tried hard to be impartial to all sides in the endless discussions about the parceling out of territory, and had made many friends. Therefore, when one ally, Japan, was given the Shantung peninsula, which another ally, China, thought should rightfully go to her, the Chinese walked into the *Tribune* office with the treaty, offering to give it up for publication. It was wrapped up, Floyd says, in an old piece of red carpet; and Frazier Hunt tucked it in his suitcase, boarded a ship, and carried it across the Atlantic to the United States.

By 1920 Floyd was thoroughly disgusted with the way American men were being kept along the Rhine, being used as a club against Germany by the Allies, and he started the first of his crusades. Across the front page of every issue of the Paris *Tribune* he began running the banner, "SEND THE BOYS HOME—TOOT SWEET!" Endlessly, in his disillusionment and anger at the way in which a war to end wars had degenerated into a tool in the hands of self-seeking politicians, he hammered at the injustice of keeping American men on foreign soil, away from their families and work.

It was a popular crusade with the 1,500,000 American men in Europe, and Floyd surprised himself and the *Tribune* home office by running the paper at a \$50,000 profit in one year. The *Tribune* hadn't ever expected to do more than break even on that venture. But Floyd couldn't send the \$50,000 out of the country, so he sneaked the *Tribune* instructions to draw on him for that amount into the middle of a news dispatch, hoping the censors wouldn't notice. The censors didn't, a gratified Chicago office got the money, and rewarded Floyd with a \$5,000 bonus. However, the bonus was paid in francs and a few weeks later the franc took such a tumble that the bonus shrank to a tenth its real value. Foreign correspondents get used to little things like this.

From his headquarters in Paris, Floyd directed the activities of correspondents all over Europe and Asia. When a big story broke in some particular locality he would close all his other bureaus and rush every man to the center of excitement, smothering the story with reporters and beating all the other press services hollow.

He did this when the great Russian famine broke out in the spring of 1921. He had twenty-one men converging on Russia from all points of the compass, but in this case even these tactics weren't much good. American correspondents just weren't being let into Russia.

In Riga, Latvia, Maxim Litvinov, then



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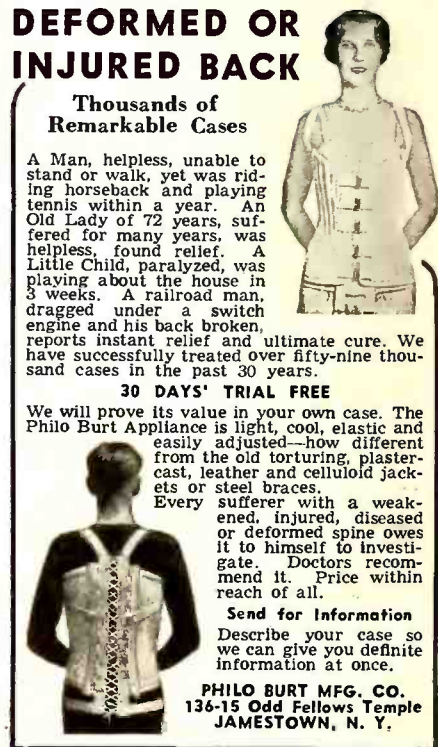
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the Soviet vice-commissar of foreign affairs was negotiating a treaty with the American Relief Administration for its aid in feeding the 30,000,000 starving Russian peasants along the Volga; but until the negotiations were concluded all newspaper men were being kept out of Russia. The Soviets were suspicious of capitalist newspapermen; on the other hand, the newspapermen and their readers back home in America were suspicious of the Soviets and half inclined to believe that all this famine talk was merely a clever ruse to get money out of Uncle Sam. The result was a stalemate as far as getting the news was concerned.

Two of Floyd's correspondents had already got as far as Riga when Floyd arrived there, but they couldn't get any farther. They had asked Litvinov for visas into Russia, and had been put off. Floyd adopted different tactics. He arrived in an airplane he had chartered in Danzig. He put the airplane in a hangar and left instructions for its pilots to bring it out every hour and tune it up, in readiness for instant flight. Then he went to a hotel and sat there, waiting, while his two associates went around town whispering of mysterious plans their boss had in mind.

It wasn't long before Litvinov summoned him. Floyd put on his most innocent expression and answered the summons.

"What are you doing in Riga?" Litvinov asked.

Floyd replied that he was on his way to Moscow.

"You must make application for a visa first," Litvinov said. "Then you will go in with the rest of the correspondents."

"Well, if that's all I have to do," said Floyd, "it won't be necessary for me to go

at all. I have two men here who've already applied for visas, and they can get on the train to Moscow tonight."

It seemed, from the Commissar's words, that things couldn't be accomplished quite as fast as that. "I know you are planning to fly into Russia," Litvinov continued.

"You surprise me," said Floyd. Litvinov smiled and said, "I don't think I do, but I will now. Anti-aircraft guns will shoot you down if you try to fly across the Russian border."

"But, your Excellency, that border is thousand of miles long, and there aren't enough anti-air guns in Europe to close it completely."

"Even if you did get across the border, you would be taken prisoner when you landed in Moscow."

"Would your people really do that, Your Excellency? I understood that one of the points in the agreement you're negotiating with America for relief is that all American prisoners must be released. At this time, would your people imprison another American?"

It ended up with Litvinov taking Floyd in his own special train to Moscow that night. Floyd got to Moscow five days and the Volga ten days before any other American correspondent.

He had successfully bluffed Litvinov, and while he was in Russia he went on successfully bluffing the rest of the Soviets. Before he left Paris he had written out a couple of telegrams to himself. One of these arrived while he was in Moscow. He knew that Soviet censors had read it before they passed it on to him. It intimated in unmistakable language that the Senate committee which was even then considering the question of recognizing the Soviet Government, was sitting back in Washington breathlessly awaiting Mr. Gibbons' report. And it helped consider-

ably in smoothing Mr. Gibbons' way to whatever section of Russia he wanted to visit.

FLOYD'S next extended trip out of Paris was a different matter entirely. Do you remember "The Sheik" and the tremendous sensation it caused? Well, things were fairly quiet in Europe at that time, and the *Tribune* sent Floyd and a photographer across the Sahara to Timbuctoo with instructions to see and photograph as many sheiks as possible, just to find out if they were the hot stuff the author of the book claimed they were.

He set out from Algiers in February, weighing 170 pounds, and arrived in Timbuctoo on July 4, weighing 135. In between there had been enough excitement to account for that loss of weight. Eight hundred miles out, in a region where there is only one well in 500 square miles, the caravan ran out of water. And they couldn't find the oasis.

At last, Floyd spied a small dark speck far off on the horizon. It was a well, but it was almost dry. Half a day's digging yielded half-a-barrel of water. At last their camels were watered and their canteens filled, and they trudged on, crossing the desert in the blistering heat.

From the driest place in the world, Timbuctoo, the *Tribune* sent Floyd to the wettest place, the west coast of Africa. His duty—to stop at every port on the way to Cape Town and see if American goods were being admitted duty free into certain territories according to the Versailles treaty.

Floyd got his story. In Walfisch Bay, formerly German Togoland, he discovered an American car whose owner had had to pay duty. Full of righteous indignation against Great Britain, he hurried to Cape Town to lay his case before General



YOUR BOSS IS HANDSOME MARRIED?
NO, BUT HE NEVER EVEN SEES ME



YOU JUST LEAVE EVERYTHING TO YOUR "AUNT" WENDY
BUT WENDY... YOU KNOW I'M COLORLESS



NOW JUST A BIT OF WINX MASCARA... NOTICE HOW IT BLENDS SO NATURALLY WITH WINX EYE SHADOW

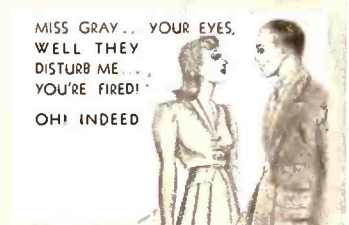


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Colors either blend or closh. In make-up, this means "naturalness" or that harsh "mode-up" look. To eliminate any appearance of hardness particularly around the eyes, WINX has made its colors to blend 3 ways. 1. With complexion. 2. With eyes. 3. With each other. For example, WINX Blue Mascara blends perfectly with WINX Blue Eye Shadow or Eyebrow Pencil. Likewise, its tonal values are so balanced as to make it complementary to all other WINX colors. Thus, WINX gives you the secret of "natural" eye make-up.

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MISS GRAY... YOUR EYES, WELL THEY DISTURB ME... YOU'RE FIRED!
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(TO HERSELF) WENDY'S THE DARLING!

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Jan Smuts, the Colonial governor. General Smuts listened benignly, and then proceeded to spoil Floyd's story, on which he had spent months and a lot of the *Tribune's* money.

"You're quite right," Smuts agreed. "That automobile should have been admitted duty free. It must have been a mistake. I'll have the duty refunded."

From Cape Town Floyd hopped briefly back into civilization, as represented by London, New York, Chicago, and Paris, and then was off to China. In Peking, news came of the war against Abdul Krim in Morocco, and he traveled across Siberia to Europe again, through Europe and to Morocco.

While Floyd was on his way back to Paris from Morocco, news reached him of the death of his mother in the French capital. For all those years since he first took over the Paris office she had been living there—not seeing him, perhaps, for months at a time, but always keeping a home for him to return to. Now, with her death, his last link with a spot he could call "home" was broken.

THERE hasn't seemed to be a fitting opportunity to tell you about a chapter in Floyd's life upon which he himself looks back with regret—his marriage. As there hasn't been room in this story for it, there was never room in his life. The facts are that he was married in Chicago, in 1914. His wife remained in Chicago while he went to Mexico, stayed behind when he went to France. After America's entrance into the war she went to France, too, and was a nurse in the hospital where Floyd recovered from his wound.

They were in love with each other, and they tried to make a success of their marriage. But it was an impossible situation. Floyd has never had a home, nor wanted one. The responsibilities of family life, of household goods and possessions, chafe and restrict him. At any moment he might be called away from Paris—to Russia, Timbuctoo, China. At last, in 1921, they separated, and in 1924 they were divorced.

Now that his mother was dead, Floyd was truly a citizen of the whole world, tied nowhere. And it was fortunate that was the case for in a few more months something happened which knocked the life he had built up for himself right out from under him.

He accompanied his mother's body back to the United States for burial; and on Christmas Day, 1925, he went on the air for the first time, over WGN, Chicago. He didn't think his radio duties were particularly significant nor important then. Neither did two other performers in the same studio, who for \$75 a week supplied practically all of the music and comedy which went out from that station. Their names were Freeman Gosden and Charles Correll, and you know them today as Amos 'n' Andy.

A few weeks in Chicago, talking over WGN, and Floyd was off once more to Europe on a roving, indefinite assignment. He'd been working for the Chicago *Tribune* almost fourteen years, and he supposed he'd go on working for it until he died. But as he sat in a sidewalk cafe in Bucharest, opening his mail, he found out differently. He held one letter a long time, staring at it unbelievably.

He'd been fired!

With life suddenly freed of all responsibilities, the most romantic part of Floyd Gibbons' career begins. Next month's chapter of his enthralling life story tells you of his flirtations with death in China and Ethiopia—adventures Floyd has never written or even talked about before. Don't miss this final instalment.

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Ends Dull, Between-Shampoo Look!

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INVESTIGATE — GET THE FACTS

Who Are the First Real Stars of Television?

(Continued from page 47)

talkies longer than we have) they immediately selected her for stardom in 3-H.

Hildegarde, experts say, is even better in television than she is in radio. For the radio listener misses her gesticulations and facial expressions which are half the attractiveness of her songs; she's one of those rare personalities who are just as charming to watch as they are to listen to.

Incidentally, the necessity of a star's being as entertaining to watch as to listen to is expected to cause a great upheaval among radio's biggest names when television finally arrives on a commercial basis. In television a star must have the looks and mainly the personality to match his voice and talent. Or else he's destined to be a hopelessly one-sided flop.

A cameraman pointed out to me, as an incident illustrative of that, the case of a young male singer who is now very successful on the air. So virile and rich is his voice that women fans have imagined him to be tall, strong and romantic and have made quite an idol of him. Their illusions have never been shattered because no full-length pictures of the singer in question are ever printed. Consequently he is o. k. so far as sound broadcasting is concerned.

BUT should he ever be exposed to the television camera his feminine audience would doubtlessly suffer a distinct let-down. Although his features are not unattractive he's so short and thin he's practically tiny—which ruins him for looks. And unfortunately he sings his dashing romantic songs with what is called in show business a completely "dead pan"

—which ruins him for personality.

Hildegarde, however, looks like she sings and sings like she looks, which makes her a perfect subject for the camera. Her hair is a dusty blonde that televises almost platinum. Everyone says she looks a lot like Ginger Rogers when she is made up for and photographed by television, although in real life she doesn't resemble Ginger a bit.

Hildegarde likes everything about television but its discomforts, which is a pretty common complaint from all the youngster celebrities before the cameras. In the first place there are a dozen hours of tedious rehearsal for every hour of actual performance on the air. In radio you can rehearse your music and get it over with; but in television you must stand or sit endlessly under the glaring hot lights while innumerable pieces of apparatus are adjusted and changed and adjusted over again. Often Hildegarde goes to the studio immaculately gowned and flawlessly fingerwaved but by the time she finally appears on the air her gown is soaked with perspiration and her wave has fizzled into a damp tangle. Super-cooling is now being installed in 3-H to combat such conditions.

Her greatest problem is keeping herself within the camera range. Since one of her favorite singing gestures is to throw her arms wide she sometimes misses cues at the wrong moment and has her arms apparently chopped off at the elbow, which is bad technique. An artist can know before a movie camera whether the scene is a long-shot or a close-up; but in television, with several differently ranged came-

ras clicking on and off, it's necessary to learn in detail beforehand exactly when to do what in the way of movement. That's probably the most tedious rehearsal problem of all.

ANOTHER newcomer who is shining very brightly in television is a chic young lady named Betty Goodwin. You've probably never heard of Betty although she's been sitting at a typewriter in NBC's press department for several years writing about the stars. Little did she dream she'd be a television celebrity until the experts, out of a blue sky, approached her desk one day and invited her to the studio for a test.

Betty began her career writing and announcing a woman's program over station KOMO in Seattle. On a vacation in Manhattan she landed a job at Radio City doing fashion publicity, going around to the stores to assemble outfits in which the stars could be photographed, and generally making her knack for clothes useful. Several times she was allowed to announce fashion shows on the network.

So the television experts, looking for an announcer and mistress of ceremonies for their programs, singled out Betty as the ideal prospect. She had the time to give to rehearsals, the right kind of voice, a charming appearance and personality that perfectly matched her voice, and she knew a lot about clothes and cosmetics which would be valuable advice in the studio.

To her tireless ingenuity many of television's discoveries about proper clothes and make-up can be attributed.



THE FELLOWS NEVER LOOKED AT HER

...until she found a way to
ADD 11 POUNDS QUICK

Never had a date when she was thin. Now everybody remarks about her better looks, and she has all the dates she wants!

"I KNOW what it is to be skinny, pale and dull eyed. The fellows never look at you and the whole world is cold and blue. I tried everything but nothing did any good until I got Ironized Yeast tablets. Soon I felt a lot peppier and stronger, my skin got smooth and in just 4 weeks I gained eleven pounds. Everybody says how pretty I've gotten and I have all the dates I want and have a grand time."
Ella Craig, Lancaster, S. C.

Thousands gain 10 to 25 lbs.

Skinny, friendless girls who never could gain an ounce, have easily gained 10 to 25 pounds, normally rounded curves, this new easy way—in just a few weeks! What is more, this new discovery has given them naturally clear skin and normally lovely color, new pep and charm, loads of new friends and popularity.

Scientists recently discovered that thousands of people are thin and rundown for the single reason that they do not get enough Vitamin B and iron in their food. Without these elements you may lack appetite and not get the most body-building good out of what you eat.

THIN MEN! LISTEN!

Thousands of skinny, tired, pepleless men who were not getting sufficient Vitamin B and iron, have changed in a few weeks to naturally developed "he-men" with new pep and normal good looks, with these pleasant little Ironized Yeast tablets. They're getting much more fun out of life and not only social but also business success.



Now one of the richest known sources of Vitamin B is cultured ale yeast. By a new process the finest imported cultured ale yeast is now concentrated 7 times, making it 7 times more powerful. Then it is combined with 3 kinds of iron, pasteurized whole yeast and other valuable ingredients in pleasant little tablets known as Ironized Yeast tablets.

If you, too, need these vital elements to aid in building you up, get these new "7-power" Ironized Yeast tablets from your drugist today. Note how quickly they increase your appetite and help you get more benefit from the body-building foods that are so essential. Then, day after day, watch flat chest develop and skinny limbs round out to natural attractiveness. See better color and natural beauty come to your cheeks. Soon you feel like an entirely different person, with new charm, new personality.

Money-back guarantee

No matter how skinny and rundown you may be from lack of sufficient Vitamin B and iron, try these new Ironized Yeast tablets just a short time and note the change. See if they don't aid in building you up in just a few weeks, as they have helped thousands of others. If not delighted with the benefits of the very first package, money back instantly.

Special FREE offer!

To start thousands building up their health right away, we make this absolutely FREE offer. Purchase a package of Ironized Yeast tablets at once, cut out the seal on the box and mail it to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body." Remember, results with the very first package—or money refunded. At all drugists. Ironized Yeast Co., Inc., Dept. 223, Atlanta, Ga.



Posed by professional models

The whole basis of the weird make-up required by the iconoscope camera is that red televises white. Sometimes it doesn't even televise white—it just televises a clear nothing! Lips must be brown to look natural, eyebrows must be black and very well-defined, and plenty of dark eye-shadow has to be spread around the eyes to show them up properly. Several shades of greasepaint have been tried out, from pure white to almost charcoal, but the most natural color for the face and arms seems to be a rusty yellowish cinnamon something like the shade of an Indian's skin. Red fingernails will chop the fingers off at the first knuckle, so for close-ups of hands a black polish is used.

Platinum blondes are out of luck because their hair will fade into a colorless haze. A very amusing example of this occurred during rehearsal one time when a platinum blonde stood against a white refrigerator on a kitchen set; the scene reproduced on the screen made her look as though she had shaved her head to entire baldness! Even darkish blonde hair like Betty Goodwin's photographs many shades lighter. Television so far is kindest to brunettes and titians.

Eyelashes, to show up at all, must be artificial and very, very thick. Hildegard has to go eyelash-less because of her unconquerable habit of squinting when she sings. Thick artificial lashes close together leave her nothing but two thin dark slits for eyes that look extremely funny.

THERE can't be any red clothes on a television set, nor any pastels because they turn a colorless gray on the screen too. The men find it best to wear strictly black and white or maybe a dark navy blue. For women's clothes any black or

white or vivid rich color, except red and certain greens, will reproduce nicely. Big plaids and large-patterned prints show up particularly well. Hildegard's most flattering television gown is a dark crepe with enormous bright splashes of vari-colored flowers on it.

An all-black or all-any-color dress doesn't televise as effectively as one that has some color contrast; but the contrast must be pre-arranged with care as to where it's put. Grace Albert thought it would be a good idea one evening to wear a black velvet gown with a pink taffeta sash, but when she was seen on the screen in it it caused a panic. For all the world she might have had a wide slice sawed right out of the middle of her! She was moving about, apparently, in two separate parts. In the same way a man's white shirt collar, unless it is punctuated by a dark necktie, can sometimes painlessly but completely decapitate him.

Shiny and metallic dress materials aren't so good for the iconoscope camera. Sequins are definitely out because they reflect a thousand glittering star-points of light. Lamé and satin, however, reproduce quite successfully. Diamond or rhinestone jewelry can't be worn since it forms a brilliant reflection, but pearls—even the cheapest imitation ones—appear unusually satiny and polished and beautiful.

When you get a television set of your own you'll be seeing and hearing a negro quartet called the Four Ink Spots. These boys, who have made a hit already with the listeners, have no making-up to do at all. They can step before the cameras in their white tuxedos and black neckties and reproduce flawlessly.

They were selected for television because of all the negro quarets at the ex-

perts' disposal they packed the most action into their singing. And television requires plenty of action or else it seems too wooden to be really a moving picture.

The Ink Spots hail from Cincinnati where they formed a foursome while working together at a hotel. They sang for a year over WLW, came to New York to crash the big-time, and shortly after their arrival were spotted by maestro Jack Hylton who took them on a long tour of England and the continent. When they returned to this country they were given sustaining contracts at NBC and nabbed by television. They wangle two guitars, a cello and a tippie (a peculiar instrument something like a mandolin) and sing everything from hot to sweet to comedy.

Before the Ink Spots rehearse the engineers draw a chalk-lined rectangle on the carpet inside which they may move around without going beyond the camera's range. They're given about twelve square feet of floor space in which to clown and act and carry on their "business" while they perform. And they're so successful at getting a lot of movement into twelve square feet they've appeared already on more than seventy television programs. The men behind the cameras predict they'll make a terrific sensation when arm-chair talkies arrive in the homes of the public.

The czars of 3-H, looking about them to select the one actor and actress best suited for television stardom, combed the list of thespians at Radio City and finally settled on Grace and Eddie Albert. Undoubtedly you've heard Grace and Eddie as the "Honeymooners" on their regular morning broadcasts; for three years they've been acting in skits of their own writing with solos and duets thrown in. They're not married nor are they even kin as their names might imply. They're just

CHOOSE YOUR MAKEUP BY THE COLOR OF YOUR EYES

"YOU won't believe what an immediate improvement you can make in your appearance," says Jane Pickens, stage and radio star, "until you discover the true color harmony of the new Eye-Matched Make-up. I like it immensely!"

And you'll like it immensely, too! For Marvelous is makeup that matches... face powder, rouge, lipstick, eye shadow and mascara in scientific color harmony. It's makeup that's right for you... for it is all keyed to your own personality

color, the color that never changes, the color of your eyes!

Try it! Ask for Marvelous Dresden type Face Powder, Rouge, Lipstick, Eye Shadow and Mascara if your eyes are blue; Patrician type if they're gray; Parisian type, brown; Continental type, hazel. Budget priced... at your drug or department store now... full size packages, each item 55 cents (Canada 65 cents). Wear this Marvelous Eye-Matched Makeup and delight that man who matters... tonight.



- Harmonizing
- ROUGE
- LIPSTICK
- FACE POWDER
- MASCARA
- EYE SHADOW

SAYS *Jane Pickens*
FEATURED IN THE ZIEGFELD FOLLIES



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MARVELOUS Eye Matched MAKEUP
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Paris...London...New York...Toronto...Buenos Aires...Berlin



good news for
THIN people

worries of
underweight

or

JOYS of
added weight

IT is now common knowledge that the three foremost things in restoring lost weight are food...digestive juices...and red-blood-cells.

Digestive juices of the stomach make use of the food you eat...red-blood-cells aid in turning the digested food into firm flesh. S.S.S. Tonic is of great benefit in both.

S.S.S. Tonic whets the appetite. Foods taste better...natural digestive juices are stimulated and finally the very food you eat is of more body value. A very important step back to health.

Forget about underweight worries if you are deficient in stomach digestive juices and red-blood-cells...just take S.S.S. Tonic immediately before each meal. Shortly you will be delighted with the way you will feel...your friends will compliment you on the way you will look.

S.S.S. Tonic is especially designed to build sturdy health...its remarkable value is time tried and scientifically proven...that's why it makes you feel like yourself again.

At all drug stores in two convenient sizes. The large size at a saving in price. There is no substitute for this time tested remedy. No ethical druggist will suggest something "just as good."
© S.S.S. Co.



a team in love—but not quite to the altar point.

Gracie and Eddie, outside of their versatile talents and brunette good looks, were chosen because they have the well-rounded personalities necessary for sight as well as sound artists. In their work they pretend to be nothing more than a couple of youngsters fresh from the middle west who are trying to get along in the world. That's the way they look, the way they sound and the way they act. Which is the perfect harmonious combination for a television performer.

At first the Honeymooners found the iconoscope camera very hard to please. Being veteran radio artists they suddenly had to change all their habits and tricks to fit a new set-up and that was not easy.

For one thing, in writing their scripts they had to write them like stage plays instead of radio plays. And there's a great difference between the two. In radio there must never be a moment's silence to bore the listener with "dead air," consequently they were accustomed to talking between themselves every second of the time. But in television, as in the movies or on the stage, pauses when the audience sees but does not hear are absolutely necessary—else the dialogue becomes as monotonous as a cracked phonograph record. The Honeymooners' worst problem at first was learning to keep quiet part of the time and fill the silence with pantomime. As simple as it sounds, over-talking was a hard old habit to break.

Too, they couldn't act with scripts, with the next line and the next instruction printed before them. They had to memorize everything and find things to do with their hands that were accustomed to holding a batch of typewritten pages. With the mike hung high over their heads instead of in front of their faces they had to give up some of their pet microphone tricks, such as covering their mouths with their fingers to get a certain vocal effect, or whispering close into the mike to make a whisper sound genuine.

In fact, Grace and Eddie had to learn practically a whole new method of acting. And very wisely, as a foundation for becoming big television stars in the future, they have put themselves in the hands of an expert dramatic coach. And every afternoon they can spare is spent making experiments with the engineers and apparatus of 3-H. When television becomes a widespread reality they'll have the jump on every other actor in radio, which should guarantee them a bright future before the camera.

From the NBC Children's Hour program three-year-olds Diana Donnawirth and Jeannie Elkins were selected to be the first tots in television, and they've appeared on enough programs now to be called old-timers. Diana and Jeannie were lucky because they could sing, act, and were quick to grasp directions; because they had titian hair which televised especially well; and also because they were the youngest youngsters on NBC. But if only one of them can be the Shirley Temple of television it will have to be Diana since she's the baby of the duo by a six-week difference in birthdays.

TELEVISION'S guest stars have included already some of the outstanding performers on the air. Jessica Dragonette, the Pickens sisters and Dorothy Page have sung. Irvin S. Cobb, Honeyboy and Sassafras, Ed Wynn and Graham McNamee have tried out their talents in 3-H. Cole Porter has sat under the Kleig lights at the piano and played some of his smartest tunes for the dialers. And tap-

Women

HERE'S SPECIAL WORK OFFERING YOU...

UP TO **\$23** IN A WEEK

and all your own Dresses FREE of a penny cost



DRESS AND SHIRTSKIRT JACKET \$3.98

No Experience or Investment Needed

This offer is open to all women—single or married—who need money and are ambitious enough to accept this easy way to get it. You just represent the world's leading dressmaking plant—Fashion Frocks, and show the gorgeous new 1937 spring dresses to friends and neighbors. It is interesting, pleasant work because all women love to look at the smart new dress styles and will be glad to give you their orders—especially when you save them real money. You can earn up to \$23, and even more, in a week for yourself, besides you can get your own dresses without a penny of cost, to wear and demonstrate. Send no money. Just mail coupon for amazing free offer.

Send for Style Portfolio 126 LOVELIEST Spring DRESSES many as \$2.98 low as



3 PIECE NAVY TAFFETA SUIT \$5.98

Fashion Frocks styles this new Spring Season are more exquisite than ever. They are last minute styles direct from fashion headquarters in Paris and Hollywood, and are worn and approved by some of the best dressed Movie Stars. Fashion Frocks are nationally advertised in all the big women's magazines and are endorsed by leading Fashion Editors. They are never sold in stores, but by authorized representatives only.

No House-to-House Canvassing Necessary

Get details of our Special Plan that enables you to get started easily and quickly, without canvassing house-to-house. We will help you build up a successful, permanent dress business—working full or spare time—that pays you a good regular income.

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Mail coupon at once for this marvelous free opportunity. Get the whole story how you can make up to \$23 or more in a week and get your own dresses free of any cost. No obligation and no money necessary. Rush coupon today.

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Don't let chest colds or croupy coughs go untreated. Rub Children's Musterole on child's throat and chest at once. This milder form of regular Musterole penetrates, warms, and stimulates local circulation. Floods the bronchial tubes with its soothing, relieving vapors. Musterole brings relief naturally because it's a "counter-irritant"—NOT just a salve. Recommended by many doctors and nurses. Three kinds: Regular Strength, Children's (mild), and Extra Strong, 40¢ each.



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 "STENO" NAIL Protection Cream absolutely ends itching, peeling, splitting, breaking nails, as nothing else can. Avoids hard ragged cuticle. Ends hang nails. Used in 35,000 Beauty Shops. ENDORSED BY WELL KNOWN HOLLYWOOD MAKEUP ARTISTS and leading beauty experts. Used by Physicians, Surgeons, Nurses. Try "STENO"—have strong, smart, healthy nails. **FREE!** TRIAL PACKAGE and Advice on Beautifying the Nails by leading beauty experts. Send 10¢ for packing and mailing.
 IMPERIAL BRANDS, 537 S. Dearborn St., Chicago

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 can be made at home with our plan, now in its 9th successful year. Make **HAND HOOKED RUGS** for our store on famous Hollywood Blvd. We furnish complete outfit and instructions reasonably. References, others' experiences and all details sent free.
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 Clear enlargement, bust, full length or part group, pets or other subjects made from any photo, snapshot or tiny print at low price of 49¢ each; 8 for \$1.00. Send as many photos as you desire. Return of original photos guaranteed. **SEND NO MONEY!**
 Just mail photo with name and address. In a few days postman will deliver beautiful enlargement that will never fade. Pay only 49¢ plus postage or send 50¢—8 for \$1.00, and we will pay postage ourselves.
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Hotel Positions
 Train NOW for hotel, club and institutional field. Salaries up to \$1,500 to \$5,000 a year, living often included. Previous experience proved unnecessary. Qualify at home, in leisure time. National Placement Service **FREE** of extra charge. Write name and address in margin and mail this ad today for **FREE** Book. Check positions in which you're interested.
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LEWIS HOTEL TRAINING SCHOOLS
 Room PC-8913 Washington, D. C.

dancer Bill Robinson made an excellent subject because he confines his tapping pretty much to one spot on the set. It would be difficult for the television camera, with its present limitations, to follow a fast Astaire-Rogers routine that covered a lot of space and danced up and down steps and through doors the way Astaire-Rogers routines are apt to do.

Dorothy Page went Hollywood on the cameramen and explaining her best "camera angles" and refusing to be photographed from disadvantageous slants—a customary thing in the cinema city but a bit of a nuisance in 3-H at present. All was forgiven, however, when she turned in an excellent performance. The inco-scope camera is not so much concerned these days with how beautiful its feminine stars appear as it is in developing clearer, more perfected pictures. Television is in a hurry to get good enough to come to your house and mine—and when it does come it will open a thrilling new vista of enjoyment for all of us.

The Reviewing Stand

(Continued from page 58)

PROFESSIONAL PARADE

Network: NBC Blue
 Time: 9:00 P. M. E.S.T.
 Day: Wednesday.
 Sponsor: Sustaining.

There isn't a show on the air with a worthier purpose than this one, and it's pretty entertaining as well. NBC has donated an hour a week (not too good a time, for Fred Allen's Town Hall Tonight is the opposition program) to be filled with talent from the Works Progress Administration's theatrical projects. You'll hear many an old favorite of vaudeville days doing his stuff for the air—people both you and unfortunately the vaudeville booking agents had forgotten.

Fred Niblo, one-time movie director, handles the master of ceremonies assignment with ease. Many of the people he introduces are personal friends of long standing, and he presents them informally and intimately.

When the program's a little older, vaudeville units are to be made up of the people who've been on the program, and sent around the country, à la the Major Bowes units. And thus radio, which did its little bit to hand vaudeville a knockout blow, is now making amends by helping to revive the patient.

POETIC MELODIES

Network: CBS
 Time: 7:00 P. M. E.S.T.
 Day: Mon., Tues., Wed., Thurs
 Sponsor: Wrigley

This is such an unpretentious little program you're likely to miss it, and that would be too bad, for it's a quiet and pleasant quarter-hour's entertainment.

Jack Fulton, of the high tenor voice, sings to the accompaniment of Billy Mills' orchestra, and then while Jack rests, Franklin MacCormack, of the impressive baritone, reads poetry against an orchestral background. Some of the poetry, incidentally, is love stuff, and surprisingly passionate for radio. The verses are read very finely and sensitively, and if you enjoy hearing poetry read aloud, you'll certainly enjoy this.



Happy Relief From Painful Backache

Caused by Tired Kidneys

Many of those gnawing, nagging, painful backaches people blame on colds or strains are often caused by tired kidneys—and may be relieved when treated in the right way.

The kidneys are Nature's chief way of taking excess acids and poisonous waste out of the blood. Most people pass about 3 pints a day or about 3 pounds of waste.

If the 15 miles of kidney tubes and filters don't work well, poisonous waste matter stays in the blood. These poisons may start nagging backaches, rheumatic pains, lumbago, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness.

Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from the blood. Get Doan's Pills.



ON APPROVAL

We defy you to tell this ring from one costing \$300.00! To prove it to you, we'll send it on for 25 cents to cover cost of shipping, packing, etc. Pay only \$1.50 a month till the total balance of \$8 is paid. If you do not think it the most exquisite piece of jewelry you ever owned; if your friends do not marvel at the glorious brilliance of the magnificent full carat facsimile diamond, return it and we will refund your money. Wear at our risk. Ring shipped by return mail. Rush 25 cents in stamps or coin to: **BRADLEY, DEPT. 383A, NEWTON, MASS.**

The Best GRAY HAIR Remedy is Made at Home

You can now make at home a better gray hair remedy than you can buy, by following this simple recipe: To half pint of water add one ounce bay rum, a small box of Barbo Compound and one-fourth ounce of glycerine. Any druggist can put this up or you can mix it yourself at very little cost.



Apply to the hair twice a week until the desired shade is obtained.

Barbo imparts color to streaked, faded or gray hair, makes it soft and glossy and takes years off your looks. It will not color the scalp, is not sticky or greasy and does not rub off.

CLEAR-LOOKING SKIN FOR EVERYONE!

New Cream Hides Blemishes!

NO longer need a conspicuous blemish cause you embarrassment! Now you can instantly conceal a Birthmark, Scar, Burn, Bruise, Pimples, Freckles, Dark Circles Under Eyes or any skin discoloration with "HIDE-IT". Won't rub off, peel or crack. Perspiration or water won't affect it. Lasts all day until removed. \$1 at Dept. and Drug Stores. 10c size at Ten Cent Stores.

TRIAL Enclose 10c (Canada 15c) for "HIDE-IT" in shade checked:
 Light Medium Brunette Sun Tan
 Name..... Town.....
 Address..... State.....

Facing the Music

(Continued from page 11)

Organ Grinder's Swing." Or did you? Nobody, least of all its author or publisher, ever thought "The Organ Grinder's Swing" would ever make the stir it has. In fact, it didn't shoot into popularity like its noxious predecessor. "The Music Goes, etc" It just sort of sneaked up.

It was published last June in an instrumental form, without words, and was met with complete indifference on all sides. Then Will Hudson, who wrote the music, persuaded his Hudson-Delange orchestra to make it into a phonograph record, and things began to happen. Radio maestros and singers clamored for lyrics so loudly that in September Irving Mills and Mitchell Parish wrote a set of words, and the song was republished.

Andre Kostelanetz seems to be the most enthusiastic roofer for the song among the orchestra leaders. He admits, himself, that he likes it because he can try out all sorts of fancy orchestration ideas with it. You wouldn't believe what he does with "Organ Grinder" and four violins unless you saw it, and probably not then. Four violinists detach their bows, pass the bowstrings *over* the strings of the violin and the stick *under* the violin, screw the bow up again, and fiddle away. Naturally the bowstrings are stretched very tightly over all four strings of the instrument. It produces a sound best classified as "peculiar," but apparently just the thing for the "Organ Grinder."

Hudson, incidentally, is the author of "Mr. Ghost Goes to Town," a new number which the swing boys have grabbed eagerly.

* * *

Have you been missing one of the oldest salutations in radio lately—Vincent Lopez' "Lopez Speaking"? He recently changed his air introduction to a few bars of piano music, followed by the announcer saying, "Lopez playing." His old greeting to the listening audience had been in use since 1921, when Vince made his air debut in the old Newark, New Jersey, studios of WJZ.

* * *

PHIL'S NEW MAESTRO

Oscar Bradley, who took over the band-leading job on Phil Baker's comedy show early in January, used to be the conductor on the late Will Rogers' programs for the same sponsor. He returns to radio after having spent two years in Hollywood as Shirley Temple's maestro. British-born, Brad became an American citizen nine years ago, just after he had been hired by Florenz Ziegfeld to handle the musical end of "Rio Rita," "Whoopee," "Show Boat," and many more of the Great Glorifier's successes.

* * *

THEME SONG SECTION

Serves me right. I was just asking for trouble when I said a couple of months ago that dance-band enthusiasts had lost interest in theme songs. Here comes a letter from George Schwedler containing a list of twenty theme songs he wants to know about. I couldn't get them all, because some of the orchestras he mentioned aren't broadcasting just now, but here are enough to satisfy him and all you other theme-song collectors:

Charlie Barnet: "I've Lost Another Sweetheart," by himself.

Bernie Cummins: "Dark Eyes."

Roy Shield: "You Are the One I Love," by himself.

Will Osborne: "The Gentleman Awaits."
Meredith Willson: Second movement from "O. O. McIntyre Suite," by himself.



There's Nothing Quite Like...

for Relief of HEADACHES SOUR STOMACH DISTRESS AFTER MEALS COLDS. . . .

Listen to the Alka-Seltzer National Barn Dance Every Sat. Night, NBC

An Alka-Seltzer Tablet in a glass of water makes a pleasant-tasting, alkalinizing solution which contains an analgesic (sodium acetyl salicylate). You drink it and it does two important things. First, because of the analgesic, it brings quick, welcome relief from your discomfort—and then because it is also alkalinizing in its nature Alka-Seltzer helps correct the cause of the trouble when associated with an excess acid condition. AT ALL DRUG STORES—30c and 60c Packages Slightly Higher in Canada

TASTE LIKE CANDY

The Sensational MCCOY'S Cod Liver Oil Tablets

Chock Full of Vitamins "A" and "D"

Have remarkably helped many boys and girls, men and women, to

Put On Firm Flesh

3 to 7 Pounds Quickly



Starting Today: Take 2 McCoy's Cod Liver Oil Tablets after each meal. 60c and \$1 size—all Druggists

SEND FOR FREE SAMPLE
McCoy's, 544 S. Wells St., Chicago Dept. 23
Rush Free Sample of McCoy's Cod Liver Oil Tablets to
Name _____
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Heavy date..
..but look at her Nose!



KLEENEX HABIT saves noses during colds!

● Nothing more tragic than a sore nose during a cold—nothing more soothing than the Kleenex Habit! It saves noses, saves money and reduces handkerchief washing. So put aside your handkerchiefs and use Kleenex Tissues the instant sniffles start. Because Kleenex tends to retain germs it checks the spread of colds through the family. You use each tissue once—then destroy, germs and all.

Keep Kleenex in Every Room. Save Steps—Time—Money

To remove face creams and cosmetics . . . To apply powder, rouge . . . To dust and polish . . . For the baby . . . And in the car—to wipe hands, windshield and greasy spots.



No waste! No mess! Pull a tissue—the next one pops up ready for use!

KLEENEX

A disposable tissue made of Cellucotton (not cotton)

Have the *natural-looking* eye beauty that wins men!



PINAUD'S NEW, IMPROVED SIX-TWELVE CREAMY MASCARA
prepared in France

Silky, heavy eyelashes that look naturally beautiful. Get them from this Improved creamy mascara... Never makes you look made-up... Permanent, runproof, smudge proof... in black, brown, blue, green.

Complete Eye Make-up requires
PINAUD'S SIX-TWELVE EYE SHADOW
PINAUD'S SIX-TWELVE EYEBROW PENCIL



PHOTO ENLARGEMENTS
Amazing Offer! Send 3 negatives (FILMS) with this ad and 25c. coins (No Stamps); receive postpaid 3 Beautiful Professional 5x7 inch Enlargements; 6 for 50c; 12 for \$1; postpaid. 1 for 10c. plus 5c postage. Neg. Rec. Canada, too. M3 Unique Art Service, 18 E. 58th St. N. Y. C.

FOR FREE CATALOG—OVER 300 DESIGNS! CLASS PINS 35¢ RINGS 1.60
Beautiful, smart, up-to-the-minute designs. Pins in 2 colors with any 3 or 4 letters and year. Headings sterling silver metal. Oldest, largest makers, famous for quality for 42 years. Lowest prices, too! Weld firmly the bond of fellowship.
BASTIAN BROS. CO.
102 BASTIAN BLDG. ROCHESTER, N. Y.

New! FLAT PINLESS Personal Belt
Invisible under sleekest frocks... absolutely secure... quick to fasten... form-fitting... adjustable. The American Girl Personal Belt is made of Lasteax and may be laundered. At your Dept. store or send 25c stamps or coin to
AMERICAN GIRL PRODUCTS CO.
Box 1342, Sioux City, Iowa.

CORNS AGE YOUR FACE!
A painful corn puts more wrinkles in your face in a week than a beauty specialist can take out in a year. Don't suffer! Just rub on Mosco—stainless, pleasant and easy to use. Mosco removes corns, relieves bunions and ingrowing toenails. No knife, plasters, cloths or soaking necessary. At druggists. Jar 30c.
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MOSCO REMOVES CORNS AND CALLOUSES

GOVT. JOBS
SALARY TO START \$90 to \$175 MONTHLY
MEN WOMEN
Age Range 18 to 50

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Send me FREE particulars "How to Qualify for Government Positions" marked "X". Salaries, locations, opportunities, etc. ALL SENT FREE.
Name.....
Address.....

Freddy Martin: "Bye-lo-bye Lullaby."
Archie Bleyer: "Kisses from My Violin to You."
Clyde Lucas: Unpublished original by himself.
Abe Lyman: "California, Here I Come," and "Lights Out."
Horace Heidt: "I'll Love You in My Dreams."
Leo Reisman: "On the Trail," from Ferde Grofe's "Grand Canyon Suite."
Bob Crosby: "Summertime," from "Porgy and Bess."
Enric Madriguera: "Melody" and "Adios," both by himself.
Had enough?
* * *

Some of you've been writing in wanting to know about Jack Denny. Well, Jack used to be Norah Bayes' pianist. Later he organized a band and for some time played hotel engagements throughout the country without attracting much attention. He popped into the attention of the radio moguls when he secured an engagement at the Mt. Royal Hotel in Montreal, Canada, with a sustaining wire. As soon as his Mt. Royal stint was finished he was brought to New York and put to work in the Waldorf-Astoria. That was about four years ago, and now Mr. and Mrs. Denny have a lovely estate in Westchester. At present Jack and his boys are on tour.
* * *

Ruth Karelle, swing vocalist on a New York station, is an illustration of those paradoxes that make radio. She studied to be a concert pianist, but now gives the customers nothing but the hi-de-hottest of hi-de-ho vocalizing.
* * *

FOLLOWING THE LEADERS
Braggiotti, Mario—Hotel Pierre, N. Y.
Coleman, Emil—St. Regis Hotel, N. Y.
Casa Loma—Rainbow Room, N. Y.
Donahue, Al—Netherland Plaza Hotel, Cincinnati
Duchin, Eddy—Hotel Plaza, N. Y.
Fio Rito, Ted—On Coast Hall, George—Hotel Taft, N. Y.
Goodman, Benny—Hotel Pennsylvania, N. Y.
Hallett, Mal—Commodore Hotel, N. Y.
Kavelin, Al—Blackstone Hotel, Chicago
Lombardo, Guy—Roosevelt Hotel, N. Y.
Olsen, George—Edgewater Beach, Chicago
Osborne, Will—Roosevelt Hotel, New Orleans
Shaw, Art—Adolphus Hotel, Dallas, Tex.
* * *

For your convenience—and ours—use this coupon in writing to ask questions. We'll try to find all the answers.

Ken Alden,
Facing the Music,
RADIO MIRROR,
122 East 42nd Street,
New York City.

I want to know more about:

Orchestral Anatomy

.....

Theme Song Section

.....

Following the Leaders.....

.....

Or

.....

Name

Address



WAKE UP YOUR LIVER BILE...

Without Calomel—And You'll Jump Out of Bed in the Morning Rinin' to Go

The liver should pour out two pounds of liquid bile into your bowels daily. If this bile is not flowing freely, your food doesn't digest. It just decays in the bowels. Gas bloats up your stomach. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

Laxatives are only makeshifts. A mere bowel movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up". Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. Stubbornly refuse anything else. 25c.

HOW SKIN BLEMISHES Are Now Instantly Masked

Birthmarks, Pimples, Liver Spots, Freckles, Bruises, Circles Under Eyes and other unsightly spots amazingly masked with DERMALURE! Applied with a moist cotton swab. Water-proof. Blends perfectly. Light, Medium, Brucetead and Sun Tan. \$1 at Department and Drug Stores. Fuses size at all 10-cent stores. For TRIAL SIZE Send 10 Cents. Mention Shade, to Dept. 63.
DERMALURE, Inc., Winnetka, Illinois

KILL THE HAIR ROOT

Remove the hair permanently, safely, privately at home, following simple directions. The Mahler Method positively prevents the hair from growing again. The delightful relief will bring happiness, freedom of mind and greater success. Backed by 35 years of successful use all over the world. Send 6c in Stamps TODAY for Illustrated Booklet, "How to Remove Superfluous Hair Forever."
D. J. Mahler Co., Dept. 58-C, Providence, R. I.

LEARN TO PLAY PIANO BY EAR*
NO NOTE READING—NO SCALE PLAYING
If you can whistle, sing, or hum a tune—you have TALENT. Let a popular Radio Pianist train your hands to play Piano by Ear. THE LESSON METHOD sent postpaid \$10.00 or pay U. S. Postman \$10.00 plus postage. Nothing more to buy. Satisfaction assured—or your money refunded. Piano Accordion basis charts included Free. Order now!
MAJOR KORD, Dept. M-19, DEL RIO, TEXAS
COURSE COMPLETE \$1

LIGHTEN YOUR HAIR the NEW CREAM WAY
As Little or as Much as You Want—Safely—Quickly!
Not a Drug—Store Liquid!
Lechler's Lightening Hair Lightener is an amazing product; an antiseptic, white, creamy paste. It has many advantages over liquid preparations. You can use it to lighten the roots and scalp only. Cannot run to the ends of the hair like a liquid. Can't make the hair lifeless, dry or brittle. Lightens blonde hair grown dark. Cannot streak or over-bleach. Actually beneficial to bleached hair and permanents. Used by famous stage and screen beauties for over 20 years. Harmless—guaranteed. Mailed complete with postage booklet for only
FREE With first order—36-page booklet "THE NEW ART OF LIGHTENING HAIR"
LECHLER LABORATORIES, INC.
560 Broadway, Dept. A, New York, N. Y.

WANTED MEN AND WOMEN TO MAKE \$3200 A WEEK
Introducing Hose Guaranteed 4 to 6 Months
Earnings start at once! Brand new Ford given producers. Everybody buys hose. Guaranteed to wear from 4 to 6 months without holes, snags or runs or replaced FREE! Big repeat sales. Grace Wilber, Iowa, earned \$37.10 in 9 hours and received three new cars; Charles Mills, Minn., earned \$120.00 in one week and received two new cars, as extra bonuses. Your own hose given as bonus, send hose size. Rush name on penny card for sample outfit, datskin. Act now!
WILKINOT HOSEY CO.
Box 348, Midway Greenfield, Ohio
YOUR OWN HOSE Given as BONUS

Short Cuts to Cooking

(Continued from page 53)

ones. And to this day I rely on them when planning meals. They save time and trouble, and add interest to menus by providing out of season products, and with modern canning methods the flavor and the valuable minerals which all vegetables contain, reach you unimpaired.

"I'm mad about potatoes and sweet potatoes but have always resented the time it takes to peel and cook them, and how grateful I am to the man who first thought of putting them in cans! One of my favorite combinations is pork chops cooked with tomatoes and canned sweet potato patties with marshmallows.

"Sprinkle salt into a heavy iron skillet and heat the skillet until the salt begins to brown. Sear the chops on both sides, pouring off the fat as it appears. When the chops are brown, reduce the heat, add the tomatoes, cover and simmer until the chops are tender. While the chops are cooking, make cakes of the canned sweet potatoes and brown them in a little of the fat poured from the chops. Just before serving, top each sweet potato cake with a marshmallow and set the pan under the broiler flame until the marshmallows are brown."

If you have never tried French fried canned baby artichokes with steak, you don't, according to Irene, know what you've been missing. Simply drain and dry the tiny artichokes and cook them in deep fat (390° F.) until the edges of the leaves begin to brown.

Irene also recommends corn pudding, asparagus loaf and spinach soufflé. They are grand, useful recipes, too—equally delicious as the main course for luncheon or supper, or served as a vegetable with meat meals.

CORN PUDDING

- 1 egg
- 1 cup milk
- 1 tbl. flour
- 2 tsp. sugar
- 1 tbl. melted butter
- 1 can corn

Salt and pepper to taste
Beat together the egg, milk and dry ingredients, and stir in the corn. Add melted butter and turn into buttered casserole. Bake in moderate oven until the pudding sets (about forty-five minutes.)

ASPARAGUS LOAF

- 1 egg
- 1 cup milk
- 1 cup cracker crumbs
- 1 tsp. minced onion
- 1 tbl. melted butter
- 1 can asparagus

Salt and pepper to taste
Heat the milk and beat the egg, and blend all ingredients except the asparagus. Let mixture stand so that crumbs may absorb some of the liquid, while you drain and chop the asparagus. Combine asparagus with milk mixture, turn into buttered casserole and bake in moderate oven for thirty minutes.

SPINACH SOUFFLÉ

- 3 tbl. butter
 - 3 tbl. flour
 - 1 cup milk
 - 3 eggs
 - ½ lb. grated American cheese
 - ½ tsp. minced onion
 - 1 can spinach
- Salt and pepper to taste



Right in your own home you can make colorful boxes, baskets, book-ends—mats, lamp-shades, flowers. Also attractive dress accessories—bags, belts, hats. It's ever so easy with "Very Best" Dennison Crepe, for this splendid craft material is amazingly workable, durable, artistic. Costs little—at stationery, department, or drug stores. Send 10c with coupon for fascinating 24-page book, "New Dennison-craft Ideas," containing pictures and directions for making 77 craft novelties. Why not include some of the other practical books listed below?

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Please send books checked below
—I enclose 10 cents for each.

.....New Dennison-craft Ideas

- Birthday Parties
- Gay Costumes
- Flower Making
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Name

Street (or R. F. D.)

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"VERY BEST" Dennison Crepe

TRAIN FOR Electricity Spend 12 weeks in Coyne Shops while learning. Free employment service after graduation. You don't need advanced education. SEND FOR BIG NEW FREE BOOK, and my "PAY TUITION AFTER GRADUATION" PLAN. H. C. Lewis, Pres., COYNE ELECTRICAL SCHOOL, 500 South Paulina Street, Dept. 37-64 Chicago, Ill.

What made their hair grow?

Here is the Answer

"New Hair came after I began using Kotalko, and kept on growing," writes Mr. H. A. Wild. "In a short time I had a splendid head of hair, which has been perfect ever since."

Mary H. Little also has luxuriant hair now after using Kotalko. Yet for years her head, as she describes it, "was almost as bare as the back of my hand."

Many other men and women attest that hair has



stopped falling excessively, dandruff has been decreased, new luxuriant hair growth has been developed where roots were alive, after using Kotalko to stimulate scalp action.

Are your hair roots alive but dormant? If so, why not use Kotalko? Encourage new growth of hair to live on sustenance available in your scalp. Kotalko is sold at drug stores everywhere.

FREE BOX To prove the efficacy of Kotalko, for men's, women's and children's hair. Use coupon. Kotalko Co., B-53, General P. O., New York

Please send me proof Box of KOTALKO.

Name

Full Address

PREVENT BLACKHEADS



Sensational Beautifier Refines Skin

Women all over the country who formerly were miserable over a skin beladen with blackheads, whiteheads, large pores and other skin faults, are now enthusiastic about a new beautifier.

This remarkable preparation, which contains oxygen, penetrates into the mouths of the pores and prevents the formation of fatty blackheads.

When the oxygen frees the pores of disfiguring dirt and grease, the skin resumes its natural, clean appearance. It becomes soft and smooth to the touch.

The name of this new beautifier is Dioxogen Cream. It is the only preparation in the world containing Dioxogen, and is approved by Good House-keeping Bureau.

Prove to yourself that you too can have a skin free from blackheads, open pores and other skin faults. Dioxogen Cream is not drying and benefits any type of skin to which it is applied. 50¢ and \$1 jars at dept. stores and high class drug stores.



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Denison's plays
60 Years of Hits
We supply all entertainment needs for dramatic clubs, schools, lodges, etc., and for every occasion.
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Songs Minstrels Musical Comedies Operettas Vaudeville Acts Blackface Skits
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... STOPPED IN ONE MINUTE...
Are you tormented with the itching tortures of eczema, rashes, athlete's foot, eruptions, or other skin afflictions? For quick and happy relief, use cooling, antiseptic, liquid D.D.D. PRESCRIPTION. Its gentle oils soothe the irritated skin. Clear, greaseless and stainless—dries fast. Stops the most intense itching instantly. A 35c trial bottle, at drug stores, proves it—or money back.

Old Faces Made Young!

Men as Well as Women Can Now Look Young.

A famous French beauty specialist recently astonished New York society by demonstrating that wrinkles, scrawny neck, "crow's feet", double chin and other marks of age are easily banished by spending only 5 minutes a day in your own home by an easy method of facial rejuvenation that any one can do.

No cosmetics, no massage, no beauty parlor aids. The method is fully explained with photographs in a thrilling book sent free upon request in plain wrapper, Pauline Palmer, 1435 Armour Blvd., Kansas City, Mo. Write before supply is exhausted.



Name

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Brush Away GRAY HAIR



● Safely, quickly—and at home—you can overcome the handicap of gray, faded or streaked hair. With a small brush and Brownatone, you can impart a rich, natural appearing shade of blonde, brown or black. Used and approved for over twenty-five years by American women everywhere. Millions of bottles sold is your assurance of satisfaction. Retain your youthful charm—

LOOK 10 YEARS YOUNGER

Brownatone is dependable—guaranteed absolutely harmless for tinting gray hair. Active coloring agent is purely vegetable. Cannot affect waving of hair. Is economical and lasting—will not wash out. Brownatone imparts a rich, beautiful shade with amazing speed. Simply "touch-up" as new gray hair appears. Easy to apply. Just brush or comb it in. Shades "Blonde to Medium Brown" and "Dark Brown to Black" cover every need.

Brownatone is only 50c at drug or toilet counters everywhere—always on a money-back guarantee—or send for test bottle.



The Kenton Ph. Co.
255 Brownatone Bldg.
Covington, Kentucky
Please send test bottle of BROWNATONE, and interesting booklet. Enclosed is a 3c stamp to cover, partly, cost of packing, mailing.

State shade wanted _____
Name _____
Address _____
City _____ State _____

BROWNATONE
TINTS GRAY HAIR SAFELY



YOU CAN EARN Cash Daily!

● Demonstrating Matthews Distinctive Frocks, BEAUTIFUL Lingerie, Men's Shirts, etc. Dignified, pleasant work, full or spare time. Women build permanent, satisfactory incomes, representing nationally known Matthews Line, which features the newest and smartest in styles and fabrics at moderate prices. New Models every few weeks. Prompt service—money-back guarantee. Our customers must be satisfied. Beautiful Sales Album Free. Big season just starting—write today.

MATTHEWS MFG. CO., Inc., Dept. O, INDIANAPOLIS, IND.

Melt the butter in a double boiler, add flour, salt and pepper, and milk, and cook until smooth and thick. Add cheese. When cheese has melted, add spinach (it must be drained thoroughly and run through a colander), minced onion and beaten egg yolks. Fold in stiffly beaten egg whites and pour into battered casserole. Set casserole in shallow pan containing hot water and bake in moderate oven for forty-five minutes.

Aunt Maria gave me four other recipes which I should like to pass on to you—sweet potato pie, tomato and pineapple salad, beef casserole and ham casserole. Just send a stamped, self-addressed envelope with your request to Mrs. Margaret Simpson, RADIO MIRROR, 11 East 42nd St., New York, N. Y.

What Do You Want to Know?

(Continued from page 60)

but was side-tracked by music. He and Poley McClintock started an orchestra during their college days. The band grew in leaps and bounds until it became the successful outfit it is today. Fred's married and has two children, a boy and a girl. Poley is also married and is the proud father of a son.

Virginia of Richmond, Va.—Richard Maxwell was born in Mansfield, Ohio, the son of a singer and artist. He studied voice for twenty years and made his radio debut in 1923. His first professional job was a choir boy at five cents a week; appeared as a chorus boy in "Lady in Ermine" at the age of twenty-one; was in "Music Box Revue" and "Greenwich Village Follies." Dick likes to fish, golf and play tennis. He has thousands of tropical fish. Weighs 175 pounds, is five feet-eleven inches tall, has brown hair and hazel eyes. RADIO MIRROR did run a picture of Richard Maxwell a short time ago—in the "For Your Radio Scrapbook" department.

Andrew M., Schenectady, New York—Glen Gray has a sustaining program on station WJZ. You can address him in care of this station, Rockefeller Plaza, New York, N. Y.

Elizabeth C. H., Mohall, N. Dakota—For the information you want, and pictures of Kirsten Flagstad, address her in care of the Metropolitan Opera Company, 40th Street and Broadway, New York, New York. A letter addressed to Lily Pons, in care of RKO Pictures, Hollywood, Calif., will reach her. Nino Martini's letters are always forwarded to him when addressed to the Columbia Broadcasting Company, 485 Madison Avenue, New York; Nelson Eddy when addressed in care of the Columbia Broadcasting Company, 7th & Bixel Streets, Los Angeles, California.

COMING NEXT MONTH!

Words and music of Horace Heidt's beautiful theme song, "I'll Love You in My Dreams," the third in RADIO MIRROR's unique series of the songs you love to hear.

SENSATIONAL FREE SPECIAL

Opens Up Stopped-Up Nose

ARZEN NASAL OIL

The Great New Head-Cold Fighter

Fights Head Colds

Makes Breathing Easy

On Sale at All Druggists

FREE ENTIRELY FREE

Send No Money—Nothing to Buy—No Obligations

Here is a special advertising offer made solely for the purpose of acquainting you with the remarkable action of this great new head-cold-fighter, a test bottle of which will be sent on receipt of the coupon. Don't delay. Be sure to take advantage of this sensational Free Special Offer at once. No letter needed. Send only your name and address on the coupon, and mail today.

SEND NO MONEY—ONLY YOUR NAME

For Free Sample write name and address plainly and send to ARZEN, 544 S. Wells Street, Chicago, Dept. 43

CATARRH AND SINUS CHART—FREE

Guaranteed Relief or No Pay. Stop hawking—stuffed-up nose—bad breath—Sinus irritation—phlegm-filled throat. Send Post Card or letter for New Treatment Chart and Money-Back Offer. 40,000 Druggists sell Hall's Catarrh Medicinal 63rd year in business. Write today!

F. J. CHENEY & CO., DEPT. 233, TOLEDO, O.

Old Leg Trouble

Easy to use Viscose Home Method. Heals many old leg sores caused by leg congestion, varicose veins, swollen legs and injuries or no cost for trial if it fails to show results in 10 days. Describe the cause of your trouble and get a FREE BOOK.

Dr. R. G. Clason Viscose Co.
140 N. Dearborn St., Chicago, Ill.

GREEN MOUNTAIN ASTHMATIC COMPOUND has brought quick relief to thousands who had suffered for years.

Asthmatic paroxysms are quickly soothed and relieved by the pleasant smoke vapor of Dr. Guild's Green Mountain Asthmatic Compound. Standard remedy at all druggists. Powder, 25¢ and \$1. Cigarettes, 50¢ for 24. Write for FREE package of cigarettes and powder. The J. H. Guild Co., Dept. MW-2 Rupert, Vt.

How to Remove Leg or Arm Hair

IN 3 MINUTES

Without Danger of Coarser or Stubbier New Growth

Everywhere you go, everyone is talking about or using De Miracle. Its vogue seems to have started when it became known that this marvelous discovery made it simple and easy to get rid of leg or arm hair, without danger of faster, coarser or stubbier new growth.

No Razor—just dampen hair with De Miracle and then rinse hair away with water. It leaves the skin as smooth, soft and hair-free as a baby's. Leaves no dark hair stubble and does not make hair grow faster, coarser, or stubbier. Try it today.

Satisfaction Guaranteed or Money Refunded

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Special Now \$1.00 Size..... **67c** \$2.00 Size Now \$1.33

At All Drug and Department Stores



Don't Sleep on Left Side, Crowds Heart

GAS PRESSURE MAY CAUSE DISCOMFORT. RIGHT SIDE BEST.

If you toss in bed and can't sleep on right side, try Adlerika. Just ONE dose relieves stomach GAS pressing on heart so you sleep soundly.

Adlerika acts on BOTH upper and lower bowels and brings out foul matter you would never believe was in your system. This old matter may have poisoned you for months and caused GAS, sour stomach, headache or nervousness.

Dr. H. L. Shoub, New York, reports: "In addition to intestinal cleansing, Adlerika greatly reduces bacteria and colon bacilli."

Mrs. Jas. Filler: "Gas on my stomach was so bad I could not eat or sleep. Even my heart seemed to hurt. The first dose of Adlerika brought me relief. Now I eat as I wish, sleep fine and never felt better."

Give your bowels a REAL cleansing with Adlerika and see how good you feel. Just ONE dose relieves GAS and constipation. At all Leading Druggists.

FREE Special Trial Size of Adlerika mailed FREE to any adult. Write Dept. 157, ADLERIKA, ST. PAUL, MINN.

"Infant Care" — 10¢

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We are authorized by the proper Federal Bureau to accept your order. Send 10c in coin or stamps to: Reader Service Bureau, Radio Mirror, 205 E. 42nd Street, New York, N. Y.



Hair OFF Face Lips Chin

Unloved I once looked like this. Ugly hair on face... unloved... discouraged. Nothing helped. Depilatories, waxes, liquids... even razors failed. Then I discovered a simple, painless, inexpensive method. It worked! Thousands have won beauty and love with the secret. My FREE Book, "How to Overcome Superfluous Hair," explains the method and proves actual success. Mailed in plain envelope. Also trial offer. No obligation. Write Mile. Annette Lanzette, P.O. Box 4040, Merchandise Mart, Dept. 321, Chicago.



ON APPROVAL...

WE defy you to tell this ring from one costing \$300.00! To prove it to you, we'll send it on for 25 cents to cover cost of packing, shipping, etc. Wear at our risk. Pay only \$1.50 monthly till the total balance of \$6 is paid. If you do not think it the most exquisite piece of jewelry you ever owned; if your friends do not marvel at the glorious brilliance of the magnificent full carat facsimile diamond, return it and we will refund your money. Ring shipped postage fully paid to your door by return mail. Kash 25 cents in stamps or coin to

BRADLEY, Dept. 383, NEWTON, MASS.
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Is Major Bowes Dropping His Amateurs?

(Continued from page 21)

Bowes' own program that amateurs aren't the drawing card they used to be.

At one time, and not so very many months ago, either, Major Bowes and his Amateurs topped the leading radio popularity survey with a rating higher than that attained by any other program before or since. Today, the same popularity survey lists Major Bowes third. Jack Benny is first, and Fred Allen second, with a numerical rating of not much more than half his all-time high.

Last winter, there were fourteen Major Bowes amateur vaudeville units on tour throughout the country. Today, as you'll discover when you listen to Major Bowes telling about them over the air, there are only eight.

The Major Bowes touring units, nowadays, aren't designated by number as they used to be. They're all named for their specialties. For instance, there is the Swing Unit, composed of people who are good at playing that most modern form of music; the All-Girl Unit; the Sunshine Unit, organized especially to please Southern audiences; the Anniversary Unit, built up from acts which were on an anniversary radio program.

The important and significant thing here is that each unit is now more than just a traveling aggregation of amateurs. Each is a smoothly running, unified stage show. The vaudeville units had to become professional in fact, if not in name, to survive.

LAST winter Major Bowes and the amateurs were making a series of moving picture shorts. Twelve short subjects were made, in New York, and distributed throughout the country. But this winter no moving pictures are being made. Just another indication of the dimming popularity of amateurs.

For a while there was a story going the rounds of Broadway that Major Bowes was having difficulty finding enough amateurs to fill an hour every week. *Variety*, the show-business' trade paper, printed a story saying that he had offered vaudeville talent agencies commissions of from five to ten dollars for each acceptable amateur they sent him. The implication was that if an amateur went so far as to register with a vaudeville agent, he was no amateur.

I asked Major Bowes whether or not this was true, and he assured me that there are still more applicants for places on the program than he can possibly use. As to the *Variety* story, he said, he had told several agents, personal friends of his, to send over some of those people who haunt every agency office, people who have never done any work on the stage, but who have come to the agent hoping he can do something to help them.

As a rule, agents cannot book these people. Major Bowes offered them their chance, through the agents. The commission he gives the agents is no more than small change to them, enough to reimburse them for their trouble and the telephone calls; and the people they send him, he told me, are bona fide amateurs.

There are the signs, the reasons for believing that the amateur hour's day is almost over. So far, if Major Bowes has seen them, he hasn't admitted it publicly. Naturally, it would be fatal for him to admit the possibility of dropping the amateurs until he had definitely made up his mind to do so; but after the changes in



WHY DOES A WOMAN CLOSE HER EYES When She is Kissed?

(USE COUPON BELOW)

● Psychologists say that she is an idealist and closes her eyes to "shut out the world of realities." . . . Many women would also like to "shut out" the everyday reality of rough, red, coarse skin that housework and weather inflicts upon them. And they could, by using the famous skin softener—ITALIAN BALM.

Here is a genuinely inexpensive preparation. Composed of 16 scientifically selected, scientifically pure ingredients. For over 40 years, the preferred skin protector of the women of Canada—and the fastest-selling preparation of its kind today in thousands of communities all over America. . . . Non-sticky. Quick-drying. Approved by Good Housekeeping. . . . Give Italian Balm a week's trial—at no expense. Send for FREE bottle.

Campana's

Italian Balm

THE ORIGINAL SKIN SOFTENER

FREE

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1304 Lincoln Highway, Batavia, Ill.

Gentlemen: I have never tried ITALIAN BALM. Please send me VANITY bottle FREE and postpaid.

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In Canada, Campana, Ltd., MG1304 Caledonia Road, Toronto



MOTHER OF THREE EARNS \$32-\$35 A WEEK

● "THANKS to CHICAGO SCHOOL OF NURSING, I have been able to support my three children and keep my home together," writes Mrs. A. E. Waterbury, Conn. And Mrs. E. is only one of thousands of men and women who have found that C.S.N. training opens the way to a well-paid dignified profession!

C.S.N.-trained practical nurses all over the country are earning as much as \$25 to \$35 a week in private practice, in hospitals and sanitariums. Others, like Miss C. H., own nursing-homes. This easy-to-understand course, successful for 28 years and endorsed by physicians—enables men and women 13 to 60 to prepare themselves at home and in their spare time, for any type of practical nursing. Best of all, it is possible to earn while learning—Mrs. F. McE. took her first case before completing the 7th lesson and earned \$400 in three months! High school not necessary. Complete nurse's equipment included. Easy tuition payments.

Decide now to send for "SPLENDID OPPORTUNITIES IN NURSING," which shows you how you can win success as a nurse!

CHICAGO SCHOOL OF NURSING
Dept. 183, 100 East Ohio Street, Chicago, Ill.
Please send booklet and 32 sample lesson pages.

Name

City

State

Age

Best FOR BABY!



50¢

Kleinert's *SOFTEX Baby Pants are made of soft transparent SILK, fully waterproofed. They weigh less than an ounce—and are unbelievably durable. When you buy *SOFTEX, you are buying real COMFORT for your baby!

*Softex is a SILK fabric, waterproofed without the use of rubber.

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485 FIFTH AVE., NEW YORK, N. Y.

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Learn at Home—Make Good Money
Many men we trained at home in spare time make \$30, \$50, \$75 a week. Many make \$5, \$10, \$15 a week in spare time while learning. Illustrated 64-page book describes Radio's opportunities and how you can become a Radio Expert through our practical home training. Television training is included. Money Back Agreement protects you. Book of facts FREE. Write National Radio Institute, Dept. 7-C.T. Washington, D. C.

HOW CORNS COME BACK BIGGER, UGLIER



—unless removed
ROOT* AND ALL

• Thousands are praising this new, scientific Blue-Jay method that ends a corn. Blue-Jay, the tiny medicated plaster, stops the pain instantly—then in 3 days the entire corn lifts out Root and All. Blue-Jay is easy to use. Held snugly in place by Wet-Pruf adhesive. 25¢ for 6. Get Blue-Jay today.

BLUE-JAY

BAUER & BLACK
SCIENTIFIC CORN PLASTERS

* A plug of dead cells root-like in form and position. If left may serve as focal point for renewed development.

National Amateur Night and Town Hall, I am sure he must have considered it.

His amateur hour has meant a great deal to Major Bowes, much more than can be measured in money or fame. It has meant engrossing work in a field where he was the acknowledged master. It may be that today he is wondering what he can find to replace the amateurs if he should be forced by lack of public interest to drop them. A variety show? Too similar, I am sure he would say, to the half-dozen others on the air.

There's one program that could solve Major Bowes' problem. An obscure sustaining program which has been running on the NBC Blue network at the same time one of the big evening shows was occupying the Red chain. Professional Parade, it's called; and it presents all the old-time stars of vaudeville who have been out of work for the past few years. The theatrical division of the Federal Works Progress Administration and NBC cooperate to give these stars of an almost-vanished profession their chances on the air.

Under Major Bowes' guidance, this could be an important program—as packed with human interest and emotional appeal as the Amateur Hour, and perhaps even more entertaining. Many of these veteran troupers of vaudeville are old friends of the Major's, and richly deserving of the help he has given hundreds of unknown youngsters.

In them, perhaps he could find the answer to the question:
"After the amateurs—what?"

Only one man—Major Bowes himself—can answer all the questions about his amateurs which everyone is asking. In the next issue of Radio Mirror, Major Bowes writes his own reply. Read why he cannot agree with the conclusions drawn in the article you have just read, and learn exactly what he has planned for the future. Don't miss this important feature in the April issue.

More News

(Continued from page 9)

INSIDE STUFF!—An orchestra had been hired for Rudy Vallee's visit to Hollywood when Fay Webb's sad death caused a change of plans. Vallee's coast trip was postponed until spring because it was feared it might look as though the star, who remained outside California for so long, was taking advantage of the tragedy to come here after her death. Ironically, he'd have come had she lived!

* * *

ODDS AND ENDS!—The Dorothy Paige-Armand Lusk heat wave has been turned off because he got tired of waiting for her "yes" and went back to Texas . . . So Dot consoles herself with a rich and handsome New York stock broker . . . Tony Martin is using the eney-meey-no system and alternately squiring Frances Langford and Alice Faye . . . Incidentally, although Frances spent a lot of time during her recent Florida visit with her schooldays sweetheart, Jimmy Chase, the romance is in cold storage . . . Tearing a page from the book of Miss Leaping Lena Levinsky, who piloted her prize fighting brother, Fringfish Levinsky, of Chicago, pretty Gertrude Neisen has become manager (or is it manageress?) of a heavy-

Finds Way To Have Young Looking Skin at 35!



SMART, modern women no longer submit to the tragedy of "old skin" just because they are 30, 35, 40! A wonderful new creme, applied at night like cold cream, acts a scientific

way to free the skin of that veil of semi-visible darkening particles which ordinary creams cannot remove after a certain age. So gentle and quick—often only 5 days is time enough to bring out a glorious rose petal softness and fineness and white, clear look of youth. And, the way it eliminates common surface blemishes—ugly pimples, blackheads, freckles—is a revelation! Ask for this creme—Golden Peacock Bleach Creme at all drug and department stores.

You Can Regain Perfect Speech, if you

STAMMER

Send today for beautifully illustrated book entitled "DON'T STAMMER," which describes the Bogue Unit Method for the scientific correction of stammering and stuttering. Method successfully used at Bogue Institute for 36 years—since 1901. Endorsed by physicians. Full information concerning correction of stammering sent free. No obligation. Benjamin N. Bogue, Dept. 1152, Circle Tower, Indianapolis, Ind.

BE A **RADIO SINGER** ACTOR - SINGER ANNOUNCER

Lack of MIKE technique often Unnecessary DOWNFALL. EVERY VOICE can broadcast under New Discovery. Send for FREE information.

RADIO ARTS ACADEMY 3819 Wilshire Blvd. HOLLYWOOD, Calif.

15 DRESS REMNANTS 15 YDS. Also BARGAIN EXTRA 97¢

Ginghams, Percales, Prints, Voiles, Chambrays, Shirtings, Crepes, etc. New clean goods direct from us at a big saving. Latest assorted Colors. Newest patterns for dresses. Our finest quality.

SEND NO MONEY Pay postman 97¢ plus a few cents delivery charge. 20 yard bundle \$1.29 postage paid, money with order. Satisfaction guaranteed or money back.

EASTERN TEXTILE COMPANY Dept. E-40, Greenfield, Mass.

KILL Don't Just Stun ROACHES

Every roach that nibbles the bait in Gator Roach Hives must die. Bait delicious to roaches lasts for weeks, thus killing new colonies that move in. Positively guaranteed effective. On the market for fifteen years. Sold in fourteen foreign countries. Get some today. 3 sets (9 hives) \$1.20 postpaid, if your dealer has none. DeSoto Chemical Co., Box 4, Arcadia, Fla.

CATOR HIVES

—FAST—QUICK—
DIRECT ACTION OF
TURPO
The Wonderful New Cold-Chaser

Relieves that Cold

Just rub Turpo freely on throat, chest, forehead, temples and outside of nose, also a little Turpo in each nostril before retiring at night.

AT ALL DRUGGISTS

SEND FOR FREE SAMPLE
Write name and address plainly, and send to Turpo, 544 S. Wells Street, Chicago, Dept. 33

Nervous? Irritable?

Can your trouble be

INTESTINAL TORPOR

If you're not your usual self—tired, cross, irritable—in many cases the trouble is Intestinal Torpor. Intestinal Torpor—sluggish, torpid muscular activity in the intestinal tract, can often be relieved pleasantly. Don't resort to harsh, irritating cathartics. Use gentle-acting Stuart's Compound for quick, effective relief. Stuart's Laxative Compound contains non-narcotic, non-habit forming ingredients, scientifically prepared to relieve distressing Intestinal Torpor. Stuart's Laxative Compound increases the muscular activity in the intestines. It helps you properly eliminate excess body wastes in a natural, healthful way. If you have that can't-work, headachy feeling due to Intestinal Torpor—try Stuart's Laxative Compound today! For 40 years, this dependable Compound has brought quick, effective relief to millions of men and women. Get a package from your druggist today. See for yourself how much better you can feel.

**STUART'S
LAXATIVE COMPOUND**
formerly known as
STUART'S CALCIUM WAFERS

VOICE

100% Improvement Guaranteed

We build, strengthen the vocal organs—not both singing lessons—but by fundamentally sound and scientifically correct silent exercises... and absolutely guarantee to improve any singing or speaking voice at least 100%... Write for wonderful voice book—sent free. Learn WHY you can now have the voice you want. No literature sent to anyone under 17 unless signed by parent. **PERFECT VOICE INSTITUTE, Studio 7913 64 E. Lake St., Chicago**

This Beautiful Lifelike

PHOTO RING

NEWEST SENSATION! SEND NO MONEY! snapshot or photo and we'll reproduce it in this beautiful onyx-like ring. Instructible! (Hand-tinted Waterproof! 25c extra)

59c

Enclose strip of paper for ring size. Pay postage a few cents plus postage. If you want we will pay postage. **PHOTO MOVETTE RING CO., Dept. 2, 626 Vine Street, Cincinnati, Ohio.**

SUFFERERS FROM

PSORIASIS

Use **DERMOIL**

Dermoil is being used by thousands of men and women to secure relief from the effects of this ugly skin disease often mistaken for eczema. Apply it externally. Does not stain. Grateful users, after years of suffering, report the scales have gone, the red patches gradually disappeared and their skin became clear again. Dermoil is backed by an agreement to give definite benefit in 2 weeks or money refunded. Beautiful book on Psoriasis and Dermoil Free, or send 25c for generous trial bottle and amazing proof of results. Give druggist's name and address. Your name not mentioned. Prove it yourself no matter how long you have suffered or what you have tried. Don't delay. Write Today. **LAKE LABORATORIES, Box 6, Northwestern Station, Dept. M-19, Detroit, Mich.**

New POCKET RADIO

MUSIC SPORTS ENTERTAINMENT

FITS POCKET EASILY—Take it with you!

BEAUTIFUL CLEAR TONE DIRECT FROM POCKET RADIO

All one unit—just like the big sets, but weighs only 6 oz. Carry it with you. No batteries, tubes, or electric socket connections required.

Costs Nothing to Operate! Guaranteed! Brings in stations with fine tunes broadcast band. Accurately tuned, precisely assembled, rigidly tested, assures excellent performance last for years. Tuning knob is the only moving part. Comes with easy instructions for use in camps, office, picnics, home, bed, etc. Listen to music, sports, prize fights, radio entertainment, etc. Thousands of "Cathedral" Radios have been sold all over the United States and foreign countries.

SEND NO MONEY! You should be delighted with the enjoyable radio entertainment that you get out of the "Cathedral"—the radio that combines performance and economy. Get yours today. For postman on arrival only \$2.99 and postage or send \$2.99 (we pay postage). Order now. **Little Giant Radio Co., 3959 Lincoln Ave., Dept. 105, Chicago**

weight boxer. Her protege, Bob Nestle, in his first start under Gertrude's auspices, kayoed Johnny Miller . . . Incidentally, although Miss Leaping Lena Levinsky can holler louder than Miss Niesen, Miss Niesen can sing better than Miss Leaping Lena Levinsky, which makes it a Mexican standoff . . . That stain on Jimmy Grier's coat is where Joy Hodges was weeping on his shoulder over Larry Cotton, NBC singer, who is too, too far away in Chicago . . . Nelson Eddy moved into the Fred Niblo estate, which he bought, just in time to give one of his famous Sunday night supper parties for the cast of his show before hitting the trail on his concert tour . . . When handsome Jim Harper, of Bob Taplinger's coast office, greets Ginger Rogers affectionately, it's because he once played in vaudeville with her. . . Franca White never misses a weekly Philharmonic concert, and is always dressed up like Mrs. Astor's horse—but alone . . . Camel Caravan is slipping Jack Oakie a mere \$3,500 every pay day . . . Sid Silvers, who is one of M-G-M's highest paid writers, and a bright light of the Jolson show, never went to school, showing what an education will do for you even if you never get it! . . . The reason Bob Ripley demanded to be taken around to all the cemeteries on his first Hollywood visit was because they're always gold mines for "Believe it or Nots" . . . Don Ameche entertained Archbishop Howard, of Portland, and Elmer Layden, Notre Dame football mentor under whom he played in prep school days . . . Ben Alexander, NBC protege and Republic star, set for spring water show sponsored by Ralph and Frank Morgan . . . Al Jolson will tell you all about his hospital sojourn, and what the docs told him about his faulty pump . . . Don Wilson's series of Paramount shorts is entitled "Eyes on the Ball" . . . Igor Gorin smashed the concert record at San Diego held by Nelson Eddy, but Clara E. Herbert takes a deep bow for having managed both affairs.

Coast-to-Coast Highlights

(Continued from page 12)

Frances Carton, offer radio a double attraction—since beauty plays no small part in the popularity of these two talented actresses.

Over WBBM, KMBC, KMOX, WCCO, WJAX, WFLA, WLW, WHO, and KOIL, they both combine their screen and stage experience to portray their fine characterizations in Kitty Keene, Inc.

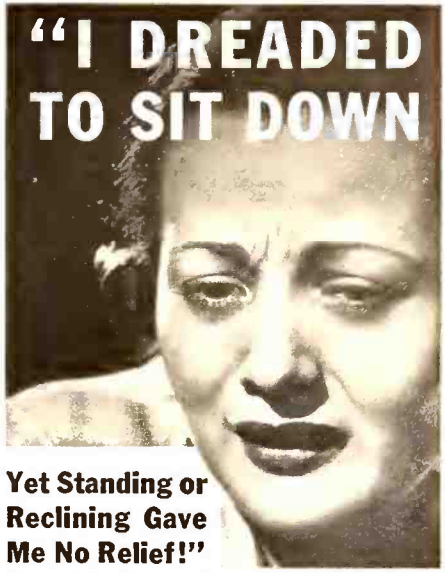
Frances, who's the Kitty Keene, made her first appearance in Indianapolis, Indiana, April 2, 1913, which makes the five feet six and a half inches, 122-pound, brown-eyed "Kitty" a twenty-three-year-old actress today. Since her first amateur appearance in "Rebecca of Sunnybrook Farm" in the Children's Theatre during 1931, she has crowded an enviable record into her professional career.

Foremost were her appearances in "Uncle Tom's Cabin" with DeWolf Hopper, and the Fox film productions, "White Parade" and "Music in the Air." She has appeared before the microphone in many radio programs prior to her present one.

Among the many possessions she prizes, her favorite is an autographed picture of Leslie Howard, received from him when she was a child.

Joan is the five feet four inches, 104-pound, blue-eyed Jill of the program. She made her first appearance in Flint, Michigan, also twenty-three years ago.

Studying dancing as a child, she was chosen from the school's many pupils to play child parts with the Chicago Grand



Yet Standing or Reclining Gave Me No Relief!"

What suffering Piles cause! What they do to you, physically and mentally! But pain is not the worst thing about Piles—they can develop into something very serious. For the treatment of Piles, there is nothing better than to try Pazo Ointment. Pazo is definitely effective. Almost instantly it relieves the distress due to Piles—the pain, soreness and itching.

Effective for 3 Reasons!

First, Pazo is soothing, which tends to relieve inflammation, soreness and itching. Second, it is lubricating, which tends to soften hard parts and make passage easy. Third, it is astringent, which tends to reduce swollen parts and check bleeding. Pazo comes in tubes fitted with a special Pile Pipe for application high up in the rectum. It also now comes in suppository form. Those who prefer suppositories will find Pazo Suppositories the most satisfactory. All drug stores sell Pazo, but a trial tube (with Pile Pipe) will be sent on request. Mail coupon and enclose 10c (coin or stamps) to help cover cost of packing and postage.

GROVE LABORATORIES, INC.
Dept. 75-MC, St. Louis, Mo.

MAIL!

Gentlemen: Please send trial tube Pazo. I enclose 10c to help cover packing and mailing.

Name _____

Address _____

City _____ State _____

This offer is good only in U. S. and Canada. Canadian residents may write H. R. Madill & Co., 64 Wellington Street, West, Toronto, Ont.



Goodbye GRAY HAIRS!

(FREE Test shows way to end them)

No matter whether your hair is beginning to gray—or is entirely gray, you can bring youthful color to every faded strand. The color will be natural looking. It will match the original shade, whether black, brown, auburn, blonde. Just comb a water-white liquid through hair and gray goes. Leaves hair soft and lustrous—takes curl or wave. Nothing to rub or wash off. This way SAFE.

Test it FREE ~ We send complete Test Package. Apply to single lock snipped from hair. See results first. No risk. Just mail coupon.



MARY T. GOLDMAN
3366 Goldman Bldg., St. Paul, Minn.

Name _____

Street _____

City _____ State _____

Color of your hair? _____

LAST NIGHT— FELT SICK



● You may only make a bad matter worse when you force children to take harsh, gripping, old-style laxatives. Give them FEEN-A-MINT—the modern kind that's so gentle, so different in every way. It looks different, tastes different, IS different. They simply chew it like delicious chewing gum—and what a difference that *chewing* makes!



● Next day the whole world looks bright—constipation forgotten! No gripping, no disturbance of sleep, no nausea—this *modern* laxative works gently and surely in the lower bowel, not in the stomach. Preferred by more than 16 million grown-ups and children! Try FEEN-A-MINT—you'll find it the laxative you've been looking for. Write for free sample to Dept. O-2, FEEN-A-MINT, Newark, N. J.

FEEN-A-MINT

THE CHEWING-GUM LAXATIVE
THE 3 MINUTES OF CHEWING MAKE THE DIFFERENCE



EASTER LILY

The Natural Beauty and Fragrance of this SIBERIAN CORAL LILY with 12 to 20 Deep Scarlet Blooms from ONE Spike, will add a Spiritual Touch to each Easter occasion. Comes in Own POT with Bulb Fibre. Keep DAMP and it will bloom by Easter. Cellophane packed in Box. Postpaid for 25c, three for 50c. Order AT ONCE for the early Easter. Regal Bulb Co., Dept. 60, Westport, Conn.

Many Happy Women Now Say

PAR-I-O-GEN

(Pronounced PAR-I-O-JEN)

• TABLETS •

MAKE

FEMININE HYGIENE

Simple
Quick
Easy

Dependable Pariogen requires no applicators or other accessories. The easy-to-use tablet alone is sufficient. Harmless, non-caustic, greaseless, odorless. Twelve tablets in glass container cost only one dollar. Don't hesitate to ask your druggist for Pariogen Tablets. If his supply should be temporarily exhausted, write us for free sample.



AMERICAN DRUG AND CHEMICAL CO.
420 S. Sixth St., Minneapolis, Minn. Dept. 273

Opera Company. Her first radio appearance was over Chicago's WEBB in 1924 when only twelve years old. The studio was in the Edgewater Beach Hotel and she was willing to broadcast only because it meant an opportunity to use the toboggan on the hotel's grounds after each broadcast.

Joan has appeared on many radio programs, including Ma Perkins, Orphan Annie, Lum and Abner, as well as in Paramount pictures.

Her sports interest has continued since her early weakness for tobogganing and today she favors swimming, golf, and horse-back riding.

* * *

SOUNDS IN THE NIGHT

A pound's a pound the world around, but it's not necessarily so of a sound. For instance, when Don Winget, Jr., WLW's chief sound technician in Cincinnati, was faced with the problem of producing the sound of a man being stabbed, he couldn't stab a man and let it go at that. But that was exactly how it sounded to the listeners of WLW's True Detective Mysteries. In reality they heard Don plunging a knife into a head of cabbage.

And how about those telephone voices sounding so real coming from your loud-speaker? Well, if it's Chicago's WLS Saturday night Feed Store program you're listening to you'll have to give Merle Housh credit. Merle, after considerable head scratching and pondering, finally conceived the idea of fitting a cardboard box over the microphone. Then, after a trombone mute had been placed in each end of the box, you were certain the voice you heard came over a telephone. Certain, that is, until now.

But not all the sound effects are so easy to invent. Chicago's WBBM producer, Phil Bowman, was stuck with the script, Cadets of the Air, calling for the sound of a soldier rushing up to the microphone and gasping for his breath before speaking. Neither actors nor sound effects men could produce the desired effect. Finally the producer ordered a cadet to sprint five times around the studio and then deliver the lines into the mike. That was fine. The boy did a perfect panting sound but he was so winded he couldn't speak—and one of his fellow cadets had to read his lines.

* * *

PROSPERITY NOTES

Springfield, Mo.: Hoping to become Missouri's strongest signal in its territory, KWTO has installed \$75,000 worth of new transmitting equipment and stepped its power up to 5,000 watts.

Longview, Texas: KFRO has installed \$1,500 worth of new equipment and is awaiting another \$6,000 order of bigger and better sending apparatus.

Chicago: WBBM's studio cat, Red, is hobbling around with a broken leg—but in a *cast*, no less.

* * *

FANTASTIC

Except for a peek-a-boo dancer, no one owes more to his fans than a radio celebrity. But even so a fan's reaction at times must baffle the microphoners.

For instance, the trusting fan who wrote WBBM announcer Paul Luther and asked him to invest \$4,000 anyway he saw fit. The listener said she knew by his voice that he was honest. How do I go about getting an announcing job, Paul?

And Reginald Allen, WBT's Esso Reporter, knows a woman who shouts across the room, any room, at him whenever and wherever he appears—in a bar, hotel or railroad station. She just wants to hear



REAL LIFE STORY
TIED ALL THE TIME SHE TOLD HIM WHAT TO DO

FEELS LIKE NEW! THANKS TO CLEVER WIFE..

HE wasn't himself. Had too many restless nights, too many tired days. Seemed to lose his ambition. But his clever wife was too smart to let this go on. She insisted that he try Nature's Remedy (NR Tablets) and he found out what a surprising difference it made to use a laxative of entirely vegetable origin. He didn't mind taking NRs at all, they were so gentle, and non-habit forming. They simply made him feel like a new man. Get a 25c box at any drugstore today.



FREE: Beautiful Six-color 1937 Calendar-Thermometer. Also sample of NR and Tums. Send stamp for packing and postage to A. H. Lewis Co., Desk 8015, St. Louis, Mo.

KNITTING YARNS WHOLESALE PRICES
Direct from manufacturer, 1,000 samples FREE. Mail orders promptly filled.
PICKWICK YARNS STAMFORD, CONN. Desk 70.

LET'S GO PLACES AND DO THINGS MONEY BACK IF NOT SATISFIED
Men—Women—Don't act old. Feel Young again—full of pep and youthful ambition. "Step out and do things." Take ANGELA MATE. Harmless, no injurious drugs or dope. Delicious and stimulating. Praised by thousands and approved by many Physicians. Six weeks' supply, \$1; 12 weeks' supply, \$2.00 plus postage.
North American Mate Co., Dept. 27B, 126 Greenwich St., N. Y. C.

CLEANS WALLS NEW WAY!

Ends Drudgery . . . Sells on Sight
AMAZING NEW WALL CLEANER. Revolutionary invention. Banishes old-style housecleaning mess and muck forever. No dirty rags—no sticky "dough"—no red, swollen hands. No more dangerous stonemasons. Literally scrubs dirt like magic from wallpaper and painted walls. Also cleans window shades, blinds, furniture, without work. **SAVES REDECORATING!** Approved by Good Housekeeping Institute! Low priced. Lasts for years. Has no odor and about it—by on sight. **AGENTS WANTED** Everywhere cleaning up big money.
SAMPLE OFFER: Samples sent at our risk to first person who writes for them. Specify locality you writes. No obligation. Get details. Be first—send in your name TODAY. KRISTEE MFG. CO., 434 Bar St., Akron, O.

Skin Itch Kills Romance

Many shattered romances may be traced directly to ugly skin blemishes. Why tolerate itchy pimples, eczema, angry red blotches or other irritations resulting from external causes when you can get quick relief from soothing Peterson's Ointment. 35c at all druggists. Money refunded if one application does not delight you. Wonderful, too, for tired itchy feet and cracks between toes. Write for **FREE SAMPLE** to Peterson Ointment Co., Dept. JF-5, Buffalo, N. Y.

1.00 a month
Is all you need to pay for LIFE INSURANCE

Think of it! At age 21 you can secure over \$100,000.00 of Old Line Legal Reserve Life Insurance. Proportionately large amounts for other ages—but the cost is the same—only \$1.00 a month!
Postal has paid out over \$43,000,000 in 31 successful years. It has millions in assets and reserves. Just send coupon today with your name, address and exact date of birth and get full details and rates for your age by return mail. Act promptly. Insurance is vital!

Postal Life Insurance Company
511 Fifth Ave., Dept. R. D. 220
New York, N. Y.

Please mail details of your \$1.00 a month policy.

Exact date and year of birth.....

Occupation.....

Name.....

Address.....

City.....State.....

BUY DIRECT and SAVE MONEY

No Matter What Your Age
No Need Now to Let
Gray Hair
Cheat You



Now Comb Away Gray This Easy Way

GRAY hair is risky. It screams: "You are getting old!" To end gray hair handicaps all you now have to do is comb it once a day for several days with a few drops of Kolor-Bak sprinkled on your comb, and afterwards regularly only once or twice a week to keep your hair looking nice. Kolor-Bak is a solution for artificially coloring gray hair that imparts color and charm and abolishes gray hair worries. Grayness disappears within a week or two and users report the change is so gradual and so perfect that their friends forget they ever had a gray hair and no one knew they did a thing to it.

Make This Trial Test

Will you test Kolor-Bak without risking a single cent? Then, go to your drug or department store today and get a bottle of Kolor-Bak. Test it under our guarantee that it must make you look 10 years younger and far more attractive or we will pay back your money.

Buy a bottle of KOLOR-BAK FREE today and send top flap of carton to United Remedies, Dept. 443, 544 So. Wells St., Chicago—and receive FREE AND POSTPAID a 50c box of KUBAK Shampoo.

MAKE MONEY AT HOME!
Learn to color photos and miniatures in oil. No previous experience needed. Good demand. Send for free booklet, "Make Money at Home" and requirements. NATIONAL ART SCHOOL
3601 Michigan Ave. Dept. 1383 Chicago

Chicago Hospital Develops New Treatment for Acid Stomach Ulcers and Colitis

Stomach specialists on the staff of a well-known Chicago Hospital have announced a revolutionary new drugless treatment for ulcers of the stomach and duodenum. Remarkable results have been secured in those conditions, as well as in colitis and other similar acid conditions. Treatment is pure vegetable matter, and inexpensive. Sufferers can now secure a full \$1.00 treatment for trial by clipping this ad and mailing it together with 25c only to defray packing charges. Booklet of valuable information and reports from Doctors and Hospitals will be sent free. Address: Dept. 5, V. M. PRODUCTS, 500 N. Dearborn St., Chicago.

This Genuine 50¢ Wm. A. ROGERS SEAFOOD FORK for only 10¢
A-1 Plus Pure SILVERPLATE

You will be thrilled with the beauty of this 50c No-art design fork. Made and GUARANTEED by Oneida Ltd. A-1 pure silverplate overall plus extra pure silver overlay where greatest wear comes. Offered at only 10¢ to acquaint you with THE FINEST LOBSTER YOU EVER TASTED. Baille's Lobster is the most delicious seafood on the market. ALL PURE TENDER WHITE MEAT. Exquisite in flavor, rich in iodine and health-giving minerals. Perfect for Parties, Luncheons and all meals.

BUY 2 CANS FROM YOUR GROCER TODAY
Money refunded if you are not delighted. Then mail 2 labels to Baille's, Chicago, and we will send fork and recipe booklet—postpaid. Offer limited, act at once.

FREE Booklet with Wonderful Lobster If Your Grocer Cannot Supply You—\$1 Mail Coupon Below with FOR 2 FULL HALF-LB. CANS BAILLEN'S LOBSTER. FORK AND RECIPES FREE.

BAILLEN'S, 168 NO. MICHIGAN AVE., CHICAGO, ILL.
Enclosed find \$1.00. Send me postpaid 2 full half lb. cans Baille's Imported Lobster. The fork and recipe booklet are FREE.

Name.....
Address.....City.....
My Grocer's Name is.....

him speak, because she thinks he has the "loveliest voice." Allen is still dodging another fan, a man who also thinks his own voice is wonderful. To prove it, the guy starts singing at the top of his voice whenever Allen comes on the scene.

But a few Detroit fans had their hands full recently, especially if they took their autographs home with them. A Detroit newspaper selected eleven of radio's headliners, including Eddie Cantor and Kate Smith, to autograph radio sets sold at auction, the proceeds to purchase sets for shut-ins. For which, congratulations to newspaper, stars, and fans.

This last bit of fan news may or may not surprise you, depending upon what kind of clothes you wear. Anyway, WLW designed its For Men Only program for just what it says, and the bulk of the hundreds of fan letters received are from women only.

* * *

Philadelphia: A new broadcasting web, the Quaker State Network, was recently announced by Donald Withycomb, general manager of WFIL. The key station of the new chain is WFIL, Philadelphia.

The stations comprising the network are located in all of the important cities of Pennsylvania from Erie on the northwest border to Philadelphia on the southeast extremity. The new network blankets fifty-five of the state's sixty-seven counties and makes itself accessible to an estimated 2,000,000 radio receivers in a population of more than 9,000,000 people. Negotiations are under way to add a New York outlet when the chain's regular sustaining service is established in the spring.

* * *

STATION TREE

If microphones ever feel humble, those in Chicago's WBBM must rank with the humblest when they realize the important ancestry they face each day.

On the Poetic Melodies program it's tenor Jack Fulton, direct descendant of the steamboat inventor, Robert Fulton. . . Marie Nelson of the Bachelor's Children program springs from the line of Pierre Coté, old French Royalist who followed Frontenac's army westward. Where Detroit, Michigan's, City Hall now stands, Marie's Great-grandpappy Coté once pastured his cows. . . Olan Soule, also of Bachelor's Children, traces his family tree back to Captain Miles Standish. Olan's thrice great-grandfather married the Captain's daughter, Sarah Standish.

Now, there is a station with a family tree to be reckoned with.

* * *

THOSE BELLS AGAIN

Des Moines, Ia.: Latest to join the newlywed ranks from the Iowa Broadcasting System was Wayne A. Welch, secretary to IBS commercial manager, Craig Lawrence. Mr. Welch married Janet Wright of Harbor Springs, Michigan. Cupid seems to have the range of IBS hearts, having snared fifteen in the organization in the past few months.

Hollywood: Radio audiences were invisible guests recently at KNX's first studio wedding when Doris Sena Miller and Kenneth Merle Nelson said their "I do's" there. We hope the bride and groom didn't have a playful Gracie Allen to contend with as did a couple similarly wedded in the "Big Broadcast of 1937." Mr. Nelson sings regularly as a member of the Haven of Rest's male quartet on Paul Meyers' mythical craft Good Ship Grace.

In another Hollywood ceremony Jackson Wheeler, KNX announcer on the recent Goose Creek Parson CBS show, was the Mr. while Edna Mae Jones, 20th

Sensational BARGAINS

Guaranteed
~~\$102.50~~ Model
NOW Only
~~\$44.90~~ Cash
or
on Easy Terms
SMALL CARRY-
ING CHARGE
10 Day Trial
No Money Down



Fully GUARANTEED

Positively the greatest bargain ever offered. A genuine full sized \$102.50 office model re-finished Underwood No. 5 for only \$44.90 (cash) or on easy terms. Has up-to-date improvements, including standard 4-row keyboard, backspacer, automatic ribbon reverse, shiftlock key, 2-color ribbon, etc. The perfect all purpose typewriter. Complete rebuilt and FULLY GUARANTEED.

Learn Touch Typewriting
Complete (Home Study) Course of the famous Van Sant Speed Typewriting System—fully illustrated, easily learned, given during this offer.

Money Back Guarantee
Send coupon for 10-day trial— if you decide to keep it pay only \$3.00 a month until \$49.90 (term price) is paid. Limited offer—act at once.

INTERNATIONAL TYPEWRITER EXCHANGE
231 West Monroe St., Chicago, Ill., Dept. 303
Send Underwood No. 5 (F.O.B. Chicago) at once for 10 days' trial. If I am not perfectly satisfied I can return it express collect. If I keep it I will pay \$3.00 a month until I have paid \$49.90 (term price) in full. For quick shipment give references and occupation.

Name.....Age.....
Address.....
Town.....State.....

THIS GENUINE JUNIOR GUITAR FOR YOU!

Get this handsome Inetra. **BOYS & GIRLS** must **NOW**. Here's how. Just send your name and address (SEND NO MONEY). WE TRUST YOU with 24 packs of Grand Seeds to sell at 10c a packet. When sold send \$2.40 collected and WE WILL SEND this mahogany finish guitar and five Min's instruction Book absolutely FREE. Write for seeds NOW. A post card will do. Address: LANCASTER COUNTY SEED COMPANY Station 205, Paradise, Pennsylvania

ANY PHOTO ENLARGED

Size 8 x 10 inches or smaller if desired. Same price for full length or bust form, groups, landscapes, pet animals, etc., or enlargements of any part of group pictures. Same return of original photo guaranteed.

47¢ 3 for \$1.00

SEND NO MONEY or snapshot (any size) and within a week you will receive your beautiful enlargement, guaranteed fadeless. Pay postman 47c plus postage or send 48c with order and we pay postage. Big 16x20-inch enlargements sent C. O. D. 18c plus postage or send 80c and we pay postage. Take advantage of this amazing offer now. Send your photos today. Specify sizes wanted.

STANDARD ART STUDIOS
104 S. Jefferson St., Dept. 157-C CHICAGO, ILLINOIS

DON'T LET COUGHING TEAR YOUR THROAT MILLIONS USE PERTUSSIN FOR QUICK RELIEF

It's the drying of tiny moisture glands in your throat and bronchial tract that often causes coughs. Sticky phlegm collects, irritates, and you cough.

Pertussin stimulates these glands to again pour out their natural moisture. Sticky mucus is loosened and easily expelled. Irritation goes away—coughing is relieved. Try Pertussin at our expense. Use coupon below.

30¢ Prescription FREE **PERTUSSIN**

Seck & Kade, Inc., Dept. S-5
440 Washington Street, N. Y. C.
Please send me 2-oz. prescription of Pertussin FREE... by return mail.

Name.....
Address.....

TIRED ACHING FEET?

IT MAY BE FALLEN ARCHES!



Tired, aching feet, rheumatic-like foot and leg pains, sore heels, cramped toes, weak ankles, bunions, callouses—all are symptoms of weak or fallen arches. To get immediate relief and remove the cause, wear **Dr. Scholl's Foot-Eazers** in your shoes. They stop the muscular and ligamentous strain which causes your pain; gently but firmly support the arch. Worn in any properly fitted shoe. Expertly fitted at leading shoe and department stores. Sizes for men, women and children. \$3.50 pair. Other Dr. Scholl Arch Supports \$1.00 and up.

FREE BOOKLET

For booklet on causes, symptoms and treatment of Weak Arches and other foot troubles, write Dr. Scholl's, Inc., 203 West Schiller Street, Chicago, Ill.



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FOOT COMFORT APPLIANCES
 AND REMEDIES FOR ALL FOOT TROUBLES

NEW SNAG-SILK STOCKING
RESISTING

PAYS UP TO \$17 WEEKLY. Your stockings FREE if you show friends new lock-stitch, ringless hose. Guaranteed against runs. Wear longer. No House to House Canvasing. No investment or experience required. Your own hose and samples FREE. Give address. Write now **SUPERWEAR HOSIERY CO.** Dept. H-5 St. Paul, Minn. **Actual Samples Free**

TYPENWRITER 1/2 Price

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SEND NO MONEY

All late models completely refinished like brand new. **FULLY GUARANTEED.** Big free catalog shows actual machines in full colors. Lowest prices. Send at once. Free course in typing included.

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LEARN TO DANCE AT HOME

Easy as A-B-C. Each course complete in illustrated booklet. Your choice of:

BEGINNERS or ADVANCED TAP or BALLROOM COURSE \$1

(Includes Plaza Waltz, Fox Trot; Tango; Carrico; Continental, etc.)

ALL 3 COURSES \$2
 Sent prepaid or C.O.D. (in U.S.A.) plus postage.

FREE with \$2 order—your choice one pair dancing taps or latest "Top Hat" exhibition dance. Dept. V-1, **BILLY TRUEHART** 5308 So. Alameda Way, Houston, Texas

She Got \$400.00 for a Half Dollar

I will pay CASH for OLD COINS, BILLS and STAMPS

POST YOURSELF! It pays! I paid \$400.00 to Mrs. Dowty of Texas, for one Half Dollar; J.D. Martin of Virginia \$200.00 for a single Copper Cent. Mr. Manning of New York, \$2,500.00 for one Silver Dollar. Mrs. G. P. Adams, Ohio received \$740.00 for a few old coins. I will pay big prices for all kinds of old coins, medals, bills and stamps.

I WILL PAY \$100.00 FOR A DIME!
 1894 S. Mint; \$50.00 for 1913 Liberty Head Nickel (not Buffalo) and hundreds of other amazing prices for coins. Send 4c for Large Illustrated Coin Folder and further particulars. It may mean much profit to you. Write today to **B. MAX MEHL, 356 Mehl Bldg., FORT WORTH, TEXAS** (Largest Rare Coin Establishment in U. S.)

Century-Fox player, became the Mrs.

* * *

THE DAWN PARADE

The fate of Martha Dulin and Margaret Siceloff, two of WBT's early morning broadcasters who frequent the airwaves at a time meant only for sleeping, is proof that the person who likened all early microphone birds to their gilded-caged cousin was right. The bird in that cage, as you'll recall, was "more to be pitied than censored"—and so it is with the WBT duo. After a 6:30 A.M. program of breakfast-table setting and coffee selling before the microphone the gals have to go downtown to get their breakfast.

Another for dawn dialers is WOW's rustic friends, Sari and Elmer, from Fort Wayne, Indiana. But these early birds are lucky. They don't have to face the microphone until 6:45 A.M. Fred Henry, hired hand and third member of this Farm Hour program, really gets the break. All Fred has to do at 6:45 A.M. is play the organ. What, no milking?

What Do You Want to Say?

(Continued from page 15)

HONORABLE MENTION

amazing co-incidence."—Mrs. MINNIE HARRIS, Charlotte, North Carolina.

"Comedy programs are the most enjoyable programs on the air. If some girl is not feeling any too happy, she would naturally want something to cheer her up. The radio would be the thing and a comedy program at that. I know that is what I would want if I were feeling low."—Miss SVEA PALM, Port Jervis, N. Y.

"We wish to thank the Texaco Town program for bringing Eddie Cantor, an ace comedian, with Mr. James Wallington and Parkyakarkus to us. His jokes, words of advertising, and moral stories are always cleverly given and highly entertaining. The addition of Bobby Breen and Deanna Durbin is superfluous especially when Cantor and his two stooges are capable of doing the whole show."—Miss YVONNE OSTERMAN, Northbrook, Ill.

"The comedian who wants to play Hamlet is almost proverbial. Perhaps it's a variation of that strange complex that's gotten a hold on Fred Astaire."—JAMES A. WALLACE, San Francisco, Calif.

"It seems to me that radio sponsors never think their programs are complete without a flock of guest stars, but will some kind soul please take time to explain the value of these stars to said programs? Who wants to hear football coaches and movie stars talk shop? The only guest stars worthy to be on programs are comedians and real songbirds."—Mrs. C. W. YOUNG, Jeannette, Pa.

"I am right in the midst of a battle with the three musketeers of misery, ill health unemployment and poverty. But I am thankful for one thing, that I am allowed headquarters in a home where there is a radio."—PETRA MADSEN, Sioux City, Iowa.

Owing to the great volume of contributions received by this department, we regret that it is impossible for us to return unaccepted material. Accordingly we strongly recommend that all contributors retain a copy of any manuscript submitted to us.

TUNE IN—TRUE STORY COURT OF HUMAN RELATIONS

Unless you are already a listener-in on the True Story Court of Human Relations, sponsored by True Story Magazine, you are missing one of the most absorbingly interesting broadcasts on the air.

Each Friday night the True Story Court of Human Relations brings to its listeners a radio drama filled with thrills; drama, suspense. Broadcast over the NBC Red Network, a turn of the dial will bring into your home this wealth of wholesome, highly enjoyable entertainment. Tune in on Friday night without fail.

City	Station	Local Time
New York	WEAF	9:30 PM EST
Boston	WNAC	9:30 PM EST
Hartford	WTIC	9:30 PM EST
Providence	WJAR	9:30 PM EST
Worcester	WTAG	9:30 PM EST
Portland, Me.	WCSH	9:30 PM EST
Philadelphia	KYW	9:30 PM EST
Baltimore	WFBR	9:30 PM EST
Washington	WRC	9:30 PM EST
Schenectady	WGY	9:30 PM EST
Buffalo	WBEN	9:30 PM EST
Pittsburgh	WCAE	9:30 PM EST
Cleveland	WTAM	9:30 PM EST
Detroit	WWJ	9:30 PM EST
Chicago	WMAQ	8:30 PM CST
St. Louis	KSD	8:30 PM CST
Des Moines	WHO	8:30 PM CST
Omaha	WOW	8:30 PM CST
Kansas City	WDAF	8:30 PM CST
Denver	KOA	9:30 PM MST
Salt Lake City	KDYL	9:30 PM MST
San Francisco	KPO	8:30 PM PST
Los Angeles	KFI	8:30 PM PST
Portland, Ore.	KGW	8:30 PM PST
Seattle	KOMO	8:30 PM PST
Spokane	KHQ	8:30 PM PST
*Cincinnati	WLW	6:30 PM EST
**Minn.-St. Paul	KSTP	6:30 PM CST

*Sunday
 **Thursday

TAKE YOUR CHOICE OF THESE STATIONS Every FRIDAY Night

The Magnificent Obsession That Rules Eddie Cantor

(Continued from page 25)

When you have some worthy cause to promote, I will cooperate gladly." You have read the columnist's attacks on Cantor since the incident.

Was all this the bread coming back as mountains of ice cream?

No. That wasn't what Eddie meant. Just before he came to New York for a few weeks this winter he was working like a Trojan—preparing a radio script, revamping the script of his next picture, "Saratoga Chips," in his odd moments, packing, making last-minute arrangements for leaving. In the midst of all the work there came a telegram from San Francisco, asking him to appear in a community chest appeal.

"But how can I?" he muttered to himself as he read the wire. Then his face cleared. "Well, I suppose I *could* fly," he said philosophically.

Eddie is mortally afraid of airplanes. He was exhausted from his days and nights of work. How much easier it would have been to write a substantial check. But no. Anyone who was rich could give money. And Eddie boarded a plane and whisked through the skies to San Francisco, working over scripts on the way to forget his fear.

A FEW weeks later he was in Boston. The theater was filled for every show. Once they had to put three hundred chairs on the stage. Trade papers carried headlines telling how much Cantor made in Boston. They didn't tell, because they didn't know, that most of the money went to his pet Boston charity—and they didn't know about the Chicago date, either.

Eddie's Boston success brought a lucrative offer of an engagement in Chicago. It would undoubtedly have been as profitable as the Boston week. Yet Eddie turned it down. He was too busy with a Y. M. C. A. benefit in New York, after which he had two days earmarked for working out additional plans, while in the East, for the expansion of the Adirondack children's camp.

In the story of those few crowded weeks—more or less typical weeks out of Eddie's life—there is the explanation of his magnificent obsession—that all the bread he casts on the waters returns to him as ice cream.

He told me about it, his brow furrowed with the effort to find simple words and phrases that might make his point clear. He spoke as you might speak to a little child, trying to penetrate its mind with the truth that no matter how it *seems*, the world really is round.

"It's like this. I'm all tired out. Dead tired. Like I was when the telegram came asking me to go to San Francisco. I could say I couldn't go—but instead I say to myself, 'Well, I can't, but I'm going to, just the same.' You'd think dropping everything and going up there to San Francisco and appearing right in the middle of a dozen other things when you were all played out would make you a lot more played out, wouldn't you? That would be natural, wouldn't it?"

"But that's not the way it turns out. You get a feeling inside. You know, like when you come down fast in an elevator. Exhilaration. Well, then you come back to work. Now would you believe it, you're not tired any more. You feel swell. Whee! You tear into things to make up for the time you've lost—and by golly,



Here's a Queer Way to Learn Music!

NO teacher—no monotonous exercises or confusing details. Just a simple, easy, home-study method. Takes only a few minutes—averages only a few cents—a day. No "grind" or hard work. Every step is clear as crystal—simple as A-B-C throughout. You'll be surprised at your own rapid progress. From the start you are learning real tunes by note. Quickly learn to play "jazz" or classical selections—right at home in your spare time.

Free Book and Demonstration Lesson
Don't be a wallflower. Send for Free Booklet and Free Demonstration Lesson. These explain our wonderful home study method fully and show you how easily and quickly you can learn to play at little expense. Mention your favorite instrument. Instruments supplied when needed, cash or credit. Write NOW.
U. S. SCHOOL OF MUSIC
3063 Brunswick Bldg., New York City

- Pick Your Course**
- Piano
 - Guitar
 - Violin
 - Saxophone
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 - Cornet
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 - Flute
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 - Harmony and Composition
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IDA BAILEY ALLEN'S SERVICE COOK BOOK

Send 25c to Ann Morland, Food Editor, RADIO MIRROR, 205 East 42nd Street, New York City.

No JOKE TO BE DEAF

—Every deaf person knows that—Mr. Way made himself hear his watch tick after being deaf for twenty-five years, with his Artificial Ear Drums. He wore them day and night. They stopped his head noises. They are invisible and comfortable, no wires or batteries. Satisfaction guaranteed. Write for TRUE STORY. Also booklet on Deafness.
Artificial Ear Drum
THE WAY COMPANY
719 Hofmann Bldg. Detroit, Michigan

MANY FOLKS NOW SAY THE

NEW PE-RU-NA

The Great New Cold-Fighter Often Wins Fight With a Cold

By Helping to Build Up Cold-Fighting Resistance

AT ALL DRUGGISTS

—SEND FOR FREE SAMPLE—

For free sample bottle of THE NEW PERUNA, address PERUNA, 544 S. Wells St., Chicago, Ill. Dept. 163

3 LIPSTICKS Free

It's our treat! Let us send you 3 full trial sizes of the well known FLAME-GLO Triple Indelible Lipstick FREE, each in a different, fascinating shade so you can discover the color most becoming to you. Just send 10¢ in stamps to cover mailing costs. Glorify your lips with FLAME-GLO... send coupon TODAY!

Flame-Glo TRIPLE INDELIBLE

REJUVIA BEAUTY LABS., DEPT. 73, 395 B'WAY, N. Y.

Send me 3 trial size FLAME-GLO Lipsticks; enclosed find 10¢ (Stamps or Coins) for mailing cost

NAME _____
ADDRESS _____

10¢ AND 20¢ AT LEADING 5 & 10¢ STORES



WHO WANTS TO MARRY A GIRL?

CERTAINLY, there is a girl you want to marry! But how are you ever going to make this dream come true on the money you're making? The wonder is not new to you, is it? *Quit wondering—start acting!* Thousands of men have acted by making themselves worth more money by acquiring more training for the job at hand and the job ahead. They have gotten this training in spare time. Their very first step was mailing this coupon to the International Correspondence Schools at Scranton. Why don't you do it?

INTERNATIONAL CORRESPONDENCE SCHOOLS

Box 2295-C, Scranton, Penna.
Without cost, please send me full particulars about the subject before which I have marked X:

- TECHNICAL AND INDUSTRIAL COURSES**
- Architect
 - Architectural Draftsman
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 - Marine Engineer
 - Bridge Engineer
 - Bridge Foreman
 - Building Foreman
 - Diesel Engines
 - Aviation Engines
 - Automobile Work
 - Plumbing
 - Steam Fitting
 - Heating
 - Ventilation
 - Air Conditioning
 - Refrigeration
 - Pharmacy
 - R. R. Locomotives
 - R. R. Section Foreman
 - R. R. Signalmen
 - Air Brakes
 - Coal Mining
 - Chemistry
 - Fruit Growing
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- BUSINESS TRAINING COURSES**
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 - Secretarial Work
 - Salesmanship
 - Service Station Salesmanship
 - Advertising
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 - French
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- DOMESTIC SCIENCE COURSES**
- Professional Dressmaking and Designing
 - Home Dressmaking
 - Advanced Dressmaking
 - Millinery
 - Foods and Cookery
 - Tea Room and Cafeteria Management, Catering

Name.....Age.....
Address.....
City.....State.....
Present Position.....
If you reside in Canada, send this coupon to the International Correspondence Schools Canadian, Limited, Montreal, Canada.

DISCOVERED

IT'S to treat both the irritated throat and inflamed bronchial tubes at the same time! With double-acting FOLEY'S HONEY & TAR, one ingredient-group coats the raw throat, quickly relieves tickling, hacking and coughing while the other actually enters blood, acts on affected bronchial tubes, loosens phlegm, helps break up cough, speeds recovery. To check your cough before it gets worse, be-fore this catch it, for speedy relief and speeded-up recovery, insist upon

a Way to RELIEVE COUGHS Quickly

FOLEY'S HONEY & TAR COMPOUND

COUGHS

COME FROM HERE

TAKE THE SYRUP THAT CLINGS TO THE COUGH ZONE

If you have a cough (due to a cold) remember this common sense fact—a cough medicine should do its work *where the cough is lodged*... right in the throat. That's why Smith Brothers Cough Syrup is a thick, heavy syrup: *It clings to the cough zone*. There it does three things: (1) soothes sore membranes, (2) throws a protective film over the irritated area, (3) helps to loosen phlegm. Get Smith Brothers! 35¢ and 60¢.

"IT CONTAINS VITAMIN A"

This vitamin raises the resistance of the mucous membranes of the nose and throat to cold and cough infections.

SMITH BROS. COUGH SYRUP
NOW ON SALE IN CANADA

Her EYES Won Him

CLEAR..MILKY WHITE..LUSTROUS

THOUSANDS CLEAR EYES..In Seconds..New Easy Way

EYE-GENE

Small text: EYES reddened or prominently veined by late hours or over-indulgence—thousands of girls now clear them in seconds. With new scientific EYE-GENE. And what a difference when whites are clear—sparkling white! Money back if it fails. Refreshes, soothes tired eyes like magic. Stainless—safe. Get EYE-GENE at any drug or department store.

before you know it, you feel better than you did before you left."

He paused thoughtfully. Then he seemed to anticipate a puzzled question.

"Explain that? No, I can't explain it. I can't explain why rain and sun make flowers grow—but I know they do, just the same."

That, then, is the magnificent obsession that grips Eddie Cantor. He firmly believes that if suddenly some dire genie were to transform him back into the old Cantor he would wither and die. Maybe he would. But the glorious part of it all is that nothing in the world can take away the new happiness this obsession brings him.

THOSE were good doctors, those who told him seven years ago he had but a year of hard work left. It's borrowed time Eddie Cantor is living on now.

He's just got to keep the interest paid up on that loan.

PROGRAM DOTS AND DASHES: Eddie Cantor. The Mayor of Texaco Town is one of the few star entertainers who has completely mastered all mediums of entertainment: radio, stage, and screen... His Sunday CBS broadcasts are very popular... He has just signed a contract with 20th-Century-Fox to make three pictures in two years... He is easily re-making all the money he lost during the 1929 crash... Few of his radio friends remember when Cantor lost his shirt in the Wall Street plunge, bounced back with an idea for a book entitled "Caught Short!" which made light of his heavy losses... Siman & Schuster published it and sold 800,000 copies at \$1 a throw... Cantor likes to discuss important broadcast problems in the barber shop... While the barber applies the razor, the bootblack shines away, and the manicurist files his delicate hands, Benny Holtzmann, his personal manager, and a batch of gag writers go over the pending routines... Sometimes the barber chips in

with a few choice puns... Cantor usually arrives at the studio, the day of the broadcast, about 9 a.m... This works havoc on members of his troupe, who have usually been up late the night before, but is easy for Eddie who hates night clubs, gambling, cigarettes, and dances... He says he finds all his recreation when working... "If I want the atmosphere of a nightspot," he says, "I go home, close all the windows, have my friends blow smoke in my face and remind me to step on my feet"... Einstein, former Boston advertising man, was discovered by Cantor, when the former "wowed" an ad-club meeting with his Greek dialect stories... The flash of the Cantor check-book changed Einstein's career overnight... At present Cantor treats Harry like a brother... In a few months the comic may treat him more like a son-in-law... The stage is in love with Eddie's oldest daughter... Each year Cantor produces a new personality in his radio gang... First it was Einstein. Last year it was 8-year-old Bobby Breen... Today it is Canadian-born Deanna Durbin. The Durbins moved to California when Deana was ten, not for Hollywood gold and glitter, but to escape Winnipeg's rugged climate... Edith Durbin, a well-known fencer, insisted her kid sister had vocal talent, and urged her father, a broker, to have Deanna take singing lessons... Soon after, Deanna sang on an amateur program. Cantor was in the audience applauding loudly... Before Eddie signed a contract with her, he had throat specialists examine the girl's vocal chords... The medicos found it fully developed, said maturity would bring increased volume... After Texaco, critics predict the Metropolitan Opera House for Miss Durbin... Pudgy Jacques Renard, a Bostonian musician, made his fame and fortune playing sweet accompaniment to Morton Downey's choir-boy voice on the old Camel Caravan... James Wallington is as inevitable with Cantor, as the latter's jokes about his quintette of offsprings... Wallington's present wife is Betty Jane Cooper, noted tap-dancer.

It's Time Somebody Told You, Hollywood

(Continued from page 39)

ment. And that is just what's going to happen.

There is going to be a new trend in broadcasting unless you do something radical about improving your appearances on the air. Sponsors who apparently don't care how much money they spend for their broadcasts are going to begin checking expenditures with income. When they fully realize how little they've gained by paying you, the movie stars, such huge prices, they're going to turn away from broadcasting.

This isn't just the opinion of those of us who listen in. It is the opinion of the men who head the radio departments of New York's biggest advertising agencies. It is they who predict that by next fall, radio programs will be smaller, much less

costly and probably much fewer in number.

That would leave you, the movie stars, out in the cold. But it doesn't necessarily have to work out that way. There is no reason why radio and the movies can't be allied. There is a place in radio for you if you'll take it. But in order to take it, you must do two things:

You must accept reasonable prices for your services, and when you go on the air you must give a performance as good if not better than your performances for the movies. I hope this warning means something. We like to have you on the air when you're good. We can get along without you, but we'd rather have you with us.

So why not bring the goose that laid the golden egg back to life?

DID YOU RECOGNIZE 'EM BY THEIR FEET?

Don't tell us you didn't guess the famous tap dancer's name? She's Eleanor Powell. And how about that petite French star? She's also a famous opera star—Lily Pons. You certainly must know the "Mother Juice" girl. Why it's Gracie Allen, of course. Then, that little star of the aviation serial from Chicago—Betty Lou Gerson. And last, the torch singer who has been guest-starring from Hollywood, is Gertrude Niesen.

Yes-

YOU WILL BE
MORE
BEAUTIFUL
WITH

Princess Pat ROUGE

SUPPOSE YOU FOUND you were less beautiful than you could be . . . and then discovered a way to new loveliness . . . wouldn't you act—and quickly? Of course! Well, ordinary rouge certainly doesn't give you all the beauty you could have. It gives that painted, artificial look.

Now let's see about Princess Pat rouge. You've a good reason to change to Princess Pat—if it can give you thrilling new beauty. And it does because it's duo-tone . . . an undertone and an overtone make each shade. It isn't just another rouge, but utterly different.

When you apply Princess Pat rouge it changes on your skin! Mysteriously, amazingly it has become such gloriously

natural color that *no one can tell it is rouge*. Do you want that? Color that seems actually to come from within the skin, like a natural blush. Only more thrilling — bringing out hidden beauty you never knew you had. Somehow, with such glamorous color, you radiate beauty, compel admiration. Your mirror tells you such a tale of sparkle and animation that confidence in your own loveliness bids you be irresistible . . . and then you *are*.

But remember this — only Princess Pat rouge has the duo-tone secret. It changes on your skin—matches your individual type. Try Princess Pat rouge. Until you do you will never know your own beauty.

Princess Pat cosmetics



are non-allergic!



mail coupon now!

PRINCESS PAT

TUNE IN — "A TALE OF TODAY" with Joan Bialne, NBC Red Network—every Sunday 6:30 P.M.. E.S.T.

FREE

PRINCESS PAT, Dept. 793
2709 South Wells Street, Chicago

Without cost or obligation please send me a free sample of Princess Pat rouge, as checked

- English Tint
- Squaw
- Medium
- Poppy
- Vivid
- Theatre
- Gold
- Tan
- Nite

One sample free; additional samples 10c each.



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Street.....

City..... State.....

IN CANADA, GORDON GORDON LTD., TORONTO

*My compliments on your
very good taste, sir*



*Leslie
Theobald*

*for the good things
smoking can give you*

Chesterfield
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