

LUXEMBOURG : LYONS
NORMANDY : PARIS
TOULOUSE : EIREANN
PROGRAMMES
Mar. 20 - Mar. 26

RADIO PICTORIAL, March 18, 1938, No. 218
Registered at the G.P.O. as a Newspaper

Hutchings

RADIO PICTORIAL

THE MAGAZINE FOR EVERY LISTENER

3^D

EVERY
FRIDAY



**THOSE NAUGHTY
BROADCAST JOKES!**

By Michael Eldersmith

**BIGGEST MOMENT
IN MY CAREER**

By 12 Famous Stars

**SPARKLING NEW
FEATURE BY
GARRY ALLIGHAN**

**AL BOWLLY'S
Story Continued**

**NIELA GOODELLE
BRIAN LAWRENCE
BETTY WHEATLEY
HUGHIE GREEN
"AUNTIE MURIEL"**

**ALL THE WEEK'S RADIO
NEWS, GOSSIP, HUMOUR
AND PICTURES**



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BADDELEY

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got you
keyed up!



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 MARGOT JONES)

THERE'S LAUGHTER IN THE AIR!



WISECRACKS by THE WEEK'S WITTIEST BROADCASTERS

BILLY : Don't stop me, Hilda, I'm just off to buy some bees.
HILDA : Oh, are you going to produce honey?
BILLY : No, I'm going to teach 'em to spell like the bees on the radio.
By Billy Caryl and Hilda Mundy (in B.B.C. "Palace of Varieties" tomorrow, March 19).

IN THE RUNNING
 "Speaking of that Red Indian play on the radio, didn't you play the part of Laughing Water?"
 "No, I played one of her sons, Hot and Cold."
By Robert Wilson (Horlicks Picture House, Normandy, Luxembourg, March 20).

HERO WORSHIP
 "That conceited crooner has got fourteen mirrors in his dressing-room."
 "What for?"
 "He likes to be surrounded by the ones he loves."
By Barbara Back (in the Pond's Creams programme, Luxembourg and Normandy, March 20).

ANOTHER DISCOVERY
TEACHER : Tell me, Willy, who discovered America?
PUPIL : Maybe it was Carroll Levis.
By Miriam Ferris (in "Savoy Hill Memories," B.B.C. gathering of pioneer broadcasters, March 22).

POUNDING IT OUT
1ST SHOW GIRL : That millionaire who took me to supper said he'd give me a pound for every kiss I gave him.
2ND : Well, why tell me?
1ST : I thought you might tell me where I can buy a yacht.
By Sam Browne (in Kinso Radio Revue, Normandy and Luxembourg, March 20).

WATER PITY!
 "So your brother wants to get on the stage?"
 "Yes, he's a tap."
 "You mean a tap-dancer?"
 "No, just a tap. Every time he runs on the stage somebody turns him off."
By Carroll Gibbons (in "The Dansant," National, March 24; and the Cookeen shows, Normandy, March 19, Luxembourg, March 21).

"TEAR, TEAR!"
PRACTICAL-JOKING BANDSMAN : Hey, Doris, do you know that fellow Boo?
CROONETTE : Boo who?
BANDSMAN : What are you crying for?
By Alan Marsh (of Ambrose's Band, in the Lifebuoy half-hour, Luxembourg, March 20).

SPOON, JUNE, ETC.
 "See that composer? He's written a hundred love songs."
 "That's a lot of moonshine!"
By Robb Currie (in the Huntley & Palmer Gasey Stars show, Normandy and Luxembourg, March 20).

IT'S NO JOKE!
 "I didn't hear the variety broadcast very well last night. My listening was spoiled by the loud patter of the rain."
 "Yeah? Mine was spoiled by the loud patter of a couple of comics!"
By Sidney Burchall (in the B.B.C.'s "Friends to Tea," March 21).

GETTING THE NEEDLE
SHE : All right, you brute, you can marry that croonette if you like. But she can only sing, and I can sew.
HE : Sew what?
By Tessa Deane (one of the Glymiel Jollities gang, Luxembourg, March 22, Normandy, March 25).

SONGS YOU MIGHT HAVE HEARD
 "Every write."
 "Yes—em!"
By Hor Cream p. and 22).

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ASIN:
SIZE: Normal
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"Well, by the time he's finished singing, everybody has."
By Gypsy Nina (in "Band Waggon," Regional, March 23).

TRY IT SOME TIME
 "We're having a little argument, Charlie. Do you think the radio will ever take the place of newspapers?"
 "Not a hope! You can't wrap up fish and chips in a radio!"
By Neal Arden (Feen-A-Mint show, Luxembourg, March 20, 24; Normandy, March 20, 23; Glymiel Jollities, Luxembourg, March 22; Normandy, March 25).

PRESENTED AT COURT
 "So your sister is a debutante?"
 "Yes, she's coming out this year."
 "How long did they put her in for?"
By Albert Whelan (Andrews Liver Salt programmes, Luxembourg, March 19, B.C. Music Hall, March 26).

MIA...OW!
CTRESS : You really should me to my birthday party. what a hot time we had!
 : Yes, I can imagine how hot when you lit all the candles on hday-cake!
Alma Vane (another B.B.C. in "Savoy Hill Memories," 22).

STANDING JOKE
 "Believe me, I never take anything lying down!"
 "Ha! Ha!"
 "Well, what's the joke?"
 "You must look a scream taking a nap standing up!"
By Stanford and McNaughton (Stork Radio Parade, Normandy, March 20).

SMART WORK
 "I hear that comedian Gagg has been signed up for sponsored programmes."
 "But he's a pain in the neck to everybody!"
 "Yes, he's been signed up by a liniment company."
By Joe Young (in Radio Normandy Calling, new I.B.C. variety show, March 20).

CUSTOM
 "I've quit the radio now, Charlie. I'm a travelling salesman."
 "What do you sell?"
 "Nothing."
By Billy Thorburn (Needler's "Kreema Koons," Luxembourg, March 18, 25).

SHE'S NO LADY
 "You should have seen our circus parade through the town this morning. First came the clowns, then the elephants, then Lady Godiva on a horse."
 "What came after that?"
 "All the fellows in town."
By Allan Rose (the popular Radio Toulouse announcer and compere).

LIP SERVICE
CUTIE (in chemist's) : Does this lipstick come off easily?
SALESMAN : Not if you put up a fight.
By Diana Miller (in the Milton shows, Normandy, March 19, 24; Luxembourg, March 22, 25; Stork Radio Parade, Normandy, March 20).

BREAKING IT GENTLY
STUTTERING SAM : I w-w-w-went this muh-m-morning to g-g-get a j-j-j-job at the B.B.C. as an an-announcer.
SYMPATHETIC FRIEND : Oh, did you get it?
STUTTERING SAM : N-n-no, they s-s-s-said I w-was too t-t-tall.
By Tom Ronald (responsible for The Normandy Playbill, March 20, 22 and 25).

NICE FELLOW
CONCEITED CROONER : I'm giving up crooning.
FRIEND : Oh, why?
CONCEITED CROONER : It's such a bore not being able to listen to myself.
By S. P. Ogden-Smith (Radio Luxembourg's popular announcer).



HARRY ROY . . . "BUGLE-CALL RAG"

SUMMER SEA-



This Week's Gossip Presented by Wandering Mike

Judy Shirley, commère of Shippam's series from Normandy—"Wives of the Famous"—photographed with one of these famous wives, Mrs. Harry Roy, as they revel in mounds of wishbones at the Shippam factories

It is Mrs. Metcalfe's proud boast that he never utters a swearword! "Beauty" is quite the little gent, and whenever he hears a new phrase which he can't quite catch he chirps, "Say it again, please."

Some listeners could not believe that it was really a bird which they heard, but not so the owner of "Jockey White."

Caged last October at six weeks, before he had got all his feathers, "Jockey White" could say in one minute what Beauty sings in twenty. So claims his South Wales owner, who has already refused forty pounds for his pet.

One way and another the stage seems to be set for a sort of spelling bee in the feathered world.

Every Night's a Star Night

THIS star band policy for the late night session is going to keep fans out of bed. Phillip Brown is fixing his April schedule, and here are the bands for the first week, which is typical:

Monday, Joe Kaye, the Ritz; Tuesday, Syd Lipton, Grosvenor House; Wednesday, Oscar Rabin, Hammersmith Palais de Danse; Thursday, Michael Flome, the Mayfair; Friday, Jack Jackson, the Dorchester; and Saturday, Jack Harris, Ciro's.

All the bands broadcast from their usual stands, but each week has its non-vocal night, usually from a dance hall. Joe Loss from the Astoria is a good choice for Easter Bank Holiday night.

SOME weeks ago I mentioned that band-leaders need not worry unduly about getting left out of late night sessions, as the earlier sessions have a much vaster public.

The B.B.C.'s questionnaire, sent to 2,000 listeners, has now underlined the fact that there is a mass switching-off between 10 and 10.30 p.m. on weekdays.

As for the 11.30 to midnight programmes, only 3 per cent. of the public are still listening.

MONTE REY (whom I recently heard described as the "torso-trembling tenor") has now received a letter from a Margate fan in which she states that he's got to choose "whether she'll marry him or Cyril Grantham."

So Monte gave the letter to songster Cyril, saying, "Cyril, consider yourself married." But Cyril already is.

JOHN WATT has an idea to make every night a bright night this summer by sending the mike to follow the stars around the coasts.

Listeners would enjoy the change from the studio atmosphere, he thinks, and it would do the producers good, too, to get out and about.

He is talking in terms of "O.B.'s" on five nights a week, but whatever is decided it is certain we shall be hearing more entertainment from the seaside during the summer.

wrote to Broadcasting House asking where they could buy the record.

But it is not for sale, as it was made by B.B.C. engineers in the kitchen of the Metcalfe home in Yorkshire. The recording van drew up outside and a mike on the end of a cable was run into the house so that "Beauty" could sing as usual on the kitchen table.

Would the B.B.C. Approve?

THE odd things one hears about radio. How in a deaf and dumb institute the inmates get rhythm by watching a band playing swing on a television set.

That a rich man with a push-button house, complete with every gadget, has had television screens fitted in the ceilings above the beds of all his guestrooms.

How girls in factories each subscribe a penny a week for radio in their workrooms and draw lots each Friday night for the few bob over when the hire charge has been paid.

TALKING of gambling reminds me that the toss of a coin decided whether John Watt should pay twenty pounds more or less for his country cottage.

After hours of friendly bargaining, twenty pounds was the sum which separated John Watt's final offer from the owner's final price.

So they spun for it. John was always a lucky fellow!

THE property is about twelve miles from Cambridge. Week-ends, John is busy peeling off seventeen layers of paper which cover the beams.

They are two old timbered cottages which he is knocking into one, and since a bit of land goes with them, he should have a quiet retreat here for many years to come. Though he bought it a few years back, he has only just got possession.

Not for Sale

BEAUTY, the budgerigar, caused nearly as much excitement as the "Spelling Bee," and listeners all over the country



Another Carroll Levis discovery makes good. Carroll Levis (left) congratulates Michael Flome, who has engaged Sydney Gowan (a Levis discovery) as regular vocalist with his dance orchestra at the Mayfair Hotel, London

SIDE BROADCASTS

John Watt is planning five O.B.'s a week during the Summer months

Bernard and Gloria

HARRY LEADER, who recently brought his Band to the mike for a broadcast entitled "Night and Day," is now scheduled for another airing on March 25, lunch-time. Singing with Harry's outfit will be the two vocalists that hit the air for the first time in "Night and Day" programme. Their names—Bernard Miller and Gloria Brent.

Bernard is only fourteen and a half. He worked as office boy in the same City firm as Gloria, who was a secretary there. They both quit the office around the same time to make singing a whole-time job.

Harry Leader heard them at a "gig," booked them, and believes they have a bright future in store.

AMAZING story behind Robert Irwin's broadcast in "The Band Wagon," March 16.

This young Irish baritone went to America, did well there, and was signed up by the great Rudy Vallee for thirty broadcasts over National networks. Returned to England and spent months knocking in vain at the doors of Broadcasting House.



Ken Harvey, "Banjo Wizard," Mrs. Harvey (ex-Cochran Young Lady) and his electric banjo have recently arrived in England

At last Irwin met that liveliest of "song-pluggers," Pat Halpin, who got him an audition and a booking within forty-eight hours. Horlicks have also spotted the box-office charm of Irwin's voice . . . likewise film magnates, now featuring him in a film called "Mountains of Mourne."

THIS case of a radio artiste having to "make good" twice reminds me of the case of Jack Ford, grand Birmingham-born tenor, who achieved stardom on Canadian networks.

Returned to England, and just couldn't get a sniff at British radio work until, at my advice, he returned to his home town and was featured frequently on the Midland, including many performances with the famous Jack Wilson outfit.

Repertory Talent

MORAY McLAREN, big shot of features and drama now Val is away, is getting this "rep" business taped. A few weeks back he and Val met the kings of repertory in Birmingham.

So first week in April we shall be hearing the Perth repertory company in *The Barretts of Wimpole Street*; in May the Oxford Players will broadcast *Night Must Fall*; in June the Liverpool Rep. will put on a show; and so on every month until all the best repertory talent is exhausted.

After working for years in Scotland as Programme Director, Moray came to town as second in command of Talks. While in that joint he persuaded Max Beerbohm to broadcast and put some pep into presentation. Then on to Features and Drama as Gielgud's Number Two.

He is one of the B.B.C.'s eligible bachelors.

Chamber of Concert

THE Western Brothers wore new ties for their last broadcast.

Rather restrained for old school neckwear, I thought—black with lots of little shields in gold.

"City of Plymouth Chamber of Concert, old boy," said Kenneth when tackled. "Neat, don't you think? I prefer it to the Tooting Cycling Club."

DORIS ARNOLD is planning an early holiday. John Watt is so pleased with her first solo production, "The Melody is There," that this tea-time show is continuing next month and will wind up with an evening date.

I shall be surprised if radio variety's first woman producer does not get more shows later on.

AGAIN I must protest against some of those "light classical" broadcasts we have been hearing in the mornings. The peculiar noises excreted from the throats of certain of the singers therein have been far removed from any type of music, "light classical" or otherwise!

ORD HAMILTON, brilliant composer and pianist, has just told me an amazing story of a mysterious attack by "thugs." It happened not long back.

"I was getting my car out one night, after leaving a job of work," he states, "when two men rushed up to me. One smashed me across the mouth, the other kicked me in the groin, and I fell forward flat on my face. Then they made off."

Here's something that needs more than an Inspector Hornleigh!

Juicy

A READER sends me this anecdote:—"During a business tour of America, I had an opportunity to visit a broadcasting studio. Noticing a large melon in a crushed condition on a table during an item for children, I asked how it had been used."

"Ah," was the reply. "That was for a special sound effect of a man's head being bashed in by gangsters!"

IN the "After Dinner" programmes from North Regional, you may have heard that lively little swing combination led by Alan Holmes.

Though they are all Lancashire lads, they are better known on the Continent, for they play at one of the most exclusive clubs in Le Touquet.

However, this is only for a limited season, and when they returned to their native Lancashire, David Porter heard them and lost no time in snapping them up for this sophisticated series.

Three Hot Lads

THREE Midland youths—average age eighteen—got together and called themselves the "Three Hot Notes." They could only afford a guitar, so they had to rely on their hand-to-mouth effects to reproduce saxes, string bass, trombone and drums.

It took them eight months to get a B.B.C. audition, but even that didn't deter them, and they created something of a sensation in their first broadcast in a Midland variety programme.

So try to listen when you see their names in the programme again.

NEWS for short-wave fans:

General Electric's enlarged short-wave broadcast schedule, to include use of the two new frequencies recently granted W2XAD by the Federal Communications Commission, came into effect March 4. Four frequencies are now being used by stations W2XAD and W2XAF in transmitting programmes to international listeners.

The broadcasting schedule is increased by 2½ hours with the use of the new frequencies. W2XAD, on 21,500 kilocycles or 13.95 metres, comes into operation from

Please turn to next page

A new at-home photograph of attractive Lorely Dyer, the well-known opera soprano, who broadcast recently in "The Bartered Bride"



Lorely is the opera-singer wife of B.B.C. Music Productions Chief, Stanford Robinson



Popular vocalist Billy Scott-Coomber has just launched out as a solo act in his own right. Here he is with accompanist Jack Martin, who is a brilliant performer on piano, accordion and organ

8 a.m. to 12 noon; on 15,330 kilocycles or 19.56 metres from 12.30 p.m. to 7 p.m.; and on 9,550 kilocycles or 31.41 metres from 7.30 p.m. to 12 midnight, EST. Station W2XAF, operating on a frequency of 9,530 kilocycles or 31.48 metres, is in service from 4 p.m. to 12 midnight, EST.

WEMYSS CRAIGIE, Scottish hon. sec. of the Roy Fox Fan Club, tells me that a London branch has now been started by Miss Connie Jacobs, of 334 Kingsland Road, Dalston, London, E.8. So will intending and existing members write to her, enclosing the usual stamped addressed envelope for reply?

Other than London readers should get into touch with Mr. Craigie himself, at 51 Commercial Street, Leith, Edinburgh, 6.

Announcers' Holiday

THE Ranch Club Boys, who broadcast from Normandy every Tuesday at 4.30 p.m., were discovered by two announcers who were spending their weekly day's leave in Havre. In search of the bright lights of this interesting town, they wandered into the Ranch Night Club, a gay spot made even gayer by the pulsating music of the Ranch Club Boys.

Looking for an excuse to make a return visit to the Club, our two friends reported on their talent-scouting expedition to I.B.C.'s head office in London, and the orchestra was speedily signed up for a weekly broadcast.

SOME people have all the luck. News has just come in of a near-fatal car accident involving Hilary Wontner and Vivian Gale, two members of the I.B.C. staff at Radio Normandy.

When returning to Fecamp one evening with headlights only working on the dimmer, they failed to negotiate a sudden and dangerous 'S' bend in the road. The Studio car left the road at about 50 m.p.h., shot down a 10-ft. embankment, and after turning two somersaults, bouncing first on the roof and then on the radiator, landed in a field on all four wheels.

Although the radiator was smashed in and the roof crushed to within about an inch of their heads, neither driver nor passenger received more than a few minor cuts and bruises!

OGDEN SMITH, writing from Luxembourg, hopes all the fans of Angus MacFungus were duly listening-in on a recent Sunday at midnight. Ogden was unable to talk much, having fallen a victim to the sore-throat epidemic. So Angus came up to scratch, and did his stuff very well!

This Week's Gossip
Continued

WHO says broadcast variety lacks pep? The latest revue at the Prince of Wales Theatre, reputed to be the most successful of the non-stop shows at this theatre, *Revue Folies de Can-Can*, is to be broadcast on March 23.

Arthur Klein, composer of the eleven numbers in this revue, has broadcast from time to time, when he sings his own numbers at the piano. It is he who is responsible for the many successes sung by Elsie and Doris Waters, Nellie Wallace, Renee Houston, Douglas Byng and Mabel Scott.

"Money Makes a Difference" is one of his best-known titles which the Waters Sisters have popularised. He tells me he composes at the piano in the dark in the early hours of the morning.

ANNOUNCER John Bentley missed the first of the Luxembourg masked balls, as it happened on the final day of his first leave. He spent it in Switzerland, at Arosa, and not in England; he said that he wanted to see what winter sports look like, but the real reason is that he's a rotten sailor, and didn't relish the prospect of a gale in the Channel.

The Way They Do It

HERE, my children, is another example of the strange methods of the B.B.C.

It happened that Ronald Brandon and his charming wife, Dickie Pounds, were once in a touring show at Peterborough. This show was broadcast on the Midland wavelength, and ever after Ronnie and Dickie have been labelled as Midland artistes. As a result, all their efforts to get a National broadcast have been abortive!

Fortunately, this strange bar has now been broken down and you'll hear them in a light comedy act in Tuesday's "Friends to Tea." I think you'll like them.

THOSE of you who spend your holidays at Cromer will need no introduction to them, for, thanks to their slick concert-party, "Out of the Blue," they are the uncrowned King and Queen of Cromer.

They are returning for the fifth time this summer and are also to present a second company at St. Anne's-on-Sea. They spend the entire winter preparing for their summer season.

"OUT of the Blue," incidentally, is the concert party for which Ronnie Hill—as a sentimental gesture—composes much of the music.

It seems that Ronnie Brandon and Dickie Pounds went to produce the Footlights Show at the Varsity at which Ronnie Hill made his stage debut. So raw was Ronnie that Dickie Pounds had to make his face up! But from that moment a firm friendship sprang up amongst the three.



Tuesday's "Friends to Tea"—Ronald Brandon and Dickie Pounds, of "Out of the Blue" fame

IT is a long while since any series of broadcasts has hurled a young man to fame with as much celerity as "The Count of Monte Cristo" serial has brought Terence de Marney into the public eye. Not only have serials obviously come to stay—the public demands them—but, already, eager listeners are busy "casting" Terence as the hero of many others. Certainly his flexible, pleasing voice is well suited for any broadcasting part that calls for personality, punch and "guts."

I'm glad to see that Terence is now a No. 1 Radio Personality. He's striven hard. He's an amazing young man with not only legitimate claims to being a Bohemian—his temperament is of the gay, artistic type fast dying out—but with a great deal of concrete success to back up his ability.

He's earned a lot of money, lost it again, and earned it again. He's owned a theatre in his early twenties, played in stage shows and films, and written a book and also collaborated in the recent Lyceum success, *Wanted for Murder*. Yes, a packed life . . . and, now, verging on thirty, he is all set for his biggest career of all, radio stardom.

ON our cover this week is that delightful and celebrated revue actress, Hermione Baddeley, now appearing in the highly successful Little Theatre revue, "Nine Sharp."

We are shortly to hear her on the air again, not only in a "Monday at Seven" programme, but also in "Backstage with Sir Seymour Hicks," an all-star feature presented from Normandy, Luxembourg and Lyons by Lyons' Green Label Tea.

We'll be hearing you, Hermione.

CONTINENTAL CAMEOS

No. 10

Second announcer at Luxembourg and Happily finding peace after hectic years in Spain

Going through three revolutions and the Outbreak of civil war is his Remarkable experience as announcer for EAQ short wave station.

During his career has been professor of English and On the staff of the National Tourist Board. Now nicely settled as radio announcer.

Bland, debonair, charming, Gordon is an Outdoor man, liking swimming, hiking and flying yet is Xceedingly (sorry!) interested in philosophy and astronomy. That's S. H. Gordon Box.



S. H. GORDON BOX

Those Naughty Jokes!

JOKES of a vulgar or suggestive nature were once as infrequent in B.B.C. programmes as they are at a Sunday School concert.

But during the last year there has been an increase in the naughtiness of comedy programmes.

Some of the gags are just plain vulgarity, and some are subtle smut with a minority appeal—but they are all unmistakably intended to be "blue."

In broadcast variety circles, where every light entertainment programme is discussed and criticised, there has been much comment on the recent increase in doubtful jokes.

Some people argue that a little bit of naughtiness does not hurt any programme. In fact—they say—a saucy gag adds that little bit of piquancy that B.B.C. entertainment needs so badly.

On the other side there are many who argue for cleanliness at all costs.

They point out that the jokes come over the loudspeakers of millions of homes in which the listeners may be impressionable children or adults with standards of humour that find the most mildly doubtful jest offensive.

Whatever the merits or demerits of the present tendency towards naughtiness on the air, it is undoubtedly there—and for these reasons:—

1. Producers are only human. That is to say, producers are relaxing their cleanliness standards in spite of themselves.

There are some comedians whose stock-in-trade is the "blue" gag. In many cases they are very good comedians, whatever the colour of their material, but they have found it easier to make music hall audiences laugh at the doubtful joke, and so they specialise in this variety.

Now those comedians will often try to get such gags past a B.B.C. producer when they submit a script for broadcasting.

They know the blue pencil will be used to some extent on their material, so they put a string of doubtful jokes into their script and trust in the law of relativity as applied to the B.B.C.

Sometimes their hopes are realised. Sometimes a producer, seeing a script full of naughty jokes, will cut out only the worst and leave in a few of the milder ones.

Discovering some mild naughtiness in an otherwise clean script, a producer will delete the out-of-place gag. But seeing some mild naughtiness in a very "blue" script, he will often leave it in because it looks comparatively pure beside the more objectionable bits.

2. Public reaction is less severe. There was a time when the slightest deviation from good taste in a broadcast brought a flood of protests from the public.

There are fewer protesting listeners nowadays because:—

a. The objectors are tired of making a fuss. After all, anyone gets fed up with writing to the B.B.C. every time they broadcast anything one does not like, especially if these protests are apparently ignored.

b. Listeners' tastes in jokes are becoming broader. Familiarity is breeding not exactly contempt, but tolerance.

Producers know this from the letters the B.B.C. receive after each programme, therefore they are becoming less concerned with listeners' reactions to a joke that might conceivably be over the line.

That is another reason for their relaxation of the cleanliness standard.

3. Comedians disguise the doubtful joke in rehearsal. Several comics openly boast that they can trick producers by making a "blue" gag sound clean in rehearsal.

In fact, one famous pair of broadcasters are always trying it on, and they delightedly tell their friends every time they get one past the producer.

It is done by a variation of timing or inflection. Here is an example:—

Comedian at rehearsal: "I'm a bachelor. My father was a bachelor, too, before he married my mother."

★ "Keeping the B.B.C. clean" is not an easy task for the poor variety producer. In this article MICHAEL ELDERSMITH tells you why



(Above) Max Miller, whose "naughty" jokes have made him a firm favourite all over the country. (Left) George Robey, upholder of the need for healthy vulgarity in entertainment

Was the producer so ignorant that he did not know the very vulgar expression? That must be the explanation, otherwise he would not possibly have allowed it to be broadcast.

5. Producers suffer from fatigue-plus-haste. In the hurry of rehearsing a script, a tired producer will sometimes miss a doubtful joke.

This does not often happen, but occasionally a producer, while listening to his show on the air, is shocked to find that he has overlooked something he should never have passed.

6. Producers are scared. That is to say they are sometimes afraid to mess about with a script that some famous comedian has been working successfully on the music hall stage.

Overawed by the importance of the broadcaster, a producer recently allowed a certain famous comedian to get away with several naughty jokes and a rather doubtful song that had been causing a lot of laughter in a London theatre only a week before.

Such cases show a weakness on the part of the producer, but the man has enough trouble to put up with already, without risking a row with some star he has only just persuaded to broadcast for an inadequate fee.

7. Pure mistakes by artistes occur. Sometimes an unpleasant joke is broadcast simply because of a slip of the tongue.

This is very rare, but its consequences can be appalling. Remember the notorious Clapham and Dwyer *faux pas* for which the B.B.C. apologised?

To sum up, every B.B.C. producer of light entertainment is in a very unenviable position.

There are so many ways in which he can let a naughty joke reach the microphone that it is no wonder he occasionally allows one or two to get by.

Comedian in St. George's Hall, broadcasting before an audience: "I'm a bachelor. My father was a bachelor, too. (Pause . . . laughter from audience.) Before he married my mother." (More laughter.)

The producer does not mind the gag in rehearsal because it seems innocuous when the whole thing is run straight on. He realises his mistake when he hears it broadcast with the appropriate pauses.

So pity the poor producer up against a clever comic who knows these tricks.

4. Producers are ignorant. It sounds incredible, but some producers do not see the suggestiveness in some of the stuff they let through, even when it is put in a straightforward way.

There was, for example, the broadcast of two records by that amusing American quartet, the Yacht Club Boys.

In one song they used the American phrase, "Comfort station." What would the producer have said to any British comedian who wanted to make a joke about our equivalent—the public lavatory?

In another song they used all but one word of a favourite American expression of abuse, in which the person concerned is compared to a certain part of a horse's anatomy.

But the explosion of a punctured tyre was substituted for the last word of the phrase



BRIAN LAWBRANCE

The ever-welcome young vocalist and band-leader who brings his band to the mike to-day (Friday) in the "The Signature Is . . ." series. Few vocalists have such a loyal and large following as this good-looking Australian, and few wear their laurels with such a pleasant combination of pride and modesty as Brian

WHAT I THINK OF THE PROGRAMMES!

by GARRY ALLIGHAN

B.B.C. COMPLACENCY MUST STOP

If radio producers are allowed to go on assuming that all they do is perfect, no progress will be made. This striking new feature is out to stop that. Read it every week and argue about it among your friends

WHAT'S wrong with radio? That is a question often heard and seldom rightly answered. In fact, there is a variety of answers to that question—according to the pet views of the answerer. At the root of all the defects in B.B.C. programmes is, I think, the evil of complacency. Like any of the new-rich, rapid success has induced in the B.B.C. a feeling of superiority which they view continuously with a smug sense of complacency.

That is bad. Bad for the B.B.C., bad for all whose interests depend on broadcasting, bad for the listening public. It is to shake them out of that complacency that I shall write here every week and stick pins of realism into the gaily coloured balloons which the B.B.C. have, self-admiringly, inflated.

That will be good. Good for the B.B.C. in particular. Nothing is more demoralising than to hear nothing but good of oneself. It turns ordinary mortals into detestable prigs. I propose to save the B.B.C. from that fate.

In these weekly articles I will not concern myself with the praiseworthy points in B.B.C. programmes. They will be referred to in other parts of this journal. Week by week I shall put the microphone under the microscope: it may be a mis-spent life but I shall spend my time listening for the bad spots in the B.B.C. and sponsored radio programmes.

If radio producers generally are allowed to go on assuming that all they do is perfect no progress will be made. And, let me tell you, there is quite a number of eminent B.B.C. and Continental radio officials who do assume that. Criticism in their ears is like blasphemy.

That's just too bad—because they are going to get a full measure of criticism here weekly. It will be good for them. It will not be the carping criticism of the everlastingly nagging wife. It will, I hope, be helpful, constructive criticism.

If you go to an Art Gallery to see a certain picture you stand away from it. If you stand close you cannot see it properly. That's what's wrong with B.B.C. officials: they are too close to their picture. They have got it all out of focus, but this page is going to stand away and view the B.B.C. from the distance which, even if it does not lend enchantment, does afford true perspective.

Just to show you how the B.B.C. believe that their work is divinely perfect let me draw "Count of Monte Cristo" to your notice. A long splurge was sent by the B.B.C. to me and other radio journalists telling me how excellent is this radio serial; how eagerly the instalments are awaited each week; how even his taxi-driver praised Producer Peter Creswell for it and how wonderfully good it is of the B.B.C. to allow this crumb of entertainment to fall from the rich man's table.

If they had not gone so hysterically ecstatic about this show I would have said nothing about it. But their outburst of self-praise and self-glorification becomes a challenge to any sincere critic. So let the truth be told.

Anyone would think that the B.B.C. had invented the idea of a radio serial and were proud of it. Not so; in fact, exactly the direct opposite. Year after year the B.B.C. have stood out against radio serials, opposed them as "bad in principle" and turned a completely deaf ear and a blind eye to all the urgings of this, and other, radio journalists.

Suddenly they stopped dead in their tracks and made a right about turn. After years of refusing to see any virtue in our idea they produce it as their own!

It has always been my contention that the B.B.C. do their "good" programmes well and their "popular" programmes poorly. That is, in my view, because the B.B.C. believe they have a mission—to elevate the taste of the public. Which is, to put it politely, bunkum and baloney. I have grounds for saying that B.B.C. officialdom

—meaning the hierarchy, the six Mandarins who share £24,000 a year between them, the Policy-Framers—are not interested in radio variety and completely unconcerned whether it is good or bad. In fact they do not mind if it is bad—that will cure the ignorant public of liking such low stuff and drive them to chamber music, Swedish drama and all the other thrills that are good for the Soul of Man.

That is why Music Hall is cut down to a twice-monthly show and often faded out for fear of making the Symphony Concert a split second late. And why the Symphony Concert can overrun as much as it likes even if it keeps the news back for ten minutes.

At one of those monthly Press Conferences which made of radio such a barbed-wireless subject that Sir Stephen Tallents fears to call another, I asked Programme Controller Graves whether he did not think an hour was long enough for a Symphony Concert broadcast. He replied: "I think Symphony Concerts ought to be limited to one hour." And we all cheered.

Ever since then, however, symphony concerts have been of 90 minutes, two hours or even more in duration. I sought an explanation: Did not

GARRY ALLIGHAN

The most forceful and provocative of radio journalists has joined "Radio Pictorial." Every week he will contribute a page in which he will tell frankly and fearlessly what he thinks about the B.B.C. and sponsored programmes. You won't always agree with his views—but you will always find them interesting

Mr. Graves mean what he said or is it impossible for the Controller of Programmes to control programmes?

The answer is characteristic of B.B.C. evasiveness and subtlety: Controller Graves was referring to Symphony Concerts from a studio not Symphony Concerts as such. If a Symphony Concert comes from Queen's Hall it can run for as many hours as the Queen's Hall audience will stick in their seats.

In my opinion, that is a quibble. For two



Constable: "Daylight robbery, eh?"
Man-in-the-Street: "No, just taking the mike out of the B.B.C.!"



Garry Allighan, who will hit out for "R.P." readers without fear or favour

reasons: (1) the B.B.C. run the Queen's Hall concerts with their own orchestra and Captain Graves controls the programme no less than if it came from a studio; (2) the two-hour broadcasts from the Queen's Hall are cut into two separate and self-contained parts by an interval and there is no necessity to broadcast both one-hour parts.

I shall have something caustic to say about the musical programmes of the B.B.C. later. At the moment the matter is *sub judice* because a general shuffling up of the Music Department is in progress which may result—it is a forlorn hope—in the amateur executives who have no professional musical experience leaving the highly technical work of arranging musical programmes to the professional and experienced musicians at the B.B.C.

Let me talk to the members of the Light Entertainment Department frankly. My advice to them is to drop the petty jealousies and departmental intrigues which are causing the listeners to be penalised by defective programmes.

There are six staff producers attached to the department. Their primary job is to help John Watt provide a service of light entertainment of maximum worth. Their sole motive should be to give the listeners the best possible and do everything for the sake of the listener.

Not so. Most of the producers do everything for their own sake. I say that with a sense of responsibility and full knowledge of the domestic conditions of the Light Entertainment Department which operate at the expense of the listening public.

Listeners complain, for instance, that they keep hearing the same artistes. They write to me and ask why they cannot hear this artiste or the other. I will tell them.

There are fine artistes who are now never heard. Why? Their crime is that they broadcast for the wrong B.B.C. producer.

One typical case: Frank Fuzz (imaginary name disguising a clever comic) first broadcast in a certain show. Eric Maschwitz had engaged him and produced the show. He has never broadcast since: none of the other producers will give a date to a "Maschwitz man."

The same all through the department. "Think I'm going to find artistes, give them a break and let that other producer have them?" (or "I'm not going to use that artiste—Producer So-and-So would say I was stealing his man").

The uppermost thought in the minds of the producers is themselves. You, irritated listener, are the last thought. If that. Hence your indignant letters to me about Light Entertainment.

And now let me get a pet grouse off my manly chest. Most of you are at work in the morning and so do not hear the morning programmes. I

Please turn to page 18

***AL BOWLLY,** popular favourite of Hinds shows from Lyons every Sunday and Tuesday continues the romantic story of his life. He tells how he started with Roy Fox's band, teamed up with Lew Stone when Lew took over the band and later went to America with Ray Noble. The man whose voice every woman loves tells his story simply, yet vividly. Don't miss a word of it

DEAR old Mrs. Evans in Gower Street listened in on her loud-speaker when Al Bowly came on the air, with Roy Fox and his Band from the Monseigneur.

But I was in the money and moved from my humble rooms to a swell apartment and later to a West End flat of my own.

I was working terribly hard, as indeed we all were in that band. Lew Stone was not only playing the piano but was doing all the arrangements as well. He pulled the band together, and my vocal arrangements made the combination distinctive. There were some very good musicians in the band, and we got on well.

I shall never forget the night we all went up for our audition at the Monseigneur.

Roy Fox had been clever enough to get the audition. It was to be one of the "peach" jobs of the West End, and some very big figures were paid. That was the heyday of jazz, when it was nothing for a West End band-leader to be raking in £120 a week as a regular salary, when a star crooner could command £80 a week, and a good trumpet or saxophone player almost as much.

The band was in great form on the night of our test, and Len Urry, my agent, was all keyed up with excitement. He knew, probably more than we did, just how much this test meant to us: he could see the goal of Fame behind the band audition in the deserted, half-furnished Monseigneur.

The owners of the place sat in a row, looking tough and cynical, though they were very decent-hearted guys really.

We did our stuff on the band dais as though nothing in the world mattered, as though our hearts weren't thumping on our ribs through sheer excitement.

The possibility of getting that job meant more to me than fame. It meant that the agreement with Roy Fox was worth more than just the paper it was written on. It meant that Roy Fox was not just a visitor from America with vague plans for a London band. It meant that he would be in the money, and that once again I would have a real job and something worth while in life to anticipate.

So, when the moment came for my first vocal I didn't stride forward without a pang of anxiety. But it was all unnecessary, for our luck was sure in that night.

The first number I sang was "Goodnight Sweetheart," one of the most popular tunes ever written by my friend Ray Noble. It was a wow,

Lew Stone, another favourite who has had a great deal of influence on Al's career



and from that moment all the boys and I knew that the band had got the job. The band was great, there was a fine spirit of co-operation between the boys, and that was why in the end we got the job: not because of the outstanding success of any one of us, but because the team work was so good. Even Roy Fox, immaculate as ever, calmly waving his baton, must have admitted that.

So in May, 1931, we signed on the dotted line and went into the Monseigneur, and immediately Roy was in contact with the B.B.C.

It wasn't that the extra money was so good. In those days the B.B.C. was paying out £250 a week to West End bands, and the average fee paid through to each band-leader was £40 a night.

For this we had to run a special programme of non-commercial tunes from 10.30 till midnight, without spoiling the fun for Monseigneur patrons. That, anyway, wasn't easy, because the sort of tunes the B.B.C. liked weren't necessarily good dance tunes.

Lew Stone did most of the arrangements so that Roy, unlike many band-leaders, didn't have to pay a lot of his £40 cheque for special arrangements. But it was the B.B.C.'s idea to pay the money to the proprietors of the place, who in turn passed the cash on to the leader if they felt like it.

The money arrangements worked out very well for us, but in two West End hotels I know the management took the whole of the B.B.C. cheque, leaving nothing for the band-leaders who had to augment their bands on broadcasting nights with men earning three guineas an evening, and who had to pay as much as ten guineas a time for special arrangements of tunes.

We were lucky. There were no outside expenses like these, but even so there was no profit for Roy or any of the boys by the time additional factors were covered.

So as far as we were concerned the B.B.C.'s £250 a week didn't amount to two brass buttons. But we were glad of the air for the publicity and for the chance of winning fame on the British ether.

I got more kick out of those hours at the microphone than all my travels in India and Africa.

MY LIFE OF

The Monseigneur was a friendly little place, patronised by the best of West End society, and though the long hours were tiring we all were full of enthusiasm for the job. After all, weren't we one of the most popular bands on the air? And didn't the place pay and attract the very best clientele largely because of the quality of the music combined with—yes, I'll admit it!—excellent food?

And then, right in the middle of our luck, Roy Fox went sick.

It was a tough break for him, because he must have been proud of having developed a band of British boys to play in a London restaurant; in spite of the popularity of men from Broadway it was a rare event for any man to do that in London.

And then his illness suddenly took him away from music, from work and from the gay round of West End life. His doctor ordered him a complete rest cure in Switzerland. Lew Stone took over and all but two of the band remained with Lew.

The change-over meant that when Roy was fit again he was free to start another band, which he did at the Café Anglais. He had already been to the Café de Paris (1930) and now was embarked on another dance-band venture, to become a friendly rival on the ether of our own band now going stronger than ever at the Monseigneur.

They were a grand lot of guys in that little band.

There was Harry Berly (who had such a tragic death a while ago), Ernest Ritte, Joe Crossman in the saxophone team. The "giant" who played the bass was of course the famous Tiny Winters. Joe Ferrie was a trombone player in the band and later we were joined by Lew Davis, and Nat Gonella and Alfie Noakes handled the trumpets. And though, having an obvious bias, I still reckon my own brother Mish is the best dance pianist going, Lew Stone (who played the piano in the band as well as leading it and doing the arrangements) was as good a pianist and leader as you could wish.

They were grand days. I began to settle down. Sometimes I became anxious and wondered if I was going stale.

I had a break into pictures just to try something different. I was on the screen with Ralph Lynn and Tom Walls and also with Sydney Howard. I became as familiar with the talkie microphone booms as with the Mike used for B.B.C. broadcasts.

But it all didn't seem enough. And then came my big chance to go to New York.

Ray Noble had been offered a wonderful job of conducting his own band in the exclusive Rainbow Room right at the top of New York City, in one of the most palatial skyscrapers. The Rainbow Room is a haunt of millionaires, and after a long period of conservatism decided to change over to a dance band.

But they wanted something essentially musical, sweet and certainly not a hot swing band of the kind found in less select New York centres. They wanted something out of the ordinary and yet not garish.

When the Music Corporation of America suggested a British dance-band leader they jumped at the chance.

A cable was sent to Ray, and after hesitating for a long time about it he accepted.

It was not without qualms. He wanted to take his wife Gladys with him, which isn't surprising as she's one of the grandest girls living. He wanted to be sure that the night life and stardom of New York wouldn't swallow him up entirely as a band-leader and leave him no time

for composing new numbers. And naturally he wishes to live as a composer in people's memory, and not just as a baton-wagger.

He met Jack Payne for lunch in the Bolivar. "Here's the best of luck," said Jack, for Ray had done the musical work for Jack Payne's first film.

But Ray only looked up moodily. "I'm not sure if I'm going, yet," he said, hesitatingly.

But Jack must have convinced him that the chance was not one to be missed.

Ray finished his lunch, drove away in his big sports Lagonda car—and sold it right away to a dealer! He settled other urgent affairs, booked his passage to New York . . . and got a ticket for me, too!

A phone call came through for me early one morning while I was still in my bath.

"It's Mr. Noble," called the maid from the hall. "He wants to know if you'll go to America with him. . . ."

Would I! It was the big kick I'd been waiting for; a chance to do something new, see fresh faces; make fresh friends.

We sailed over. First thing in New York City we met officials of the M.C.A. who saw us comfortably installed in a swell hotel. Within ten days I found that I was spending exactly £15 a week more than I was earning.

I tried to cut things down—but at the end of the month found myself £40 out!

Life is like that in New York. Things are terribly expensive. The cost of living is higher than I've ever known it in any other place in the world.

Everybody dresses smartly; lives smartly. It's all done on credit. Just a few dollars down, and the rest at the end of the month. But the price, the actual cost of things is high. You pay only a few dollars a time for the luxuries you get, but in the end you're paying through the nose.

I switched off the radio in my swell apartment directly I got inside. But the page switched it on again.

They have radio running like a tap, and the hotel management think you're offended if you don't have it going all the time. It's about the only thing that isn't charged for, anyway. . . .

If you have a suit pressed, a cup of tea brought up to your room or your shoes cleaned you pay for it in cash at the time. Nothing is put on the bill. The disadvantage is that you have to tip every time even for the smallest thing.

The bell-hops in New York must make more than the bosses!

But I soon forgot these trifling disadvantages, and set out to meet the music men of New York, who are all without exception real dyed-in-the-wool grand chaps. They might have been jealous of a youngster like myself coming over from London and taking a plum job worth £150 a week to an American vocalist. But they weren't. They welcomed Ray and myself with open arms.

Before long two Hollywood film chiefs were snooping round us with film contracts to sign . . . but first let me tell you about some of the pals I made in New York, and particularly on Broadway.

The first thing that amazed me was the terrific pull of radio in America. Rudy Vallee showed me the letters he got after a broadcast. It was nothing for him to receive 75,000 letters and cards after a broadcast. There are eight girls working in a correspondence filing room every time Rudy goes on the air. Fourteen phone operators sit at a long bench answering queries of listeners who put up a terrific barrage of phone calls immediately one of Rudy's broadcasts comes to an end.

I was filled with admiration and envy when he showed me this wonderful machinery for dealing with radio "fans."

But within ten days, so popular were we in the Rainbow Room and on the radio, I had the happy experience of seeing the same "fan-mail" girls and the same phone

Please turn to page 26

SONG...



NIELA—NEW AND NICE

The Success Story of our latest visitor from America
—and how she is now going places in British Radio.

Told by SUSAN COLLYER



NIELA GOODELLE

You've heard her in "Monday at Seven," "Band Waggon," and Horlicks "Picture House." And you'll be hearing her plenty more—and you'll be liking it!

SHE landed on this island of ours just over nine weeks ago, and her radio record so far is "Band Waggon," "Monday at Seven," Radio Cabaret, and at least four television appearances.

You also hear her in *Horlicks Picture House* on Sundays. She was signed up for half a dozen shows at first, but she has now been told that she'll be wanted for *Picture House* just as long as she's over here. Nice work if you can get it!

In the meantime she's been making a hit in cabaret. Her first engagement over here was at the Ritz and last week she paid a return visit to this most swlegant and select of West End palaces.

What does it take to get four broadcasts in as many weeks, when hundreds of others go on struggling for years without getting such a chance? How is it that Niela Goodelle, up from nowhere, who arrived friendless and unknown this side of the Atlantic nine weeks ago, now has her days and nights so full with broadcasting and cabaret work that she only gets to bed in the small hours and sleeps till twelve next day?

A Real Discovery

It sounds like a miracle, and perhaps it is. For she's a discovery, there's no doubt about that. She's good to look at. She's got a dandy voice. And, although she's slight and nervous, and young, she's got that certain something that holds even a bored society crowd that's intent on its dinner.

Cabaret is the acid test. You've got to be good to put yourself over in an atmosphere of tinkling glasses, chatter, turned backs, running waiters, succulent smells of food and a general air of polite boredom.

Niela comes from Florida. She tells you so in that fetching soft American drawl of hers. She's got a tip-tilted nose, dancing brown eyes and black page-boy bobbed hair.

"Where did you come from, baby dear? Out of everywhere into here?" Niela didn't even have an audition—she just arrived, trailing clouds of glory from her American radio work and was

forthwith pitchforked into one programme after another.

It was her manager, Henry Sherek, who brought her over. He was doing a little talent spotting on the other side and happened to hear her sing. But let's begin at the beginning.

In her schooldays Niela didn't dream she would ever be connected with show business. No relation of hers had ever been on the stage. It is true she was fond of singing, but she was fond of other things as well, languages, for instance, and riding and swimming. She was especially fond of the piano and it was decided that she should take it up for a career when she left school.

Why She Started

Then came a sad blow. Her father, who was in real estate business, lost all his money and Niela, for the first time in her life, was faced with the prospect of having to earn her living.

It happened that just at that time she accompanied her "voice master," as she calls him, at a concert at Palm Beach. Afterwards he persuaded Niela herself to sing a couple of songs. That decided her career.

An agent in the audience was agreeably impressed and booked her on the spot. Almost without realising it, she found herself a member of the "profession." And so far she has been remarkably successful. She has been in two Ziegfeld Follies, for instance, and is well known to American listeners for her frequent broadcasts.

"Ah, but that's nothing," says Niela. What she has done so far, she explains, is nothing compared with what she dreams of doing in the future—on films, on the stage, on the air.

She doesn't know how long she is staying in London. She may appear on the stage here; there are offers pending. In the meantime, she and her mother have settled down in a little house in Mayfair and are hoping that her father will join them soon.

"I love singing to English people," says Niela "Your audiences are so polite. If they like you, they are charming to you. Americans, especially cabaret audiences—are much rowdier. Even if they like you they think it smart not to!"

When she arrived, Niela knew no one, except her manager; now she has a large circle of friends, one of whom is Colin Becke, Eve Becke's dress-designer brother. He is making two beautiful gowns for Niela, a dinner dress of patterned silk, mostly green, and a turquoise blue net evening dress, beaded and backless—a wonderfully glamorous affair.

What is Niela Goodelle like? She is nervous, as she herself confesses. Her dark lashes flutter as she talks, and her pink-tipped hands grip her elbows. But she's not shy—you have to get used to meeting people in the radio world.

Loves Her Knitting

She's impatient, quick-tempered—temperamental, perhaps, a little. She says she has learned to be less "naughty" than she used to be. But there are times when she can be peaceful—for instance, she loves knitting! Curious how this occupation is popularly supposed to belong to elderly aunts, in common with parrots and bed-socks, when for long knitting has been unrivalled as the dearest hobby of the Smart Young Thing!

At the present moment, Niela is engaged on making an "Afghan," which, in case you don't know, is a crochet patchwork quilt. She is an enthusiastic cook, too, and her favourite dish is a nice, juicy steak and mustard sprouts.

Yes, Niela loves everything English, the people, the cooking, the countryside. Her favourite song is not the topical hit of the moment, as you might suppose, but *John Peel*, set to her own swing arrangement. She wants to reset many traditional English and Scottish tunes in the same way.

It's nice to have met you, Niela, and we hope you've come to stay. A new name in the programme is all to the good—especially when it possesses the unusual charm of Niela Goodelle's!



Thanks, Christopher Columbus! If you hadn't discovered America we would never have discovered Niela Goodelle!

GANGSTERS' HIDEOUT

HUGHIE GREEN,

Now growing up into a very sophisticated young man, entertains our cameraman and provides him with some exclusive shots of a "Gangster" off-duty.



(Left). Breakfast in bed is not a luxury when one works as late as Hughie. (Right) A start to his fans, but just "The Boss" to his dog, Micky



Trying out a new singer for his Gang. Hughie looks a shade critical. Note the picture on the piano. Hughie's grown up, hasn't he?



A quiet chat with his mother, whilst Micky sticks around, looking somewhat aloof.



A friendly spar with his manager. Watch that left, Hughie. Incidentally it would be a good idea to watch Hughie's right, as well!

Business! A word with his manager about a contract.



RADIO LUXEMBOURG

(1293 metres)

**TEMPORARY CHANGE
of
WEEKDAY BROADCASTS
MARCH 28th to APRIL 9th**

Owing to the difference between British and Continental "Summer Time," the times of Weekday broadcasts from March 28th to April 9th will be as follows:—

MORNINGS

Mondays to Saturdays
8—10.30 a.m.

AFTERNOONS

Mondays to Fridays
2.30—4.30 p.m.
Saturdays - 4.15—6 p.m.

EVENINGS

Mondays to Fridays
5.30—6 p.m.
Saturdays - No broadcasts

LATE DANCE MUSIC

Fridays and Saturdays
10 p.m.—12 (midnight)

**Times of Sunday broadcasts
remain unchanged**

Sole Agents for the British Empire

**WIRELESS PUBLICITY,
LIMITED.**

Electra House, Victoria Embankment,
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TEMple Bar, 8432



Two men met in a Turkish
Bath and fell into casual
conversation. There sprang
up an ideal partnership....
Those two men were

US!

By **WALTER LANDAUER,** (of Rawicz and Landauer,
the famous radio pianists)

IT was nearly two years ago that my partner and I first met the Duke of Windsor, then King Edward.

We were to play at a private party and the host told us to wait as someone important who we thought he described as "Mr. King," was talking to the Rt. Hon. Duff-Cooper, secretary of State for War. Neither of us at that time had any idea that the King was attending the party.

When we started to play, the pianos were so placed that we could not see the guests, but at the end a man came over to us and using the Viennese dialect said, "I think I have heard you before." We turned and immediately recognised the speaker as King Edward, and it transpired that he had attended a concert of ours in Vienna. Then, still speaking Viennese, of which he has a marvellous command, King Edward drew a chair up and sat down between our pianos.

He asked if we knew a certain old Hungarian folk tune. I had never heard of it, so he sang the melody. He did this so well that my partner and I were able to reproduce the tune on our pianos, to the delight of the King.

I ought to explain here that we were playing at this party prior to appearing at an hotel cabaret. We were due there soon after eleven o'clock, but so keen was King Edward on our music that we were two hours late. Yet our surprise and pleasure was great when we discovered that the hotel guests had heard of our performance before the King and nearly three hundred of them had waited to cheer us when we made our belated appearance.

It was a marvellous end to an evening which still stands out as a landmark in both our careers as pianists.

That career began by chance seven years ago. And it started in, of all strange places, a Turkish bath. A man was whistling a melody and I asked him its name and said I wanted to play it.

"Then I inquired on what instrument you were going to play it," interjected Maryan Rawicz.

"Yes. I told him a piano, not adding that I can also play violin, cello, double bass, clarinet, trombone, organ, xylophone and piano accordion.

"And then I wanted to know if you were an amateur or a professional," added Rawicz.

So it appeared that we were both solo pianists and after the bath we went off together and back to my home where Rawicz played on my piano. I thought he was pretty good, and then I played.

"I liked your playing as well," added Rawicz, "and then, just for fun, we tried a duet."

Yes, that's right. It was so successful that we decided to form a partnership. For we discovered an amazing sense of musical sympathy, so great that it might be called telepathic, which existed between us. The most remarkable instance of this was demonstrated recently. We played in separate rooms, so disposed that neither of us could hear the other. Yet the people in a room between us say that we played in perfect time and harmony.

It may seem impossible that we could have started together. But I sat there with my hands

on the keyboard, thinking, "When shall I start, when?" Suddenly I thought, "Now," and I started.

"I did the same," Rawicz admitted, "and we both started together."

Altogether we have played five times before the Duke of Windsor.

It was at a charity concert that we played before the King and Queen. They asked that we should be presented to them and Queen Elizabeth made a charming gesture by standing up when we came to her table and saying how much she enjoyed our playing. On another occasion we played before the Duke and Duchess of Kent and we discovered that the Duke is a very keen musician. He asked us to play some of Brahms' pieces.

At another party the Duke of Gloucester sat just near our pianos and was very appreciative, while the Queen of Greece at another performance applauded us with the enthusiasm of youth. This love of music is one of the fascinating aspects of your British Royalty, and also of other Royal personages such as the ex-King and Queen of Spain, for whom I have played.

How well I remember our first appearance, fraught with tragedy as it seemed to us.

We had been "discovered" for England, I should mention, by Eric Maschwitz, for whom we had broadcast. But our first stage appearance in this country was at the New Victoria cinema.

Naturally we were very nervous and anxious to succeed, but to our horror at the end of our act there was an outburst of whistling. The curtains went down and my partner and I were almost in tears. Our first public appearance and we had been given "the bird."

We could still hear the whistling through the curtains. Then the manager appeared and told us to go in front.

"I won't," I said, "listen to them."

"Go on," shouted the manager.

"No, no. We won't," said Rawicz.

There was almost a fight on the stage before the manager forced us in front of the curtain. Then the audience redoubled their whistling, which was mixed with applause.

I looked at Rawicz and in complete bewilderment said, "Can you understand it? They whistle—and they also clap."

We certainly could not understand it until the manager explained that prolonged whistling was the highest compliment that a British audience pays an artiste. And we told him that on the Continent people only whistle when they want to give an act "the bird."

Since then we have had a marvellous time. As well as our society engagements we have broadcast, recorded, appeared in a film, "Street Singer," as composers, actors and players and soon start work on another, given concerts at the Queen's Hall, at cinemas, variety theatres, and cabarets, and also appeared in the Cochran revue "Home and Beauty," in addition to our other work.

Whether we have played for Kings or commoners, everybody has been marvellous.

BETTY, TAKE A BOW!

North Regional is proud of **BETTY WHEATLEY**, one of the most energetic and versatile artistes. Charles Hatton describes her career in this article.

WITH her golden hair hanging down her back, seventeen-year-old Betty Wheatley ferretted out the one room which was office and studio of the B.B.C. in Manchester, and bravely applied for an audition. In those early days they had not even invented the adjustable microphone standard, so Betty had to stand on a couple of hefty ledgers to bring herself level with the mike.

Despite these harrowing circumstances, Betty came through the ordeal without much difficulty. Her early training stood her in good stead, and her sweet young soprano did the rest. At that time she was a typist, but it was not long before she received so many engagements in broadcasting and concert work that she was able to give up her everyday job. Not bad going for a girl still in her teens.

Soon she was offered a position on the Children's Hour staff, which she immediately accepted. They were a jolly crew of aunts and uncles. Several of them, including Victor Smythe and Eric Fogg, have since become famous in other spheres of broadcasting. Their fan mail was enormous, and the youngsters each had their favourite aunt or uncle, who used to read out their birthday greetings.

Occasionally, they took the boys and girls out for a picnic, or a trip to the Zoo. On one of these trips Betty was startled to discover that she had no fewer than fourteen youngsters with her in one railway compartment. "I got back feeling like a wet rag," she declares, "but the kiddies' enjoyment and the parents' gratitude made it well worth while."

When the B.B.C. moved its quarters to a studio at the top of a warehouse in Manchester, the entrance was via a goods "hoist," and the artistes were hauled up with ropes—fortunately the ropes never broke!

But that was all in the happy-go-lucky game of broadcasting of those days. In the Children's Hour there was a good deal of impromptu "gagging," which was enjoyed quite as much by adults as the youngsters. So you can imagine there was plenty of scope for practical joking, at which Eric Fogg was particularly adept. One of his favourite tricks was to add a number of peculiar fictitious names to the lists of birthdays, and Betty often recalls looking up from some particular tongue-twister to see Eric shaking his sides in silent mirth.

But it was no joke when Betty, in a moment of abstraction, plucked an untidy strand of wire from the microphone one afternoon. They went on blissfully with their wisecracking until an engineer rushed in tearing his hair. "Who touched the microphone?" he demanded. They all vigorously denied the charge. Even Betty herself forgot she had done so, and none of the company assembled had seen her. So the Children's Hour was cut down to forty minutes that particular afternoon.

Betty's sweet soprano became a feature in the **Eights Concert Party**, which was started by Victor Smythe, and she also began to play leading parts in radio musical comedies and revues.

Then, one day, she had an urgent 'phone call from a Manchester theatre, where the Russian ballet was due to open. On arrival at Manchester the manager realised that he had omitted to book a soprano to sing the well-known prelude to the "Three Cornered Hat" ballet.

Betty went along one chilly Monday morning and sat for two hours in the theatre without discovering what was required of her. Not a single member of the company could speak



Betty Wheatley doesn't believe in putting all her eggs in one basket. She's explored plenty of avenues of radio fame

English. They jabbered away to each other and ignored the little blonde girl who sat watching the proceedings with a puzzled frown. Then the great Serge Diaghlieff came and explained what he wanted.

"You will sing behind the curtains, so you can read the music as you go along," he began. Betty sighed with relief.

"Of course, you know the words are Spanish," he continued.

This wasn't so good. "When must I sing?" asked Betty.

"To-night, of course—I thought you had been told," was the surprised reply.

Betty tried not to look dubious, asked for a copy of the music, took it home and studied it for three hours. By evening she was perfect in every inflection, and the papers were full of speculations concerning this new mystery singer. Betty remained with the ballet company for the remainder of its season.

A few months later there came another anxious 'phone call—from the Palace Theatre this time. Rose Hignell, the principal girl in their *Aladdin* pantomime, had broken her ankle. Could Betty possibly take on the part? She had never before played in a musical show except on the air, and there were only two days to go before the first night.

Yet Betty rose to the occasion again, and gave a flawless performance as if she had rehearsed for weeks.

By this time Betty was receiving so many offers from theatrical producers and agents that these engagements were interfering very seriously with her B.B.C. work. Although the radio authorities had always released her, she felt that the time had come to leave broadcasting and look for fresh fields to conquer. After four years broadcasting to the children, and getting to know so many of them, she did not make this decision without a great deal of deliberation, but she could not afford to turn down the remunerative temptations from the world of the footlights.

"Those Children's Hour days were some of the happiest of my life—there was so little time to be miserable," she declares. "Often, when I was held up in Manchester's busy traffic, I reached the mike just as the opening

bars of my song were being played."

Though she had forsaken the studios, Betty was heard from time to time in relays from Northern music halls, and these always attracted shoals of letters from her admirers who were pleased to hear her voice once again.

Unfortunately, a serious illness interrupted a long list of music hall engagements, but she recovered sufficiently to take part in Lawrence Wright's "On with the Show" production at the North Pier, Blackpool, last summer, and was heard in three relays from that show.

Since then, she has done some film work at the Pinewood studios with Arthur Tracey and other stars, so look out for her on your local screens.

Now she is presenting her own act specially prepared for radio audiences with Teddy Ashton at the piano, and her many fans will be pleased to hear her again on March 22.

Betty is certainly one of the most versatile performers in present-day radio. She can either sing in the grand soprano manner or she can croon with the best of them. And she doesn't despise crooning—in fact, she was one of the first to practise it, and taught herself to play ukulele accompaniments for this purpose. In her stage act, she accompanies herself at the piano.

But don't get the idea that Betty does nothing but join in the glamorous whirl of the entertainment world. She's a great home lover, and has just furnished a really delightful new house in the heart of the Cheshire countryside. It overlooks the fourth hole of an adjacent golf club, and Betty is a keen devotee of the Royal and Ancient game. But she's very modest about her handicap.

If she should feel lonesome, she has great pals in her terrier, Peter, whom she has trained to perform all sorts of taking little tricks, and her canary, Mick, who picks up odd notes of any tune his mistress happens to be playing in the course of her daily vocal exercises.

Unlike some artistes, Betty always welcomes criticism of her work ("Never too old to learn" is her favourite motto), so if you should hear her next broadcast, drop her a line.

She'll be very pleased to get it, particularly if you happen to remember her when she was "Auntie Betty of the B.B.C."

SAVING STEPS IN MY KITCHEN

By
Helen Raymond

Who describes her up-to-date green and cream kitchen and tells you how she has made it labour-saving.



only at tea-time. A trolley, I think, should be chosen for real hard wear rather than beauty, and, used properly, it can save miles of walking with both crockery and food.

Under the kitchen sink goes a small binette in green. This is hygienically necessary if you don't want to be carrying rubbish to an outdoor bin dozens of times each day. A lever, pressed with your foot, lifts the lid of this binette to save you bending. The separate container inside lifts out for emptying purposes.

I like my kitchen floor polished, but without a labour-saver it's quite an item in the daily routine. A new polisher came to my rescue. This is rectangular in shape, on the end of a long stick, and you merely rub it along the floor, carpet-

sweeper fashion. Most of my cleaning utensils I try to get with long handles—dust pans, for instance—because they save both time and energy.

The most fascinating little gadget that I've seen for a long time is a new egg timer. You know the minutes one wastes keeping an eye on the timer to see if the sand's through it! New egg timers have alarms. They hang on the wall, and after setting your timer for the number of minutes your egg is to boil, you just wait until the bell rings.

Another gadget which saves both steps and burnt fingers is the egg stand. (Yes, eggs are quite my speciality!) It's a sort of cook-and-serve affair and holds up to four eggs. You put the eggs in the holder and pop it in the saucepan. When the eggs are boiled, you lift out the holder and carry it straight to the table.

Just think of the time you spend—and the implements you use—at the cooking table, trying not to get bad-tempered while you decorate pastry and cut it into dainty shapes. New pastry rollers made in wood are the latest helps to hurried cooks. The roller has patterns evenly spaced, which both decorate and cut the pastry into shapes while it's rolling. Grand fun this—from my viewpoint!

MY kitchen brings me more compliments than any other room in my home. When I moved into a new flat a short while ago, I was determined to make a good job of the kitchen. Brightness, of course, came first. Then I devised a labour-saving arrangement. An arrangement of furniture and utensils which means that everything is handy just where I want it. Colour schemes came next. I didn't exactly go in search of a rainbow, but I did try to find something to give me that up-and-at-it feeling.

I chose pale green and cream. Not very original, perhaps, but cool and refreshing as a background. The cream walls and ceiling of my kitchen are offset by green and cream checked linoleum with checked curtains to match. The paintwork is green. Some of the saucepans are green enamel and they match the cooking utensils.

My easy-work kitchen cabinet is green picked out and lined with cream. An enamel-topped flap attached to the cabinet comes down to form a table on which all the cooking is done. Ingredients for cooking are in the top of the cabinet together with crockery. Basins and similar utensils come in the bottom half.

Draining-board and sink are next to the cabinet with shelves for saucepans above and below. The stove is in a corner—next to the cabinet. This compact arrangement does away with any walking about the kitchen to fetch things when you're cooking. The time it all saves is amazing.

Washing up is particularly easy in my kitchen. After washing, the dishes go on the draining-board, and when they're dry, one step to the left puts them home in the cabinet. Not exactly a slimming-kitchen, I'm afraid!

Another step-saving essential is a kitchen-trolley. One often sees these useful items in dining rooms. In most cases they seem to be beautiful, highly polished pieces of furniture used

MY FAVOURITE RECIPE

By Mrs. Tommy Handley

NUT LOAF

ASKED for her favourite recipe, Mrs. Handley began turning over the pages of her cookery book. But Tommy stopped her. "Nut loaf, of course," he said.

So here is the recipe for a marvellous tea-time treat for which the home of Handley is famous:

INGREDIENTS:

- 3 large teacupfuls of flour
- 1 teacupful of Demerara sugar
- 1 teacupful of chopped walnuts
- 1 small teacupful of Valencia raisins
- ½ teaspoonful of salt
- 3 teaspoonfuls of baking powder
- 1 egg, well beaten
- Milk

Mix to a stiff batter. Grease a long, shallow tin with butter and bake for 1¼ hours in a moderate oven. Guaranteed a success!



"Playing scales makes your fingers slender"

Beauty Secrets from the Stars

YOU'VE GOT TO HAND IT TO THEM!

excellent for the housewife's hands when they've been—literally—in hot water a great deal. Rub the hands over with the half lemon twice a day and, instead of the hand cream at night, use ordinary cold cream for massaging purposes. It keeps them soft and smooth.

Also with hands-in-the-public-eye is young television commère, Sheila Douglas-Pennant. I noticed the other day that Sheila has succumbed to the new vogue in nail polish. Coloured polish is applied right to the tips of the nails instead of leaving the "whites" devoid of colour. Excellent idea if you want your fingers to look longer.

Looking round a restaurant frequented by the stars I saw nail polish in coral, rust, mauve, robin red and silver! "So difficult to make sure these shades don't clash with any colours in dress or make-up," remarked our television commère following my gaze. Sheila Douglas-Pennant always matches her nail polish to lipstick and rouge in the daytime, but sometimes to her clothes in the evening. A good ruling that.

The new creamy nail polishes really act as protectors to brittle or splitting nails. A cure for these nails is better still. It's a good cure, too, for it comes from Anona Winn whose own nails are perfect pictures of health and good grooming. Brittle nails should have a bath once a week—before the manicure—in a basin of warm olive oil. Soak them in the oil for ten minutes. Dry thoroughly, then manicure in the usual fashion.

THEY dance, whirl, pirouette down that ivory keyboard . . . Anne de Nys' hands. That certain member of "The Certain Trio" has hands which are naturally long and slender. Rather than damage their line the piano has improved it. "Supposing," I asked Anne, "you want to improve the shape of your hands and you haven't got a piano?"

"Without a piano it's just the same. Play scales up in the air and you'll help your fingers to become long and supple." Whereupon the strains of "Holding hands at midnight . . ." coming from Anne's piano prevented more conversation. A beauty expert confirmed Anne's advice for shapely hands. You may look silly playing scales on nothing, but the exercise is really effective.

Quite apart from their lovely line, Anne de Nys' hands have that soft whiteness so essential to hands which are on view. No matter whether it's piano or typewriter. Anne's hands are kept soft and white by a simple nightly treatment. She rubs them with a special hand cream. If the winter cold has roughened and reddened your hands, wear cotton gloves in bed over the cream. It helps it soak into the skin—and you'll soon grow used to the gloves.

Half a lemon kept handy in the kitchen is



Sheila Douglas-Pennant, television commère



(Left) This low cut, Empire-styled evening gown is of pastel blue lamé with tiny jacket to match

(Right) Smart wool day-dress of dark red edged with black. The Russian motif is emphasised by the double eagle embroidered on the sleeve (inset)



The smart veil hangs behind this cute little satin pillbox hat elegant, unusual and very charming



No. 6: PRINCESS PEARL

Charming Radio and Screen Star Wife of Harry Roy

A PEEP into Mrs. Harry Roy's wardrobe is a privilege. The clothes of a leader of fashion are "news" and where Princess Pearl leads, other women will follow. She is the fortunate possessor of a long, slender willowy figure which means that she can wear any style, however extravagant or however simple. But her extremely sophisticated clothes manage to retain a girlish and graceful air, in keeping with her lovely young face.

"To be smart means to be well-groomed," says Mrs. Roy. Even when most fashionable, notice how distinctively original her clothes are. Attention to detail is the secret—a novel belt, a "different" way with a veil or a motif of embroidery, cunningly chosen to add just the right note to a simple frock.

Though Mrs. Roy loves elaborate lingerie, coats and dresses must be well-cut, simple and form-fitting. As to colours, she can wear any, but is particularly fond of pale blue, dark red and black.



Her beautiful coat of blue fox has that smart square-shouldered effect

fashionfotos

Charming nightgown of pale peach satin with graceful brassiere bodice



New note in belts—the boy friend's portrait as a buckle. And, of course, who should Mrs. Roy favour but Mr. Roy?



Gorgeous negligee of peach satin, lavishly decorated with hand-made lace. The slight train adds a touch of sophisticated charm

SMART SPRING TAMMY

in Easy Crochet

This attractive Tammy makes a halo-like frame for a young face. You can crochet it in an afternoon

MATERIALS.—3 ozs. Copley's "Sportslaine" Wool, Duck Green, No. 1078; 1 oz. Copley's "Sportslaine" Wool, Gridiron, No. 163; 1 No. 12 "Stratnoid" Crochet Hook.

MEASUREMENTS.—To fit a 21-inch head, stretching as required.

TENSION.—Work to produce 6 d.c. to 1 inch in width.

ABBREVIATIONS.—Ch., chain; d.c., double crochet.

TO MAKE.—Using green wool, work 5 ch. and join into a ring with a slip st. Work 8 d.c. into the

ring. Marking the commencement of the round with a coloured thread, carrying this up as the work proceeds, as a guide, and working into the outside top loop only of the sts. of the previous round, proceed as follows:—

1st round—2 d.c. into every st. of the previous round. **2nd round**—2 d.c. into every alternate st., with 1 d.c. into all other sts. **3rd round**—2 d.c. into every 3rd st., with 1 d.c. into all other sts. **4th round**—2 d.c. into every 4th st., with 1 d.c. into all other sts. Continue in this manner, increasing on every round, working 1 st. more between the increases on successive rounds, until the round with 2 d.c. into the every 16th st. has been worked. Now continue increasing on every alternate round, working st. into st. on the rounds between the increase rounds, until the round with



2 d.c. into every 19th st. has been worked. Work 8 rounds without further increase. Now decrease as follows:—

1st round—Miss every 20th st., with 1 d.c. into all other sts. **2nd round**—Miss every 19th st., with 1 d.c. into all other sts. **3rd round**—Miss every 18th st. with 1 d.c. into all other sts. Continue in this manner, decreasing on every round, working 1 st. less between the decreases on successive rounds, until the round "Miss every 13th st." has been worked. Work 7 rounds without further decrease. Break off wool.

Join on the Gridiron wool, and work 5 rounds. Fasten off.

TO COMPLETE.—Press flat into a Tam shape. Using Gridiron wool, make a pom-pom and attach it to the top of the Tammy.

"Number 898
ple-e-e-ase!"

"It will please everyone, James. Such a slick little cardigan - a handful of snug laciness!"

"Laziness, Miss? Who's lazy?"

"Not you, James! So run and tell the sports girls to knit it in Natural, Grey or Nigger 'Excelsior' Shetland."

"And the other young ladies, Miss?"

"Enchanting in Dahlia, Iris Blue or Mermaid."

Ask for Leaflet 898, 3d at your woolshop, 4d posted by the makers. If any difficulty write:

L. COPLEY-SMITH & SONS, LTD,
47, Lower Mosley Street,
Manchester 2 or 132/3,
Cheapside, E.C.4.

Copley's

Wool

B.B.C. COMPLACENCY MUST STOP

Continued from page 9

also am at work in the mornings—that's why I hear the morning programmes.

They are intended, mainly, for "shut ins"—the aged, infirm, invalids or housewives. I would feel sorry for them anyway—more so, having listened to the shows the B.B.C. provide for them.

The worst of the morning sessions are those programmes which appear with exasperating frequency under the generic heading of "Ballad Concerts." Who on earth chooses the singers in these? It is a red-letter day when a singer appears who is even worth a place in a chapel choir.

If it were not for the Continental programmes the mornings would be desolate indeed. I remonstrated once with a B.B.C. official about the B.B.C. morning offers and he exclaimed: "Oh well, if the listeners don't like 'em there's plenty of Continental programmes they can get."

That attitude, of course, is commercially unmoral. Listeners do not pay anything to the Continental stations—they pay the B.B.C. for their entertainment. It is morally incumbent on the B.B.C. to provide what has been paid for; not force the customer to get his goods from stations to whom he pays nothing.

It is very fortunate for the B.B.C. that the Continental offerings are so entertaining. Not that they are perfect, by any means. Hitherto, the programmes from abroad have escaped all criticism. They are to get it—constructively—in this feature hence forth.

My chief complaint is their sameness. That is the fault of the sponsors. The buying of air-time and the producing of sponsored programmes is amazingly haphazard. Fifteen minutes or half an hour is bought, a programme is broadcast—that is all, or nearly all.

Little, if any, attempt is made to contrast the programme with the one immediately preceding it. I doubt if one sponsor knows what the programme preceding his is. For all he knows, it is exactly the same.

What the foreign programmes badly need is variety, novelty and human interest.

IN THE COLOURS OF FASHION



Conducted by **AUNTIE MURIEL**, the North's most popular Children's Broadcaster

DEAR BOYS AND GIRLS,
I do believe this is the narrowest escape Mick the Micrognome has ever had! It was a good job for us that the little girl was sensible enough to take him back where he belonged. Otherwise we might never have heard of him again. Last night he made a private vow never to go to sleep again, but I'm afraid he had broken the vow by midnight!

You do not have to sign any coupons or study any rules to belong to the RADIO PICTORIAL "big family," Anne Slade. You only write me a little note as you have done, and you automatically become "one of us." I hope many more of you will write to me and tell me all about yourselves. Good luck with the show, George Hamblin. I hope it all goes off very well. Good man to write the play yourself. We all hope you are feeling much better by now, Kathleen Roberts and Mummy. I expect a little spring weather will cheer us all up.

Till next week,

Yours affectionately,

Auntie Muriel

ADVENTURES OF A MICROGNOME
Mick Has a Narrow Escape



"There was a strange little gnome, sound asleep"

MICK the Micrognome had been up all night. Somehow he had not felt like going to sleep, so he had first of all shared the supper of Nothing the Cat which was sardines and milk, and afterwards the two of them had done a bit of mouse hunting which had occupied their time until three o'clock in the morning. It was no wonder then that Mick was still asleep when the carpet cleaners arrived at nine-thirty. The worst of it was that Mick was asleep in his usual spot *underneath the carpet*. Consequently, the first thing Bill Hawkins saw when he rolled up the carpet, was a strange little gnome sound asleep and snoring gently.

"Crikey!" muttered Bill, and rubbed his eyes, "Am I seeing things?"

"If you see what I see, you ain't," replied his mate. "It's one of them there fairies."

"But I don't believe in 'em," persisted Bill.

"No more did I till now," said his mate. "Why not take it home to your kid Elsie. She'll know more about these sort of things than we do."

"Right!" said Bill; and so sound asleep was Mick that he did not even feel himself being picked up and put into Bill's jacket pocket. He just stayed asleep until he reached Bill's home

and was taken out unceremoniously and put on a table.

"If you don't believe I've brought you a fairy, here he is!" Bill was saying.

It was Mick's turn to rub his eyes, but even after he had rubbed them, the room was no more familiar to him. Neither was the face of the little girl who was staring at him in the most utter amazement.

"Why, wh-where did you find him, Daddy?" she breathed.

"E was sound asleep underneath the carpet I took up in the studio at the B.B.C. to-day," replied her father.

"Then it is Mick!" she gasped. "Oh, Daddy, it's Mick the Micrognome and you've brought him home!"

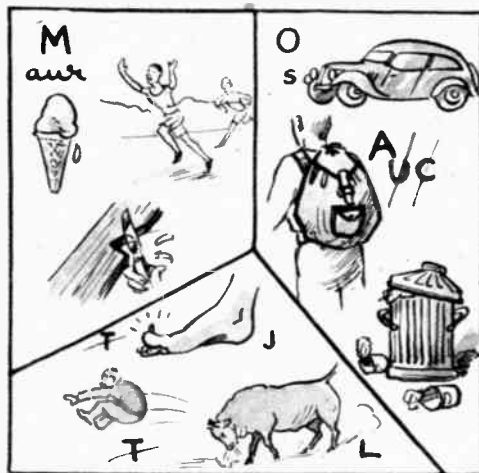
"That's right. Thought you'd like him. Take care of him," said Bill.

"I shall take him straight back where he belongs," answered the girl indignantly. "Why, he'd be terribly unhappy if I kept him, and think of how all the others would miss him." With these words she grasped Mick gently but safely in her hand, and carried him tenderly all the way back to Broadcasting House, where she had the good sense to put him down on the doorstep and not ask any questions. She just blew him a kiss and went away.

"Bless you!" cried Mick, and a tear splashed on his suit. He would remember that little girl for ever, and if there was any way he could repay her for her kindness, he would go a thousand miles to do it.

More about Mick the Micrognome next week

COMPETITION
FIND THE LEADERS

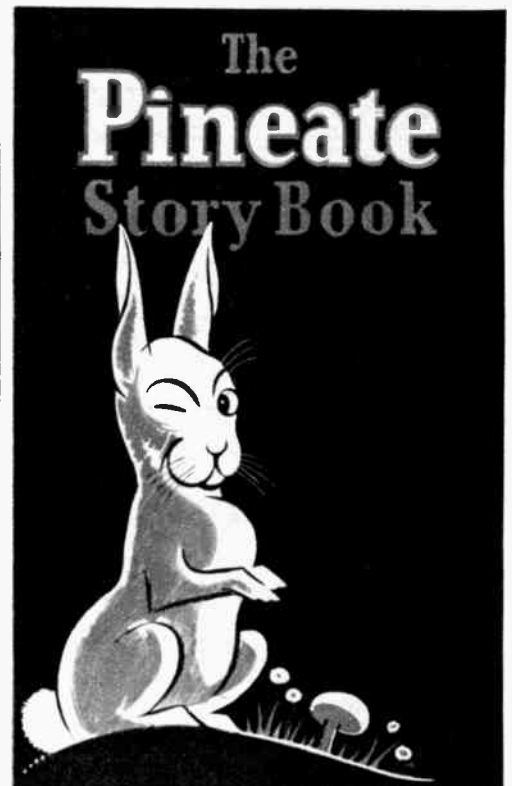


THE pictures represent three well-known band leaders. Can you puzzle out their names? For the first four correct solutions received, in the neatest handwriting, I will award four half-crowns. Write the names on postcards only, and send together with your full name, age, address, and school, to Auntie Muriel, RADIO PICTORIAL, 37 Chancery Lane, London, W.C.2.

All entries must reach me by March 24. Age will be taken into consideration in judging all competitions.

For the results of the "Find the Artistes" Competition, please turn to page 32

Get this Grand STORY BOOK for the Children!



This is the jolly book of broadcast stories that Uncle Coughdrop is offering to every boy and girl who tunes in to the 'Pineate' Honey Cough-Syrup children's concerts on Saturday mornings—Radio Normandy at 9.30, Radio Luxembourg at 10 a.m. It contains the stories that the Pineate Aunties and Uncles have told over the air during the last season, and all young folk will love it—just as they love 'Pineate' brand Honey Cough-Syrup, the children's own cough-remedy.

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FAMOUS SINCE 1885

The Biggest W



Gene Crowley is turning songwriter. Here he is with Suzanne McClay, ex-Bram Martin croonette.

MOST radio stars have had careers that are as full of highlights as a portrait by Van Gogh. But if you think that has made them all blasé and sated by success you are quite wrong.

Nearly all of them look back on certain big moments in their careers that they wouldn't trade for all the mink in Mayfair . . . moments that stand out like Neon lights in their memory . . . moments that helped to make their careers . . . that marked a new milestone in their march to fame.

First to come into the "witness-box" is the bland, ever-courteous, ever-immaculate, Roy Fox. Roy has two memories in connection with his distinguished career which are impressed on his memory as vividly as if they had happened yesterday.

His biggest moment was in 1932. He was summoned to Belgium to appear in a Command Performance before the late King of the Belgians. After the show Roy was to be presented to the King. The Royal Box was situated in the front of the dress circle and, as Roy reached the royal presence, the entire audience became silent, with a hush that could almost be heard.

Every eye was turned towards the Royal Box and, Roy, a notoriously shy person at the most ordinary of times, admits that he was almost paralysed with nerves as he approached to shake hands with the King.

Then, of course, he had to back out of the royal presence and never was a bandleader more glad to find himself alone than was Roy when he found himself out of range of that array of eyes and that impressive silence. Yet it was indeed a moment of which to be proud. More and more triumphs will come to Fox, but nothing will eradicate that big moment in his memory. . . .

Almost as big to Roy—and certainly as important—was a moment in 1929. Do you Fox fans recognise the significance of that year? Yes, you're right. It was the year he landed in this country for the first time.

The big moment was when he walked down the gangway of the *Mauretania* and found himself on British soil. Young, quite unknown in this

country, wondering how his gamble was going to turn out. Can you imagine his feelings at that moment? After all, how was he to know that we should take him so gladly into our affections. Yes, that moment must have been pretty big . . . for it was the turning point of his career.

The charming Pat Hyde's biggest moment occurred last September. Just before she was due to go to Holland she lost her voice, and couldn't even speak . . . let alone sing.

"The day before I was due to fly over to Schevering I visited a throat specialist and he doctored me up, but warned me not to speak more than I could help. I didn't dare tell him that I was just off to a strange country to sing!

I managed to get through rehearsal okay, as, not being able to speak the language anyway, my voice was not used very much," Pat told me, "but then came the night of my first show. . . ."

Let's try to look into Pat's mind at that moment. Here she was, in a strange country, an ambassadress of England. Yet, gnawing at her consciousness was the horrifying thought that, maybe, she would be unable to sing a note. Then she would be a flop. That she would never be able to sing again! Not funny, eh?

"Then I stepped on to the stage in the restaurant where I was singing. To my amazement I was greeted with a terrific roar of applause. I had imagined that I was unknown, but here was an audience who had not only heard of me, but were obviously eager to hear me," said Pat. "The shock must have done something to me for I found, to my infinite relief, that I was not only singing, but singing well.

"My reception that night, being such a climax to the dismal failure that I had half anticipated, is something I shall never forget if I live to be a hundred."

Eight years ago a young vocalist was striving to get a place in the show-world sun . . . always a tough battle. His name was Dan Donovan, now famous both as an ex-Henry Hall crooner and a bandleader and solo vocalist.

Bandleader Debroy Somers invited Dan to make a record.

"I'm not sure which was the biggest moment in my career, when I was invited to make my first record, when I was actually making it, or when I

settled down to hear it for the first time," Dan admitted to me. "So much was involved. If I flopped, heaven knows when I'd be given another opportunity of making good" as a recording artiste. My relief when I heard it and knew in my bones that it was a winner is an experience that was almost painful. Nothing will ever replace the thrill of that record. It's name? I'll never forget it. It was 'Like a Ship Without Sail.'"

That outstanding, elusive personality, Hildgarde, has drunk deeply from the cup of success. Her career is studded with great moments. But ask her to choose the biggest and she will mention something remote from the glitter of stardom.

It was when she got a job. A cheap, ill-paid, funny little job . . . but it was a job. You see, Hilde had had some success in her career as an entertainer, but then suddenly the bottom dropped out of it all. Times were hard on Broadway when the depression hit show-business.

And Hildgarde nearly starved. For weeks she looked in vain for engagements and gradually she began to lose hope. Then came *the job*, as a song-plugger in a music publishers office. A very few dollars a week, but it brought her back into music and saved her for us. Strangely enough it was from this apparently drab little job that she got the opportunity which started her on her present lustrious career.

Two bandleaders, not unnaturally, choose as their Big Moments the first time they broadcast.

Maurice Winnick's came out of the blue. Seven years ago, to be precise, at the Piccadilly Hotel, where he was then holding down his first West End job. I was talking to Maurice about his Big Moment at the Piccadilly, incidentally, and it was more than a sentimental gesture that made us move to the spot where in 1931 he first broke the news to the boys who were then in his band.

"I was pretty scared," Maurice confessed, "but I don't have to tell you that. Anybody with any ambition must know what it feels like to be on the verge of something that will make or break your career. Fortunately the broadcast was a success and though each subsequent broadcast was important to me—still is—none has seemed such a big moment as that one in 1931."

When Bram Martin first heard he was to broadcast he was so bewildered that it hardly occurred to him that this was his Big Moment. But, in retrospect, he realises that it stands out in bold relief from any other date in his professional calendar.

"All I had ever hoped and planned for came true when I heard that my band was to go on the air," says Bram. "I had done many solo broadcasts, but it seemed so hopeless trying to break into the select circle of broadcasting bands. But Eric Maschwitz and Max Kester dined at the Holborn Restaurant and seemed to like the band. Months passed and then came my official notification that the band was to broadcast. Hectic rehearsals followed and, during the actual broadcast, I felt emotionally battered.

"It had simply *got* to be a success, part of my brain insisted . . . and another part seemed to stand aloof as if it took no responsibility for the outcome, based as it was on capricious whims of fate. When it was all over and I knew that the band was on its upward way I felt sick. But it was a grand moment!" grinned Bram.

A fan letter gave Judy Shirley her biggest kick and provided her with one of the biggest moments in her career. You know how you come down to breakfast, and as you walk down stairs you wonder vaguely whether the postman has brought you anything particularly interesting.

Well, this happened to Judy. She found on her breakfast table a letter from Marlborough House, which enthusiastically praised her singing in the "When You and I Were Dancing" programmes with which Judy made a big hit.

I cannot reveal which member of that important household took the trouble to give a pat on the

Moment *IN MY CAREER*

Twelve favourite radio stars look back and reveal the moments which are outstanding in their careers. They are the moments they will never forget, no matter how many of their future ambitions are realised, no matter how many professional thrills are in store for them

By **BARRY WELLS**



His band's first broadcast was Bram Martin's big thrill

back to this lovely little star, but, believe me, that was a proud moment for Judy.

Billy Cotton's career has been on a steadily upward grade. With his well-known philosophical calm Billy takes any fresh experience in his stride. But time cannot efface the memory of two outstandingly important milestones in his career.

The first was on April 28, 1928, when he first stepped on to the stage at the Astoria Dance Salon, Charing Cross Road, and realised that he was a West End bandleader, and had thus fulfilled part of his life's ambition.

Remember that Billy had had several years, first as a drummer and then as a bandleader at some of the smaller provincial *Palais de Danse*... pleasant enough jobs, but liable to look like ruts to a young man who had got an idea.

But the Astoria! That was different. It was—and still is—one of the plums of the dance-band world, and, as he first heard the applause of the critical Astoria patrons he knew that his big opportunity had arrived. The show world was his oyster.

Three years passed. He played at Ciro's, made his first broadcasts and then appeared for four weeks (doubling Ciro's) at the Alhambra, London. That was another big moment, for it meant the

beginning of his career as a No. 1 stage band, a position he has held ever since.

During Bram Martin's recent band tour his likeable and talented young vocalist, Gene Crowley, experienced the biggest moment of his comparatively short career.

It was decided on a Friday at Liverpool at very short notice and with little or no rehearsal, to put the comedy number, "Ring Down the Curtain, I Can't Sing To-night," into the first house programme of the Saturday.

It was to be sung by Bram Martin, Gene Crowley and Mannie Winters. Only a verse and part of the first chorus had been sung when, unfortunately, Mannie dried up. Deprived of his cues Bram speedily followed him. There was one of those awful short pauses when there seems to be a dead silence on the stage, and then Gene took control. He started making up comedy rhymes that fitted the music and soon had the entire audience and, even, Bram and the band laughing their heads off!

His presence of mind undoubtedly helped to save the outfit from a nasty situation, but how the moment was so important to Gene is that Bram, ever quick to give praise and encouragement, suggested that Gene might well write some more numbers, as he seemed to have a flair for it.

So Gene wrote a number called S.O.S. and has followed it with *Nursery Night Ride* (have you heard the record?) and *Beautiful Lady*. And that's how one accident which took only a moment (but what a big moment) has put Gene on to a sideline which may well have far-reaching developments.

"My biggest moment?" repeated Michael Flome, who is fast riding into the big money and the big headlines, with his band at the May Fair Hotel.

"I think it was when I was leading the band at the Hungaria Restaurant a few years back and the Duke of Windsor (he was then Prince of Wales) asked me to play "That's Why Darkies Were Born." That would have been quite a thrill, of course, but what made the moment still more outstanding was that he took the trouble

to come over, shake hands, and congratulate me on the way I and the boys had put over the number."

Mantovani has forged to the front as a stage and radio orchestra leader, yet he looks back eleven years—to when he was eighteen—for the big moment in his career.

That was when he gave a violin recital at the Queen's Hall. Young Monty looked forward to a career in classical music and it is no secret that he would like to return to that form of expression. Someday he will, inevitably, but till then nothing will supersede the thrill of that far-off recital when he justified the fondest hopes of his parents.

It was the tenth night of a pantomime at Drury Lane. Binnie Hale was singing a song "As Long as Our Hearts Are Young." A fair-haired young man sat in the stalls listening eagerly to every note. He had written the song and he was feeling cold... cold with that internal chill that comes when one is overwrought with anxiety.

That song, played by the giant Drury Lane orchestra sounded so much more important, so much more worth while than when he had first tinkled it out on his piano.

He decided, as he heard the audience burst into applause, that life could offer few experiences more sweet.

He was Ronnie Hill. Moments—mere flashes of time, so soon forgotten to everybody but the person intimately concerned.

(Left) Maurice Winnick and (right) Ronnie Hill, who both reveal their Big Moments on this page



A fan letter brought Judy Shirley happiness.



B.B.C. PROGRAMME GUIDE



Billy Caryl and Hilda Mundy—In this week's "Palace of Varieties"

VARIETY

MRS. WHAT'S-HER-NAME" who last broadcast from the B.B.C.'s first home at Savoy Hill returns to the air in *Palace of Varieties* on MARCH 19, National. "She" is Fred Hutchings, a broadcaster of the old days whom Ernest Longstaffe is wisely bringing back.

Fred, who has been busy in the concert party world, is a comedian with a breezy, homey style. We who regard Gracie Fields as the greatest comedienne of our day owe a lot to Fred. But for his advice, Gracie would have stuck to the straight dramatic stage and never convulsed a music hall.

She once said of Fred: "I always cherished the idea that someday I might become a great dramatic actress. He dissuaded me and told me that the greatest success one could hope for was in making people laugh. So I tried to make people laugh, and shall go on doing so as long as I can."

This *Palace* bill also presents funsters Caryl and Mundy; "Old Ladies of Threadneedle Street" Ward and Draper; pantomime star Ella Retford, kiddie-king Harry Hemsley; high-note Al Bowly; and a new act, Bennett and Gratton.

Early listening days are also drawn on this week to provide another of those *Memories of Savoy Hill* programmes which Miriam Ferris so happily arranges. On MARCH 22, National, Miriam will gather around her Leonard Henry, Foster Richardson, Mabel Constanduros, Alma Vane, John Rorke, and Florence Oldham, to provide an hour of free and easy B.B.C. fun as it was in crystal-set days.

Martyn C. Webster will compare one of his *Follow On* revues in miniature from the Midland studios on MARCH 22, Regional. The author, Edward J. Mason, and composer Basil Hempseed, have done much work for Midland programmes. A cast of that studio's favourites includes: Dorothy Summers, Marjorie Westbury, Doris Nichols, Hugh Morton, Lester Mudditt, David Fenton and Jack Hill and his Orchestra.

Midland microphones also move to the New Theatre, Oxford, on MARCH 23, Regional, for a relay of music hall variety presenting Bertha Willmott and George Heriot.

Rusty and Shine will be among the *Friends to Tea* who will provide some happy comedy in this popular weekly show on MARCH 21, Regional. The new Rusty in this team is Eddie Emerson, coloured comedian who has been working in show business for even longer than Shine has known him—and that's twenty years! Kembell Kean, Ronald Brandon and Dickie Pounds are all pledged to be funny at this tea party.

Bertram Mills, Circus King, has been chosen to start off a new series of programmes, *The Showmen of England*, on MARCH 24, Regional.



Midland favourite, Dorothy Summers, will be heard in Martyn Webster's "Follow On" revue

Based on the popular *Stargazing* idea, these shows will reconstruct the lives of many of the men behind the stars, the men whose genius and business astuteness have built up the brilliant façade of British showmanship.

The "Fol-de-Rols" continue their "training" for summer days at the seaside with another studio show for listeners on MARCH 24, National. Listen to your favourites—Cyril Fletcher, Connie Clive, Irene North and Williams Stephens mixing the ozone mixture.

PLAYS—FEATURES—TALKS

JESS OAKROYD and that lovable motley group of *The Good Companions*, having lived their moving, human story on stage and screen, are now translated to the wider ether. On MARCH 20, National, a special radio adaptation by that expert of Northern radio drama, James Gregson, will be sent down from North Regional studios for Sunday listeners. By the way, RADIO PICTORIAL'S Auntie Muriel is playing Mrs. Brundit in this show.

Gregson has used the novel, not the play, for his adaptation, thus taking from a wider canvas for the more intimate and elastic medium of broadcasting. Edward Wilkinson, who produces, is calling two or three stars from London for the chief parts and the rest of the cast will be appropriately local. Music from the film will be used for the broadcast.

There is good listening for the play lover on this day—MARCH 20—for later comes a *Ghost Anthology*, a programme of stories of the supernatural, amusing, thrilling and creepy. Felix Felton, who so adroitly arranges those *Macabre* programmes, uses here the same technique of bringing each story to life at the vital points in its course.

A short little play is being produced by Howard Rose for the Empire Department on MARCH 25 and included in the National, too. Called *Delayed Drop*, it is a unique story by Alan Byrne, involving a small group of people at a flying club and a dramatic parachute descent.

One of the most eloquent and powerful defences ever made was in vain to save Eugene Aram, the schoolmaster murderer immortalised in classic prose and verse. *The Trial of Eugene Aram* makes a vivid feature programme for MARCH 19, National. Aram, picturesque figure of Knaresborough, Yorkshire, left the town after the mysterious disappearance of a fellow townsman. Part of a skeleton discovered led to another man vanishing, and when he was found he admitted he had been present when Aram did his foul crime and that the rest of the skeleton would be found in a cave.

John Pudney is arranging an attractive feature for MARCH 21, Regional, *Catchword Songs*. The number of popular phrases and words we use which originally sprang from the popular song of the moment it would probably be impossible to discover; but, at any rate, Pudney has unearthed enough derivations to make an amusing programme.

The Heart of the Great Glen is the next Scottish Country feature on MARCH 24, Regional, in which George Blake will provide sound pictures of Scotland's great water and electric supply resource which is also a beauty spot with romantic historical associations.

At long last the B.B.C. starts a contribution to the National Fitness campaign. On MARCH 22, National, Dr. Capper Johnson will inaugurate a series of health and fitness talks under the title *Guy Ropes to Health*. These talks will provide listeners with expert advice on how and why to keep fit.

Lord Tyrell, Britain's film censor, will be the next speaker in *The Cinema* series on MARCH 21, National.

DANCE BANDS

DURING Geraldo's last colossal *Dancing Through* feature, which saw 150 numbers go on the air in 45 minutes, the B.B.C. telephone bell tinkled and, in reply to switchboard girl's polite inquiry, a bloke asked: "Can you ring me back at the end of this programme and let me know how many numbers this Geraldo fellow has played by then. I started to count, but it's got to be so much like hard work that I can't enjoy the show if I go on counting!"



Another Fol-de-Rol show on March 24. Here is beautiful Irene North, popular member of the party

**A Treat for Veteran Listeners :: "Follow On" revue from Midland :: New Rusty and Shine Team
Bertram Mills Starred :: Famous Murder Trial :: Geraldo, Carroll Gibbons and Jack Wilson**

That show was certainly a record-breaker. This week you can hear Geraldo in more leisurely style presenting *An Hour To Play* on MARCH 19, National, with his famed "Sweet Music."

Thé Dansant, on MARCH 24, National, goes to **Carroll Gibbons and his Savoy Orpheans**. Carroll has been broadcasting now for nearly 14 years and he's probably the most reserved band leader on the earth's surface.

Both "hot" and "sweet" music will find its place in the session which **Jack Wilson and his Five** have been allocated on MARCH 22, Regional. This combination maintains a standard of playing which is the envy of many, and its long service to provincial listeners is at last beginning to win it a wider reputation with the National audience.

Jack Wilson, so Billy Mayerl says, is the best piano exponent of Mayerl numbers. He should know! It's not generally known that Jack played piano in many a broadcast by the Coventry Hippodrome Orchestra. One of the Five who has a bandleader's touch is **Jimmy Donovan**, who gets so many kicks out of that sax of his. He's a popular guy around provincial band circles and has run several bands of his own which have also broadcast.

While on the keyboard subject, please note that **Ord Hamilton** has a few notes, black and white, for you on MARCH 22, National, in an interlude on his own.

Joe Marsala and his Band, of the famed Hickory House, had to be faded out when they relayed across the Atlantic on January 8 last. Official explanation, atmospheric. To make up that disappointment B.B.C. has obtained from America records of the programme Joe played that night and these will be broadcast on MARCH 24, National.

Cliff Gwilliam and his Dance Band accompany a cabaret from Imperial Hotel, Torquay, which West Region broadcasts on March 24. Cliff has been aired several times from Rhyl, where he plays in summer seasons. Vocalists **Three in Harmony** are featured in this relay.

More of **Doris Arnold's** *The Melody is There* on MARCH 22, National, with **Margaret Eaves** and **John Duncan**.

RECORDS OF THE WEEK

Edgar Jackson's Selections

For Everybody

ROY FOX and HIS ORCHESTRA—"Thanks for the Memory" and "You Took the Words Right Out of My Heart." Of these two tuneful songs from the film "Big Broadcast of 1938," first mentioned is already a big hit in America, and likely to follow suit here. Roy Fox's is among the first records (H.M.V. B.D.5330).

For Swing Fans

ARTIE SHAW and HIS NEW MUSIC—"Free Wheeling" and "I've Got a Strange New Rhythm in My Heart" (Vocalion S.134).

MUSIC

MORE Victorian Melodies from the Theatre Orchestra on MARCH 20, National. **Gwen Williams** who is now arranging these programmes with **Stanford Robinson** is a young B.B.C. staff member coming to the fore after a long period behind the scenes.

For some years she was pianist and coach to the Variety Department. Then she became a musical research expert assisting Gordon McConnel with his historical music programmes. This work has led her to a position of importance in the new Music Productions Section.

Albert Coates will conduct the B.B.C. Orchestra in the Sunday Orchestral Concert on MARCH 20, Regional. **Solomon** will be the soloist in Cesar Franck's *Variations Symphoniques* for piano and orchestra and will also play the solo piano part in *Prometheus*, by Scriabin. Gustav Holst music is also featured in the programme.

The second provincial trip undertaken by the B.B.C. Symphony Orchestra under **Sir Adrian Boult** will be that to Aberdeen on MARCH 23, National. The programme to be given in the Music Hall at Aberdeen will include Beethoven's Symphony No. 6, *Pastoral*; Symphonic Poem *Don Juan* by Richard Strauss; and John Ireland's *The Forgotten Rite*.

A recital of sonatas for violin and piano by Beethoven, Delius and Schumann will be broadcast by **Adila Fachiri** and **Kathleen Long** on MARCH 21, National, with **Astra Desmond** singing songs in Norwegian by Grief. Pouishnoff will play the piano concerto in F by Arensky with the B.B.C. Orchestra conducted by **Clarence Raybould** on MARCH 25, National.

The City of Birmingham Orchestra's concert on MARCH 20, Midland, will be the last of the season of Sunday concerts at Birmingham Town Hall. **Leslie Heward** will conduct. The programme will include Dvorak's Fourth Symphony. Nine Midland composers will be represented in a programme of songs given by the B.B.C. Midland Singers, conducted by **Edgar Morgan**, on MARCH 25, Midland. These include Elgar, Julius Harrison, Holst, Parry and Leslie Heward.

The Glastonbury Town Silver Band will broadcast a concert from the West Regional Studios on MARCH 23, West. The conductor is **Lionel A. Leavey**, and the soloist will be **Alfred H. Salter**.

Denis Wright will conduct the Crystal Palace Band in a programme on MARCH 20, National.

SPORT

THE new lip microphone which was used by **Tom Woodroffe** at the Cheltenham Gold Cup was so successful that it is to be used for the commentary on the Grand National, which is being broadcast on MARCH 25, National. Another race broadcast this week is the Lincolnshire Handicap on MARCH 23, Regional.

Captain Wakelam is watching the rigger international between Scotland and England on MARCH 19, National, and his racy commentary will be available.

Midland offer a commentary on the match between **Joe Davis**, World's Snooker Champ., and **Horace Lindrum**, Australian Champ., at Wolverhampton on MARCH 24.

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increases daily
—say W.D. & H.O. WILLS**



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SUNDAY, MAR. 20

- 8.15 a.m.** Request Programme
8.30 a.m. **MASTERS OF RHYTHM**
 with Neal Arden
Presented by the proprietors of Feen-a-Mint.
8.45 a.m. Your Old Friend Dan
 Singing his way into the home.—*Presented by the makers of Johnson's Wax Polish.*
9.0 a.m. **GEORGE ELRICK**
 Maclean's Laughing Entertainer and His Band
Presented by the makers of Maclean Brand Stomach Powder.
9.15 a.m. Fifteen Minutes of Variety at the Café au Lait, featuring Felix Mendelssohn and His Orchestra, George Barclay, and Guest Artists, June Malo.—*Presented on behalf of Nestlé's Milk Products, Ltd.*
9.30 a.m. Master O.K. The Saucy Boy
Presented by the makers of O.K. Sauce.
9.45 a.m. Showland Memories
 A musical cavalcade of theatreland, past and present, with Webster Booth, Olive Groves, and the "Showlanders."—*Presented by California Syrup of Figs.*
10.0 a.m. Old Salty and His Accordion
 To-day: Old Salty's adventure on a glacier.—*Presented by Rowntree's Cocoa.*
10.15 a.m. **CARSON ROBISON AND HIS PIONEERS**
Presented by the makers of Oxydol.
10.30 a.m. Favourite Melodies
Presented by the makers of Freezone Corn Remover.
10.45 a.m. The Brown & Polson Cookery Club, with Mrs. Jean Scott, the president, giving helpful talks. Supported by Quentin Maclean, at the organ.
11.0 a.m. Elevenses
 With Geraldo and Diploma.—*Presented by the makers of Diploma Cheese.*

- 11.15 a.m.** **THE OPEN ROAD**
Presented by Carters Little Liver Pills.
11.30 a.m. Luxembourg Religious Talk (in French)
12 (noon) Calvert's Front Page
 Re-creating the most outstanding events of the world.—*Presented by Calvert's Tooth Powder.*
12.15 p.m. The Rowntree Aero Show
 Harry Roy and Bill Currie in the lighter side of life, while the famous band "Swings" it.—*Presented by the makers of Rowntree's Aero Chocolate.*
12.30 p.m. Peter the Planter
On behalf of the blenders of Lyons' Green Label Tea, presents Back Stage with Sir Seymour Hicks, with Nelson Keys, Dennis Van Thal and His West End Theatre Orchestra and full Company.
12.45 p.m. **HUNTLEY & PALMERS'**
 present "The Gaieties" with Leslie Henson Roy Royston Ginger Matthews Yvonne Ortner George Neil Robb Currie The Gaiety Rhythm Boys with the Gaiety Star Orchestra
 The whole show written and devised by Douglas Furber and Leslie Henson
1.0 p.m. **LUX RADIO THEATRE**
 featuring Teddy Joyce and His Orchestra and introducing the "School for Stars" with the high lights from the film *On the Avenue*
Presented by the makers of Lux.
1.30 p.m. **OVALTINE PROGRAMME OF MELODY AND SONG**
2.0 p.m. The Kraft Show
 Directed by Billy Cotton with Peter Williams, Alan Breeze, Jack Doyle and Max Miller.—*Presented by the Kraft Cheese Co., Ltd.*
2.30 p.m. Songs You Will Never Forget
 Featuring Fred Hartley and His Orchestra, with Brian Lawrance (Vocalist), and John Stevens (Narrator).—*Presented by the makers of Johnson's Glo-Coat.*
2.45 p.m. **FAIRY SOAP**
 Thos. Hedley & Co., Ltd., proudly present Miss Gracie Fields introducing new songs, and an old favourite in every programme.
3.0 p.m. **MORTON DOWNEY**
 The Golden Voice of Radio
Presented by the makers of Drene Shampoo
3.15 p.m. Waltz Time
 With Billy Bissett and His Waltz Time Orchestra, Esther Coleman, Hugh French and the Waltz Timers.—*Presented by Phillips' Dental Magnesia.*
3.30 p.m. Black Magic
 "The Ace of Hearts Orchestra," in a programme for sweethearts.—*Presented by the makers of Black Magic Chocolates.*
3.45 p.m. **ALBERT SANDLER AND HIS TRIO**
 Compered by Stephen Williams
Presented by Boots the Chemists.
4.0 p.m. **HORLICKS PICTURE HOUSE**
 Master of Ceremonies: Reginald Tate
 Vic Oliver Elizabeth Allan Nlela Goodelle Robert Wilson Rhythm Brothers and The Horlicks All-Star Orchestra under Debroy Somers
Presented by Horlicks.
5.0 p.m. Ray of Sunshine Programme
 Compered by Christopher Stone.—*Presented by the makers of Phillips' Tonic Yeast and Betox.*
5.30 p.m. **THE OVALTINEYS**
 Entertainment especially broadcast for the League of Ovaltineys with songs and stories by the Ovaltineys, and Harry Hensley, accompanied by the Ovaltineys Orchestra.—*Presented by the makers of Ovaltine.*
6.0 p.m. **AMBROSE AND HIS ORCHESTRA**
 featuring Evelyn Dall Max Bacon Vera Lynn Alan Marsh and The Manhattan Three
Presented by the makers of Lifebuoy Toilet Soap.



Lovely Elizabeth Allan, British screen-star who has made good in Hollywood, will be heard at 4 p.m. in Sunday's Horlicks Picture House

- 6.30 p.m.** **RINSO RADIO REVUE**
 featuring Jack Hylton and His Band Pat Taylor Sam Browne Rinsos Rhythmeers Tommy Handley Tony Reddin Compered by Eddie Pola
Presented by the makers of Rinso.
7.0 p.m. **ANNOUNCING A NEW SERIES OF THRILLING DRAMAS**
 centred round the characters of Inspector Brookes of Scotland Yard and his son, Dick.
 The Murdered Skeleton (concluded)
 Chief Characters: Inspector Brookes—D. A. Clarke Smith Dick—Bertie Hare Joan—Jane Welsh La Sanie—F. Cochrane
Presented by the makers of Milk of Magnesia.
7.15 p.m. Eddie Pola and His Twisted Tunes. A programme of twisted words and music.—*Presented by the makers of Hudson's Extract.*
7.30 p.m. Excerpts from the Midnight Cabaret from the Grosvenor House Hotel, London, one of the most fashionable rendezvous of Society.—*Sponsored by the makers of Danderine.*
7.45 p.m. Dinner at Eight
 Enid Stamp-Taylor, introducing "My Friends the Stars," with the C. & B. Dance Band, directed by Sydney Lipton.—*Presented by Crosse & Blackwell, Ltd.*
8.0 p.m. **PALMOLIVE PROGRAMME**
 with Olive Palmer and Paul Oliver
8.30 p.m. Luxembourg News (in French)
9.0 p.m. **HIGHLIGHTS ON PARADE**
 with Alfred Van Dam and his Gaumont State Orchestra and Wyn Richmond
Presented by Macleans, Ltd.
9.15 p.m. **BEECHAMS REUNION**
 with Jack Payne and His Band with Peggy Cochrane Ivor Davies and Hughie Diamond
 Compered by Christopher Stone
Presented by the makers of Beechams Pills and Dinnelord's Magnesia.
9.45 p.m. Colgate Revellers
Presented by Colgate Ribbon Dental and Shaving Creams.
10.0 p.m. **A SERENADE TO MELODY**
Presented by Pond's Extract Co., Ltd.
10.30 p.m. **QUAKER QUARTER-HOUR**
 featuring Carroll Lewis and His Radio Discoveries Betty Belcher (Vocalist) Ted Carpenter (Banjoist) Rughvir Harising (Impressions) Horace Allen (Vocalist) Eric Twigg (Vocalist)
Presented by Quaker Oats, Ltd.
10.45 p.m. The Costy Programme
 Presenting John Goodwood. A new programme of haunting melodies, beauty information and John Goodwood, astrologer and student of the stars, who will tell you how the planets shape your destiny.
11.0 to 12 (midnight) Request Programme

MONDAY, MAR. 21

- 8.0 a.m.** Waltz Time
 With Billy Bissett and His Waltz Time Orchestra, Esther Coleman, Hugh French and the Waltz Timers.—*Presented by Phillips' Dental Magnesia.*
8.15 a.m. **HORLICKS MUSIC IN THE MORNING**
Presented by Horlicks.
8.30 a.m. The Alka-Seltzer Boys
 Featuring Browning and Starr.—*Presented by the makers of Alka Seltzer.*
8.45 a.m. **THE OPEN ROAD**
Presented by Carters Little Liver Pills.
9.0 a.m. **MELODIES FROM THE MASTERS**
 Compered by Peter Heming
Presented by the makers of Kolynos Tooth Paste.
 Please turn to page 26

Cadbury Calling!

★ ★ ★ CHARLIE KUNZ BRINGS YOU SWEET MUSIC

CHARLIE KUNZ
famous pianist brings you Melodies with Memories

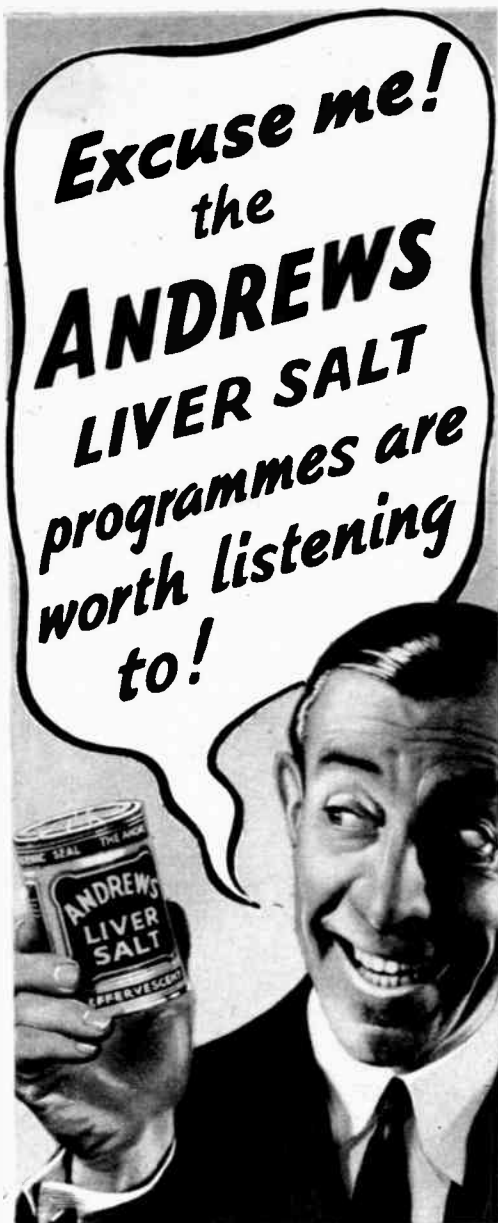
GEORGE BARCLAY
well known vocalist

JUDY SHIRLEY
who sings as sweet as she looks

Cadbury Calling — with a breakfast-time treat for Tuesday, and to tell you about Milk Tray Chocolates — a popular treat at any time

Don't forget MR. PENNY and REGINALD DIXON on Saturdays

Tuesday Morning
 RADIO **8.45 a.m. LUXEMBOURG**
 RADIO **8.0 a.m. NORMANDY**
 Radio Normandy transmission arranged through International Broadcasting Company Limited
 MARCH 22



Three times a week from Radio Luxembourg Albert Whelan, the world-famous whistling entertainer, broadcasts for the makers of Andrews Liver Salt.

You must not miss these programmes. They are as good a livener for the mind as Andrews itself is for the body.

WED. & THURS. MORNINGS
at 8.45

SATURDAY MORNINGS
at 10.15

ANDREWS
LIVER SALT

The Ideal Tonic Laxative



Afternoon Fatigue

Is disagreeable, dangerous, and not really necessary.

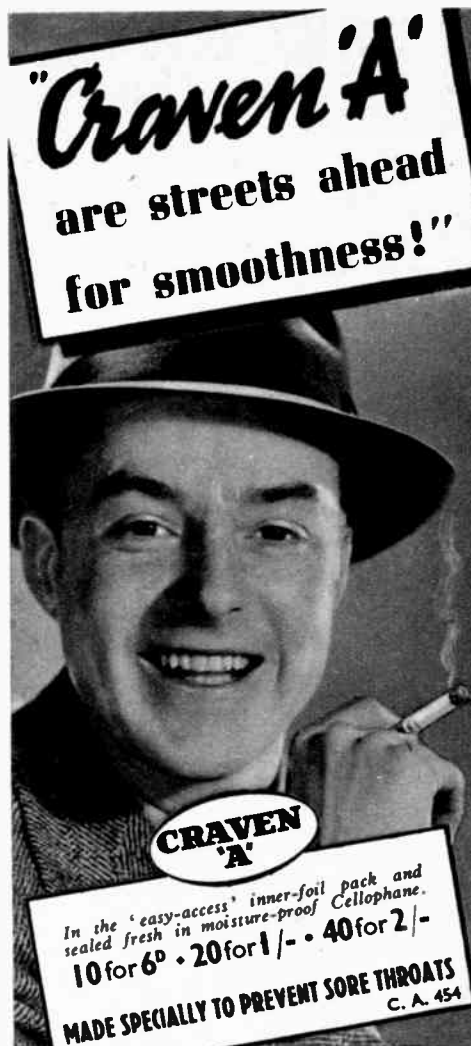


A penny a day will prevent it — a penny spent on four Huntley and Palmers OSBORNE BISCUITS.

Four OSBORNE BISCUITS at four o'clock will refresh you — at this hour you need refreshment most. You will avoid that feeling of faintness and weariness. And you can start your evening — an hour's shopping before you leave town or a visit to an early show — full of energy. OSBORNE BISCUITS prevent *Afternoon Fatigue*. Order some Huntley and Palmers OSBORNE BISCUITS from your grocer to-day and begin the daily habit. Put four OSBORNE BISCUITS in your pocket or handbag each morning, and put an end to your *Afternoon Fatigue*.

Be sure that the
OSBORNE
biscuits
are made by
HUNTLEY & PALMERS
Then you'll prevent all forms of
Afternoon Fatigue.

LISTEN IN TO 'The Gaieties'
Leslie Henson, Roy Royston and Stars from
"GOING GREEK."
Luxembourg every Sunday 12.45 p.m.
Normandy every Sunday 3.30 p.m.
(Transmission through I.B.C. Ltd.)



Carreras Ltd.—150 years' Reputation for Quality

ON THE AIR WITH
GOBLIN
Radio Normandy
TUESDAY AT 11 A.M.
TRANSMISSION THROUGH I.B.C. LTD.

GOBLIN'S NEW SURPRISE FEATURE



WHAT THEY THINK OF —
"Leisure at Eleven"

POPULAR SONG AND DANCE NUMBERS

HEAR THE FAMOUS GOBLIN SONG



PRESENTED BY THE MAKERS OF

GOBLIN
ELECTRIC CLEANERS, ELECTRIC WASHERS
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Write for literature to GOBLIN (Dept. R.P.B.), Fulham, S.W.6

RADIO LUXEMBOURG'S PROGRAMMES

Continued from page 24

9.15 a.m. **THE HAPPY PHILOSOPHER**
A new programme of particular interest to all dog lovers. Both adults and children eagerly await the arrival of their old pal, The Happy Philosopher.—Presented by Bob Martin, Ltd.

9.30 a.m. **WITH THE IMMORTALS**
A musical problem, introduced by Orpheus, and presented by the makers of Bisodol.

9.45 a.m. Keeping House with Elizabeth Craig. Introduced by Peter the Planter.—Presented by Lyons' Green Label Tea.

10.0 to 10.30 a.m. **THE COOKEEN PROGRAMME**
with
Carroll Gibbons and His Boys
Anne Lenner
and
George Melachrino
Guest Artistes:
Mabel Scott and Webster Booth
Compère Russ Carr
Presented by the makers of Cookeen.

3.30 p.m. Concert of Music by the Luxembourg Station Orchestra, directed by Henri Pensis.

4.0 p.m. Fireside Memories
A programme of "worth-while" music.—Presented by the makers of Coalite.

4.15 p.m. **Thé Dansant**

4.30 p.m. **The Family Circle**
Gramophone Records compered by Christopher Stone.—Presented by the makers of Phillips' Tonic Yeast.

4.45 p.m. **MARMADUKE BROWN**
The lovable eccentric inventor and his patient wife, Matilda.—Presented by the makers of Phillips' Dental Magnesia.

5.0 p.m. **BORWICK'S BAKING POWDER CONCERT**
Station Concert
5.15 to 5.30 p.m. Request
6.30 to 7.0 p.m. Programme

8.30 a.m. Household Hints
by Mrs. Able.—Presented by the makers of Vitacup.

8.45 a.m. **CADBURY CALLING**
and presenting
Reminiscing with Charlie Kunz
(playing melodies with memories)
and
Judy Shirley
and
George Barclay
(singing for you)
Compère Ralph Truman
Presented by the makers of Cadbury's Milk Tray Chocolates.

9.0 a.m. **MUSIC ON THE AIR**
Presented by the makers of Kolynos Tooth Paste.

9.15 a.m. **WITH THE IMMORTALS**
A musical problem, introduced by Orpheus, and presented by the makers of Bisodol.

9.30 a.m. Brown & Polson Cookery Club. Club news and cookery talks by the president, Mrs. Jean Scott.

9.45 a.m. **THE MILTON SISTERS**
Dinah Miller
and
Pat Hyde
with their entertaining announcer
Bob Walker
and
Arthur Young
at the piano
Presented by the makers of Milton Denture Powder.

10.0 a.m. "Fit as a Fiddle"
Presented by the makers of Castorets Brand Tablets.

10.15 to 10.30 a.m. **HAPPY DAYS ARE HERE AGAIN**
Rinso
presents
Sandy Macpherson
at the organ of the Empire Theatre,
Leicester Square.

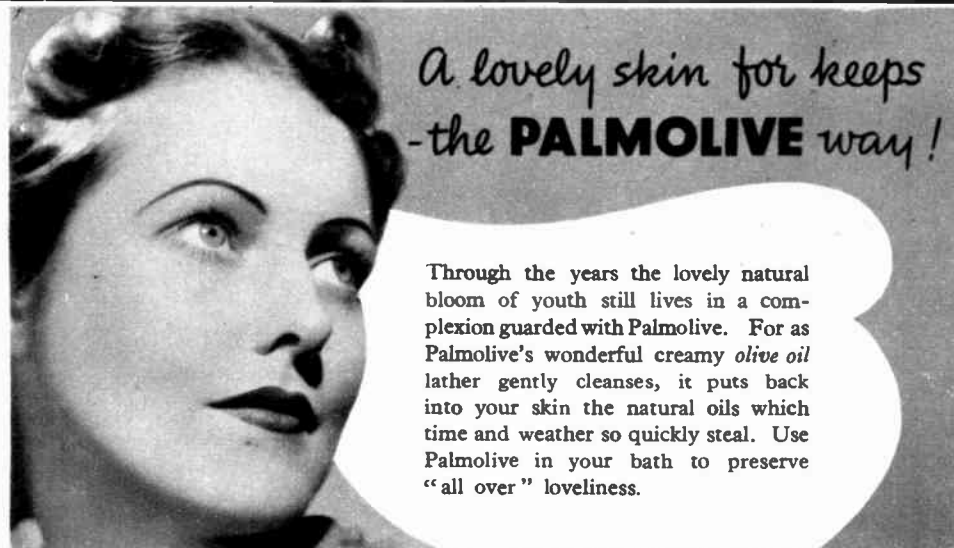
3.30 p.m. Concert of Music
By the Luxembourg Station Orchestra,
directed by Henri Pensis.

TUESDAY, MARCH 22

8.0 a.m. "Hutch"
Romantic singer of world renown.—Presented by Phillips' Dental Magnesia.

8.15 a.m. The Alka Seltzer Boys
Featuring Browning and Starr.—Presented by the makers of Alka Seltzer.

Please turn to opposite page



Through the years the lovely natural bloom of youth still lives in a complexion guarded with Palmolive. For as Palmolive's wonderful creamy olive oil lather gently cleanses, it puts back into your skin the natural oils which time and weather so quickly steal. Use Palmolive in your bath to preserve "all over" loveliness.



June in to
**THE PALMOLIVE
HALF HOUR OF
LIGHT MUSIC**

SUNDAYS at 8 p.m. Radio Luxembourg (1293 metres)	TUESDAYS at 5.30 p.m. Radio Normandy Transmission through I.B.C. Ltd (269.5 metres)	WEDNESDAYS, 10.30 p.m. Radio Lyons (215 metres)
Olive Palmer • Paul Oliver and the Palmolivers		



3^d
per tablet

MY LIFE OF SONG

Continued from page 11

operators frenziedly busy over the incoming inquiries about the "new British singer."

Every night we played and often broadcast from the Rainbow Room, but after a short time Ray arranged with the Music Corporation of America that we should appear at other places, too; so I had the wonderful opportunity of singing to the smart set at the Astor and the New Yorker.

We wanted to tour the States, but the music trade unions raise every difficulty. Each State has its own rules, and even though you belong to a union in, say, New York State, and all your levies are paid, every objection is made to your appearing in any other State. This applies to natural-born Americans just as to visiting musicians.

This amazed me.

I was amazed, too, at the immense grip the M.C.A. has on New York's musical and entertainment life—in fact all over America.

The men behind the M.C.A. are virtual dictators so far as famous band-leaders, musicians, composers and even restaurateurs are concerned.

They handle an immense weekly wage bill of over \$6,000,000, and manage the affairs of most of the leading American musical stars. They are strictly fair, but if a star tries to "put a fast one over," his or her career is finished for life. They are equally effective, too, in making new stars.

It was an eye-opener to me, even after seeing the "behind-the-scenes" of Big Business in music and the show game in other parts of the world, to see famous men and women being controlled like puppets on a string dangled from the fingers of this vast concern.

A man at a desk barks into a phone, on a long-distance call. A top-line star of Broadway, netting \$1,200 a week finds himself suddenly without an orchestra, and transferred to a middle-class hotel, the clientele of which the M.C.A. want to improve. A keen youngster in some distant State, who for the past eighteen months has been baton-wagging a neat little swing band, making twenty bucks a week and glad of it, suddenly finds himself shifted to a swell Broadway or Radio City job. Almost overnight he has become a star and a radio hit. His weekly wage packet increases by 600 per cent. He has found the fame he deserves... thanks to the all-seeing M.C.A.

It is really very wonderful.

Salaries of the stars are all card-indexed. The financial chiefs of the M.C.A. have a weekly market-report showing the cash value of every star and band they control... and by private investigation of other bands and stars as well!

But unfortunately it doesn't always pay to be a star on Broadway.

Racketeers, and men and women who feed on vicious, untrue gossip wait just around the corner to force fake legal actions on stars who are unwary.

Next week I will tell you of a famous radio friend of mine who was nearly "stung" for \$50,000 in an alienation suit, and how I was nearly done down for \$8,000 by an autograph-hunter.

(★ More Next Week)

RADIO LUXEMBOURG'S PROGRAMMES

Continued from opposite page

- 4.0 p.m. Fifteen Minutes of Variety at the Café au Lait, featuring Felix Mendelssohn and His Orchestra, George Barclay and Guest Artist, Navarre.—Presented on behalf of Nestlé's Milk Products, Ltd.
- 4.15 p.m. **THE GLYMIEL JOLLITIES** with Sylvia Cecil, Tessa Deane, Marjorie Stedeford, Gwen Catley, Clarence Wright, Monte Rey, Neal Arden, Al Burton and The Glymiel Orchestra. Presented by the makers of Glymiel Jelly.
- 4.30 p.m. **HUNTLEY & PALMERS** present "The Best of Everything" Programme arranged and compered by Christopher Bouch.
- 4.45 p.m. **MARMADUKE BROWN** The lovable, eccentric inventor and his patient wife, Matilda.—Presented by the makers of Milk of Magnesia.
- 5.0 p.m. The Colgate Revellers Presented by the makers of Colgate Ribbon Dental and Shaving Creams.
- 5.15 to 5.30 p.m. Request Programme
- 6.30 to 7.0 p.m. Tommy Dallimore and His Band, broadcasting from the Luxembourg Studio.

WEDNESDAY, MARCH 23

- 8.0 a.m. The Charm of the Waltz Bringing you each week a melodious quarter of an hour of waltz music.—Presented by Phillips' Dental Magnesia.
- 8.15 a.m. **HORLICKS "MUSIC IN THE MORNING"** Presented by Horlicks.
- 8.30 a.m. Station Concert
- 8.45 a.m. **GOOD MORNING** A visit from Albert Whelan, bringing a song, a smile and a story.—Representing the makers of Andrews Liver Salt.
- 9.0 a.m. The Biggest Little Programme Starring Louise Browne, Peggy Desmond, Paul England and Monia Litter.—Sponsored by Rowntree's, the makers of Chocolate Crisp.
- 9.15 a.m. **THE HAPPY PHILOSOPHER** A new programme of particular interest to all dog lovers. Both adults and children eagerly await the arrival of their old pal, The Happy Philosopher.—Presented by Bob Martin, Ltd.
- 9.30 a.m. Ann French's Beauty Talks Presented by the makers of Roudel Bath Cubes.
- 9.45 a.m. Radio Favourites Presented by Brooke Bond Dividend Tea.
- 10.0 to 10.30 a.m. **THE STORK RADIO PARADE** Presented by the makers of Stork Margarine, from the stage of the Union Cinema, Kingston-on-Thames. Featuring Diana Miller and Stanford and McNaughton. With Phil Park and Jack Dowle at the organ, directed by Harold Ramsay. Announcer: Bob Walker.



Sir Seymour Hicks takes you backstage in the Lyons Green Label Tea programme, 12.30 p.m., Sunday

- 3.30 p.m. Concert of Light Orchestral Music.
- 3.45 p.m. **MACLEAN'S MUSICAL MATINEE** Presented by the makers of Maclean's Peroxide Toothpaste.
- 4.0 p.m. Variety
- 4.30 p.m. The Family Circle Gramophone records compered by Christopher Stone.—Presented by the makers of Phillips' Tonic Yeast.
- 4.45 p.m. **MARMADUKE BROWN** The lovable, eccentric inventor, and his patient wife, Matilda.—Presented by the makers of Phillips' Magnesia Beauty Creams.
- 5.0 p.m. **CARSON ROBISON AND HIS PIONEERS** Presented by the makers of Oxydol.
- 5.15 to 5.30 p.m. Glyco-Thymoline Programme. Numerology—a fascinating talk, showing how your birth date affects your whole life, by James Leigh, the famous numerologist.
- 6.30 p.m. Quality Street Programme That reminds me. An attractive assortment of melodies and memories, presented by John Mackintosh & Sons, Ltd.
- 6.45 to 7.0 p.m. Tommy Dallimore and His Band from the Studio.

THURSDAY, MARCH 24

- 8.0 a.m. The Charm of the Waltz Bringing you each week a melodious quarter of an hour of waltz music.—Presented by Phillips' Dental Magnesia.
- 8.15 a.m. **HORLICKS "MUSIC IN THE MORNING"** Presented by Horlicks.
- 8.30 a.m. **THE OPEN ROAD** Presented by the makers of Carcers Little Liver Pills.
- 8.45 a.m. **GOOD MORNING** A visit from Albert Whelan, bringing a song, a smile and a story.—Representing the makers of Andrews Liver Salt.
- 9.0 a.m. **MELODIES FROM THE MASTERS** Compered by Peter Heming.—Presented by the makers of Kolynos Tooth Paste.
- 9.15 a.m. Oliver Kimball The Record Spinner.—Programme presented by Bisurated Magnesia.
- 9.30 a.m. Brown & Polson's Cookery Club. Club news and cookery talks by the President of the Cookery Club, Mrs. Jean Scott.
- 9.45 a.m. Keeping House with Elizabeth Craig. Introduced by Peter the Planter.—Presented by Lyons' Green Label Tea.
- 10.0 a.m. **MACLEAN'S MORNING MELODY** Presented by the makers of Maclean Brand Stomach Powder.
- 10.15 to 10.30 a.m. **HAPPY DAYS ARE HERE AGAIN** Rinso presents Sandy Macpherson at the organ of the Empire Theatre, Leicester Square.
- 3.30 p.m. **THE MEDICINE CHEST** A programme of tunes and tonics devised by Boots the Chemists. Compered by Stephen Williams. Guest Artist: Norman Allin.
- 4.0 p.m. Fireside Memories A programme of "worth-while" music.—Presented by the makers of Coalite.
- 4.15 p.m. **G.P. TEA-TIME** George Payne & Co., Ltd., present a Cavalcade of Memories (1879-1937).
- 4.30 p.m. Your Old Friend Dan singing his way into the home.—Presented by the makers of Johnson's Wax Polish.
- 4.45 p.m. **MARMADUKE BROWN** The lovable, eccentric inventor and his patient wife, Matilda.—Presented by the makers of Milk of Magnesia.
- 5.0 p.m. **MASTERS OF RHYTHM** with Neal Arden Presented by the makers of Feen-a-Mint.
- 5.15 to 5.30 p.m. Station Concert
- 6.30 to 7.30 p.m. Tommy Dallimore and His Band from the Studio.

FRIDAY, MARCH 25

- 8.0 a.m. "Hutch" Romantic singer of world renown.—Presented by Phillips' Dental Magnesia.
- 8.15 a.m. Record Review A programme of popular melodies chosen by Donald Watt.—Presented by the makers of Parment.
- 8.30 a.m. **CHIVERS CONCERT** Presented by Chivers & Sons, Ltd.



"Dinner at Eight," at 7.45 p.m., Sunday, brings us Enid Stamp-Taylor, introducing "My Friends the Stars"

- 8.45 a.m. **OUT OF THE BLUE** The programme of surprises brought to you "Out of the Blue." Introduced by Ruth Dunning the Reckitt's Reporter Three surprises for you, first a young man who has danced with Joan Crawford composed big song hits and is now a big West End star. A man who can play a military march on a piece of newspaper and finally Reckitt's re-discover one of yesterday's film stars.—Presented by the makers of Reckitt's Blue.
- 9.0 a.m. Zebos Time A musical contrast of songs of Grandma's day, with the rhythms of her grandchildren.—Presented by the makers of Zebos.
- 9.15 a.m. Countryside A musical panorama of our glorious country highways and byways, featuring Simon the Singer, and the Carnation Countryside Orchestra.—Presented by Carnation Milk.
- 9.30 a.m. **THE MILTON SISTERS** Dinah Miller and Pat Hyde with their entertaining Announcer Bob Walker and Arthur Young (at the piano) Presented by the makers of Milton Denture Powder.
- 9.45 a.m. Concert Presented by Brooke Bond Dividend Tea.
- 10.0 a.m. **MUSIC ON THE AIR** Presented by the makers of Kolynos Tooth Paste.
- 10.15 to 10.30 a.m. Ah! Bisto on the Air. The Manufacturers of Bisto present a programme of popular tunes entitled "Music from the Packet" with the assistance of the Bisto Kids and Uncle Mike.
- 3.30 p.m. Concert of Music By the Luxembourg Station Orchestra, directed by Henri Pensis.
- 4.0 p.m. Friday at Four Du Maurier Diary of the week. Presented by our Radio Friends, David and Margaret.
- 4.15 p.m. Master O.K. the Saucy Boy Presented by the makers of Mason's O.K. Sauce.
- 4.30 p.m. The Family Circle Gramophone records compered by Christopher Stone.—Presented by the makers of Phillips' Tonic Yeast.
- 4.45 p.m. **MARMADUKE BROWN** The lovable, eccentric inventor and his patient wife, Matilda.—Presented by the makers of Milk of Magnesia.
- 5.0 p.m. **MORTON DOWNEY** The Golden Voice of Radio Presented by the makers of Drene Shampoo
- 5.15 to 5.30 p.m. Glyco-Thymoline Programme. Numerology—a fascinating talk showing how your birth date affects your whole life, by James Leigh, the famous numerologist.
- 6.30 to 7.0 p.m. Station Concert 11.0 to 12 (midnight) Tommy Dallimore and His Band, from the Luxembourg Studio.

12.0 to 1.0 a.m. Late Dance Music

SATURDAY, MARCH 26

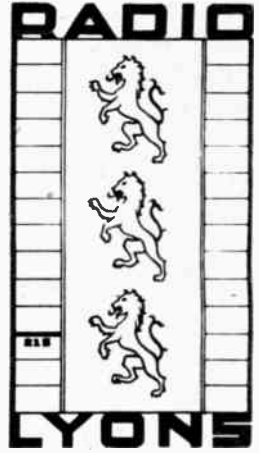
- 8.0 a.m. Programme of Popular Music Talk by Nurse Johnson on child problems.—Presented by California Syrup of Figs.
- 8.15 a.m. **HORLICKS "MUSIC IN THE MORNING"** Presented by Horlicks.
- 8.30 a.m. Sunny Jim's Programme of "Force" and Melody.
- 8.45 a.m. **CADBURY CALLING** A new blend of radio entertainment. "The Exploits of Mr. Penny" By Maurice Moiseiwitsch No. 16 "Mr. Penny's Rush Hour" Richard Gooden as Mr. Penny. Doris Gilmore as Mrs. Penny, with Vera Cook, Clifford Bean, Foster Carlin and Maurice Denham And the music of Blackpool's Wizard of the Wurlitzer, Reginald Dixon.—Presented by Cadbury Bros., Ltd.
- 9.15 a.m. **THE HAPPY PHILOSOPHER** A new programme of particular interest to all dog lovers, but of special interest to children, who will eagerly await the arrival of Uncle Phil.—Presented by Bob Martin, Ltd.
- 9.30 a.m. Brown & Polson Cookery Club. Club news and cookery talks by the president of the Cookery club, Mrs. Jean Scott.
- 9.45 a.m. Keeping House with Elizabeth Craig. Introduced by Peter the Planter.—Presented by Lyons' Green Label Tea.
- 10.0 a.m. Favourite Melodies Presented by the makers of Freezone Corn Remover.
- 10.15 to 10.30 a.m. **GOOD MORNING** A visit from Albert Whelan, bringing a smile, a song, and a story.—Presented by the makers of Andrews Liver Salts.
- 4.15 p.m. The Dansant
- 4.30 p.m. **KREEMA KOONS** Featuring Leonard Henry, Billy Thorburn, Helen Raymond, Curtis and Ames, and Ronald Fletcher.—Presented by Needler's, Ltd.
- 4.45 p.m. Showland Memories A musical cavalcade of theatreland past and present, with Jan Van der Gucht, Olive Groves, and "The Showlanders."—Presented by California Syrup of Figs.
- 5.0 p.m. Station Concert
- 5.30 to 6.0 p.m. State Express 333 Football results programme.—Sponsored by Ardath Tobacco Co., Ltd.
- 6.30 to 7.0 p.m. Request Programme Selected by listeners themselves. Two complete programmes each week.
- 11.0 to 1.0 a.m. Dancing Time

Information supplied by Wireless Publicity, Ltd., Electra House, Victoria Embankment, W.C.2. Sole Agents in the British Empire.

Radio Lyons Calling!

215 metres

Announcers: Gerald Carnes and Johnny Couper



SUN., MAR. 20

- 5.0 p.m.** Dance Music
Favourite recordings by such masters of rhythm as Jack Jackson and Ambrose in a programme to please all listeners.
- 5.15 p.m.** Your Old Friend Dan
Songs and advice from Lyle Evans, with music by the Johnson Orchestra.—Presented by the makers of Johnson's Wax Polish.
- 5.30 p.m.** The After-Tea Programme
Of Gay and Rhythmic Records.
- 5.45 p.m.** Peter the Planter
Presents "Backstage with Sir Seymour Hicks," with Nelson Keys, Dennis van Thal and his West End Theatre Orchestra, and full company. On behalf of the blenders of Lyons' Green Label Tea.
- 6.0 p.m.** CARSON ROBISON AND HIS PIONEERS
From the C.R. Ranch, far out in the West, these favourite songsters bring you their rhythm, melody and humour of the range.—Sent you by courtesy of the makers of Oxydol.
- 6.15 p.m.** MORTON DOWNEY
Radio's Golden Voice and the Drene Orchestra
in a programme of song and melody. Presented by the makers of Drene.
- 6.30 p.m.** BEECHAM'S REUNION
with Jack Payne and His Band Peggy Cochrane Hughie Diamond and Ivor Davies
The whole programme compiled by Christopher Stone Sponsored by Beecham's Pills, Ltd.
- 7.0 p.m.** Harold Ramsay
At the Organ, in a programme of melody and charm.—Presented by Fynnon, Ltd.
- 7.15 p.m.** Quality Street Programme
That Reminds Me. An Attractive assortment of Melody and Memory.—Presented by John Mackintosh & Sons, Ltd., makers of Quality Street Assortment.
- 7.30 p.m.** At the "Microsingers" Club. A novel programme of merry music and song.—Presented by the makers of Liverpool Virus.
- 7.45 p.m.** Station Concert and News
- 8.05 p.m.** Dance Music
On gramophone records.
- 8.15 p.m.** HIGHLIGHTS ON PARADE
with Alfred Van Dam and His State Broadcasting Orchestra and Wyn Richmond
Presented by the makers of Maclean's Peroxide Toothpaste.
- 8.30 p.m.** CARROLL LEVIS and His Radio Discoveries
Further Unknowns of to-day and Probable Stars of to-morrow, include this week:



Clapham and Dwyer and Claude Dampier become involved with an orchestra (and a few beards) in the film *Calling All Stars*. Clapham and Dwyer will be heard in "Comedy Corner" on Monday at 10.45 p.m.

- Betty Belcher (Vocal)
- Ted Carpenter (Banjoist)
- Rughvir Harising (Impressionist)
- Horace Allen (Vocal)
- Don Pears (Saxophone Solo)
- Presented by the makers of Quaker Oats.
- 8.45 p.m.** Station Concert and News
- 9.0 p.m.** Young and Healthy
A programme of modern, snappy dance rhythm and swing.—Sent to you by the makers of Bile Beans.
- 9.15 p.m.** The Zam-Buk Programme
of melody, song and humour.—Presented by the makers of Zam-Buk.
- 9.30 p.m.** Hildegard
Radio's most fascinating personality. Presented by the makers of Phillips Magnesia Beauty Cream.
- 9.45 p.m.** Waltz Time
With Billy Bissett and His Waltz Time Orchestra, Esther Coleman, Hugh French, and The Waltz Timers. An invitation to the Waltz.—From the makers of Phillips Dental Magnesia.
- 10.0 p.m.** EXCERPTS FROM THE FLOOR-SHOW AT GROSVENOR HOUSE
featuring Burton Pierce Russell Swann and the Glamour Girls
From Grosvenor House, Park Lane. Presented by the makers of Dandergine.
- 10.15 p.m.** A New Series
of thrilling dramas, centred round the characters of Inspector Brookes, of Scotland Yard, and his son, Dick. Episode 2 of "The Poison Handkerchief Murder." Main characters: Inspector Brookes—G. M. Mulcaster, Dick—Bertie Hare, Joan Anderson—Jane Welch.—Presented by the makers of Milk of Magnesia.
- 10.30 p.m.** Showland Memories
A musical cavalcade of theatreland, past and present, with Jan Van der Gucht and Olive Groves and the Showlanders. Presented by California Syrup of Figs.
- 10.45 p.m.** The Bab-O Broadcast
A delightful programme of varied entertainment, compiled throughout by Laidman Browne.
- 11.0 p.m.** HONEY AND ALMOND
Four beautiful Hands in a programme of piano-duets, with Al Bowly.—Presented by the makers of Hinds Honey and Almond Cream.
- 11.15 p.m.** Organ Parade
Masters of the cinema-organ in their latest records.

- 11.30 p.m.** As You Like It
A musical miscellany of records to suit all tastes in a pleasant half-hour programme to close the evening's entertainment.
- 12 (midnight)** Close Down

MONDAY, MAR. 21

- 10.0 p.m.** "Beauty and Romance"
Famous stage and screen stars and Diana Grant, the Beauty Expert, in a programme presented by the makers of Hinds Face Powder.
- 10.15 p.m.** "Floor Show"
A thrilling programme of gramophone records by famous cabaret stars of Europe and America: vocalists, soloists, and orchestral items in half-an-hour of varied entertainment.
- 10.45 p.m.** "Comedy Corner"
With Clapham and Dwyer, Cicely Courtneidge and the Two Leslies in recent recordings.
- 11.0 p.m.** The Stage-Door Lounger
Radio Lyons' backstage reporter brings another week's gleanings from his wanderings in theatreland, with musical selections from stage-hits past and present.
- 11.30 p.m.** Our Own Choice
Once more Gerald Carnes and Johnny Couper, Radio Lyons' popular announcers, bring you a selection of their own favourite records.
- 12 (midnight)** Close Down

TUESDAY, MAR. 22

- 10.0 p.m.** Dance Music
In a Varied Programme of Rhythm on Records.
- 10.15 p.m.** Bolenium Bill on Parade
With his army of daily workers.—Presented by Bolenium Overalls.
- 10.30 p.m.** The Bab-O Broadcast
A delightful programme for all listeners, compiled throughout by Laidman Browne.
- 10.45 p.m.** HONEY AND ALMOND
Four Beautiful Hands in a programme of piano-duets, with Al Bowly.—Presented by the makers of Hinds Honey and Almond Cream.

11.0 p.m. Music Hall
Variety artists in their best recordings combine to give you half-an-hour of delightful entertainment.

11.30 p.m. By Request
Once more Radio Lyons brings to its listeners their own choice in song, sketch and musical entertainment. Why not write to us with your request number?

12 (midnight) Close Down

WEDNESDAY, MAR. 23

10.0 p.m. THE WORLD ON WAX
Britain and America provide us with the pick of their famous orchestras and entertainers via the gramophone. Here the finest recordings of all are presented to you by Beecham's Pills, Ltd.
Please turn to page 30

ONE of the biggest "fan mail" bags drawn by any radio personality must be the weekly flood of letters which arrives for Jack Payne following his "Beecham's Reunion" programmes at 6.30, compiled by Christopher Stone. Since Jack has invited listeners to write to him with their request-items for these programmes, the spate of mail has grown even greater. Not only do the letters come from listeners in Great Britain, but from Britishers resident abroad, and even from ships at sea. "Savona, Italy" was the post-mark of one such letter recently. "We would like you to include two songs for us: will you kindly play *A Jacket of Blue*, and *Sailor, Where Art Thou?*" the letter ran; and it is not surprising that the signatures of these nautically-minded listeners were followed by the letters "A.B." and "O.S." (Ordinary Seaman). They were, in fact, "The Sailors of the S.S. Marsa."

"S.S. Euphobia, Kiel Canal," heads another letter; and the Wireless Operator of this steamer wants Jack to play *I Can't Escape from You*, adding that "We are bound for Istanbul, and are in range of Radio Lyons all the way." One young lady made an amusing mistake in punctuation-marks in her letter. "Would you play for me 'Lovely Lady' I'm falling madly in love with you, and would you please sing it."

A brother and sister, aged twelve and nine years, ask for *Let's All Sing like the Birdies Sing*. "The reason we want it is that we have tamed a good many birds and we have now got a jay sitting on our table trying to take the pen away from us."

"Would you be kind enough to play *I Like a Nice Cup of Tea* because I get up early and like a nice cup of hot tea and take my mother one," writes a good boy of thirteen.

Some of the letters recall romances, holidays, gay memories and sad: but all are human and warm. "My only regret," says Jack Payne, "is that it's impossible to comply with all the requests. But we'll do our best, and listeners mustn't be disappointed at not getting their requests 'first go off'."

TUNE IN TO
RADIO LYONS
EVERY
SATURDAY
EVENING AT 11-15
FOR THE DAY'S
FOOTBALL POOL
DIVIDENDS

WHY NOT JOIN US?

EVERY SUNDAY MORNING—
EVERY SUNDAY AFTERNOON—
EVERY SUNDAY EVENING—
EVERY MONDAY MORNING—
EVERY TUESDAY MORNING—
EVERY THURSDAY MORNING—

The CARTERS CARAVAN SETS OUT ON "THE OPEN ROAD" SONGS—DRAMA—MUSIC

Remember the times and the stations:

RADIO LUXEMBOURG (1293 metres)
11.15 a.m. every Sunday; 8.45 a.m. every Monday;
8.30 a.m. every Thursday.

RADIO NORMANDY (269.5 metres)
2.45 p.m. every Sunday; 9.0 a.m. every Monday; 10.15 a.m.
every Tuesday; 10.15 a.m. every Thursday (except first
Thursday in month).

POSTE PARISIEN (312.8 metres)
6.30 p.m. every Sunday.

You'll be switching on to an entirely new kind of musical show! The Carters Caravan will fascinate you with Music, Song and Drama—the brightest show on the air. You and your family must listen-in to this programme.

Listen to "The Open Road" programme sponsored by the makers of

CARTERS Brand LITTLE LIVER PILLS

Radio Normandy transmissions arranged through International Broadcasting Co., Ltd.

ADVANCES £30 to £30,000
Immediate and Private. Call, write or telephone.
REGIONAL TRUST LTD.
18 Clifford Street, New Bond Street, London, W.1
REGENT 5983.

Keep Your Nails Clean and Hands Well Groomed!



Keene's Perox-chlor

(Say Perox-Klor.)

The magic nail cleaner and hand beautifier. Takes out the dirt, makes the tips Ivory White, and leaves the hands soft, white and fragrant.

Your nails and hands will always look newly manicured when using this new scientific treatment of Peroxide and Chlorine. No mess! No bother! Just squeeze a little on your nail brush and shampoo your nails and hands. Presto! Your nails and hands become immaculate immediately!

Indispensable to GARDENERS, SURGEONS, MOTORISTS, BUSINESS MEN, OFFICE WORKERS, in fact everybody, man and woman alike.

Care of the nails and hands is as important as of the teeth, hair or clothes.

1/3, 3/-, in tubes or jars,

AT ALL CHEMISTS

OUR HONEST GUARANTEE!

Order a 1/3 tube or jar from your chemist to-day. Use it for a few weeks. If you are not absolutely amazed at the wonderful improvement, post us the wrapper and we will refund your money without question or quibble. Do it now!

Keene's Laboratories, 287 Gray's Inn Road, London.

LESLIE HENSON'S DISCOVERY

LESLIE HENSON has made a discovery as a result of his broadcasts for Huntley & Palmers. Many times his friends had asked him this: "Have you had your Osbornes?" The question took Mr. Henson's fancy. Had he had his Osbornes? He found out that Osbornes are Osborne Biscuits, made and recommended by Huntley & Palmers as a safeguard against Afternoon Fatigue. Mr. Henson now knows all about Afternoon Fatigue, and if he should ask you about your Osbornes he may tell you about Afternoon Fatigue.

The serious purpose behind the Huntley & Palmers weekly broadcast is to remind listeners that Afternoon Fatigue—the weary feeling that usually comes midway between noon and early evening—is dangerous and disagreeable. It is due to lack of nourishment and leads to a run-down and over-tired condition—a time when health is most likely to suffer. Rich sustaining biscuits—Huntley & Palmers recommend Osbornes—are an effective safeguard. The suggestion is that three or four Osborne Biscuits eaten in mid-afternoon will prevent Afternoon Fatigue and launch you into the evening with energy. Doctors recommend this method and Mr. Henson is busily talking about it. Have you had your Osbornes, Mr. Henson?

WITH THE IMMORTALS

WE understand that Orpheus, the modern counterpart of the mythical musician, and the compère of the popular 'BiSoDol' series, "With the Immortals," has had an enormous response to his request for suggestions of modern tunes likely to survive the next twenty years.

Whilst the survival of those tunes which Orpheus selects may in many cases be open to question, there can be no doubt whatever in the case of the product with which he is associated.

'BiSoDol,' the modern antidote to acidity, is a preparation which should be widely recognised by all who have a tendency to gastric discomfort. It should be taken not only for the prevention but also for the relief of all forms of indigestion.

RADIO PICTORIAL advises those of its readers who suffer in this way to take advantage of the recent offer made on the air for a free trial tin, by writing to Nurse Ramsay, Dept. R., BiSoDol Limited, 12, Chenies Street, London, W.C.1.

If you have not yet heard programmes in the series "With the Immortals" listen in to Radio Luxembourg, Mondays, 9.30 a.m.; Tuesdays, 9.15 a.m., or to Radio Normandy Wednesdays and Saturdays, 9.15 a.m.

STOMACH PAINS

Prompt Treatment always advisable

Pain is a friendly warning from Nature that something is wrong with your system. Slight pains after eating, for example, are danger signals from your digestion which you should never neglect.

To correct those pains to-day, you probably need only a few doses of Maclean Brand Stomach Powder, but let things slide and later on you may need the doctor or even the surgeon! Remember your stomach is a delicate organ on which your general health depends. Remember it has to do a heavy job without a day's rest as long as you live. Take care of it: When it gets a little off colour, help it with a few doses of Maclean Brand Stomach Powder.

This alkaline powder is the safest corrective—your own doctor will confirm this! With all the gentleness of Nature, MACLEAN BRAND Stomach Powder neutralises excess acid, soothes tender membranes and restores the stomach to cleanliness and health. Take a dose regularly and assure the blessing of a good stomach. But—look for the signature—"ALEX. C. MACLEAN" when buying. Maclean Brand Stomach Powder is genuine only when this signature appears on bottle and carton. Powder or Tablets, 1/3, 2/- and 5/-, or handy tins of Tablets, 9d.

GEORGE ELRICK and his Music Makers
Radio LUXEMBOURG, SUNDAYS, 9.0 a.m.
other concerts Luxembourg, Thursdays 10 a.m.
Radio Normandy Tuesdays, Fridays 10.30 a.m.

FREE TO LADIES

In all ailments incidental to the Sex
DR. OSTER MANN'S FEMALE PILLS have been used with extraordinary success. Countless letters from all parts of the world provide conclusive and undeniable proof of their efficacy. Every woman sufferer should write for **FREE SAMPLE**. Sold in boxes. Price 3/6, 5/6, 12/6.
FROM THE MANAGERESS

The **HYGIENIC STORES, Ltd.** (Dept. R.P.),
95, Charing Cross Road, London, W.C.2

LISTEN TO RADIO'S PROVED FAVOURITE FEATURE

Voted first by 5 to 1 in nation-wide poll



CARROLL LEVIS with his RADIO DISCOVERIES



NORMANDY	LYONS	LUXEMBOURG
5.15 p.m. Transmission through I.B.C. Ltd. 269.5 metres	8.30 p.m. 215 metres	10.30 p.m. 1293 metres

Every week in the Quaker programme of quickfire variety, Carroll Levis presents to you the unknown performers of to-day, who may be the stars of to-morrow.

YOU CAN HELP TO GIVE THESE 'UNKNOWN'S' THEIR BIG CHANCE

Use this voting coupon

Paste this coupon on the back of a 1d. stamped postcard or put it in a 1d. stamped envelope and send to:—

Carroll Levis, c/o Quaker Oats, Ltd.,
Southall, Middlesex.

VOTING COUPON

My favourite artiste in the Quaker Oats programme from

..... (Station)

on Sunday..... 1938, was

Name of Artiste.....

Name.....

Address.....

ALL VOTES MUST BE RECEIVED BY TUESDAY MORNING FOLLOWING THE BROADCAST.

Radio Lyons Programmes—continued



Jack Jackson shares a dance music session with Ambrose this Sunday at 5 p.m.

- 10.15 p.m.** Dance Music
An All-American programme of "hot" and "sweet" style orchestras.
- 10.30 p.m.** PALMOLIVE TIME
With Olive Palmer, Paul Oliver, and the Palmolivers. Palmolive's own collection of radio favourites in songs, duets and rhythm.
- 11.0 p.m.** Film Time
Another up-to-the-minute programme of news from Screenland, with delightful musical selections, by The Man on the Set, Radio Lyons' Friend of the Stars. Address the Man on the Set at 10 Soho Square, London, N.W.1.

- 11.30 p.m.** Comedy Corner
Favourite comedians whose records will entertain you as well as several popular "comedy number" dance-bands.
- 12 (midnight)** Close Down

THURSDAY, MAR. 24

- 10.0 p.m.** Beauty and Romance
Famous stage and screen stars and Diana Grant, the Beauty Expert, in a programme presented by the makers of Hinds Face Powder.
- 10.15 p.m.** "Darktown Strutters"
A record programme in which some of Harlem's rhythm-technicians strut their stuff.
- 10.30 p.m.** World Cavalcade
American, British, French and Austrian artistes with performers from many other countries, in an amusing and entertaining programme of contrasting styles.
- 11.0 p.m.** Mighty Melodies
There are some records which impress by the sheer majesty of their execution. Such are the famous Military Tattoo discs, with their splendid massed bands: such also are certain records by famous organists, here included in a half-hour of musical delight.
- 11.30 p.m.** Afterthoughts
Half-an-hour of varied fare to bring the evening to a close.
- 12 (midnight)** Close Down

FRIDAY, MAR. 25

- 10.0 p.m.** Record Review
The month's best records in a programme for the music-lover and the technically minded listener, presented by the courtesy of the Gramophone Magazine.
- 10.15 p.m.** Bolenium Bill on Parade
Featuring Bolenium Bill and his army of daily workers.—Presented by Bolenium Overalls.
- 10.30 p.m.** The World on Wax
The pick of the famous artistes and entertainers of Europe and America, presented in their latest recordings by the makers of Dinneford's Magnesia.

- 10.45 p.m.** At the Sign of the Thistle
Some records of artistes from Bonnie Scotland which will delight listeners on both sides of the Border.
- 11.0 p.m.** Country Breezes
Rousing choruses and solo-songs bring a tang of the heath and the sea in this programme of gramophone records.
- 11.30 p.m.** By Request
Once more Radio Lyons brings to its listeners their own choice in song, sketch and musical entertainment. Why not write to us with your request number?
- 12 (midnight)** Close Down

SATURDAY, MAR. 26

- 10.0 p.m.** HITS AND HIGHLIGHTS FROM STAGE AND SCREEN
Music from stage shows and motion pictures of yesterday, to-day and to-morrow.—Presented by the makers of Macleans Peroxide Toothpaste.
- 10.15 p.m.** Pianophonics
Another popular programme by keyboard-caperers in their latest records.
- 10.30 p.m.** Solo Stars
Expert musicians in solo-recordings bring a variety of instrumental arrangements to the listener.
- 10.45 p.m.** Fond of Travel
—in imagination or in fact? Then listen to a delightful programme.—Sent to you by courtesy of Blomley's Tours.
- 11.0 p.m.** Dance Time
With famous recording bands.
- 11.15 p.m.** Empire Pools Special
A programme of songs and good cheer announcing to-day's football pool results.
- 11.30 p.m.** Passing By
Friendly, popular Tony Melrose, with a further supply of remedies for "what ails you." Spend the last half-hour of the day with Uncle Tony, and write to him at 10 Soho Square, London, W.1.
- 12 (midnight)** Close Down

Information supplied by BROADCAST ADVERTISING LTD., of 50 PALL MALL, LONDON, S.W.1, Sole Agents for RADIO LYONS. Programme Dept.: Vox, 10a Soho Square, London, W.1.

IT must be seldom that ordinary entertainment broadcasting has aided the Boys in Blue in their war on crime. The "Man on the Set," film reporter, reveals a real-life drama of radio which occurred early in the Summer.

"At that time," he says, "I was running a series of competitions in my 'Film Time' broadcasts. Each week I read out the names and addresses of the winners of the previous week's contest.

"One week, I was surprised—I said surprised, not perturbed—when a police-detective called me up. It appeared that the winner of my latest contest, whose name and address I had read out over the air the previous night, was a man rather badly 'wanted' by the police: some enterprising police-officer, listening to the broadcast when constabulary duty had been done for the day, had noticed the name and recognised it as an 'alias' of this man. He took the address down and reported the matter.

"A few days later, I saw a report in the newspapers of an exciting chase when police called at a house to arrest a man, who promptly jumped through the window, via a shop-blind, to the street, and made off on a bicycle. Judging by the street-name, this must have been my 'winner'. I never heard what happened to him finally.

"The irony of the thing, from his point of view, must have been that my prize of new gramophone-records arrived at his address on the very day he was 'copped'!"

Incidentally, the "Man on the Set's" film-gossip programme will now be broadcast every Wednesday evening from Radio Lyons, the Saturday night broadcast having been dropped temporarily.

MISS SMITH, I'M COMPELLED TO WIND UP THE BUSINESS. I'M SORRY TO HAVE TO TELL YOU—BUT YOU'LL UNDERSTAND—MONEY MATTERS!

LATER—The Same Day!

GREAT SCOTT! A CHEQUE FOR £4,576 THOMPSON'S FREE POOL FORECAST HAS SAVED THE SHIP!

MISS SMITH—YOUR JOB'S SAFE AGAIN—THE BUSINESS CAN GO ON—WE'RE RICH—GOOD OLD THOMPSON!

OH! THAT'S GREAT NEWS!

A Fortune from THOMPSON

means **SECURITY!**

LET me place you in possession of a **HUGE POOL DIVIDEND** simply and easily as I have done for so many others. **ABSOLUTELY** and **ENTIRELY FREE**. The fact that I make no charge whatever for my amazing expert knowledge is proof of my complete confidence in winning a vast sum for you. I am obtaining **SENSATIONAL FORTUNES** week after week for my delighted followers. Yet offer you this rare opportunity of adding your name to my long list of winners. This is definitely the **CHANCE OF YOUR LIFETIME**, and I invite you here and now to see for yourself how easy it is to win a big Pool with my invaluable assistance.

TO WIN A FORTUNE IS EASY—THERE ARE ONLY THREE THINGS TO DO.
FIRSTLY—make up your mind to accept my specialised guidance in choosing the easiest and best Pool for your investment. **SECONDLY**—fill in the Order Form. **THIRDLY**—send one 1½d. stamp, or better still, four 1½d. stamps and I forward free Forecasts for four weeks. **DO NOT** send any envelopes. **DO NOT** send any coupons for marking. **DO NOT** send any money. I send you the coupon that I select, filled in with my wonderful forecasts, and you merely have to sign and post it. Owing to recent gigantic successes early application is advisable.

LATEST SUCCESSFUL DIVIDENDS
 Jan. 22—£3,289 Jan. 29—£2,146 Feb. 12—£3,335

Free POOL Forecasts
A. THOMPSON
 ALBERT RD. MANCHESTER, 19

Post this coupon today

YOU MAY BLESS THE DAY YOU POST THIS COUPON

I enclose stamp(s) for.....week(s) Free Forecasts and Special Nap. I promise 25 per cent. commission on wins over £50. (Please write in BLOCK LETTERS.) I am over 21 years of age.

NAME (R)

ADDRESS

TOWN..... COUNTY.....

STICK CORNER OF STAMP HERE FOR 1 WEEK'S FREE FORECASTS	STICK CORNER OF STAMP HERE FOR 2 WEEKS' FREE FORECASTS	STICK CORNER OF STAMP HERE FOR 3 WEEKS' FREE FORECASTS	STICK CORNER OF STAMP HERE FOR 4 WEEKS' FREE FORECASTS
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FOR BRIGHTER RADIO . . .



RADIO NORMANDY

269.5 m., 1113 kc/s

Announcers : Godfrey Bowen, David J. Davies, D. I. Newman, Hilary Wontner.

Times of Transmissions	
Sunday:	7.45 a.m.—11.45 a.m. 1.30 p.m.—7.30 p.m. 10.00 p.m.—1.00 a.m.
Weekdays:	7.45 a.m.—11.30 a.m. 2.00 p.m.—6.00 p.m. 11.2 (midnight)—1.00 a.m.
*Thursday:	2.30 p.m.—6.00 p.m.
†Friday, Saturday, 12 (midnight):	2.00 a.m.
N.B.—All Times Stated are Greenwich Mean Time	



SUNDAY, MARCH 20

Morning Programme

- 7.45 a.m.** Sacred Music
The Thought for the Week. The Rev. James Wall, M.A.
- 8.0 a.m.** In Search of Melody
Songs of the Officers' Mess; The Whistler and His Dog, Pryor; Baby's Sweetheart, Gorri; Policeman's Holiday, Ewing. Presented by Pynovape Brand Inhalant, Yeo Street, E.3.
- 8.15 a.m.** I.B.C. TIME SIGNAL
Light Music. Lambeth Walk, Gay; Viennese Romance, May; Variety Show Selection; I'll Marry Ye When My Garden Grows, Coulter.
- 8.30 a.m.** Music From The Packet
A programme of Happy Music and a Competition for Listeners.—Presented by the makers of Bisto, London, N.W.10.
- 8.45 a.m.** NEAL ARDEN
presents
Masters of Rhythm
A programme illustrated by Outstanding Recordings of famous Artists and Orchestras
Presented by Feen-a-Mint, Thames House, S.W.1.
- 9.0 a.m.** I.B.C. TIME SIGNAL
The Musical Alphabet. Valencia, Padilla; Valse Bluettes, Drigo; Vamp of Hawaii, Gilbert; Vienna City of My Dreams, Siczynsky.—Presented by Kia Ora.
- 9.15 a.m.** THE MOVIE CLUB
Highlights of Hollywood
and a
Hollywood "Stop Press News"
Cabled direct from the Film Capital
Intimate Glimpse of
Jeanette Macdonald
Presented by the makers of Lux Toilet Soap.
- 9.30 a.m.** Showland Memories
A Musical Cavalcade of Theatreland Past and Present with Edward Reach, Olive Groves and the "Showlanders."—Presented by California Syrup of Figs, 179 Acton Vale, W.3.

- 9.45 a.m.** Rizla Fun, Fair
The Wild Man of Borneo Has Just Come to Town, Trad.; No One Believes I'm a Mermaid, Gay; Little Old Lady, Carmichael; Ten Green Bottles, Trad.; The Gipsy Warned Me; The Ghost of the Barber of Sweeney Todd, Maysie; El Capitan, Sousa; Horsey, Horsey, Box. Presented by Rizla Cigarette Papers, Rizla House, Beresford Avenue, Wembley, Middlesex.
- 10.0 a.m.** Waltz Time
With Billy Bissett and his Waltz Time Orchestra, Hugh French, Esther Coleman and the Waltz Timers.—Presented by Phillip's Dental Magnesia, 179 Acton Vale, W.3.
- 10.15 a.m.** CARSON ROBISON
And His Pioneers
Presented by Oxydol Co., Ltd., Newcastle-on-Tyne.
- 10.30 a.m.** Eddie Pola
And His Twisted Tunes. A Programme of Twisted Words and Music.—Presented by the makers of Hudsons Extract, Unilever House, Blackfriars, E.C.4.
- 10.45 a.m.** The Rowntree Aero Show
Harry Roy and Bill Currie in The Lighter Side of Life. While the Famous Band "Swings It"—Presented by the makers of Rowntree's Aero Chocolate.
- 11.0 a.m.** I.B.C. TIME SIGNAL
DONALD PEERS
Cavalier of Song
Presented by D.D.D., Fleet Lane, E.C.4.
- 11.15 a.m.** THE STORK RADIO PARADE
Presented by the makers of Stork Margarine from the Stage of the Union Cinema, Kingston-on-Thames
Dinah Miller
Stanford and McNaughton
with
Jack Dowle
at the Organ
directed by
Harold Ramsay
Announcer: Bob Danvers Walker
- 11.45 a.m.** Programmes in French
Assn. des Auditeurs de Radio Normandie

Afternoon Programme

- 1.30 p.m.** LOUIS LEVY
And His Symphony
with
Eve Becke
and
Gerry Fitzgerald
Announcers: Bob Danvers Walker
and Roy Plomley
Presented by F.W. Hampshire & Co., Ltd., makers of Snowfire Beauty Aids.
- 2.0 p.m.** The Kraft Show
Directed by Billy Cotton with Peter Williams, Alan Breeze, Jack Doyle and Max Miller.—Presented by Kraft Cheese Co., Ltd., Hayes, Middlesex.
- 2.30 p.m.** Phil Park
Presents His own Medley of Organ Music.—Sponsored by Haliborange, Allen and Hanburys, Ltd., Radio Dept., E.C.2.
- 2.45 p.m.** THE OPEN ROAD
Belphegor March, Brepsant; The Stein-Song, Fenstead; Andalusia, Gomez; There's a New World, Carr; Light of Foot, Latanne.—Presented by Carters Little Liver Pills, 65 Hatton Garden, E.C.1.
- 3.0 p.m.** A SERENADE TO MELODY
Presented by Pond's Extract Co., Perivale, Greenford, Middlesex.

- 3.30 p.m.** THE GAETIES
with
Leslie Henson
Roy Royston
Ginger Matthews
Yvonne Ortner
George Neil
Rob Currie
The Gaiety Rhythm Boys
and
The Gaiety Stars Orchestra
The whole show written and devised by Douglas Furber and Leslie Henson
Presented by Huntley & Palmers, Ltd., Biscuit Manufacturers, Reading.
- 3.45 p.m.** AL COLLINS AND HIS BAND
From the Berkeley Hotel, London
Playing
Music in The Mayfair Manner
Presented by Pond's Face Powder.
- 4.0 p.m.** HORLICKS PICTURE HOUSE
Master of Ceremonies
Reginald Tate
Vic Oliver
Elizabeth Allan
Niela Goodelle
Robert Wilson
The Rhythm Brothers
and
The Horlicks All-Star Orchestra
under
Debroy Somers
Presented by Horlicks, Slough, Bucks.
- 5.0 p.m.** Backstage
With Sir Seymour Hicks and Nelson Keys, Dennis van Thal and his West End Theatre Orchestra and Full Company.—On behalf of Lyons' Green Label Tea.
- 5.15 p.m.** QUAKER QUARTER HOUR
Featuring
Carroll Lewis
And His Discoveries
Betty Belcher (vocalist)
Ted Carpenter (banjoist)
Rughuvir Harising (vocalist)
Horace Allen (vocalist)
Don Pears (saxophone)
Presented by the makers of Quaker Oats, Southall, Middlesex.
- 5.30 p.m.** "Hutch"
Romantic Singer of World Renown.
Presented by the makers of Phillip's Magnesia Beauty Creams, 179 Acton Vale, W.3.
- 5.45 p.m.** The Adventures of Master O.K.
Featuring Master O'Kay (The Saucy Boy), Uncle George, Betty Dale, Johnnie Johnson and The O.K. Sauce Orchestra.—Presented by O.K. Sauce, Chelsea Works, S.W.18.

Evening Programme

- 6.0 p.m.** Harold Ramsay
At the Organ.—Presented for your entertainment by Fynnon, Ltd.
- 6.15 p.m.** More Showland Memories
A Musical Cavalcade of Theatreland Past and Present. Jan van Der Gucht, Olive Groves and the "Showlanders."—Presented by California Syrup of Figs, 179 Acton Vale, W.3.

Please turn to page 33



England's favourite American comedian, Vic Oliver, is in Horlicks Picture House this Sunday, 4 p.m.

The D.D.D. COMPANY IS PUTTING A NEW COMPLEXION ON LIFE with Music and Song

DONALD PEERS
Radio's Cavalier
of Song

Donald Peers, Radio's Cavalier of Song, heads a list of well-known artistes in the new D.D.D. Programme "Putting a New Complexion on Life," which is broadcast every Sunday from Radio Normandy at 11 a.m. Donald Peers, with the D.D.D. Trio of music makers, Arthur Young, Jack Llewellyn and Danny Pola, will sing all your favourite songs for you. Tune in this Sunday to Radio Normandy at 11 a.m. and hear Donald Peers in a glorious fifteen minutes of song hits and dance numbers in the new D.D.D. Programme.

D.D.D. BRAND PRESCRIPTION

is the finest remedy for skin troubles. It clears the skin of every blemish, and "Puts a New Complexion on Life." Of all Chemists, price 1/3 a bottle.

TRANSMISSIONS FROM NORMANDY THROUGH I.B.C.

SICK AND TIRED!



NOW BRIGHT & CLEARHEADED.

after taking

BEECHAMS BRAND PILLS

WORTH A GUINEA A BOX

OUT OF THE BLUE!

Reckitt's bring to you the pick of the week's personalities in a new surprise programme—"Out of the Blue." The unexpected awaits you at every turn. A famous comedienne becomes a pianist. Britain's best known comic takes to the violin. Celebrated novelists and song writers come to entertain you. Listen to "OUT OF THE BLUE" from Radio Normandy every Thursday at 8 a.m. (Series began on Jan. 6th) and from Radio Luxembourg every Friday at 8.45 a.m. (Series began Jan. 7th). The programme is introduced by Ruth Dunning, and presented by the makers of RECKITT'S BLUE.

(Transmissions from Normandy through I.B.C.)

HOW I STOPPED SMOKING



I HAVE a genuine remedy by which I cured myself of the smoking habit. I want to tell you and everyone who desires to stop smoking how to do so, easily, permanently, harmlessly. It means money and health to you, in fact you will be a healthier person in every way. This is not a sermon, but sober truth, and I ask you to write to me to-day so that I can prove my words.

SEND NO MONEY

Write to-day and I will send you, absolutely free, my book together with overwhelming proof of success.

Mr. L. E. YENN, (47 G), 20-21 Tooks Court, London, E.C.4

OUR RADIO LETTER BOX

Half a crown is paid for each letter published on this page. Write to "Radio Letter Box," "Radio Pictorial," 37/38 Chancery Lane, London, W.C.2. Anonymous letters are ignored. Write on one side of the paper only.

From Mrs. D. E. Reader, 29 Torrington Avenue, Dagenham, Essex.

DO you think it is necessary for listeners to hear in the "News Summary" several times every day, what Mussolini, Hitler, Mr. Eden, etc., say in their daily speeches?

Isn't it the same old "stuff" week after week, month after month?

And should it come under the heading of "News" at all?

From R. Fairweather, 15 Torre Mount, Leeds 9.

GARDENERS, theologians, cinemagoers, motorists, historians all have talks pretty regularly on their "pet" subject, but what about the man who wants to keep abreast with the latest radio development, who would like to hear of some little alteration that would ensure that he could hear the programmes as the B.B.C. evidently intends they should be heard, judging by the frequent alteration to transmitters?

From Eileen Barker, 67 Lowerhouse Lane, Burnley.

I ENJOYED "Experimental Hour No. 5" very much. The old legend of Devil's Dyke made interesting listening, but why, oh why, choose such an attractive, innocent, un-Satanic voice as Robert Farquharson's for the part of Satan?

It wasn't even as if he had to practise his wiles on some susceptible female! And, seeing a "fetching" voice would be wasted on an old shepherd and on his own Satanic minions, why not have had something more sinister?

But perhaps the Casting Director had some hazy recollection of these lines:

*"The devil hath not in all his quiver's choice,
An arrow for the heart like a sweet voice!"*

From Miss V. G. Pugh, "Hillside," Blairdon, Longhope, Glos.

I SHOULD like to express my appreciation of "The Melody is There" programmes. Miss Arnold's voice is, in my opinion, one of the nicest on the air—so cultured and yet free from any affectation. I like the way in which she commères the programme—in such a charmingly simple manner. After hearing a programme of jazz music, compared by a wise-cracking band-leader, "The Melody is There" is like a cool breeze on a hot summer's day.

From Mrs. E. Smith, 727 High Street, North Finchley, N.12.

PRESENTING "New Voices" in one of the "Band Waggon" programmes, the compère remarked: "I am sure you will all agree with us that she has a lovely voice."

This type of introduction is exceptionally irritating. Listeners promptly sit up and "pick holes" in the act.

From Donald W. Aldous, 290 Horns Road, Ilford, Essex.

THE Transatlantic Spelling Bees are undoubtedly entertaining and instructive, but whilst listening to the second broadcast I thought how interesting, and certainly more difficult, would be a "Definition or Meaning of Words" contest, in contrast to these orthography competitions.

"FIND THE ARTISTES" COMPETITION.

THE names of the artistes were: Cicely Courtneidge, Claude Dampier, Mabel Constanduros.

Postal Orders for 2s. 6d. have been sent to the following:—

BRENDA ANNIE MILLS (age 13), 124, Sholing Road, Itchen, Southampton (Merry Oak Mixed School).

MURIEL CLAPHAM (age 10), 13, Barlow Street, Liverpool, 4. (St. Lawrence's School).

RAYMOND DANIEL (age 12), 1, Rochester Road, St. Anne's Park, Bristol, 4. (Wickroad School).

SELWYN PHILLIPS (age 11), 31, Moorland Road, Splott, Cardiff (Splottlands School).

THRILLING STORY BOOK

ON Saturday morning (9.30 from Normandy, 10 o'clock from Luxembourg) Auntie Clara and Uncle Coughdrop will tell boys and girls how to obtain a copy of the exciting Pineate Story Book that all young people will want to read. This jolly book contains stories that have been broadcast by the Pineate Aunties and Uncles during the last six months.

"We had such a lot of letters from boys and girls asking where they could find these stories written down," said Uncle Coughdrop, "that we decided to put them in a book of our very own—and though I say it myself, a jolly good book it is, too!" So tune in to the 'Pineate' Honey Cough-Syrup programmes on Saturday morning, boys and girls, and make sure of your copy.

HIS PROGRAMME WILL "SPOT" FILM TALENT

TEDDY JOYCE and his orchestra, radio's biggest find for some time, have been engaged for the new Lux programme to be given from Luxembourg every Sunday.

With him will be Doreen Dalton and the Irish girls "Three in Harmony." The title of the show is "The Lux Radio Theatre" and a feature of the programme will be "The School for Stars"—talent spotting for the films. Aspiring film candidates will be invited to show how they would act an excerpt from a current film giving individual interpretations of the written script rather than imitations of the stars. For a start the talent seeking will be done in the studio before expert "spotters." Subsequently the show will be given on the stage of the Scala Theatre before full audiences. Thus listeners will be able to judge voice and acting ability by ear alone while the audiences will study movement as well. Subsequently the camera will give the final verdict.

The first broadcast will be from Luxembourg on March 20 from 1 p.m. to 1.30 p.m.

SANDY MACPHERSON FOR RINSO

A NEW programme is being presented from Luxembourg by the makers of Rinso commencing on March 24 called "Happy Days are Here Again." It features Sandy Macpherson at the organ of the Empire Theatre, Leicester Square. The programme will be given on Tuesdays and Thursdays from 10.15 a.m. to 10.30 a.m., a time hitherto unsponsored at this station.

THE WORRY OF SUPERFLUOUS HAIR

THE question of superfluous hair, particularly on the face, is one that concerns, at one time or another throughout life, one out of every ten women.

There are many remedies advocated for treatment of this unwelcome blemish, but all of them are not satisfactory. Abrasive treatments are successful in some cases where the hair is very thin. Chemical treatments are sold, some of them at very low prices, that destroy the hairs above the surface. The objection to these processes is that each time the surface hairs are destroyed, the treatment has the effect on the hair that pruning has on plants, it strengthens the root and makes the hair grow stronger and darker than before.

Electrolysis treatment has not this disadvantage, it destroys the root, permitting each hair, complete with root, to be removed entirely, so that it cannot grow again. Treatment by professional operators is rather expensive, but for those who do not wish to pay so much there is The Vandrè Home Electrolysis Outfit on the market which any lady may operate herself, and will enable her to obtain exactly the same treatment as from the professional electrolysis. This Home Treatment has many advantages apart from its economy; it can be used during spare moments, and of course, is quite private. The Outfit is designed to be so simple that any lady could operate it from the instructions, and is enclosed complete in a convenient-sized case that can be locked up in a dressing-table drawer.

TELEVISION and SHORT-WAVE WORLD

Of all Newsagents

Price 1/6

Tune in RADIO NORMANDY . . .

—Continued from page 31

Full Programme Particulars

6.30 p.m. RINSO RADIO REVUE
featuring
Jack Hylton and His Band,
Pat Hylton
Sam Browne
The Rinso Rhythmeers
Tommy Handley
Tony Reddin
compèred by
Eddie Pola
Presented by the makers of Rinso, Unilever
House, Blackfriars, E.C.4.

7.0 p.m. Black Magic
"The Ace of Hearts Orchestra" in a
Programme for Sweethearts.—Presented
by the makers of Black Magic Chocolates.

7.15 p.m. The Biggest Little Programme
starring Louise Browne, Peggy Desmond,
Paul England, Monia Litter.—Sponsored
by Rowntrees, the makers of Chocolate
Crisp.

7.30 p.m. Programmes in French
Assn. des Auditeurs de Radio Normandie

10.0 p.m. "RADIO NORMANDY CALLING"
Alfredo And His Gipsy Band
Ward and Draper
Malsie Weldon
Finalists of Amateur Talent Spotting
Competition
Compère Joe Young
Presented by Macleans, Ltd., makers of
Maclean Peroxide Toothpaste and Maclean
Brand Stomach Powder, Great West
Road, Brentford, Middlesex.

10.30 p.m. John Goodwood
and The Coty Quintette. A new pro-
gramme of Haunting Melodies with
Beauty Information and John Good-
wood (Astrologer) telling you how the
Planets shape your Destiny.—Presented
by Coty (England), Ltd.

10.45 p.m. Bohemian Holiday
Presented by The Czechoslovakian Travel
Bureau.

11.0 p.m. Vaudeville
The New Swing Alphabet, Jackson;
Annie, The Farmer's Daughter, Miller;
I Got Plenty of Nuttin', Gershwin;
With Mary Tattooed on his Arm, Erard.
Presented by Watsons Sports Pools, West-
gate Chambers, Newport, Mon.

11.15 p.m. A Ragtime Review

11.30 p.m. Normandy Playbill
Advance News and Some of Next Week's
High Spots. Compèred by Tom Ronald.

11.45 p.m. From The Hill Billy Cabin
12 (midnight) Melody at Midnight
Dick Jurgens and His Orchestra. Guest
Artists: The Jones Boys. (Electrical
Recordings.)—Presented nightly by Bile
Beans, C. E. Fulford, Ltd., Leeds.

12.30 a.m. I.B.C. TIME SIGNAL
Dance Music.

1.0 a.m. I.B.C. Goodnight Melody
Close Down

2.0 p.m. Miniature Matinee
2.30 p.m. ARTHUR YOUNG
and
A Friend
The I.B.C. Musical Director at the Piano
introduces Listeners to a Radio Guest.
Sponsored by The Mentholatum Co., Ltd.,
Slough, Bucks.

2.45 p.m. Beauty and Romance
Presented by Hinds, Ltd., S.W.20.

3.0 p.m. Advance Film News
Presented by Associated British Cinemas,
30 Golden Square, W.1.

3.15 p.m. A "Colourful" Programme

3.30 p.m. Captivating Melodies

4.0 p.m. Songs From the Ranch House

4.15 p.m. What's On
Stop Press Reviews of the Latest Films,
Shows and other Attractions by Edgar
Slough, (The I.B.C. Special Critic).

4.30 p.m. Variety

5.0 p.m. I.B.C. TIME SIGNAL
Marimba Magic.

5.15 p.m. Bohemian Holiday
Presented by The Czechoslovakian Travel
Bureau.

5.30 p.m. A Quarter-Hour Programme
For Boys and Girls. Birthday Greetings
from the Uncles.

5.45 p.m. Request Programme
From Mr. C. L. Parsons, of Henlow Camp,
Beds.

6.0 p.m. Programmes in French
Assn. des Auditeurs de Radio Normandie

12 (midnight) Melody at Midnight
Jimmie Grier and His Orchestra. Guest
Artists: The Cornhuskers. (Electrical
Recordings.)—Presented nightly by Bile
Beans, C. E. Fulford, Ltd., Leeds.

12.30 a.m. I.B.C. TIME SIGNAL
Dance Music.

1.0 a.m. I.B.C. Goodnight Melody
Close Down



Genial Davy Burnaby, star of the Bismag programme on Tuesday, at 9.15 a.m.

TUESDAY, MAR. 22

7.45 a.m. Laugh and Grow Fit
with Joe Murgatroyd (The Lad fra'
Yorkshire) and Poppet at the Piano.
Presented to-day by the makers of Freezone
Corn Remover, Braydon Road, N.16.

8.0 a.m. CADBURY CALLING
and
Presenting Reminiscing with
Charlie Kunz
(Playing Melodies with Memories)
Judy Shirley
George Barclay
(Singing for You)
Compère: Ralph Truman
Presented by the makers of Cadbury Milk
Tray Chocolates.

8.15 a.m. I.B.C. TIME SIGNAL
Film Rhythm.

8.30 a.m. Contrasts
Introducing Mrs. Able.—Presented by
Vitacup, Wincarnis Works, Norwich.

8.45 a.m. Light Orchestral Music

9.0 a.m. I.B.C. TIME SIGNAL
Normandy Playbill. Advance News and
Some of Next Sunday's High Spots.
Compèred by Tom Ronald.

9.15 a.m. Davy Burnaby
Presented by Bismag, Braydon Road, N.16.

9.30 a.m. Ann French,
Beauty Talks.—Presented by Reudel Bath
Cubes, Braydon Road, N.16.

9.45 a.m. Waltz Time
with Billy Bissett and His Waltz Time
Orchestra, Hugh French, Esther Cole-
man, and the Waltz Timers.—Presented
by Phillip's Dental Magnesia, 179 Acton
Vale, W.3.

10.0 a.m. I.B.C. TIME SIGNAL
Crystal Gazing.—Presented by the makers
of O' Cedar Mops and Polishes, Slough,
Bucks.

10.15 a.m. THE OPEN ROAD
Stars and Stripes, Sousa; Betty Co-ed,
Vallee; Steadfast and True, Teike; It's a
Parade, Vienna; Anchors Aweigh,
Zimmerman.—Presented by Carter's
Little Liver Pills, 64 Hatton Garden,
E.C.1.

10.30 a.m. POPULAR CONCERT
Northwards March, Coates; Ten Pretty
Girls, Gross; Night On the Desert, Hill;
Turkey In the Straw, arr. Hartley.
Presented by the makers of Macleans Brand
Stomach Powder, Great West Road,
Brentford.

10.45 a.m. Cinema Organ Favourites
Whistler and His Dog, Pryor; Donkey's
Serenade, Friml; In a Little Spanish
Town, Wayne; Dixon Hits.

11.0 a.m. I.B.C. TIME SIGNAL
LEISURE AT ELEVEN
A New Surprise Item
The Stars at Home
Presented on behalf of Goblin Electrical
Products, Fulham, S.W.6.

11.15 a.m. Dance Music
Presented by the makers of Sanitas, 51
Clapham Road, S.W.9.

11.30 a.m. Programmes in French
Assn. des Auditeurs de Radio Normandie

MONDAY, MAR. 21

7.45 a.m. Laugh and Grow Fit
with Joe Murgatroyd (The Lad fra'
Yorkshire) and Poppet at the Piano.
Presented to-day by the makers of Halex
Tooth Brushes, Hale End, E.4.

8.0 a.m. MUSIC IN THE MORNING
Swing High, Swing Low, Coslow; Was it
Rain? Hirsch; Dinah, Young; The
Balboa, Pollack; The First Time He
Done It, Crowley.—Presented by Horlicks,
Slough, Bucks.

8.15 a.m. 8.15—And All's Well
An Early Morning Programme to
Encourage the Healthy, Happy Side of
Life with Browning and Starr.—Presented
by Alka Seltzer Products.

8.30 a.m. I.B.C. TIME SIGNAL
... and Speaking of the Weather, here
is The Musical Barometer.—Sponsored by
Keen Robinson & Co., Ltd., makers of
Waverley Oats.

8.45 a.m. Songs That Everybody is Singing

9.0 a.m. I.B.C. TIME SIGNAL
THE OPEN ROAD
Belphegor, Brepsand; The Stein Song,
Fenstead; Andalusia, Gomes; There's
New World, Carr; Light of Foot, Latanne.
Presented by Carter's Little Liver Pills,
64 Hatton Garden, E.C.1.

9.15 a.m. Film Favourites

9.45 a.m. Hildegarde
The Most Fascinating Personality of the
Year.—Presented by Milk of Magnesia,
179 Acton Vale, W.3.

10.0 a.m. I.B.C. TIME SIGNAL
Light Music.

10.30 a.m. In Search of Melody
Presented on behalf of Pynovape Brand
Inhalant, Yeo Street, E.3.

10.45 a.m. Accordiona

11.0 a.m. I.B.C. TIME SIGNAL
Dance Music.—Presented by Roboleine,
51 Clapham Road, S.W.9.

11.15 a.m. A Popular Programme
Presented by J. A. Sharwood & Co., Ltd.,
Offley Works, S.W.9.

11.30 a.m. Programmes in French
Assn. des Auditeurs de Radio Normandie

9.15 a.m. WITH THE IMMORTALS
A Musical Problem
Introduced by
Orpheus
Presented by the makers of Bisodol, 12
Chenies Street, W.C.1.

9.30 a.m. Tunes We All Know
Presented by the makers of Limestone
Phosphate, Braydon Road, N.16.

9.45 a.m. A Programme of Popular Music
Talk by Nurse Johnson on Child
Problems.—Presented by California Syrup
of Figs, 179 Acton Vale, W.3.

10.0 a.m. I.B.C. TIME SIGNAL
Light Music.

10.30 a.m. Patchwork

11.0 a.m. I.B.C. TIME SIGNAL
The Colgate Revellers.—Presented by
Colgate's Ribbon Dental Cream, Colgate,
Ltd., S.W.1.

11.15 a.m. Listen To Vitbe
Presented by Vitbe Bread, Crayford, Kent.

11.30 a.m. Programmes in French
Assn. des Auditeurs de Radio Normandie

12.0 p.m. Miniature Matinee

2.15 a.m. In Search of Melody
Sponsored by Pynovape Brand Inhalant,
Yeo Street, E.3.

2.30 p.m. Everybody's Favourites

2.45 p.m. Beauty and Romance
Presented by Hinds, Ltd., S.W.20.

3.0 p.m. Advance Film News
Presented by Associated British Cinemas,
30 Golden Square, W.1.

3.15 p.m. Thomas Hedley & Co., Ltd.
Proudly present
MISS GRACIE FIELDS
Introducing
New Songs and Old Favourites
in Every Programme

3.30 p.m. MORTON DOWNEY
The Golden Voice of Radio
Presented by Thos. Hedley & Co., Ltd.,
makers of Drene Shampoo.

3.45 p.m. NEAL ARDEN
presents
Masters of Rhythm
A Programme illustrated by Outstanding
Recordings by Famous Artistes and
Orchestras
Sponsored by Feen-a-Mint, Thames
House, S.W.1.

4.0 p.m. Musical Comedy Potpourri

4.30 p.m. Request Programme
From Mrs. J. H. Squire.

4.45 p.m. Fingering the Frets
A Programme for Instrumental
Enthusiasts.

5.0 p.m. I.B.C. TIME SIGNAL
For Film Fans.

5.15 p.m. Bohemian Holiday
Presented by The Czechoslovakian Travel
Bureau.

5.30 p.m. Variety

6.0 p.m. Programmes in French
Assn. des Auditeurs de Radio Normandie

12 (midnight) Melody at Midnight
Henry King and His Orchestra. Guest
Artist: Art Tatum. (Electrical Record-
ings.)—Presented nightly by Bile Beans,
C. E. Fulford, Ltd., Leeds.

12.30 a.m. I.B.C. TIME SIGNAL
Dance Music.

1.0 a.m. I.B.C. Goodnight Melody
Close Down.

Please turn to next page

WEDNESDAY, MAR. 23

7.45 a.m. Laugh and Grow Fit
with Joe Murgatroyd (The Lad fra'
Yorkshire) and Poppet at the Piano.
Presented to-day by the makers of Halex
Toothbrushes, Hale End, E.4.

8.0 a.m. MUSIC IN THE MORNING
Shall We Dance? Gershwin; You're Here,
You're There, Kahal; High Hat, Piccolo
and Cane, Brown; Dickery Dock, Evans;
Horse and Wagon, Gilbert.—Presented by
Horlicks, Slough, Bucks.

8.15 a.m. I.B.C. TIME SIGNAL
Prosperity Programme introducing
Careers for Women.—Presented by Odol,
Odol Works, Norwich.

8.30 a.m. ... and Speaking of the
Weather, here is The Musical Barometer.
Sponsored by Keen Robinson & Co., Ltd.,
makers of Waverley Oats.

8.45 a.m. Songs You Will Never Forget
featuring Fred Hartley and His Orchestra
with Brian Lawrence (vocalist), John
Stevenson (narrator).—Presented by
Johnson's Gio-Coat, West Drayton,
Middlesex.

9.0 a.m. I.B.C. TIME SIGNAL
The Brown and Polson Cookery Club
with Mrs. Jean Scott (the President),
giving Helpful Talks, supported by
Quentin Maclean at the Organ of The
Troadero Cinema, Elephant and
Castle.—Presented by the makers of
Brown and Polson Cornflour.

Make a date with the

GLYMIEL JOLLITIES

A New-Style Radio Show with

SYLVIA CECIL TESSA DEANE
MARJORIE STEDEFORD
GWEN CATLEY MONTE REY
CLARENCE WRIGHT
NEAL ARDEN AL BURTON
and THE GLYMIEL ORCHESTRA

Presented by the makers of

GLYMIEL JELLY

Radio Luxembourg, 4.15 every Tuesday
Radio Normandy, 9.15 a.m. every Friday
Radio Normandy time booked through I.B.C.

Tune in RADIO NORMANDY . . .

—Continued from page 33

Full Programme Particulars

THURSDAY, MAR. 24

- 7.45 a.m.** LAUGH AND GROW FIT with Joe Murgatroyd (The Lad fra' Yorkshire) and Poppet at the Piano Presented to-day by the makers of Kolynos Tooth Paste, 12 Chenies Street, W.C.1.
- 8.0 a.m.** OUT OF THE BLUE A Programme of Surprises. The Big Stars and Personalities brought to You Out of the Blue Introduced by Ruth Dunning The Reckitt's Reporter Presented by the makers of Reckitt's Blue, Reckitt & Sons, Ltd., Hull.
- 8.15 a.m.** I.B.C. TIME SIGNAL Zebo Time. A Musical Contrast of Songs of Grandma's Day with the Rhythms of her Grandchildren.—Presented by the makers of Zebo, Reckitt & Sons, Ltd., Hull.
- 8.30 a.m.** Popular Tunes Presented for your entertainment by Fynnon, Ltd.
- 8.45 a.m.** Famous Dance Bands Playing Familiar Melodies.
- 9.0 a.m.** I.B.C. TIME SIGNAL Mrs. Celebrity. The Wives of the Famous—Mrs. Len Harvey.—Presented by Shippams, of Chichester in Sussex, makers of Fish and Meat Pastes.
- 9.15 a.m.** The Milton Sisters PAT HYDE AND DINAH MILLER With their Entertaining Announcer Bob Walker and Arthur Young at the Piano Presented by Milton Denture Powder, John Milton House, N.7.
- 9.30 a.m.** Favourite Melodies Presented by the makers of Frootone Corn Remover, Braydon Road, N.16.
- 9.45 a.m.** Hildegarde The Most Fascinating Personality of the Year.—Presented by Milk of Magnesia, 179 Acton Vale, W.3.
- 10.0 a.m.** I.B.C. TIME SIGNAL Radio Favourites.—Presented on behalf of Brooke Bond & Co., Ltd., London, E.1.
- 10.15 a.m.** THE OPEN ROAD Presented by Carter's Little Liver Pills, 64 Haxton Garden, E.C.1.
- 10.30 a.m.** HIGHLIGHTS ON PARADE Presented by Macleans Peroxide Tooth-paste, Great West Road, Brentford.



Edgar Blatt, I.B.C. Film Critic, on the air Mondays and Fridays at 4.15 p.m.

- 10.45 a.m.** Military Band Music
- 11.0 a.m.** I.B.C. TIME SIGNAL Musical Potpourri.
- 11.15 a.m.** Popular Programme Presented by J. A. Sherwood & Co., Ltd., Offley Works, S.W.9.
- 11.30 a.m.** Programmes in French Assn. des Auditeurs de Radio Normandie
- 2.30 p.m.** Miniature Matinée
- 2.45 p.m.** Beauty and Romance Presented by Hinds, Ltd., S.W.20.
- 3.0 p.m.** Tunes of To-day and Yesterday
- 3.30 p.m.** Accordion Band Music
- 3.45 p.m.** The Musical Mirror Sponsored by Novopine Foot Energiser, Yeo Street, E.3.
- 4.0 p.m.** Your Requests
- 4.30 p.m.** Fifteen Minutes of Variety and Entertainment at the Café Au Lait. Guest Artist: Ralph Sylvester.—Presented by Nestlé's Milk Products.
- 4.45 p.m.** Light Orchestral Music
- 5.15 p.m.** A Quarter-Hour Programme For Boys and Girls. Birthday Greetings from the Uncles.
- 5.30 p.m.** Potted Review
- 6.0 p.m.** Programmes in French Assn. des Auditeurs de Radio Normandie
- 12 (midnight)** Melody at Midnight Eddy Fitzpatrick and His Orchestra. Guest Artistes: The Play Boys. (Electrical Recordings).—Presented nightly by Bille Beans, C. E. Fulford, Ltd., Leeds.
- 12.30 a.m.** I.B.C. TIME SIGNAL Dance Music.
- 1.0 a.m.** I.B.C. Goodnight Melody Close Down.

FRIDAY, MAR. 25

- 7.45 a.m.** LAUGH AND GROW FIT with Joe Murgatroyd (The Lad fra' Yorkshire) and Poppet at the Piano Presented to-day by the makers of Kolynos Tooth Paste, 12 Chenies Street, W.C.1.
- 8.0 a.m.** MUSIC IN THE MORNING Presented by Horlicks, Slough, Bucks. Horlicks, Slough, Bucks.
- 8.15 a.m.** The Alka-Seltzer Boys An Early Morning Programme to Encourage the Healthy, Happy Side of Life, featuring Browning and Starr in Fifteen Minutes of Mirth and Melody. Presented by Alka Seltzer Products.
- 8.30 a.m.** I.B.C. TIME SIGNAL Donald Watt and His Gramophone Records.—Presented by Do Do Asthma Tablets, 34 Smedley Street, S.W.8.
- 8.45 a.m.** The Glories of Britain The Welsh Mountains.—Presented by Sunny Jim on behalf of A. C. Fincken and Co., Clifton House, Euston Road, N.W.1.
- 9.0 a.m.** I.B.C. TIME SIGNAL Round the World.—Presented by Hancock the Chemists, Fleet Street, E.C.4.
- 9.15 a.m.** THE GLYMIEL JOLLITIES with Sylvia Cecil Tessa Deane Marjorie Steadford Gwen Catley Clarence Wright Monte Rey Neal Arden Al Burton and the Glymiel Orchestra Presented by the makers of Glymiel Jelly.
- 9.30 a.m.** Radio Favourites Presented on behalf of Brooke Bond and Co., Ltd., London, E.1.

- 9.45 a.m.** A Programme of Popular Music Talk by Nurse Johnson on Child Problems.—Presented by California Syrup of Figs, 179 Acton Vale, W.3.
- 10.0 a.m.** I.B.C. TIME SIGNAL KITCHEN WISDOM Presented by Borwicks Baking Powder, 1 Bunhill Row, S.W.1.
- 10.15 a.m.** Dream Waltzes Presented by True Story Magazine, 30 Bouverie Street, E.C.4.
- 10.30 a.m.** SONGS AND MUSIC FROM STAGE AND SCREEN Presented by Maclean Brand Stomach Powder, Great West Road, Brentford.
- 10.45 a.m.** Crystal Gazing Presented by the makers of O' Cedar Mops and Polishes, Slough, Bucks.
- 11.0 a.m.** I.B.C. TIME SIGNAL Something For Everybody.
- 11.30 a.m.** Programmes in French Assn. des Auditeurs de Radio Normandie
- 2.0 p.m.** The Magic Carpet
- 2.30 p.m.** These Were Hits . . .
- 2.45 p.m.** Beauty and Romance Presented by Hinds, Ltd., S.W.20.
- 3.0 p.m.** Musical Cavalcade Presented by the publishers of Cavalcade, 2 Salisbury Square, E.C.4.
- 3.15 p.m.** Variety
- 3.45 p.m.** In Search of Melody Sponsored by Pynovape Brand Inhalant, Yeo Street, E.3.
- 4.0 p.m.** Friday At Four The Diary of the Week presented by our Radio Friends, David and Margaret. Presented by Du Maurier Cigarettes, 1 Sakforde Street, E.C.1.
- 4.15 p.m.** What's On Stop Press Reviews of the Latest Films, Shows and other Attractions by Edgar Blatt, the Special I.B.C. Critic.
- 4.30 p.m.** Fingers of Harmony Presented by the proprietors of Daren Bread, Daren, Ltd., Dartford, Kent.
- 4.45 p.m.** Normandy Playbill Advance News and Some of Next Week's High Spots compiled by Tom Ronald.
- 5.0 p.m.** I.B.C. TIME SIGNAL Hollywood Personalities.
- 5.15 p.m.** A Quarter-Hour Programme For Boys and Girls. Birthday Greetings from the Uncles.
- 5.30 p.m.** The Musical Magazine
- 6.0 p.m.** Programmes in French Assn. des Auditeurs de Radio Normandie
- 12 (midnight)** Melody at Midnight Segar Ellis and His Orchestra. Guest Artist: Gene Austin. (Electrical Recordings).—Presented nightly by Bille Beans, C. E. Fulford, Ltd., Leeds.
- 12.30 a.m.** I.B.C. TIME SIGNAL Dance Music.
- 1.0 a.m.** I.B.C. TIME SIGNAL
- 1.30 a.m.** I.B.C. TIME SIGNAL Dance Music.
- 2.0 a.m.** I.B.C. Goodnight Melody Close Down.

SATURDAY, MAR. 26

- 7.45 a.m.** LAUGH AND GROW FIT with Joe Murgatroyd (The Lad fra' Yorkshire) and Poppet at the Piano Presented to-day by the makers of Kolynos Tooth Paste, 12 Chenies Street, W.C.1.
- 8.0 a.m.** MUSIC IN THE MORNING Presented by Horlicks, Slough, Bucks.
- 8.15 a.m.** I.B.C. TIME SIGNAL The Animal Man.—Presented by the makers of Chix, 8 Devonshire Grove, S.E.15.
- 8.30 a.m.** Happy Days Presented by Wincarnis, Wincarnis Works, Norwich.
- 8.45 a.m.** Sunny Jim's Young Folks' Programme.—Presented by A. C. Fincken & Co., Clifton House, Euston Road, N.W.1.
- 9.0 a.m.** I.B.C. TIME SIGNAL Music From the Movies.
- 9.15 a.m.** WITH THE IMMORTALS A Musical Problem Introduced by Orpheus Presented by the makers of Bisodol, 12 Chenies Street, W.C.1.
- 9.30 a.m.** A Quarter of an Hour's Entertainment for Mothers and Children. Presented by Uncle Coughdrop and the Pineate Aunties and Uncles.—Sponsored by Pineate Honey Cough Syrup, Braydon Road, N.16.
- 9.45 a.m.** The Milton Sisters PAT HYDE AND DINAH MILLER With their Entertaining Announcer Bob Walker and Arthur Young at the Piano Presented by Milton Denture Powder, John Milton House, N.7.

- 10.0 a.m.** I.B.C. TIME SIGNAL CARROLL GIBBONS And His Boys with Anne Lenner George Melachrinio Guest Artistes: Webster Booth Mabel Scott Sponsored by the makers of Cookeen.
- 10.30 a.m.** Light Orchestral Music
- 11.0 a.m.** I.B.C. TIME SIGNAL Listen to Vitbe.—Presented by Vitbe Bread, Crayford, Kent.
- 11.15 a.m.** Something for Everybody
- 11.30 a.m.** Programmes in French Assn. des Auditeurs de Radio Normandie
- 2.0 p.m.** Military Moments Presented by the makers of Haywards Military Pickle, Montford Place, Kennington, S.E.11.
- 2.15 p.m.** Musical Comedy Successes
- 2.30 p.m.** ARTHUR YOUNG and A Friend The I.B.C. Musical Director at the Piano Introduces Listeners to a Radio Guest. Presented by The Mentholatum Co., Ltd., Slough, Bucks.
- 2.45 p.m.** The Whirl of The World Presented by Monseigneur News Theatre.
- 3.0 p.m.** Advance Film News Presented by Associated British Cinemas, 30 Golden Square, W.1.
- 3.15 p.m.** Shamrockland
- 3.30 p.m.** Dancing Time A Programme of Dance Music chosen by Victor Silvester.
- 4.0 p.m.** Swing Music Request Programme from Mr. L. Shaw, of London, E.1.
- 4.15 p.m.** Hawaiian Melody
- 4.30 p.m.** Light Fare
- 5.0 p.m.** I.B.C. TIME SIGNAL An Earful of Music, featuring Celia Ryland.—Presented for your entertainment by Rentals R.A.P., Ltd., 183 Regent Street, W.1.
- 5.15 p.m.** A Programme for Men with Tom Beasley, Wilkinson's Famous Sword Smith and Pat O'Regan the young Irish tenor.—Presented by Wilkinson's Sword Co., Ltd., Oakley Works, Oakley Road, W.3.
- 5.30 p.m.** Who Won? The Results of Association Football Matches played To-day will be broadcast as soon as they come to hand.—Presented by "True Romances" and "True Story" Magazines, 30 Bouverie Street, E.C.4.
- 6.0 p.m.** Programmes in French Assn. des Auditeurs de Radio Normandie
- 12 (midnight)** Melody at Midnight Dick Jurgens and His Orchestra. Guest Artistes: The Rainbow Trio.—Presented nightly by Bille Beans, C. E. Fulford, Ltd., Leeds.
- 12.30 a.m.** I.B.C. TIME SIGNAL Melody Calling.—Presented by British Home & Office Telephones, 31 St. Peter Street, Westminster, S.W.1.
- 12.45 a.m.** Dance Music
- 1.0 a.m.** I.B.C. TIME SIGNAL
- 1.30 a.m.** I.B.C. TIME SIGNAL Dance Music.
- 2.0 a.m.** I.B.C. Goodnight Melody Close Down.

RADIO LJUBLJANA
549.3 m., 527 Kc/s.

Time of Transmission
Friday: 9.30—10.0 p.m.
Announcer: F. Miklavcic

FRIDAY, MAR. 25

- 9.30 p.m.** Old Favourites Medley of Daly's Favourites; Grandfather's Clock, Work; By the Side of the Zuyder Zee, Mills; A Little Bit of Heaven, Brennan; An Old Time Music Hall.
- 9.45 p.m.** Military Band Concert When the Band Begins to Play, Williams; Post Horn Gallop, Koenig; Humoresque, Doorak; Old Comrades' March, Teike.
- 10.0 p.m.** Close Down

Information supplied by the International Broadcasting Co., Ltd., 37 Portland Place, London W.1.

CARROLL LEVIS'S MOST POPULAR DISCOVERY

For Sunday, March 6th

was

REG FULLER

Singing and Yodelling

"Happy and Free"

This artiste received the greatest number of votes from listeners and has therefore been awarded the Quaker Oats Cash Prize for the week.

Don't miss CARROLL LEVIS and his latest RADIO DISCOVERIES next week!

AND DON'T FORGET YOUR VOTE. IT MAY MEAN A STAGE CONTRACT FOR ONE OF THESE "UNKNOWNNS"

NORMANDY
5.15 p.m.
SUNDAY
Transmission through I.B.C. Ltd.

LYONS
8.30 p.m.
SUNDAY

LUXEMBOURG 10.30 p.m. SUNDAY

SPECIALIST WHO CAN PUT AN END TO YOUR HAIR TROUBLE

HE PRESCRIBES AND DISPENSES—



Mr. Arthur J. Pye has practised for 20 years as a Consulting Hair Specialist in Blackpool. His clients include many Titled People. But his fees are so moderate as to be within the reach of all—and all can benefit by his skill to-day. For the same principles which have achieved almost unbelievable successes in his private practice have now been applied to a treatment which can be carried out in the home.

BALDNESS, ALOPECIA, FALLING HAIR, GREYNESS or any other Hair or Scalp Disorder

The reason for my great success?

'I DIAGNOSE EACH CASE INDIVIDUALLY'

An interview with Mr. Arthur J. Pye, the Noted Consulting Hair Specialist

A DOCTOR'S OPINION

London.
The excellent results I have observed in a sequence of cases have led me to investigate your treatment more closely, and I am satisfied that the principles of your treatment are thoroughly sound and reliable. The fact that you prepare your treatment especially for each case is one of the things which particularly recommend it. It is an undoubted fact that the hair roots usually remain alive beneath a bald scalp. Your treatment, by providing the required sustenance to the shafts, bulbs, papillae and follicles, should, in the majority of such cases, bring about the effect desired.

L.R.C.P.&S., L.R.F.P.&S.G.

—FOR CASES LIKE THESE



Does your hair curve away left and right in a sharp salient? If so, it is a sign of coming baldness, which often begins at the forehead, the hair gradually receding until the entire scalp is involved.



The crown of the head is one of the favourite points for the onset of Baldness. If there is thinness there, this is a sign of coming baldness, on no account to be neglected, for the first tiny patch will soon spread across the scalp in an ever-widening circle.

complicated structures, the human hair and its Follicles or Sheaths.

CAUSE OF FALLING HAIR

The disease known as Falling Hair is usually due to a weak and relaxed condition of these Follicles. A glance at Diagrams A and B will explain this. It will be seen that the hair and Follicle have saw-edge notches. Under healthy conditions of the scalp the two sets of notches interlock so tightly that a considerable tug is required to pull out the hair. When, however, the Follicles are weak and relaxed, the "teeth" of the Follicles no longer get a grip on the hairs, and out they fall at the slightest touch. The pressure of a hat, the soft caress of the brush, or even a shake of the head may suffice to bring out hairs by the dozen. It is easy to realise that although the hair itself may be perfectly healthy weak and relaxed Follicles will cause such a loss of hair as soon to result in baldness.

If the hair itself is shrunken owing to lack of nourishment, then failure of the two sets of saw-edge notches to interlock may be due to the hair.

Treatment will differ in these two different types of cases. But in both, scientific treatment has achieved astonishing success.

The treatment I advise for weak and relaxed Follicles acts so quickly and surely that within seven or eight days Follicles that were gaping wide, giving no support whatever to the hair, are so tightened up that quite a vigorous pull is required to tear the hair from the scalp.

HEALTHY HAIR IMPRISONED BENEATH THE SCALP

Every hair is supplied with oil glands, the purpose of which is to lubricate the hair and keep it in good condition, supple, weather-resisting, and glossy. These glands are easily affected by tight-fitting headgear and microbic infection. The disease known as Dandruff or Scurf is a frequent result. As mentioned above, there is both a greasy and a dry form of Dandruff, and there is a form that is only indirectly due to the oil glands;

WHATEVER adversely affects the general health is liable to have an injurious effect on the Hair. Hair troubles, on the other hand, often cause so much anxiety and distress as to impair the general health and retard recovery.

Medical men, realising this, frequently send to me patients who are worried about their hair and scalp.

The fact that people do worry when their hair begins to fall out rapidly, or to lose its colour, suggests that hair and scalp troubles are not easily cured. Yet some of the astonishing cases I am able to record seem to point to the opposite conclusion.

INDIVIDUAL TREATMENT THE SECRET OF SUCCESS

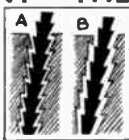
The truth is, success in hair treatment depends very much on its perfect adaptation to the particular type of hair or scalp trouble in evidence and the causes which provoked it. For both symptoms and causes differ greatly.

The symptoms of two kinds of hair trouble often classed together may even be exactly opposite. For instance, there is both a greasy and dry form of Dandruff or Scurf. Any attempt to cure both by one and the same method of treatment is foredoomed to failure at the outset. Yet each of these types of scalp trouble is easily cured if skilled treatment is prescribed according to the nature of the individual case.

INTERNAL TREATMENT IS OFTEN NECESSARY

Here is another fact about the hair that is surely plain enough for anyone to see, yet it is usually entirely overlooked. The hair-growing or hair-colouring materials supplied from the blood may be deficient. Now a deficiency of hair-growing or hair-colouring materials supplied from WITHIN cannot be made good by stimulation from WITHOUT.

While much may be accomplished, therefore, by EXTERNAL TREATMENT, in many cases INTERNAL TREATMENT is also necessary, in order that the hair roots may be able to derive from the blood the raw materials required to build those highly



WHY HAIR FALLS OUT

A — Shows a healthy follicle or Hair Sheath tightly gripping the hair by means of the saw-edge notches, which fit into each other. B — Shows a weak and relaxed follicle allowing the hair to fall out.

it is caused by scaling of the outer skin of the scalp. But the great point to remember is that all forms of Dandruff tend to choke up the Follicles or hair sheaths out of which the growing hair emerges. Here, again, THE HAIR MAY BE PERFECTLY HEALTHY, yet meeting a tight wad of scurf, blocking the exit from the Follicles, the hair is imprisoned there and lives its life unseen beneath the surface of the scalp.

I have said enough to show that deterioration of the hair, loss of colour and baldness may be due to causes largely preventable and amenable to scientific treatment.

BALDNESS IS NOT INEVITABLE

Baldness, in fact, and loss of hair colour are neither hereditary nor a necessary consequence of advancing years. It is natural to have a good head of hair, of its original colour, throughout life, and I have proved in many striking cases that even when baldness and greyness are far advanced they will generally yield to suitable treatment.

Scientific treatment, on the lines I have indicated, removes the causes of hair and scalp troubles and allows Nature to assert herself. The outcome in ninety-nine cases out of every hundred is the re-establishment of healthy hair growth and the restoration of the natural colour, texture, gloss and allure.

Mr. Pye offers to diagnose the hair and scalp troubles of readers of this paper entirely free of charge or obligation. He will also send readers a free copy of his informative book, "HOW TO END HAIR AND SCALP TROUBLES." All you are asked to do is to fill up the special Diagnosis Form provided and post it to Mr. Arthur J. Pye, 5, Queen Street, Blackpool, 2.

FREE DIAGNOSIS AND ADVICE

Fill in and Post This Form!

ANSWER THESE QUESTIONS

- Is Your Hair Falling Out?
- Receding at Temples?
- Is Hair Thin on Top?
- Are You Bald on Top?
- Going Grey?
- Is Scalp Irritable?
- Is Hair Coming Off, leaving Several Bald Patches (Alopecia)?
- Are You Completely Bald?
- What is Your Age?
- Have You Dandruff?
- Is Scalp Dry or Oily?
- What Severe Illness?
- How Long Ago?

To A. J. PYE, 5 Queen St., Blackpool, 2

Please send me your book, individual diagnosis of my case and personal advice, free and without obligation.

NAME (BLOCK LETTERS)

ADDRESS

Radio Pictorial 19/3/38

Gay like Paris...



Paris Broadcasting Station

60 kw. 312.8 m. 959 kc/s.

Times of Transmission
Sundays: 5.00 p.m.—7.0 p.m.
10.30 p.m.—11.30 p.m.
Weekdays: 10.30 p.m.—11.00 p.m.

Announcer:
John Sullivan

SUNDAY, MAR. 20

5.0 p.m. For Film Fans
Foggy Day in London (Damsel in Distress), *Gershwin*; Gracie Fields Memories; A Little Dash of Dublin (Peggy of Old Drury), *Sigler*; Nice Work if You Can Get It (Damsel in Distress), *Gershwin*.

5.15 p.m. Request Medley
Jollity on the Mountains, *Felras*; Sweet Leilani, *Owens*; Oua Oua; Home on the Range, arr. *Gutson*.

5.30 p.m. Some Cinema Organists
In the Shadows, *Finck*; Where Are You? *McHugh*; The Lost Chord, *Sullivan*; Free, *Kennedy*.

5.45 p.m. Some Revue Memories
Spread it Abroad (Spread it Abroad), *Walker*; A Little White Room (Floodlight), *Nicholls*; A British Mother's Big Flight (Streamline), *Herbert*; Let's Say Goodbye (Words and Music), *Coward*; Something to Do With Spring (Words and Music), *Coward*.

6.0 p.m. Music Hall
Happy—Selection; Fresh as a Daisy, *Rich*; Let's all Sing at the Top of Our Voices, *Gay*; Daddy Wouldn't Buy Me a Bow Wow, *Tabras*; You Can't Stop me from Dreaming, *Franklin*.

6.15 p.m. Geraldo and His Orchestra
(Electrical Recordings.) Lady of Spain, *Evans*; Margarita, *Schmütz*; Dolores, *Geraldo*; At the Balalaika, *Posford*; Bandoneon Arrabalero, *Contursi*.

6.30 p.m. THE OPEN ROAD
Liberty Bell March, *Sousa*; Song of the Highway, *May*; Sabres and Spurs, *Sousa*; Smile, Darn You, Smile, *Rich*; It's the Band, *Miller*.—Presented by Carter's Little Liver Pills, 64 Hatton Garden, E.C.1.

6.45 to 7.0 p.m. Dance Time
Silvery Moon and Golden Sands, *Haid*; Sympathy—Waltz, *Kahn*; Things are Looking Up—Fox trot, *Gershwin*; I'm Feeling Like a Million, *Brown*.

10.30 p.m. Variety Theatre
My Irish Song, *Robin*; Angel; Kiss Me Goodnight, *Spoliansky*; In a Paradise for Two, *Spoliansky*.—Presented by Goodsway Bonus Football Pools, Sunderland.

10.45 p.m. Some Old Favourites
The Quaker Girl Waltz, *Monckton*; The Dear Old Home Songs; Wee Macgregor, *Amers*; Invitation to the Waltz, *Weber*.

11.0 p.m. Trance of An Announcer
(Tzigane Sullivan tells your Fortune.)

11.15 p.m. Request Medley
Selection—The Bohemian Girl, *Balfé*; Old Man River, *Kern*; Daddy, *Behrens*; Sing as We Go, *Parr-Davies*.

11.30 p.m. Goodnight Melody
Close Down.

MONDAY, MAR. 21

10.30 p.m. Relay of Cabaret
from Le Boeuf Sur Le Toit.

TUESDAY, MAR. 22

10.30 p.m. Relay of
A French Play from the Studio.

WEDNESDAY, MAR. 23

10.30 p.m. Relay of Cabaret
from the Scheherazade Night Club.
Comped by John Sullivan.

THURSDAY, MAR. 24

10.30 p.m. Relay from
"The Big Apple."

FRIDAY, MAR. 25

9.0 p.m. (approx.) French
Theatre Relay.

SATURDAY, MAR. 26

10.30 p.m. Dance Music

Information supplied by Anglo-Continental Publicity Ltd., 6 Cavendish Mansions, Langham Street, London, W.1. (Telephone: Langham 1162.)

Tune in to 531 METRES, 565 KC'S

RADIO EIREANN for LUCK

PROGRAMMES PRESENTED BY IRISH RADIO PRODUCTIONS



Programme details:

SUNDAY, MAR. 20

9.30 to 10.0 p.m. Miscellany in Melody
Once again we bring you a pot-pourri of well-remembered melodies... and, in addition, we shake hands with some new melodious friends.

MONDAY, MAR. 21

9.0 a.m. to 5.30 p.m. Special Programme.

9.0 p.m. to 10.30 p.m. Special Programme.
You will hear our Racing Commentary at 10.10 p.m. approximately.

TUESDAY, MAR. 22

9.30 a.m. to 4.30 p.m. Special Programme

9.0 p.m. to 10.30 p.m. Special Programme
You will hear our Racing Commentary at 10.10 p.m. approximately.



Lively Jack Hylton and his famous Band will be playing for listeners on Sunday, March 20

WEDNESDAY, MAR. 23

9.30 to 10.30 p.m. Group Broadcast
In group, serial and numerical order.
You will hear our Racing Commentary at 10.10 p.m. approximately.

THURSDAY, MAR. 24

9.30 to 10.30 p.m. Group Broadcast
In group, serial and numerical order.
You will hear our Racing Commentary at 10.10 p.m. approximately.

FRIDAY, MAR. 25

9.30 to 10.30 p.m. Day of the Grand National.
Group Broadcast. In group, serial and numerical order.
You will hear our Racing Commentary at 10.10 p.m. approximately.

SATURDAY, MAR. 26

9.30 to 10.30 p.m. Group Broadcast
In group, serial and numerical order.
You will hear our Racing Commentary at 10.10 p.m. approximately.

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R.P. 18/3/38

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Radio Toulouse

Announcer : ALLAN ROSE.

Tune-in to 328.6 metres.

SUNDAY, MARCH 20

5.30 p.m. ALL KINDS OF MUSIC

Annie Laurie (Heddie Nash); You're the Top (Henry Hall and the B.B.C. Dance Orchestra); Brighton Camp (National Military Band); The Bushes at the Bottom of the Garden (Norman Long); Down Among the Dead Men (Malcolm McEachern); Carioca (Scott Wood and his Orchestra); Die Fledermaus Overture (National Symphony Orchestra). (Electrical Transcriptions.)

6.0 p.m. THE LILT OF THE WALTZ

Valse Viennoise (Cedric Sharpe Sextet); Potpourri of Waltzes (Marek Weber and his Orchestra); New Wien Valse (Mark Hamburg). (Electrical Transcriptions.)

6.15—6.30 p.m. SOME OTHER ORGANS

Popular Hits Medley (Robinson Cleaver); Let's Put Out the Lights (Sidney Torch); Gracie Fields Memories (Reginald Dixon). (Electrical Transcriptions.)

INTERVAL

10.15—11.15 p.m. HORLICKS PICTURE HOUSE

Master of Ceremonies: BILLY MILTON
TAMARA DESNI
VIC OLIVER
JOHN GARRICK
JOSEPHINE HOUSTON
THE RHYTHM BROTHERS
THE HORLICKS SINGERS

with THE HORLICKS ALL-STAR ORCHESTRA

under DEBROY SOMERS

Presented by HORLICKS, SLOUGH BUCKS.

MONDAY, MARCH 21

10.15 p.m. LET'S SIT THIS OUT

A programme of dance music for the non-dancers. Bolero (Jack Payne and his Orchestra); Sweet Sue (Radio Rhythm Rascals); Take It or Leave It (Jack Buchanan); Hungarian Rhapsody No. 2 (Rawicz and Landauer); High, Wide and Handsome (Edward Hayes and Orchestra); A Mellow Bit of Rhythm (Andy Kirk and Orchestra); It's Raining Sunbeams (Deanna Durbin); Young and Healthy (Bing Crosby). (Electrical Transcriptions.)

10.45 p.m. THEY STOPPED THE SHOW

Tunes from Films and Shows which caused a sensation. One Night of Love (Grace Moore); There's a Small Hotel (Bram Martin); The Fleet's In Port Again (Billy Cotton); Ah! Sweet Mystery of Life (Master Denis Gonet). (Electrical Recordings.)

11.0—11.15 p.m. LET'S DANCE TO MANTOVANI AND HIS ORCHESTRA

I Know Now; A Gipsy Wedding; Was It Rain?; Maracay; September in the Rain. (Electrical Recordings.)



Beautiful film star Tamara Desni starring in Horlicks Picture House this Sunday.



"Let's dance to Bram Martin's band" ... it will play for you on Wednesday at 11 p.m.

TUESDAY, MARCH 22

10.15 p.m. MUSIC FROM AMERICA

Some tunes and records straight from the States, never heard in this country.—Presented by ALLAN ROSE.

10.45 p.m. FRIENDS ON THE IVORIES

Personalities of the Piano. Barcarolle Humoresque (Patricia Rossborough); Billy Thorburn's Waltz Medley; Ragtime Cowboy Joe (Harry Roy); Piano Medley No. 1 (Ronald Gourley). (Electrical Transcriptions.)

11.0—11.15 p.m. THEY ALL LAUGHED

All Humour.

WEDNESDAY, MARCH 23

10.15 p.m. THEY CAUGHT THE WORLD BY THE EARS

Favourite Songs of Not So Long Ago.

10.45 p.m. MELODIES THAT NEVER DIE

11.0—11.15 p.m. LET'S DANCE TO BRAM MARTIN AND HIS LANSDOWNE ORCHESTRA

To You Sweetheart; Taking a Stroll Around the Park; Swing Is in the Air; The Eyes of the World are On You; You're Looking for Romance. (Electrical Transcriptions.)

THURSDAY, MARCH 24

10.15 p.m. OH, LISTEN TO THE BAND!

Marching with Sousa (Band of H.M. Grenadier Guards); Military Two Step (Pipe Major Henry Forsyth); The Mikado Selection (H.M. Coldstream Guards Band). (Electrical Recordings.)

10.30 p.m. YOURS FOR THE ASKING

By Special Request.

10.45—11.15 p.m. BROADWAY AND PICCADILLY

Stars from Both Sides of the Pond. In a Little Hula Heaven (Bing Crosby); Carelessly (Greta Keller); Wake Up and Live (Alice Faye); Goodnight to You All (Les Allen); I'm Feeling Like a Million (Hildegard); Christopher Robin is Saying His Prayers (Howard Jacobs); Schubert's "Serenade" (Grace Moore); The Hit Parade (Donald Thorne). (Electrical Recordings.)

FRIDAY, MARCH 25

10.15—11.15 p.m. MICROPHONE MIRROR

The Radio News Revue of Sport, Interest and Entertainment for the Whole Family.

SATURDAY, MARCH 26

5.30 p.m. ASSOCIATION FOOTBALL—THE DAY'S RESULTS

and Last Week's Dividends. Presented by The INTERNATIONAL SPORTING POOLS, LTD., Bath Road, Bristol.

6.0—6.30 p.m. THE WAX WORKS REVUE

An Up-To-The-Moment Floor Show on Gramophone Records. Gangway (Louis Levy and his Gaumont British Symphony Orchestra); Ten Pretty Girls, So Rare (Hildegard); On the Avenue Selection (Turner Layton); A Soldier's Vision (Sidney Torch at the Organ); They're Tough, Mighty Tough, in the West (George Elrick and his Swing Music).

INTERVAL

10.15 p.m. MUSIC FROM AMERICA

Some tunes and records hot from the States, never heard in this country. Presented by ALLAN ROSE.

10.45 p.m. A LITTLE MORE DANCING

Sing a Song of London (Ambrose and his Orchestra); That Old Feeling (Lew Stone and his Band); Swing is the Thing (Josephine Bradley); Moon at Sea (Felix Mendelssohn and his Orchestra); Waltz Medley (Charlie Kunz). (Electrical Recordings.)

11.0—11.15 p.m. EMPIRE POOLS SPECIAL

A programme of songs and good cheer announcing to-day's football pools results. Presented by EMPIRE POOLS, HUDDERSFIELD.

Information supplied by David Allen and Sons, Limited, 23 Buckingham Gate, London, S.W.1.

(N.B.—This programme sheet is liable to revision and alteration without notice.)

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WRIST WATCH REAL GOLD PLATED WARRANTED 10 YEARS

ANOTHER COLOSSAL PURCHASE of closing factory's entire stock enables us to offer this genuine lady's real gold-plated expanding bracelet lever watch—made for Australian market to be sold at £2 2s.—direct from us at a price we as expert valuers know to be a world-wide achievement ranking us as the BRITISH HOUSE FOR AMAZING BARGAINS. This watch lies flat and neat on wrist. Inaccurate dial. Timed to a minute. Warranted 10 years. Price only 9/6, Post 6d. Gent's square model same price. Send NOW.

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You've often wanted a pencil to write in different colors. Knowing how expensive they are, would you accept one FREE? To popularize our famous 3-hole type "Double-Lift" 100% Sheffield Razor Blades, we are offering 50 gross of a liquidated stock of these handoms, 81X-SIDED Engine turned, chrome plated multi-colour pencils complete with clip and warranted 2 years ABSOLUTELY FREE with every packet of 15 blades for 1/6. No more to pay. Pencil alone easily worth 7/6. Send P.O. 1/6 now for 15 blades and Free Pencil.

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THREE-IN-ONE HEAVY FLEECE LINED PROOFED COATS

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These Coats are the balance of an enormous order—small quantity more than were actually required. Cut military pattern with full belt. Prussian storm collar. Fawn coloured stormproof material with heavy fleece lining. Adjustable elastic band to keep out wind. Suitable for Flying, Motoring, or Town wear. Exceptionally smart. A coat to keep out the cold. All brand new and perfect. (Best measurements 34, 36, 38 in., 5/11; 40 in., 6/6; 42, 44 in., 7/6. Post, etc., 1/- extra. Proofing Guaranteed 2 years. Gauntlet Gloves, 4/6 pair.)

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Liquidation Stock LIMITED JAZZ TO CLEAR NUMBER 1 DRUM SETS

Having purchased an entire factory stock of musical instruments, we are able to make this truly amazing offer of complete drum sets, comprising large bass drum, brass band, with real skin and seven adjusters, strong, automatic fly-back foot-beater, real skin side-drum, hard-wood tap-box, brass cymbal, triangle and cowbell, also pair well-balanced drum-sticks. The whole outfit comes to you complete in strong box at the incredible clearance price of 5/9 only, postage 1/-. No party or amateur band is complete without this wonderful outfit, so send P.O. once to:

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DRASTIC PRICE REDUCTION

These beautiful instruments are genuine 21/- value and are offered to the public at the ridiculous price of 3/9 as result of disposal of a huge purchase; therefore the offer cannot be repeated. In highly polished Satin Walnut finish, with brass-fretted fingerboard, first quality velum. Amazingly sweet tone. Heavily nickel-plated fittings. An hour or so only required for a novice to master it with the FREE TUTOR. Send P.O. 4/6 to-day to avoid disappointment.

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FREE UKULELE BANJO TUTOR WITH EVERY ORDER

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★ PROFESSIONALS PLAY 6-STRING SPANISH GUITARS

Factory surplus must be cleared. An opportunity of a lifetime to acquire one of these handsome mahogany finished Guitars with Bystron grained front and Mother-of-Pearl finished fretboard round sound chamber. A professionally strung regulation model with non-slip pegs to control the 6 strings. YOU will easily be able to play haunting melodies within half an hour. Sent complete with tuner for the unprecedented price of only 3/9, post and packing 9d.

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BARBER'S HAIR CLIPPER ABSOLUTELY FREE!

These full-size barbers' Clippers are complete with spare spring, value 4/8. Ideal for Bobbing, Shingling and Men's Use. This splendid gift is offered to all purchasers without exception of the new improved "Double Wave" Comb at 2/-. Simply comb your hair in the usual way with the "Double Wave." No curling irons or heating required. Your hair will be transformed into beautiful waves. Saves time and money. 48 teeth. Send 2/- and 6d. for post and packing to receive comb and FREE Clippers. Satisfaction or cash returned.

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World's Record Testimonial?

GRATEFUL WOMAN'S 750 WORDS OF UNSOLICITED PRAISE FOR

Yeast-Vite

Brand
Tablets

WHAT greater evidence can be advanced of the value of "Yeast-Vite" in the daily lives of everybody than this eloquent letter?

Dear Sirs,—I wish to add my testimony to your already huge list of testimonials from all parts.

"Nervous Breakdown"

Last August I had a complete Nervous Breakdown which had been threatening me for some months. But I struggled on. On coming down one morning I found I could not carry on any longer.

I told my husband that I would try "Yeast-Vite." After the first dose I felt refreshed, and by the end of the week I was better than I had been for three or four years. In fact, people said as I met them, "Hello, you do look well. Been on holiday?"

"Dreaded A Holiday"

The fact that I had not had a holiday for 17 years made the wonder greater. Really, I dreaded a holiday because only to ride or walk far gave me dreadful headaches and I was even beginning to dread talking to people.

It was a lucky thing for me I was able to make such a rapid recovery, for that week I was offered some work which had I not been able to do would have meant a loss to us.

"Relatives' Enthusiasm"

Some relatives of my husband visited me and when they knew all about my case they were not content until they had tried "Yeast-Vite." (I could write sheet after sheet if I told you all the little episodes in which your tablets were mentioned and recommended.)

I went for a holiday with them, the first since my honeymoon, and taking care I had a bottle of "Yeast-Vite" with me. I had a lovely fortnight. When I left there were four different lots of "Yeast-Vite" in the house, besides mine. My brother-in-law said: "You're a perfect angel of health to have brought us these tablets—and you are a wonderful testimony to them."

"Oh! For a Yeast-Vite"

I must tell you one more incident in connection with this holiday of mine. It was spent in South Wales and I came home by boat. I am an awful sailor and I forgot I had used up all my "Yeast-Vite" Tablets until I came to the dock, when I discovered the empty bottle in my bag.

There was no time to get more, so I had to put up with it.

At the end of the journey I was feeling very unwell, and as we sat having a cup of tea in one of the teashops on the

front I said to my friends, "Oh, for a 'Yeast-Vite'—that would put me right for the rest of my journey."

"The Good Samaritan"

Imagine my astonishment when a lady sitting by my side turned to me and said, "Do you mean to say you have found benefit from 'Yeast-Vite'? If so, and you would like some, please help yourself from my bottle." Of course, I was delighted and the whole room full of people were soon talking of "Yeast-Vite." The dose I had from the lady soon put me steady and I journeyed home without a headache.

I cannot enumerate all the people I have spoken to about "Yeast-Vite" Tablets.

"Husband's Influenza"

My husband found relief when he had influenza a week or so back.

It was "Yeast-Vite" that gave him sleep when one night he lay all night unable to sleep. I knew they would do him good and persuaded him to try just one dose, which he did. The next morning his temperature was normal. He had slept well and when he awoke he spoke of how fresh he felt. He has mentioned "Yeast-Vite" to many people and of the good it did him.

"Friend's Headache & Debility"

I had a friend come to see me one day and he began to speak of the various remedies for headache, and how his wife had used so many that he would not allow her to take any more. I told him of "Yeast-Vite" Tablets and he wouldn't believe they could benefit her, but when my husband said how I had been, he said he would get her to try them. He did, and the result was not merely relief, but they completely banished her headaches and debility.

"Advice To All Women"

I fully recommend all women to take "Yeast-Vite" Tablets. They are wonderful and I can never speak too highly of them. Only women like myself, a woman with a family demanding all her energies, know the real benefit of keeping absolutely fit in mind and body to be able to meet all emergencies.

Forgive me if I tire you, but I had to write you. Again expressing my gratitude.

I am, yours truly,

J. S., N. Devon.

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