THE CANDID PICTURE MAGAZINE OF RADIO!

Radio Stars

APRIL

10 CENTS

COMPLETE PROGRAM LISTINGS

CHARLES BUTTERWORTH

HUNDREDS OF INTIMATE
Irresistible

Be divinely Irresistible—be the star of his heart to-night with Irresistible Perfume.
A touch on your wrists, your throat and your petti evening muff and you become a more fascinating person to yourself and to him. Teasing—provocative—irresistible! Discover the exciting new confidence that Irresistible Perfume gives you.

Tonight, try Irresistible Perfume. You'll be sparkling, electric, ready to conquer the world and the man! To be completely ravishing use all of the Irresistible Beauty Aids. Certified pure, laboratory tested and approved.

10c at all 5 and 10c stores
...and men can be such awful gossips too!

Let's face the truth about UNDERARM PERSPIRATION ODOR

Men do talk about girls behind their backs—although they won't admit it. Is a girl pretty, a good sport, a smooth dancer? The answer quickly goes the rounds!

They talk about other things, too. About the girls they hate to dance with—the girls they simply won't take out. For a girl must be more than pretty and smart. She'll never make a hit with men unless she is truly sweet—nice to be near.

Unpopularity often begins with the first hint of underarm odor. This is one fault that men can't stand—one fault they can't forgive. Yet any girl may offend this way, if she trusts her bath alone to keep her fresh!

Smart girls—popular girls—don't take chances! They know a bath only takes care of past perspiration—that they still need Mum, to prevent odor to come.

Mum lasts all day! All day or all evening long, Mum's protection is sure.

Mum is safe! Mum does not stop healthful perspiration. Even after underarm shaving it never irritates the skin. And Mum is completely harmless to fabrics—safe to apply even after you're dressed.

Mum is quick! One half minute is all it takes for a dab of Mum under each arm! To be a girl men like to have around, use Mum every day and after every bath.

For this important use, too: Thousands of women use Mum for sanitary napkins because they know Mum is so gentle, so sure! Don't risk embarrassment! Always use Mum!

Hours after your bath Mum still keeps you sweet

Mum takes the odor out of perspiration
MAKE HIS EASY CHAIR REALLY EASY!

LIGHT CONDITION WITH New and Brighter G-E MAZDA LAMPS

It's simple to do. And you can begin to light condition at surprisingly little cost.

Put a new G-E bulb in your three-light I.E.S. Better Sight Lamp ... 100-200-300 watts only 65c.

Then watch the man in your family relax as he reads. See that your I.E.S. bridge and table lamps have a 100-watt G-E bulb ... 20c.

Brighten up your kitchen with a 150-watt bulb for only 25c.
And for general use, 60-watt G-E bulbs, or smaller ... only 15c.

Buy the new and brighter 1938 G-E bulbs where you see this emblem displayed.

MADE WITH HARD PRESSED WOOD FOR ENDURANCE

GENESEO WOOD LAMPS

RADIO STARS

LESTER C. GRADY, Editor ETHEL M. POMEROY, Associate Editor ABRIL LAMARQUE, Art Editor

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Radio stars:

Singing sweethearts together again for the first time since "Maytime"!

Jeanette MacDonald and Nelson Eddy

Glory bursts from the screen in the greatest musical love story of our time!

The Girl of the Golden West

Ray Bolger, Walter Pidgeon, Leo Carrillo, Buddy Ebsen

Directed by Robert Z. Leonard - A Robert Z. Leonard Production
Produced by William Anthony McGuire - An M-G-M Picture
Based on the play by David Belasco

Romantic songs by Sigmund Romberg and Gus Kahn
When Dick Powell left the Hollywood Hotel air show, Warners promised him another radio job. He waited a long time, but is now M.C. on Your Hollywood Parade, the Lucky Strike-Warner program. Rosemary Lane, who appears with Dick in the picture, Hollywood Hotel, is a prominent cast member.

The program is broadcast each Wednesday, at 10 p.m. EST, from Sound Stage 9 on the Warner lot. Dick began his career singing with an orchestra, as did Rosemary, who is a Waring graduate.

A different guest star is invited each week, not always from the Warner ranks. Gary Cooper, star of The Adventures of Marco Polo, and currently working in Bluebeard's Eighth Wife with Claudette Colbert, was one of the first guest stars. (Continued on page 8)
How long has it been since you tried a completely different way of fixing your hair? With your ringlets brushed high like this, we bet he would look at you with new interest... with an adoring new gleam in his eye! A beguiling hair-do has been known to change a woman's whole life! Why don't you try it?

An artist looking at you might advise you to wear some of the very colors you think are unbecoming! A fixed notion about certain colors has made many a woman miss being the sparkling, vivid person she could be. Some new shade might do wonders for you! Why don't you try it?

Maybe you're one of them! One of the women who still buy the same brand of sanitary napkins you started asking for years ago! Then lady—here's grand news! There's something better now! Modess is so much softer... so much safer... it is changing the buying habits of women everywhere! Why don't you try it?

Get a box of Modess today—and discover the amazing difference! Cut one of the pads in two. See... feel... the fluffy, soft-as-down filler. Compare this with ordinary pads made of crépey, close-packed layers. You can easily see why Modess never becomes stiff and rasp-ing in use... never chafes.

Now—remove the moisture-proof backing from a Modess pad. Drop water on it! See why you need never fear embarrassment. Only Modess gives you this "certain-safe" feature! Yet—for all its greater comfort and security—Modess costs less, in most places, than any other nationally known napkin!

Get in the habit of saying "Modess"!

IF YOU PREFER A SMALLER, SLIGHTLY NARROWER PAD, SAY "JUNIOR MODESS"
Dad, PLEASE
PLAY WITH ME!

Maybe you're like this father. He knew he should spend more time with his child but too often he just didn't have the energy. He was fagged out, ill-tempered, headachy. Constipation had stolen his pep and nothing he tried really seemed to set him right.

NOW HE'S SO GLAD HE
TRIED THIS NEW IDEA!

What a lucky day it was for him when a friend recommended FEEN-A-MINT! He was delighted with this pleasant, easy way to take a laxative—found it tasted just like delicious chewing gum. More important still, he found it gentle, thorough, and trustworthy. You'll find—as he did—that no other type of laxative can do exactly what FEEN-A-MINT does! No wonder 16 million modern folks prefer it!

Here's why you'll prefer
FEEN-A-MINT

NO STOMACH UPSET—With FEEN-A-MINT you don't swallow a heavy, bulky dose; there is nothing to burden digestion.

CHEWING AIDS DIGESTION—The chewing stimulates the flow of the same natural alkaline fluids that help food digest.

ACTS WHERE YOU NEED IT—FEEN-A-MINT's tasteless laxative ingredient does not affect stomach action. It passes to the Intestine and works where it should.

FEEN-A-MINT won't gripe or nauseate you, or disturb sleep. It's grand for children, too. They love its delicious flavor. FEEN-A-MINT is truly the laxative you should use in your family. Try it!—find out for yourself what a wonderful difference FEEN-A-MINT makes! At all drugstores or write for generous FREE trial package. Dept. 66, FEEN-A-MINT, Newark, N.J.

DELIcIOUS
Tastes like your favorite chewing gum
If a stenographer's abused hands could talk, they'd say:

Office jobs are terribly hard on your hands. Typing one minute... filing the next... washing carbon smudges off your fingers a dozen times a day. First thing you know, your skin is all dry, chapped, and 'sandpapery'... rough, red, and ugly! What your hands need is quick-acting Hinds Honey and Almond Cream.

Use Hinds every time your hands feel chapped. Hinds soothes that drawn feeling...rub in quickly. Hands feel comfortable right away. Not gummy.

Hinds Honey and Almond Cream for Honeymoon Hands

Go home every night with smooth, kissable hands. You can!... Even one application of Hinds Honey and Almond Cream helps bring your skin soft enchantment. Hinds works fast... helps put back the softness that office work, harsh soaps, hard water, and blustery winds take away. Contains the "sunshine" Vitamin D—and Vitamin A, too. $1.00, 50c, 25c, 10c sizes. Dispenser free with the 50c size.
IT all started out to be just another "backstage" interview, up at NBC's biggest studio, after the Saturday evening broadcast of the Philip Morris show. But even a cooking editor's life can be full of surprises! So, before the evening was over, I found myself traveling from Radio City to China via Broadway. With almost the speed that the delightful "Music in the Morgan manner" (to which I had just been listening) had traveled through space. And while the music's invisible voyage had earned new appreciation for that genial maestro, Russ Morgan, and new friends for his sponsor, the results of my trip took the noteworthy form of some interesting Chinese recipes. These you'll find on pages 52 and 54—a fact which should win the acclaim of any housewife interested in serving unusual and tempting meals and in giving those distinctively "different" parties that make such a hit with one's guests.

Certainly with all eyes on China, right now, such meals and parties should prove more popular than ever before. For, at the present moment, with the Far East figuring so prominently in the daily news, Chinese cooking is sure to step into the limelight and more and more people will come to realize that these delicately seasoned dishes richly deserve the popularity they already enjoy with all those who have tried them. Which makes it especially nice that, with the help of the somewhat simplified Chinese recipes given here this month, you, too, can now prepare and serve delicious versions of these truly famed foods in your own home. Then no longer will you wonder why gourmets the world over give to China's cuisine the very highest honors!

It was Russ Morgan himself who was responsible for the imaginary trip which resulted in my securing these recipes. Our culinary voyage to the land of the Great Wall took the form of a special tour which he conducted with the same outward calm and inward dynamic urge that characterizes his hand-leading. Nor did he wait long after his broadcast to start out with a group of "fellow explorers" in tow. "Johnny," in his red bellhop's uniform, had just appeared behind the curtains of his own little stage; the tones of his familiar and appealing voice were still ringing in our ears in that well-known chant of his: Call for Philip Morris! and the audience was still filing out of the studio, when Russ, with dinner on his mind, literally rushed us out and away. Down the elevator and to his waiting car we hurried, chatting merrily in transit.

"Tell you about my favorite foods?" replied Russ, on the run, in answer to my very first question. "Why tell you about them, when we can eat them?" he went on. "And we've just enough time before my rebroadcast for the West Coast," he stated, as we settled back for a quick dash crosstown to a destination then still unknown to me.

"You see, I'm particularly partial to Chinese cooking," Russ went on, when I asked where we were to dine. "So I figured we could both talk and sample Chinese foods in a restaurant I know of where that style of cooking is tops."

Which explains how this particular quest for the favorite dishes of your favorite radio stars landed us, in short order, at Ruby Foo's Den—a popular eating spot which, though but a step from the white lights of Broadway, serves dishes as Chinese as anything
By Nancy Wood

Russ Morgan, heard Tuesdays (NBC) and Saturdays (CBS).

you could hope to find in Chinatown.

Here we were joined by petite Bernice Parks, charming young singer featured with Russ Morgan's orchestra on his personal appearance tours. This young lady, it developed, is quite an authority on Oriental fare and a veritable expert with chop-sticks. So, with Miss Parks as guide and mentor, we settled down to the complete enjoyment of a meal fit for a Mandarin, featuring dish after dish with strange names and fascinating, yet elusive, flavors.

These dishes, of course, had their savor and the charm of their novelty further enhanced by the manner of their service. Several features here deserve more than a passing mention.

In the first place, there was the appeal of the gay, colored china—deep bowls for serving, each with a cover; smaller bowls for the individual diners and small handle-less tea cups. But even more important was the appearance of the food itself and the fact that everything that was supposed to be hot was piping hot! These two features are something that we'd do well to emulate, whatever type of food we choose to serve. And these (Continued on page 55)
"Raw" Throat?
Here's Quick Action!

Zonite Wins
Germ-Killing Test by 9.3 to 1

If your throat is raw or dry with a coming cold, don't waste precious time on remedies that are ineffective or slow-acting. Delay may lead to a very serious illness. To kill cold germs in your throat, use the Zonite gargle. You will be pleased with its quick effect.

Standard laboratory tests prove that Zonite is 9.3 times more active than any other popular, non-poisonous antiseptic!

HOW ZONITE ACTS—Gargle every 2 hours with one teaspoon of Zonite to one-half glass water. This Zonite treatment benefits you in four ways: (1) Kills all kinds of cold germs at contact! (2) Soothes the rawness in your throat. (3) Relieves the pain of swallowing. (4) Helps Nature by increasing the normal flow of curative, health-restoring body fluids. Zonite tastes like the medicine it really is!

DESTROY COLD GERMS NOW—DON'T WAIT
Don't let cold germs knock you out. Get Zonite at your druggist now! Keep it in your medicine cabinet. Be prepared. Then at the first tickle or sign of rawness in your throat, start gargling at once. Use one teaspoon of Zonite to one-half glass water. Gargle every 2 hours. We're confident that Zonite's quick results will more than repay you for your precaution.

Always gargle with Zonite at the first sign of a cold.

When Patsy Kelly visited one of Jack Oakie's broadcasts, Jack and Stu Erwin seized the opportunity to have a little fun at Patsy's expense!

RADIO RAMBLINGS
BY ARTHUR MASON

NOT so much is heard about Major Bowes any more, but his amateur enterprise still flourishes on a big business basis. His offices fill a whole floor of a sizeable Manhattan office building and, in addition, he uses a large studio on another floor for conducting auditions.

The Major's office and anteroom is decorated with many paintings, it looks more like an art gallery than a workroom. The Major always fixes up his offices like that—as many pictures as can be crowded into the wall space.

JUST around a corner is a private kitchen, in case the Major gets hungry and doesn't want to go out. That happens often because he is a tremendous order, wants to attend to every little detail himself.

He sits all day listening to auditions over a loud speaker. There are still a couple of units touring the country and he supervises their affairs. The mail is too voluminous for him to tackle but he likes to look at all the queer presents his listeners send in, whether the gift is amusing, valuable or just trash.

GETTING in to see him is almost impossible; reaching him by telephone is only slightly less miraculous. Once an interview or phone connection is established, however, it probably will last a long time. The Major is a rambling conversationalist, not given to terse disposal of any matter.

His income is not what it was in the best days of the amateur hour, when nearly two dozen amateur units were out, profitably touring theatres. The gross income still runs over $1,000,000 a year, though, which is not so bad for a business founded on the radio talent of people who have practically no talent for radio.

(Continued on page 85)

Last-minute news notes and candid comments on network doings
To Al Pearce (Al Pearce and his Gang) Publisher Delacorte presented our award For Distinguished Service to Radio.

Neat little Natalie Park, of Bughouse Rhythm and Hawthorne House, gives Donald Duck a lesson in microphone technique.

Strong light . . . hard on your face

"Glare-Proof" Powder

picks up softer rays only
— softens your face

AFTER THE MOVIE or theatre—the midnight snack. Glittering lights everywhere. Even your own kitchen light blazes hard on your face!

Does it show up faults? Sharpen your face? Give your powder that chalky look?

Try Pond's under the brightest lights. See how it softens your face. Pond's shades are "glare-proof", blended to catch and reflect only the softer rays of light. Pond's Powder gives your face a soft look in any light. And doesn't show up!


"Strong lights don't bother me! Pond's Natural just never shows up powdery—keeps my skin looking soft and fresh."

MISS BARBARA WALL,
New York Debutante

FREE 5 "GLARE-PROOF" SHADES

Pond's, Dept. 988-974, Clinton, Conn. Please rush free, 5 different shades of Pond's "Glare-Proof" Powder, enough to test for a thorough 5-day test.
(This offer expires June 1, 1938.)

Name__________________________
Street__________________________
City_________________________________
State__________________________

Copyright 1938, Pond's Extract Company.
A SKIN that glows naturally bespeaks radiant health beneath...it is alive...stays fresh! So, be good to your skin from within and it will be good to you.

The reason for this is quite simple...skin tissues must have an abundance of red-blood-cells to aid in making the skin glow...to bring color to your cheeks...to build resistance to germ attacks.

It is so easy for these precious red-blood-cells to lose their vitality. Worry, overwork and undue strain take their toll. Sickness literally burns them up. Improper diet retards the development of new cells. Even a common cold kills them in great numbers.

Science, through S.S.S. Tonic, brings to you the means to regain this blood strength within a short space of time...the action of S.S.S. is cumulative and lasting.

Moreover, S.S.S. Tonic whets the appetite. Foods taste better...natural digestive juices are stimulated and finally the very food you eat is of more value. A very important step back to health.

You, too, will want to take S.S.S. Tonic to regain and to maintain your red-blood-cells...to restore lost weight...to regain energy...to strengthen nerves...and to give to your skin that natural health glow.

Take the S.S.S. Tonic treatment and shortly you should be delighted with the way you feel...and have your friends compliment you on the way you look.

S.S.S. Tonic is especially designed to build sturdy health by restoring deficient red-blood-cells and it is time-tried and scientifically proven.

At all drug stores in two convenient sizes. The large size at a saving in price. There is no substitute for this time-tested remedy. No ethical druggist will suggest something "just as good."

Rudy displays his new studio mascot to Bing Crosby (left) and Peter Lorre. It is one of a shipment of live lobsters which came to Rudy, via air express, from a Maine admirer.

IT'S MY HUMBLE OPINION—

BY RUDY VALLEE

Taking time out from his radio and movie work, Rudy is still seen going places with brunette actress Gloria Youngblood.
An observing eye and a keen mind find much to be said, on many matters—and Rudy says it!

IF you read the story on rackets in Reader's Digest, December, 1937, you will be interested in my exposé of one in which the would-be racketeer was frightened out of his wits.

IN my dressing-room at the Paramount Theatre in Los Angeles a suave voice spoke to me over the phone. "This is Judge So-and-So speaking," it said. "We judges and lawyers are trying to raise funds to fight venereal disease in school children. Will you purchase tickets to the amount of fifty dollars for an affair to be held at the Ambassador?"

BUS used by Rudy and his band for a tour of dance dates on the West Coast.

THIS, of course, was too good an opportunity for me to resist expressing my indignation against all racketeering, and I assume California is no different, in this respect, from any large state. I launched into a tirade against racketeering and the misuse of innocent judges' names. But he failed, however, to become annoyed at my criticism—criticism which any California lawyer would have felt called upon to resent, as a mere matter of pride—and thus convinced me that he could not be a judge of that state.

THE request that he send his boy around next day with the tickets resulted in a glorious opportunity to send the weak-kneed underling scurrying back to his nefarious employers—for when we told him that we con-

Enjoy the refreshing flavor Hawaii gives Dole Pineapple Juice... so ideally protected by the exclusive Dole Fast-Seal Vacuum-Packing Process.

Instead of coffee-end, Arline grabs a malted and a fan magazine, before heading for the studio. She broadcasts Mondays through Fridays at 10:00 a.m. EST over Columbia.

The West Coast broadcast at 4:15 is the same as the next morning's show to the rest of the country. Rehearsals precede it.

Like any other girl, she and her date go to the movies. She was in films before she was 15, made her stage début at 2½, her radio début in 1929.

Because she doesn't get much outdoor exercise, she keeps slim with daily routines. Arline's work may be different, but her life is like any working girl's.
All is not glamour for the radio working girl! Arline Blackburn, star of the CBS serial Pretty Kitty Kelly, leads a natural and unpretentious life, follows a day-to-day routine.
Keep young and Doubly Lovely with refreshing Double Mint gum

Easy to do... just read below

Whenever you enjoy healthful, delicious Double Mint gum, the gentle natural chewing exercise stimulates sleepy face muscles, relaxes tense lines and brightens your teeth. This all helps to keep your face young and attractive, your smile more winning. And now, presented here is this youthfully lovely new scarf dress just created for you in Paris by the great Schiaparelli and made available by Double Mint gum in a Simplicity pattern. In this way Double Mint gum helps you look as smart, streamlined and charming as Hollywood's beautiful star, Anita Louise, left, of famed Warner Bros' Pictures, who is modeling this dress... So you see how simple and easy it is to keep young and doubly lovely with Double Mint gum. Enjoy it daily. Begin today.

Millions of women daily buy this popular double-lasting mint-flavored gum. Beauty specialists everywhere recommend it. It is non-fattening, aids digestion and sweetens your breath... Daily chew Double Mint gum to keep young and lovely. Buy several packages today.

Picture yourself in this new SCHIAPARELLI Double Mint gum scarf dress from Paris, modeled for you in Hollywood by the ever doubly lovely star, ANITA LOUISE of Warner Bros., whose next picture is "THE SISTERS." Made available to you by Double Mint gum in SIMPLICITY Pattern 2740. At nearly all good Department, Dry Goods or Variety stores you can buy this pattern. Or, write Double Mint Dress Pattern Dept., 419 Fourth Ave., New York City.
FOR
DISTINGUISHED
SERVICE TO RADIO

If all script shows were as well written, produced and acted as Second Husband, starring Helen Menken, it is possible that musical programs would not be enjoying such overwhelming popularity. Having in the cast so talented and enthusiastic an actress as Helen Menken, it is quite understandable why the program is tremendously successful. She has injected her energetic spirit not only into her fellow workers, but into those responsible for the script and production, as well.

Miss Menken was an outstanding favorite on the legitimate stage before devoting her time exclusively to radio. She is best remembered for her rôles in Seventh Heaven, Three Wise Fools, Congai, The Captive, Mary of Scotland and The Old Maid. On the air, she loses none of the charm with which she performed in these Broadway successes.

No radio actress rehearses more conscientiously or takes her broadcasting more seriously than Miss Menken. Naturally, her fine efforts are fully realized as "Brenda Cummings" in Second Husband which, incidentally, concerns the problems which a woman having two children encounters when she marries for the second time. It is presented by Bayer Aspirin on Tuesdays at 7:30 p.m. EST over the Columbia network.

To Helen Menken, a truly great radio artist, Radio Stars Magazine presents its Award for Distinguished Service to Radio.

Lester C. Grady
ROBERT MONTGOMERY
(Now working in Wooden Wedding for M-G-M)
"... radio suffers from stupidity, even more than the movies do."

WALTER WINCHELL, columnist, movie actor and commentator, stands accused by this department of foisting stale news on his radio public.

In his Sunday night stint he appears on the radio horizon through a welter of Morse Code (which he doesn’t understand), much *let’s-go- to-press* stuff and with an air of badly-restrained excitement at the prospect of all the hot news he’s about to confide.

But how many times have you heard Brother Winchell wax ecstatic over bits of so-called news with which you were already familiar? Perhaps you’ve never thought about it before, but next time you tune him in, make a mental note of how many items are not the last-minute notes Winchell pretends they are.

As for timeliness, Walter, why not double-check yourself. You jolly well know that these things may make us lose faith in you.

PEOPLE complain that radio performers aren’t built up the way movie stars are, and that you don’t know or hear enough about them. The reason for this is really quite simple. Movie personalities are signed to long-term contracts, running from six months to several years. On the other hand, radio personalities are signed, as a rule, for a period of thirteen weeks. Naturally, the sponsor and advertising agency say: "What’s the use in doing too much for John James Harry? He may not be with us at the end of thirteen weeks, and why build him up for someone else?"

PROGRAMS still aren’t rehearsed enough! For proof of this, listen in to the unpardonable blunders that the high-priced, widely-touted name stars make every day and night in the year. If they were more familiar with their scripts, this wouldn’t happen.

WHEN able and smooth-voiced Cecil B. DeMille, of the *Lux Radio Theatre*, announces that its programs consist of “old favorites,” he isn’t kidding.

PAUL WHITEMAN
(His band is heard on the Chesterfield show.)
"... he changed his set-up to please his sponsors."
Set down, not in malice, but in the belief that honest criticism may bring a constructive force to bear on the development of radio programs of tomorrow.

THE WOMEN OF THE MONTH IN RADIO

(The reason for this special section is that a woman, in certain capacities, is a definite phenomenon on the air. As a rule there are no lady announcers, no lady dance bands (with one or two notable exceptions), therefore these women, through their worth or, conversely, their lack thereof, deserve mention.)

1. HELEN MENKEN—a first-rate actress doing a first-rate job in a medium that is not exactly a histrionic paradise. When she's on the air she actually lives her part to the extent that fellow actors, trying to match her pace, are fagged out after working with her.

2. FANNIE BRICE—who has put the M-G-M show, Good News of 1938, on its feet with her deft comedy and her very funny “Baby Snooks.” And Baby is giving the Messrs. Bergen and Riggs a good run for their money! Doesn't Baby Snooks' voice remind you, just a bit, of Donald Duck's?

3. MARY MARGARET McBRIE (ex-Martha Deane)—a $50,000-a-year spieler who wouldn't rate two cents a year from this department. Her inferior voice is matched by her inane, chatter-box style of delivery, all of which is not as spontaneous as you would believe from hearing it. You can't imagine such stuff being written, but every word is written out.

4. IREENE WICKER—and what a world of difference between Wicker and McBride! Miss Wicker adds clever impersonations to a beautiful speaking voice that's as soft as eiderdown; manages to sing cutely and deliver a worthy program.

5. LOUELLA PARSONS—on the other side of the ledger is Miss Parsons of Hollywood. Miss Parsons manages to get movie names to donate their services gratis to her awe-inspiring soup program without committing the fatal error of following suit. Miss Parsons possesses a voice that runs a close second to that of Miss McBride, if you can follow that. (Continued on page 94)
Eleanor Powell is one of the M-G-M stars to appear on its air-show, heard Thursdays at 9 p.m., EST, NBC-Red network.

Over the air you hear the sound of a horse-drawn truck. This is how it's done. In a box of sand and gravel, rubber clappers simulate the hooves. Heavy wooden wheels and chain give the creak and rattle of the truck as the sound effects men operate them.
Spencer Tracy and Joan Crawford, co-stars of M-G-M's *Mannequin*, and its leading man, Alan Curtis, rehearse for a broadcast from the film.

In a rehearsal interlude, Robert Taylor and George Jessel join Fannie Brice in a smoke. Fannie's Baby Snooks is a hit of the show.

"Queen of Swing," Judy Garland, thirteen-year-old M-G-M singing star, has been heard on several of these Thursday night broadcasts.

Ted Pearson, announcer for the Good News of 1938 program, made his radio début in 1929, as a singer. He was born in Arlington, Nebraska.
NO WONDER THEY'RE CHARMING

Three of Phil Spitalny's All-Girl Orchestra (The Hour of Charm, Mondays, 9:30 p.m., EST, NBC-Red network) demonstrate methods of keeping fit and charming. Health is essential to beauty, and so Alma, Trudy and Claudia visit Mac Levy's Health Center. Trudy (above) rides the electrical horse, as a slenderizing exercise. Alma (below) finds the bicycle a valuable aid toward figure slimming and strengthening.
(Above) Claudia considers the vibrations of the electrical reducing belt most beneficial for body conditioning and slenderizing. After a turn with that, she takes a work-out with the electrical ring-roller (below). This mechanical massage is most important for breaking up fat tissues, so easily formed in the wrong places! Then the three girls do a "bicycling" exercise. After which relaxation is in order. (Above) Claudia (left) and Trudy rest on the sun deck.
In his first radio series for two years, Lawrence Tibbett, baritone star of the Metropolitan Opera, sings with Andre Kostelanetz and his orchestra.

Four famous film folk and air entertainers, who appeared together on one of Eddie Cantor's Wednesday night CBS programs. Rubinoff is making his violin talk, but Eddie Cantor seems not to like what it is saying! Tony Martin and Alice Faye, air-guests together for the first time since their marriage, are enjoying it! Tony and Alice appear together in the new 20th Century-Fox Film, Sally, Irene and Mary.
The Freeman F. Gosden family. The boy's name is Freeman Gosden, Jr.; the girl is Virginia. Freeman, Sr., is Amos of NBC's Amos 'n' Andy.

Jean Hersholt and CBS Producer Bill Lawrence. Jean is star of CBS' serial, Dr. Christian.

A former linotype operator, Morton Bowe now is tenor soloist on CBS' Heinz Magazine of the Air, broadcast every Sunday at 5:00 p.m., EST.
Above, Andre Baruch, the program’s announcer, picks up a quick shine, while giving his commercials a final polish and going-over.

Down in a basement "prop" room, the Three Ambassadors, Mart Sperzel (left), Jock Smith and Marshall Hall, confer about a song.

Varied activities at the CBS Playhouse just before Kate Smith’s Thursday night program begins

In the control room, Production Chief Sylvan Toplinger (left) works with Agency Representative Tom Lewis and Producer Ted Collins.

One of the pretty choristers of the Kate Smith Hour begs the choir director, Ted Stroeter, to fasten the back of her frock.
Production Chief Sylvan Taplinger spends part of the time in going over needed last-minute cuts with Maestro Jack Miller.

Backstage, the busy stage manager gives the curtain ropes attention, to make sure that they all are in good working order.

Meanwhile, not at all worried by the swift approach of the hour of eight, Kate Smith smiles, as she dabs on a bit of powder.

How the last ten minutes fly! Ted Collins, busy producer of the program, wonders if there is anything he has forgotten.
Once more cast as a jungle girl in her new film, *Her Jungle Love*, Dorothy Lamour and friend Jiggs register a pout.

In this new Paramount picture, Dorothy is Tura, a white girl, kidnapped and raised as a native on one of the South Sea Islands. Jiggs, her jungle companion, aptly imitates her every mood and action.

On the radio, Dorothy is one of the bright stars of the *Chase & Sanborn Hour*, heard Sunday, 8 p.m., EST, on the NBC-Red network.
Even as you and I, Ken Murray tunes in his favorite evening radio program.

He sits back to enjoy an hour of mirth and music, in peace and content.

KEN IS OVERRULED

But his manager, Royal Foster, and singer Florence Heller think his taste appalling. You know how Ken feels! It's happened to you.

Now Royal and Florence are happy. Although Ken gnashes his teeth in rage, he is overruled—even as you and I so often are treated!

Florence insists on tuning in some other program, and all Ken's earnest protests and pleas are of no avail!
During the past year more than sixty television demonstrations have been given by NBC, who have spent vast sums pioneering in the field of program material and with the color response of facial make-up and costume fabrics. (Left) The Iconoscope (television camera) nearest you is used for close-ups. The other is mounted, so as to be moved forward or back. Make-up (above) is greatly simplified, due to changes in the Iconoscope. Lester Gabba (lowest left), artist and designer, introduced his mannequin, Cynthia, at NBC’s All-Fashion Television demonstration, showing small accessories.
(Above) Suntan greasepaint, powder to match, and dark lip rouge are used. An unpowdered face has too much highlight. (Below) Betty Goodwin, NBC Fashion Editor, and Larry Dovee, Treasurer of Society of Motion Picture Engineers, watch a television experiment.

Television may be used to show you how to arrange a new coiffure for evening. (Modeled by Helen Walpole, NBC actress.) Lenox R. Lohr (below), President of NBC, believes television eventually will perform a great service in the fashion field.
Another of radio’s glamour girls, Virginia Verrill, blues singer, is featured with Jack Haley on the Log Cabin Jamboree, every Saturday, 8:30 p.m., EST, NBC-Red network.

Blonde Betty Wragge proves that glamour is not exclusively Hollywood’s. Leading lady in Pepper Young’s Family, Betty is heard twice daily, over NBC.

Rosemary DeCamp, gifted and glamorous young film player, plays the rôle of Judy Pride, nurse to Dr. Christian (Jean Hersholt), in the CBS serial, Dr. Christian, broadcast each Sunday at 2:30 p.m., EST.
Attractive tityan-haired charmer, Dorothy Lowell plays the title role in the CBS serial, *Our Gal* Sunday, at 12:45 p.m., EST, Mondays through Fridays.

Lovely and lissom star of *Attorney-At-Law* (NBC-Blue), Frances Carlon is heard Mondays through Fridays at 10:30 a.m., EST, opposite Jim Ameche.

"Perfect poise is essential in dramatic acting or in social life," says Lora Marlo, NBC dramatic star, who spends at least one hour a day exercising. "For perfect poise, one must have perfect control of the body," Lora declares.
Fisherman, flier, swimmer, rider, golfer, handball champion—Richard Crooks, tenor star of Metropolitan Opera and Monday eve Firestone program.

Mr. and Mrs. Jack Benny hand their tickets to the doorman, as they attend a preview. Jack's and Mary's NBC Jell-O show is a Sunday treat.

Two sets of twins, the Brewsters of movies and the Strouds of radio, step out at a Hollywood night spot. (Left to right) Claude Stroud, Gloria and Barbara Brewster, Clarence Stroud. The boys are on NBC's Chase & Sanborn Sunday show.
In the Radio Spotlight

Two whose names are familiar—Publisher William Randolph Hearst and Director Cecil B. DeMille of Lux Radio Theatre.

International Photo

Orchestra leader George Olsen, with his wife, singer Ethel Shutta, and their sons, George Jr. (in front) and Charles, enjoy a ride in the park, on a bicycle built for three.

Betty Furness, M.G.M star, and Johnny Green, composer and orchestra leader, who were married a few months ago. Green wrote the music for the Columbia picture, Start Cheering.
Radio's Bob Burns met the Dwarfs of Walt Disney's first feature-length picture, Snow White and the Seven Dwarfs, at its swanky Hollywood première.

The first Mickey Mouse film was shown May, 1928. The first colored film, February, 1934. Its title was The Band Concert.

Right, Basil Loughrane of NBC.
Mickey and Minnie Mouse broadcast each Sunday at 5:30 p.m., EST, on NBC-Red network.

And His Gang

Orchestra Leader Felix Mills, with Disney and his perennially popular Mouse and Duck, who have gained friends in every country.

Walt Disney, with four of his famous characters, Mickey and Minnie Mouse, Donald Duck, and Pluto the sad hound. Disney was born in Chicago in 1901.

Disney won Academy Awards for The Three Little Pigs, in 1933; The Tortoise and the Hare (1934); Three Orphan Kittens (1935), and for The Country Cousin, in 1936.
The O'Keefes pose with their pups. Walter is on the Packard show and Roberta (Robinson) is a former actress.

Godfather Eddie Cantor and godmothers Deanna Durbin and Glenda Farrell, with Barbara Jane Wallington, daughter of the Jimmy Wallingtons.

Above, three celebrities at Santa Anita racetrack. (Left) Spencer Tracy (M-G-M); (center) Bing Crosby (Paramount); and Jack Holt (Columbia). Bing's Kraft Music Hall is heard Thursdays, 10 p.m., EST (NBC-Red). (Right) Town Hall Tonight gets a last polish in a conference room at Radio City. Fred Allen (under the hat), Announcer Harry Von Zell, Bandmaster Peter Van Steeden (standing) and Program Adviser Bill Shor get together to talk things over.
Fannie Brice achieves the status of Public Comedienne Number One, as Baby Snooks, in the M-G-M-Maxwell House air show, Good News of 1938, broadcast Thursdays at 9 p.m., EST, over the NBC-Red network. A Ziegfeld star for fourteen years, Fannie made her film début in 1927, as star of My Man, an M-G-M movie.
To keep fit for subway strap-hanging, Phil Baker hangs on the chandelier.

After the Sunday night broadcast (CBS, 7 p.m., EST), Baker enjoys a snack atop the cooler.

Even if he's in the doghouse, Phil's on top! You simply can't keep a good man down!

The mantel, thinks Phil, is just the sort of cozy spot to relax and hold a session with the evening newspaper.
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<th>Time Zone</th>
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<td>CST (Central Standard Time)</td>
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**NBC-SUPPLEMENTARY STATIONS**

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**MORNING**

8:00  NBC-Red: WILLIAM MEBBER—organist
NBC-Blue: PEERLESS TRIO

8:15  NBC-Blue: BENNO RABINOFF—violinist

8:30  NBC-Red: KIDDOODERS
NBC-Blue: TONE PICTURES—Ruth Pepple, pianist; mixed quartet
CBS: SALON MUSICAL

8:45  NBC-Red: ANIMAL NEWS CLUB
CBS: MICHEL ROGEL—pianist

9:00  NBC-Red: TURN BACK THE CLOCK—Alice Remsen, George Grinnell
NBC-Blue: COAST TO COAST ON A BUS—Milton J. Cross
CBS: WINGS OVER JORDAN

9:15  NBC-Red: TOM TERRISS—speaker

9:30  NBC-Red: MELODY MOMENTS

9:45  CBS: PRESS RADIO NEWS

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**Sundays**

**MARCH 6—13—20—27**

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**MORNING**

10:00  NBC-Red: THE RADIO PULITZER PRIZE—Ralph W. Suckman
NBC-Blue: RUSSIAN MELODIES
CBS: CHURCH OF THE AIR

10:30  NBC-Red: MADRIGAL SINGERS
NBC-Blue: DREAMS OF LONG AGO
CBS: WALTERS BROWN STRING ENSEMBLE

11:00  NBC-Red: PRESS RADIO NEWS
NBC-Blue: PRESS RADIO NEWS
CBS: TEXAS RANGERS
MBS: REVIEWING STANDARD—world problems

11:05  NBC-Red: SILVER FLUTE
NBC-Blue: ALICE REMSEN—contralto

11:15  NBC-Blue: NEIGHBOR NELL

11:20  NBC-Red: ANGLER AND HOOK—Raymond R. Camp, sports talk
NBC-Blue: VOCALIST
CBS: MAJOR HOBBS CAPI- TOL FAMILY
MBS: MUSICAL PROGRAM

11:45  NBC-Red: NOISEMEN QUARTET
NBC-Blue: BILL STERN'S SPORT SCRAPBOOK

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**AFTERNOON**

12:00 Noon

NBC-Red: NBC HOME SYMPHONY
NBC-Blue: SOUTHERN AIR—Negro male quartet
MBS: DR. CHARLES M. CORBUIN

12:30  NBC-Red: UNIVERSITY OF CHICAGO ROUND TABLE DISCUSSION—guest speakers
NBC-Blue: RADIO CITY MUSIC HALL ORCHESTRA—sinatra
CBS: BALTIMORE CITY TALK—ERNEST CHEESE AND ORGAN
MBS: AMERICAN WILD LIFE—talk

1:00  NBC-Red: AL AND LEE HEISER—piano duo
CBS: CHURCH OF THE AIR

1:15  NBC-Red: HENRY BUSSE'S ORCHESTRA

1:30  NBC-Red: TUSKED PAW INSTITUTE CHOIR CONCERT
NBC-Blue: THERE WAS A WOMAN—sketch
CBS: FOREIGN NEWS HIGHLIGHTS
MBS: VICKERS' OAKHAM STRING QUARTET

1:45  CBS: POET'S GOLD—David Brooks

2:00  NBC-Red: CHATS ABOUT DECEASED—Bob Bieker
NBC-Blue: MAGIC KEY OF RCA—Frank Black's symphony orchestra,
Milton J. Cross, Lichten Wolfe
MBS: BOB MORRIS'S STRING QUARTET

2:15  NBC-Red: TRAVEL TALK—Milton La Prise
MBS: MUSICAL PROGRAM

2:30  NBC-Red: THATCHER COLT SHOW—dramatic serial
CBS: CHRISTIANA—drama, starring Jean Hersholt
MBS: NEW POETRY HOUR—A. J. Sullivan

3:00  NBC-Red: RADIO NEWS
CBS: PARKS AND PARKER, Wallace Butterworth
NBC-Blue: ON BROADWAY—drama, serialization
CBS: NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA
CBS: ON A SUNDAY AFTERNOON—varieties, Stokes' orchestra

3:30  NBC-Red: SUNDAY DRIVERS—Fields and Hall, Frances Ainley
NBC-Blue: ARMS BAND—Frank Simon, conductor

4:00  NBC-Red: ROMANCE MELODIES—Ruth Lyon, Sheldor's orchestra
NBC-Blue: NATIONAL VETERANS' HOUR, Harry Emerson Fosdick
MBS: COURT OF HUMAN RELATIONS

4:30  NBC-Red: THE WORLD IS YOURS—dramatization
NBC-Blue: VOCALIST
MBS: LUTHERAN HOUR

4:45  NBC-Blue: RANCH BOY QUARTET

5:00  NBC-Red: RYKRIED PRESENTS MARION TALLEY—Koerner's orchestra
NBC-Blue: METROPOLITAN OPERA AUDIENCES OF THE AIR—Alfred Johnson, Wilfred Pelletier, conductor
CBS: DORIN'S MAGAZINE OF THE AIR—Branham Pollock, Morton Howe, Mark Warnor's orchestra

5:30  NBC-Red: MICKEY MOUSE THEATRE OF THE AIR—Walt Disney, Felix Stills' orchestra
NBC-Blue: SUNDAY AFTERNOON WITH ED McCONNELL—CBS: GUI LOOMANS AND HIS ORCHESTRA
MBS: VICKERS' OAKHAM STRING QUARTET

5:15  NBC-Blue: VOCALIST

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**EVENING**

6:00  NBC-Red: CATHOLIC HOUR
NBC-Blue: SENATOR FISCHER AND PROFESSOR FISHERBOTTLE
CBS: JOE PENZER—Gene Austin, Grier's orchestra
MBS: 26 MINUTES IN HOLLYWOOD—Douglas Jones, Norma Talmadge, Tucker's orchestra

6:30  NBC-Red: A TALE OF TODAY—sketch
NBC-Blue: RADIO ORCHESTRA CLASSICS—H. Leonard Spitalny's orchestra
CBS: DOUBLE EVERYTHING—Al Shue, Gene Lee
MBS: ORCHESTRA

7:00  NBC-Red: JELL-O PROGRAM—Jack Benny, Mary Livingston, Kenny Baker, Dan Wil- son, Bill, Andy Devine, Phil Harris' orchestra
CBS: GARDEN HOUSES—Jeanette MacDonald, Wilbur Hohn, Petersen's orchestra
MBS: THE WORST FOR YOU—E. Theodore Granik

7:30  NBC-Red: INTERESTING NEIGHBORS—J. Ivy Belcher, interviewer
NBC-Blue: BARKER'S BROADCAST—Joe Murray, Harriet Hilliard, Ozzie Nelson's orchestra
CBS: PHIL. BUCKER—Beetle and Pittsburgh, Jacky, Al Gitt, Bradley's orchestra
MBS: ORCHESTRA

8:00  NBC-Red: CHASE AND SANBORN SHOW—Jules Aronson, Edgar Bergen, Bob Carter, Dorothy Lamour, Roslyn Taylor, Armbruster's orchestra
CBS: DETECTIVE SERIES
MBS: THE PEOPLE'S CHOICE—broadcast highlights
MBS: THE EPIC OF AMERI-CA—historical drama

8:30  NBC-Blue: CALIFORNIA CONCERT—Bill's orchestra
CBS: BARACKS OF THE—Harry Conn, Beatrice Kay, Harry Wood, Warnor's orchestra
MBS: ORCHESTRA

9:00  NBC-Red: MANHATTAN MUSICAL REVIEW—Hercel Carlav, Pierre Le Krehan, Jaren's orchestra
NBC-Blue: HOLLYWOOD PLAYHOUSE—Tyne Power, guest
CBS: FOR THE SUNDAY EVENING HOUR
MBS: CHORAL CONTRASTS

9:30  NBC-Red: AMERICAN ALBUM OF FAMILIAR MUSIC—Frank Munn, Jenn Dickenson, Harnenden's orchestra
NBC-Blue: JERGENS PROGRAM—Walter Winchell, news commentator
MBS: NEWS TESTERS—Leonard M. Leonard

9:45  NBC-Blue: WELCH PRESENTS IRENE RICH—dramatization
MBS: ORCHESTRA

10:00  NBC-Red: RISING MUSICAL STARS—Alois Havilla, Smalle's orchestra, guest
NBC-Blue: PAUL MARTIN'S ORCHESTRA
CBS: ZENITH FOUNDATION—segments in mental telepathy

10:30  NBC-Red: HAVEN MacQUARIE PRESENTS
CBS: CHERISH—talk and music
CBS: HEALTHLINES AND BY-LINES—news commentators
MBS: OLD FASHIONED RE- VIVAL

11:00  NBC-Red: DANCE MUSIC
CBS-Blue: PRESS RADIO NEWS
CBS: ORCHESTRA
MBS: ORCHESTRA

11:10  NBC-Blue: ORCHESTRA
CBS: ORCHESTRA
MARCH 7—14—21—28

CRS: DR. ALLAN ROY DAVIS Mr. BOOK A WEEK—Marygraham

MBS: GET ORGAN RECITAL

NBS: VOCAL DUO

MBS: MUSICAL CARTOON ORCHESTRA
RADIO STARS

WEDNESDAYS
MARCH 2—9—16—23—30

MBS: MYRA KINGSLEY, astrologer, JEAN PAUL KING, commentator

SUN. 9:00

MBS: MEN OF THE WEEK—BEATRICE FAIRFAX

MBS: PREPPY YOUNG'S FAMILY—sketch

NIBC: CONTINENTAL VARIETIES—Steak's orchestra

CBS: LESLIE STEVENS' HARMONY GIRLS

MBS: MEETS BOY AND GIRL FRIEND

MBS: THE O'NEILLS—sketch

NIBC: THE NAVY—variety music

NIBC: YOUR NEWS PARADE—Edwin C. Hill, commentator

CBS: TUESDAY HOME ECONOMICS BUREAU

NIBC: ROMANCE OF HELEN TREN'T—sketch

MBS: ORGAN RECITAL

NIBC: ORCHESTRA—CBS: OUR GAI, SUNDAY—variety music

NIBC: BETTY AND BOB—sketch

NIBC: THE HAPPY GANG—variety music

NIBC: ECCORTS AND IBETTY

NIBC: HYMNS OF ALL CHURCHES: BETTY CROCKETT, cooking expert

NIBC: JOHN'S RADIO HOUR: ELVIN ROBINSON AND HIS Buckaroos

NIBC: WORDS AND MUSIC: Ruth Lyon, Larry Larsen, Harvey Hays

NIBC: SUE BLAKE—sketch

NIBC: ARTHUR GRIMM'S DAUGHTER—sketch

MBS: MYRA KINNSLEY, astrologer, JEAN PAUL KING, commentator

NIBC: DICK TRACY—sketch

NIBC: NEIGHBOR NELL—sketch

NIBC: FOLLOW THE MOON—Babe Hel, Nick Dawson, Johnny Ray, Frank Novak's orchestra

NIBC: PRESS RADIO NEWS—CBS: THE NAVY—variety music

NIBC: TERRY AND THE VIBRATORES—sketch

NIBC: DON WINDSOROWN OF THE NAVY—sketch

CBS: THE ORPHAN ANNIE—Variety series

CBS: PIANIST

NIBC: Jack Armstrong—juvenile serial

NIBC: HUNTING LADY—children's program

CBS: STEPMOTHER—sketch

NIBC: LITTLE ORPHAN ANNIE—juvenile serial

NIBC: 7-0-3 MIX STRAIGHT-SHOOTERS—juvenile series

CBS: HILL TOP HOUSE—drum and cymbal

MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

NIBC: JIMMY KEMPER—song stories

NIBC: TOWN HALL TO-NIGHT—Fred Allen, Portland Hoffa, Van Johnson's orchestra—CBS: LAWRENCE TIBBETT—Kaitzana's orchestra, Deems Taylor

MBS: ORCHESTRA

CBS: BEN BERNIE—Lew Leslie, Bob Hope, Jane Pickens

CBS: LET'S VISIT—Dave Driscoll, Jerry Dannig

NIBC: YOUR RADIO PARADE—Dick Powell, Rosemary Lane, Forrest Ackerman, falling in love

NIBC: GENERAL HUGH E. JOHNSON—commentator

CBS: GANG BUSTERS—crime dramatizations, Col. H. Norman Schwartzkopf

MBS: ORCHESTRA

NIBC: SOLOIST

NIBC: NBC MINSTREL SHOW—Gene Arnold, orchestra

CBS: DEL CASINO—songs

MBS: ORCHESTRA

NIBC: DANCE MUSIC

NIBC: DANCE MUSIC

MBS: ORCHESTRA

Arline Blackburn, Kitty, in "Pretty Kitty Kelly."

Charles Correll, Andy of "Amos 'n Andy."

Betty Olson, of "The Escorts and Betty."
MARCH 3—10—17—24—31

Fannie Brice, as Baby Snooks.

CBS: YOUR NEWS PARADE—Edwin C. Hill, commentator.

NBC: AL AND LEE RISBERG—discus.

CBS: HUMMELS OF ALL CHURCHES: HARRY CROCKETT, cooking expert.

MBS: MICROPHONE IN THE SKY—Tom Slater, interviewer.


MBS: SUE BLAKE—sketch.

CBS: MYRA KINGSTON, casting director; JEAN PAUL KING, commentator.

MBS: VARIOUS—commentator.

NBC: RICHARD BECKETT—cabaret act.

MBS: AMERICA'S RHYTHM AND SONG—ANNIE CROFT, moderator; JOHN HUGHES AND the HUGGINS ORCHESTRA, orchestra.

NBC: GEORGEalcott—cabaret act.

MBS: HARRY WEBER'S MUSICAL REVUE.

MBS: COLEMAN BARKER—cabaret act.

NBC: JOHN HODGES—orchestra.

MBS: THE PRESS-RAIN RADIO NEWS.

MBS: YOURS TRULY.—George Hall, orchestra leader.

Radie Harris, Hollywood commentator.

MBS: JIMMY KEMPE'S SONG STORIES.

MBS: ROYAL GELATIN PROGRAM—Rudy Vallee, guest.


MBS: MILESTONES IN AMERICAN MUSIC—Orchestra of the Philharmonic (orchestra)

MBS: GEORGE OLSEN'S MUSICAL MONOLOGUES.

MBS: A. M. R I C K A U ' S TOWN MEETING OF THE AIR—speakers:

MBS: KEMPER'S DIGEST—commentator.

NBC: CALLOWAY'S ORCHESTRA—THREE 7:00.

NBC: ORCHESTRA—T. O. N. STRAIGHT SHOOTERS—almost anything.

MBS: JOAN EDWARDS—PRINTER'S PRESS—RADIO NEWS.

MBS: SOUTHERNAIRES—commentator.

MBS: HADIK HARRIS—Hollywood commentator.

MBS: AMOS 'N ANDY—sketch.

MBS: EASY ACES—comedy sketch.


MBS: PULITZER LIVES, JR.—Washington news commentator.

MBS: VARIOUS—choral singing.

MBS: MR. KEEN, TRACER OF LOST PERSONS—dramatic serial.

MBS: HOLLYWOOD SCREEN SCOOP—George McCall.
**MORNING**

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<thead>
<tr>
<th>Time</th>
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<th>Program</th>
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<td>NBC-Red</td>
<td>MALCOLM CLAIRE—children's stories</td>
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<td>8:15</td>
<td>NBC-Red</td>
<td>HI HOYS</td>
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<td>8:30</td>
<td>NBC-Red</td>
<td>DO YOU REMEMBER—comedy</td>
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<tr>
<td>8:45</td>
<td>NBC-Blue</td>
<td>FRED PEHLIL—organist</td>
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<tr>
<td>9:00</td>
<td>NBC-Red</td>
<td>WOMEN AND NEWS</td>
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<tr>
<td>9:15</td>
<td>NBC-Blue</td>
<td>LUCILLE AND LANNY</td>
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<tr>
<td>9:30</td>
<td>NBC-Red</td>
<td>BREAKFAST CLUB—variety program</td>
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<tr>
<td>9:45</td>
<td>NBC-Blue</td>
<td>METROPOLITAN PARADE</td>
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<tr>
<td>10:00</td>
<td>NBC-Red</td>
<td>PERSON TO PERSON—Frank Luther</td>
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<td>10:15</td>
<td>CBS</td>
<td>PRESS-VIDEO NEWS</td>
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<tr>
<td>10:30</td>
<td>NBC-Red</td>
<td>ALICE JOY—songs</td>
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<td>10:45</td>
<td>NBC-Red</td>
<td>MARY—comedy</td>
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<tr>
<td>11:00</td>
<td>NBC-Blue</td>
<td>PRETTY KITTY KELLY—sketch</td>
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<tr>
<td>11:15</td>
<td>NBC-Red</td>
<td>JOHN'S OTHER WIFE—sketch</td>
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<td>11:30</td>
<td>NBC-Blue</td>
<td>AUNT JENNY—cooking expert</td>
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<tr>
<td>11:45</td>
<td>NBC-Blue</td>
<td>MYRT AND MARGIE—sketch</td>
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<tr>
<td>12:00</td>
<td>NBC-Red</td>
<td>JUST PLAIN BILL—sketch</td>
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<tr>
<td>12:15</td>
<td>CBS</td>
<td>ATTORNEY AT-LAW—sketch</td>
</tr>
<tr>
<td>12:30</td>
<td>NBC-Blue</td>
<td>TONY WONG'S SCRAPBOOK—Ann leaf</td>
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<tr>
<td>12:45</td>
<td>NBC-Red</td>
<td>GET THIN TO MUSIC</td>
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<tr>
<td>1:00</td>
<td>NBC-Red</td>
<td>THE WOMAN IN WHITE—sketch</td>
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<td>1:15</td>
<td>NBC-Blue</td>
<td>PORCHY CAVALLI—comedy</td>
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<tr>
<td>1:30</td>
<td>NBC-Blue</td>
<td>CRISSY TOGA—organ recital</td>
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<td>1:45</td>
<td>NBC-Red</td>
<td>DAVID HAREM—sketch</td>
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<tr>
<td>2:00</td>
<td>NBC-Blue</td>
<td>THE STORY OF MARY MARTIN—sketch</td>
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<tr>
<td>2:15</td>
<td>NBC-Red</td>
<td>BACKSTAGE WITH—comedy</td>
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<tr>
<td>2:30</td>
<td>NBC-Blue</td>
<td>LUCILLE AMOUR—sketch</td>
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<tr>
<td>2:45</td>
<td>NBC-Red</td>
<td>CAROL KENNEDY'S ROMANCE—sketch</td>
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<tr>
<td>3:00</td>
<td>NBC-Red</td>
<td>HOW TO BE CLEANCUT—sketch</td>
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<tr>
<td>3:15</td>
<td>NBC-Blue</td>
<td>VIC AND SATE—sketch</td>
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<tr>
<td>3:30</td>
<td>CBS</td>
<td>HIG NISTER—sketch</td>
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</tbody>
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**AFTERNOON**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
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<tbody>
<tr>
<td>12:00</td>
<td>NBC-Red</td>
<td>GIRL ALONE—comedy</td>
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<tr>
<td>12:15</td>
<td>NBC-Blue</td>
<td>TIME FOR THE THREE OF US—sketch</td>
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<tr>
<td>12:30</td>
<td>CBS</td>
<td>THE RADIO COLUMNIST—Mary Margaret McBride</td>
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<tr>
<td>12:45</td>
<td>NBC-Red</td>
<td>THE ONE-ESK—sketch</td>
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<tr>
<td>1:00</td>
<td>NBC-Blue</td>
<td>VIOLET BLACK—organist</td>
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<td>1:15</td>
<td>NBC-Red</td>
<td>MARY'S ROMANCE—sketch</td>
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<tr>
<td>1:30</td>
<td>NBC-Blue</td>
<td>CABALLO AND MASON—duo</td>
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<tr>
<td>1:45</td>
<td>NBC-Red</td>
<td>THE HAPPY GANG—sketch</td>
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<tr>
<td>2:00</td>
<td>NBC-Blue</td>
<td>ESCORTS AND BERTY—sketch</td>
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<tr>
<td>2:15</td>
<td>NBC-Red</td>
<td>BETTY CROCKER—cooking expert</td>
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<td>2:30</td>
<td>NBC-Blue</td>
<td>CARSON ROBINSON AND HILLY BUCKAROO—comedy</td>
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<td>2:45</td>
<td>NBC-Red</td>
<td>WORDS AND MUSIC—comedy</td>
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<td>3:00</td>
<td>NBC-Blue</td>
<td>BLUES FOR THE BEATLES—sketch</td>
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<td>3:15</td>
<td>NBC-Red</td>
<td>ARNOLD GRIMM'S DADA DADA—sketch</td>
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<td>3:30</td>
<td>NBC-Blue</td>
<td>MYRT SANDS—organist</td>
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<td>3:45</td>
<td>NBC-Red</td>
<td>JACK AND LORRY HADLEY'S DANCE AND WRAP—sketch</td>
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<tr>
<td>4:00</td>
<td>NBC-Blue</td>
<td>HOLLYWOOD IN PERSON—Bob Baker, commentator</td>
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<td>4:15</td>
<td>NBC-Red</td>
<td>ROYAL HIGHNESS—solo</td>
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<td>4:30</td>
<td>NBC-Blue</td>
<td>THE GUIDING LIGHT—sketch</td>
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<td>4:45</td>
<td>NBC-Red</td>
<td>THE STORY OF MARY MARTIN—comedy</td>
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<tr>
<td>5:00</td>
<td>NBC-Blue</td>
<td>BLACK ON WHITE—sketch</td>
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<td>5:15</td>
<td>NBC-Red</td>
<td>RUSS HUGHES—commentator</td>
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<td>5:30</td>
<td>NBC-Blue</td>
<td>THE GOLDENBERG—sketch</td>
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<td>5:45</td>
<td>NBC-Red</td>
<td>THE ROAD OF LIFE—sketch</td>
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<td>6:00</td>
<td>NBC-Blue</td>
<td>MR. ALLAN ROY DAY—verses</td>
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<td>6:15</td>
<td>NBC-Red</td>
<td>BOOK A WEEK—Marjorie Graham</td>
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<td>6:30</td>
<td>NBC-Blue</td>
<td>DICK TRACY—sketch</td>
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<td>6:45</td>
<td>NBC-Red</td>
<td>NEIGHBOR NELLY—sketch</td>
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<td>7:00</td>
<td>NBC-Blue</td>
<td>THE PILLOW THE MOON—Elsie Hill, Horace Silver</td>
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<tr>
<td>7:15</td>
<td>NBC-Red</td>
<td>ORCHESTRA—PIANO TIME</td>
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<td>7:30</td>
<td>NBC-Blue</td>
<td>HOLLYWOOD HOTEL—ắng</td>
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<tr>
<td>7:45</td>
<td>NBC-Red</td>
<td>THE BONANZA—MARGARET DAUM—comedy</td>
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**EVENING**

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<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
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<tbody>
<tr>
<td>6:00</td>
<td>NBC-Red</td>
<td>EDUCATION IN THE NEWS—dramatization</td>
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<tr>
<td>6:15</td>
<td>NBC-Blue</td>
<td>ORCHESTRA—MRS. HURST ET AL.</td>
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<tr>
<td>6:30</td>
<td>CBS</td>
<td>CHILDREN'S CONCERT—Howard Barrow's orchestra</td>
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<td>6:45</td>
<td>NBC-Red</td>
<td>RHYTHM HUES</td>
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<td>7:00</td>
<td>NBC-Blue</td>
<td>MARY SMALL—solo</td>
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<td>7:15</td>
<td>NBC-Red</td>
<td>HENRY'S RADIO STATION—Pat Barrett</td>
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<td>7:30</td>
<td>NBC-Blue</td>
<td>LUM AND ABNER—comedy</td>
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<td>7:45</td>
<td>NBC-Red</td>
<td>MARY MARTIN—solo</td>
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<tr>
<td>8:00</td>
<td>NBC-Blue</td>
<td>CITIES SERVICE CORP. FAMILY—edwards, Frank Black's orchestra</td>
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<tr>
<td>8:15</td>
<td>NBC-Red</td>
<td>GRAND CENTRAL STATION—dramatic sketch</td>
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<td>8:30</td>
<td>NBC-Blue</td>
<td>HAMMERSTEIN MUSIC</td>
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<td>8:45</td>
<td>NBC-Red</td>
<td>STUDIES IN CONFESSION—Ernie Fiorito's orchestra</td>
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<td>9:00</td>
<td>NBC-Blue</td>
<td>DEATH VALLEY DAYS—dramatization</td>
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<td>9:15</td>
<td>NBC-Red</td>
<td>WALTZ TIME—Preacher's orchestra</td>
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<td>9:30</td>
<td>NBC-Blue</td>
<td>BONGOS—WOMEN'S ORCHESTRA</td>
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<td>9:45</td>
<td>NBC-Red</td>
<td>CALLING THOMAS—commentator</td>
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<tr>
<td>10:00</td>
<td>NBC-Blue</td>
<td>WALTZ TIME—Frankie's orchestra</td>
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<tr>
<td>10:15</td>
<td>NBC-Red</td>
<td>DANCE MUSIC</td>
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<tr>
<td>10:30</td>
<td>NBC-Blue</td>
<td>DANCE MUSIC</td>
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<tr>
<td>10:45</td>
<td>NBC-Red</td>
<td>TOWN Criers</td>
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<tr>
<td>11:00</td>
<td>NBC-Blue</td>
<td>DANCE MUSIC</td>
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</tbody>
</table>
**MORNING**

**8:00**
NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: SOUTHERNAIRES

**8:15**
NBC-Red: HI BOYS
NBC-Blue: DICK LEIBERT ENSEMBLE

**8:30**
NBC-Red: DO YOU REMEMBER?
CBS: JACK SHANNON—songs

**8:45**
NBC-Blue: JACK AND LORETTA
CBS: VIOLINIST

**9:00**
NBC-Red: THE WISE MAN
NBC-Blue: BREAKFAST CLUB—variety program
CBS: RAT BLOCK—pianist

**9:15**
NBC-Red: SUNSHINE EXPRESS
CBS: ETON BOYS

**9:30**
CBS: FIDDLER'S FANCY

**9:45**
NBC-Red: LANDT TRIO

**10:00**
NBC-Blue: PRESS-RADIO NEWS
CBS: PRESS-RADIO NEWS

**10:15**
NBC-Red: VOCALIST
NBC-Blue: SWEETHEARTS OF THE AIR—May Singto
Breen, Peter de Rose
CBS: FRED FRIEL—organist

**10:15**
NBC-Red: CHARIOTEERS—male quartet
NBC-Blue: VIENNESE ENSEMBLE

**10:30**
NBC-Red: MANHATTERS
NBC-Blue: THE CHILD GROWS UP—Katharine Lenroot
MBS: GET THIN TO MUSIC

**10:45**
NBC-Blue: SWING SERENADE
MBS: ORCHESTRA

**11:00**
NBC-Red: FLORENCE HALE'S RADIO FORUM
NBC-Blue: VOCALIST
CBS: CINCINNATI CONSERVATORY OF MUSIC
MBS: VARIETY PROGRAM

**11:15**
NBC-Red: MUSICAL TETE-A-TETE
NBC-Blue: MINUTE MEN—male quartet

**11:30**
NBC-Red: MUSIC AND AMERICAN YOUTH
NBC-Blue: OUR BARN—children's program. Magde Tucker
MBS: U.S. ARMY BAND

**11:45**
NBC-Red: VOCALIST

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**Saturdays**

**MARCH 5—12—19—26**

**8:00**
 Abram Chasin's "Chasins' Music Series."

**8:45**
 Paul Wing of "NBC Spelling Bee."

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**AFTERNOON**

**12:00 Noon**
NBC-Red: ABRAM CHASINS MUSIC SERIES
NBC-Blue: CALL TO YOUTH
CBS: CAPTIVATORS
MBS: PARENTS' MAGAZINE OF THE AIR

**12:15**
NBC-Blue: SOLOIST
MBS: THIS WONDERFUL WORLD

**12:30**
NBC-Red: ORCHESTRA
NBC-Blue: NATIONAL FARM AND HOME HOUR
CBS: GEORGE HALL AND HIS ORCHESTRA
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

**12:45**
MBS: STEVE SEVERN'S PEI CLUB

**1:00**
NBC-Red: ORCHESTRA
CBS: ORIENTALE

**1:15**
CBS: RHYTHMMAKERS
MBS: MICROPHONE IN THE SKY—Tom Slater interviewer

**1:30**
NBC-Red: ORCHESTRA
NBC-Blue: CLUB MATINEE
CBS: BUFFALO PRESENTS
MBS: ORCHESTRA

**1:55**
NBC-Blue: METROPOLITAN OPERA

**2:00**
NBC-Red: CAMPUS CAVERNS
CBS: MADISON ENSEMBLE
MBS: BENAY VENUTA'S PROGRAM

**3:00**
NBC-Red: YOUR HOST IS
BUFFALO—orchestra, soloists
CBS: MOTOR CITY MELODIES
MBS: MUSICAL PROGRAM

**3:30**
NBC-Red: GOLDEN MELODIES
CBS: MERRYMAKERS

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**EVENING**

**6:00**
NBC-Red: KL CHICO SPANISH REVIEW
NBC-Blue: ORCHESTRA
CBS: COLUMBIA'S CHORUS QUEST
MBS: ORGAN RECITAL

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**NOTE:**
As we go to press, this program guide is absolutely accurate, but we cannot be responsible for last minute changes made by the broadcasting companies, advertising agencies, or sponsors.

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**6:30**
NBC-Red: PRESS-RADIO NEWS
NBC-Blue: PRESS-RADIO NEWS
CBS: SYNCOPATION PIECE
MBS: ORCHESTRA

**6:45**
NBC-Red: SPORTS QUESTION BOX
NBC-Blue: ORCHESTRA

**7:00**
NBC-Red: KALTENMEYER'S KINDERGARTEN—Bruce Kamman
NBC-Blue: MESSAGE OF RAEL—guests and music
CBS: SATURDAY SWING SESSION
MBS: ORCHESTRA

**7:30**
NBC-Red: ALISTAIR COOK—commentator
NBC-Blue: UNCLE JIM'S QUESTION BEE
MBS: ORCHESTRA

**8:00**
NBC-Red: BELIEVE IT-Oh NOT—Robert L. Ripley, Roe
cbs: ORCHESTRA
CBS: COLUMBIA WORKSHOP
MBS: PAT BARNES AND HIS BASTINFORMERS—Marcel and Hendrickes, Jimmy Shields

**8:30**
NBC-Blue: NBC SPELLING BEE—Paul Wing
CBS: JOHNNY PRESENT; RUSSELL MORGAN; HIS ORCHESTRA—Charles Martin guests
MBS: CONTINENTAL REVUE—Ugo Baccanova, Rudolf de Deau

**9:00**
NBC-Red: ORCHESTRA
NBC-Blue: NATIONAL BARN DANCE—Joe Kelly
CBS: PROFESSOR QUIZ BOMB TROOP
MBS: ORCHESTRA

**9:30**
NBC-Red: AMERICAN PORTRAITS—dramatization
CBS: SATURDAY NIGHT REVUE—Mary Hanstein
Bill Perry, Haenschen's orchestra
MBS: SYMPHONY ORCHESTRA

**10:00**
NBC-Red and NBC-Blue: NM SYMPHONY ORCHESTRA
CBS: YOUR HIT PARADE

**10:45**
CBS: NAN WYNN—songs

**11:00**
NBC-Red: DANCE MUSIC
NBC-Blue: DANCE MUSIC
CBS: ORCHESTRA
MBS: DANCE MUSIC
HAPPY the woman whose husband still adores her after ten years of married life! She has kept his home neat and comfortable; she has fed him well—but when evening comes she still has pep enough left to go to the movies and have a grand and glorious time.

One of the things which will make your housekeeping much easier is Franco-American Spaghetti. This delicious spaghetti is all ready to heat and serve. It is on the table in a jiffy—your whole family will love it—and it’s a great comfort in these days of high food prices to know that it costs only 3 cents a portion.

Give the children Franco-American for lunch with milk and fruit. Other days for dinner serve Franco-American as a main dish or serve it to make that left-over meat into something that tastes like the creation of a French chef. Franco-American combines wonderfully with other foods because of that inimitable and savory sauce of cheddar cheese, sun-ripened tomatoes and other delicious selected ingredients.

Franco-American has become America’s largest selling spaghetti because of delicious flavor, reasonable price and high nutritional value. It belongs on your pantry shelf and on your table often each week.

Franco-American is entirely different from ordinary ready-cooked spaghetti—get some today and see how true this is. Your husband will say you’re a fine cook and after a day’s work you’ll have pep enough left to enjoy yourself.

Franco-American SPAGHETTI

The kind with the Extra Good Sauce—Made by the Makers of Campbell’s Soups

MAY I SEND YOU OUR FREE RECIPE BOOK? SEND THE COUPON PLEASE

THE FRANCO-AMERICAN FOOD COMPANY, DEPT. 64
Camden, New Jersey
Please send free recipe book: “30 Tempting Spaghetti Meals.”

Name (print):________ Address:________
City:________ State:________

(Continued on page 105)
Go singing on your way tomorrow in a dress made new, joyous, flattering with one of Rit's glowing shades that says your taste is grand. Rit's new formula contains "neomerpin" that makes color saturate the fabric quickly, evenly, beautifully. So easy—you'll "DYE" LAUGHING!

MINETTA ELLEN, the mother in *One Man's Family*, looks and acts in character even when off the air. Never for a moment at rehearsals are her hands idle. For she crochets afghans in every spare minute—afghans which are raffled off for the benefit of the blind here in Los Angeles.

HERE'S one to figure out: Martha Raye is wearing the world's most dazzling solitaire on her ring-finger—and that wedding ring Buddy Westmore gave her not so long ago on her right hand! It's all a mystery. For, though Martha was running around with several men after her divorce, she has now quietly settled down to life with her mother in a Beverly Hills apartment house. Her only companions are her mother and secretary, and not once has she been spotted in a night club for the past few months.

JACK BENNY was looking so morbid at his broadcast the other day that Mary Livingstone asked what in the world was ailing him. "It just looks such a hard year ahead," moaned Jack. "I don't see how human beings are going to have a chance in the show business, between Charlie McCarthy, Snow White and the Seven Dwarfs."

"I wouldn't worry, Jack," said Mary comforting, "sometimes you don't act human, either."

JANET BAIRD, the NBC interviewer, was showing off a lovely jeweled compact after Lucky Strike's radio show, Dick Powell gives his autograph to an eager fan.
Mary Carl'sle hitch-hikes on Bing Crosby! They're in the Paramount film, Doctor Rhythm.

around the studio recently. It was a gift from Lucien Lelong, who had been prompted to give it to her because, he said, Janet's interview was the only one he'd ever undergone that didn't take seven years off his life span.

THERE are rumors to the effect that Nadine Conner will be the new star of Vick's Open House. Nadine has stepped into the rôle several times during Jeanette MacDonald's absence (once, shhh, Jeanette had a sore throat!) It is no secret that Jeanette does not regard radio as her best medium and that pictures give her the best chance to exploit her talents—and also give the biggest salary in return.

ARLENE HAFRIS gives her husband, a doctor, credit for her success on the air. For she tries out on him all her scripts for the Al Pearce show. If he likes them—she tosses them away! For her husband likes Arlene to be dignified—which is anything but what Al Pearce wants her to be.

THE horse-raising bug has bitten Lulu and Abner, along with the rest of the film and radio colony. Lulu now has four horses and Abner six. They say the most fun in owning them, though, is to ride them. And we believe the boys—for certainly no two people ever seemed to enjoy the sport more. Both of them are dressed

(Continued on page 76)

popular stars of films and radio
What made the balcony sway? Why did the organ play at midnight? News of music, of the King of Swing, of batoneers and their bands

"LADIES and gentlemen, applaud as much as you like. But please don’t stamp your feet, and try not to keep time to the music too vigorously”

THAT’S the first thing you’d hear if you attended a Benny Goodman broadcast. Announcer Dan Seymour doesn’t tell you the reason for his request. But it’s a good one. Until he decided to make his little talk, every member of that CBS Playhouse audience tapped his or her feet. As the trumpets blared faster, as Gene Krupa’s drums beat louder, 1200 pairs of shoes tapped all the faster and louder.

THAT was fine, until one night Benny began to play his killer-diller and someone looked up at the balcony. He blinked his eyes and looked again. And the second look resulted in Mr. Seymour’s pre-broadcast speech. What did he see? He saw, believe it or not, the balcony sway! And when a balcony gets rhythm, the situation becomes dangerous!

SWING is like that. If you listen, it gets you. Maybe you don’t like it,

Vocalist Martha Tilton crochets in her spare time.

but still it gets you. Among other things, it got Benny Goodman an income estimated at $100,000 a year.

THERE are a lot of people—seventeen altogether—who make that $100,000 possible. There’s Harry James, the Goodman and the nation’s first trumpeter, for example. He’s the gentleman you hear improvising and blasting away on most of the (Continued on page 78)
RADIO STARS

Trombonist Vernon Brown (left) and Saxophonist Hymie Schertzer are famed experts in matching pennies. Detective fiction is his meat! Goodman's pianist, Jesse Stacey, spends his spare time reading.

ALIKE AS TWO PEAS
BUT IT'S A CINCH TO TELL THEM APART!

YES, MARY AND MARGIE LOOK EXACTLY ALIKE—BUT IT'S EASY TO TELL THEM APART THESE DAYS!
NOW WHAT DO YOU SUPPOSE BOB MEANT BY THAT, MARGIE?
FORGIVE ME, MARY, BUT I THINK I KNOW LAST NIGHT I HEARD HIM SAY YOU ought TO SEE A DENTIST ABOUT YOUR BREATH.
MARY, TESTS INDICATE THAT 76% OF ALL PEOPLE OVER THE AGE OF 17 HAVE BAD BREATH, TESTS ALSO SHOW THAT MOST BAD BREATH COMES FROM IMPROPERLY CLEANED TEETH. I ADVISE COLGATE DENTAL CREAM BECAUSE...

COLGATE DENTAL CREAM
COMBATS BAD BREATH
"Colgate's special penetrating foam gets into every tiny hidden crevice between your teeth...emulsifies and washes away the decaying food deposits that cause most bad breath, dull, dingy teeth, and much tooth decay. At the same time, Colgate's soft, safe polishing agent cleans and brightens the enamel—makes your teeth sparkle—gives new brilliance to your smile!"

LATER—THANKS TO COLGATE'S NOBODY IN THE WORLD'S AS SWEET AS YOU ARE, MARGIE!
THANKS, BOB, BUT I'M NOT MARGIE—IT'S MARY!
NOW—NO BAD BREATH BEHIND MARY'S SPARKLING SMILE!

...AND NO TOOTHPASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!
WIVES TELL HUSBANDS—

Now millions know it's a better laxative in every way!

EX-LAX now
SCIENTIFICALLY IMPROVED

It's getting around... flashing from family to family... from wife to husband... from friend to friend. Ex-Lax, the laxative they said could not be improved, now is better than ever! Regardless of your experience with other laxatives, you owe it to yourself to try the new Scientifically Improved Ex-Lax. You'll be in for a pleasant surprise!

TASTES BETTER THAN EVER!
Ex-Lax now has a smoother, richer chocolate taste. You'll like it even better than before.

ACTS BETTER THAN EVER!
Ex-Lax is now even more effective. Empties the bowels more thoroughly, more smoothly, in less time than before.

MORE GENTLE THAN EVER!
Ex-Lax is today so remarkably gentle that, except for the relief you enjoy, you scarcely realize you have taken a laxative.

All druggists now have the new Scientifically Improved Ex-Lax in 10c and 25c sizes. The famous little blue box is the same as always—but the contents are better than ever! Try it!

Keeps
You Looking
LOVELY Longer
MINER'S Liquid MAKE-UP

Indispensable for Evening Wear
Now is the time for romance! Dances—parties—dates! You simply must keep your skin alluringly lovely all evening. Use as a powder base or complete make-up. Suitable for face, back, neck, and arms. Will not rub off or streak. Stays on for hours. Shades: peach, rachel, brunette, suntan, 50c at all leading drug and department stores. Trial size at all 10¢ counters, or mail coupon.

MINER'S, 40 B. E. 20 ST., N. Y. C.

Enclosed find 10c (stamps or coins) for trial bottle Miner's Liquid Make-Up.
NAME
ADDRESS
Shade

MY, HOW BENAY HAS...
Once upon a time, songstress Benay Venuta was a temperamental star, a self-indulgent person. Perhaps it was her marriage to Dr. Kenneth Kelley which brought about a change. At any rate, Benay now finds life a grand adventure, with new poise and new interests.

1. Once Benay used to lie abed till noon. 2. But now she rises early and keeps fit with daily exercise. 3. Formerly, even the morning coffee was a baffling undertaking. 4. Now she cooks a tasty meal and finds it fun. 5. Letters were a dread chore and unanswered correspondence piled up to mock her. 6. With a new typewriter, she now answers all her mail promptly and with pleasure.

(Continued on page 63)
Amazing New Lotion Discovery startles women with it's beautifying results. And here's the reason—this new lotion contains milk-oils that scientists declare are very similar to the natural oils of the human skin. When a shortage of these natural oils leaves the hands red, rough and feeling like burlap MILK-OILS help restore their satiny smoothness quickly! Try this revolutionary new type lotion just once...you'll learn the scientific secret of lovely hands. Ask for Duart Oil-of-Milk Lotion at Drug or 10 cent stores. 25c & 50c sizes.

DUART OIL OF MILK LOTION
Duart, 785 Market St., San Francisco, Calif.
Enclosed is 10c. Please send me a bottle of Duart Oil-of-Milk Lotion.

9. Once easily bored, Benay would try to kill time with a game of solitaire. 10. Now many hobbies keep her busy and interested. Friends admire her fine needlepoint. 11. She used to, "for no reason at all," Benay says, take an occasional highball. 12. But no more. Now a glass of fresh, cool milk is more to her liking.
MY, HOW BENAY HAS CHANGED!

(Continued from page 61)

7. Benay (whose hour variety program is heard each Saturday over MBS) often, in the old days, would fly into a temperamental frenzy and startle her co-workers.

8. But not now. Benay has learned the value and satisfaction of working with people, without friction.

13. She and her husband no longer go out each night. 14. They spend happy hours at home, and share an interest in photography.


NEW! ... for young children

Clapp's Chopped Foods

Doctors asked for them... coarsely-textured foods with all the advantages of Clapp's Strained Foods, but more easily divided. At dealers—remember them when your baby outgrows Clapp's Strained Foods.
"SMART GIRL—you know I can't hang on to a grouch when you tempt me with Beeman's. Now there's real flavor—fresh, lusty flavor that wakes up your taste! Smooth on your tongue yet chockful of fresh pep.

Of course it's this ingenious airtight package that keeps Beeman's so extra fresh and flavorsome. I say—we ought to keep Beeman's on hand all the time!"

Beeman's
AIDS DIGESTION...
Mr. Hersholt's new radio program, Dr. Christian, is heard Sundays, at 2:30 p.m., EST, over CBS. His latest picture is Happy Landing, with Sonja Henie and Don Ameche for 20th-Fox.
(Continued on page 66)

The cream Hollywood stars use stays germ-free, helps guard skin from germ-infection and blemish to a "Camera Skin" as lovely as the stars'. Woodbury's Cold Cream is germ-free. It discourages germ-growth, thus helps prevent ugly blemishes. And because it contains skin-stimulating Vitamin D, Woodbury's urges the skin to breathe quickly, to stay alive and vital.

Follow Rochelle Hudson's two simple paths to beauty. Nourishing foods; and daily skin care with Woodbury's Cold Cream. $1.00, 50¢, 25¢, 10¢.

**Woodbury's**
**Germ-Free Cold Cream**

Helps guard from blemishes
Cleanses the pores thoroughly
 Stimulates—Contains Vitamin D
Overcomes dry skin

Rochelle Hudson with Robert Kent in the 20th Century-Fox picture, "Mr. Moto Takes a Chance". She says: "Woodbury's Cold Cream keeps my skin free of blemishes and other skin disorders."

Send for Trial Tubes of Woodbury's Creams
John H. Woodbury, Inc., 6788 Alfred St., Cincinnati, Ohio
(In Canada) John H. Woodbury, Ltd., Perth, Ontario
(Include the trial tubes of Woodbury's Cold and Facial Creams; guest-size Woodbury's Facial Soap; 7 shades of Woodbury's Facial Powder. I enclose 10¢ to cover mailing costs.)
I DON'T HAVE TO SCRUB IT TO KEEP IT CLEAN

Sani-Flush is a scientific powder—made to end toilet-scrubbing. It cannot injure plumbing connections. It is easy to use. Just sprinkle a little in the bowl. (Follow directions on the can.) Flush the toilet—and that's all!

Sani-Flush purifies the bowl and the hidden trap that no other method can reach. It kills germs and banishes the cause of toilet odors. Stains and incrustations are flushed away. The toilet gleams like new. Sani-Flush is also effective for cleaning automobile radiators (directions on can). Sold by grocery, drug, hardware, and five-and-ten-cent stores. 25c and 10c sizes. The Hygienic Products Co., Canton, Ohio.

Sani-Flush
CLEANS TOILET BOWLS WITHOUT SCOURING

Feminine Hygiene is now Greaseless

Thousands of women rejoice in the modern way of feminine hygiene. Dainty! Easy! New!

This new way comes ready to use. No fussing, no applicator. It mixes with body fluids, remains in long, effective, antiseptic contact; kills germs, yet washes away completely with plain water. Odorless—and an ideal deodorant. It contains no quinine or harmful drug, no cocoa butter to melt or run. Ask your doctor about Zonitors.

Zonitors are small, snow-white, greaseless, and come in individual glass vials. Get a box today. $1 for box of 12—only 8½¢ each. At all U.S. and Canadian druggists. Full instructions in package. FREE booklet in plain envelope on request. Write Zonitors, 3411 Chrysler Bldg., N.Y. C.
Dignity, and even his pipe are forgotten, for the sake of a good shot. His sponsors recently added another to Jean's large and famous collection of pipes. Jean's friends say he'd like to appear in a play, and has been offered a part in one. But his radio and movie commitments, it is said, will prevent his even taking a vacation for some months to come.

鲜美的！好莱坞的！金钱并非无物，其在寻找新鲜的剧本和演员。当一颗星星变得陈旧，它的光就消失了！

但是当一根香烟变得陈旧时，它绝不能被点燃！因为当你抽到一根陈旧的香烟时，它对你来说就是一种负担。新鲜感是香烟质量的关键，也是。Old Gold每年花费巨款来增加每一包香烟的外层层压纸。你不会因此多付一分钱，但它给你带来一个额外的享受。新鲜的烟叶被筛选以确保它们处于最佳状态。

芳醇的香烟在世界各地都能买到，就像它们的产地一样好。这就是最好的香烟所能得到的！

TUNE IN on Old Gold's Hollywood Screen Scoops, every Thurs. and Friars. night, Columbia Network, Coast-to-Coast.

版权所有，1938年，Old Gold Cigarettes, Inc.
**LOOK at your eyes**

* Today's fashions demand that the eyes play a big part in feminine make-up. An off-the-face hat, a mysterious veil must set off sparkling, well-groomed eyes!

**KURLASH** in a few seconds curls your lashes in a sweeping curve — makes them appear naturally longer and darker, makes eyes seem larger and more glamorous! Only $1 at all good stores.

Send your name, address and coloring to Jane Heath, Kurlash consultant, Department E-4, and receive free a complete personal color chart and a booklet on eye make-up.

**THE KURLASH COMPANY, Inc.**
Rochester, New York, U. S. A.

**Kurlash**

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**GRAY HAIR**

**takes on new color**

(See Test Shows Way)

No matter whether your hair is all gray or only streaked with gray, you can transform it with new radiance. And it is so easy. Merely comb Mary T. Goldman's clear, water-white liquid through your hair. Gray strands take on new color: black, brown, auburn, blonde. Will not wash or rub off on clothing... Hair stays soft, lustrous — takes wave or curl. This way SAFE. Sold on money-back guarantee at drug and department stores everywhere. Test it FREE—We send Test Package. Apply to single lock snipped from hair. See results first. No risk. No expense. Just mail coupon.

**MARY T. GOLDMAN**
2342 Goldman Bldg., St. Paul, Minn.

Name......................................
Street......................................
City......................................State......................................
Color of your hair......................................

---

**RADIO STARS**

**BOB PUTS ASIDE HIS BAZOOKA**

In RKO's Radio City Revels, with Helen Broderick and Victor Moore, Bob Burns finds a tender moment. Just a great lover, at heart, Bob tries out his amatory technique with Miss Broderick, in this film.
There's something screwy here! But Freddie refuses to be baffled by the job.

Maybe it's the condenser. Freddie goes to work with hammer and screw-driver.

There seem to be a lot of spare parts. Freddie decides to ask for help.

You'll Attract Men if...

—you have the natural glow that Tangee gives! Men detest painted lips...but thrill to the rosy softness of Tangee lips. Its magic color-change principle intensifies individual coloring...becomes a part of your lips, not a greasy coating.

Looks Orange—Acts Rose

Tangee looks orange in the stick...but changes on your lips to a warm blush-rose, blending perfectly with your complexion. Goes on smoothly—leaves no marks on teeth or handkerchiefs...lasts for hours. Tangee's special cream base soothes and softens lips. No drying, cracking, chapping. Get Tangee today. 39¢ and $1.10. Also in Theatrical, a deeper shade for professional use. See coupon below.

World's Most Famous Lipstick

Tangee

ends that painted look

BE SURE ALSO, to try the famous Tangee Rouge Compact and the new silk-sifted Tangee Face Powder. Tangee Rouge gives your cheeks a warm natural glow that looks like your very own color, while the super-sheer texture of Tangee Face Powder blends with your own skin tones for a smooth flattering finish.

4 PIECE MIRACLE MAKE-UP SET and FREE CHARM TEST

The George W. Luff Co., 417 Fifth Avenue, N. Y. C.

Please rush "Miracle Make-Up Set" containing sample Tangee Lipstick, Rouge Compact, Cream Rouge and Face Powder. I enclose 10¢ (Canada 15¢) postage (or cash). (1st in Canada.) Also send FREE Tangee Charm Test.

Check Shade of Shade Desired
[ ] Flesh [ ] Rachel [ ] Light [ ] Red

Name
Address
City State

MM48
SYLVIA SIDNEY was gypped, Jean Harlow blackmailed, Ethel Barrymore neglected. Join Boles lost money. James Cagney was held up. Miss Kate Smith was almost a victim! Attention sponsors, ad men and broadcasting companies! Have you ever wondered what your high-priced guests really think of you? Have you ever considered that they, who travel from one A-program to another, must have acquired, from these varied radio experiences, the best standards of comparison, and could, through united constructive criticism, help to better your air ratings?

I know we would have felt good and sore.

THEN, also over a year ago, James Cagney created something of a furor by refusing to appear gratis on a popular program. The fact that his fellow stars did, made no difference to fair-minded Mr. Cagney. "It's a hold-up," said he. "If you don't broadcast free, they write nasty things about you. We'll let them write! I won't go. Guest stars should be paid for their services. Why, it's an outrage! I hear John Boles was obliged to forfeit a two-thousand-dollar singing engagement in San Francisco, in order to appear for nothing on a Hollywood program!"

SYLVIA SIDNEY was gypped, Jean Harlow blackmailed, Ethel Barrymore neglected. Join Boles lost money. James Cagney was held up. Miss Kate Smith was almost a victim! Attention sponsors, ad men and broadcasting companies! Have you ever wondered what your high-priced guests really think of you? Have you ever considered that they, who travel from one A-program to another, must have acquired, from these varied radio experiences, the best standards of comparison, and could, through united constructive criticism, help to better your air ratings?

After all, the very word guest should mean something beyond a paid entertainer. A guest in one's home is treated politely, so why not the guest on your programs? Let your regular radio star, a Benny, a Cantor or a Fred Allen, find reasonable fault, and the following week his complaint is unfailingly remedied. But as soon as a guest star completes his onetime shot, program officials turn their backs. Nobody asks the guest what he or she thinks, because they figure that on the next broadcast someone else will be featured in that spot, anyway. They forget that the new guest star will have to face much the same problems as the old one, and they could have made the broadcast easier for all, had they listened.

JAMES CAGNEY: "It's a hold-up!"

AT that time everyone in radio looked askance at Cagney, the only star with sufficient courage to stand up for his rights. I am glad to say his remarks bore fruit because, now, nearly all guests are paid.

I'm sorry Jean Harlow couldn't have lived to see these golden times, because it was Jean, with that glorious, almost unbelievable frankness of hers, who whispered just one word as she walked, gratis, into a big broadcast. It was "Blackmail."

But, although they get paid, our guest stars still have justifiable complaints and can find no one who will listen to them. Hence this article. Perhaps it will give them a chance, not only to air their grievances, but to remedy them.

"We are pretty helpless," George Raft said to me. "I was making a personal appearance in Boston, when suddenly, out of a clear sky, they said I had to go on the air for a fifteen-minute interview. When I protested, when I said I had been told nothing about it, the theatre manager pointed to the papers. The news was already featured in all the radio columns. So he hollered: 'You can't disappoint!'"

"Between my acts, instead of eating dinner, I was rushed to the radio station by a police escort, who collided with another car. My nerves were shattered from this accident but, like a prisoner, I was forced to go on."

THE first time the full implication of the guest star system dawned upon me was a year or so ago, when I watched a Ben Bernie program. Ethel Barrymore was the guest star. A few hours before the broadcast Miss Barrymore hurt her leg. Refusing to let Bernie down, she arrived at the studio, in a wheel-chair. And quietly went through her job. Directly after the broadcast, all its members were suddenly busy about their own affairs, while Miss Barrymore was left alone, sitting in that wheel-chair. And if you or I had been Ethel Barrymore, I know we would have felt good and sore.

"I've been the choice of head-nude rouge. Movies know there's an amazing difference, for this costly rouge imparts a natural warmth and vitality not found in ordinary machine-printed rouges. Now, Ruth Rogers brings the superlative quality of hand-made French rouge to you at half the price you ordinarily pay. Women everywhere say that the rich undertones, the natural glow, the super smoothness, surpass the quality of the most costly rouges.

Remember this secret. Ask for Ruth Rogers Rouge, only 20c in full-size containers. Ruth Rogers Rouge comes in eight exciting shades matched to Ruth Rogers Lipstick. It is sold only by F. W. Woolworth Co.

ADD GLAMOUR TO YOUR BEAUTY WITH RUTH ROGERS RELATED AIDS TO LOVELINESS.

CLEANSING CREAM - TISSUE CREAM - FACE POWDER - ROUGE LIP STICK - SKIN LOTION - ASTRINGENT - LIQUID MAKE-UP.

HOLLYWOOD'S FAVORITE;

RUTH ROGERS
SOLD ONLY BY
F. W. WOOLWORTH CO.

RELATED AIDS TO LOVELINESS.

TYPEWRITER

1/2 Price Easy Terms Only 10c a Day Send No Money - Only 1 Mf's Orig. Price - 10c a Day for 90 days for all standard portable models of F.W. Woolworth Co. Send 7c stamp. 30-day trial ten days. Cash on delivery.\n
SPECIAL PORTABLE BARGAINS -

SPECIAL PORTABLE BARGAINS - Special Portablemakes it possible to own your own personal Portable Typewriter, the machine the stars use, the machine that matter. Type up to 800 words a minute - all the time. Helpful pointers for the average typist. Furniture that will last. Freedom from equipment troubles. Complete instructions. Type up to 400 words a minute.

International Typewriter Est. 1856, Chicago, Ill., Model 10...

FREE SAMPLE. Send for original hair color. Brooklyn Chemical Co., Dept. 36-48, 72 Southbury St., Boston, Mass.

ANY COLOR

LIGHT BROWN to BLACK

Gives a natural, youthful appearance. Easy as penciling your eyebrows in your own home; not greasy; will not rub off nor interfere with curling. $1.33, for sale everywhere.

FREE SAMPLE. State original hair color.

FARR'S FOR GRAY HAIR

72 Southbury St., Boston, Mass.

Touch up Gray Streaks

Epileptic Barrymore: "Neglected!"

The first time the full implication of the guest star system dawned upon me was a year or so ago, when I watched a Ben Bernie program. Ethel Barrymore was the guest star. A few hours before the broadcast Miss Barrymore hurt her leg. Refusing to let Bernie down, she arrived at the studio, in a wheel-chair. And quietly went through her job. Directly after the broadcast, all its members were suddenly busy about their own affairs, while Miss Barrymore was left alone, sitting in that wheel-chair. And if you or I had been Ethel Barrymore,
GEORGE RAFT: "...forced to go on."

"At the station, a newspaper woman handed me the interview. Now fifteen minutes of straight dialogue is too long and monotonous for anyone. It is an awful lot of talk. I'm enough of a showman to know that. But I was obliged to continue, although such a long, dull interview might easily cause listeners to tune me off for life. And the questions and answers typed in that script were stiff and unnatural. They didn't fit me, didn't sound like my personality. I did manage to compromise. I suggested that the girl ask me questions. I said: 'I'll answer them my way or twist them around and ask you the questions.' They all stared at me, amazed, and I had to reassure them as to my past master-of-ceremonies experience, which certainly made me thoroughly competent in the art of ad libbing.

"I've been on twice with Crosby," said Raft. "We just talked. And once I appeared in a Shell dramatic sketch, and once with Lux. I think that Lux should do away with those intermissions. It breaks right into the continuity. The script loses its intensity. Besides, an hour is too much, too long a time to ask anybody to concentrate. That's why I believe in half-hour programs."

SYLVIA SIDNEY seemed angry about her experience as a guest star. At first she didn't want to say anything about it. Then she made me promise not to reveal the name of the program she criticized. It was a dramatic one.

"Understand, I like radio," said Miss Sidney, her little face intensely earnest. "I loved that Shakespearean series, although I do think it foolish for an actor to attempt Shakespeare unless he's the top. John Barrymore, of course, is perfect. I listened to him do Taming Of The Shrew, and laughed my head off."

"But what about your grievance?" I interrupted.

"Well, it's this. I signed to do one of those dramatic hours. I thought I was getting a lot of money for it. At least it sounded a lot, for just one hour. But, afterwards, I figured I lost money on the deal. I was gypped! They didn't tell me I'd have to spend five days rehearsing."

"Five days?" I echoed.

"Five days," she repeated. "We'd start at eleven in the morning and work right through until five in the afternoon, stop-

Y n year in, year out, Shiny Nose goes on unchecked, despite the constant dabbing of protesting powder puffs.

But now at last something has been done to overcome nose shine! Woodbury provides you with a germ-free powder which adds glamour to your skin!

Germs Tend to Aggravate Shiny Nose

That glistening shine may indicate a skin condition dermatologists call Seborrhea. Germs can make it worse! Then Shiny Nose becomes a chronic nuisance...

How important to use face powder which cannot spread infection-germs to skin or puffs! As you wear Woodbury's Facial Powder, it inhibits germ-growth on your skin. The only powder among 20 leading brands tested that proved germ-free both before and after use.

This exquisite beauty powder instantly gives your skin a color-awakening loveliness, warding off harmful germ-life and embarrassing shine!

All seven shades are enchantingly natural. The newest, Windsor Rose, softly blends with the skin's clear undertones.

Try Woodbury's today... and discover its flatlery! In the new blue box, $1.00, 50c, 25c, 10c. Woodbury's Lipstick and Rouge, also germ-proof, come in four brilliant shades. Smart make-up for your skin!

Send for 7 Thrilling Youth-Blend Shades

John H. Woodbury, Inc., 9135 Alfred St., Cincinnati, Ohio

Please send me 7 shades of Woodbury's Facial Powder; trial tubes of two Woodbury's Beauty Creams; guest-size Woodbury's Facial Soap. I enclose 10¢ to cover mailing costs.

Name
Street
City
State

73
We asked women everywhere—in homes, in beauty shops, in stores and offices...and they said: "Give us a curler that will make large, soft, natural-looking curls." So we designed the HOLLYWOOD GIANT, pictured here in actual size. Curls made on this big cylinder look softer, more natural. They comb without becoming frizzy. And they give the large, full curls so favored on pit and office...and, of course, in dime stores and dryers. This big cylinder looks softer, more natural. Curls made on this big cylinder look softer, more natural. They comb without becoming frizzy. And they give the large, full curls so favored in the new hair styles. The HOLLYWOOD GIANT is easy to use...rolls smoothly, dries quickly, withdraws without spoiling curl. They’re 2 for 10c at dime stores and notions counters.  

**SYLVIA SIDNEY:** "I was gypped."

...for a few minutes at one-thirty while we had coffee. If I had spent that much time on anything else, I would have earned triple the money."

FROM Sylvia Sidney I went to Mitzi Green. The first time I had seen Mitzi in person was at a Vallee program of several years back. I reminded her of it.

"Oh, yes," said that young lady, who now is in her eightieth year. "That was years ago. I've been on three times with Vallee. I loved doing Tom Sawyer on his show. I did it with Coogan."

**ABSORDLY young for all this experience, Mitzi is definitely not blase. She is in love with show business and with everything that goes with it, the screen, the stage and radio.**

"I HAVE been on quite a few programs," she admitted. "With Joe Cook, James Melton, Jack Benny, Paul White- man and Lanny Ross.

"I liked working with Benny best. It's fun working with him. He is the only one of all the radio stars who really seems at ease. And he does something that no other does. He knows how to arrange the time. Maybe it's because he ad libs. But anyway, with him there are no last-minute cuts. And those cuts are disconcerting, especially for a guest star. It's simply awful to have rehearsed a song one way all afternoon, and then just five minutes before you go on, to be told to cut eight bars. That's my biggest objection to being a guest star. I feel that if Benny can arrange the time without those last-minute mishaps, then others should be able to do it."

**PERHAPS it's because he is English, and not so used to our ways, or perhaps it's because he must be essentially methodical, but Herbert Marshall is amazed at the whole business.**

"I SUBSTITUTED for Don Ameche on the Chase and Sanborn program, and they frightened me to death! They never rehearsed the whole thing together. First there would be a bit with me announcing, or I would introduce Bergen, or there might be a bit for the musicians. Everybody worked separately, nobody continuously. And I didn't hear the entire program until we actually went on the air."

"I must hand it to them—they did a wonderful job. It was like putting together the pieces of a picture puzzle, but," and Mr. Marshall laughed, "it would have been easier on the nerves of their guest star if just once they had run straight through the show."

**MARTHA Marshall** was present when I queried his compatriot, Gertrude Lawrence.

In that spine-touching voice of hers she said: "Every time I appear on a pro-

**MITZI GREEN:** "...Benny knows how how..."
BURGESS MEREDITH: "I believe in it."

"That was on a Vallee show," said Meredith.
He gives radio credit for expert cutting. "Oliver Beaum and the Lux programs. They do a wonderful job, even improve the plays."

HIS fault-finding is with the executives who employ writers.
"An actor is only as good as his script," said Mr. Meredith. "No writer should feel he has to write 'down' to the radio audience. And whether his particular job is condensing an adaptation or creating a sketch especially for the air, his manuscript must be well written."

MR. MEREDITH has several suggestions concerning radio writers.
"No writer should do a series. It is impossible for him to turn out that tremendous amount of work continuously. He gets strained and worn out. Naturally, this condition shows up in his work."

"At present the writer is terribly underpaid. He receives less money than anyone else in radio. Why, some programs pay as little as forty dollars a script, some only ten. This is ridiculous!"

"I THINK," said Mr. Meredith, "radio's biggest step forward occurred when NBC bought two original radio scripts from Maxwell Anderson. And when the Columbia Workshop produced 'The Fall Of The City,' by Archibald MacLeish. 'The Fall Of The City' was written especially for the air, and it did what a radio script should do, things suitable for its own medium."

TO show you that Buzz Meredith doesn't talk just to hear the sound of his own voice, I'll let you in on something which impressed me more than anything he could have possibly said. When he first heard about 'The Fall Of The City,' when he read it and was stirred by that script, Burgess Meredith, to prove what he thinks of good writing, to prove the importance of having the best authors on the air, took himself down to the Columbia Broadcasting System, and offered his unusually high-priced services for that program—for nothing! "Because I believe in it!" he said.

AND so long as radio finds actors like that, so long as guest stars can be that much in earnest, that helpful, I think it's time their host stars paid more attention to them and their opinions. Don't you?
LOVE at First Sight

Exhite men's admiration the Admiracion way

- You can't blame men for preferring girls with clean, soft, youthful hair—such qualities enchant a man! So guard your loveliness with Admiracion—the new Oil Shampoo that is different from all others. Its rich, creamy lather whisks away dirt, dandruff and dulling film—rinses away completely in water—leaving your hair clean, soft, manageable, alluringly beautiful. And remember, Admiracion does not dry or age your hair—leaves it fresher and younger! At drug, department, 10¢ stores.

Should you prefer an oil shampoo that makes no lather, ask for Admiracion Olive Oil Shampoo in the RED package.

WEST COAST CHATTER

(Continued from page 37)

The senoritas go for him! Nelson Eddy in a scene from the M-G-M film, The Girl of the Golden West, in which he co-starred with Jeanette MacDonald.

ASHMEAD SCOTT may whip out those forty-five-minute Your Witness scripts in a single day, but they're literature. A national magazine has just offered the author a pretty figure for the rights to reprint the murder-dramas as detective fiction.

THAT new cowboy twang in Jack Oakie's voice on his weekly airings these days, can be put down to his between-broadcast diversions. For weeks now the "proxy" has been riding the range at a popular dude ranch in the desert near Palm Springs. Incidentally, just one week-end in Palm Springs would almost be a guarantee than you'd see all your radio favorites. It's the celebrities' hanging-out place these days.

Bobby Breex found that it really pays to do a good deed. On New Year's Day, Bobby, who's a rabid football fan, gave up the big game in order to sing for the children of one of Los Angeles' hospitals. Imagine Bobby's glee when he came out of the hospital and found a special motorcycle escort, provided by Mayor Shade, waiting to rush him to the Pasadena Rose Bowl. He arrived just in time for the kick-off—and everyone else in Southern California had been on the road for hours to get a traffic to the Bowl!

MARLENE DIETRICH endeared herself to Doug Fairbanks, Jr.—and the audience—at the Lux Theatre show on which she appeared. For Doug became so rattled that he got his whole script mixed up. The Glamour Girl calmly got down on the floor and hunted for the lost pages, while Doug tried to read his lines over Lionel Atwill's shoulder.

"BUTTON, button, who's got the button?" is Monte Everett's song when off the air around the CBS studios. For she collects buttons. Has 10,000 of them to date—everything ranging from her great-
great- great- grandmama's wedding-dress buttons, to those from the dresses of such famous ladies in history as Martha Washington, Carrie Nation, Sarah Bernhard, and all kinds from the uniforms of soldiers in past and present wars, West Pointers and Australian aborigines. She has some sets with rare jewels, for which she's turned down exorbitant sums. As long as she's making a living on the air, Mento won't sell. After that, she'll settle down to a luxurious life, living off her buttons!

PAUL WHITEHALL's engagement at the famous Coconut Grove in Los Angeles, put an end to all those rumors that his type of music had lost favor with the public. For everyone in Los Angeles, Hollywood and points north and south came to the Ambassador Hotel to dance to his music, or just to sit and listen to it. Paul turned out to be the biggest rave in years.

GETTING tickets for any radio broadcast in Hollywood is no joke, but getting any for the Good News of 1938 show is practically an impossibility. For, now that Robert Taylor has taken on the emceeing, the tickets have been asked for months in advance. But Barbara Stanwyck doesn't have to worry. Bob arranged for a "season ticket" for her before signing on the dotted line. Incidentally, those in the know say that as soon as Barbara gets her latest trouble with Frank Fay ironed out, she will become Mrs. Taylor.

IN spite of the rumors to the contrary, Jack Benny did not transport his cast to San Francisco for their broadcast there in the antiquated Maxwell which the gang presented to him at Christmas. The car, at present, sits in a garage behind the NBC Hollywood studios, when Jack is not driving it around the block for laughs. Phil Harris says Jack's Maxwell is like one of Ben Bernie's horses—the last of its race.

WALTER O'KEEFE, the father of two young girls, claims that when he has three more boys, he's going to get his wife to change her name — O. Ida and open an antique shop.

SUPERSTITIONS of the Phil Baker cast: Phil never smokes the first cigarette of a new pack before a broadcast. Harry "Bottle" McNaughton tries never to break any new ideas, since they have a special significance in his career and name. Just before broadcast time, Lucille Ball always goes to a little coffee shop, where she had her first cup of coffee after coming to Hollywood. Al Garr will never shave himself on Friday. Oscar Bradley, foot-one orchestra leader, always insists that there be at least one man in the orchestra who is shorter than he. And Beetle never says anything nice about anybody.

NO one's happier around town than Dick Powell, now that he's back on the air-waves again. For Dick, you know, didn't want to leave that soap program any more than the sponsors wanted him to. It was all the studio's idea—the Brothers Warner figuring they might as well capitalize on such a good thing themselves. It took them long enough to get the show ready for the impatient Dick, but now that it's under way, everybody's goodnatured again.

RADIO STARS

Richard Arlen DRIES A LADY'S TEARS

"ON A RECENT FLIGHT from the East, I heard a girl across the aisle confiding her troubles to the plane's stewardess . . ."

"SHE HAD LOST her job — was returning home a failure. She couldn't believe that her work had been unsatisfactory . . ."

"ALTHOUGH YOUNG and well dressed, she had let unsightly, rough, chapped lips spoil her looks. All men — even employers! — like to see a girl looking her best, with smooth, lovely lips . . ."

"I TOLD HER, before we landed, about a special lipstick with a protective Beauty-Cream base that I've heard praised by many screen and stage beauties. The other day I had this letter from her . . ."

Kissproof Lipstick in 5 luscious shades of drug and department stores . . .

50c. Rich Holden

Kissproof Indelible Lipstick and Rouge

Dear Mr. Arlen,

Thanks to you for telling me about Kissproof Lipstick. I've got a better job, now! Kissproof's wonderful Beauty Cream base protects my lips from drying—keeps them smooth & nice to look at!

Sincerely,

RICHARD ARLEN

Kissproof Powder in 5 flattering shades. Generous trial sizes at all 10c stores.

SCENARIO BY RICHARD ARLEN

77
New beauty for your hair... with this new 4 Purpose Rinse

Lovalon, the 4 Purpose Rinse does all these four things for your hair in one quick, easy operation:
2. Rinses away shampoo film.
3. Tints the hair as it rinses.
4. Keeps hair neatly in place.

Use Lovalon after your next shampoo. See the life and sparkle and healthful, youthful glow it gives your hair.

Lovalon comes in 12 different shades. You can match and enrich the natural color of your hair or make it brighter or deeper. Lovalon does not dye or bleach. It's a pure, vegetable, odorless hair rinse—one of the very few hair tonics approved by Good Housekeeping Bureau. Package of 5 for 25¢ at drug and department stores. Trial size at 10¢ stores. (Or, any beauty shop will Lovalon your hair.)

LOVALON
the 4 purpose hair rinse

Do This For BLACKHEADS

They Fall Right Out!

BLACKHEADS persist because they are literally trapped in your skin! Looked there? by a film of sloughy, surface skin? You can't wash them away! But you can release them! Golden Peacock Bleach Creme will lift away the film of exucreased surface skin—dissolving it in tiny invisible particles. Blackheads are released. They fade away, fall out! Surface pimples, too—in fact, all blemishes in the surface skin! You discover your own finer skin—smooth, utterly clear, alluringly white!

CATARRH or SINUS Irritation Due to Nasal Congestion

CHART FREE!

Hall's Catarrh Medicine relieves phlegm-filled throat, stuffled up nose, catarrhal bad breath, hawking, and sinus headaches caused by nasal congestion. Relief or Your Money Back. At all Drugists. Send Postcard for Free Treatment Chart. 65 years in business. F. J. CHENEY & CO., Dept. 34, TOLEDO, O.

RADIO STARS

THE BANDWAGON

(Continued from page 58)

Here are the Goodman Bridge friends. Left to right, they are: Trumpeter Chris Griffin, Saxophonist Babe Russin, Trombonist Red Ballard (kibbitzing), Bass Violinist Harry Goodman and Len Vanderson, Benny's secretary.

trumpet solos. In between tunes, he writes music. He and Ben Pollack produced Peckin' And Harry and his present boss created Life Goes to a Party.

EVERY time he finishes a hot chorus, James exhibits all the symptoms of having run a hard race. Repeatedly warned by his doctor not to hit those high notes so consistently, he keeps right on blasting away. Harry treats himself like a prima donna, though. Before the broadcast, he watches his diet and his rest as carefully as Lily Pons ever does before stepping on the stage of the Metropolitan.

UP in one corner of the bandstand is the Mad Drummer—Gene Krupa, considered the finest stick-tapper in America. You may not know, though, that Lionel Hampton, the young colored lad who plays vibraphone in the Goodman Quartet, ranks very close to Gene in the drum division.

KRUPA practices on his rubber drum but Hampton does all his rehearsing in front of a mirror. Lionel now is as good a stick-juggler as he is a musician. He also plays the piano whenever he gets the chance. But still head of that department is the Quartet pianist, Teddy Wilson.

DOWN in the front row is Hymie Schertzer, the first alto saxophonist. Schertzer, more than anyone else, is responsible for the distinctive Goodman style. The greatest fun in life to him is his work. Let him get a good solo to play and he'll begin rolling his eyes and smiling. You try smiling some time with a sax mouth-piece between your lips.

AND then there's little blonde Martha Tilton, the Goodman vocalist. Benny found her this summer when he was in Hollywood making a picture and working with Jack Oakie on their mutual program. Martha was singing in the Oakie Chorus. Benny heard and auditioned her. That's how a star was born.

A FEW years older than Benny is Brother Harry, who plays the big bass violin. Some critics think Harry is swell. Others don't agree. But that makes no difference to Benny. There's one observer who really counts: Mama Goodman thinks Harry sure can slap that bass.

BENNY GOODMAN'S THREE FAVORITE BANDS

1. Red Norvo
2. Duke Ellington
3. Count Basie

HIS FAVORITE TUNE

Don't Be That Way, by Edgar Sampson, who also wrote Stompin' at the Savoy

CORPORATION—LIMITED

Sonny Dunham has long been famous as the musician who was not only one of the country's best trumpeters but also one of the best trombonists. For years, Sonny was a member of the noted Casa Loma Corporation. Then he decided to resign. The report is that he received $18,000 for his share of Casa Loma stock. Be that as it may, he organized his own orchestra—and proceeded to lose most of his money.

78
GLEN GRAY and the boys needed a good trumpeter and Sonny decided to go back to his old job. So Sonny is back—but not as a member of the honored corporation. Unlike his fellow-workers, he is now a Case Luma employee and is paid a salary at the end of each week.

FOR SALE: A BAND

A new branch of the music industry has sprung up: the sale of entire dance bands. The procedure is quite simple. Frank Dailey, for example, built up a very good orchestra. Buddy Rogers bought it lock, stock and barrel. When you hear Buddy now, he's leading the ex-Dailey men. The popular organization of the late Orville Knapp belongs to George Olsen. The up and coming band of Woody Herman is the old Islam Jones outfit. And then there's Joe Haynes, who spends most of his time building up orchestras so he can sell them.

WHEN THE ORGAN PLAYED

Lew White, once the most popular of organists, now works for CBS. From 7 p.m. until 1 a.m., he sits at the console in the New York studios, never playing a note, just waiting in case something happens to a scheduled program. If there is a break, or some other rare broadcast interruption, Lew plays a few bars.

BUT one night recently he played a whole half hour program. He didn't expect it, he thought it, and the listeners (who didn't expect it, either) were waiting to hear the music of Tommy Dorsey. They heard Lew White instead. Here's the story:

THIRTY seconds before air time at the Commodore Hotel, the scene of the broadcast, a worried engineer approached Tom- my with the news that the microphone for vocalists was broken. The regular band mike was working, though, and he thought they'd get through the half hour all right. But Dorsey, eternally careful, they'd get through the half hour all right. But Dorsey, eternally careful, that his hand always sound at its best, refused to go on the air without the necessary microphone. Not even a radio engineer can find a solo mike with half a minute to go. A hurry-up call to CBS headquarters and Lew White, with no preparation and no music, was asked to provide a 30-minute program.

THAT'S why you heard the organ play at midnight.

THE WEARING OF THE BLUE

In the year 1927, two of Fortune's children played saxophones in the Yale University dance orchestra. They sat side by side. One was a junior; the other a freshman. The junior graduated, got a few odd jobs, organized his own orchestra, sang a bit and then found he could make more money by talking. When the freshman graduated, he and his saxophone went to work for Vincent Lopez, Paul Ash, Buddy Rogers and Abe Lyman. Then he found he could sing. He's doing pretty well for himself now under the name of Buddy Wood. The musician who sat beside him is doing well, too. His name is Rudy Vallee.

WHAT'S IN A NAME:

Glen Gray's fellow-hornman call him (Continued on page 97)

CLEANLINESS IS PART OF LOVELINESS

The charm of attractive womanhood is made up of many things. Above all, a quality not to be measured merely by birthdays... a quality of fresh, sweetly fragrant daintiness, which proper care can assure at any age. With more accuracy than romance, let us call it frankly... "cleanliness". It means even more than bath- and-laundry cleanliness. It means that unsullied personal immuclacy which is the most compelling charm of a lovely young girl, and of truly happy wives. For no husband fails to notice, and resent, any neglect of intimate feminine cleanliness. Yet too many women never realize that the freshness, which is so natural in youth, requires constant care as maturity advances. A cleansing douche with "Lysol" disinfectant, in proper solution of water, is the frequent and regular feminine hygiene habit of fastidious modern women. They know that "Lysol" in solution cleanses thoroughly, deodorizes—dependably. Many hospitals use "Lysol"; many doctors recommend it for feminine hygiene. Complete directions are on every bottle... at any druggist's.

You must surely read these six reasons why "Lysol" is recommended for your intimate hygiene—to give you assurance of intimate cleanliness.

1—Non-Caustic... "Lysol", in the proper dilution, is gentle. It contains no harmful free caustic alkali.

2—Effectiveness... "Lysol" is a powerful germicide, active under practical conditions, effective in the presence of organic matter (such as dirt, mucus, serum, etc.).

3—Spreading... "Lysol" solutions spread because of low surface tension, and thus virtually search out germs.

4—Economy... "Lysol", because it is concentrated, costs only about one cent an application in the proper dilution for feminine hygiene.

5—Odor... The cleanly odor of "Lysol" disappears after use.

6—Stability... "Lysol" keeps its full strength no matter how long it is kept, no matter how often it is uncorked.

TUNE IN on Dr. Dafoe every Mon., Wed., and Fri., 1:15 P.M., E. S. T., Columbia Network.
Don’t pare corns—they come back bigger—uglier unless removed Root* and All

Old-fashioned home paring means risk of serious infection and it only affects the surface of a corn—leaves the root to come back bigger, more painful than ever. So don’t take chances with dangerous paring methods or unknown remedies. Remove corn root and all with the new, double-action Blue-Jay method that ends pain instantly by removing pressure. Then in 3 short days the corn lifts off root and all (exceptionally stubborn cases may require a second application). Effective, medicated Blue-Jay plaster inline, easy to use. 25¢ for 6. Same price in Canada.

BLUE-JAY CORN PLASTERS
*A plug of dead cells root-like in form and position. If left may serve as focal point for renewed development.

In the NBC studio in Hollywood, Boris Karloff (left) shows Rudy his portrait in the likeness of Frankenstein, painted by Rolf Armstrong (center).

templated taking him to the District Attorney’s office, he disappeared with the speed of the wind!

**SACRILEGE**

In his book on the Vatican, Thomas B. Morgan says that the canonization of a Catholic Saint is never rehearsed (even though it is a most elaborate ceremony), since “Being purely religious exercises, the idea of rehearsal is repugnant.”

**JUST as repugnant to good and decent church-goers should be the practice of putting the name of the church out in front in gaily-colored and commercial Neon lights.**

**EQUALY as repugnant is the idea (according to the press, high church authorities ARE taking steps in this direction) of churches resorting to Bingo Nights and Bank Nights, in the manner of the theatre—even to the hiring of professionals to stage these affairs. The old-fashioned lawn party on the ground had the sweetness of home-made food and simple fun—but when the church relies on games of chance of the Bingo type to fill its coffers, I say it is a sad state of affairs.**

**THE, the lottery and raffle at least may be conducted with some degree of dignity and, although they are a type of chance of fortune, they have been accepted as the best method of reaching the congregation and tapping them all for the good of the church.**

But a church—the House of God—that has an immense placard advertising “BINGO HERE TONIGHT” calls down upon itself a rebuke for bad taste!

**SPORTS ANNOUNCERS—ATTENTION!**

The word is “Bruin” (brew-in)—not “brun”*. And it’s “Notr-a” not “Not-er” for “Notre Dame.”

EVEN though some of you sports announcers are apparently not concerned with the improvement of your own pronunciation, you must think of the tremendous influence you have on American speech and on all of the hundreds of thousands who hang on your words. The faults of American pronunciation and diction of the future will be upon your heads.

**AMAZING**

In three Italian restaurants visited in Hollywood there were no bread sticks! The proprietors claim there is no demand for them—hence this important staple of Italian good eating is lacking in Coast restaurants.

**QUERY**

Why should there be different long distance dialing in Los Angeles and New York? To dial long distance in New York, one dials 211. In Los Angeles it’s 411. In New York 411 is information.

BEFORE beginning a résumé of some of the unusual things that impressed me during our tour of dance dates in Northern California, may I point out, for the benefit of those interested in the fundamentals of showmanship, some of the factors, hazards and other things which must be taken into consideration by anyone who proposes to embark upon a tour of one-night dance dates? To the layman this field is a complete mystery.

FIRST, there is the matter of booking the dates themselves. In the final analysis, the location of the date, the remuneration, the hours and all factors pertaining to the date will be dependent upon the popularity of the band at that particular time.

A PROMOTER who ordinarily would
never book a band on a Monday evening, will break his rule if the band is tremendously popular. A promoter who would never guarantee more than $500 will guarantee $1500 or $2000 when the band is known to be a record-breaking success. A promoter who ordinarily would never book a band which had played fifty, seventy-five or a hundred miles distant the night before, will take a chance when the band is ardently desired by the townpeople. A promoter who is the Simon Legree type of man (who believes in quantity and not quality and who ordinarily insists on long hours or as eight to two or eight to three) will gladly accept a contract which states that the band will play from nine to one, when he has no other choice with a successful band.

SOME of the hazards affecting dance dates are, of course, the elements themselves—cold, heat, rain, snow, windstorms—especially when the rain or snow begins approximately two hours before the beginning of the dance date. That, of course, being the time when people leave their homes to go to the dance. Some of them travel anywhere from fifty to a hundred miles to come to the dance. So, when they look out of the window or door and see that it is raining or snowing, they're only too apt to decide that the fireside is too warm to leave.

Perhaps the greatest obstacle to a successful dance engagement is the rainy or cold evening when a thin layer of ice forms on the roads—making it impossible for people to walk, drive or ride at all. It was just this type of hazard which prevented us from breaking the record in an Ohio city, during a recent theatrical engagement there.

Then there are the usual poor nights. In all show business, Sunday—Monday—Tuesday—Wednesday are bad nights. Saturday is always the best night. Everyone sleeps Sunday morning, except the poor drug clerk and those engaged in ecclesiastical duties. Sunday is the worst day for night clubs—though sometimes excellent for one-night dance stands. Blue Monday, however, everywhere—except under unusual circumstances—is the lowest ebb of show business. Tuesday is a little better and by Wednesday things have begun to pick up.

I think the greatest competition I ever received was the night Ringling Brothers' Harem & Bailey Circus and I both played the little town of Manchester, New Hampshire. Ordinarily the Manchester Ballroom was one of the best on my itinerary. But there wasn't room for the two of us. Although we did well—the circus did better and it would have been infinitely better for Bailey if he had been out of town the night the Messrs. Barnum & Bailey came in!

Of late there have arisen many new-fangled sports, such as night baseball, night football, night softball—all of which, in summer and early fall, may spell the difference between success and failure with one-night engagements.

During our recent visit to Columbus, Ohio, we found almost an entire news-

**RADIO STARS**

**FACTS about sanitary napkins!**

Here are the questions women asked:

**Is there a way for me to secure greater Comfort and Security?**

**Suppose my needs differ on different days...what can I do?**

**What kind of deodorant should I use for positive protection?**

Here are the answers to your questions!

Women know that the ideal sanitary napkin is one that can't chafe, can't fail, can't show. So, naturally, this was our goal. With the introduction of Wondertex Kotex, we were confident we had achieved it!

But to be honest, even though Wondertex Kotex did create new standards of comfort and safety for most women, it did not completely satisfy every woman! Fortunately, we found out why... We discovered that one-size napkin will not do for every woman, any more than one-size but, dress or pair of shoes. And, for many women, one-size napkin will not do for every day, for a woman's personal needs may differ on different days.

To meet this problem, we developed 3 types of Kotex... for different women, different days. Only Kotex has "All 3"... Regular Kotex, Junior Kotex, Super Kotex.

We sincerely believe that these 3 types of Kotex answer your demands for sanitary protection that meets your exact needs, each day. We urge you to try "All 3" next time, and see how they can bring you the greater comfort and security you seek.

Try all 3 types of Kotex, then judge for yourself. The proof is in the wearing! Perhaps you will decide you want one type for today, another for tomorrow— or maybe all 3 types for different times.

**KOTEX* SANITARY NAPKINS**

(*Trade Marks Reg. U.S. Patent Office*)
LOSE WEIGHT
Without Drugs or
Laxative Salts

DO NOT gamble with your health while reducing. Reduce
diet. Do not need! Dietene
accepted by the
Council on Foods of the
American Medical Association.
Dietene is accepted for redi-
because it provides meals in.
weight building recipe. If
you do not need, but Dietene is
high protein, minerals and
vitamin A, B1, D, 4, which you
do need! Dietene comes in pow-
dered form, makes a nourishing,
food drink. Easy to use
simply replace breakfast and
lunch with Dietene meals and
you will not feel starved or irritable. Dietene meals cost, much less
than the meals they replaced.

DINITENE
15 Ounce $1
Size......

If your store cannot supply you, send
$1.00 to Dietene Co., Mpls. Minn.,
for a 3-month supply with free booklet and
future purchases. Offer limited to U. S. Please write on letterhead for
Name
Address
City......State......
Name of Store.

NOW!

Beautiful NAILS
AT A MOMENT'S NOTICE

NEW! Smart, strong
tapering nails for
everyone! Cover broken
short, thin nails with
NU-NAILS. Can be worn
any length and polished
any desired shape. Before
detection. Waterproof,
nail growth or cuticle. Removed at will.

If you have
GRAY HAIR
and DON'T LIKE a
MESSY MIXTURE...
then write today for my
FREE TRIAL BOTTLE

As a Hair Color Specialist with forty years' European
American experience, I am proud of my Color Impartor
GOOD for the scalp and hair. It can leave
stains. As you use it, the gray hair becomes a darker,
more youthful color. I want to convince you by sending
my free trial bottle and book about All About Gray Hair
ARTHUR ROHDEST, Hair Color Expert, Dept. 9, LOWELL, MASS.

MAKE $525-$535 A WEEK
You can learn practical nursing at home
and make a good living. Course endorsed by physi-
Dr. by the American State
universities. thousands of graduates. Graduates have
ten years' experience. Graduate employed by hospitals.

ENGLISH

CHICAGO SCHOOL OF NURSING

2541, 16th St., Chicago, III.

Please send free brochure and 1000 sample lesson pages.

BE A NURSE

RADIO STARS

paper filled with full-page advertisements
concerning a final play-off game between
two night baseball teams which were cham-
ions in their respective localities. It
probably affected our gross to the extent
of fifty percent! The thousand-odd people
who attended our dance at this place,
where we normally pulled in 2000 or more,
were there mainly because they were
staunch and loyal friends who look for-
ward to our appearance each year.

THEN there are such things as the
premières of pictures. The début of a
sensational one- or two-million-dollar super-
super colossal picture—one featuring
Astaire and Rogers—Gaither and
Crawford—Shirley Temple or a hit musical, will often
hurt the appearance of a visiting band.

THE most natural competition, of
course, outside that of Lodge, Fraternal,
Society and Military affairs sponsored by the
town's citizens—is the appearance of a virulently
popular dance band. This, naturally,
is a normal type of competition and the best
man usually wins, although it some-
times happens that neither comes out well.

THE dance hall owner (or promoter, as
we have been calling him) usually in-
sists that our night-before appearance be
played at least one hundred miles away
from his dance hall. Obviously he wishes
to draw from miles around and if his
clientele has been to the other place the
night before, unless they are unusually
enthusiastic, the following night will not
find them at his place.

THEN there is the question of adver-
tising. I have played dance engagements
no competition of any kind, at least none
discernible to the eye—when even the
weather was perfect. In such cases there
is only one answer—you can count on our
fans in that town on two hands.

WHERE a city or town has in the
past been unable to tune in the radio pro-
gram of the band which is visiting it, this
more than any other factor may make or
break the band's success on its visit.

One broadcast reaches the West Coast at
eight o'clock, Pacific Standard Time, dur-
ing the winter, and at four o'clock during
the summer. Which means, of course, that
people are just finishing work and are
driving home in a tired state of mind.
Knowing that we probably have not as
many radio listeners on the West Coast as
I would like to have and that most radio

Gertrude Berg, author of The Gold-
berg, plays Molly in that serial.

listeners have come to regard me as a
master of ceremonies—a light comedian—a
singer and, perhaps, best of all, the di-
rector of an orchestra—I had no illusions
about the success of our tour through the
northern part of California.

I AM never particularly unhappy when
we do not find ourselves even at the bot-
tom of a dance-band rating. The radio
audience has come to think of me as
the director of a variety show and my
orchestra as a sort of pit band accompanying
the guest artists and occasionally playing
rhythm music.

UNLIKE Benny Goodman, who burst
upon the populace with a successful dance
band, our dance reputation has diminished
as our variety popularity has increased!

INAPPROPRIATE
Perhaps you, too, noticed that very in-
appropriate music—that gay, scintillating,
happy and flute-like music played during
the horrible and blood-curdling bombing
of Nanking, during a recent network.

FRIGHTENING
On observing the wild abandon and
completely carefree manner in which these
young kids, who were paid to dance the
Big Apple at the swank El Morocco here
in New York, danced—t was provided with
much food for thought.
THERE are those who say that it was either the World War, prohibition or perhaps radio that was responsible for the apparent wildness of youth today. Then there are those who say that the youth of today is no more wild than that of our grandfathers' day. But, having a pretty accurate memory of the way young girls and boys between the ages of twelve and seventeen acted in my town when I was a young boy, I am actually astonished and almost frightened at the violence with which the youth of today enters into Snug, Big Apple and dancing in general.

WHEN it is a young crowd that has been drinking too freely of corn, white-mule or other kinds of raw and strong stimulants, the explanation is not difficult. But these boys and girls at the El Morocco of a Sunday evening were completely sober.

THEY had stood in the doorway for hours, watching an impromptu show. On the faces of some were expressions of indifference to the performance—bordering on boredom. In the eyes of others was the glinting interest of youth, or was it the anticipation of the moment when they themselves would be called upon to perform?

AT any rate, once they were introduced and the floor was theirs, there was no doubting their enthusiasm, their energy and their complete absorption in the task that lay before them. "Task" is unquestionably the wrong word. That these boys and girls never would have stopped, except that it was necessary for the entertainment to end so that guests might dance, would have been quite apparent to a keen observer. "Abandon" is the only word I can use that would connote what was then in my mind.

I HAVE heretofore commented on the seriousness with which dancers in the main took themselves and their work. Perhaps it is the Goddess of Terpsichore herself, is such an exciting taskmistress and such a delightful one, that those who are talented in her art lose themselves so completely in the gay, wild and frenzied abandon of the more crude and rough forms of dancing, that cannot help but make it devotees of the moment wild, uncontrollable savages.

I WONDER if the boys and girls I saw there that evening at the El Morocco, with their peculiar costumes, hairdress and manners, are typical of the American youth of today?

GOOD PHRASES
"I love my work and I don't care what I become doing it."
"Many a man who thinks he has reformed has only evaporated."
"His morals and inhibitions are only

They Still Talk Behind Her Back

BUT NOW they say:
"What a Lovely Skin!"

SHE is "Miss Popularity" of her set because she knows the value of a beautiful complexion. She is the glamour girl who keeps her skin looking youthful with the help of the Linit Beauty Mask.

Why not try this gentle, quick-acting facial treatment which helps to stimulate the skin, and eliminate "shine".

Here's how quickly the Linit Beauty Mask is prepared. Simply mix three tablespoons of Linit (the same Linit that is so popular as a Beauty Bath) and one teaspoon of cold cream with enough milk to make a nice, firm consistency. Apply it generously to the face and neck. Relax during the twenty minutes it takes to set, then rinse off with clear, tepid water and pat the face and neck dry.

You will enjoy pleasant facial smoothness after the Linit Beauty Mask treatment. It leaves a velvety "film" that is an excellent powder base and heightens the allure of make-up. Your grocer sells Linit.

*1st STEP Mixing takes a minute.
2nd STEP Applying takes a minute.
3rd STEP Resting for 20 minutes.
4th STEP Rinsing off completely.
To keep your hands Soft and White

...get a jar of Barrington Hand Cream and use a little of this remarkable cream regularly. Whether it is office work, or house work, or gardening, Barrington gives wonderful results in transforming rough, red hands into soft, attractive hands that are smooth, pleasant to the touch, lovely to look at.

Barrington Hand Cream is very inexpensive, and the popular 10 cent jar is convenient to keep handy in desk drawer or on kitchen shelf. Sold in drug, department and the better 5 and 10 cent stores.

Use

Barrington CREAM
Another NADCO Product

...You'll Enjoy MANICURING!

FINGER NAIL CLEANSING PADS

You'll enthuse about these handy new ready-prepared pads which remove old nail polish in a jiffy — no liquid, no fuss, no muss. These unique pads also contain Vitamin "P" and oils to condition your nails against brittleness.

Get a handsome jar of pads today and start manicuring the easy way that saves your time.

SHA-RIE CO., SHELBYVILLE, ILL.

RADIO STARS

bracketed by his bad looks."

TIP

Always try to see the last show in a theatre that has four or five shows daily. By the last show, I mean the one that winds up the week before the new show comes in the next day. Invariably the performers, especially, and the orchestra on the stage, bored to the point of monotony by the repetition of their show some thirty or more times during the week, "cut capers" on the last show.

DURING my long apprenticeship at the Brooklyn and New York Paramount Theatres, doing four and five shows a day, it was always my wont (we changed Friday morning) to "cross up" the comedian for whom I had acted as straight-man during the week. Especially the old vaude- villian type, accustomed to the straight man (or stooge) standing on one particular side of him. Certain comedians, who worked for years with the stooge always upon the right, are so completely flabbergasted, upon discovering the straight man at the left, as to completely forget all of their lines.

LIKEWISE this type of comedian who has been doing his act for anywhere from five to twenty years, when given any answer other than the one he naturally expects, is thrown into utter confusion by the unexpected one.

AMONG those with whom I had the most fun in crossing up in the last show in their week with us, were Joe Penner, Jack Oakie, Johnny Burke, Sammy Cohen and many others.

WELL, I'm off to Hollywood to do a movie, which will—I hope—meet with your approval when you see it—so our tour and other discussion will have to be continued next month.

SEE you then!

(EDITOR'S NOTE: We thought the readers of Rudy Vallee's column would be interested in the following letter. Unfortunately the rodeo picture would not reproduce.)

Eastern Holding Ranch,
Woodstown, New Jersey.

Mr. Lester C. Grady,
Editor, RADIO STARS,
Dell Publishing Co., Inc.
149 Madison Avenue,
New York City, N. Y.

Dear Sir:

Enclosed find an authentic photo of Rudy Vallee, all decked out in cowboy, rodeo contestant style and, on the night the photo was taken, Rudy rode with the 82 cowboys, cowgirls and Indians at the JE Ranch Rodeo, showing on the Fryeburg, Maine, fair-grounds.

And he did more than that, bless his kind heart. Our rodeo was the big attraction in front of the grandstand at the fair, two years ago. Rudy was spending a bit of a vacation at his Maine camp, on the banks of a beautiful lake a few miles from Fryeburg. We learned he was out there and sent our Indian band out to serenade him. Rudy came up out of the lake, where he was bathing, and led the band. Then he served refreshments, which the Indians greatly appreciated. We invited him to attend the rodeo that night.

"Can I wear my Wild West clothes?" he asked, with all the enthusiasm of a sixteen-year-old boy. "I have an entire outfit, presented me by California friends."

"Of course you can wear them and we'll furnish you a good horse to ride in the entry," we replied.

Rudy came to the rodeo, all dolled up in claps, silk shirt, high-heeled boots, neckerchief and Stetson hat and rode entry with Colonel Jim Eskew of Garland, Texas, owner of the rodeo.

During the show, while Rudy talked over the loud speaker and he told the folks if they would come back Saturday night, he would bring his entire bunch of musicians and entertainers to the rodeo and have them put on a show in connection with the Western sports, as the folks were all coming to spend the week-end with him.

Well, Mr. Editor, believe it or not, the good news leaked out, and on Saturday night there were more people on that field than there ever had been before in its history. Rudy came with his bunch. Again he rode entry. He acted as one of the judges in the contests and, after an hour of rodeo, we stopped the show and turned things over to the Master of Ceremonies.

On the rickety old outdoor stage, opposite the grandstand, that boy—and you know he is just a boy at heart—put on a show that was worth two dollars of any man's money, just for standing space. All his folks entered into the spirit of the thing and fairly outdid themselves. When it was finished, those stalid old Maine residents raised a cheer like a bunch of Confederate war veterans when a band strikes up Dixie.

Then we went on with the balance of the rodeo and Rudy got in the saddle and judged the contests fairly and impartially.

His gesture in putting on that show was a fine one—it was a tribute to his fellow citizens up there in the big woods and a gesture, also, that won for him the staunch friendship of every cowboy, cowgirl and Indian in the outot. One six-foot cowboy, "Slim" Welsh by name, chief "fanatic" on Colonel Eskew's JE Ranch, down near Garland, Texas, walked up to Rudy and said: "Mr. Vallee, that last song you sang just choked me right up. I ain't felt that way since I used to hear my mother sing. You can call on me for anything—if you want anyone killed, I'll sure do it for you and it will be a downright pleasure. Son, you're fit to ride the river with, as we say down in Texas."

And "Slim" meant every d— word of it.

Very truly yours,
JE Ranch Rodeo,
By Herbert S. Maddy,
Garland, Texas.

I have seen thousands of pictures of Mr. Vallee, but never one of him as a cowboy, until the one I enclose was taken. That Quincy, Mass., photographer was on the grounds, taking pictures in the afternoon of the harness races, so we pressed him into service.
Imagine! LOVELY WINDOW SHADES
For Only 15¢ Each

NOW GET 5 STUNNING CLOPAYS FOR WHAT YOU USED TO PAY FOR ONE SHADE!

MILLIONS NOW SWITCHING TO
New CLOPAY Lintone WINDOW SHADES

REVOLUTIONARY new window shade—
developed from cellulose fibre—is
causing a sensation among women every-where. This amazing new material called
CLOPAY Lintone permits greater window
shade beauty—yet a full-size 36" x 6'
shade costs only 15¢! Years of use in mill-
ions of homes show CLOPAYS hang straight,
won't curl, wear two years and more.
Resist pinholing, cracking and fraying.
No wonder millions of women now replace
shabby soiled shades with lovely new
CLOPAY Lintones and get 5 gorgeous
shades for what they used to pay for ONE!
CLOPAYS come in a wide variety of char-
ing colors. Cost only 15¢ each, ready to
attach to old rollers in a jiffy with patented
gummed strips. No tack or tools needed. See
them today at all leading 5c and 10c stores.

CLOPAY WASHABLE WINDOW SHADES

ALL YOU NEED IS SOAP AND WATER!

SIZES AVAILABLE:
15¢ CLOPAY Lintones 36" x 0" and 48" x 2"
35¢ CLOPAY Lintone WASHABLES 36" x 6' up to 54" x 7'

New!
CLOPAY CELLOPHONE WINDOW CURTAINS

Reinforced Edge WON'T TEAR!
New, improved type. Reinforced edges prevent
tearing. Rub clean with a damp cloth.
Perfect for kitchen, playroom,
bathroom, etc.
10 LOVELY PATTERNS
Only 50¢ a pair

35¢ EACH COMPLETE ON ROLLER WITH "EDGE-SAVER BRACKETS"

Sensational CLOPAY window shade material
is now coated on both sides with a special
oil finish. This makes possible new CLOPAY
WASHABLE shades. These amazing low-
cost shades are actually 100% washable
with plain soap and water. They won't
stain, water-mark, or streak. Astounding
resistance to pinholing, cracking, and fray-
ing. Yet, WASHABLE CLOPAYS, with their
richly-beautiful, linen-like appearance cost
only 35¢ each, complete on roller! See them
today in all leading 5c and 10c stores. For
FREE color samples, write
CLOPAY CORPORATION
1358 YORK STREET • CINCINNATI, OHIO

(Continued from page 12)

SEEING Edward G. Robinson rush
enthusiastically from his studio after a
broadcast, you wonder whether all that
enthusiasm over his radio work can be
genuine. The movies and stage did not
always give him ageless masterpieces to
act in, but they were usually among the
better products of their season. Radio,
however, is casting Robinson in just about
the same caliber of play that the much less
pretentious afternoon programs use. He
gets primitive gangster melodrama, rip-
roaring, a lot of yelling and shooting and
telephoneing—and that's all there is to it.

Robinson loyalty commends the good
work that writers and directors are doing for his
show. But he is a man of wide culture,
great literary and musical enthusiasms. It's
hard not to be curious about what he
really does think of this program—even
though the salary is very good.

THIS Christmas story is belated but it
took quite a while for it to happen. Guy
Lombardo sent an odd friend an expensive
watch for Christmas and decided registered
mail would be the most convenient way of
delivering it. The friend was not in when
the postman rang.

A notice was left that registered mail
awaited him and he threw the man into a
dither. He had visions of aamous, jury
duty or lawsuit. He made up his mind to
duck that piece of mail as long as possible.
Repeatedly the postman called with it. The
door did not open. Guy's friend had ceased
answering the bell.

Guy was a little puzzled when the pack-
age finally came back to him. He was
certain the man had not received. One more
attempt was made to deliver it by special
message and this time the package did
not come back. The friend did, though,
with a sheepish explanation which imme-
diately became one of Guy's favorite stories.

AROUND the Lux Radio Theatre
studio in Hollywood, eavesdroppers who
don't recognize Cecil B. DeMille must go
away with a notion that they have just
seen and heard the greatest liar in the
world. His conversation is simply in-
credible—except for the fact that the things
he tells about are true.

Talks in terms of millions. Stagger-
ing sums run in and out of his casual
stories of when his company was struggling,
years ago. Or his stories may run on about
the greatest names in Hollywood, all men-
tioned with a matter-of-fact air which
makes the whole thing sound impossible.

Remember, it's a fat, middle-aged man
telling these tall stories! Leisurely, easy
going and a little on the windy side, cer-
tainly not a figure to look or sound like
one of the important executives of a great
industry—that's Cecil B. DeMille, who
loves to sit back and talk about old times
and whose stories must take wild turns
because that is the kind of a career he has
had. No director ever averaged a large
sum per picture than DeMille.

(Continued on page 86)
HOW YOUR BABY'S APPETITE?

Feed your tiny tot Heinz Strained Foods and see how eagerly he eats! He'll like their natural color! He'll appreciate the tasty flavor Heinz cooks in—never out. Choice fruits and vegetables are prepared scientifically to preserve vitamins and minerals. There are 12 delicious Heinz Strained Foods from which to choose. You pay no premium for their extra quality.

GUARD YOUR BABY'S HEALTH—LOOK FOR THESE SAFETY SEALS

57 HEINZ STRAINED FOODS

(Look for PLATTER PATTER in May Radio Stars)

WHEN your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved in one minute.

Dr. Hand's Teething Lotion is the prescription of a famous baby specialist, contains no narcotics and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period.

Mary Dr. Hand's from your druggist today

JUST RUB IT ON THE GUMS

DR. HAND'S

Teething Lotion

(Continued from page 85)

The most expensive shoes may RUIN YOUR BABY'S FEET

Many a mother, with the best intentions, is RUINING her baby's feet by buying expensive shoes and then failing to discard them when they are outgrown. The X-ray shows how terribly little bones are warped and twisted in outgrown shoes.

Save your baby's feet with inexpensive Wee Walker Shoes and change to new ones often. Wee Walkers have every feature baby needs. They are made over live-model lasts, hence are correctly proportioned, full-sized, roomy shoes that give real barefoot freedom. Good-looking, soft, pliable leathers. Because they are made by the largest manufacturers of infant shoes exclusively, and are sold to stores with very low mark-up, the price is very low. Look for them in the Infant's Wear Department of the following stores:


NURSING MOTHERS?


Relieve Baby's Cough the Moist-Throat Way!

When you catch cold and your throat feels dry or chapped, the secretions from your tiny glands in your throat and windpipe turn into sticky, irritating phlegm. This makes your cough worse. It helps to use throat drops to add moisture to your throat and ease a dry, scratchy throat. Ask your doctor how best to relieve your cough.

Another is Powertussin. Read the Fuss! It's the cheapest and best. Use Powertussin, a safe and pleasant herbal remedy for children and grownups. Many physicians have prescribed Powertussin for over 30 years. It's safe and acts quickly. Sold at all drugstores.

PERTVSSIN

The "Moist-Throat" Method of Cough Relief

(Flip to page 87)
BENNY GOODMAN’S recent swing concert in Carnegie Hall settled nothing except that swing addicts will like their brand of music, no matter where it is played. The concert did accomplish one thing, however. It set New York music critics into a good lively lather about this young upstart who had dared invade the august old concert hall, most famous and stately in the land.

Carnegie and other New York concert halls have been invaded by jazz and swing orchestras before—Paul Whiteman, Ferde Grofe and others. Those leaders, however, always brought with them some significant new attempts to make serious music out of swing. Gershwin’s Rhapsody in Blue had its start in one of those concerts. So did Grofe’s Merry Gang, Grand Canyon and other suites, and the All Points West dramatic song which achieved some popularity a year ago.

THE difference was that Goodman came in with no artistic notions. He just played the sort of music he would use at a ballroom, the popular song after another, and that’s what set the music critics on edge. A couple of them, with good-natured condescension, conceded that this was not so bad, this swing, and Goodman was a good clarinet player. Others merely wrote a short routine piece, denoting their lack of interest. The rest went into long essays about the shortcomings of this primitive music. It was odd, reading such fancy words as arpeggios, glissandos and bravuras—all applied to what Benny himself would call simply “a hot lick.”

However, not one of these critics recalled that eight years ago in this very same Carnegie Hall was introduced a song which became a bigger popular hit tune than anything Goodman has ever played. The conductor that night was Toscanini, no less, leading the great New York Philharmonic-Symphony orchestra. The piece was Ravel’s Bolero, which he had introduced as a good symphonic item to round out a heavy program. He and the orchestra were dumbfounded when an audience stood up and cheered. The next season it was on the music racks of every dance orchestra in the country, a rival to St. Louis Blues.

THIS Arturo Toscanini, by the way, has kicked up very little of the expected fuss during his season with NBC’s symphony orchestra. He has had almost nothing to fuss about. In addition to hiring the greatest musicians, who could be lured away from other orchestras, NBC has tried... (Continued on page 103)
Lubricating cream

**USE**

Toilet, hair.

**Their** handy as a hanky... indispensable as a lip-stick. Try them! Compact and 15 Pads 10c.

Refills of 60 Pads 25c.

**REMOV-O-PADS**

Removes nail polish slick and quick!

**PREVENTS DRYING.**

You merely dab your ten nails with one pad and off comes the nail polish—slick and quick! Especially treated to lubricate nail and cuticle and to prevent peeling or cracking. So convenient...nothing to spill or waste. Contains no acetone—non-drying. Daintily perfumed and no objectionable odor. 15 Pads 10c.

At MOST 5c and 10c STORES

If unobtainable send direct. (Add 5c to each item for postage and packing.) Clark-Miller Co., 666 St. Clair St., Dept. 50-D, Chicago. Sold only in U.S.A.

**Brush Away GRAY HAIR... and Look 10 Years Younger**

At home—quickly and safely you can tint those streaks of gray to lustrous shades of blonde, brown or black. A small brush and BROWNATONE does it. Guaranteed harmless. Active coloring agent is purely vegetable. Cannot affect waving of hair. Economical and lasting—will not wash out. Imparts rich, beautiful, natural appearing color with amazing speed. Easy to use. Proves the best-tinting agent of your own hair. BROWNATONE is only 5c—at all drug or toilet counters—always on a money-back guarantee.

**Look Lovely**

**USE MERCOLIZED WAX**

This simple, all-in-one cleansing, softening, lubricating cream sloughs off the discolored, blemished surface skin in tiny, invisible particles. Your underskin is then revealed clear, smooth and beautiful. Bring out the hidden beauty of YOUR skin with Mercolized Wax.

Try Saxolite Astringent

A DELECTFULLY refreshing astringent lotion. Toning, antiseptic, helpful. Dissolve Saxolite in one-half pint of warm water. Use this lotion daily.

Choose Phelacia Depilator

For removing superfluous hair quickly. Easy to use. At drug and department stores everywhere.

Designed by Vera Adrienne, this evening gown of pearl gray boasts a taffeta skirt and a fitted chiffon bodice, outlined with pink flowers.

**TRIFLES MAKE PERFECTION**

**BY WENDY LEE**

How Maxine, Hour of Charm contralto, plans costume details

"TRIFLES make perfection, but—perfection is no trifle."

Thus spake the philosopher, and I want you to hear his words in mind when you start out on your annual spring shopping tour, to which you've been looking forward. I know, all these long weary months. But don't let your impatience to buy something new run away with you.

Listen to what Vera Adrienne, talented young American designer, has to say on the subject!

"Before you even buy so much as a handkerchief, take a tour of the best shops. Observe carefully what the nicest departments are showing. Study the color charts of the new shades and figure out what is the most becoming to you.

"This is most important. First, decide on your color scheme, and then be sure that you carry it out to the last detail. One jarring note of color can completely ruin an otherwise perfect ensemble.

"If you are going to achieve that perfection of dress to which every woman aspires, you've got to see the picture as a whole, and it's only by attention to the trifles that go toward making up this perfection, that you will succeed!"

And, believe me, Adrienne knows whereof she speaks! This youthful (Continued on page 90)
Honey beige, with low girdle. Cape is lined in Kelly green satin.

A perky spring ensemble, with hat, shoes and purse to match.

"I've found LOVE"

say ANNE SHIRLEY

"With women, Romance comes first . . . that's why I always advise: Guard against COSMETIC SKIN this easy way"

"Lovely skin wins romance—and holds it," says this charming young star. "So don't risk Cosmetic Skin. Guard against it as I do with Lux Toilet Soap." Choked pores cause dullness, tiny blemishes, enlarged pores—Cosmetic Skin. Before you renew make-up, ALWAYS at bedtime, protect your skin with Lux Toilet Soap's ACTIVE lather.

9 out of 10 Hollywood Screen Stars use it
TRIFLES MAKE PERFECTION

(Continued from page 88)

"The girl who falls so deeply in love with a black street dress with a red bolero jacket, and buys it, although she has no black accessories, having confined her ensemble to brown hitherto, can never be as a smart and polished. How much wiser it would have been if she had decided at the beginning of the season to stick to one basic color and then follow through in scarves, hats and frocks, all blending in to make a harmonious picture."

If you are planning your spring wardrobe to be a "knockout," then follow this excellent piece of advice from Miss Adrienne, who goes on to tell us the type of clothes Maxine is going to wear—to the theatre, on pleasant walks along Rockefeller Plaza, lunching at the Colony, for suppers in the wee hours of the morning at Reuben's, and to her broadcasts.

In the way of colors, Adrienne suggests for the brunette a bright blue with shocking pink trimming and accessories for street wear. Her furred suit would be in chartreuse ribbed wool, with a blue fox jacket. If you are a honey blonde, try combining aqua and yellow, or if a light brunette, perhaps turquoise and wine. Old gold and sage green are lovely on the dark-skinned girl with light hair.

It is not until after she has decided on the color that Maxine chooses the style and cut of her costumes. She does not just decide on the type of dressing to enhance her figure and personality.

Slender and tall, with a mass of wavy black hair, liquid eyes and piquant features, Maxine is one of NBC's beautiful glamour girls, whose favorite hobby is clothes, and she sets the styles for her comrades in the Spitalny All-Girl Band, of which she is the featured singer. Maxine is not married, since this may not be in keeping with this unique organization unless she also gives her written promise not to wed for the duration of her engagement with the band. But Maxine has many offers, and she keeps us all wondering how long it will be before she makes her life story reads like a fairy tale.

When she and her brother were very young, they were orphaned and separated and only met again after twenty years! Maxine was adopted by a family in Columbus and her first ambition was to become a doctor. But Phil Spitalny heard her sing in a high school concert and persuaded her to change her mind. About a year ago, her brother, now a steel worker in Pittsburgh, saw Maxine's picture and wrote to her. A correspondence followed and several months ago, when the Hour of Charm went to Pittsburgh to broadcast from XBC's station there, Maxine and her brother met again.

Maxine loves to read better than anything else, perhaps because her own life has been so like a fiction story. She has an excellent sense of humor and, as we said before, she has one big hobby, and that's clothes!

Adrienne tells why she chose Maxine from among hundreds of other lovely and popular stars they have known:

"Maxine chooses definitely show careful planning, and all her clothes are worn with the right accessories. Definitely you can see that, before each costume was planned, Maxine knew the color of the matching bureau, the Rocks of the jewelry, and the type of coiffure needed for the particular hat to go with the feeling of the ensemble. She saw the picture as a whole, and not in its separate units.

"The girl who falls so deeply in love with a black street dress with a red bolero jacket, and buys it, although she has no black accessories, having confined her ensemble to brown hitherto, can never be as a smart and polished. How much wiser it would have been if she had decided at the beginning of the season to stick to one basic color and then follow through in scarves, hats and frocks, all blending in to make a harmonious picture."
from which the pattern is made), they make a complete sketch of the design, showing it front and back, with the proper accessories included. If it is a three-piece model, it is sketched both with and without the coat. The sketch is then submitted to the client, so that she may see the complete finished ensemble. In this way, corrections can be made and the whole costume planned at one time, thereby avoiding any re-cutting and re-sewing that might otherwise be necessary.

The sketches on pages 72 and 73 will give you an idea of the care and attention to detail which go into Adrienne's designs. It's a shame you can't also see the lovely colors of the original drawings. The cape suit is of royal blue sheer wool, the lining of the cape and the edgings being of shocking pink taffeta. Notice that Adrienne has included in the sketch the matching shoes, hat and purse. The wide-skirted evening gown is of pearl gray in two fabrics. The billowing skirt is of crinkling taffeta with fitted bodice, while the chiffon bodice is sleevelessly fitted in a corseted effect which needs no shoulder straps. The flowers along the shoulders are sweetheart roses, shaded from pale pink to deepest coral. Adrienne also suggests the matching hair ornament. Glamorous, indeed, is the seductive evening gown with low scolloped girdle and swirl of a cape. The gown is in honey beige which does wonders for the skin, and the cape is lined with Kelly green satin. Not shown in the sketches is a stunning dinner dress ensemble which Adrienne suggests for the girl with the liquid figure and well-coiffed head. It is called the "Yo-Ho" outfit and is a modified beacanery costume which is effective but not too theatrical-looking. The skirt has an unusual front drape and extremely low décolletage, resembling a harem dress. Along the neck of the blouse are embroidered colorful spangles in a half-moon design. The sleeves are cored above the elbow, to suggest a pirate's casually rolled-up sleeves.

Of course, I'm not inferring that all of you can produce such perfect drawings as these. It takes a great talent and years of study to turn out such gems. But you can, with careful thought and a supply of colored pencils, create for yourself a concrete idea of what your spring ensemble is going to be.

Here are some fashion "newsies" from Adrienne: Under your spring redingote wear a silk dress printed with trunk labels from foreign countries, suggesting adventure and romance. Instead of your rhinestone clip, try a military medal or a colorful Legion of Honor ribbon. If you are torn of wearing flowers in your coiffure, take a tip from Maxine, who reveals that her most effective idea was that of pinning three velvety green four-leaf clovers in her hair. If you want to make yourself a strikingly different sports belt to wear with your sweaters, and one that will cost practically nothing and look like three dollars, do this—go to your five-and-ten and buy yourself two dog collars in the same or in contrasting colors, buckle them together and presto! you've a good-looking brass-studded belt.

You can't go wrong in assembling your spring wardrobe if you follow the advice given you here by Adrienne, the talented designer, and Maxine, whom she has chosen as one of the best-dressed stars of the air. Just remember to picture yourself in the completed costume, make a preliminary sketch of what you have in mind, and be sure that what you have selected is appropriate for you. If you are not quite sure that a dress or hat which has caught your eye will give you the service and enjoyment you would like to expect, then pass it by.

In other words, "When in doubt—don't!"

---

**SOFT, SMOOTH HANDS ARE ROMANTIC...**

*says*

**Boots Mallory**

(Grand National Pictures Star)

Why Lotion that GOES IN soon overcomes Roughness, Redness and Chapping

Wind, cold and water dry the beauty-protecting moisture out of your skin. Then your hands easily roughen, look old and red. But you easily replace that lost moisture with Jergens Lotion which effectively goes into the parched skin. It goes in best of all lotions tested.

Two ingredients in Jergens soften and whiten so wonderfully that many doctors use them. Regular use prevents cruel chapping and roughness—keeps your hands smooth, young-looking, and worthy of love. Only 50c, 25c, 10c—or $1.00—at all drug, department, and 10c stores.

---

**JERGENS LOTION**

FREE: Purse-Size Bottle of Jergens

See for yourself—entirely free—how effectively this Jergens Lotion softens and whitens chapped, rough hands.

The Andrew Jergens Co., 1640 Alfred Street, Cincinnati, Ohio. (in Canada, Perth, Ontario)

Name. (Please Print)

Street. 

City. State.
Lady Lillian

Introduces

NEW BEAUTY

With the new, smart crème polish in her trial kit for only 10 cents. Revel in the fashion-right shades of Rust, Robin Red, Old Rose, Thistle, Cloverine, Tulip Red. Kit contains bottle of nail polish, polish remover, nail white, manicure stick, cotton—all for 10 cents. Lady Lillian's Trial Kit is on sale at 5 and 10 cent stores. Approved by Good Housekeeping.

Special 3c Trial Offer

For single generous trial bottle send this ad and 3¢ stamp to LADY LILLIAN, Dept. M-11, 1140 Washington St., Boston, Mass. Specify shade you prefer.

Movie Stars

AUTOMATIC HAIR CURLER

BEAUTIFUL HAIR... IN A JIFFY... WITH ONE CURLER

SELF OPENING FOR EYES

ON SALE AT DIME & DEPT. STORES EVERYWHERE

I Like Sitroux Tissues...

they don't come apart in the hand

SAYS DOROTHY PAGE

DOROTHY PAGE Beauty Model. Pictures are appearing in Moving Picture World.

Sitroux Tissues

Face Tissues

CLEANSING TISSUES

10¢ & 20¢ Boxes

Sitroux

at

Your

Sand

10 cent

Store!

Stars of stage and screen prefer Sitroux Tissues (pronounced "Sit-true"). So soft, yet so much stronger. They hold together. Care for YOUR complexion with Sitroux Tissue. Get a box today!

Radio Stars

Beauty and Grace

By Mary Biddle

Gracie Allen, of the Grape-Nuts duo, offers some extremely practical suggestions for establishing beauty routines.

Gracie Allen, heard over the radio, is a delightfully nonsensical person with not a serious (or sensible) thought behind the baby voice and childlike chatter. But Gracie Allen in person has some extremely practical ideas on beauty to pass along to you. Gracie believes beauty in a woman is a desirable and helpful quality. It isn't vain to wish to be good looking—to have a clear skin and healthy appearance. Beauty is a duty—wherever it can be created. Therefore, Gracie is raising her daughter to be beautiful. It is the task of childhood to form good habits—and Gracie is giving her child every help and encouragement in

Gracie teaches her small adopted daughter, Sandra, to feel pride and enthusiasm for gracious habits.

George Burns and Gracie Allen in their Hollywood home. Like charity, beauty begins at home, says Gracie.
forming and building up valuable habits of beauty. Just ask little Sandra. Gracie's three-and-a-half-year-old daughter, if you have any lingering doubts about this. Sandra will quite frankly tell you: "Mother is most awful firm about the hair-brush!"

You see, Gracie Allen believes Sandra is not too young to follow a simple beauty routine and form those habits of personal care that will make her a well-groomed and attractive young lady when she is grown-up. Sandra's lustrous hair, shining with "that well-brushed look," and her soft, clear complexion and her graceful little figure all prove that her baby beauty is enhanced by this thoughtful care.

Very little experience with a lively youngster is sufficient to convince me (and you?) that it takes both sides of the hair-brush to persuade the little darling beauty is even skin deep! So, now that Gracie has found a peaceable solution to this "wash behind your ears" problem, it should be recorded for all harassed mothers and troubled big sisters.

The method used by Gracie to arouse little Sandra's enthusiasm and pride of appearance will work quite as well with any child. Gracie has appealed to that instinct common to all children—the urge to imitate grown-ups.

Impress upon the child, by example and conversation, that it is quite an interesting part of being grown-up to be well-groomed. Then, if the child has its own accessories available and is allowed to use these by herself, you will find she has walked whole-heartedly and unsuspectingly into the trap!

Of course, says Gracie, there are days when your patience is tried because the little dear just plays with her hair-brush instead of actually brushing. This is the time to be especially cautious and not scold, or the good work will be undone. Ignore the naughtiness. Get out your own hair-brush and brush your hair properly, while you chatter about the lovely soft waves that are encouraged by a long, even brush stroke. She will probably fall into line immediately. However, if she does not, then repeat the same treatment the next time.

The very young lady's shampooing is done by Mother, for the obvious reasons of thorough cleansing and less water splashing. Children's hair should be shampooed with the mildest of soaps and here, certainly, the soaps should be of the liquid variety. "Lemonize" the clear, warm water for rinsing, by adding the strained juice of two lemons. If desired—it is not necessary—give the hair a final rinse in clear warm or cool water.

The tooth-brushing habit is greatly encouraged by pleasant-tasting toothpastes or powders and the small size, not too hard, toothbrushes. These brushes are specially made for children. Two brushes should always be in use—and they (Continued on page 100)
Complete every shampoo with Nestle Colorinse...It's the pure, harmless rinse-tint—not a dye or bleach.

Colorinse removes shampoo film. Faded or gray streaks are blended in with the enriched natural color. Waxes last longer. Colorinse glorifies your hair. It's America's favorite. There's a shade of Colorinse for every shade of hair. Consult the Nestle Color Chart at your nearest toilet goods counter—today! 10¢ for package of 2 rinses at 10¢ stores. 25¢ for 5 rinses at drug and dept. stores.

COLORINSE WORKS WONDERS! Gives richer color and gleaming lustre to every shade and removes shampoo film. It's so simple and easy to use—just cats of hair. It's so simple and easy to use—just a few points for each make. Colorinse!

6. ETHEL BARRYMORE—the possessor of the most charming laugh to be heard on radio. She is so accomplished as an air actress that she makes listening to anything she figures in, a distinct pleasure. Would that she were quintuplets!

7. DOROTHY LAMOUR—an extremely good-looking girl with a rather nice, albeit sexy, singing voice. Miss Lamour, unfortunately, isn't much of an actress, even though she is doing better than well in both the movies and the radio.

ORESTES PERKINS, a man who fancies himself as a wit, says: "This Lowell Thomas has the very latest news on the air. It must be the newest because even he stumbles when he reads it!"

LISTEN carefully to Paul Whitman's band on the Chesterfield show—hear these strings?

Why, you say, is that so odd? It's odd because if you had heard Paul last summer you could have heard Editha. Why, again? Because Paul decided that the band might sound better without them, and in Texas he left them out and liked the result.

He'd have gone on the air that way, only his sponsors and no, they wanted strings. They got them. After all it's their program."

THERE really shouldn't be the stigma attached to the word "sustaining" that there is. You're aware, of course, that a sustaining show is one without a commercial sponsor. The performers are paid, but none too well, by the station itself. And yet, despite the tendency to decry them, there are some first-rate sustaining shows.

For example, Allan Prescott has been The Wife Saver for five years, dispensing kitchen helps wrapped liberally in wit. He has had no sponsor, yet last October, he pulled in 27,000 letters. Some of the big commercials must admit that's not at all bad.

Then there's the much-loved Nellie Revel, who interviews a variety of people from near and far. She has been at it for years and with such success that she is able to call for, and get, a thousand letters any time she wants them.

Still another is the CBS American School of the Air, perennially popular with children and adults alike.

These are but a very few. So, the next time someone tells you to listen to such-and-such a sustaining show, try it and stop being smug.

It is bandied about that the woman whose baby was lulled to sleep and horrible nightmares by the syncope accords of Tony Wons, is considering a new introduction to her bedtime stories. Like this: "Wons..."
RADIO STARS

SPEAKING of letters, some of the big sponsors have no way of telling whether anyone is tuned in to a show costing $20,000 or more. Possibly not a solitary soul is listening to it? That is why prize-giving has become so popular. The sponsor offers this or that when you write in for it. The number of requests automatically register how many people heard the program the night the announcement was made. This is a certain way of telling, and the $20,000 doesn't seem like a complete waste.

ON a recent Sunday Radio Newsreel show, featuring Parks Johnson and Wallace Butterworth, Emerine was mentioned thirty-two times in thirty minutes. And in addition, for the benefit of the listeners, who are considered sufficiently stupid, the name was spelled twice. It'd rather keep our greasy spots!

IF, when you tune in the Borden show featuring Rush Hughes, you say to yourself: "That name sounds familiar. Where have I heard it before?"—don't despair, because here's the answer. He's the son of Rupert Hughes, the well-known writer. Not that he trades on his father's name, for that is one thing he's never done. But that's better proved by the fact that, after he left Princeton, he threw some things into a knapsack—it was a pigskin bag, but "knapsack" sounds more adventurous and hit for California. For some odd reason he so ran out of cash, but instead of writing one of those "Dear-Pop-please-send-me-fifty letters, he got himself a job as a night clerk in a hotel.

Here's where Fate stepped in and even registered at young Hughes' hotel, for Anson Weeks, the popular bandleader, was broadcasting from there. Lo and behold! One night the regular announcer of this program was taken ill. Our hero stepped up and said, modestly: "I can do it."

The funny part of it is that he did do it, and there followed a regular job with the radio station, a trip East and one West with hard work and Fate and lots of odds and ends all mixed up to make the figurative omelet that now is Rush Hughes.

HAVE you ever visited someone who let a radio—with a program of chatter—run full-blast back of your ear while you tried to carry on conversation? If you don't have to, don't call on that kind.

ROBERT MONTGOMERY—he of the movies, most especially Night Must Fall—sources eloquent in a statement to the press. Robert, in effect, states that radio is great training for film youngsters. They have to pay strict attention and really learn their lines, since there are no retakes to fall back on and, besides, radio is a great national build-up for the kids.

All of which is made even more interesting by the fact that Robert just doesn't like radio. He has said that the movies suffered enough from stupidity, but that radio suffered from it even more, and that the producers of the various air shows don't know what it's all about. And here we see the illuminating spectacles of a man recommending the very thing he says he despises. What he says about the benefits of air training, however, is very true, but hardly to be confined to the children (comparatively speaking) of the screen. Practically all of the so-called grown-up movie stars, gunning at fat fees on radio's various programs, could study the facts submitted by Robert and profit by them. They might even study their scripts.

ISN'T it common sense to suggest that the wise sponsor advertise his air show in newspapers and magazines?

Most of the well-established shows do it as a matter of course, but all too many new ones open unannounced, and so the average person, who is much too busy to study over a long list of radio programs (in which the sponsor's name is very carefully omitted), consequently overlooks it entirely.

IF, as Phil Spitalny says, women make as good musicians as men, why, then, is his all-girl Hour of Charm orchestra reputedly the most-rehearsed on the air?

A FAN wrote Joe Rines, the alleged master-con, saying that he was second in her estimation only to Mons. Charles McCarthy. Rines says that in the future he's going to cultivate a wooden expression.

THE only man at NBC who doesn't talk much is the newly-acquired Dr. James Roland Angell, lately of Yale University, at present NBC's Director of Education.

In answer to all questions as to his plans, the canny Angell, who roped in several millions of dollars for Yale, for the most part says that he is studying conditions, for the present.

(Continued on page 96)

Romance Everywhere
With Adventure

PARK & TILFORD'S New Perfume Sensation

Every moment sparkles with gay romance when you wear Adventure perfume. Spicy, provocative, lingering — its caressing fragrance whispers of love, the supreme adventure!

Begin today to live with a new, intoxicating glamour — keyed to the thrill of Park & Tilford's Adventure.

PARK & TILFORD
FINE PERFUMES FOR HALF A CENTURY

FAOEN

10c
People with "go" are always the most popular. Yet the secret of abounding energy is often merely a matter of keeping regular. For tiredness, headaches, sleeplessness, loss of appetite, mental depression can all be caused by constipation.

Truly, proper elimination is all-important to your well-being. So if more than one day goes by without it, assist Nature. Use Dr. Edwards' Olive Tablets. This laxative is extremely mild. And Olive Tablets are marvelously effective because they stimulate the liver's secretion of bile without the discomfort of drastic or irritating drugs.

Let Olive Tablets help safeguard your welfare and pep. 15c, 50c and $0 at all drugstores.

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RADIO STARS

Perhaps it's Dr. Angell's predilection toward the study of psychology that is influencing his wise answers and which will eventually make him invaluable to his employers.

Rumor says that six months will elapse before much action in his department takes place. Meanwhile, the good Doctor might consider the idea of convincing some of the radio performers themselves—if he isn't frightened by a tough assignment.

THOSE radio polls: Fred Allen landed in eighth place in one or another of them, after Portland Hoffman suggested, on Fred's "Ipana" show, that he could perhaps improve his rating if he made the studio audience laugh more. So she passed out funny hats and faces to Von Zell and Fred and insisted that, as a final gesture, send them each other with folded newspapers. The result was that the studio audience howled and we, the listeners, got a chance to use our imaginations and to enjoy the truths of the matters.

The smart Allen, who really ad libs all through the show, is too wise to do anything like that seriously as other comics, Al Jolson, Eddie Cantor, have done and do. He was only kidding.

AN Indianapolis radio station has a new high in things paradoxical. This wireless station has for its call letters, WIRE.

AND speaking of radio polls, this is the time and place to say they aren't fair. Even the cream of them, those taken amongst radio editors, fail to classify people and organizations thoroughly enough to make it clear what is being voted on. For example, take Guy Lombardo and Benny Goodman. There's no slightest ground for comparison between the sweet, flat-sounding Lombardo aggregation and Goodman's swing outfit. Yet time and time again they'll bob up in the polls. Sometimes with Lombardo ahead, sometimes Goodman. Another example might be the men who are singers in their own right and those who merely sing with a bunch of "cats"—surely they shouldn't be compared.

LEAVE Gone With The Wind and fill in for some fat lyric soprano who fainted dead away in 8 G. Small wonder then that they work in short shifts and go off on frequent vacations to places where there are no red and green lights!

But the unusual twist to this is the fact that they are, more often than not, beginners of a very high caliber. Super pianists, like Walter Gross of CBS, often oblige with a few bars of this carry-over music. Many have worked up to good pianistic jobs with a starting job like this. But the people who do this work all of the time are, as mentioned, of a very high calibre. Take the time the music from a highly-touted symphonic orchestra was piped into New York headquarters from one of the chain stations. The music ended five minutes too soon, and so the stand-by laid down Gone With The Wind and made-fact took up one of the concert themes as her piano selection. The next day the critical breach was made in swearing that she was as good as anyone heard on the symphonic concert.

She still waits for a green light, but she has finished Gone With The Wind.

It would be swell to hear Joe Cook's bland, naive, shrill-voiced way of saying things at work on the air-waves again. Give us Cook, plus those zestful banterers, Stoopnagle and Budd, and we'd be as happy as all get-out.

THE radio actors answer to this department's criticism of last month (that the same people, such as Irene Hubbard, act on all of the programs), is that they have to live.

"If one program would pay us enough so that we could devote ourselves to it, we'd be as happy as clams—but who'll do it?" they ask.

THAT'S not to be answered here but let you start feeling sorry for them, let it be known that they average some $75 a week—which isn't bad money at all.

But while they're putting away $75 a week, it's still hard, if not well-nigh impossible, for a capable young actor or actress to get a break with either a radio station or the advertising agencies which put on the commercial shows. The directors and producers have their pet lists of actors and actresses and when they want a type, they simply turn to them. Let's say they're too busy, or too lazy, to interview new people—but let's admit that the whole system is wrong. Radio does need new blood but the only answer the radio people make is a shrug of the shoulders and a vague: "That's all we can do . . ."

This actor situation—like the writer one (same thing) —will bother radio a lot some day. Wait and see.

Meanwhile, some child actors who got their start in radio have grown up and are fairly settled in the money—like Tom Brown. Or a little less grown-up but still from the air-waves—the Mauch Twins and Billy Halop—he of Dead End, in both the stage and movie versions.

They had to start.
"Spike." But Benny Goodman goes Spike one better. His boys have two nicknames for him. They call him "Pops" or "Junior"—it depends on their mood.

ALL IS NOT GOLD
Early last fall, Hal Kemp answered the siren call of the Gold Coast. He and his band trekked Hollywood-wards to add the cinema to their other activities. But a lot of things happened to Hal in the land that isn't all sun and gold. Most important, Skinnay Ennis, drummer, singer, and one of the band's personality boys, resigned to sign a movie contract. Skinnay also has an idea about forming his own orchestra. Then Paul Whiteman replaced Hal on the Friday night Chesterfield program. And now it is reported that there is to be no immediate work for the Kempians, after all.

AULD LANG SYNE
Fate can play some mighty funny tricks. A few years back, one of the biggest names on the air went was Frank Knight. Remember him as an ace Columbia announcer? More than six years ago, Frank announced the program that presented three great personalities on their first sponsored program. The three, on their way up radio's ladder, were Guy Lombardo, George Burns and Gracie Allen.

That was Guy's first important program—and Frank did all his announcing. Then, a few more years, and Knight left CBS. Fame faded. In show business, memory doesn't last long. But no one has ever accused Guy of that familiar failing.

Richard Crooks, famous Metropolitan Opera tenor, star of the Monday night Firestone programs, was born in Trenton, N. J., in 1901. He has sung concerts the world over.

So, on these late evenings, when you tune in the Mutual Broadcasting System to hear the Royal Canadians—well, you know whose voice you hear above the strains of Auld Lang Syne. It is Frank Knight's.

HISTORY REPEATS
Considered the greatest saxophonist in America is Chu Berry—the gobble-pipe expert, who pipes every time you tune in Cab Calloway. But Chu (pronounced "shoe") is best known to listeners, perhaps, through his songs. He composed Christopher Columbus. Then he decided to tear a leaf from the same history book which inspired his saga of 1492. He's continued his musical history with his latest creation: Queen Isabella.

DISCOVERER
One of the important reasons for Mark Warnow's success is his willingness to give unknown talent a break. He is credited with developing Gertrude Niesen and Virginia Ferrill. Next to Kostelanetz, his dance arrangements are considered the best in the business. He now has twelve men on his arranging staff—ten of whom he discovered himself. All of them were young and unknown. A nineteen-year-old college student is his latest prodigy. He is Ben Baron, who alternates between Mark's office and New York University. He first came

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(Continued from page 97)

to Warnac's attention when he wrote the lyrics for two Raymond Scott (Mark's younger brother) tunes: Swing, Swing, Mother-in-Law, and Reckless Night On Board An Ocean Liner.

SWING AND PAY

1927 seems to have been an auspicious year for collectors. That was the year Swing and Swing Sammy Kaye was a track chump at Ohio University, Athens, Ohio. On the side, Sammy worked his way through school with his first dance band. One of the most profitable Kaye working places was the Varsity Casino. So profitable, in fact, that just before he graduated Sammy owned the Casino. Now, Maestro Kaye's young nephew is also working his way through Ohio University—and he's doing it by managing the Varsity Casino for his band-leading uncle.

THE BIG STICK

Conductors' batons vary as much as the music their bands play. Probably the smallest is Don Voorhees' pencil. They grow up in gradual stages of development until you see Jimmy Lunceford's—the pappys of them all. In over-all length, Jimmy's is exactly 32 inches!

A SOFT ANSWER

One of the best stories now being told in radio circles concerns a famous New York orchestra and its publicity representative. Seem that the band had just finished its air show and the representative walked out into the lobby. Curious about the reaction to the program, he asked one of the young men attached to the studio how he liked it. Expecting the usual answer, the press agent was startled when he heard: "I thought it was pretty bad. As a matter of fact, it was terrible."

BARELY recovered from his shock, the agent asked the frank young man if he knew who he was. To his "No," came the angry: "Young man, I am so-and-so's publicity representative! And I can get you fired." Slowly came the studio employee's answer: "Do you know who I am?"

"No."

"Thank Heaven!"

P.S.: ATTENTION TINY GARMENTS DEPT.

If you've been wondering what's happened to Helen Ward, the young lady who became so well-known as Benny Goodman's vocalist, here's your answer. Hers is the fate that all good little singers hope will befall them some day. She left Benny to get married—to get married to a gentleman reputed to have some $5,000,000. And, as we go to press, one of the best swingstresses of them all is planning to swing—a cradle.

LONG one of the outstanding musicians in Cleveland, Maurice Spitalny, brother of Phil Spitalny, now is musical director of KDKA, in Pittsburgh.
habit of using a bit, each time after she has washed her hands.

The eventual condition of the nails—particularly of the cuticle—is dependent upon early care. Teach the child to push the cuticle back, after she has washed her hands, because you will find that she is tearing off ragged, cracked cuticle with her teeth, otherwise—a very bad habit, indeed.

Gracie feels she can't talk too strongly about nail-biting, which seems to follow so soon after thumb-sucking, as a major problem, and one almost as hard to cure. In fact, she tells of one friend who never did cure herself of this habit and now, a grown woman, wishes that her mother had done something concrete about it when she was a child. Even a tiny little girl will adore her own manicure kit and the pride of possession will arouse interest in the appearance of the fingernails. This is just about the best way of handling the nail-biting habit you can find. If the biting still continues, however, you should use one of the biters' lotions on fingertips, and gloves on the hands while sleeping may be considered a big joke to talk to the boy who hasn't wash behind his ears when a mother has been lax a problem with either a little boy or girl, it proves to be no laughing matter. She will one day discover a ring around the collar or sweater, that requires actual scrubbing—accompanied by terrific yowls from the protesting child! 

is never too young to learn that the neck and shoulders are to be cleansed just the face (a lesson that loss of grown- is have yet to learn!). So, right now the time for daughter to form the habit considering the neck every bit as con- cious and important as the nose!

All of this sounds like a terrific bother waste of precious minutes to a busy mother and housewife, but Gracie Allen assures you that over a period of time the results are hours and nerves saved—as well as a dainty little miss!
The matter of daughter's weight is sur- prised by Mother. It is a wise mother who doesn't count too much on daughter "outgrowing" that decided tendency to be overweight. Gracie believes a physician should be consulted and that Mother should cooperate by seeing that daughter has the proper number of calories.

Mother should always closely supervise daughter's posture, too. A task that borders on the Herculean, when the young wriggler is in good spirits! But it is much easier for a very young lady to learn to sit and stand properly than it is to change years of bad habits when she grows older.

And still Mother's work is not done! After all the training and guiding of her young daughter, she must follow her own own. "You, too, Gracie Allen says she always herself to forget that she look fresh and attractive for her hus- band and family. They not only expect it her, but they enjoy their pride in her. Just a few moments, before Daddy comes home, spent in slipping on another frock, using the face and applying a new nail polish, flatters the family and gives a lift Mother's own spirits! The briefest glimpse into the happy home life of Gracie, her, little Sandra and Ronnie, proves absolutely right are Gracie's Beauty secrets!
AWARD TO "FORGOTTEN MAN OF RADIO"
IN 1937

Edgar Bergen

BEST VARIETY PROGRAM
1— Bing Crosby
2— Charlie McCarthy Hour
3— Hollywood Hotel

BEST DRAMA PROGRAM
1— DeMille Radio Theatre
2— Hollywood Hotel
3— Columbia Workshop

BEST CLASSICAL MUSIC
1— Sunday Nights at Carnegie Hall
2— Sunday Evening Hour
3— Y. V. Philharmonic Hour

BEST SWING ORCHESTRA
1— Benny Goodman
2— Glenn Gray
3— Tommy Dorsey

BEST SWEET ORCHESTRA
1— Guy Lombardo
2— Wayne King
3— Richard Himber

MASTER OF CEREMONIES
1— Major Bowes
2— Bing Crosby
3— Don Ameche

LEADING COMEDIAN
1— Fred Allen
2— Jack Benny
3— Edgar Bergen

LEADING COMEDIENCE
1— Gracie Allen
2— Marian Jordan (Molly)
3— Annie Brice

FEMALE VOCALIST (POPULAR)
1— Kate Smith
2— Frances Langford
3— Connie Boswell

FEMALE VOCALIST (CONCERT)
1— Grace Moore
2— Lily Pons
3— Jeannette MacDonald

MALE VOCALIST (POPULAR)
1— Bing Crosby
2— Tony Martin
3— Kenny Baker

MALE VOCALIST (CONCERT)
1— Lawrence Tibbett
2— Nelson Eddy
3— Richard Crooks

BEST COMEDY TEAM
1— Burns and Allen
2— Fibber McGee and Molly
3— Jack Benny and Mary Livingstone

BEST CHILDREN'S PROGRAM
1— Irene Wicker (Singing Lady)
2— "The Lone Ranger"
3— Dorothy Gordon

BEST NIGHT-TIME SERIAL
1— "One Man's Family"
2— "Arms 'n' Andy
3— "The Eddy Accs"

BEST DAY-TIME SERIAL
1— "The Vicki and Spike"
2— The Goldbergs
3— "Today's Children"

BEST SPORTS ANNOUNCER
1— Ted Husing
2— Clern McCarthy
3— Bill Stern

ALL-AROUND ANNOUNCER
1— Henry Van Zell
2— Don Wilson
3— Ken Carpenter

ALL-AROUND MUSICAL SHOW
1— Andre Kostelanetz
2— Saturday Swing Club
3— American Album

BEST COMMENTATOR
1— Edwin C. Hill
2— Lowell Thomas
3— Boake Carter

BEST COMMENTATOR (MOVIES)
1— Walter Winchell
2— Jimmy Fidler
3— Elsa Schellert

OUTSTANDING STAR OF 1937
Charlie McCarthy

OUTSTANDING PROGRAM IDEA
"House Lobby"

MOST IMPRESSIVE BROADCAST
Ohio Flood Relief

OUTSTANDING EDUCATIONAL
Columbia School of the Air
New Cream with "Skin-Vitamin"

does More than Ever for your skin

TODAY something new is possible in beauty creams! A thing not dreamed of only a few years ago!

One of the vitamins has been found to be a special aid to the skin. This vitamin is now known to heal wounds and ugly burns — quicker! It even prevents infections in wounds!

And this "skin-vitamin" you are now getting in Pond's Vanishing Cream.

You have always used Pond's Vanishing Cream for melting away skin flaskiness and making skin—smooth for powder. Now this famous cream brings added benefits.

Use it as you always have. After a few weeks, just see how much better your skin looks — clearer, fresher!

In Pond's Vanishing Cream, this precious "skin-vitamin" is now carried right to the skin. It nourishes the skin! This is not the "sunshine" vitamin. Not the orange-juice vitamin. It is the vitamin that especially helps to maintain skin beauty.

Same Jars...Same Labels...Same Price

Get a jar of Pond's new "skin-vitamin" Vanishing Cream tomorrow. You will find it in the same jars, with the same labels, at the same price. Women who have tried it say they're "just crazy" about it.

The Countess de la Falaise says: "I've always felt I couldn't do without Pond's Vanishing Cream. I've used it for years. In 3 weeks it made my skin seem finer, livelier!"

SEND FOR THE NEW CREAM!

Test it in 9 Treatments

Pond's, Dept. 1RS-17, Clin-
tion, 10th. Room, special tube
doctor's new "skin-vitamin"

Vanishing Cream, 9 treatments, 26 cakes of Pond's "skin-vitamin" Cream and 5 different shades of Pond's Face Powder 1 envelope free to City

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MEN LOVE POPPY GIRLS!

(Continued from page 103)

on without losing listeners. They were a great combination, McGee with his obviously coquettish swagger and bragging and Molly's heavy-banded, husky-voiced domination. Without Molly to buff McGee around, the whole comic style of the program is changed—and not for the better. The miscellaneous stooges McGee has been using properly adequate substitutes. Molly's health may permit her to return by the time these lines appear, or her absence may extend indefinitely. She has been heard on the air only a couple of months of the past half year. Details of her illness have been reviewed but it is said to be mainly nervous exhaustion and insomnia.

ROBERT TAYLOR has launched out as a very acceptable master of ceremonies on the Thursday evening Metro-Goldwyn-Mayer show. He took over the job recently for two reasons—first, the foundering program was desperately in need of a conductor with authoritative name and manner; second, to overcome some of the "pretty boy" reputation that has been fastened (along with derisive jokes) on Taylor. His new radio role presents him as a hearty, genial young man, without undue bits of a publicity man for glamourists. The arrangement has worked out well for the program and for Taylor.

Of all the interview programs on the networks this season, the most enterprising seems to be Jerry Belcher's Interesting Neighbors, on NBC, Sunday nights. He hops all over the country, seeking striking locations as well as striking personalities for his broadcasts. Some samples are old witches' jail in Salem and its present proprietors; a Chinese junk and its crew; and some old habitues of the press gallery in the Capitol at Washington.

SLOWLY and patiently, he has built that program from nothing, starting a couple of years ago as a man who seemed to be all through on big time radio. Jerry came up to New York from Texas, with Parks Johnson, five years ago, with the first man-in-the-street interview program to get a commercial contract on the networks. It is still running as NBC's Tuesday night Vox Pop.

THE two Texas boys prospered for a couple of years and then a quarrel separated them. One of them had to have the program and it happened to be Johnson, leaving Jerry Belcher as just a radio announcer, from Texas, stranded in New York with no job.

JERRY managed to persuade NBC that he could take a microphone into someone's home each week, sit and chat with the family and make quite a program of the conversation. They allotted him fifteen minutes a week and a small salary to try his idea. The program got little attention at first, but Jerry persisted. There is no great dramatic turn to this story, because Jerry persisted and persisted, gradually caught an audience's fancy; the audience grew and finally Jerry landed a commercial show as a good contract.

His Sunday evening program this season is one of the liveliest new half-hour shows of the year.
order of their use. Most of these ingredients, fortunately, can be procured in cans and bottles, with little or no trouble, right in your own neighborhood. That feature was one I specified with unmistakable firmness. However, I suspect that some of the substitutions that I thought wise to make caused my Oriental mentors to writhe in secret torment. But they had to admit that it might be well to indicate these substitutions for the benefit of those who could not hope to find a real Chinese grocery store in their own home town.

Actually, though, the dishes suggested here are adaptations, rather than originals. But as such, they are practical and tasty, and deserve widespread acceptance.

Here, then, you have both a Chop Suey and a Chow Mein recipe, whose principal ingredients can be found on your own grocery’s shelves, but whose flavor will stem unmistakably from the Orient. “Chow Mein,” by the way, means “Fried Noodles.” I was informed; although the term, as we know it, is generally employed to describe the mixture of meats (or fish) and vegetables which we serve with the noodles. Chop Suey, on the other hand, is a similar mixture, served with rice instead of noodles. However, noodles or no, a Chinese meal without rice would be unthinkable. So I am giving you directions here for preparing rice in the true Chinese fashion, which assures flaky, tender grains—each separate and never soggy. Tea, also, is a Chinese dinner “must,” so here you have the simple tea-brewing directions given by the chef. This same gentleman also parted with his prize recipe for Egg Rolls—those crispy, fried morsels filled with various chopped foods, which are served as a first course by American connoisseurs of fine foods. Since these call for water-chestnut flour (or the almost equally hard-to-procure rice flour), I’m afraid only those of you who have access to a Chinese food supply store, or who have a pull with your local Chop Suey parlor, can hope to make them. But they’re really worth considerable effort. Think of the extra satisfaction you’ll have, too, serving something your friends may never have tasted and certainly never have attempted to make!

And now, like the Chinese, let’s finish up with soup—a clear but thick broth that we, of course, will serve as a first course to act as a “smooth” introduction to the Chow Mein or Chop Suey to follow. For those who insist upon a sweet, I suggest fruits and preserved ginger as the only acceptable dessert. Tidbits of canned pineapple, impaled on gay colored toothpicks, are especially attractive and taste just as well after this meal “in the Morgan Mandala.” A meal consisting of soup and Egg Chop Suey with rice, or Chow Mein with noodles, fragrant tea and the golden fruit just suggested—a meal of Oriental inspiration, as served at Ruby Foo’s—near Broadway!
WARREN: Why, yes, Jack. There's a suit I have in my pocket.

JACK: A survey?

WARREN: Yes. They have an accurate check of just how many people listen to each show, and they rate that accordingly. The rating AB means excellent. CD means good. Gil means fair, and so on. JACK: Any rating?

WARREN: PUT

(JACK HALEY, Log Cabin Jambo-
ree.)

GRACIE: My mother, she's a practical joker.

GEORGE: I see... And so there's no such thing as a freckle cream?

GRACIE: Why no—how can you get cream, when you can't even milk a freckle?

(BURNS & ALLEN, Grape-Nuts Pro-
gram.)

PHIL: Thanks. Say, wait a minute! I gave you a ten-dollar bill. How much was the sandwich?

VOICE: Twenty cents.

PHIL: Well, you only gave me four dollars and eighty cents change.

VOICE: Well, I thought you said I should get something for myself.

PHIL: Yeah—and what did you get?

VOICE: A pair of shoes.

(PHIL BAKER, Good Gulf Program.)

TED: Didn't you buy any presents for your relatives?

JERRY: I'll say I did. Bought my Aunt Gertrude an umbrella, and for her husband, my Uncle Joe, I bought a razor and shaving brush.

TED: A razor and shaving brush? Has he got a mustache?

JERRY: Yeah—my Aunt Gertrude! (TED HAMMERSTEIN and JERRY MANN, Hammerstein Music Hall.)

KEN: What do you mean, the name of the song is a part of an auto? You mean OIL, and for That OIL Feeling? (OSWALD: 0-o, no! I got it—it's four-wheel brakes.

KEN: Four wheel brakes?

(BURNS: Yeah—Four Wheel Brake The News To Mother! (KEN MURRAY and OSWALD.)

TED: You're ridiculous. Haven't you ever studied the classics?

JERRY: Have I? You know Carmen?

TED: Of course!

JERRY: What she's been doing lately?

TED HAMMERSTEIN and JERRY MANN, Hammerstein Music Hall.)

ALICE: Oh, Mr. Fish, you're wonderful! I hope you don't think I'm after your ten million dollars. I'd love you if you only had nine million.

(ALICE, FROST, NBC.)

GEORGE: He's in jail, huh?

GRACIE: No, ... in a nudist camp.

GEORGE: Nudist camp? Aren't the police looking for him?

GRACIE: Yeah... but they won't be able to find him in a nudist camp. They're looking for him in a blue serge suit! (HILKINS & ALLEN, Grape-Nuts Pro-
gram.)

BOTTLE: ... and I was busy packing my k-trunk.

HARRY: Packing your what?

BOTTLE: My k-trunk.

HARRY: Your k-trunk! Bottle... there is no "k" beginning the word trunk.

BOTTLE: Oh, Mr. Von Zell you're wrong. It's a k-trunk ... the "k" is like in "boat."

HARRY: Bottle... there is no "k" in "boat."

BOTTLE: Oh, Mr. Von Zell...

Kaneos.

(BOTTLE and HARRY VON ZELL, Good Gulf Program.)

PICK: Campaign! What's the idea of using a big word like campaign? A word you can't even spell.

PAT: Squirrely I can spell campaign.

Here—I'll spell it for you... C-A-M-P.

PICK: Can... Where's the pain?

PAT: Standin' right next to me!

(PICK and PAT, Pipe Smoking Time.)

TED: Vegetable soup? What's that?

JERRY: Ever eat hash?

TED: Yeah.

MANN: Same thing—only looser! (TED HAMMERSTEIN and JERRY MANN, Hammerstein Music Hall.)

BOB: ... Aunt Poody says: "Well, that's the last of it!" She says: "I never thought a husband of mine would stoop to such a low, mean trick as to rob the baby's bank." She says: "Just when I counted it yesterday, there was purity near enough to git that new hat I been lookin' at."

(BOBBY BURNS, Kraft Music Hall.)

GEORGE: Your brother didn't know that he had a wooden leg?

GRACIE: Well, he knew that he was having trouble with it, but he didn't know what it was.

GEORGE: He probably found out it was rheumatism.

GRACIE: No—termites.

(GRACIE ALLEN, Grape-Nuts Program.)

BOTTLE: You have a lot of entertainers on this program.

HARRY: A lot of entertainers? Where?

BOTTLE: There? (points)

HARRY: Bottle! That's the audience! (BOTTLE and HARRY VON ZELL, Good Gulf Program.)

HONEY: I was down to the beach at Coney Island. Gee, it's nice there.

BOB: Yeah... what did you do? A

HONEY: Oh, I just sat on the sand thinking of nothing and wondering where you were.

BOB: Uh huh. Well, if you call me tomorrow, Honeychile, I'll go down to the beach with you and teach you how to swim.

HONEY: No thanks, Mistah Hope.

BOB: Why not, Honeychile? The last time we were to the beach you let me teach you.

HONEY: Yeah... but I learned my lessons.

(BOB Hauge and HONEYCHILE, NBC.)

TED: Carmen is an opera. You've heard of opera?

JERRY: Heard of it? Why, I sang in the six bits from Lucy... Cafeteria Rusty Can, and in the opera taken from Dinner at Eight.

TED: From Dinner at Eight?

JERRY: Yeah... Aida.

(LAUGHTER)

JERRY: Loved HAMMERSTEIN and JERRY MANN, Hammerstein Music Hall.)

MAMIE: Well—I don't need you to take me nowhere, you must! I can find a dozen gals to go out with me, if I only look hard enough.

GRACIE: Well, you certainly look hard enough.

(GRACIE ALLEN, Grape-Nuts Program.)

PHIL: I'll tell you one of Aesop's fables... Once there was a crow and it happened upon a bunch of frankfurters and ate them. The crow felt very good and began to crow. Soon the noise attracted a fox, who sprang upon the crow and ate him up. Now, Junior, what do you learn from that?

BEEF: Don't open your mouth when you're full of bologna! (PHIL BAKER, Good Gulf Program.)

BETTE: Mr. McCarthy, with your acting, you should go far.

CHARLIE: Oh, thanks! BEEF: The farther the better.

CHARLIE: Thank y—Oh! Uh... how far can I go Miss Davis?

(BETTE DAVIS and CHARLIE McCARTHY, Chase & Sanborn Program.)

PICK: No, you crazy fool... the C. I. O. is a union... you know what name it, doesn't you?

PAT: Squirrely... I loves to eat 'em.

PICK: Loves to eat what?

PAT: Steak and unions. (PICK and PAT, Pipe Smoking Time.)

AL: Parky, what are you doing carrying that vase?

PARKY: That's not a vase. That's a Greek urn.

AL: What's a Greek urn?

PARKY: Fifteen dollars a week and tips. (AL JOLSON and PARKAKURUS, Rinso Program.)

KENNY: Oh, look... a butterfly flew out of Jack's pocketbook.

MARY: That's a moth.

JACK: What's so funny about a moth?

MARY: That one had a head! (JACK BENNY, Tell-Oh Program.)

PICK: All right... you're the commis-

sary in your office and I'm commin' in to you... your server... door opens... ador shute... Hey, you?

PAT: Take your hat off, you... now take your mask off. A

K: Mask off? That ain't a mask! That's my face! B

B: That's your face?

JACK: Yeah?

Then for Heaven's sake, get a ma

K: What's wrong with my face?

PAT: That's wrong... Boy, I only wish I had 'em, so I could look at you and see clearly. (PICK and PAT, Pipe Smoking Time.)
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