

ALICE FAYE Tells "Why I'll Never Marry RUDY VALLEE"

# Radio

M I R R O R

MARCH

10¢

A  
MACFADDEN  
PUBLICATION



WILL  
ROGERS

The STRANGE  
ORDEAL  
of the new  
CAP'N HENRY

RADIO'S DEBT  
to ROOSEVELT  
on his 53rd Birthday

HOW DID YOU DO IT?  
YOU'VE ALWAYS BEEN  
AS THIN AS I AM..!

SURE! I TOO WAS  
NATURALLY  
SKINNY  
...UNTIL I  
DISCOVERED  
KELPAMALT

Skinny Since Childhood  
Suddenly Puts on Weight!

Amazing New Mineral Concentrate Rich  
In Newer Form of Natural Iodine Adds 5 lbs.  
of Solid Flesh in 1 Week... OR NO COST!

## Both Men and Women Report Amazing Results!

There is hope now for pale, rundown, underweight men and women—even "NATURALLY SKINNY" folks—who never can seem to add a single ounce.

Through Kelpamalt, the amazing new mineral concentrate from the sea, science at last reveals the secret of adding weight—explains the reason why many fat people who eat but little continue to gain weight while many thin people with ravenous appetites stay skinny.

Thousands have tried it and are amazed at this quick, natural, easy way to fill out scrawny hollows and put on firm, solid flesh. Gains of from 15 to 20 pounds in one month—5 pounds in a week—are reported regularly.

To add weight 3 things are essential. First, a normal amount of good food. Second, your system must get enough of the absolutely necessary natural food minerals. These minerals, often lacking in the modern diet, are needed to stimulate the glands which produce the juices required for digesting fats and starches—the weight building elements in your daily food.

Third—and most essential—your vitally important internal glands, which actually control body weight—require definite amounts

of NATURAL IODINE (iodine—not made from iodides or other chemicals which often prove toxic) but the same iodine that is found in small quantities in spinach and lettuce. Six Kelpamalt tablets provide more NATURAL IODINE than 486 pounds of spinach, 1,387 pounds of lettuce.

Kelpamalt also offers in convenient tablet form practically every body mineral needed in easy assimilable form. 3 Kelpamalt tablets contain more iron and copper than a pound of spinach, 7½ pounds of fresh tomatoes—more calcium than 6 eggs, more phosphorous than a pound and a half of carrots, besides sulphur, sodium, potassium and other minerals.

Try Kelpamalt today. Two weeks are required to effect a change in the minerali-

### Comparison of Minerals in KELPAMALT vs. VEGETABLES

3 Kelpamalt Tablets Contain:

1. More Iron and Copper than 1 lb. of spinach, 7½ lbs. fresh tomatoes, 3 lbs. of asparagus.
2. More Calcium than 1 lb. of cabbage.
3. More Phosphorous than 1½ lbs. of carrots.
4. More Sulphur than 2 lbs. of tomatoes.
5. More Sodium than 3 lbs. of turnips.
6. More Potassium than 6 lbs. of beans.
7. More Magnesium than 1 lb. of celery.

zation of the body. At the end of one week, if you have not gained 5 pounds, don't look better, feel better, and have more endurance than ever before, the trial is free.

100 Jumbo size Kelpamalt tablets—four to five times the size of ordinary tablets—cost but little, and may be had at all good drug stores. If your dealer has not yet received his

supply, send \$1 for special introductory size bottle of 65 tablets to the address below.

**Manufacturer's Note:** As the result of Kelpamalt's tremendous popularity, many inferior imitations—sold as kelp and malt preparations—are being advertised. Don't be fooled. Ask for the original, genuine Kelpamalt Tablets. They are easily assimilated, do not upset the stomach nor injure the teeth. Absolutely guaranteed to produce results or money back.

### SPECIAL FREE OFFER

Write today for fascinating instructive 50-page book on How to Add Weight Quickly. Mineral contents of Food and their effects on the human body. New facts about NATURAL IODINE. Standard weight and measurement charts. Daily menus for weight building. Absolutely free. No obligation. Kelpamalt Co., Dept. 373, 27-33 West 20th Street, New York City.

**Kelpamalt**  
*Tablets*

Avoid imitations. Insist on the original, genuine Kelpamalt Tablets

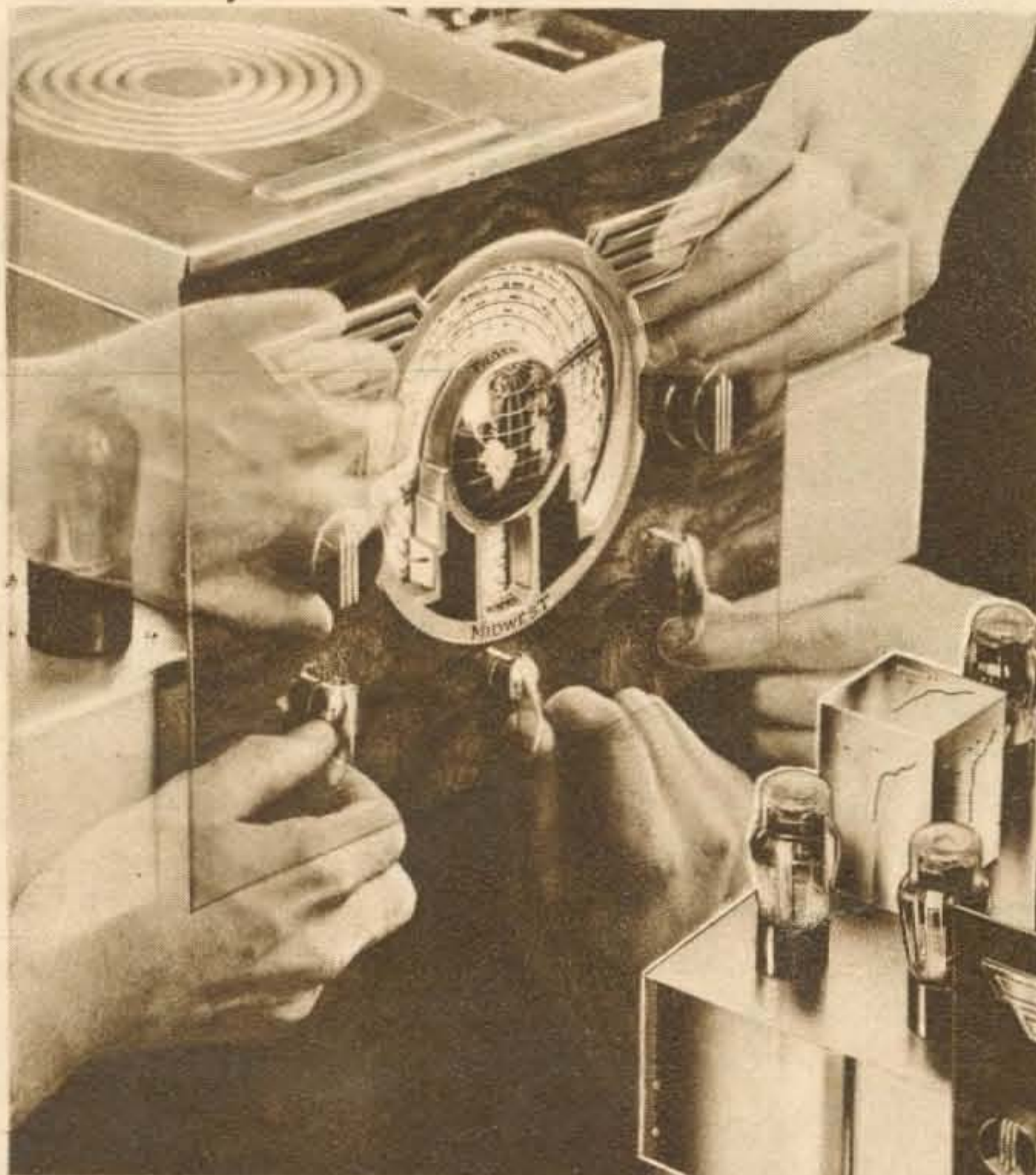
*Invisible Hands Magically Assure* **WORLD-WIDE**

**HIGH FIDELITY RECEPTION**

*with This Amazing New*

**MIDWEST**

**16-TUBE ALL-WAVE Radio!**  
(ALL FIVE WAVE BANDS)



**SAVE UP TO 50%**

*Direct from Midwest Laboratories!*

THE almost magical performance of this super radio is startlingly human! As domestic and foreign stations are brought in, many automatic adjustments are constantly being made inside the set. It might be said that a number of "Invisible Hands" enable you to bring in and hold any station you desire from the whole world of broadcast...regardless of fading and interfering conditions. Before you buy any radio, write for the new FREE

Midwest "Fifteenth Anniversary" catalog and see how you can save from 1/3 to 1/2 by buying direct from Midwest laboratories. Learn why Midwest outperforms sets costing up to \$200.00 and more. Now save 30% to 50%. Never before so much radio for so little money! Midwest gives you triple protection with: One-Year Guarantee, Foreign Reception Guarantee, Money-Back Guarantee.

**Only Midwest Offers Multi-Function Dial**

This exclusive dial is not an ordinary airplane dial—but a many-purpose unit that performs exclusive functions. Send for FREE miniature dial showing these outstanding advantages:

1. Dial calibrated in Kilocycles, Megacycles and Meters;
2. Call Letters of American Broadcast Stations printed on Dial and Illuminated;
3. Slow-Fast, Smooth-Action Tuning;
4. Station Group Locator;
5. Simplified Tuning Guide Lights;
6. Automatic Select-O-Band Indicator;
7. Illuminated Pointer Indicator;
8. Silent Shadow Tuning;
9. Centralized Tuning.



**New Style Consoles**

The Midwest 36-page catalog pictures a complete line of beautiful, artistic de luxe consoles and chassis in four colors. Write for new FREE catalog today!

Midwest long-range radios are priced as **\$27.50** low as ...

**50 ADVANCED FEATURES**

Exclusive "Invisible Hands" features include: High Level Automatic Volume Control Action, Discriminating Automatic Tone Control, Multi-Function Dial, Micro-Tenuator, Fidel-A-Stat, etc. Only Midwest covers a tuning range of 9 to 2400 meters (33 megacycles to 125 KC)—enabling you to easily and successfully tune in even low-powered foreign stations up to 12,000 miles away. All 5 Wave Bands enable you to enjoy today's finest High Fidelity American programs. In addition, you get Canadian, police, amateur, airplane broadcasts...commercial and ship signals...and delight in exciting world-wide broadcasts from England, France, Germany, Spain, Italy, Russia, Australia, etc. Send today for money-saving facts!

**SENSATIONAL HIGH FIDELITY RECEPTION**

This bigger, better, more powerful, clearer-toned, super-selective, 16-tube "Invisible Hands" radio gives you absolute realism—assures you of life-like, crystal-clear tone, unlike anything you have ever experienced before. You will hear one more octave—overtone—that cannot be brought in with ordinary radios. Now, hear every instrument, every voice, every shade and inflection of speech.

**DEAL DIRECT WITH LABORATORIES**

Increasing costs are sure to result in higher radio prices soon. Buy before the big advance...NOW...while you can take advantage of Midwest's sensational values. No middlemen's profits to pay! You can order your Midwest High Fidelity radio from the new Midwest catalog with as much certainty of satisfaction as if you were to select it in our great radio laboratories. You save 30% to 50% when you buy this popular way...you get 30 days FREE trial...as little as **\$5.00 down** puts a Midwest radio in your home. Foreign Reception, One-Year and Money-Back GUARANTEES protect you! Write for FREE catalog NOW...TODAY!

**SAVE UP TO 50%**

**ONLY RADIO COVERING 9 TO 2,400 METERS. 12,000 MILE TUNING RANGE**

**WORLD'S GREATEST RADIO VALUE**

**\$57.50** with New **Deluxe Auditorium-Type SPEAKER** (1615 TUBES)

**TERMS** as low as **\$5.00 DOWN**

**Hears His Native Country**  
Acushnet, Mass.—I tuned in CTIAA, Lisbon, Portugal, my birthplace...clear as a local. Heard news, music and songs of my country. This alone is worth more than low price I paid for my Midwest. Also tuned in GSB, England 12RO, Rome... DJA, Germany and many other foreign stations. Anibal N. Ferreira.



**MAIL COUPON TODAY! FOR FREE MINIATURE DIAL... FREE 30-DAY TRIAL OFFER... FREE CATALOG**

**MIDWEST RADIO CORP.**  
Dept. 39-A, Cincinnati, Ohio.  
Without obligation on my part, send me your new FREE 1935-36 catalog, FREE Miniature Dial, and complete details of your liberal 30-day FREE trial offer. This is NOT an order.

User-Agents Make Easy Extra Money  
Check Here for Details

Name.....  
Address.....  
Town..... State.....  
 Check here if interested in a Midwest World-Wide Battery Radio.

**MIDWEST RADIO CORP.**

DEPT. 39-A — CINCINNATI, OHIO, U. S. A.

Established 1920

Cable Address Miraco. . . . All Codes

# Radio MIRROR

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WALLACE HAMILTON CAMPBELL · ART DIRECTOR

VOL • 3 NO • 5  
MARCH • 1935

In April RADIO MIRROR:



### WHO IS THIS MAN?

He's the Greek comedian whom you hear with Eddie Cantor—but Nick Parkyakakas isn't his real name and he's not really an actor—read the complete inside story next month . . . Also, the amazing success story of Helen Jepson . . . And a brilliant, instructive feature, "How to Get More Fun Out of Music."

### RADIO MIRROR'S

#### Gallery of Stars

Florence Baker	23
Gertrude Niesen	24
Alexander Woollcott	25
Joe Penner	26
Ed Wynn	27
Jessica Dragonette and Robert Simmons	28

### special features

Pageant of the Airwaves	4
Meet the glamorous folk in radio's colorful caravan	
Radio's Debt to Roosevelt on His 53rd Birthday	Vera Ingersoll 14
"I'll Never Marry Rudy Vallee!" says Alice Faye	Ruth Geri 16
She tells why—exclusively to our readers	
The Human Side of the "Met"	Rose Heylbut 18
An intimate picture of the "dignified" opera stars	
The Strange Ordeal of the New Cap'n Henry	Fred Sammis 20
Revealing the truth about Frank McIntyre and Charles Winninger	
Gracie Allen is Really Scared to Death	Dora Albert 22
The incredible truth about the popular comedienne	
Flirting Her Way to Success	Helen Harrison 29
How Elsie Hitz conquered all obstacles	
The Man Who Saved Eddie Cantor's Life	George Kent 30
What Aunt Rose Did For Ruth Etting	Adele Whitely Fletcher 32
Radio Mirror welcomes Ruth back with this fine story	
Why The Stars Go To Jac's	Mary Jacobs 34
How your radio favorites find health and happiness	
My Own Spy Stories	Captain Tim Healy 36
The popular radio star's most dangerous adventure	
Rose Bampton's Own Wardrobe	42
Tracking Down Gene Arnold and His Sinclair Minstrel Men	Jane Cooper 44

### unusual departments

Reflections in the Radio Mirror	13
Comments by our Editor—straight from the shoulder	
What's New on Radio Row	Jay Peters 38
Coast-to-Coast Highlights	
Chicago	Chase Giles 40
Pacific	Dr. Ralph L. Power 41
Homemaking Department	Joyce Anderson
Revealing the Beauty Secrets of Beatrice Lillie	46
How Paul Whiteman Keeps His Figure	47
Dialing the Shortwaves	Terry Miles 48
Let's see the foreign countries we hear	
We Have With Us	52
The finest program finder in any magazine	
What Do You Want To Know?	The Oracle 56
What Do You Want To Say?	57
Our readers ask questions and give their opinions	

Cover Portrait  
**WILL ROGERS**  
by Stephen Grout

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JOAN'S COMING LATER. SHE'S A DEAR! BUT I WISH SHE'D BE MORE CAREFUL ABOUT....

YES, I WONDER IF THAT'S WHY LLOYD DOESN'T PROPOSE

WHEN SHE COMES, LET'S TALK UP LIFEBOUY, MAYBE SHE'LL TAKE THE HINT



WHEN THE PARTY BROKE UP

REMIC ME, DORIS, TO STOP AT THE STORE ON MY WAY HOME AND GET LIFEBOUY

I WANT SOME, TOO. I WOULDN'T FOR WORLDS MISS MY DAILY LIFEBOUY BATH TO STOP "B.O."

YOU'RE RIGHT. ONE SIMPLY CAN'T TAKE CHANCES WITH "B.O."

**NEXT DAY**  
LIFEBOUY FOR ME, TOO! FROM NOW ON I'LL BE AS CAREFUL AS THE GIRLS ARE OF "B.O."



**THREE MONTHS LATER**

**NO "B.O." NOW**  
*to keep her single*

I CERTAINLY AM COMING TOMORROW. I HAVE A SURPRISE FOR YOU GIRLS. LLOYD AND I...

THAT'S NO SURPRISE, DARLING. WE'VE SEEN HOW HE'S BEEN RUSHING YOU THESE LAST WEEKS

CAN'T HELP KISSING A SOFT SMOOTH SKIN LIKE YOURS

THEN I OWE THESE KISSES TO LIFEBOUY WHICH GAVE ME A SOFT SMOOTH SKIN

SO MILD yet so effective. Cleansing deeply, thoroughly, without a trace of harshness. No wonder complexions quickly respond to Lifebuoy's gentle pore-purifying action. Dullness vanishes—clear, healthy radiance comes instead.

**Perspire in winter?**  
Yes, we all do—a quart of odorous waste daily, science says! Bathe regularly with Lifebuoy. It lathers abundantly in hardest water, deodorizes pores—stops "B.O." (body odor). Lifebuoy's own fresh, clean scent quickly vanishes as you rinse.

Approved by Good Housekeeping Bureau

IT'S THE SUDS THAT SAVE THE WORK



IT MAKES WONDERFUL SUDS—WASHES CLOTHES 4 OR 5 SHADES WHITER

MY WIFE USES IT FOR DISHES, TOO



WILL YOU LOOK AT THE GREASE GO—I'LL BE THROUGH IN HALF THE TIME!



USE RINSO FOR DISHES, MEG. IT'S MARVELOUS! SO EASY ON THE HANDS

HOW the news spreads! For the wash, for the dishes, for all cleaning—"there's no soap like Rinso!" On washday it SOAKS out dirt—saves scrubbing—gets clothes 4 or 5 shades whiter. Clothes washed this safe, "no-scrub" way last 2 or 3 times longer.

You'll save lots of money. A little Rinso gives rich, lasting suds—even in hardest water. Recommended by makers of 34 famous washing machines. Tested and approved by Good Housekeeping Institute. Get the BIG box.

A PRODUCT OF LEVER BROTHERS CO.

TRY AMERICA'S BIGGEST-SELLING PACKAGE SOAP NEXT WASHDAY

# Pageant of the Airwaves

1. SPANISH TANGO KING



2. CHILEAN RHUMBA SPECIALIST



## STRIKE UP THE BAND

1. Xaviar Cugat came to this country from Barcelona, Spain, with a stop-over at Cuba for a series of concerts there. He conducts one of the three bands on the Let's Dance program.

2. 26 years old, speaking five languages, and playing the piano and guitar, is Del Campo. He came East from the Cocoanut Grove, Los Angeles, came to Los Angeles from Chile.

3. Direct from Billy Rose's Music Hall comes Benny Goodman to fill the second assignment on NBC's Let's Dance. Touring college towns with his orchestra gave Benny the reputation of the "hottest cornetist in the world."

4. Robert Armbruster played with the Philadelphia Symphony when he was still in knee pants. Since then he has been seaman, business man, salesman. His last eight years have been spent in radio as soloist, then arranger, then musical director. At present he forms the background for Woollcott, The Town Crier.

5. Dusky, slim, and handsome is Enric Madriguera, another product of Spain. He borrows his name from the little town in which he was born. He is an NBC sustaining program conductor.

3. LET'S DANCE CONDUCTOR



4. CREAM OF WHEAT'S MUSIC MAN

5. YOUNG, HANDSOME, SPANISH



*Adorable, smooth H.A.N.D.S.—because  
H.I.N.D.S prevents Chapping*



Hinds keeps her hands nice the year round. Cold weather doesn't chap them—housework hasn't roughened them—because she uses Hinds Honey and Almond Cream. This rich liquid cream *soaks* the skin deeply with healing balms—relieves chapping, smooths rough cracked skin *quickly!*

**F**EBRUARY—March! Danger months for sensitive hands. They get chapped, cracked, red and sore . . . they need the soothing balms supplied by a *penetrating* cream—Hinds Honey and Almond Cream. Hinds is rich with soothing, smoothing oils. It is a liquid cream. It does more than "slick" the skin's surface. When you rub *in* Hinds, it *soaks* the skin with softening oils and healing balms. Dry harsh skin quickly\* becomes silky-smooth!

Use Hinds after exposure to drying wind and cold weather—and always at bedtime. It's the economical way to keep your hands always thrillingly smooth. You'll find 25¢ and 50¢ sizes at your drug store—10¢ size at the dime store.



*HINDS*  
*Honey and Almond*  
**C R E A M**

© Lehn & Fink, Inc., 1935



**"HOUSEWORK" HANDS** need Hinds to saturate dry abused skin. Use *penetrating* Hinds to supply rich soothing oils—it works *surely*.

**HINDS** Honey and Almond Cream gives quick relief to a child's tender chapped skin. Let the children use Hinds to soothe their chapped hands and knees after winter play.

**BRING BACK** satiny smoothness to chapped legs, ankles, rough dry spots on knees and heels—with Hinds Honey and Almond Cream. Apply before dressing—see how quickly Hinds smooths the skin!

# Pageant



1. BACK  
ON THE  
AIR

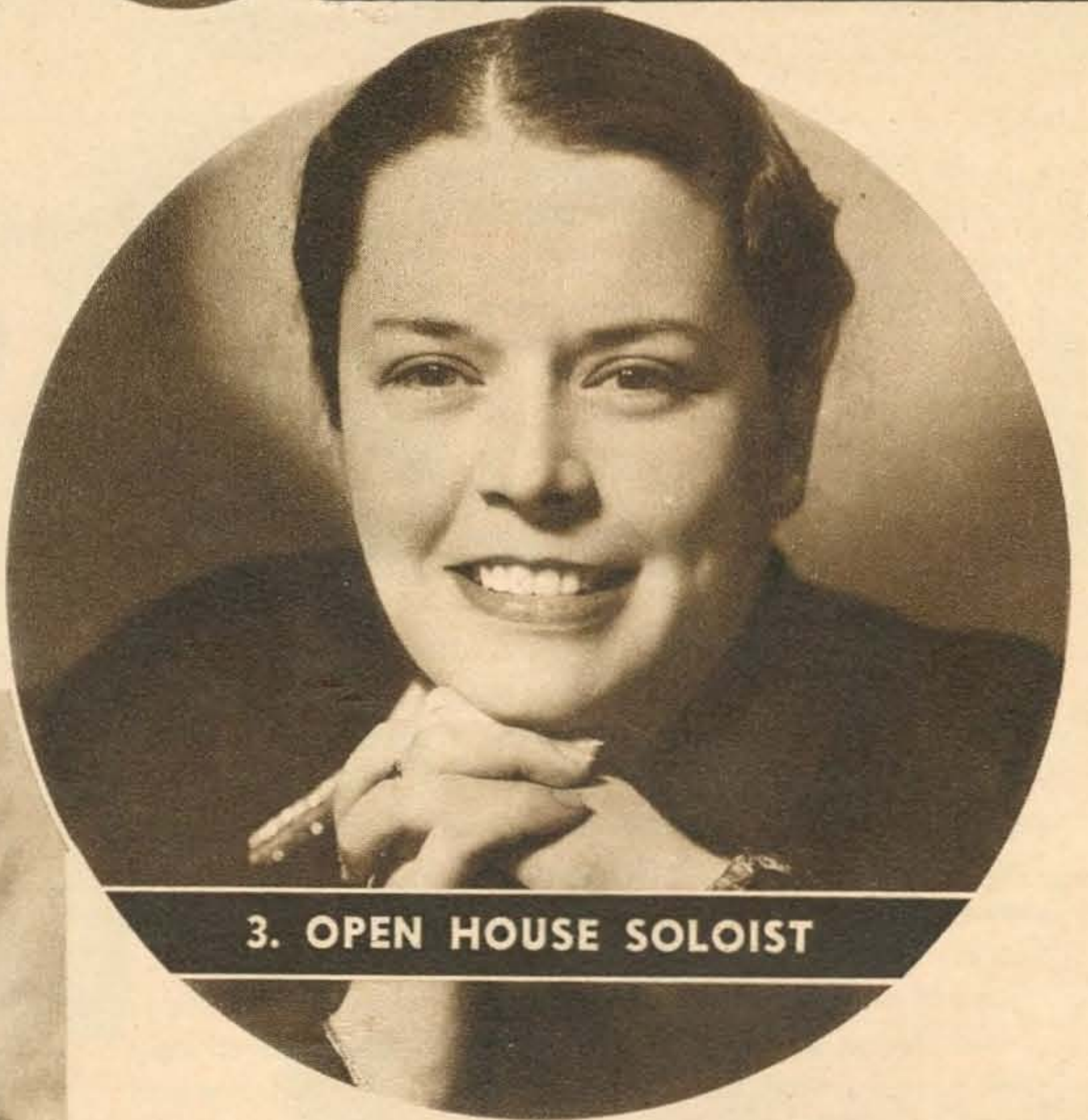


2. MYRT AND MARGE HEART THROB

1. Tito Guizar, Mexican favorite, is being coaxed back on the network by CBS. Tito, after studying medicine in Mexico, went to Italy, trained his voice, came to New York on a visit, and met the girl he later married. It was her persuasion which kept him there and led him into radio work.

2. Since 1931, with the exception of last season, Vinton Haworth has been a regular member of "Myrt and Marge," taking the romantic lead opposite Marge as the young attorney, Jack Arnold. He was born in Philadelphia, played stock and vaudeville, and came to Chicago in 1929. For two years he did free lance radio work, then joined the Wrigley cast.

3. Freddie Martin's vocalist, Madge Marley, learned



3. OPEN HOUSE SOLOIST



4. SOPHISTICATED LADY

to sing by accompanying herself on the piano. At college in Greensboro, North Carolina, she joined the glee club and later sang in a choir for her first professional pay. She joined Freddie as the result of his audition for unknowns which he held when he signed for his "Open House" series.

4. It's hard to imagine, but Vi Bradley began her musical career by hiding behind closed doors and memorizing the piano lessons given her older sister. She played in an orchestra at the age of twelve, and has organized and directed the first all-girl orchestra heard on the air. She's a soloist now on morning programs over the Columbia Broadcasting Chain.

of the  
*Airwaves*



# The GIBSON FAMILY

**SWEET DREAMS SALLY . . .** your skin, cleansed of all make-up, by Ivory's foam, lives up to Jack Hamilton's loving praise . . .

Sally's skin has that "Ivory-baby" look because she *never* goes to bed without an Ivory beauty treatment.

Ivory's clear fresh foam clears the pores of dust, powder and make-up—gives the skin its real chance to grow lovelier! No oily foam that's hard to rinse away! No dry shiny-faced feeling! Ivory's way of cleansing is so soothing that doctors advise it even for babies' sensitive skins—and it's the gentlest, surest way for *your* complexion to find spring-freshness and satin-smoothness!

**IVORY SOAP : • 99<sup>44</sup>/<sub>100</sub> % PURE**



"YOU'RE LIKE A FLOWER, SALLY," says Jack Hamilton's note. To tell the truth, Sally's skin *is* flowerlike. It's been kept fine-pored and smooth as a baby's—by the babies' pure soap.



"GOOD AT DISH-WASHING, Empty-top?" inquires Bobby Gibson. "No wedding bells will ring for you in 1939, unless I find you useful."

"Okay, Mugsy darling," agrees Dottie Marsh, "but you'll have to furnish plenty of Ivory Soap before my fair hands will work in your dishpan!" (Even young Dot knows that Ivory Soap keeps busy hands smooth as silk.)

**PURE IVORY SOAP PREVENTS "HOUSEWORK HANDS"**



"HE CRIES A LOT, Mrs. Gibson," says Miss Bowes of the parish day nursery, "his skin is so chafed. It's some fancy soap his mother uses."

"What a pity when pure Ivory Soap costs so little," sighs Mrs. Gibson. Her kind motherly heart remembers her own Ivory babies of twenty years ago. If she could manage it, every baby in America would have a smooth, Ivory-comforted skin.

**DOCTORS, TOO, SAY "IVORY FOR BABIES"**

# Pageant of the Airwaves



MOTHER OF  
GIBSON  
FAMILY

SEA  
STORY  
TELLER



MOVIE STAR'S PAL



BRITISH LADY ON THE AIR



THE WHITEMAN KING'S GUARD



TOWN HALL TONIGHT

## Sea Story Teller

Cameron King shipped before the mast as a boy of thirteen, gaining all his romantic adventure before he was twenty-one. He spins tall yarns these winter evenings for NBC listeners about the deep sea and his days on many masted schooners.

## Mother of Gibson Family

Ann Elstner was born in Louisiana and spent most of her childhood in the hills of Kentucky and Tennessee. Her Broadway stage debut came in "Sun Up," and she is presently engaged in being the mother in Saturday night's "Gibson Family."

## Movie Star's Pal

He has played his own Concerto with the Philadelphia Symphony Orchestra. He has studied under Josef Hofmann for five years. He is Abram Chasins, pianist, who brings CBS audiences pointers in appreciating music, and is rumored romancing with Elissa Landi, movie star.

## British Lady on the Air

British royalty recently signed for an extended radio appearance when Beatrice Lillie put her signature to a contract with Borden's. Known as Lady Peel, Miss Lillie has appeared in such Broadway shows as "This Year of Grace" and "The Third Little Show." She is heard over NBC.

## The Whiteman King's Guard

Straight from Hollywood have come Rad Robinson, Ken Darby, Bud Linn and John Dodson as the King's Guards, under personal supervision of Paul Whiteman. You've heard the quartet in such movies as "We're Not Dressing" and "Murder at the Vanities."

## Town Hall Tonight

It's Wednesday and "Town Hall Tonight" rings through the corridors as Fred Allen assembles his group of players in NBC's largest studio. Fred, in this picture, is stopping a sneeze from shattering the mike. With him, script in hand, is an important stooge, Lionel Stander.

# "I took it *myself* when I was a little girl"



**H**ERE is a scene that happens thousands of times a day.

For how natural it is for a mother to give her child the laxative that she, herself, has taken and trusted ever since she was a little girl. The laxative her mother gave her. For 28 years Ex-Lax has been America's favorite laxative. Its leadership has never been challenged. More people buy it than any other laxative. There must be a reason. There are . . . *reasons!*

### *Ex-Lax checks on every point*

Before you ever take a laxative, or give one to any member of your family, be sure it checks on these points . . . Is it thorough? Is it gentle? Are you sure it won't form a habit? Is it pleasant to take?

Many laxatives check on one point or another. Ex-Lax checks on *all!*

Ex-Lax is as thorough as any laxative you can take. Completely effective. Yet Ex-Lax is so gentle it will not cause stomach pains, or upset you, or leave you feeling weak afterwards. Except for the perfect results, you hardly know you've taken a laxative.

Ex-Lax positively will not form a habit—you do not need to keep on increasing the dose to get results. And that is a vitally important point in a laxative.

And Ex-Lax is such a joy to take. Instead of swallowing some bitter medicine, you

eat a little tablet that tastes just like delicious chocolate.

### *And, that "Certain Something"*

These are the cold facts about Ex-Lax. But there is more than that. It's the ideal combination of all these qualities—combined in the exclusive Ex-Lax way—that gives Ex-Lax a "certain something"—a certain satisfaction—that words just can't describe. But once you try Ex-Lax you'll know what we mean. And you'll understand why you can't get perfect Ex-Lax results with anything but Ex-Lax.

Ex-Lax comes in 10c and 25c boxes at any drug store. If you would like a free sample, mail the coupon.

**COLD WAVE HERE . . .** and we mean *colds*. Sneezing, sniffing, coughing, misery-creating colds. To help keep your resistance up—KEEP REGULAR with Ex-Lax.

### MAIL THIS COUPON—TODAY!

EX-LAX, Inc., P.O. Box 170  
Times-Plaza Station, Brooklyn, N. Y.

T85 Please send free sample of Ex-Lax.

Name \_\_\_\_\_

Address \_\_\_\_\_

When Nature forgets - remember

# EX-LAX

THE CHOCOLATED LAXATIVE

# Pageant of the Airways

# From Dawn

**W**ANT to get the inside of circus life from the former chief announcer of Ringling Brothers' circus? Then listen in Thursday mornings over NBC and hear Danny Dee, circus-bred stentorian impart bizarre facts which he has picked up in his travels . . . Have you heard the new Peerless Trio and wondered why it sounded familiar? That's because Gertrude Foster, Richard Maxwell, and Norman Price grew bored with their Trio Romantique and threw it over in favor of the new name . . . Tuesday mornings over CBS comes a new half hour featuring the Two Doctors of the Laugh Clinic, Pratt and Sherman, Eddie Dunstedter, popular St. Louis organist, and Al Roth's orchestra. And did you know that Pratt and Sherman seldom use a script, preferring to let matters take their own course? . . . Grace and Eddie Albert—the Honey-mooners to you—had an unknown visitor in their studio the other day.

He turned out to be Ben Lyon, who admitted that they had long been his favorite morning program. He just dropped in to say hello . . . Another costly, much ballyhooed hour reaches the Sunday networks. Morton Downey has come back to the air at 4:30 EST over an NBC hookup, at a reputed salary of \$6,000 per week for the makers of Carlsbad Sprudel Salts . . . If you have Saturday-morning children trouble, tune the radio to Nila Mack's "Let's Pretend" broadcasts, and forget your worries. They're dramatized fairy tales . . . Frank Crumit and Julia Sanderson commute every week from Springfield, Massachusetts, driving down on Saturdays for their Sunday program.

WJZ has a new one hour show on Wednesdays at 3:00, sponsored by RCA Radiotron . . . For a new five-day-a-week day-time serial, turn the dials at noon to WEA and hear "The Story of Mary Marlin". . .



Above, one of radio's really veteran performers is Vaughn de Leath. She's back on the NBC network twice a week, scheduled so far for Wednesday and Thursday afternoons.

Right, Connie Gates and Jimmy Brierly whose duets have long pleased CBS audiences. Connie hails from Cleveland. Brierly was once a church organist in New Jersey.



# to Dusk



Left, James Meighan, nephew of Thomas Meighan of movie fame, and (below) Ruth Yorke, his co-worker on the "Marie the Little French Princess" series of broadcasts, heard five times a week.

Left, Cobina Wright who has entertained most of New York's blue-blooded society in a palatial town house, now brings to afternoon listeners "Your Hostess" program, her first job in radio.

Right, Loretta Lee, red headed blues singer with the George Hall orchestra and entertainer on her own quarter hour over a CBS network. Loretta hails from way down south near New Orleans.



# IT RELIEVED MY MISERY



• I was practically a chronic invalid from dizziness, headaches, bile, and all the things that come with persistent constipation. I'd just as soon have been dead. Finally my husband insisted that I try FEEN-A-MINT—it had fixed him up from gas on his stomach when he was away on a business trip. I was just amazed at the effect it had—right from the first one I began to improve. It was wonderful. It agreeably removes that feeling of flatulence, and the dizzy spells have stopped. It works so thorough—yet doesn't weaken my system or give me the cramps other laxatives did.

*For men, women, and children*

Because it is effective and still gentle, we are always getting letters from women about what FEEN-A-MINT does for them and their children. And rugged men find FEEN-A-MINT clears their system out thoroughly, too. Because you must chew FEEN-A-MINT, the laxative spreads more evenly through the clogged intestines, works more thoroughly. No harmful violence. And so easy and pleasant to take—like your favorite chewing gum. 15,000,000 people depend on it. Try it yourself. 15 and 25¢ at your druggist's.

**CHEW YOUR LAXATIVE—**  
IT DISTRIBUTES THE LAXATIVE MORE EVENLY THROUGH THE SYSTEM SO THAT IT WORKS MORE EFFECTIVELY. THAT IS WHY FEEN-A-MINT GIVES SUCH EXCELLENT RELIEF.



**FOR EASIER RELIEF CHEW YOUR LAXATIVE**

**Feen-a-mint**  
The Chewing-Gum LAXATIVE

*Both for Beauty's Sake*

**HER COAT,**

*\$2500*

**HER TOOTH PASTE,**

*25¢*



**All women welcome the  
cleanliness and brilliance  
this tooth paste affords**

**S**URPRISING to some but not to us were the results of a survey recently made in several midwestern cities. Listerine Tooth Paste was revealed as the constant preference of many of the wealthiest people.

The 25¢ price obviously could not be the deciding factor with women able to buy clothes worth a fortune, or men rich enough to maintain large estates. No, indeed; these people were won to this dentifrice by its merits and held by its permanent results in keeping teeth healthy, clean, and sparkling.

They, like three million others, have discovered that Listerine Tooth Paste pretty nearly approaches the ideal.

If you haven't tried it, we urge you to do so now. Note how swiftly and how thoroughly it cleans teeth—enters hard-to-reach crevices.

See how quickly it attacks unsightly tartar and discolorations—particularly those due to smoking. Observe the flashing brilliance and lustre it gives to your teeth—modern polishing ingredients so gentle in action are responsible.

Look also for that wonderful feeling of mouth freshness and exhilaration that this tooth paste gives; the sensation you associate with the use of Listerine itself. Lambert Pharmacal Company, St. Louis, Missouri.

REGULAR SIZE 25¢ NEW DOUBLE SIZE 40¢



**METROPOLITAN GRAND OPERA**

direct from its N. Y. Stage.

Broadcast by **LISTERINE**,  
announced by *Geraldine Farrar*



Complete operas . . . 3 hours . . . Every Saturday . . . all  
NBC stations . . . see your newspaper for time



# REFLECTIONS in the radio mirror

**T**HE professional complainer is getting to work on radio. He's going so far as to demand boycotts against the goods of airwave advertisers whose programs don't suit him in one way or another.

Of all the entertainment mediums in the world, radio is the cleanest, the most restrained, the strictest in its control of subject matter and actual wording of songs, speeches, jokes. The self discipline of networks and agencies is often used as subjects for derisive gags, but now it turns out that radio's a bad influence on children and worthy of the same attacks that have been leveled at the movies.

What would a reformer do without a scapegoat? Well, radio has nothing to be ashamed of and doesn't have to go and stand in any corners. Recently Arthur Pryor, Jr., advertising agency executive, declared boldly that professional belittlers had better do a bit of careful scrutinizing before making their unwarranted and stupid charges.

So a cheer for Arthur Pryor, Jr., and his courage!

**T**HE *Welcome* mats are out for: Beatrice Lillie, who, after guest-starring with Rudy Vallee and the Nash Christmas Party, now has her own WJZ half-hour Friday nights . . . Mark Hellinger and Gladys Glad, who give their Penthouse Parties on behalf of Eno Wednesday nights . . . Grace Moore, who's been a frequent guest star, is heard regularly Tuesday nights . . . Elsie Janis, who makes radio history as the first regular woman announcer, on the NBC network . . . And welcome back to Ruth Etting, Will Rogers, Morton Downey and the Mills Brothers.

**C**ONGRATULATIONS of the Month: To Hinds' Hall of Fame, who realized

at the end of the past year that there were only so many famous stars worthy of guest appearance on their fine program and that they had exhausted the major possibilities of impressive stellar one-shots; their new program, which features Conrad Thibault, Lois Bennett, Adele Ronson (the Gibson Family trio), Lee Patrick, Ned Wever, and a mixed chorus of sixteen, with the orchestra directed by Don Voorhees, is a fine successor to the original Hall of Fame idea. "Club Romance" is heard every Sunday night.

**T**HE cycle fever has hit radio. Major Bowes started it all with his WHN Amateur Night. Then Freddy Martin took it up on his Open House. Now comes National Amateur Night, which replaces George Gershwin and His Music and adds another melting pot for ambitious radio neophytes. Auditions are held twice weekly and eight to ten amateurs are selected for each Sunday night broadcast. Ray Perkins is master-of-ceremonies. Radio is busy selecting the stars of the future.

**W**HAT chance have women for fame on the air? *Variety* called for votes from its local representatives who presumably know the tastes of their localities. The popularity line-up of the first ten programs: Fred Allen, Jack Benny, Burns and Allen, Amos 'n' Andy, Eddie Cantor, Rudy Vallee, Bing Crosby, Joe Penner, Paul Whiteman and Ed Wynn. Only Gracie Allen, in this group, is a star in her own right. Unlike movies, radio is a man's world in which male stars are tops.

Here are my frank, personal opinions on what's right and what's wrong with radio—with casual comments on this and that. Do you agree with me? Whether you do or not, write me; prizes for best letters are announced on Page 57. Here's your chance to say your say about radio.

*Ernest V. Heyn*

# Radio's Debt To

Heartiest congratulations to our President with gratitude for his outstanding qualities as a performer and for his magnificent use of the airwaves as a leader

**N**EVER before has a President of the United States so endeared himself to an entertainment medium as has Franklin D. Roosevelt through his attitude toward radio and his amazing understanding of its potentialities.

On his fifty-third birthday, the radio world pauses in gratitude to review the amazing story of a great executive who not only has made national affairs palatable to all the people by means of radio, but also has proven himself the most magnetic personality on the airwaves.

"This is the happiest birthday of my life," F. D. told the nation one year ago this January thirtieth. Now again he stands at the portal of a new year, smiling, ever smiling; this Wise Guy of Radio, who has set and broken more radio precedents, taught more citizens the meaning of government, solved more problems, disarmed more criticism, and smiled away more frowns than any other radio speaker, living or dead, has ever done in a similar period.

How close he stands to the heart of the nation may be judged by the way his departure, even for a brief fishing trip, sets a pall over the capital city, while his return, bronzed and buoyant, is the signal for a joyous ovation at the Union Station any time.

"How are you, Mr. President?" shouts an admirer, as



Wide World

# ROOSEVELT ON HIS 53<sup>rd</sup> BIRTHDAY

the Chief Executive appears on the rear platform, flashing his famous smile, special illuminated edition.

"Great! Why wouldn't I be great? After having the time of my life down at Miami!" The President beams back. "But up here I understand you've been going from Wirt to Wirt!"

The Presidential spirit of good cheer is a great vital force to be reckoned with—the same that has taken the cold, hard, mechanical thing we knew as radio and made it a warm, living power for the reconstruction of the nation. By what particular magic of human warmth has he done this? Hundreds of witnesses step forward to offer their testimony, starting most naturally with those closest to him in his

"radio family", the little group of chosen ones whose place is at his side when he broadcasts.

"You'll never have any trouble with me, boys," he told Carleton Smith and Bob Trout, the two official presidential announcers, on Sunday, March fifth, the very day following his inauguration, a tense occasion for all of them. "You won't find me any greenhorn," he went on with winning earnestness. "I'm an old hand at this radio game." The three shook hands on it, that very hour, and the President's prediction has been more than fulfilled. Not only has any form of personal friction in radio relations been highly conspicuous by its absence, but the greatest personal warmth is manifest; an ardor of affectionate good will that fairly

crackles; you cannot fail to mark it at once, together with not only a heart-warming appreciation by the President of the various safeguards and protections constantly thrown around him; but all the true craftsman's sensitive appreciation of the baffling technical problems of radio, as well.

"Hi, man, move over about two feet!" he gently shoved the mayor of Williamsburg into correct posture when that dignitary took his place at least four feet from the mike, at the recent ceremony at William and Mary, when the President was awarded a degree. The President had been watching every step of the proceedings with as trained a sense of alertness as that of any other "radio man" present. It is always thus with him on any broadcasting occasion, making it a real treat to work with him.

**S**INCE March 4th, 1933, he has broadcast some forty-four times, including the famous Sunday night "Fireside Chats", seven so far (Continued on page 81)

Here is a letter from Roosevelt to the head of the NAB which marks the President as the first man in the White House to fully grasp a place in the entertainment field.

By VERA INGERSOLL

THE WHITE HOUSE  
WASHINGTON

Hyde Park, New York,  
September 14, 1934

My dear Mr. McCosker:

It gives me pleasure again to extend to you and the members of the National Association of Broadcasters assembled in Convention at Cincinnati, Ohio, my heartiest greetings. A year ago in a brief message to you, I made the statement that I was looking forward to your continued cooperation in assisting the Government to present to the people of the United States honest discussions of all phases of national problems we would face and their solutions.

The cooperation given by your members in these discussions, over the past twelve months, has given me great faith in the American system of broadcasting. I know, as you must, that the American system of broadcasting is a regulatory system and by its every fundamental principle relegates the thought of censorship to the background of the minds of everyone who really knows and appreciates your policies and daily problems. The American system of broadcasting assures an equality of freedom similar to that freedom which has been and is the keystone of the American press.

I am not unmindful of another benefit which radio gives all the people and to all classes of business. That is a stimulation of buying power and its assistance to commerce generally.

I know this convention will carry forward another year of successful achievement and assure you that you have my good wishes and those of the entire country.

Very sincerely yours,

Mr. Alfred J. McCosker,  
President, National Association of Broadcasters,  
Washington, D. C.

*Franklin D. Roosevelt*

# "I'LL NEVER MARRY RUDY VALLEE!"

"I WILL never marry Rudy Vallee."

Thus, once and for all, beautiful Alice Faye, whose name has been linked with that of the romantic radio star ever since she first leaped into fame by singing with his band, disposed of the rumors that one day she would become the bride of the most coveted male in America.

We were sitting in her dressing room backstage of the Oriental Theatre in Chicago where she was concluding a sensationally successful three-week engagement. I had not seen her for over a year and I could not help but notice the change which the year of success had wrought. Contrary to the usual state of affairs in parallel cases, overnight fame had not spoiled but improved the young star. Even under theatrical make-up it was easily apparent that her beauty was more natural, less brittle. Her eyebrows were no longer penciled in a dizzying arch, but followed a natural contour which was infinitely more becoming and softer. The tailored simplicity of her white satin dressing gown set off a slimmer silhouette.

But more important than the physical change was the inner transformation. She possessed a new and quiet poise. The poise of a woman who has found her place in life and knows where she is going. As we talked of one thing and another, she revealed a new maturity, a crystallization of values. Alice Faye is a young woman of principles and ideas.

It was inevitable that the conversation should veer to the subject of Rudy Vallee. And for the first time, instead of balking like a frightened colt at the mention of his name, she disclosed a disarming frankness.

"I don't see why our private lives should be made public property, but as long as people are talking they might just as well get the story straight as believe all the ridiculous things which are said and printed about us," she declared.

"They make me sick," Alice was referring to several stories which had been widely and publicly circulated. "Why last summer there were a lot of newspaper stories printed about how Rudy and I were spending evenings together canoeing on the lake when I visited his camp up in Maine."

She showed me one clipping that read like a pretty love idyll. It painted a picture of moonlight on a shimmering lake, a canoe, a boy and a girl, and possibly romantic songs for one pair of ears alone.

"Why every member of Rudy's orchestra, and the wives of the married ones were there at the same time," Alice explained. "I can't remember offhand how many guests there were all told, but it was a big house party. Rudy was rushed to death, as any host with that number of people on his hands to entertain would be. I don't think there was a single day of the time I was there when he and I had an opportunity to exchange more than a dozen words, except just the usual things that a host and guest

say to each other when there are many in the party."

That reminded the lovely songstress of another widely spread bit of misinformation, a story that had gone the rounds not so long ago, while she was in Hollywood. It was printed, at the behest of an inspired studio press agent, that there was a special clause in Alice's movie contract providing that she did not have to be on the set from four to five each Thursday afternoon. Vallee's radio broadcast reaches Hollywood between four and five on that day, and according to the story, Alice had insisted upon that clause in her contract so that she could rush to her dressing room and listen to Rudy.

"Just stop and think how silly that is!" she exclaimed. "Anyone who has ever worked on a movie lot would get a big laugh out of that. Production being held up for one whole hour just so a girl could listen to a radio program! I've never heard anything so silly in all my life!"

Her laughter interrupted her words. "As a matter of fact," she continued, "when I wasn't working on Thursday afternoons, of course I listened to Rudy's programs. I'd listen to it anyhow, because it's a swell pro-

Alice says that Rudy deserves a wife who would give him every attention. She could never fill the bill. And besides, she thinks Rudy still loves—!

Tune in on Rudy Vallee's program, *The Fleischman Hour*. See page 55—8 o'clock column.



SAYS  
*Alice Faye*

Fox Film

Exclusively for Radio Mirror, she tells the startling truth about the most-discussed romance in radio  
b y R U T H G E R I

gram, for one thing, and for another, naturally, having gotten my start on it, I'm rather interested."

AT this point I tactfully pointed out that so far I had been hearing things which were untrue, but then after all what was the truth?

"I don't suppose anybody will believe it even if you print it, but honestly there is no romance between Rudy and myself," she answered rather wearily. "People refuse to understand that two people can share a lovely friendship without romance entering into it."

"I admit that there was a slight infatuation when we first met, but we both knew almost at once that it could never be anything serious and realized that a passing romance

would otherwise ruin a friendship which could be serious. "You see," she said a trifle wistfully. "Rudy doesn't love me. I doubt whether he'll ever be able to love anyone really again. He hasn't gotten over his tragic marriage yet. Sometimes, I think he never will. I believe that deep down in his heart, he still loves his wife."

"As for myself I am very, very fond of Rudy, but since I could never marry him what was the use in letting myself fall in love with him?"

"Love doesn't often listen to common sense," I reminded her.

"I suppose that's right, but so far I've never met anyone who has made me throw all caution and sense to the winds," Alice replied. "You see I have (Continued on page 60)



# The Human Side of the "MET"



Wide World

Is it possible that those dignified opera stars are real human beings?

Tune in Saturdays for the operas broadcast through courtesy of Listerline. See page 54—2 o'clock column.

**T**HE day that Giulio Gatti-Casazza announced his forthcoming retirement as General Director of the Metropolitan Opera, a Broadway wag remarked, with feeling:

"No wonder! Say, grappling around with those Grand Opera temperaments would

knock out a Carnera!"

People like to believe that the inside of an opera house gives you a living example of what happens when the irresistible force meets the immovable object. That's "temperament"! And the more it sounds like a Zoo, the truer to type! Piquant stories come to light every now and then, to strengthen this belief. You may remember the one about the singer who complained to the Management that Geraldine Farrar went after her with such realistic vigor, in the fight-scene of *Carmen*, that she had to seek surgical aid, after the curtain-calls. That was a bit before my time, so I can't vouch for the truth of the anecdote, but it made grand reading. There was real operatic temperament for you!

It was Mr. Gatti who put an end to "temperament." The expression that takes its place, along the inside corridors of Broadway and Fortieth Street, is "house trouble." You hear it chiefly toward the spring of the year, when the singers' contracts are being renewed for next season. You ask, "Is Madame Z . . . coming back?" And they tell you, "No; she had 'house trouble!'" At once you have a complete picture. You know that Madame Z . . . went to the Office, to bring off a scene, or make an unreasonable request, or offer resistance to the least of the Management's rulings . . . and that, as a result, she



Upper left, Gatti-Casazza who is resigning as director of the Metropolitan, abolished "temperament"; next, Lily Pons who used to keep a jaguar as a pet; then comes Wilfred Pelletier who frequently conducts the great orchestra. Above, our own John Charles Thomas who enjoys best a good game of golf.



Upper right, the young Italian tenor, Nino Martini, spends his Sundays motoring; to his left is opera's newest recruit from radio, Helen Jepson, whose worst "fault" is talking about her baby daughter. Above is Grete Stueckgold, soprano, who prefers to buy her clothes in America than anywhere else.

By  
**ROSE HEYLBUT**

isn't being re-engaged! Mr. Gatti believes that no singer is indispensable. This time, when a prima donna "won't sing," the decision is not of her making! One of the greatest artists the House ever had went out, a few years ago, because of "house trouble." She's tried every device known to human ingenuity to get herself back in . . . but Mr. Gatti has nothing to say.

It's wonderful how those old-time "shindigs" have been completely cured by Mr. Gatti's calm, quiet, dignified methods of discipline. The public never sees him. He will not take a curtain call. He shuns publicity. He refuses to give interviews. There is never an argument. He simply asserts himself, like a military commander, through the force of a Julius-Caesar-like personality. But this isn't a story about Mr. Gatti . . . except that he is the Reason Why the inside of the opera house presents a very different picture from the one it used to, and which the public possibly believes it still does. Well, then, what is it like "inside" at the "Met?"

They're known, "inside," as the Happy Family! "Rival" tenors and sopranos, who sing the same parts and might be supposed to hate each other with deadly venom, are the best of pals, and go in for sports and parties together! But why pile up the adjectives? Let's go and have a look, "inside." While the microphones are bringing the second season of sponsored Metropolitan Opera to every farm and town and hamlet in the country, let us go personally in through the famous stage door of the "Met."

It is eleven o'clock, and the little lobby is crowded with the singers, as they come in to pick up their mail, or (Continued on page 67)

These stars are heard on the Chase & Sanborn hour, Sunday nights. See page 55—8 o'clock column.

The new Cap'n Henry is heard on the Maxwell House Showboat Thursday nights. See page 55—9 o'clock column.

# The Strange Ordeal the New CAPTAIN HENRY

By FRED SAMMIS

**H**IS feet planted firmly on either side of the microphone, fat, philosophic Frank McIntyre—the new Captain Henry of the Showboat—has fought free of an ordeal without equal in fiction annals, an ordeal which began with his first broadcast of the Showboat program and which threatened in the weeks that followed to sweep him aside in a vast wave of fan disapproval.

When Frank McIntyre signed the contract which called for him to take over the most popular radio role in America—that of the Showboat captain—he faced a situation fraught with danger signals.

No man of small courage was to assume the part which Charlie Winninger had made dear to the hearts of his vast audience! But what has only recently been revealed is a situation which has the color and drama of an O'Neill play.

*For twenty years Frank McIntyre and Charles Winninger have admired and loved each other!*

Put yourself in McIntyre's place a moment, stand with him in the studio that Thursday night of his first showboat program. At his side is his oldest friend in the show business, the man he is replacing on radio's most popular program. Already a rumble of discontent at the news of Win-

ninger's retirement is pouring into the studio in fan letters.

Will he make good? Will he win over the listeners who are threatening to withdraw their listening support and will he keep those others not yet aware of the change tuned in to the program? Will he keep alive the character which Winninger has grown to love?

The answer lies in a statement made by the advertising agency handling the Showboat hour—made at the expiration of McIntyre's first six-week contract. The new captain Henry has been signed for an additional thirteen weeks!

The casting call which hurled McIntyre into the breach following Winninger's notice of quitting came without warning. A hurried phone call at his room in the Lamb's club and he found himself at the NBC rehearsal studio, face to face with his old friend.

"Frank, by golly, how are you?" Winninger clasped McIntyre's hand. The two men stood smiling at each other, unashamed of the tears which clouded their eyes.

And until the night of the actual broadcast these friendly rivals in stock and on the Broadway stage, worked hand in hand on the radio script. Later, after Winninger had left for the musical comedy in which he was being starred, they corresponded, exchanging advice and warnings.

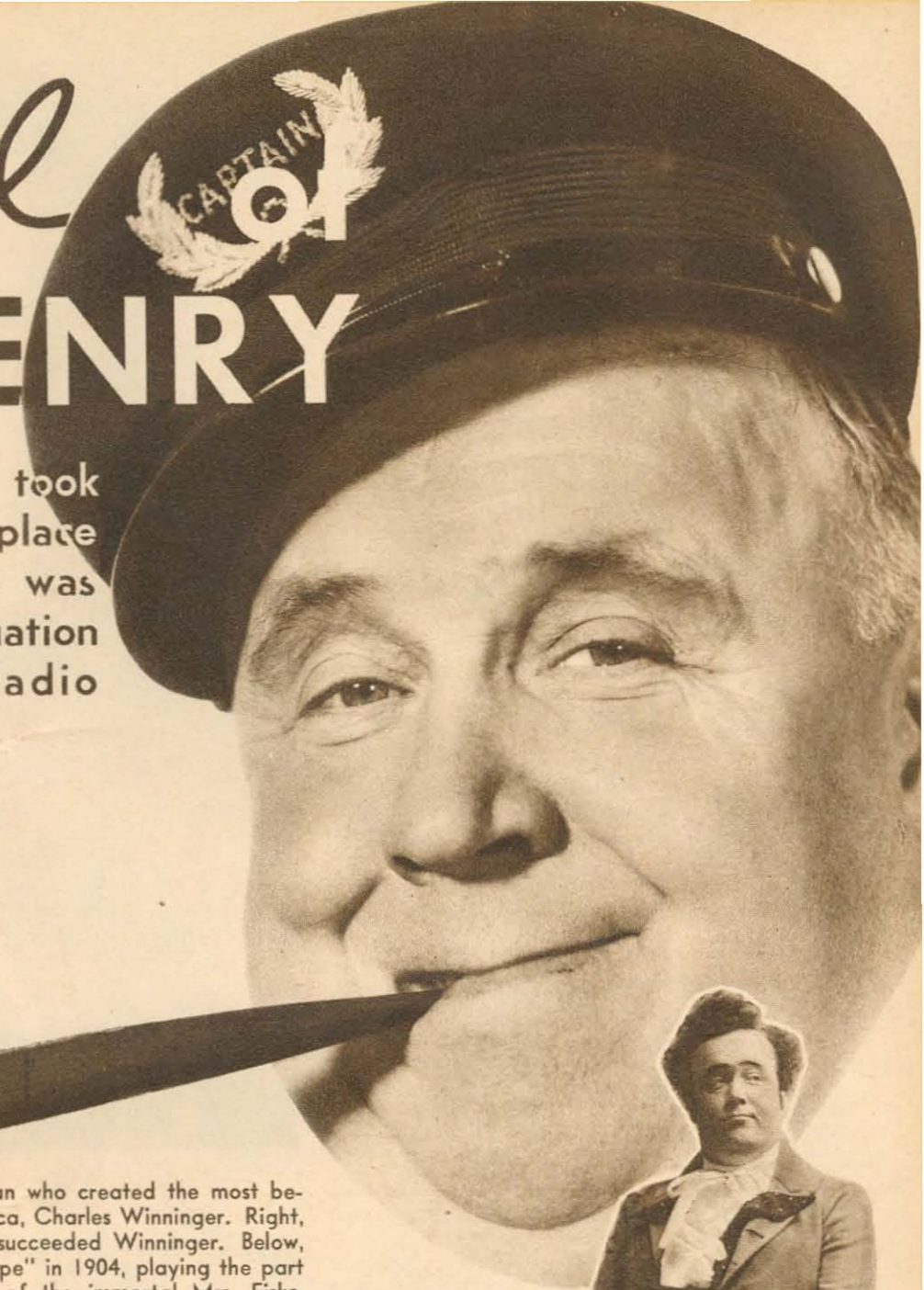
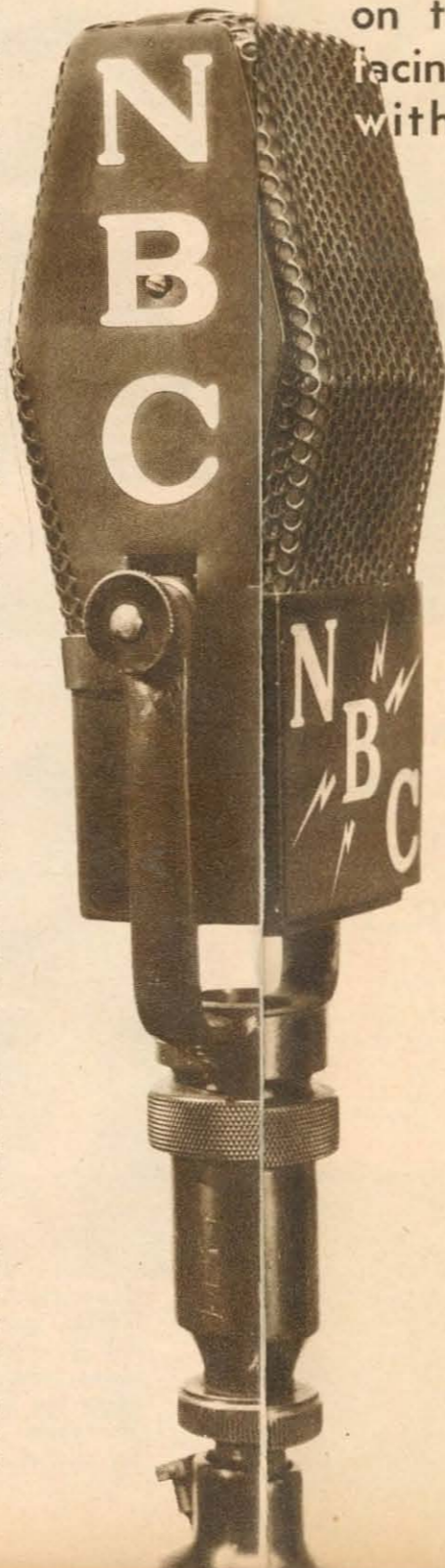
"You know," the radio head of the advertising agency told me, "for a while more than 1,000 letters a week came to us from people bemoaning the departure of Winninger. But McIntyre stuck to his guns and soon writers began to congratulate him, admitting that he was in a tough spot. Then before long more letters came in extending best wishes to him for success in his part."

**T**O look at Frank McIntyre, you would doubt that there lay somewhere in the man the stubborn qualities which have carried him through to his latest success. He sits back and beams at you, his several chins quivering with hidden mirth. He is King Cole come to life.

But behind the twinkle in those warming blue eyes there is sincerity and deep earnestness of purpose. McIntyre is a homespun philosopher who folds his hands and tells you his theory of life in the hopes that you may be guided by it in your own problems.

When I asked him how he must have felt going through the first few weeks on the Showboat, not knowing if he were making good or a

When Frank McIntyre took Charlie Winninger's place on the Showboat he was facing a dramatic situation without equal in radio



On the opposite page, the man who created the most beloved radio character in America, Charles Winninger. Right, Frank McIntyre, the man who succeeded Winninger. Below, as he appeared in "Becky Sharpe" in 1904, playing the part of Joseph Sedley, in support of the immortal Mrs. Fiske.

complete flop, he settled back in a huge arm chair and stared out the window.

"I guess I just stuck to the thought that always the things you worry most about are the things which never happen. Y'know, if you wish for anything long enough and hard enough, nothing can stop you from getting what you want. I've wanted to be a radio star for two years and I was going to be one, Showboat or no Showboat."

Frank began his wishing early in life. Sitting in the gallery of the Whitney theater in his home town of Ann Arbor, Michigan, munching peanuts, he wished with all his heart he could be an actor. The glamour of the great Booth and Barrett and Mansfield on their road tours had caught him and he wanted to become a part of the world of make believe.

But he had to wait until he was a reporter on the town paper before he saw his dream come true. He was sent one night to cover a dinner given in honor

of the great favorite, Frank Keenan. One of the principal entertainers at the banquet failed to put in an appearance, and McIntyre was pressed into service. He recited one of James Whitcomb Riley's poems.

After dinner, Keenan said to McIntyre, "son, you're missing your vocation. You should be an actor."

"I've always wanted to be," said McIntyre eagerly.

"All right," replied Keenan. "I'll get in touch with you next season, just before we go into rehearsal."

And he did. Thereupon McIntyre threw up his job and began his first theatrical engagement. His career was launched, his wish had worked the magic charm for him. He has never done any other work than acting since.

There was another dream tucked away in the back of his head which had formed during school days when he would read Thackeray's (Continued on page 89)



# GRACIE ALLEN is Really *Scared* to Death

Burns and Allen sponsored by General Cigar Company. See page 53—9 o'clock column

**H**AVE you ever wondered about the real personality behind Gracie Allen's crazy giggle, her piping voice, her nit-wit cracks?

When you know about it you'll understand and love Gracie as you never did before. Because at heart Gracie is a lost, timid, frightened child who forces herself to do the very things she's afraid of.

"I'm a 'fraid cat," Gracie told me, her voice tremulous. "I'm afraid of riding in a plane. Every time I get into a boat, I'm sure that it's heading for certain disaster. I am afraid to make plans for tomorrow or the next day, for fear that some unkind fate will laugh at all my plans and make them turn to dust in my hands.

"When I played in vaudeville I often wished that the floor would sink under my feet. When I had to make my first appearance over the radio I suffered from mike fright: I still do. My hands get cold and my face gets hot. Other comediennes have audiences when they broadcast. I couldn't. I'm afraid. I'd be sure that they were laughing at me instead of with me, and I couldn't stand it. At least in the theatre the footlights separate us, and I can't see them, but it would be torture to me to watch their faces and think, 'I know this isn't going over.'

"I was that way even when I was a child—afraid of everything. I tried to pretend not to be afraid. Once, when I was six, I was visiting a sister of mine, who was on the stage. Privately I told her that I could sing better than she could. I was only bragging to keep my courage up, because I was so desperately envious of her career on the stage. I wanted to go on the stage, too, but I was afraid. She called my bluff. She took me on the stage and said I would sing the next number.

"I shivered with fear and shame. When the orchestra started to play, I started to cry. Then I ran away, more ashamed of myself than ever. My sister ran after me and made me dance an Irish jig, a sailor's hornpipe and a highland fling, but I kept crying all the time I was dancing.

"I used to lie frequently when I was a child. I lied because I was afraid not to lie. In spite of the fact that



Photograph made exclusively for RADIO MIRROR by Wide World

## An unexpected slant on the funniest gal on the air which shows up the real woman for the first time

**B y D O R A A L B E R T**

mother and father were very lenient with me, I was afraid of this strange, adult world and could imagine myself being horribly punished for things I had done. An aunt cured me of lying by making me more afraid to lie than to tell the truth.

"This was how it happened. I'd been visiting at her home, and while there it occurred to me that it would be a grand idea to run my fingers over the lovely leaves of a rubber plant in her home. I decorated each of those gorgeous leaves with my finger nails. Somehow, when she came home, I could tell that she didn't think it was such a grand idea. 'Did you do this, Gracie?' she asked me. The first idea that came to my mind was to lie my way out of it. 'No, no,' I said, 'it wasn't I.'

"She knew I was lying. Without a word, she took me into the kitchen, and lifted the lid of the stove. Then she took a pair of plaid stockings that (Continued on page 77)



## FLORENCE BAKER

She certainly looks grown up, although this is the first time Florence Baker has had anything but child parts. She's more often than not the ingenue on the True Story Court of Human Relations program which tells a story and leaves the audience to work out the conclusion.

Bert Lawson

GERTRUDE NIESEN

No, it's not Hepburn, although the cameraman did his best. Glamorous Gertie is currently engaged, along with Everett Marshall and Phil Baker, in the Broadway musical show, "Calling All Stars," but she finds time to make guest appearances on CBS shows. La Niesen's popularity increases month by month.

Joseph Melvin McElliott



This is the best picture we've found of that jaunty man with the tear jerking voice. He must be a sentimentalist, this Woollcott, the Town Crier, although interviewers of the great gossip rise as one man to deny it. It seems that Alex hates to give them anything about himself that he might save for his own broadcasts. You can't blame him!

Joseph Melvin McElliott

# ALEXANDER WOOLLCOTT





An action study of Joe Penner who has reached the top! His is now one of the air's most popular programs, and he hasn't had to change a line of his whimsical, nonsensical humor to do it. Backed up by Ozzie Nelson and Harriet Hilliard, he will prove a real challenge to Eddie Cantor when that favorite returns to broadcasting, early in February.

Rudolph H. Hoffman

JOE PENNER



ED WYNN

We're proud of this candid camera shot which catches Ed Wynn at his best. Now that the roaring comedian has Eddie Duchin as well as Graham McNamee at his side, his Fire-chief programs have taken on new life and new listeners. The combination of the young pianist and the middle-aged fun-maker is a happy one for everyone. That's Graham in the background.

Rudolph H. Hoffman





When Frank Parker left the Revelers' Quartet to take part in the Jack Benny program, there was a young top tenor, Robert Simmons, ready to fill the vacancy Frank created. Now he sings popular duets with the lovely Jessica Dragonette, leading attraction of the Cities Service broadcasts, and in addition, is heard with the well known Revelers on the same program.

Ray Lee Jackson

JESSICA DRAGONETTE  
ROBERT SIMMONS

# Flirting

## HER WAY TO SUCCESS

**S**UCCESS is more fickle than a radio sponsor and harder to get than static, which gives you an idea . . .

For instance, you can have it swoop down, changing you overnight from a pumpkin to, say, a successful star, or you can inherit it from a long, unbroken line of success, or, if you are hard pressed, you can even work for it!

But Elsie Hitz, having her own ideas, unconsciously flirted her way to success!

Now don't get Elsie wrong. There is nothing siren-ish or coy about her; she is simply a little Cleveland, Ohio, girl grown into a big New York success with the help of two hazel eyes, one dimple and a voice conceded magical!

It all began a long while ago when Mrs. Hitz took her five little girls into a street car on a shopping expedition. The four elder were all blonde, blue-eyed and exceedingly attractive. People smiled at them, offered them their laps and made a tremendous fuss over them. Elsie, the youngest, was a quiet little brunette who, overwhelmed at seeing so many strangers, clung to the protectiveness of her mother's skirts.

This day she was suddenly grown up—being all of five! She decided to try a slow smile on that nice young man opposite. First she concentrated on getting his attention. At each lurch of the car she would patiently start all over again, and finally she was successful. Then she smiled a slow, one-dimpled smile, and was delighted to find that the nice man smiled broadly at her. The next minute he had risen and was lifting her into his seat, which was ever so far from the floor and made her legs dangle crazily.

She kept repeating this fascinating game which brought smiles from all over the car and numerous favors. But as soon as a person was won over (*Continued on page 51*)

She has won her way with a winning way—could you do the same if you had the chance?

By HELEN HARRISON



Elsie Hitz, above, as she looks when not before the mike. Left, caught in the throes of a "Dangerous Paradise" scene with Nick Dawson, her radio lover.

Miss Hitz is heard on the John H. Woodbury, Inc., "Dangerous Paradise" program. See page 55—7 o'clock column.





PHOTOGRAPHS  
MADE EXCLUSIVELY  
FOR  
RADIO MIRROR

# THE MAN WHO *Saved* Eddie Cantor's LIFE

For Eddie Cantor's new program, the *Pebeco Hour*,  
see page 53—8 o'clock column.

**I**N the Eddie Cantor home in New York, there are eighteen rooms, seven servants, five Cantor daughters, one Mrs. Cantor and one little man with strong hands whom every one calls Frenchy. Wherever Eddie goes—to rehearsals, to parties, to dinners—there goes Frenchy. He is five feet two inches tall and weighs 120 pounds, which is four inches shorter and twenty pounds lighter than Eddie himself. Just the right height and weight for a shadow.

And no one knows Eddie better than his shadow. Not even Mrs. Cantor. For Frenchy, in addition to being valet and chauffeur, is a graduate masseur. His profession, that is to say, is massage, and before he went to work for the star he had massaged kings, presidents, barons, prizefighters and millionaires. He knows every bone, every twitchy tendon, every sore spot in the Cantor anatomy. He has known him this way for seven years—yet he confessed that he still doesn't understand him.

Said Frenchy to me:

"He says he is going to lie down for an hour. But fifteen minutes later he is up. He goes to bed at four in the morning and at nine or earlier he is up. He gets up and he sings. He sings and he practices mi-mi-mi-mi, you know what I mean. And then all day long he goes, goes, goes, never stopping. One thing to the next. He never rests. Every detail of all the things he is doing, he holds in his hands, packs in his head. He wears out everybody he works with. I can't understand it. He is the dynamo type."

Everyone knows Frenchy and everyone likes him. It isn't hard because he is a nice fellow who keeps his mouth shut and doesn't know how to butt in. He acquired the name Frenchy because his first name was Eddie—like the master's. Which would never do. Actually he is Swiss, born in Lucerne and bearing the name Edmund Frauchiger. He was masseur at the Lakeville Country Club when Eddie lay down on his rubbing table for the first time. That was in 1928, a bad year in Eddie's horoscope. He was

suffering from insomnia. He would go for a week at a time without sleep. A broker friend brought him to Frenchy and when Frenchy was finished kneading the Cantor muscles, Cantor was sound asleep. It was just this side of being a miracle.

This insomnia was a hangover from the rather bad period of illness Eddie went through in that year. It included several attacks of pleurisy which sent him to Battle Creek for treatment. At the sanatorium they regulated his diet and managed to put him back on his feet. But he returned to New York and plunged at once into work with the Follies. Then the sleepless nights began. He'd undress, go to bed—but when his head struck the pillow, his eyes would snap open. An idea would hit him and he'd start working it out. Night after night, the same thing happened. It looked like a case of no sleep; no Eddie Cantor.

**T**HAT short snooze on the Lakeville rubbing bench was a revelation to Eddie. He went back for more—for more sleep. And he got it. Eddie was shrewd enough to realize that those strong sensitive hands meant salvation for him. He looked at his bankbook and made Frenchy an offer. It was accepted and Frenchy came to live with the Cantors—to become what amounts to a member of the family.

I do not think I exaggerate when I say that Frenchy saved Eddie Cantor's life. Certainly, the star was headed for a complete breakdown. Even a Cantor dynamo cannot go on forever. And he went on and goes on saving his life. For Eddie is the type who puts everything, every ounce of energy, into everything he does. He comes off the stage, off the lot, off the mike—it doesn't matter which—wringing wet with perspiration. He is so wrought up after a performance he cannot eat for twelve hours—or not very much.

Curious item in this connection. In Hollywood Eddie works all day at the studio, works so hard he has no time for his family. He works nights too. With hardly any rest. Yet, he invariably puts on weight, anywhere from four to seven pounds. When he did "Kid Millions," he gained six. In New York, he lives at home, plays with his kids, and goes on the air one hour a week. Yet in New York he loses not only the weight he gained on the Coast but a few more pounds besides. Think of that, the next time you aspire to a radio career.

Frenchy saved his life, we were saying, by curing his insomnia in 1928. And he helps him to a longer life every day by supervising his diet, bullying him into rest, by smoothing the jangled nerves, by restoring the feverishly active Cantor body to a state of calm, to a (Continued on page 58)

"He wears out everybody he works with," Frenchy says about the boss. "He's a human dynamo. He never rests. I can't understand it!"

His name is Frenchy. He's  
Eddie's savior, shadow, and  
severest critic. And if you  
want to know the ace come-  
dian intimately, read what  
Frenchy knows about him!

By GEORGE KENT



# What AUNT ROSE did Ruth

All she has today, Ruth  
owes to the little woman  
who once guided a  
motherless and be-  
wildered little girl

As you read this,  
Ruth Etting can be  
heard under the spon-  
sorship of Kellogg's  
Pep. See page 55—  
7 o'clock column.

# for Etting

**T**HERE'S a woman in Nebraska  
who sits alone much of the time.  
But she's never lonely.

This woman is beset by no feeling that  
life has passed her by. Sitting behind  
the starched lace curtains in the parlor  
of the white house her father built she is,  
instead, warmed by an extraordinary  
deep sense of fulfillment.

And now she can sit again at her radio  
and hear once more the warm voice of Ruth Etting, for  
Ruth has her own show again every Friday night over NBC.

Twenty-odd years ago this woman's widowed brother re-  
turned home with his small daughter.

"A little girl needs a woman to rear her," he said. "It  
looks as if she was your job, Rose."

And this woman, young then, looking down into the wide  
blue eyes of her niece which were filled with lonely be-  
wilderedment, saw her life before her.

"Hello, 'Job'!" she said. She took the little girl's hand  
and together they climbed the stairs to a white room under  
the eaves. And when they reached the top her hand hurt,  
it had been held so tightly.

That lonely and bewildered little girl was Ruth Etting,  
Ruth Etting of Ziegfeld and movie and radio fame. And  
if anybody in the world, besides  
Ruth herself, can be said to be re-  
sponsible for her success surely it is  
her Aunt Rose.

Not that Rose Etting ever ad-  
vised Ruth about her career. Not  
that she trained her for any phase  
of it. She couldn't, very well,  
knowing nothing whatever about  
show business. Her work was done  
the day Ruth left for Chicago to  
live at the Y. W. C. A. and study  
art. By that time she had trained  
Ruth as a human being. And as  
things worked out this was to be  
the most important thing of all.  
For it is the manner of person Ruth  
Etting is that has brought her where  
she is today and keeps her there.

Ruth Etting is not a great singer.  
The range of her voice doesn't hold  
critical audiences spell-bound. Nei-  
ther does she undertake difficult  
arias to arrive triumphantly if also  
slightly breathless at the last tel-  
ling note. She sings simple things  
simply. She sings with her heart.  
Her singing has the same warm, un-  
trained charm to be heard in the  
darkies' singing. It is the things



Recalling fond memories as she looks at  
the photograph of Florenz Ziegfeld beside  
the cherished pair of red slippers she wore  
in her first Ziegfeld Follies show.

she has seen, the things she has known that color her voice.  
And had she come to her experiences with a heart less stout  
and understanding and wise, these experiences would have  
proved her Waterloo, they would have broken her.

I lunched with Ruth recently. In Hollywood where she  
was making a motion picture. At the smart Vendome  
where the prices are the stars' protection because they keep  
the crowds away.

Claudette Colbert stopped at our table. Immediately  
she and Ruth began to talk about houses. They were a  
couple of housewives in a dither about linen closets and  
salad gardens and the great difficulty of planning things  
so all bedrooms would have crossed ventilation.

Ruth's eyes brightened and the words tumbled faster and  
faster from her curving mouth. She was like a girl who  
in home-making comes to her first great, individual experi-  
ence. It seemed incredible that not so long ago she had  
been singing in cellar cafés, soliciting whatever the patrons  
elected to give her, dancing all night with men, maudlin  
and vulgar from drink.

When Claudette left I asked Ruth how it happened that  
those years in Chicago when she was starting out had left  
no faint mark upon her.

"Those surroundings never touched me," she said. "Sur-  
roundings don't touch you, can't influence you, I'm sure,  
unless you open yourself to them. My aunt taught me that  
when I was a little girl."

It's always like that when you talk with Ruth Etting.  
Time and time again, apropos of something she thinks or  
something she has managed to do, she will tell you, "My  
aunt taught me that when I was a little girl."

The first thing Rose Etting did for Ruth, certainly, was  
to focus her blue eyes on far horizons and tease her ambi-  
tions with stories of those things people were doing in the  
big cities beyond their own flat prairie.

She used to leave her baking to join Ruth in the fields be-  
hind their house. From there they could watch the trains  
pass. And to Ruth, wild-flowers clutched in her moist hand,  
those trains became more wonderful than anything to be  
read about in any fairy story. (Continued on page 85)

BY

ADELE WHITELY FLETCHER



why  
the STARS go to

If you feel blue—if you want to get slim—if you want to gain weight, take a tip from the man who pummels 'em into shape

By MARY JACOBS

Jac's

**S**O you're tired of being fat and dumpy, of spreading hips and a tummy that seems to grow in spite of everything you can do. And you, Mr. Lothario, can't understand where that bay window came from, and the roll of three chins. Why can't you have a figure like, well Jimmie Wallington? Why can't you have the energy and vitality of Floyd Gibbons, Lowell Thomas. And you, little flapper you, why can't you have the shape of Sylvia Froos, or Jessica Dragonette?

Because you're not made that way? Nonsense. Because you're downright lazy and careless!

That's what Jac Auer says, and he should know. For Jac Auer, famous Swedish masseur, is to radio what Madame Sylvia is to the movies. If a star needs reduction, if he needs building up, if he feels blue and wants to get out of the dumps, dollars to doughnuts you'll find him in Jac Auer's, being pummelled and pounded and kneaded into shape.

"Most of us don't stop to realize that keeping in trim is just as necessary for a radio star as for a movie star. You've got to keep fit physically to be fit mentally. Your spirit and your mind work hand in hand," Jac told me.

Behind the massive doors that lead to the gym such radio personalities as President Roosevelt, Lowell Thomas, Floyd Gibbons, Admiral Byrd, Sylvia Froos, Morton Downey, and Bing Crosby have gone. And all, with the exception of Bing, have come out a good deal happier and more fit.

Let me tell you the story of that ace radio personality, President Roosevelt, who is a very good friend of the tall, blonde, husky Jac Auer, the son of Bavaria who has been kneading people into shape for twenty-seven years.

"I first met President Roosevelt ten years ago, when he was a cripple confined to a wheel chair. I had treated Teddy Roosevelt, and when his cousin came in I thought nothing of it. At the time, Franklin Delano Roosevelt was managing Al Smith's campaign for Governor, and a mighty wearing job it was too.

"I've heard you have helped loads of people who were crippled like me," President Roosevelt said. "Perhaps you can help me too."

"I looked at the President, a helpless figure in a wheel chair. I examined him, and then shook my head sorrowfully. 'Sorry,' I said, 'there isn't anything I can do. What

Floyd Gibbons (above) runs in on Jac Auer when he wants to pep up. Right, meet the husky son of Bavaria, the man who keeps the stars fit. Below, the Sisters of the Skillet clown around a bit before the rub-down. When Lowell Thomas (opposite page) visits the gym he's due for a lot of kidding, and below him, you'll find Bing Crosby with the look he registered the time he first visited Jac's.



you need is hot water treatments.'

"Of course, the President was disappointed. 'At least you've told me the truth,' he finally said. 'We'll forget all about my paralysis. How about giving me a course of Swedish massages to keep me fit for work?'

"That was easy. We got to be great friends, and we're good friends to this day."

Perhaps you can't give yourself the Swedish massage, with its vigorous kneading and pummelling, at home. But then you won't need it, if you take time out for exercising at night and in the morning. You can keep yourself in trim with just a few simple stunts, plus some

common-sense attention to what you eat. The human body is like putty, Jac Auer maintains, and you can mold it as you will.

A goodly percentage of the radio and society folk who go to Jac Auer's want, first and foremost, to reduce. Women worry most about their tummies and hips. Men about their triple chins, bay windows and that tired feeling.

**A**ND when women come in, trouble usually follows. Recently Sylvia Froos came to Jac's, to keep her hips slim. "We had quite a job with Sylvia," Jac told me laughingly. "You know, when you suddenly go in strong for exercise, you gain a few pounds at first, because you pack in a lot more chow and water. Well, Sylvia was terribly worried when she gained two pounds on a reduction schedule.

"Then she became stiff, almost lame from the unaccustomed exercise, and tearfully threatened to sue me. She was sure she wouldn't be able to walk, that I'd ruined her career. You should have seen her face and her mother's.

"When the stiffness wore off, she became a swell patient. And the woman in charge of our girl clients insists that Sylvia wears the cutest lingerie of any girl along radio row."

The one thing Jac has against women is the fact that we pay so little attention to posture, the principal ingredient of beauty. "It beats all how a (Continued on page 79)

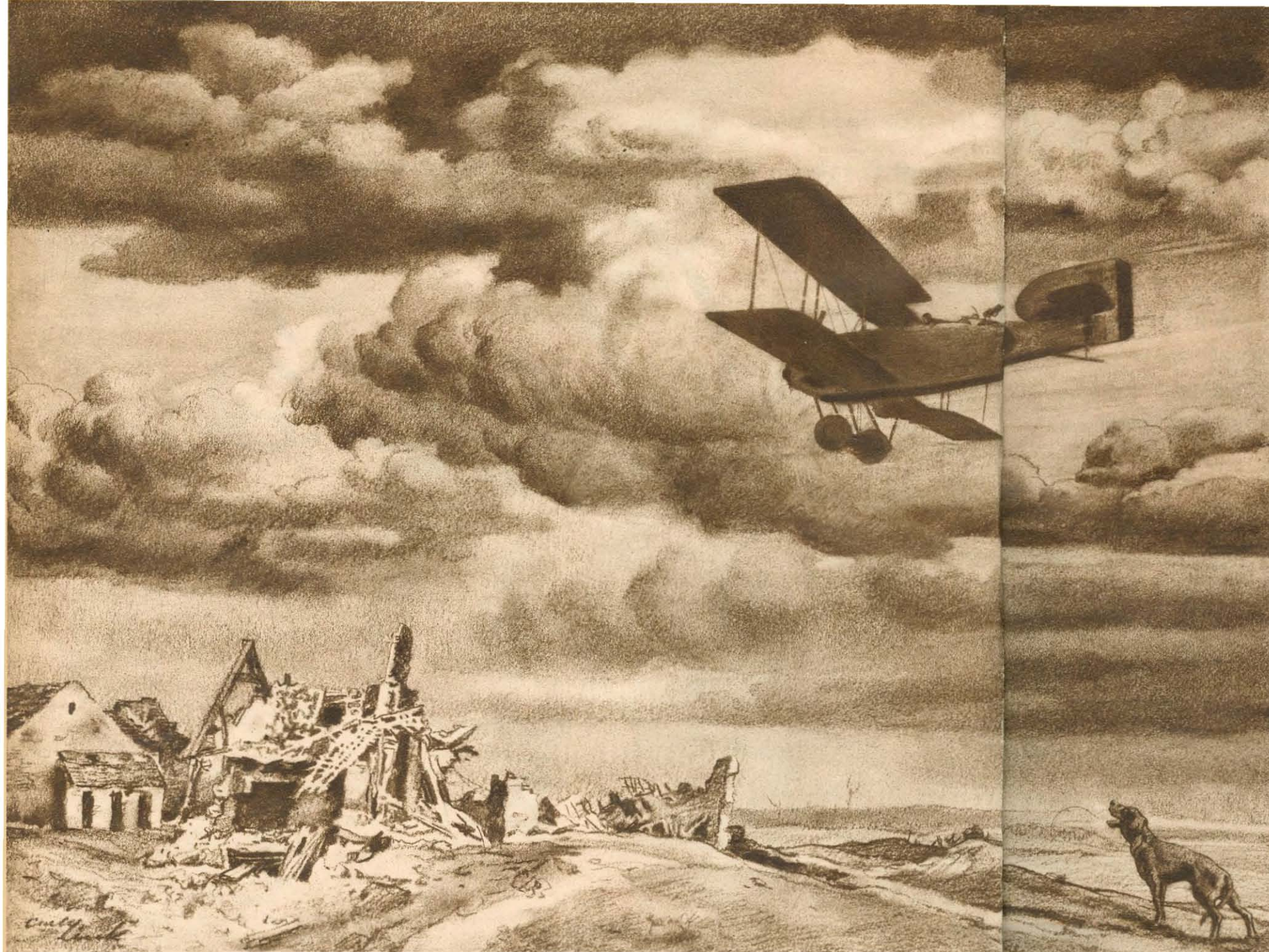


ILLUSTRATION BY  
CARL LINK

A minute passed—The plane had circled and was gone in the mist! I listened intently. The drone of the motor had faded away. I was alone in enemy territory!

agent behind the German lines, have him say what was needed in the way of information, hand over the pigeons, and presto! the job was over. How to get him back? Why, in the same plane that took him over, if nothing went wrong. Which was the biggest IF I ran up against during the war.

So we were off, headed for a little farmhouse a mile or two from the front trenches. The trip itself, I had been told, was comparatively safe. Perhaps a few shells bursting around, maybe even a few fragments whistling through the fusilage of the plane. But nothing really dangerous, you understand.

Sailing around in that heavy fog was about the most ghostly trip I'd ever taken. One minute complete darkness, and the next a shell bursting brilliantly. A violent swerve and we'd be on our way again. By the time my pilot was ready to land, I was beginning to wonder if it was an early morning joy ride.

At last he turned around in his seat and pointed down at a ramshackle barn standing at the edge of a clearing. Our landing place! He dipped down low, skimming the tops of the trees, his motor barely turning over. The wheels hit the rough ground, bouncing the plane like a toy ship on a heavy sea.

Gathering my legs under me, the crate of pigeons held in my left hand, I waited until the plane slowed. With a last grimace at my pilot and a handshake, I slipped over the fusilage, rolling away from the plane as it started up. Another minute and the plane had circled and was gone in the mist. I was a lone spy in enemy territory. I listened to the steady drone of the motor until it faded away before striking out for the barn.

Fighting off a panicky impulse to shout out loud, I repeated my orders to myself, making sure that I had them right. "Wait in the deserted barn until you make contact with the agent, Jean Remau. (Continued on page 64)

For Capt. Healy's program, the Ivory Stamp Club, see page 54—6 o'clock column.



# MY OWN SPY STORIES

BY CAPTAIN TIM HEALY

How this popular radio star escaped from a thrillingly dangerous situation in his multi-colored career of espionage

**A** COLD mist was falling that particular dawn, a mist typical of France in 1916. It lay glistening on the leather helmet of my pilot as he sat forward in the open cockpit of the small two-seater plane and worked the instruments on the panel board.

I watched him tinker and toss away a damp cigarette before he waved a signal that he was ready. Shivering in my worn suit of civilian clothes, I climbed in and tucked my legs in the cramped space behind. The roar of the motor drowned out my shouted farewells. A lurch, a sudden zoom, and we were off!

I had made my first move in the most dangerous game an Intelligence Officer can play with the enemy. I was going behind the German lines, a spy with only a prayer and a passable knowledge of languages to get me safely back.

Don't imagine that this trip was my own choice of what to do at four in the morning. I had been sound asleep, dreaming of nothing more than a comfortable bed and a real spring mattress, when my orderly burst into my quarters.

"You're wanted at Headquarters immediately. Special orders are waiting."

And the next thing I knew, I had donned a helmet and was carefully wrapping four precious carrier pigeons in a small crate. My orders—they were oral instructions—had been carefully memorized and tucked in the back of my mind.

It seems that Headquarters was expecting an attack by the enemy at any moment in the Lavenhe Sector. But how to be dead sure? Simple! Just send a man to contact the

The Fiddlers Three—Wilberforce J. Whiteman, father of the famous Paul Whiteman, and Paul, Jr., who had his own band last summer.



Wide World



Wide World

# WHAT'S NEW on RADIO ROW

By  
**JAY PETERS**

Snappy chatter,  
newest news and  
interesting gossip  
about your favorites

**W**HAT with Geraldine Farrar serving as commentator on the Metropolitan Operas, Elsie Janis functioning as America's first woman announcer, Beatrice Lillie and Helen Hayes joining the already long list of feminine stage and opera stars on the air, the parade of women to the studios assumes impressive proportions. In the beginning of broadcasting and for a long time women were not welcome in the air castles. Indeed, their male competitors were not above making things unpleasant for them, surreptitiously, of course. But since then they have abundantly proved their right to a place in the radio scheme of things and can be depended upon to march on to even greater honors.

**N**ETWORK affiliations don't mean a thing any more. Two years ago NBC was busy building-up Donald Novis as a rival attraction to Columbia's Morton Downey. Now Novis is singing on CBS and Downey on NBC. It is the sponsor who decides who will play on whose network and when and why. . . . The same week Downey landed a sponsor, after a long absence

Eddie with Ida and four of the Cantor daughters, just before sailing on the liner Rex for a much needed vacation.

from the air waves. Kate Smith, who was made a sustaining "institution" by Columbia while marking time, also signed a commercial contract. . . . Downey gets \$6,000 for broadcasting twice a week but has to pay his orchestra and other talent from that sum. . . . Kate's salary is \$5,000. But she should worry about salary. She has a bankroll now as big as herself. In the last four years she has acquired \$1,000,000.

**G**RACIE Allen and George Burns are so pleased with the girl-baby they adopted they are looking around for

a companion for Sandra. This time they want a boy and have already decided on his name—Allen Burns. . . . Milton Watson, who plays the rôle of Captain Flynn O'Flynn on the operatic serial, "The O'Flynn's", is the husband of Peggy Bernier, the actress.

**T**HE Davises are well represented in the affairs of "The Gibson Family", radio's first original musical comedy. Owen Davis, the veteran playwright, writes the scripts in collaboration with his son, Donald, and another son, Owen, Jr., is an actor in the cast.

**O**N the air the voices of Jack Benny and Goodman Ace of "Easy Aces" sound so similar some listeners can't tell which is which. The comedians have another similarity—both smoke about twenty cigars a day. Benny never puffed a perfecto until comparatively recently. He started in a stage play where he was cast as a derby-hatted, cigar-smoking detective. The habit formed then continued.

**W**HEN Rudy Vallee finished the film, "Sweet Music," and left the Coast for Broadway he presented Alice with a dog. But such a dog! He is a mammoth bow-wow, part Belgian police dog and chow, and as big as Rudy's famous Windy. So big, in fact, that Alice had to lease another apartment spacious enough to accommodate her and the bodyguard which the thoughtful Rudy provided.

No self-respecting intruder would venture upon the premises of the fair Alice if he knew of the presence of

this ferocious-appearing sentinel—and it is no secret in Hollywood he is there. Indeed, the boulevard gossips would have you believe that Rudy trained him to attack any male who might make advances, amorous or otherwise, toward the lovely Faye. Personally I don't believe that but dismiss it as one of those Hollywood legends. Still, you never can tell what Rudy may do.

As for what Alice Faye thinks about it, see her story on page 16 of this issue.

And another thing—if The Great Crooner invites you to his Maine lodge, for a week-end go prepared to abide by the rules and regulations he has drawn up for the conduct of visitors. Most hosts take the attitude that the guest is always right but not Rudy.

For instance, he is annoyed by those recipients of his hospitality who are careless about restoring stoppers to bottles of toilet and medicinal preparations and urges them to "put back things where and as you find them." Early risers are admonished to refrain

from loud talking and unnecessary noises on the theory they disturb those still sleeping.

There are many similar hints for the behavior of guests in Rudy's book of rules. All of them are remedies for little annoyances which other hosts would like to remove but which they hesitate to suggest, etiquette being what it is. Rudy, a young man with the courage of his convictions and the ability to express them, never falters in what he deems his duty to his fellow man.

**E**VERY so often the Scarsdale (N. Y.) Women's Club goes into a huddle and decides which radio programs are good for children. Their latest bulletin gives first honors to Albert Payson Terhune's dog stories. "Roses and Drums" and Edwin C. Hill are approved as "very good" and Lowell Thomas, H. V. Kaltenborn and Rudy Vallee are voted "good." And here is a surprise: Joe Penner, Uncle Don and Amos 'n' Andy are rated "poor" while Little Orphan Annie and Myrt and Marge are branded "very poor." A number of strictly children's programs are ignored in the survey and others considered of strictly adult appeal are appraised. It is a remarkable list in more ways than one.

## IN THE SOCIAL WHIRL:

Romantically speaking, the big news of the month was the announcement of the engagement of **Muriel Wilson**, the singing Mary Lou of Show Boat, to **Fred Hufsmith**, the tenor. You may remember this department hinted several weeks ago the romance was developing. It had its inception on a program (not Captain Henry's) when **Miss Wilson** and **Mr. Hufsmith** sang a duet. Meanwhile those listeners who loved to think that **Lanny Ross**

(Continued on page 72)

The new addition to the Burns and Allen team is Sandra Jean Burns, their newly adopted daughter. Aren't they the proud parents, though!

Be it known that John Charles Thomas' severest critic is Max, his Schnauzer Pinzer dog who sits in on all rehearsals at the American baritone's home.

Wide World



# COAST-TO-COAST

## Chicago

by Chase Giles

### DIGNIFIED DELIVERY

**A** DIGNIFIED and cultured north shore society woman was bawling out the Chicago office of the Columbia network and WBBM for having cut off a Philharmonic symphony concert.

"I want you to put the symphony back on right away," she stormed in a cultured voice.

"I'm sorry, madame, but there's nothing I can do," replied the polite telephone girl.

The mad matron exploded. "The hell you can't."

**B**ECAUSE an aunt whom he's never seen, heard and liked his news commenting on the Realsilk show Don McGibeny has been named in her will, according to a letter he just received from her.

### SURE HE KNEW

**A**N elderly lady was shopping in an art store for some paintings. With her was her young nephew. Among the paintings was one of Daniel in the lion's den. It caught the boy's fancy and he stood staring at it. Trying to be pleasing, the tail-coated salesman turned to the child.

"Do you know who that is?" he asked.

"Sure," replied the kid. "That's Frank Buck!"

### FIRST AID

**B**ABY LILLY SEGUST lay dying in the charity ward of the Cook County hospital in Chicago. Her mother was desperately ill at home. The child's father waited by the bedside, hopeful but helpless. Finally the doctor gave his verdict. Only a blood transfusion at once could save the child's life. The father volunteered immediately only to find his blood was not the right type. He telephoned a friend who

The handsome officer is known to radio listeners as Heinie of the Grenadiers. He's Jack Bundy, heard from Milwaukee.



Above is the popular genial host of the "House by the Side of the Road." Tony Wons, the philosopher of the scrapbook was caught in the middle of a word of advice.



rushed over. Again the wrong kind of blood. Then a neighbor had an inspiration. The radio!

He telephoned WLS' studios. Notes were made, the typewriter rattled off its message. The note was handed to the announcer who put it on the air. Within five minutes the first volunteer reached the hospital, rushed to the operating table. His blood was all right. Within five minutes, two more volunteers reached the hospital. Within fifteen, the transfusion was going on. Baby Lilly Segust recovered and today is happy and healthy.

**O**NE day Tony Wons made the mistake of broadcasting his lack of a rabbit's foot. A week later he had a bushel basket full from helpful listeners. And they are still coming in! Tony wonders if there's any future in a rabbit's foot farm. Maybe he ought to look into Joe Penner's duck farm.

(Continued on page 61)

# HIGHLIGHTS

## Pacific

by Dr. Ralph L. Power



Meet Lois Austin, San Francisco's gift to radio. She's known for her fine interpretations of Shakespeare's heroines over KDO.



This is Ynez Seabury, young Los Angeles actress whose voice comes to you on NBC's Shell Show. She's guest starred for Vallee, Hall of Fame and was Mary Pickford's stand-in.

swers his own fan mail . . . goes horseback riding, reads modern-day dime novels and wants to be an ocean explorer.

### 'ROUND ABOUT THE BAY DISTRICT

Glen Goff, KYA organ grinder, has collaborated with two other bay region musicians to write "When the Moon Peeps Above Hawaii," and it's a swell waltz piece. Never knew before that announcers have trademarks. But along comes Jack Nesbitt from out of the great n'west (KGA and KHQ) to do KFRC mike splicing. And the home town papers label him as "the announcer with the boyish voice." NBC's Paul Carson, who does the "Bridge to Dreamland" organ program, got his annual yuletide gift from the wife . . . she will again write the continuities for his program throughout the year. Before their marriage she was Jean MacMillan, whose brother owned KMPC in Beverly Hills. She read poetry over the station, met Mr. Carson who was then in the southland, and they were later married in the north. March the 17th will be a celebration for Edward Fitzpatrick, NBC conductor in 'Frisco. The Irish lad will celebrate St. Patrick's Day and the third month of married life. He was spliced three months ago that day to Mary Wood, pretty blonde soprano. They first met on the NBC Magazine of the Air, continued the romance via mail from Los Angeles and then to the bay district for ye wedding bells. Wife of Ken Carney, NBC producer, shows her allegiance with NBC monogram . . . not for National Broadcasting Co. but for Nell Bemish Carney.

**O**LE SVENSON, KHJ comic, was born up in Portland, Oregon, as Richard Le Grand, likes to fish but (Continued on page 62)



# Rose Bampton's Own Wardrobe



Rose Bampton is heard on the Smith Brothers' "Songs You Love" program. See page 55—9 o'clock column.



● Rose Bampton, contralto and youngest star of the Metropolitan Opera, is a new recruit to radio. Miss Bampton's "Songs You Love," sponsored by Smith Brothers, are a popular feature of the air and her guest appearances on those Chase & Sanborn Sunday night operas have added to her popularity. We're proud to present this lovely singer in the costumes recently designed for her by the eminent stylist, Elizabeth Hawes.

● At the left is Miss Bampton in an afternoon dress of grey Bianchini silk with two rows of self-covered buttons strung from the round neck to the hem. The plum felt hat has a pleated shell-shaped brim in front and her purse and gloves are beet-root suede. Above, the lovely contralto selected a brown velveteen evening coat which is both warm and smart. The flattering mink collar may be worn standing high around the neck.

Gowns for Miss Bampton created by Elizabeth Hawes.

● The vogue for buxom opera stars has passed, and today their sveltness is as much a part of their careers as their voices. Above, Miss Bampton pauses a moment on the stairs to show you her new evening dress of white georgette. The becoming neckline is square and is held by small lingerie straps of the same material. The back, you will notice, is very low and is finished off with a small butterfly bow of the material.

● To the right, Miss Bampton is well-dressed for the afternoon in her tailored coat of tan covert cloth, fastened at the natural waistline with two large self-covered buttons. The neckline is effectively accented by pointed flaring revers. Over her shoulders the stately star has thrown a scarf of three sables. The pert hat was selected because of its vagabond style and is of rust felt. A brown ante-lope bag and gloves round out the costume.

Photos made exclusively for RADIO MIRROR.



For Sinclair Minstrels Program  
see page 55—9 o'clock column.



by  
JANE  
COOPER

# Tracking Down GENE ARNOLD *and his Sinclair* Minstrel Men

**T**HE year: 1928—the scene: Chicago—the first act: a three man, three instrument, ten minute performance.

The year: 1934—the scene: Chicago—the second act: The NBC Sinclair Minstrel Show, with its cast of twenty-six, its fifteen piece orchestra, in full costume, playing before a capacity audience.

I'd like you to meet the star performers of this second act—Gene Arnold and his minstrel men, those rollicking stars who fill our blue Monday nights with gayety and fun, hear the story of their dramatic rise from a local station to fourth ranking place in national audience popularity.

First—Gene Arnold himself, the man who asks the simple question and who gets the funny answers in these weekly broadcasts.

"I came to Chicago in 1928," he told me, "to see if there was anything in radio for me. I'd been on the stage as director and performer with the original 'Red Mill', 'Merry Widow', and 'Algeria' companies. I got a couple of auditions as a singer at WOK, a small local station. There I met Chuck Haynes and Ray Ferris, and we appeared on the air as the Harmony Slaves."

# GENE ARNOLD *Minstrel Men*

Out of these short programs, with a page and a half script, was born the idea for a minstrel show which was to eventually become such a hit on the air.

Gene realized that the public, mindful of the days when Lew Dockstader, Honeyboy Evans, Al G. Fields, and others gave their minstrel shows with morning parades and evening performances, still craved the variety such entertainment provided.

So he formed the Wiener Minstrel Company and won his first big sustaining broadcast, after a successful audition. When the Sinclair Company came to NBC a few years ago looking for a program to sponsor, Gene and his minstrels were elected.

At first the problem of providing the national audience with enough good jokes nearly stumped him. Then he hit on the novel idea of appealing to his listeners for contributions they'd like to hear. As a result, he has a million gag writers, and he doesn't have to pay them one cent. In fact, they're delighted if their contributions are chosen.

Some of the gags sent in (Continued on page 74)



Top, Gene Arnold poses with Bill Childs, left and Clifford Soubier, right, in costume; below is Gene Arnold, interlocutor and originator of the Sinclair Greater Minstrel show heard over the National networks which has become so popular with Monday night other audiences.

# Beauty

## REVEALING THE BEAUTY SECRETS OF BEATRICE LILLIE

By JOYCE ANDERSON

**H**OW—without expensive and elaborate treatments—can you obtain that longed-for English complexion of natural loveliness?

Beatrice Lillie, new NBC star whose perfect skin has helped make her the musical comedy toast on two continents, has the answer—and she finds it at the dressing table in her bedroom.

A woman with an English title who is known in America as the funniest woman on the stage, she uses her own complexion treatments to keep her skin as fresh as it was the day she sailed for England, a Canadian girl in her teens. And she goes to beauty shops only for marcel and finger waves.

What are her secrets? How, in her own apartment, does she substitute for facials and massages which so many women find necessary aids to beauty?

"The answer is simple," she told me the afternoon I went to see her. "There are several easy rules I follow which I think I can recommend whole-heartedly.

"In the first place, I feel that diet is more important than the kinds of creams or powder you use. I've been commuting between London and New York for about eleven years now and the sharp change in climate which usually plays havoc with English complexions hasn't caused me a bit of trouble. I'm sure it's because of my daily menu.

"This is what I eat during an average day: in the morning, one or two cups of tea, usually without cream. Never any lunch except for a rare glass of milk. Then, at dinner, I have plain roasts of all sorts and I eat enough to go without dessert. And never any coffee, partly because I have an English aversion to it, but mostly because I think tea is ever so much better for your skin."

If that sounds more to you—as it did to me—like a reducing diet than a complexion hint, be consoled by the fact that this stage star who is nearing forty still has the fresh beauty of a sixteen-year-old girl.

"The next important thing is my daily walk. No matter how hot or how cold the day nor how tired I may be, I walk until my face tingles with the increased circulation. And I wash my face clean of powder and dirt before going for the walk, giving the skin a chance to breathe the fresh air."

Miss Lillie believes in generous applications of hot water and soap, followed by ample use of cold water to close up the pores and leave the skin firm and supple. At night she pats on very lightly a tissue cream which she leaves on the face until morning. She wipes it off, along with accumulated dirt, with a cleansing cream and a soft cloth.



"You know," she said, "so many Hollywood stars think they must go to masseuses for facials and heavy exercise. But I disagree with them. Such treatments are often too hard on the face and body. Why not just a plain diet, a few minutes' walk every day, and plenty of hot water and soap?"

There is another at-home treatment, so easy that it only takes fifteen minutes and with such wonderful skin results that I suggested it to Miss Lillie. Even with her already perfect complexion the idea intrigued her and she promised to try it. Now I want to pass it on to you.

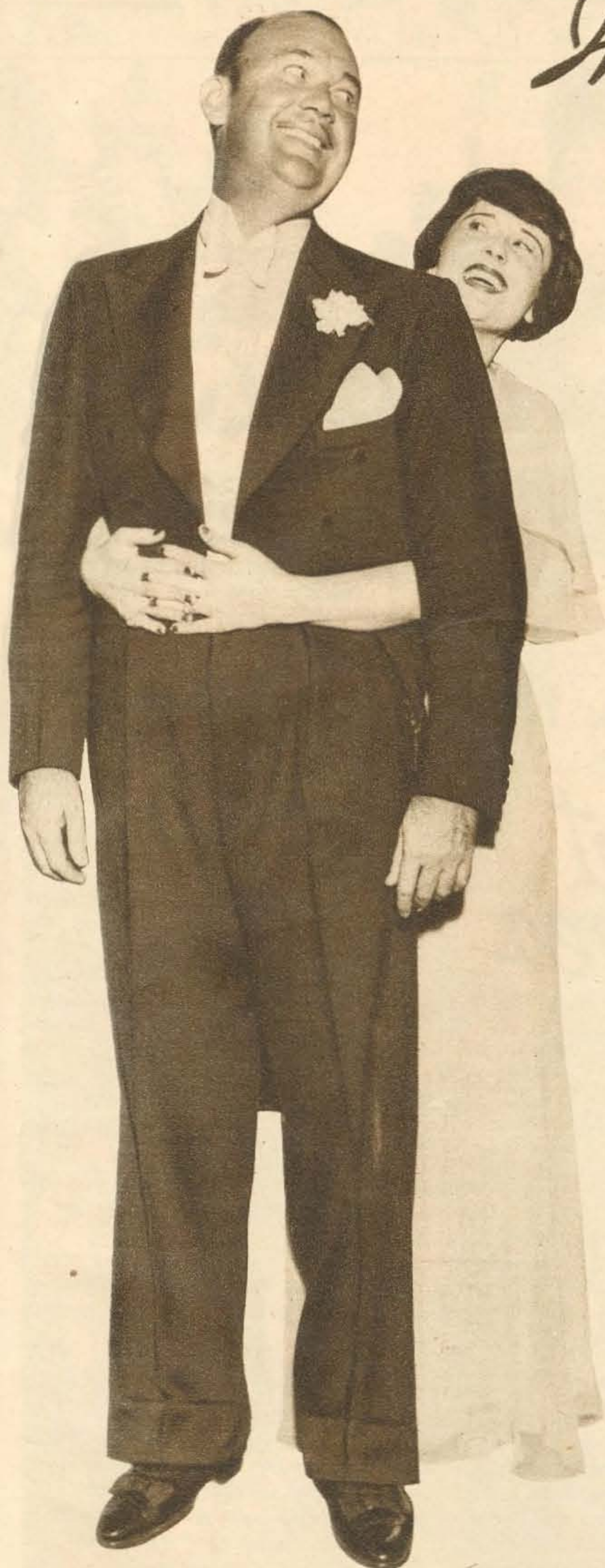
The whole treatment doesn't take more than fifteen minutes of your time and all you need will be two cloths and a tea kettle. Put some water on to boil in the kettle. While you are waiting for it to steam, fill a bowl partly with ice and pour in cold water up to the top.

Now, when there is a plentiful supply of steam coming from the spout of the kettle wrap a cloth about it. When it is hot to the touch, take it off and wrap it carefully around the head and face. Repeat this process for about ten minutes, by steaming the second cloth while the first is on the face. Now remove the cloths, go to the bowl and plunge your face deep into ice water. Hold it there a minute or two. Feel that wonderful new glow of health? Touch your face. The skin is velvety and firm.

I have another treatment for skins which are susceptible to nervous rash, a treatment you can use in the privacy of your own bedroom and which costs very little money. And for those of you who would like to try a simple method of reducing heavy hips and stomach, without diet, anything to take internally, or anything to wear—just drop me a line and the suggested treatments are yours. Address: Joyce Anderson, RADIO MIRROR, 1926 Broadway, New York.

# In the Stars' Kitchens

By JOYCE ANDERSON



HOW  
PAUL WHITEMAN  
KEEPS HIS  
FIGURE

**Y**OU all know that when Paul Whiteman proposed to Margaret Livingston, her answer was brief and to the point—

“Never, until you’ve lost a hundred pounds.”

But the sequel is not so obvious, for Paul not only lost the hundred and won the wife, but—what is more important—after three years of marriage, tips the scales with what for him is the same sylph-like figure he boasted on his wedding day.

Paul was responsible for the initial weight loss, but it has been Margaret who has waged the unceasing battle against flesh since the marriage. Paul, she discovered, was only human and a man. If he were to keep his new waistline, it would be her own doing.

Realizing that since the Whitemans were still completely happy, Margaret must hold some secret for feeding Paul and keeping him thin, I went to see her in their new Fifth Avenue apartment.

This was important. What dishes can be served a man with a healthy appetite which will satisfy his taste, leave him comfortably filled, and yet will not add damaging extra poundage?

“Well,” Margaret began, thumbing a neat pile of her own recipes. “Here’s one for a salad, only I don’t know whether to give it to you or not. I’ve been fooling Paul with it for over a year and I’d hate to have him know. You see, it looks like a lot, served correctly, and tastes like a lot. Paul eats it twice a day, not knowing that it’s all part of his diet.”

Anything which seemed as good as that, I wanted for this cooking department. Here, in all probability, was the answer to the wife of a man with a disturbing gross displacement. With Margaret’s consent, I am publishing it now for RADIO MIRROR readers whose husbands need judicious dieting.

## PAUL, WHITEMAN SALAD

lettuce	sliced and quartered tomatoes
chicory	chopped green peppers
escarolle	chopped celery
romain	sliced radishes
water cress	peeled and sliced cucumbers

### Dressing:

vinegar	salt
Russian oil	paprika
dash of dry mustard	black pepper

To get the proper benefits, Margaret advises mixing all the dressing ingredients at one time, adding salt and pepper to taste. When the time comes to blend the dressing with the salad ingredients, a wooden bowl is needed. And this is Margaret’s real secret for the success of the dish.

Rub the inside of the bowl lightly with a small piece of garlic, then fill with the salad ingredients. Stir in the dressing with a spoon until it is completely blended, using according to individual taste. (Continued on page 81)

# LET'S SEE THE FOREIGN COUNTRIES WE HEAR



**H**ALF the fun of short wave radio is visualising the cities from which the broadcasts emanate. We like to lean back in our chairs and visualize the rosy-cheeked, wooden-shod peasants in Huizen, the home of PHO, the stalwart blacks in Johannesburg, where JHT is located, the burnoose-clad Arabs of Rabat, under the towers of CNR. Don't we?

So let's journey in fancy to some of these outlands, to get a glimpse of their romance, past and present.

Rabat was once the toughest town in the world. In fact, so dark is its history that its name has been changed several times. First, under the Romans, it was Sala Colonia, which the Berbers corrupted to Chella when they captured it some years later.

In the Twelfth Century, this had become Salee, and the notorious Salee Rovers, the most bloodthirsty pirates in the history of mankind, had their fortified stronghold there.

Even its present name is based on battle; Sultan Abdel Munen named it Rabat el Fath (meaning The Camp of Victory) after winning a battle there.

And battle is still in the minds of its inhabitants, for Rabat is the headquarters for the French Foreign Legion, famed in song and story for its valor and loyalty. It is, in short, the seat of French residency in Morocco and the Capital of the French protectorate.

There are two sides to Rabat—the handsome, residential section where live its 14,000 Europeans, and the dingier, squalid buildings that house most of its 24,000 natives.

In the territory outside the city, things are pretty primitive. The villages are provided with guest houses, where the traveller may spend the night. No restaurants are to be found, but the peasants bring the stranger gifts of milk, goat meat and fruit, for which he expects to receive presents in return—not money but trinkets. Rabat, itself, however, has regulation hotels.

Now let's shift to Johannesburg, the youngest city in the world. As you approach it, there is apparently a dense fog hovering over it, and you hear the booming of the surf. You wonder why, for everywhere else the sun is

## Dialing the



shining—and you are about three hundred miles from the sea. Though it is warm, you see what seemed to be hills of snow.

When you get closer, these mysteries are solved. The fog is powdered rock; the noise is the working of gigantic ore crushers which operate twenty-four hours a day; the hills are heaps of ore and tailings from which the ore has been extracted.

The city, called Jo'berg by those who live there, is named in honor of Johannes Rissik, who was Surveyor-General of the Transvaal when gold was first discovered there in 1886.

It is a comparatively modern town, with paved streets, having gutters three feet wide and several feet deep to carry away the heavy rains that would otherwise flood the city. There are a large number of rickshaws, each

pulled by a husky negro, wearing a brilliantly colored ostrich-plume head-gear almost exclusively. The rickshaws are for the especial benefit of tourists, who like to be photographed in them.

Most of the white people who live in Jo'berg are small-townners at heart, but there is also a society set, who drink, dance and flirt in the moonlight which makes their gardens nearly as bright as day.

**E**VEN as near home as Canada we find glamor and romance. Stop off at Bowmanville, where the programs of VE9GW originate, and you'll find a busy little farming and manufacturing center. But until 1794 no white man had ever set foot upon its ground. In that year three men went to this land and built mud-and-log huts, established trapping routes and raised some corn; then sent for their families. To have their corn ground into meal, they took a two weeks' canoe trip to the nearest flour mill.

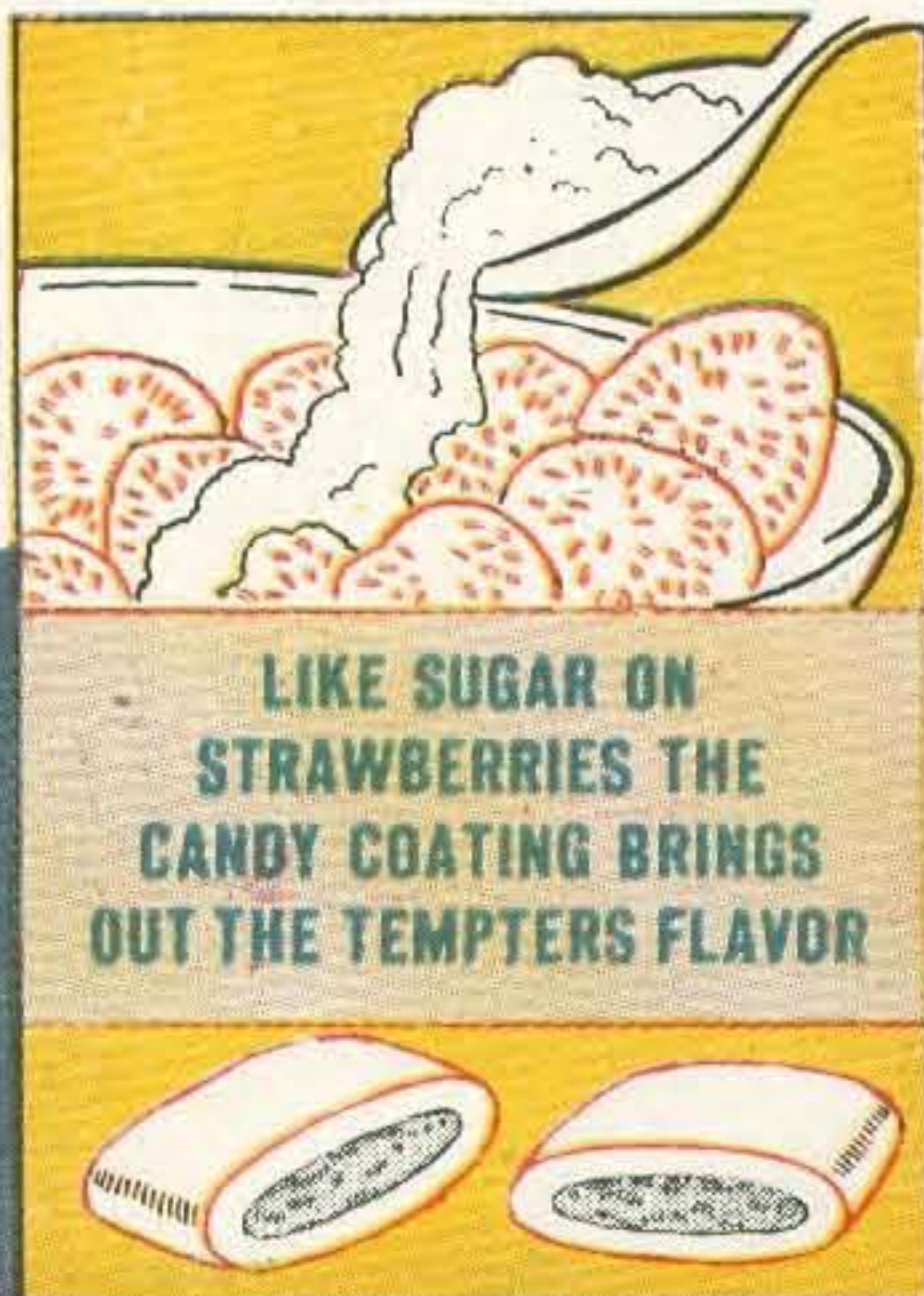
In 1824 Charles Bowman bought a flour-mill and general store that had been set up there a few years earlier. Bowman was a true philanthropist, who extended liberal credit to all needing it until they were able to get on their own feet. And that is where Bowmanville got its name.

Moscow, home of RV59 and capitol of the Union of Socialist Soviet Republics (Russia), also grew from a collection of log shanties. It was, (Continued on page 65)

By **TERRY MILES** — **THE GLOBE TWISTER**



The delicious candy coating is the secret of Tempters goodness. At your first delightful bite you are greeted by a burst of full flavor—fresh and delicate, with all the new-made tastiness sealed up tight in the candy coating. Each gay color is a different flavor—peppermint, spearmint, cinnamon, wintergreen, tutti frutti. Try any or all of them today.



*A quick beauty pick up!*



**BEAUTIFUL SCREEN STARS KNOW**

... that sparkling eyes and round, tempting lips demand good facial circulation. Try one of their secrets — start up your circulation by enjoying **DOUBLE MINT GUM**. The beauty result is immediate. Buy a package. You'll like it.

## Flirting Her Way to Success

(Continued from page 29)

they lost complete and immediate interest for her. It was always the next that seemed more important—for of course Elsie had promptly developed into an unconscious flirt!

School offered a wider range of possibilities and Mrs. Hitz recently recalled how this capacity for unconscious flirting proved valuable in high school.

"Elsie's last year," she said, "was punctuated by countless attacks of flu, grippe, laryngitis and plain garden variety of cold. She was absent from school much more than present and, under the circumstances, graduation seemed as good as lost. Her teacher, a quiet, grave man in his late thirties, was dreadfully upset at her predicament—much more so than Elsie—and volunteered to coach her himself.

"At the close of school, each day, he would accompany her to the house and I would overhear his patient voice as Elsie obediently 'crammed.' After the test—which Elsie passed with marks which assured her graduation—I was amazed to discover that somehow, by coincidence, the test questions were identical with those with which he had taken particular pains!"

Coincidence? Yeah, premeditated coincidence!

IT soon became a foregone conclusion that stage hands would misunderstand Elsie's sweet manner and her voice, which had such a personal note, for more than mere friendliness. She has received countless such proposals and yet is always just a little surprised. Once, several years ago, when a play in which Elsie had her first important part was tried out in Boston, these flirtatious little traits created quite a situation, although it had a surprise climax!

One of the stage hands, a good-looking, likable chap, was deeply affected by the famous Hitz voice and smile and did all sorts of things to please her, often missing a cue.

Opening night he was so upset to see the leading man making too realistic love that he gave a wrong signal which brought the curtain down in the midst of the passionate scene and gave a comedy twist which very nearly ruined the play's chance for success. The manager was so furious that he fired the boy, who, it turned out, was the son of a prominent and wealthy leader of industry, and when the story found its way into print called so much attention to the play that people crowded to it, assuring its popularity! No one knew why the boy had been so absent-minded except Elsie, and, of course, she wasn't telling!

She receives innumerable letters all of which reveal one of the most curious effects of personality in all radio.

They are written by a wide variety of people in all walks of life and stress the feeling that Elsie is talking, as they say, "only to me." Here is a typical example:

"Dear Miss Hitz:

Last night I heard another episode of 'Dangerous Paradise' and enjoyed it just as much as I always do. I could say I enjoyed it more than ever because when you were talking soft in that love scene something made me feel, just as plain as anything, that you were talking just to me. Maybe I'm wrong, but maybe you were too, how do I know? Anyway I feel that way."

This phrase comes up again and again, sometimes couched in the choicest language and sometimes terribly misspelled. It is, of course, the result which every dramatic actor or actress on radio strives for, yet Elsie achieves it wholly without effort.

## Jack Pearl COMES BACK

The Pearl of great price, in the platinum setting of a new character, Peter Pfeiffer, can again be heard on Wednesday nights at ten (EST) on a 75-station Columbia network. Supported by Freddie Rich and Pattie Chapin, he's sponsored by Frigidaire, causing Broadway wisecrackers to gag, "Frigidaire Charley?"

Watch for the exciting feature about the New Jack Pearl—coming in RADIO MIRROR.

That voice of hers is something which was natural, and yet, as she says, "developed." She admits she probably used it at first as a potent force against her sisters' irresistibility! This, of course, was when they were very young, because now they are all tremendously devoted and whatever thought of rivalry there may have been in their childhood has long since disappeared.

That a voice can take on new vitality and charm and yes, magic, she says is simple—simple, that is, if you have that kind of voice to begin with. She urges everyone to try it for themselves and then to watch for results! But when I say Elsie's voice holds charm and magic I don't mean that it is throaty or strained or the least bit artificial. It is none of those things. It simply has music in it and there is pleasure in just listening to the sound of it. There is, also, a certain "sexiness" tucked away, somewhere, that

makes you know quite certainly that she says that "only for you!" You see she has the uncanny ability for saying "a nice tenderloin steak please" and really making it sound like the whispered murmurings of a rendezvous!

SUCH a voice you must know would have certain drawbacks. The telephone rings each day early and very, very often. Probably the first call comes from Elsie's mother. "Elsie," the voice will say firmly, "please call up Wunderstromford and tell him I want some *especially* nice endives and a dozen perfect artichokes, I'm having company. And tell them to send them immediately. Thank you darling I know they'll do it for *you!*"

Next one of Elsie's sisters will run in with a coat she just purchased a month ago!

"Elsie, be a dear, I know I shouldn't have kept this coat so long but I just *couldn't* make up my mind. But I simply *can't* keep it. Do be a sweet and get them to give me my money back. I know *you* can!"

Or even a friend will run in. "Elsie, my dear, you simply *must* 'phone up to Placid and get some reservations for Easter week. They tell me they're packed and haven't a room, but I know if *you* call they'll manage somehow!"

And the amazing thing is they do! Man, woman or child, rich man, poor man, beggar man—all are prey to the flirt that lurks in Elsie's voice! Nick Dawson, who appears with her in the current series "Dangerous Paradise" vows that all the men in the studio, from the page boys to the sound effects men, musicians and announcers constantly think up new ways to attract her attention and seek her approval, and naturally Ned Weaver, who played opposite her in the famous True Story programs, during which they were known as the "Lovers of the Air," was her very ardent admirer.

Of course you must have guessed that Elsie is married. How could she escape? Jack is both pleased and amused at the furore which his young wife causes, without exception, among the men. He knows, too, that as well as stagehands and life-savers she has attracted the attention and admiration of several millionaires who have offered her, not only matrimony, but all sorts of impossible things, including a boat in the South American passenger service which one of them requested she accept for her own as a small token of his esteem! Nothing is too fantastic or too improbable. Elsie has had offers of them all. But Jack isn't jealous, not a bit, for he admires his wife tremendously, too, and is absorbed in her career. And he realizes that her flirting is as much a part of her, as unconscious as breathing. And then, in common with a few thousand of her fans, he knows, quite definitely, that that throbbing thrill in Elsie's voice is meant solely and only "for him!"



# We Have With Us—

## RADIO MIRROR'S RAPID PROGRAM GUIDE

## HOW TO FIND YOUR PROGRAM

1. Find the Hour Column. (All time given is Eastern Standard. Subtract one hour for Central time, two for Mountain time, three for Pacific time.)
2. Read down the column for the programs which are in black type.
3. Find the day or days the programs are broadcast directly after the programs in abbreviations.

### HOW TO DETERMINE IF YOUR STATION IS ON THE NETWORK

1. Read the station list at the left. Find the group in which your station is included. (CBS is divided into Basic, Supplementary, Coast, and Canadian; NBC—on the following two pages—into Basic, Western, Southern, Coast, and Canadian.)
2. Find the program, read the station list after it, and see if your group is included.
3. If your station is not listed at the left, look for it in the additional stations listed after the programs in the hour columns.
4. NBC network stations are listed on the following page. Follow the same procedure to locate your NBC program and station.

### LIST OF STATIONS

BASIC	SUPPLEMENTARY	
WABC	WDOB	WHEC
WADC	KRLD	KTSA
WOKO	WBIG	KSCJ
WCAO	KTRH	WSBT
WNAC	KLRA	WMAS
WGR	WQAM	WIBW
WKBW	WSFA	WWVA
WKRC	WLAC	KFH
WHK	WDBO	WSJS
CKLW	WDBJ	KGKO
WDRG	WTOC	WBRC
WFBM	WDAE	WMBR
KMBC	KFBK	WMT
WCAU	KDB	WCCO
WJAS	WICC	WISN
WEAN	KFPY	WLBZ
WFBL	WPG	WGLC
WSPD	KVOR	WFEA
WJSV	KWKH	KOH
WBBM	KLZ	KSL
WHAS	WLBW	WORC
KMOX		WBT
		WDNC
		WALA
		KHJ
<b>COAST</b>		
KOIN	KFBK	
KGB	KMJ	
KHJ	KMT	
KFRC	KWG	
KOL	KERN	
KFPY	KDB	
KVI	KHJ	
<b>CANADIAN</b>		
		CKAC
		CFRB

5 P.M. 6 P.M.

4 P.M.

3 P.M.

12 NOON 1 P.M.

2 P.M.

**12:00**  
**Salt Lake City Tabernacle:** Sun. ½ hr. Network  
**Voice of Experience:** Mon. Tues. Wed. Thurs. Fri. ¼ hr. Basic minus WADC WOKO WNAC WGR WFBM KMBC WSPD Plus Coast Plus WOWO WBT KLZ WCCO KSL WWVA

**12:15**  
**The Gumps:** Mon. Tues. Wed. Thurs. Fri. ¼ hr. Basic minus WADC WOKO WNAC WGR WFBM KMBC WSPD WJSV WHAS Plus WBNS KFAB WCCO WHEC WNAC plus Coast

**12:30**  
**Tito Guizar:** Sun. ½ hr. WABC and Network  
**Wallace Butterworth:** Mon. Wed. Fri. ¼ hr. WABC and Network  
**Smiling Ed McConnell:** Thurs. ¼ hr. Basic minus WADC WOKO WCAO WGR WSPD Plus Coast Plus WBT WBNS KLZ WWVA WICC WHP WFEA WISN WCCO KSL WORC

**12:45**  
**George Hall Orchestra:** Thurs. ½ hr. Network

**1:00**  
**Church of the Air:** Sun. ½ hr. Network  
**George Hall Orchestra:** Mon. Tues. Wed. Fri. Sat. ½ hr. Network

**1:15**  
**Frank Dailey Orchestra:** Thurs. ½ hr. Network

**1:30**  
**Little Jack Little:** Sun. Wed. Fri. ¼ hr. Basic minus WOKO WCAO WNAC WKBW WDRG WEAN WSPD Plus KRLD WBT WOWO WCCO  
**Esther Velas Ensemble:** Tues. Sat. ½ hr. Network

**1:45**  
**Pat Kennedy and Art Kassel:** Sun. Mon. Thurs. Fri. ¼ hr. Basic minus WADC WOKO WNAC WDRG WEAN WFBL WKBW Plus WOWO WGST WBNS KRLD KLZ WCCO WDSU WSL WMT CFRB WFBL Plus Coast  
**The Cadets:** Wed. ¼ hr. WABC WNAC WGR WBBM CKLW KMBC WJAS KMOX WJSV.

**2:00**  
**Lazy Dan:** Sun. ½ hr. Basic minus WOKO WGR WSPD Plus Coast Plus WOWO WGST WBT WBNS KRLD KLZ KFAB WCCO WLAC WDSU KOMA KSL WMBG WMT WDBJ WHEC WIBW  
**Marie, The Little French Princess:** Mon. Tues. Wed. Thurs. Fri. ¼ hr. WABC WNAC WBBM WKRC WHK CKLW WCAU WJAS KMOX WJSV KRLD KLZ WDSU WHEC KSL KHJ KFBC KERN KMJ KFBK KDB KWG  
**Dan Russo Orchestra:** Sat. ½ hr. Network

**2:15**  
**The Romance of Helen Trent:** Mon. Tues. Wed. Thurs. Fri. ¼ hr. WABC WNAC WKRC WHK CKLW WCAU WJAS KMOX WJSV KRLD KLZ WDSU WHEC KSL KHJ KFRC KERN KMJ KFBK KDB KWG

**2:30**  
**Hammerstein's Music Hall of the Air:** Sun. ½ hr. Basic minus WOKO WGR WSPD Plus Coast Plus WGST WBT KRLD KLZ KFAB WCCO WLAC WDSU KOMA WMBG WDBJ WHEC KSL WIBW WBNS

**2:30**  
**The School of the Air:** Mon. Tues. Wed. ½ hr. Network  
**The Round Towners:** Sat. ½ hr. Network

**3:00**  
**New York Philharmonic:** Sun. two hrs. WABC WOKO WGR WKRC WHK CKLW WFBM WJAS WSPD WJSV Plus Supplementary minus KFBK KFPY WPG WWVA WBRC Plus WREC WHP WMBD WSFA WDSU WBNS WIBX Plus Canadian  
**Your Hostess, Cobina Wright:** Mon. ½ hr. Network  
**Columbia Variety Hour:** Tues. ¾ hr. Basic minus WNAC WKBW WBBM WHAS KMOX Plus Supplementary minus KFBK KFPY WIBW WWVA KSL Plus Canadian Plus WNOX WHP KOMA WHAC WMBG WDSU WBNS WREC WIBX  
**Kate Smith:** Wed. ¾ hr. Basic minus KMBC WKBW WBBM WHAS KMOX Plus Supplementary Plus Canadian Plus WHP KOMA WDSU WBNS  
**Roadways of Romance:** Thurs. ¾ hr. Basic minus WNAC WKBW WBBM WHAS KMOX Plus Supplementary minus KFBK KFPY WMBR KSL Plus WNOX WHP KOMA WNAC WDSU WBNS Plus Canadian

**3:45**  
**Easy Aces:** Mon. Tues. Wed. Thurs. ¼ hr. Basic plus Coast

Have you tuned in the new noon-day program with Wallace Butterworth? ... Marie, The Little French Princess was dropped overnight and immediately signed up again.

**4:00**  
**Visiting America's Little House:** Mon. Tues. Thurs. ¼ hr. Network  
**National Student Federation Program:** Wed. ¼ hr. Network

**4:15**  
**Fats Waller:** Mon. ¼ hr. Basic minus WCAU WBBM WHAS KMOX Plus Supplementary minus WDAE KFBK KDB KFPY WPG WIBW KGKO WCCO Plus Canadian Plus WHP WMBG WORC WNOX WDSU WBNS WREC  
**Poetic Strings:** Wed. ¾ hr. Network  
**Salvation Army Band:** Thurs. ¼ hr. Network

**4:30**  
**Chicago Varieties:** Mon. ½ hr. Basic minus WBBM KMOX WHAS Plus Supplementary minus KGKO Plus Canadian plus WMBG  
**Dick Messner:** Thurs. ½ hr. Basic minus WBBM WHAS KMOX WCAU Plus Supplementary minus KFBK WPG KLZ KFPY KVOR Plus Canadian

In the place of the Royal Hawaiians, Hill's have substituted Hammerstein's Music Hall of the Air. It's heard on Sundays at 2:30 for half an hour . . . Easy Aces at its new hour, 3:45 on Mon., Tues., Wed., Thurs. of each week. They've been given more network stations, too along with an extra day. . . . Did you know that Cobina Wright was formerly one of New York's biggest socialites.

**5:00**  
**Open House, Freddie Martin:** Sun. ¼ hr. Basic minus WNAC WKRC Plus Coast Plus WLBZ WBT WDOD KRLD KLZ WBIG KTRH KLRA WCCO WLAC WHEC KSL KTSA WMAS WIBW KFH WORC WOWO WGST WBRC WKRC WDSU KOMA WMBG KTUL WKBN  
**Og, Son of Fire:** Mon. Wed. Fri. ¼ hr. WABC WAAB CKLW WJAS WCAO WBNS WKRC WGR  
**Dick Messner Orchestra:** Tues. ¼ hr. Network  
**Loretta Lee:** Thurs. ¼ hr. Network

**5:15**  
**Skippy:** Mon. Tues. Wed. Thurs. Fri. Basic minus WBBM WHAS KMOX WADC WNAC WFBM KMBC Plus WAAB WHEC CFRB

**5:30**  
**Crumit & Sanderson:** Sun. ¼ hr. Basic minus WNAC WKRC WBBM WKBW Plus WAAB WICC WDSU KOMA WHEC WBNS WMAS WWVA KFH WORC WIBX KTUL  
**Jack Armstrong:** Mon. Tues. Wed. Thurs. Fri. ¼ hr. Basic minus KMOX WBBM WHAS WCAO WNAC WFBL WKRC WDSU WFBM KMBC Plus WAAB WHEC WMAS

**5:45**  
**Songs:** Mon. Tues. Wed. Thurs. Fri.

Open House (Sundays at 5:00) has changed its personnel. Donald Novis and Vera Van are now starred along with Freddy Martin and his band in place of newcomers to the network which was the routine before the first of the year.

7 P.M.

8 P.M.

9 P.M.

10 P.M.

11 P.M. MIDNIGHT

6 P.M.

**6:00**  
**Amateur Hour with Ray Perkins:** Sun. ½ hr. WABC and Network  
**Buck Rogers:** Mon. Tues. Wed. Thurs. ¼ hr. WABC WOKO WCAO WAAB WKBW WKRC WHK CKLW WCAU WJAS WFBL WJSV WBNS WHEC  
**Pinaud's Lilac Time:** Sat. ½ hr. Basic minus W K B W W K R C WBBM WHAS KMOX Plus Supplementary minus KFBK KFPY KLZ WMAS WMBR KSL Plus WHP KOMA WNAX WNOX WDSU WBNS

**6:15**  
**Bobby Benson:** Mon. Tues. Wed. Thurs. Fri. ¼ hr. WABC WAAB WGR WCAU WFBL WLBZ WOKO WDRC WEAN WHEC WMAS

**6:30**  
**Smiling Ed McConnell:** Sun. ¼ hr. Basic minus WADC WOKO WCAO WNAC WGR KMBC WSPD Plus Coast Plus WGST WLBZ WBRC WBT WBNS KRLD KLZ WLBW WHP KFAB WFEA WREC WISN WCCO WLAC WDSU KSL WWVA WICC WORC  
**The Shadow:** Mon. Wed. ½ hr. WABC WOKO WCAO WAAB W K B W W D R C WCAU WEAN WFBL WJSV WHEC WORC  
**Understanding Music, Howard Barlow:** Tues. ½ hr. WABC WOKO WCAO W K B W W K R C CKLW WDRC WJAS WEAN WSPD WNOX WBRC WJSV WQAM WDBO WDAE WLBZ WBT WDOD WLBW WBIG WHP WGLC KLRA WFEA WSEA WLAC WDBJ WHEC WTOC WMAS WWVA WSJS WORC WDNC WALA WHK WMBR WMBG WDSU WREC WCAU WAAB  
**Shell Products, Eddie Dooley:** Sat. ¼ hr. WABC and Network

**6:45**  
**Voice of Experience:** Sun. ¼ hr. Basic minus WADC WOKO WFBM Plus WAAB WOWO WBT WCCO WWVA  
**Wrigley Beauty Program:** Thurs. Fri. Sat. ¼ hr. WABC WCAO WKBW WNAC WDRC WCAU WEAN

**7:00**  
**Alexander Woollcott:** Sun. ½ hr. Basic Plus Coast Plus KLZ WCCO KSL CKLW  
**Myrt & Marge:** Mon. Tues. Wed. Thurs. Fri. ¼ hr. Basic minus W F B M K M B C WBBM KMOX WHAS Plus WQAM WDBO WDAE WBT WTOC WWVA  
**Soconyland Sketches:** Sat. ½ hr. WABC WOKO WNAC WGR WDRC WEAN WLBZ WICC WMAS WORC

**7:15**  
**Just Plain Bill:** Mon. Tues. Wed. Thurs. Fri. ¼ hr. WABC WCAO WNAC WGR WKRC WHK CKLW WCAU WJAS WJSV

**7:30**  
**Gulf Headliners:** Sun. ½ hr. Basic minus WGR WFBM KMOX WBBM KMBC WFBL Plus WOWO WMBR WQAM WDBO WDAE WGST WLBZ WBRC WBT WDOD WBNS KRLD KTRH KLRA WFEA WREC WLAC WDSU KTSa WTOC WACO WMAS WORC WALA WBIG WMBG WHEC WDBJ WFBU  
**The O'Neills:** Mon. Wed. Fri. ¼ hr. WABC WOKO WCAO WGR WORC WCAU WJAS WFBL WJSV WHP W H E C W M A S WWVA WORC  
**Outdoor Girl Beauty Parade:** Sat. ½ hr. WABC and Network

**7:45**  
**Boake Carter:** Mon. Tues. Wed. Thurs. ¼ hr. Basic minus WADC WOKO WKRC WDRC WFBM WEAN WFBL WSPD Plus WBT WCCO

In place of George Gershwin, his sponsors now have an amateur hour, with Ray Perkins as master of ceremonies. Modeled after Major Bowes' local amateur program, it brings each week to the mike eight or ten unknowns with talent of some kind or other. It's on Sundays at 6:00 . . . Saturdays at 7:30 bring famous outdoor women to the mike. Each week another highlight in the day's news — aviatrixes, golf players, swimmers — will be heard . . . Will Rogers on Gulf Headliners again.

**8:00**  
**Eddie Cantor:** Sun. ½ hr. Basic Plus Supplementary Plus Coast  
**Diane and Her Life Saver:** Mon. Wed. ¼ hr. Basic Plus Coast Plus KLZ KSL  
**Lavender and Old Lace:** Tues. ½ hr. Basic minus WKBW and network.  
**Hour of Charm:** Thurs. ½ hr. WABC and network.  
**Roxy and His Gang:** Sat. ¼ hr. Basic minus WADC Plus Coast Plus Canadian Plus WGST WBRC WDOD KRLD KLZ KTRH KLRA WREC WCCO WLAC WLFC WDSU KOMA KSL KTSa WIBW WMT WORC

**8:15**  
**Edwin C. Hill:** Mon. Wed. Fri. ¼ hr. Basic minus WKBW plus WCCO

**8:30**  
**Club Romance:** Sun. ½ hr. Basic Plus Supplementary Plus Coast  
**Kate Smith's New Star Review:** Mon. ½ hr. Basic Plus Supplementary  
**Melodiana, Abe Lyman:** Tues. ½ hr. Basic Plus W O W O WCCO CFRB  
**Everett Marshall:** Wed. ½ hr. Basic minus WHK Plus Coast Plus WOWO WBT KRLD KLZ WLAC KOMA WDSU KSL WIBW WCCO WHK  
**Forum of Liberty, Liberty Magazine:** Thurs. ¼ hr. Basic Plus WOWO  
**True Story Hour:** Fri. ¼ hr. Basic minus WFBM WKBW Plus WCCO WOWO WHEC WORC KFAB

**8:45**  
**Musical Revue, Robert Armbruster's Orchestra:** Sat. ¼ hr. Basic minus WKBW Plus Coast Plus WBT KRLD KLZ WOWO WCCO KSL KWKH

Welcome back to Eddie Cantor, who returns the first week of February from a trip abroad. He will have Parkyakakas with him, the much acclaimed new stooge . . . Ford, please note, continues his symphonies at a new hour, 9 to 10, on Sundays, relieving the eight-o'clock congestion of the airwaves . . . Club Romance! It's the new Hall of Fame, a correction from last month's listing which had scheduled Helen Hayes as the star. Conrad Thibault and Lois Bennett head the cast of well knowns, with Don Voorhees providing musical background to the comedy drama.

**9:00**  
**Ford Symphony:** Sun. one hr. Basic Plus Coast Plus Supplementary Plus WNOX WKBH WGST WBNS WDSU W N A X W K B M WACO KTUL WIBY WOWO KWO Plus Canadian  
**Chesterfield Hour:** Mon. Wed. Sat. ½ hr. Basic minus WGR Plus Supplementary minus KFPY KFOR WSBT WWVA WGLC Plus WOWO WGST WBNS WHP WDSU KOMA WMBG KTUL WACO W N A X W K B H K G M B W M B D WNOX WIBX WCOA WNB  
**Bing Crosby:** Tues. ½ hr. Basic Plus Coast Plus WOWO WBT KTUL WGST KLRA KTRH KTSa  
**Camel Caravan:** Thurs. ½ hr. Basic Plus Supplementary minus KFBK KDB KFPY KFOR KLZ WSBT WWVA WGLC Plus WOWO WNOX WKBH WCAO WJAS WJSV WLBZ WOKO WDRC WEAN WHEC WMAS  
**The March of Time:** Fri. ½ hr. Basic minus KMBC Plus Coast plus WOWO WGST KRLD KLZ WCCO WDSU KSL

**9:30**  
**The Big Show:** Mon. ½ hr. Basic Plus WOWO WICC WBT WBNS KLZ KFAB WREC WCCO CKAC WDSU KSL  
**Isham Jones, Chevrolet:** Tues. ½ hr. Basic plus Coast Plus a Supplementary network  
**Adventures of Gracie:** Wed. ½ hr. Basic minus WHAS Plus Coast Plus WBT KRLD KLZ WBIG KTRH WCCO WDSU KOMA KSL KTSa WORC WOWO  
**Fred Waring:** Thurs. one hr. Basic Plus Coast minus KFPY KFBK Plus Supplementary minus KDB KWKH WSBT WWVA Plus WGST WBNS KFAB WREC WDSU KOMA WMBG KTUL WACO WNAX WKBH KNOX WMBD Plus Canadian  
**Hollywood Hotel:** Fri. one hr. Basic Plus Coast minus KFPY KFBK KDB Plus Supplementary minus WWVA WGLC Plus Canadian Plus WOWO WGST WBNS KFAB WREC WDSU KOMA WMBG WMBD KTUL WACO WNAX WNOX WIBX WKBH  
**Richard Himber, Joey Nash - Studebaker:** Sat. ¼ hr. Basic minus WHAS WNAC WGR Plus WAAB WGST WBT WCCO WBNS WDSU WSBT KFH

**10:00**  
**Wayne King, Lady Esther:** Sun. Mon. ½ hr. Basic minus WNAC WEAN Plus Coast Plus WAAB WIBW WBNS KRLD KLZ KFAB WCCO WDSU KSL  
**Camel Caravan:** Tues. ½ hr. Basic Plus Supplementary minus KFBK KDB KFPY KLZ WSBT WWVA WGLC KOH KSL WDNC Plus WOWO WGST WBNS KFAB WREC WDSU KOMA W M B D W M B G KTUL WACO WNAX WKBH KFBK WIBX  
**Jack Pearl:** Wed. ½ hr. Complete Network

**10:30**  
**William A. Brady:** Sun. ¼ hr. Network  
**Fats Waller Rhythm Club:** Tues. ½ hr. Network  
**Melody Masterpieces:** Wed. ½ hr.—Network  
**The O'Flynn:** Fri. ½ hr. Basic minus WNAC WCAU WHK KMOX WBBM WHAS Plus Supplementary minus WDBJ KFPY KFBK KTSa WSBT WWVA WMBR WCCO KSL Plus Canadian Plus WAAB WNOX KOMA WMBD WACO WNAX  
**Saturday Revue:** Sat. ½ hr. Network

**10:45**  
**Emery Deutsch:** Mon. ¼ hr. Network

Hear the new Hour of Charm (Thursday at 8:00) with Phil Spitalny's 32-piece, all-girl orchestra. Phil hand picked these women after a talent search which lasted nearly a year, auditioning in all over 1,000 aspirants. When he was through, more than seventeen states were represented . . . Bing Crosby has lost the Boswell Sisters, or the Boswell Sisters have lost Bing. Take your choice, but now the Mills Brothers have been signed to co-star with the Hollywood crooner for ten weeks. Right now we can't say whether the trio of gals will be back or not . . . Chesterfield has dropped its three operatic stars in favor of Andre Kostelanetz and his music. The director has added a full chorus and will be heard at the same three hours on Monday, Wednesday and Saturday . . . Fred Waring has been handed a new 12-month contract, calling for \$12,000 per week.

**11:00**  
**Little Jack Little Orchestra:** Sun. Thurs. ½ hr. Network  
**Glen Gray's Casa Loma Orchestra:** Mon. ½ hr. Network  
**Joe Haymes Orchestra:** Tues. ½ hr. Network  
**Leon Belasco Orchestra:** Wed. ½ hr. Network  
**Ozzie Nelson Orchestra:** Fri. ½ hr. Network  
**Elder Michaux and His Congregation:** Sat. ½ hr. Network

**11:30**  
**Leon Belasco Orchestra:** Sun. ½ hr. Network  
**Henry Busse Orchestra:** Tues. ½ hr. Network  
**Ozzie Nelson:** Wed. ½ hr.—Network  
**Herbie Kay Orchestra:** Thurs. ½ hr. Network  
**Jacques Renard Orchestra:** Fri. ½ hr. Network  
**Glen Gray's Casa Loma Orchestra:** Sat. ½ hr. Network

More of the same. Myrt and Marge, after months of practice, have become expert trap shooters . . . Nino Martini (wonder what program he'll be on now that Chesterfield has dropped him?) has a style innovation for harassed party goers. It's wearing a soft white collar with your dress suit . . . Did you know that Glen Gray, of Casa Loma fame, has been nicknamed Spike by his bandmen? And also, that he has been voted in a poll of college campuses the most popular jazz conductor in the country? . . . Hollywood Hotel, the most ballyhooed of all CBS hour programs last fall, is slowly catching on in popularity. With Dick Powell as master of ceremonies and Ted Fiorito's music, the Friday night broadcasts have risen high on the list of most-often-listened-to programs . . . So far, the only thing CBS has done to compete with NBC's Let's Dance broadcasts is their American pageant, which they tried the last of December.

<b>12 NOON</b>	<b>1 P.M.</b>	<b>2 P.M.</b>	<b>3 P.M.</b>	<b>4 P.M.</b>	<b>5 P.M.</b>	<b>6 P.M.</b>
<b>BLUE NETWORK</b>	<p><b>12:00</b> Gigantic Pictures, Inc.: Sun. 1/2 hr. Network Fields and Hall: Mon. Wed. Thurs. Fri. Sat. 1/4 hr. Network</p> <p><b>12:15</b> Charles Sears, tenor: Mon. Wed. Fri. 1/4 hr. Network Merry Macs: Thurs. 1/4 hr. Network Genia Fonarova, soprano: Sat. 1/4 hr. Network</p> <p><b>12:30</b> Radio City Music Hall: Sun. Hour—Network National Farm and Home Hour: Mon. Tues. Wed. Thurs. Fri. Sat. Hour—Network</p>	<p><b>1:30</b> National Youth Conference: Sun. 1/2 hr. Network Vic and Sade: Mon. Tues. Wed. Thurs. Fri. 1/4 hr. W J Z W B Z WBZA WSYR WLW Words and Music: Sat. 1/4 hr. Network</p> <p><b>1:45</b> NBC Music Guild: Mon. Thurs. 1/4 hr. Network The Ranch Boys: Tues. 1/4 hr. Network Words and Music: Wed. Fri. 1/2 hr. Network</p>	<p><b>2:00</b> Anthony Frome, the Poet Prince: Sun. 1/4 hr. Basic minus WHAM plus WKBF RCA Matinee: Wed. 1 hr. Network</p> <p><b>2:15</b> Bob Becker's Fireside Chats About Dogs: Sun. 1/4 hr. Basic</p> <p><b>2:30</b> Lux Radio Theater: Sun. one hr. Basic plus Western minus WTMJ WWNC WBAP WJAX plus Coast plus WLW WIBA KEYR WDAY KTBS WFAA CFCF</p> <p><b>2:45</b> Echoes of Erin: Thurs. 1/4 hr.—Network</p>	<p><b>3:00</b> Radio Guild: Mon. Hour—Network Art Collins Orchestra: Tues. 1/2 hr. Network The Ramblers Trio: Wed. 1/4 hr. Network Castles of Romance: Thurs. 1/4 hr. Network U. S. Marine Band: Fri. one hr. Network</p> <p><b>3:15</b> Joe White, tenor: Wed. 1/4 hr. Network</p> <p><b>3:30</b> National Vespers: Sun. 1/2 hr. Network Music Magic: Tues. 1/2 hr. Network Jerome Twichell Orchestra: Wed. 1/2 hr. Network Saturday Songsters: Sat. 1/2 hr.—Network</p>	<p><b>4:00</b> The Adventures of Sherlock Holmes: Sun. 1/2 hr. Basic minus WHAM WJR KWK Betty and Bob: Mon. Tues. Wed. Thurs. Fri. 1/4 hr.—Basic minus KSO KWCR WREN Plus Coast Plus WOAI WLW WFAA WTMJ KSTP KVOO WKY KPRC</p> <p><b>4:15</b> Songs and Stories: Mon. 1/4 hr. Network Eddie and Ralph: Tues. Wed. Thurs. Fri. 1/4 hr. Network</p> <p><b>4:30</b> Carlsbad Presents Morton Downey: Sun. 1/2 hr. Basic minus WJR WGAR KWK Stanleigh Malotte, News Rhymers: Mon. 1/4 hr. Network Rochester Civic Orchestra: Wed. one hr. Network Platt and Nierman: Thurs. 1/4 hr. Network Three C's, vocalists: Fri. 1/4 hr. Network</p> <p><b>4:45</b> Horatio Zito's Tango Orchestra: Mon. 1/4 hr. Network General Federation of Women's Clubs: Fri. 1/4 hr.—Network</p>	<p><b>5:00</b> Roses and Drums: Sun. 1/2 hr.—Basic plus WLW KTBS WKY KTHS WBAP KPRC WOAI Al Pearce and His Gang: Mon. Fri. 1/2 hr. Network Your Health: Tues. 1/4 hr. Network Stanleigh Malotte: Thurs. Sat. 1/4 hr. Network George Sterney Orchestra: Sat. 1/4 hr.</p> <p><b>5:15</b> Jackie Heller: Mon. Tues. Fri. Sat. 1/4 hr. Network The Three Scamps: Thurs. 1/4 hr. Network</p> <p><b>5:30</b> Cook's Travelogue: Sun. 1/4 hr. WJZ Network Singing Lady: Mon. Tues. Wed. Thurs. Fri. 1/4 hr. WJZ WBAL WBZ WBZA WHAM KDKA WGAR WJR WLW</p> <p><b>5:45</b> Terhune Dog Dramas: Sun. 1/4 hr.—Basic plus Coast Little Orphan Annie: Mon. Tues. Wed. Thurs. Fri. Sat. 1/4 hr.—Basic minus WENR KWCR KSO KWK WREN KOIL Plus WRVA WJAX CRCT WCKY WPTF WFLA CFCF WIOD Ranch Boys: Sat. 1/4 hr. Network</p>

**LIST OF STATIONS**

BLUE NETWORK				
BASIC		WESTERN		
WJZ	WSYR	KWCR	WPTF	KPRC
WBAL	WHAM	KSO	WTMJ	WEBC
WMAL	KDKA	KWK	KSTP	WRVA
WBZ	WJR	WREN	WWNC	WJAX
WBZA	WENR	KOIL	WKY	WFLA
	WGAR		WBAP	WOAI
COAST		WLS		
KOA	KGO		KOMO	
KDYL	KFI		KHQ	
	KGW			

RED NETWORK				
BASIC		WESTERN		
WEAF	WWJ	WGY	WEEI	WHO
WTAG	WLW	WJAR	KSD	WMAQ
WBEN	WSAI	WCSH	WDAF	WOW
WCAE	WFBR	WLIT		WTIC
WTAM	WRC	WFI		
WESTERN		SOUTHERN		
KSTP	WEBC	WKY	KVOO	WBAP
WTMJ	KPRC	WOAI	WFAA	KTAR
WIOD	WIS	WJAX	WSB	WAPI
WFLA	WPTF	WMC	WSM	WAVE
WWNC	WRVA	WJDX	WSMB	
CANADIAN		COAST		
CRCT	CFCF	KHQ	KGO	KOMO
		KDYL	KHJ	KFI
		KOA	KGW	

At twelve noon on Sundays, Sam Hearn (Jack Benny's stooge the same day at 7:00) is starred in Gigantic Pictures, a satire on Hollywood doings... 4:30 Sundays brings back Morton Downey to the airwaves and makes him a very high priced singer indeed, with a salary reported to be upwards of \$6,000 per week.

**NATIONAL**

**3:00**  
Sally of the Talkies: Sun. 1/2 hr. Basic minus WTIC plus WJDX WSMB WSM WMC WSB WAPI  
Oxydol's Ma Perkins: Mon. Tues. Wed. Thurs. Fri. 1/4 hr.—Basic minus WJAR WHO WDAF WMAQ WOW—plus WKBF WSM WSB WAPI WAVE WSMB

**3:15**  
Dreams Come True: Mon. Wed. Thurs. 1/4 hr. Basic minus WHO WDAF WMAQ WOW  
Morin Sisters: Tues. 1/4 hr.  
Dorothy Page, songs: Fri. 1/4 hr.

**4:00**  
Rhythm Symphony: Sun. 1/2 hr. Basic minus WCAE KSD WHO WOW plus Southern minus WWNC WIS plus Coast minus KHQ KHJ plus WIBA WEBC WBAP KTBS KPRC WOAI KFSD WKY  
John Martin's Stories: Mon. 1/4 hr. Network  
Willie Bryant Orchestra: Tues. 1/2 hr. Network  
Blue Room Echoes: Thurs. 1/2 hr. Network  
NBC Music Guild: Fri. one hr.—Network

**4:15**  
Gypsy Trail: Mon. 1/4 hr. Network  
"The Herald of Sanity": Wed. 1/2 hr.

**4:30**  
The Jesters Trio: Tues. Wed. 1/4 hr. Network  
Arlene Jackson, songs: Thurs. 1/4 hr. Network  
Our Barn; children's show: Sat. 1/2 hr. Network

**4:45**  
Dream Drama: Sun. 1/4 hr.—Basic minus WHO WOW  
The Lady Next Door, Madge Tucker: Mon. Tues. Wed. Thurs. 1/4 hr.—Network

**5:00**  
Sentinel Serenade: Sun. 1/2 hr. Basic plus Coast plus WMC WSB WSM WAVE WTMJ WEBC KFJR WIBA plus Canadian  
Kay Foster, Songs: Mon. Sat. 1/4 hr. Network  
Meredith Willson Orchestra: Tues. 1/2 hr. Network  
N't'l Congress Parents, Teachers Program: Thurs. 1/2 hr. Network

**5:15**  
Tom Mix' Ralston Shooters: Mon. Wed. Fri. 1/4 hr.—Basic minus WFBR WHO WDAF WMAQ WOW

**3:30**  
Penthouse Serenade, Don Mario: Sun. 1/2 hr.—Basic plus Coast  
Woman's Radio Review: Mon. Tues. Wed. Thurs. Fri. 1/2 hr.—Network  
Weekend Review: Sat. Hour—Network

Lovers of Grand Opera have been able to sit back this month of January and listen peacefully (Saturday afternoons) while the Metropolitan goes on the air from the stage of the romantic old House, with Geraldine Farrar as narrator, explaining and illustrating.

**5:30**  
The House By Side of Road: Sun. 1/2 hr.—Basic plus WWNC WIS WPTF KPRC WKY WOAI KVOO WBAP plus WJAR KTHS plus Canadian  
The Sizzlers Trio: Mon. 1/4 hr. Network  
Sugar and Bunny: Tues. Thurs. 1/4 hr.  
Alice in Orchestra: Wed. 1/4 hr. Network  
Interview, Nellie Revell: Fri. 1/4 hr.  
Our American Schools: Sat. 1/2 hr.—Network

**5:45**  
Ivory Stamp Club Captain Tim Healy: Mon. Wed. Fri. 1/4 hr. Basic minus WLW WLIT plus WTMJ WIBA KSTP WEBC  
Nursery Rhymes: Tues. 1/4 hr. Network

<b>RED NETWORK</b>	<p><b>12:00</b> "The Story of Mary Marlin": Mon. Tues. Wed. Thurs. Fri. 1/4 hr. Gould and Sheffer: Thurs. 1/4 hr. Armchair Quartet: Sat. 1/4 hr. Network</p> <p><b>12:15</b> Honeyboy and Sassafras: Mon. Tues. Wed. Thurs. Fri. Sat. 1/4 hr. Network</p> <p><b>12:30</b> University of Chicago Discussions: Sun. 1/2 hr. Network Merry Madcaps: Mon. Tues. Wed. Thurs. Fri. Sat. 1/2 hr. Network</p>	<p><b>1:00</b> Dale Carnegie: Sun. 1/2 hr.—Basic minus KSD WOC WDAF WMAQ WOW</p> <p><b>1:15</b> Peggy's Doctor: Mon. Wed. Fri. 1/4 hr. WEAF WTIC WTAG WEEI WJAR WWSH WFI WFBR WGY WBN D'Orsey Brothers Orchestra: Sat. 1/4 hr.</p> <p><b>1:30</b> Little Miss Bab O: Sun. 1/2 hr. Basic Master Music Hour: Tues. 1 hr. Airbreaks: Thurs. 1/4 hr. Jan Brunesco: Sat. 1/4 hr.</p>	<p><b>2:00</b> Venida Hairnet Program: Sun. 1/4 hr. WEAF and Network Revolving Stage: Mon. 1/4 hr. Two Seats in the Balcony: Wed. 1/2 hr. Network Stones of History: Thurs. 1/2 hr. Magic of Speech: Fri. 1/2 hr. Network Metropolitan Grand Opera: Sat. 3 hrs. WEAF and WJZ Networks.</p> <p><b>2:30</b> Frank Luther: Sun. 1/2 hr. Basic minus WWJ WLIT KSD WDAF WHO Vaughn de Leath: Wed. Thurs. 1/4 hr.</p> <p><b>2:45</b> Vic and Sade: Mon. Tues. Wed. Thurs. Fri. Basic minus WLW plus Coast</p>
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# What Do You Want To Know?

## DEAR FRIENDS,

I don't know how I'll ever catch up with the endless questions that have come in and are still coming in. Would you believe it, I'm answering right now questions from our readers that came in way back in August. Now you can just imagine what I'm up against. Don't think for a minute that I don't like the game of questions and answers. The more questions I get the more I enjoy it. So don't hold back. Keep throwing them at me and watch for your answers in RADIO MIRROR.

Here they come! Look and ye shall find!

Always willing,  
THE ORACLE.

**Miss E. C., Camden, N. J.**—Do Harriet Hilliard and Loretta Lee answer their own fan mail? Why of course. Just try them. Address Miss Hilliard to the New Yorker Hotel, New York and Miss Lee, the Taft Hotel, New York. Last month we had a swell picture of Harriet in the gallery. I hope you saw it. And in this issue you'll find Loretta looking coquettishly at you on page 11.

**Miss Mabel F., Somerville, Mass.**—So far as I know, Lanny Ross is not forsaking the Showboat. Can you imagine all the disappointed people if he did? He has been combining moving

picture work with radio work and when he is in Hollywood, he broadcasts from there.

**Miss B. M., New York City**—I'm almost sure that the reason Frank Parker didn't send you his photograph is because he probably didn't get your letter. Why don't you try him again in care of the National Broadcasting Company, Rockefeller Center, New York? That charming Mexican singer, Tito Guizar can be heard on Columbia's WABC, Monday afternoons at 4:15.

**Herman H. B., Biddeford, Maine**—Although I do not make it a practice of answering the same question twice, I'm forced to do so in this case because of the number of people who have asked it. Eddie Duchin's theme song is Chopin's "Nocturne in E Flat". I don't blame you, folks, it's a beautiful composition by that famous composer.

**Sumner B. C., Portland, Maine**—The Goldbergs, the Goldbergs! I've had so many anxious fans requesting information about them. At present they're off the air. But you can't tell, by the time you read this Molly's and Jake's voices might be coming over your loudspeaker.

**Andrew L. C., Detroit, Mich.**—For a picture of Molasses and January,

write them in care of the National Broadcasting Company, Rockefeller Center, New York. Address Borah Minevitch and his Rascals to station WOR, New York.

**Connie R., Provincetown, Mass.**—Right now, Eddie Cantor is sunning himself in Sunny Italy but by the time you read this he'll be back on the air in his new Pebeco program over the Columbia airwaves. Address your letter to him in care of the Columbia Broadcasting Company, 485 Madison Ave., New York.

**Gloria R., San Pedro, Calif.**—Really now, I've heard Lanny Ross being linked in romance with other feminine stars but never Ann Sothern. She was, however, the charming little lady who played opposite him in his first picture, "Melody in Spring." You can reach Bing Crosby at the Paramount Studios in Hollywood.

**J. M. P., Reading, Pa.**—Little Jack Little is playing quite often now over the Columbia airwaves. Address him in care of the Columbia Broadcasting System, 485 Madison Ave., New York.

**Dot and Jane, Poughkeepsie, New York**—Try addressing the Radio Rogues in care of the National Broadcasting (Continued on page 63)

Write to the Oracle, Radio Mirror, 1926 Broadway, New York City, and have your questions about players and programs answered

**This is your page, readers! Here's a chance to get your opinions in print! Write your letter today and try for the big prize!**

**I**T really is a pleasure to read the letters of criticism that have been coming in from RADIO MIRROR's readers. They are full of worthy suggestions and intelligent opinions, and we regret that we cannot give you all a prize for your fine efforts.

To many of you who have requested us to publish radio contests in conjunction with our program guide, we wish to state that were it practicable to do so it would be done. But, the magazine goes to press so far in advance that the contests would be off and new ones added by the time you received your next copy of RADIO MIRROR.

Now, let's see what swell letters you can think up for this month. Don't forget, we pay twenty dollars for the best letter, ten dollars for the next best letter and one dollar each for the next five selected.

Please try not to write more than 200 words and send your letter in not later than February 22 to the Editor, RADIO MIRROR, 1926 Broadway, New York.

This month's prize winners follow:

#### **\$20.00 PRIZE**

**I** AM taking the liberty of sending you my reactions to the opinions expressed by the prize winners whose letters were published in the February issue of your worthy magazine. So here goes.

The first prize winner doesn't like handclapping and loud laughter. I, for one, enjoy hearing the applause after a fine performance. It brings in the air of the theatre into the home.

The second winner believes that self-commendation of a program is an infamous practice. My reaction to this is that this is the oldest form of boosting and should be conceded to the people who pay for our fine programs.

As to the third prize winner who bemoans the dearth of good music, I am sure she has changed her mind by now after listening to the fine operas and concerts broadcast these days.

Prize winner number four thinks the sports announcers are partial. When a team makes a successful play they naturally announce it in an exciting manner. I've never noticed that a particular team is ever discriminated against.

I heartily agree with number five who believes that radio is a real contribution to civilization and we should be grateful.

Prize winner number six, I sure sympathize with you in your complaint about local stations butting in and cutting off good chain programs. But what to do about it?

And last but not least is the lady who has so many good things to say

about what radio has done for the housewife.

CARRIE STAMEN, Washington, D. C.

#### **\$10.00 PRIZE**

**W**E all pretty much consider radio a fixture in our lives; but I wonder how many of us realize what a gap it would make if our programs were suddenly to be taken from us. Radio has become a well nigh indispensable form of entertainment for every member of the family, from Mother and Dad with their appreciation of good music, down to kid brother with his enthusiasm for the sport broadcasts, and we would miss it, in my opinion, even more than we would miss the theatre if we were deprived of that.

From its babyhood, radio has been steadily developing into an intelligent young adolescent, still making mistakes but willing to learn how to rectify them, and, most important, still progressing.

We, the audience, understand how difficult it is to please everyone but I think every fair minded person will agree with me, that the programs on the whole are getting better and more finished.

In closing I want to say that RADIO MIRROR magazine is doing a valuable work in (Continued on page 87)

# What Do You Want To Say?



## The Man Who Saved Eddie Cantor's Life

(Continued from page 31)

normal, physical equilibrium. He forces him to take exercise and he is right there at the end of every broadcast to unpinch and loosen up his body.

Eddie had an opportunity—and took it—to pay his debt to Frenchy a few years ago when Frenchy came down with kidney colic. Something which few people ever have. The only way to describe it is by asking you: how would you like to have a permanent red hot rivet in the small of your back? Frenchy got it years ago not long after he crashed in a bicycle race in Switzerland, and had had it on and off ever since. He folded in California. This time it was serious. He shrank to skin and bones, gross weight eighty pounds. A doctor came to look at him, discovered he was a valet and departed.

When Cantor heard this, he went right up through the roof and didn't stop until he had called the doctor every name in his own vocabulary, including twenty or thirty which he himself had forgotten he knew. Anyhow, the doctor came back and did a job. Eddie then called in the best surgeon in California. He removed the kidney and Frenchy lived. That evened the score. A life for a life.

**F**RENCHY was with Eddie when the stock market crashed. He said Eddie took it standing up, with a grin. "He makes more fuss over a button missing from a shirt than he made over the crash. He never fusses over big things. I think the only effect of that thing in Wall Street was to make him work a little harder. It's what made him go in for radio and for writing for the magazines."

According to this constant companion, Eddie is always nervous before a performance. But not superstitious.

"Once I was in his dressing room, whistling away," he said, "when one of the actors came along and whispered to Eddie to make me stop. Whistling in a dressing room was sure to lead to misery. Eddie only laughed. 'Let him whistle, he enjoys it,' was all he said."

He never eats before a radio performance. At most a bowl of soup. When the show is over, he takes a massage, then goes off with a few friends to a restaurant. In New York it is either Moore's or Lindy's. They gorge. But he drinks a glass of milk and some crackers. He knows from past experience that he would not be able to digest anything else.

Generally speaking, he is careful of his diet. He has learned prudence in eating as a result of much painful experience. He avoids fried foods of every description. He likes pot roast and occasionally, a steak. He likes radishes, onions and cucumbers served in a bowl of sour cream. Smoked white fish is a passion with him. He loathes tomatoes and cannot stand garlic.

Frenchy tells the story of a new cook who served him stuffed green peppers, a dish done in garlic and containing tomatoes. Eddie talked about it for

hours—as if a major crime had been committed. Now all cooks have their instructions. No spices, no tomatoes, no frying, no garlic. They fool him on the garlic. It gets in—sneaky like—and he never knows it.

Monday morning, his week begins. He gets up about ten in the morning, calls for Frenchy who gives him a massage and puts him through his exercises. Eddie makes use of massage time to clear his throat and do the vocal exercises—the ah-ah-ah-ah and ee-ee-ee-ee he learned less than a year ago from a voice instructor in Hollywood. He may then sing a song. But do not think Eddie is all worked up over his voice. On that subject, he has no illusions. He knows as well as you that he is far from operatic timber.

The massage completed, he steps out of bed with perhaps a glance at the picture which hangs over the head of it—a pencil drawing done from a photograph of his mother whom he lost at the age of twelve. Two other paintings adorn the walls. These walls are cream color, almost white, the rug brown, the furniture modernistic but not garish. A million dollar radio set stands in the corner.

From the bed to the green tiled bathroom with glass enclosed shower is only a step. And he takes it every morning. Frenchy is witness that Eddie is one of the cleanest men in the world. For all that he changes only once a day despite the fact that he owns twenty-six suits of clothes (size 34), twelve pairs of shoes (size 9), twenty-three suits of underwear, thirty-one shirts and at least a hundred neckties. None of his clothes are flashy. His one extravagance in clothes is neckties. An old woman whose son is ill knows it. She always shows up at the studio or the theater with a selection of ties for him. His suits are modest browns and grays and blues, mostly grays, made of British cloth by New York and Hollywood tailors, ranging in price from \$75 to \$125.

The underwear he steps into when the bath is over is a silk and wool combination, gay but not pansy in color. In winter the underwear is of the same material but somewhat heavier. The warm underwear, summer or winter, is another aftermath of his pleurisy.

**M**ONDAY morning is song day. It is the day on which the music houses and individual composers bring down their songs for him to make a selection of those he will sing on the Sunday night broadcast. Eddie dons a bathrobe—a blue bathrobe usually—slicks his hair with brilliantine and goes down to listen.

The songs are tried out in the great drawing room. Mama Cantor, Frenchy, Margie Cantor, his eighteen year old daughter, and Ben Holtzman, his business manager attend.

Frenchy stands by during rehearsals. Eddie needs him there as moral support although to look at the buoy-

ant, self-confident Cantor, you'd think he was quite independent of any outside aid. Eddie is always turning to Frenchy, to ask his opinion—on a song, a joke, a situation. He values the opinions of Frenchy because Frenchy always tells the truth.

When the rehearsal is over, Eddie, Mrs. Cantor, a daughter or two or three, pile into the car and drive out to Westchester where Eddie has recently purchased a farm. A small ten acre farm in a Jewish community. The house has only twelve rooms—which is small considering the size of his family—and the number of his friends. Eddie is a reckless driver, the kind who gets to thinking of other things when he is at the wheel. Frenchy, with his hand hovering over the emergency brake, has saved him from many an accident.

Friday and Saturday at the farm are the only relaxation Eddie gets when he is working in radio. He has a great many plans for the little place. It is part of his dream—the dream of a man who has spent his entire life on city pavements. He is going to have chickens and cows and horses.

Sunday afternoon he is at the studio for the second and last rehearsal.

Frenchy and he go down to the studio when the program hour draws near. Eddie is as taut as a fiddle string but he is able to joke with his fellow performers. As the show goes, Eddie sets the pace, establishes the tempo. He watches his companions. If they lag or lack in enthusiasm he frowns at them, motions to them to speed up. He does his own job, while carrying the responsibility for the success of all the others.

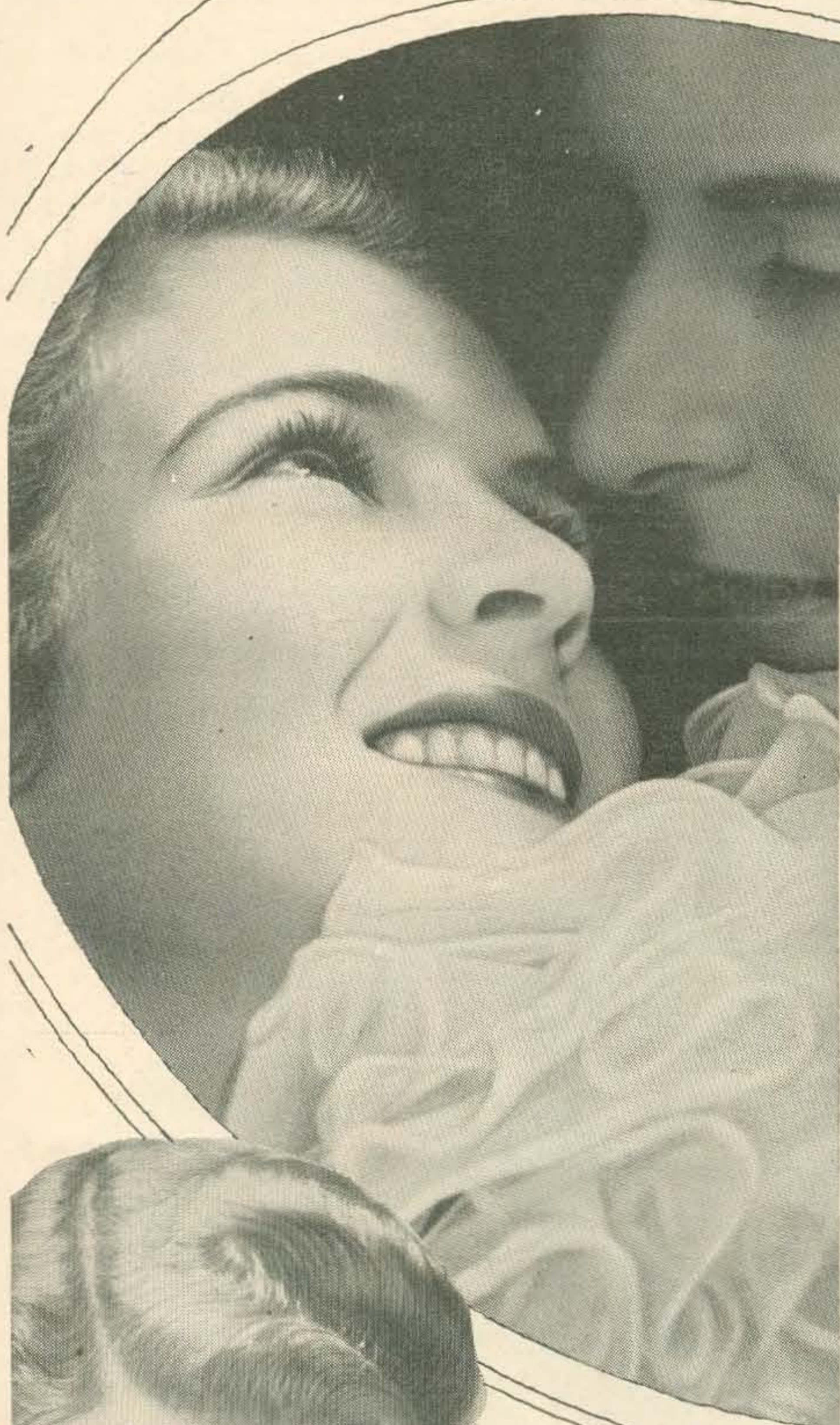
This theatrical business bores Frenchy. Massage is his career. His parents were masseurs before him.

Still, Frenchy enjoys life in the Cantor home where no one treats him as a servant. And even if he were, it wouldn't be so bad because servants in Cantorville are regarded as human beings.

**O**NCE in a great while Eddie explodes. Then life is not very pleasant for Frenchy. There was that time in Florida when Frenchy had packed all the comedian's white pants into the shoe compartment of a wardrobe trunk. It wasn't a sin except that Eddie came in all pepped up with the idea of going to a party clad in whites. He raged for almost an hour. Frenchy, who knows people, said not a word, simply looked quietly at Eddie throughout his tirade. Finally Eddie shouted, "All right—get mad! See if I care!" When Eddie returned from the party he had forgotten the episode; Frenchy was still upset.

So there, my friends, you have Eddie Cantor as he is seen by the honest, unimaginative eyes of his valet. Not quite a hero to his valet—but not quite a master. To Frenchy Eddie is an idol, a friend and an entertainment machine capable of going on forever.

# "I ADORE YOU..."



## THRILLING WORDS ... BUT NOBODY SAYS THEM TO THE GIRL WHO HAS COSMETIC SKIN

**S**OFT, LOVELY SKIN is thrilling to a man. Every girl should have it—and keep it!

So what a shame when a girl lets unattractive Cosmetic Skin rob her of this charm! This modern complexion trouble can be so easily guarded against.

### *Cosmetics Harmless if removed this way*

Cosmetics need not harm even delicate skin unless they are allowed to *choke the pores*. Many a woman who *thinks* she removes make-up thoroughly actually leaves bits of stale rouge and powder in the pores. Gradually they become enlarged—tiny blemishes appear—blackheads, perhaps. These are warning signals of Cosmetic Skin.

Lux Toilet Soap is made to remove cosmetics *thoroughly*. Its rich, ACTIVE lather sinks deeply into the pores, gently removes every vestige of dust, dirt, stale cosmetics.

Before you apply fresh make-up during the day—**ALWAYS** before you go to bed at night, protect *your* skin with the care 9 out of 10 lovely screen stars use!



OF COURSE, I USE  
COSMETICS, BUT I NEVER  
WORRY ABOUT COSMETIC  
SKIN — THANKS TO  
**LUX TOILET SOAP.**  
IT'S EASY TO HAVE A  
GORGEOUS SKIN THIS WAY.

**GINGER ROGERS**

STAR OF RKO-RADIO'S "ROMANCE IN MANHATTAN"





## What Do You Want to Say?

(Continued from page 57)

bringing the performers closer to the public and is making itself an appreciated visitor at every home.

MARYEL McGRATH, San Francisco, Cal.

### \$1.00 PRIZE

May I suggest more varied programs for Saturday nights? I realize Saturday night isn't a favorable one for sponsors, but it seems they could supply those who can only stay home and take a bath, with "Listenable" programs. After a trip over the dials now on a Saturday night, I can't go to bed without feeling that a cow will step on my face or a chicken will lay an egg in my pajama pocket. And all night long I roll and toss, yes, to the tune of "She'll Be Comin' Round The Mountain" Boy! Can those fiddles take it! Wait! Change that up a bit . . . Boy! Can those fiddles! There! That's better.

And advertising. Those one-minute "dramas" demonstrating the efficacious-

ness of Blah's Pills get my nanny. Or a letter from Mary Nonsuchperson telling of the wonderful success she has had with Gitsinyourey Soap. Why, oh why, can't sponsors realize they are only cheapening their programs and products by such advertising methods.

I could probably write books on the subject of radio improvement, but as my word limit is up, I can only say as Will Rogers does when his alarm clock rings,—"Aw shucks! I just got started!"

ALAN SCHMIDT, Memphis, Tenn.

### \$1.00 PRIZE

Yes, indeed! There are things over the radio harder to listen to than advertising. But, isn't cleverly done advertising a boon to a program, and the product, though?

In my opinion, the Jello program starring Jack Benny, wins "grand prize" for that sort of thing. More power to 'em. They're wise, for they don't give

you a chance to get bored, and turn the dial when they tell about Jello.

Concerning RADIO MIRROR. It's a grand magazine, full of interesting news about our favorites of radioland. RADIO MIRROR's Gallery of Stars present excellent photographs. Keep up the good work!

DOROTHY HOAGLAND, San Fernando, Cal.

### \$1.00 PRIZE

I believe radio criticism is rather inconsiderate. It is just natural that some souls swing to pulsing jazz while others soar high on the wings of the classics. Still others can be raised from the depths of despondency by a blood-chilling murder. Tastes differ in radio entertainment as in foods. Few people enjoy both classical and jazz programs.

The public will never be satisfied with radio entertainment. Is there anything in this world that satisfies everyone? Men and women desire what they

(Continued on page 87)

## "I'll Never Marry Rudy Vallee!" Says Alice Faye

(Continued from page 17)

pretty definite ideas about marriage. I don't think you can mix a career and marriage. Maybe some people can, but I couldn't. In the case of Rudy and myself that goes double all around.

"Being Rudy Vallee's wife is a full time, twenty-four hour a day job. You haven't any idea how hard he works. When he comes home, he's tired out, just plain exhausted. Sometimes that makes him cranky and irritable. Now please don't misunderstand me; I don't mean that he has a crabby disposition—but the strain he works under leaves him with frayed nerves.

"When Rudy finishes work and comes home, he needs someone to wait on him, to give him every attention, to completely submerge herself. That is his right. He deserves it; so does any man who works like he does. That's what a home is for. It's a place for a man to come to when he's dead tired and worn out. And any wife worth the name recognizes that it's the biggest part of her job of being a wife to help her husband relax at such times, and give him the comfort he has earned."

Then Alice explained to me why she could never hope to tackle that big job. She spoke of her own ambitions.

"I want to be somebody in my own right," she declared. "I couldn't give Rudy—or any other man—the things a husband has a right to expect from a wife. I'd be too much preoccupied with my own problems and career to be sufficiently absorbed in his. I couldn't be the right kind of a wife, so I don't think I'd better try being a wife at all."

"Never?" I asked. Alice laughed.

"Well, of course, never is a long time," she admitted.

"Another thing which most people forget is that although Rudy may be the 'romantic lover' to his listeners, he is first and foremost a very clever show-

man. I believe he is interested in me first as a protege—then as a person. He not only got me started, but he's guided every move of my career since then. I consult him about everything.

"Why it was Rudy, himself, who sent

me away from his band to go in the movies on my own. He felt that my real future lies in a film career. I guess maybe if he'd been in love with me he wouldn't have done that," she added mischievously.



Here's further proof that Alice Faye is going places without Rudy Vallee. Her escort to one of Hollywood's recent swanky affairs was Charles Lemaire, motion picture executive.

**Coast-to-Coast Highlights**

**Chicago**

(Continued from page 40)

**R**UDOLPH GANZ is important in Chicago's music circles. Ralph Richards, featured pianist with Al Pearce and his gang, tells the story of a party in the Ganz home while Rudolph was his music teacher. Among the guests was Paderewski. The immortal Pole agreed to play the piano. Just as his first number ended the telephone rang. The landlord complained the Ganz party was getting too noisy!

**R**ECENTLY there was a real honest to goodness merry-go-round operating in the lobby of Chicago's Hotel Sherman. One afternoon there was only one rider. She was a little girl on a big white horse. She was having the time of her life. As she whirled giggling by we recognized her. It was Jeanie Lang.

**W**HAT young Chicago radio singer who hasn't worked much lately, spent every penny he made on his last job on Dorothy Stone while the famous daughter of the famous Fred Stone was playing in "As Thousands Cheer" in Chicago?

**M**ARIAN and Jim Jordan of NBC's Smackout and Kaltenmeyer's Kindergarten broadcasts received a large black walnut splinter, the gift of a Washington, D. C., listener, through the mail this week. The sender said it was from Abraham Lincoln's favorite arm chair at the White House. How it was obtained is not explained.

**O**N your birthday give your wife a car—is the slogan of Norm Sgerr, Chicago CBS staff pianist, who did just that on his own birthday anniversary. The car, by the way, is a convertible roadster in green, his wife's favorite color.

**T**HE Mexicans have a word for him, Jesse Crawford, NBC organist has learned. Frequently styled in English speaking countries as "The poet of the organ," in Mexico, writes one of his listeners, Crawford is known as "El mago del organo"—the magician of the organ. His recordings are among the best sellers in the land below the Rio Grande.

**M**ORGAN L. EASTMAN, conductor of the orchestra on the Contented program, used to be a star water polo player at Wisconsin. Reason: he could remain under water for two minutes.

**D**ICK PLATT and Sid Nierman make up one of the nation's most popular radio teams but they're not satisfied with what they know about music and the piano.



... but he's saying "I'm sorry" now!



It was Ada who really saved me. I was telling her how Bill and I had quarreled that morning because I couldn't get his shirts white enough to suit him.



"Your trouble sounds like tattle-tale gray," Ada told me—"and that means left-over dirt. Change to Fels-Naptha—its richer golden soap and lots of naphtha get out ALL the dirt."



And am I glad I listened to Ada! My washes are like snow. They've lost every bit of tattle-tale gray. Bill's so tickled with the way his shirts look that he's been sweet as pie ever since!

**Y**OU bet Fels-Naptha will get your clothes cleaner—and whiter!

For Fels-Naptha brings you something that no "trick" soap can—two dirt-looseners instead of one. Not just soap alone, but good golden soap with plenty of dirt-loosening naphtha.

Chip Fels-Naptha into your washing machine—and see what a gorgeous job it does. It's great in your tub and for soaking or boiling. You'll find it gentle—safe for your finest silk stockings and daintiest lingerie. And it's kind to hands, too—for there's soothing glycerine in every golden bar! . . . Fels & Co., Phil., Pa. © FELS & CO., 1938

**Banish "Tattle-Tale Gray"**  
with *Fels-Naptha Soap*



# Give That COLD Just 24 Hours!

**Colds Go Overnight When You  
Take the Right Thing!**

A COLD doesn't have to run its course and expose you to serious complications.

A cold can be routed overnight if you go about it the right way. First of all, a cold being an internal infection, calls for internal treatment. Secondly, a cold calls for a COLD remedy and not for a "cure-all."

Grove's Laxative Bromo Quinine is what a cold requires. It is expressly a cold remedy. It is internal and direct—and it does the four things necessary.

### Fourfold in Effect

It opens the bowels. It combats the cold germs in the system and reduces the fever. It relieves the headache and grippy feeling. It tones and fortifies the entire system. Anything less than that is taking chances with a cold.

Get Grove's Laxative Bromo Quinine at any druggist.



# GROVE'S LAXATIVE BROMO QUININE

Listen to Pat Kennedy and Art Kassel and his Kassels-in-the-Air Orchestra every Sunday, Monday, Tuesday, Thursday and Friday, 1:45 p.m., Eastern Standard Time, Columbia Coast-to-Coast Network.

The two former University of Illinois students who appear regularly over NBC networks disclosed that they are going on with their piano studies. Platt in composition and Nierman in harmony.

Their teacher is Dr. Samuel Lieber-son of Chicago, noted composer and director. He recently wrote a prize symphony in a Hollywood bowl contest.

**MARY HUNTER**, who plays the part of Marge on the Easy Aces sketch was a hostess at WGN, Chicago, when Goodman Ace was looking for "A girl with a good laugh." He auditioned several with small success. While waiting a cue to go on the air one evening, in the reception room, he heard Miss Hunter let out a chuckle. It intrigued him, and next day he gave her an audition. She got the job.

**GLENN ROWELL**, second half of the team of Gene and Glenn, has an amusing room in his summer home at Rowell Lake, Wis. The walls are papered with renewals and "first night" wires of good wishes and congratulations and the furniture is labelled with the name of the program and the sponsor whose salary check bought each piece.

**PAT BARRETT**, who is bringing his "Uncle Ezra" to NBC networks met his wife Nora Cunneen, while they both were on the stage in Chicago. He married her at 10 o'clock in the morning and immediately caught a train for Joliet where he had a matinee vaudeville engagement. It was several days before the bride and groom were reunited.

## Coast-to-Coast Highlights

### Pacific

(Continued from page 41)

he can't be coaxed onto a vessel. Reason . . . when he was a youngster he shipped aboard a sailing craft and landed in New York . . . after four long weary years at the mast! He made his stage debut in "Lady Margaret", starring Amelia Bingham, at the old Bijou Theatre in New York nearly thirty years ago.

He was with KFWB, Hollywood, then at NBC in the north and in recent years has been a KHJ staff comic. And a pretty good one. For the program with an audience he dresses up like a Swede janitor. The other day, when he was going down a corridor, a new station executive dashed out and asked Dick to come in and sweep out the office for him. And, just to be a good guy, he swept out the office . . . though admitting he wasn't much of a success at broom whisking.

**BING CROSBY** got his nickname from his proclivities fighting imaginary injuns on the sidewalks when he was a youngster. But Harry Ander-

son, KOL announcer and comedian, had a different locale. He was brought up, during boyhood, on a Sioux Indian reservation on historic Fort Totten in the northern part of North Dakota. His hobbies are hunting, trapping and aviation. Single, and still in the twenties, he has his own mental conception of a wife and always wanted to get married in the springtime. Fair readers . . . you can get in touch with him at the Seattle station.

**SAM HAYES**, Richfield reporter on coast NBC lines gets some more movie jobs. See him at the mike in "Living on Velvet", Warners, and "Silver Streak," RKO. John McIntyre, NBC announcer from Hollywood . . . Vallee, Pickford, Hall of Fame 'n' others . . . was one of the first Los Angeles announcers to be married over the air. But the matrimonial voyage busted up on the rocks. He was born in a Montana log cabin 27 years ago, and was a naval seaman a couple of years.

**DOROTHY ROBINSON BAIN** is mistress behind the singing strings of violin melodies at KOIN in Portland. Besides that, she is in the first violin section of the Portland Symphony.

She was a music prodigy in Portland and Spokane but now uses music as an "outside interest." In private life she is the wife of a physician.

**JANE WILLIAMS**, on the CBS "Hollywood Hotel," had her name changed from Rowene Williams by the program officials. She was the national contest winner last fall for the radio job. She was born in Buffalo twenty-eight years ago next June. The petite blonde singer is not married . . .



This dark-eyed, raven-haired little lady is Esther Mason who originally hails from Manchester, England. She's heard over WGAR from Cleveland, Ohio, in "The Tellers of Tales" program on Sunday afternoons.

has no hobbies . . . speaks French, Italian and German.

**S**EEMS as though the turnover in the Al Pearce NBC troupe is terrific, or whatever they call it in show circles. Only five remain from the original gang of five or six years ago . . . Al and Cal Pearce, Mill Wright, Hazel Warner and Monroe Upton.

**M**ADELINE DE MICHEL, who was christened as Mary in Nelson, B. C., does lots of personal appearances and the flash of the spotlight on her accordion makes a dazzling and pulchritudinous picture. But nowadays the KFRC girl is getting sparkles on a pretty diamond ring. Yes, sir, and ladies . . . Elliot Babbini, young bay region bank employee, is the lucky man. Wedding has been set for the springtime and the dazzling brunette will probably be through with radio.

### What Do You Want to Know?

(Continued from page 56)

Company in Hollywood, Calif. The Pickens Sisters are at present appearing in a current musical comedy hit but find time to frequently send their melodious voices over the ether. They can be heard on Saturdays at 7:45 P. M. and on Wednesdays at 7:00 P. M. (NBC). Address them in care of the National Broadcasting Company, New York. Helen, the oldest Pickens sisters, is married to an artist.

**Carl B., Providence, R. I.**—The above will be of interest to you. As for Patti Pickens, the youngest of the trio, she's only 17 years old.

**G. M. A., Phila., Pa.**—All I know is what I'm told, and I'm told that Annette Hanshaw is not married. If you're real patient and give us a little time we'll try and dig up a picture of Fred Hufsmith for you and publish it in a future issue of RADIO MIRROR.

**R. E. M., Port Chester, New York**—Yessir, youse all guessed it. Molasses and January of the Showboat and Pic and Pat on the Dill's Tobacco program are one, or I should say two. Their names are respectively Pic Padgett and Pat Malone. They do not make up for their negro characters in their broadcasts.

**Rose L., Washington, D. C.**—You say that your friend's Aunt and Uncle were practically brought up with Eddie Cantor and that they know he had a very hard childhood. Eddie, therefore, deserves a lot of praise for having reached the top of the ladder in spite of his hardships. Don't you think so? Myrt and Marge are mother and daughter. Myrt was Myrtle Vail and Marge was Donna Damerel. (Damerel is her father's name.) However, Marge recently got married to Gene Kretzinger. So there you have it all in two nutshells.



Beauty  
Creams  
made  
**GERM-FREE**  
for  
sensitive  
skins

**Woodbury's Creams  
stay germ-free as long  
as they last, protect and make  
beauty doubly sure**

**T**HE blemishes that every woman dreads are generally due to *tiny infections*. And these are *always* caused by *germs*.

To protect your complexion against infection, to make beauty come more swiftly and stay safe, Woodbury skin scientists have created two new beauty creams which *keep themselves germ-free throughout their use*.

Woodbury's Cold and Facial Creams contain a special element which keeps them germ-free as long as they last, even when exposed to germ-laden air or to fingers which are not sterile. Over 100 skin specialists who've tested them agree that they give your skin twice the protection that ordinary creams afford.

Woodbury's Cold Cream contains a second exclusive principle which causes the oil glands beneath the skin's outer surface to function better. Element 576 wakes them up, stimulates them, preventing—and overcoming—Dryness.



Avoid imitations. Look for head and signature, John H. Woodbury, Inc.

Woodbury's Facial Cream provides a delicate film that stands between your sensitive skin and wind, dust, cold; that holds your powder and rouge unruffled; *plus* a special protection against the presence and threat of germs.

Woodbury's delightful Beauty Creams with their special protection, cost only 50¢, 25¢ and 10¢ in jars; 25¢ and 10¢ in tubes.

**SEND FOR 4 WOODBURY BEAUTY AIDS**

Enclosed find 10c. Send me the "Woodbury Loveliness Kit" containing a guest size cake of Woodbury's Facial Soap, generous tubes of Woodbury's Germ-free Cold and Facial Creams, and six packets of Woodbury's Facial Powder—one of each of the six fashionable shades.

John H. Woodbury, Inc., 7451 Alfred Street, Cincinnati, Ohio (In Canada) John H. Woodbury, Ltd., Perth, Ontario

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# When a girl needs a girl friend

*"Those were his very words!"*



"What do you suppose that new young doctor said to Jack after the dance? When Jack asked him how he liked the rush Jane was giving him, he just looked bored and said, 'Why doesn't some kind girl friend tell her she needs Mum?' Those were his very words. Imagine!"

*What an old meanie she is for not telling!*

"Mr. Glover said he was afraid he'd have to let Ann go. Wish I had the nerve to tell her that a jar of Mum would save her job for her."



*(In other words, young lady, you need Mum.)*

"I'm sorry, Miss Clark, but I hardly think you'd fill the requirements of our position here."

**S**HE'S bound to lose out every time—the girl who is careless about underarm perspiration odor. For people will not excuse this kind of unpleasantness when it is so easy to avoid. With Mum!

It takes only half a minute to use Mum. And it lasts all day. Use it any time—when dressing or afterwards. It won't harm your clothing.

Mum is soothing to the skin. Prove this by shaving your underarms and using Mum *at once*.

Another reason you'll like Mum—it prevents every trace of ugly odor without preventing perspiration itself. Be safe *every day*—use Mum! Bristol-Myers, Inc., 75 West St., New York.

## MUM TAKES THE ODOR OUT OF PERSPIRATION

**YOU NEED MUM FOR THIS, TOO.** Use Mum on sanitary napkins and enjoy complete relief from this worry.

## My Own Spy Stories

(Continued from page 37)

Identify him by Code. He will repeat a certain sentence to you twice." Easy, certainly, if Jean was around.

Then, apparently out of nowhere, a voice boomed, shattering the eerie quiet: "Jean has much good red wine for sale." I waited, holding my breath. If he repeated the message he was my man! "Jean," the voice continued, "has much good red wine for sale."

**A** MOMENT later Jean strode out of the gloom, a wide smile wreathing his homely features.

"Thank God you made it," he said fervently. "Let us go up into the attic where we can be safe from prying eyes. The enemy is planning an attack. You will be safe here. The Germans are all my good friends. They know how I hate the English." He stopped and laughed softly, this man who had been serving his country since the beginning of the war.

Once we were inside the torn walls of the old barn, I heaved a vast sigh of relief. Jean, I knew, was our most brilliant man. He held the record of having never lost a spy who came to him behind the lines. Because he was an old man, apparently harmlessly engaged in selling chickens and eggs to the German officers, he had free passport into the enemy camp, where his keen mind and all-seeing eyes missed little that was to be observed or overheard.

That afternoon we prepared our first message to go back to Headquarters, carried by the fastest of the pigeons I had brought with me. Squatting on the damp hay in the loft, Jean and I wrote out the code instructions.

Jean was gone to the village to send the pigeon, and was back before I woke up the next morning. I stretched wearily stiff from my sleep on the wet straw which served as a bed. "Good news, my friend," he told me. "The pigeon has gone, bearing our information about the attack planned by the Germans."

The next day, a second messenger went safely homeward. But the third day, watching Jean head for the village, I felt an uncomfortable foreboding. This was to be the message informing Headquarters that I was through and was ready for a plane to take me back. My mission completed so far without mishap, would I be lucky enough to get a plane ride back again? I doubted it. My good fortune had held too long.

I spent a restless day, wondering if, at dusk, my plane would dip down on the field. What made it worse was the knowledge that German troops would begin moving up to the front in the afternoon, complicating my getaway.

Jean came back early, and we discussed the chances of my pilot's coming. At four we went out to the field to wait and see. An hour, two dragged by. Still no welcome drone of our plane. Jean stirred restlessly, glancing over his shoulder more and more often.

Once he left and disappeared in the

barn. He came back shaking his head. "Enemy troops are moving up the road to the front," he said. "Our game is up for the moment. Your pigeon must have been lost. Get back in the barn quickly."

He turned to go. "I must leave now but I will be back soon. You shall remain in the barn." And he was gone down the path.

Reluctantly, I sauntered from the field. In the distance came the heavy muffled tread of soldiers tramping. German sons, brave men, walking into a trap of heavy artillery fire from our batteries.

But wait! There, over to the left, wasn't that the piercing drone of an airplane motor? I strained forward, listening. It was more distinct now. Was it a plane? Yes! My plane, I was sure.

Running, I came to the edge of the clearing as the shadow of a plane sailed over the field and was lost in the trees. For a moment it was gone in the low hanging clouds. Then it was back.

Could the pilot see me? I threw up my arms and stared hopefully at the undercarriage of the plane. A sudden cold chill ran through me.

A German plane!

Wide black crosses glistened death-like in the mist. I stared helplessly at them, paralyzed into a moment of motionless agony.

**T**HE staccato burst of machine gun fire shocked me to my senses. I awoke with a shudder to my situation as the plane carried past me and banked.

One tremendous dive carried me headlong into the welcome protection of the woods. Wisps of mist enveloped my head and shoulders. Brambles caught at me from all sides. But I was safe. At least for the moment. No pilot, even with the eyes of an eagle, could find me here.

So my pigeon had been intercepted and an enemy plane sent to pick me up! And to pick me up after I had been loaded down with lead! Well, I had escaped that. Now to go a mile and a half through German troops, fight my way into "No-man's Land," and stagger into friendly arms.

"Only a mile and a half," I muttered, staring blankly at the impenetrable walls of darkness ahead of me. "Well, let's get going."

Slowly, dodging from tree to tree, lying as still as the dead when I heard German voices, I began my journey on foot. On foot! And when I had scheduled for myself a pleasant twenty-minute ride in the soft safe air of the heavens above.

Disorder was everywhere. The afternoon attack evidently had splintered on a solid Allied front. Horses and men were piled high around me as I neared the front trenches, the dead and the wounded scrambled hopelessly together.

A flare burst high in the air, casting

a weird greenish glow over the earth. I lay flat until it died out, but in that moment of light I had seen the body of a German soldier sprawled clumsily across his gun a few feet away. Just what I needed! The very proximity of the body showed me in what danger I stood, in my strange garb. Perhaps in a German uniform, no one would stop me.

I made for the corpse, stumbling in my frantic haste. At last I found him. The feeling of cold flesh sent a shiver through me, but I kept at my task. Soon I had stripped the body of the uniform. It was not as easy forcing my own body into it. Unfortunately, I realized, I was a few inches rounder and taller than my dead German.

Finally it was on me. I could only hope that in the dark, the ill fit would not be noticed. More boldly than I struck out for the front.

At last! I felt the mud of "No-man's Land" in my face, and it had a sweeter taste than the finest food in the world. It meant that I was past the enemy lines! Now to be picked up by a patrol, German or Allied, I no longer much cared. I was hungry, dirty and tired.

Light began to lift in the East and I was still out in that desolate area. Then I saw soldiers moving toward me. Suddenly it dawned on me what I might expect. Here I was still in the German uniform which had carried me through. What British patrol could guess I was not an enemy? Out of the gloom on top of me came the familiar squat-helmet of a British soldier.

It must have been the crazy fit of my German uniform that saved my life. When I stood up and waved my arms, I looked more like a scarecrow than a human being. The British patrol held its fire to investigate. After that, it was only the work of minutes before I was safely back in our trenches, weak and dripping with clay.

Just one more task completed in the life of an Intelligence Officer working as a spy. I crawled gratefully into a ready bed, only half conscious of the ministrations of my orderly. If tomorrow was another day, another job, who cared right then?

### Dialing the Short Waves

(Continued from page 48)

in the Twelfth Century, merely the home of a group of peasants on Prince Yuri Dolgoruk's estate. And now look at it! Why, it has nearly a thousand factories, giving employment to more than three quarters of a million workers!

Caracas, a few miles inland from the coast of Venezuela, is the city where YVIBC is situated. It was settled about a hundred years before the Pilgrims landed on Plymouth Rock.

The natives of Caracas are regular. Travelers who have been there say they love to play the lottery and don't like to work, which makes them practically brothers of ours.

Even more so does the fact that



# NEED A BLONDE FADE EARLY?

By *Lady Esther*

People say that blondes have a brilliant morning, but a short afternoon. In other words, that blondes fade early!

This, however, is a myth. Many blondes simply look older than their years because they use the wrong shade of face powder.

You should never choose a face powder shade just because you are a blonde or brunette. You should never try to match the color of your hair or the particular tone of your skin. A blonde may have a dark skin while a brunette may have quite a light skin and vice versa.

A face powder shade should be chosen, not to match your hair or coloring, but to *flatter* your whole appearance.

#### To Find the Shade that Flatters

There is only one way to find the shade of face powder that is most becoming to you, and that is to try *all five* basic shades.

Lady Esther Face Powder is made in the required five basic shades. One of these shades you will find to be the most flattering to *you!* One will instantly set you forth at your best, emphasize your every good point and make you look your most youthful and freshest.

But I don't ask you to accept my word for this. I say: Prove it at my expense. So

I offer to send you, entirely without cost or obligation, a liberal supply of all five shades of Lady Esther Face Powder.

When you get the five shades, try each one before your mirror. Don't try to pick your shade in advance. *Try all five!* Just the one you would least suspect may prove the most flattering for you. Thousands of women have written to tell me they have been amazed with this test.

#### Stays on for Four Hours — and Stays Fresh!

When you make the shade test with Lady Esther Face Powder, note, too, how exquisitely soft and smooth it is. It is utterly free from anything like grit. It is also a *clinging* face powder! By actual test it will stay on for four hours and look fresh and lovely all the time. In every way, as you can see for yourself, Lady Esther Face Powder excels anything ever known in face powder.

*Write today!* Just mail the coupon or a penny postcard. By return mail you'll receive all five shades of Lady Esther Face Powder.

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(You can paste this on a penny postcard) (10) **FREE**

Lady Esther, 2034 Ridge Ave., Evanston, Ill.

Please send me by return mail a liberal supply of all five shades of Lady Esther Face Powder.

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nearly every Caracasian is an ardent  
radio fan. Venezuela, though it has a  
population of only a little more than  
three millions, plans to have twenty-  
two radio stations in operation soon.

Here's hoping you can get them all!

### THE REST OF THE CODE:

Last month we learned the alphabet  
in the Continental Code. Now let's  
take the numerals and principal punc-  
tuation marks.

The numbers are very simple. Each  
of them is made up of five units (either  
dots or dashes.) No. 1 is *one* dot and  
four dashes; No. 2, two dots and three  
dashes; etc. The number of dots gives  
the number, for the first five figures.

Beginning with No. 6, each dash  
represents *one* added to *five*. Thus, No.  
6 is *one* dash followed by four dots,  
etc., until five dashes signifies 0.

The code is, then:

- 1 dit-dah-dah-dah-dah
- 2 dit-dit-dah-dah-dah
- 3 dit-dit-dit-dah-dah
- 4 dit-dit-dit-dit-dah
- 5 dit-dit-dit-dit-dit
- 6 dah-dit-dit-dit-dit
- 7 dah-dah-dit-dit-dit
- 8 dah-dah-dah-dit-dit
- 9 dah-dah-dah-dah-dit
- 0 dah-dah-dah-dah-dah

The easiest way to learn the punc-  
tuation marks is just to study them. There  
aren't many, so it is not too difficult.  
Those used most frequently are:

- . dit-dit dit-dit dit-dit
- , dit-dah-dit-dah-dit-dah
- ? dit-dit-dah-dah-dit-dit
- ! dah-dah-dit-dit-dah-dah

### QUESTIONS AND ANSWERS

SWL, Keokuk, Ia.:—YVIBC op-  
erates on 49.10 meters, or 6110 kilo-  
cycles.

T. D. J., St. Paul, Minn.:—Sorry,  
but there is not enough space for us to  
list all the amateur radio operators in  
the United States. There is a book—a  
thick one—on sale at your news stand  
which will give you the list. W2FEZ  
was located in midtown New York. I  
haven't heard him lately either.

C. T. J., Memphis, Tenn.:—When  
you connect your A. C. set to a D. C.  
line you may have burned out either a  
transformer, the switch, or a fuse. Be  
sure that the set is not provided with  
fuses before having a new transformer  
installed. You can take your local  
dealer's word for it if you haven't the  
technical knowledge to locate any pos-  
sible fuses yourself.

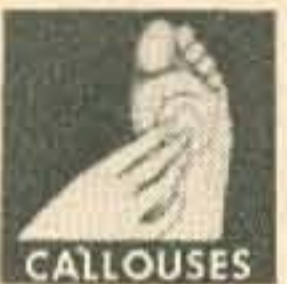
H. E. M., Hollywood, Calif.:—To  
stop the sparking of the motor in your  
refrigerator, clean the commutator and  
put in new brushes. If necessary, have  
the commutator reground. You can  
also get two 4. mfd. fixed condensers,  
and connect one from each brush to a  
good ground. Be sure to get condensers  
rated to withstand your line voltage.  
If it is 110 volts, get 200 volt conden-  
sers. And thanks for your kind com-  
ment.

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and Sore Spots



If your shoes rub,  
pinch or "bite"  
and make your  
toes sore or feet ten-  
der; if they press pain-  
fully on corns, callous-  
es or bunions—apply New De  
Luxe Dr. Scholl's Zino-pads and  
relief will be yours instantly. They  
stop shoe friction and pressure;  
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**The Human Side  
of the "Met"**

(Continued from page 19)

stand around to chat, until it's time to go inside for work. Lily Pons, Gladys Swarthout, Richard Crooks, and Lawrence Tibbett are talking about a party that somebody gave last night. Rose Bampton joins them now, and Gladys slips an arm about her waist. They are "rival" contraltos, those two . . . yet Gladys never misses a chance of telling people that Rose has "one of the most glorious voices in the world to-day". Hearing the talk about "last night," Rose's eyes dance.

"Oh, I had the grandest time last night. . . ." she begins.

But a sudden peal of laughter cuts her off. Wilfred Pelletier, the conductor, sticks his head out of the public telephone booth, at the same moment that the House-operator sticks her head out from behind the House switchboard, not ten feet away.

"Was that you, Mr. Pelletier," she asks in bewilderment, "calling the House, when you're right here?"

"Heavens! I thought I was calling my own home! I must have gotten my numbers mixed! Well, that's one on me. . . ."

Lucrezia Bori steps into the lobby now. She is, perhaps, the best-beloved member of the Metropolitan family. She collects her mail . . . it wasn't sorted when she arrived . . . and joins the group, now talking excitedly about some of the chorus, who have bought tickets on the next Sweepstakes race. Maybe they'll win!

At last they are ready to go in, and the postmistress presses the door-opener. No one can enter the Opera House unless he is known, vouched for, and admitted by that click of the door-opener. Inside, they part company. Miss Bori is going to the main stage. Crooks and Lily Pons have been called to the cloak-room on the Grand Tier Box floor. Tibbett is due on the roof-stage. The house is dark. Only the stage is lighted. Cleaning women, with cloths over their heads, are working their way through the long rows of seats, polishing, brushing, moving about unconcernedly. Members of the house-staff are hurrying back and forth from the box-office, where already long queues of ticket-purchasers are waiting their turn, all unconscious of the bustle of activity that pulses through the darkened house, not ten feet away.

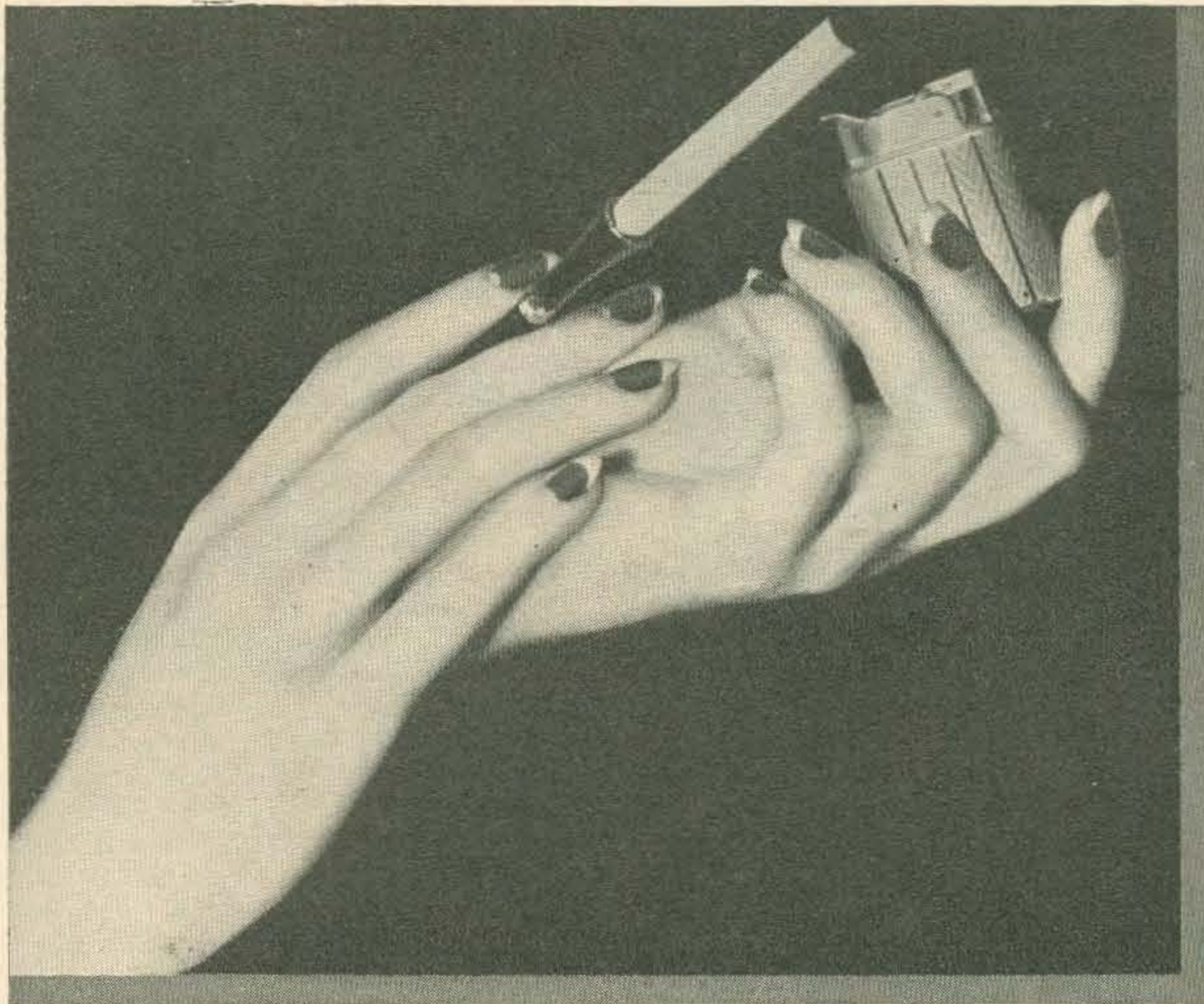
The men of the orchestra are tuning up, playing their incessant runs and trills, in different keys. Half a dozen singers are sitting in the front of the orchestra, waiting to begin work. Some of them are smoking. Gladys Swarthout joins them. She has no work this morning, but she makes it a point to be on hand whenever she can, to observe and learn. Mary Garden taught her that trick!

To the left, is a runway of plain, unpainted planks. Someone is coming down it now . . . a chorus woman. Rose Bampton goes to greet her. The last



"Just look at this polish! See how it flakes off."

"Well, evidently, Dorothy, you are NOT using Glazo  
—and Glazo is only 25 cents."



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six lovely shades are timed to the last tick of fashion. A color chart on each package tells you your best shades. And the new metal-shaft brush makes Glazo easier to apply.

*Use only this Oily Remover*

Use Glazo Polish Remover, too, for the sake of your hands. Special oils—no acetone—make it non-drying to nails or cuticle. Like Glazo's new and better Cuticle Remover, it costs only 25 cents.

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I enclose 10c for sample kit containing Glazo Liquid Polish, New Polish Remover, and Liquid Cuticle Remover. (Check the shade of polish preferred) . . .

Natural     Shell     Flame     Geranium



# Appetite gone?

- ✓ losing weight
- ✓ nervous
- ✓ pale
- ✓ tired



**then don't gamble with your body**

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Make S.S.S. your health safeguard and, unless your case is exceptional, you should soon enjoy again the satisfaction of appetizing food... sound sleep... steady nerves... a good complexion... and renewed strength.

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**the world's great blood medicine**

**Makes you feel like yourself again**



© S.S.S. Co.

time they met, the chorus woman's mother was ill. Rose enquires for her now, and is delighted to learn that she is better. They talk a while about their families.

"I was home last night," says Rose Bampton. "I had a free evening, so I caught an airplane, for Buffalo, and had a good three hours' visit with my mother, before coming down for work to-day. I do that every chance I get. It's wonderful to be at home!"

The rehearsal is on... *Pelleas and Mélissande*. Miss Bori mounts to the stage, in a red silk dress, and takes her place at the castle window, where *Pelleas* begs her to let down her hair. Edward Johnson follows her to the stage rock beneath the window.

**D**OWN in the house, other singers are coming, and going, and waiting to be called for work of their own. Grete Stueckgold and Rosa Ponselle, "rival" sopranos, are comparing notes on frocks. Stueckgold, who travels with the music season to Paris, Vienna, London, Rome, buys all her dresses here in America. She believes American style is the smartest in the world! She tells of some of her new gowns; offers the names of dressmakers. Ponselle sighs. She hasn't had time to do much shopping. She's been nursing a black-and-blue bump on her head. She got it when the baritone miscalculated distances, and threw her to the stage with such force, during the "death-scene" of *La Gioconda*, that she was knocked unconscious.

Meanwhile, two flights up, a *Lucia* rehearsal is getting started in the cloak room. Lily Pons, in a tailored brown suit and a high-buttoned blouse, is telling Crooks how much she misses Ita, the Brazilian jaguar which she kept as a pet three years, and finally gave to the Zoo, because people were afraid to travel with her.

"Ita was sweet," Lily insists. "Bad natured? Nevaire! Oh, yes, she make little scratches on me... maybe once, maybe twice. But that is her nature! I put on the iodine. She sleep in a bathtub... so sweet! And she take the walks with me, on a leash! I miss her so much! Was I afraid of her? I am nevaire afraid of anything! What will happen, will happen. It is no sense, being afraid."

The conductor enters, and suddenly they are galvanized into action. Talk stops. Work begins. Lily opens the collar of her mannish blouse and begins the *Mad Scene*. The vivacious girl is transformed into a serious artist. Her eyes take on a different expression. You forget she wears a plain tailored suit. You forget she was talking everyday matters a moment ago. She is *Lucia*, and she stirs your heart. Crooks intones the duet they have together. They discuss a better blending of voices... a bit louder here, a bit softer there. And on the roof stage, at the top of the house, Tibbett has stopped telling stories about his Uncle Ed, who used to be a bartender, and the *Tannhäuser* rehearsal goes forward in the same way.

But now let's go backstage, during the Saturday matinee, that is be-

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ing sent out over the air to three million listeners. This time there's little of the easy chatter of rehearsal. The tension of the big show ahead is in the air, and the singers save their voices as much as possible.

Helen Jepson is in the first dressing-room, getting to work on her make-up. She puts on a plain washable kimono, to catch any powder or grease-paint, and gets out jars and pots and pencils. Eyebrows, eyelashes, cheeks, lips. While she works, her dresser brings down her costumes, freshly pressed, from the wardrobe room, and hangs them against the wall. She ties her hair back into a sort of silk-net bathing-cap, and the wig goes on. She speaks to her dresser in a whisper. The room is queerly quiet. The wig is patted into place and combed out on the head.

Suddenly, a pearly scale of song tears out through the quiet. In the next room, Gladys Swarthout is trying out her voice. Now the first-act costume goes on. The wardrobe-mistress enters, on her round of the dressing-rooms, to see that every detail of the costume is as it should be. She is personally responsible for them all. Outside, the opera is in full swing. Society fills the boxes, and plain music-lovers crowd the standees' rail. But through the sound-proof doors that separate the dressing-rooms from the stage, not a note is audible.

Through the quiet, you feel the expectant pulsing . . . the zero-hour tension that keeps singers on their toes. Outside is a full house . . . and a nation of listeners. Now the call-boy taps on the door again.

"We are ready for you now, Madame!"

Out through the sound-proof doors and on to the stage. Men's voices ring out. The orchestra is playing, and drums crash. The wings are crowded with singers and choristers, waiting to go on, or just coming off. The chorus masters, balanced like jugglers on tall ladders, hidden in the wings, give the people the conductor's beat, from "out front". Helen is unconcerned enough, and waves a greeting to the various "family members."

Out front, the harpist is beginning the long prelude to Helen's first aria. She picks her way, back of the canvas scenery on its pulleys, to enter from the proper side. There is thundering applause . . . Helen Jepson is on!

**E**ND of the First Act! No visitors are allowed in the dressing-rooms between acts. The singers must change, and relax as much as they can. John Charles Thomas sits before his mirror, going over his make-up. There is a knock on the door, and Earl Lewis, the genial box-office treasurer comes in.

"Hello, John. You were swell!"  
 "Thanks. Everybody was swell."  
 "Right-o. Say, how about some golf to-morrow?"

"Great!" Thomas twists his mouth around and works deftly with a red pencil.

In the other dressing-rooms, the singers rest according to their tastes. Gladys Swarthout reads. When Lily

PERHAPS I SHOULD  
 HAVE KNOWN

# Is she WRECKING her marriage ?

**H**AS she been unreasonable, after all? Has she tried "controlling" instead of "understanding?" Has she allowed fear and squeamishness to get the upper hand?

What a terrible thing it is, really, to be old-fashioned! What a tragedy it can be to watch happiness slip away because one's head is filled with out-of-date information! Yet many young wives find themselves in just this position when they face the problem of feminine hygiene.

*Why go on behaving like  
 your grandmother?*

You don't need to use (and *fear*) poisonous antiseptics just because an older generation used them—and *feared* them. Forget all about the burning poisonous compounds associated with feminine hygiene in those days. That was before the discovery of *Zonite*.

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dental poisoning. *Zonite* is safe. Depend upon that!

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Any druggist will supply you with Yeast Foam Tablets. The 10-day bottle costs only 50c. Get one today.



**YEAST FOAM TABLETS**

Pons is in a cast, she plays piano between the acts. Costumes are changed. The Second Act! Rush and bustle; the drums and the violins; the chorus masters beating time on their tall ladders; and applause from out front.

Helen Jepson comes off now, and stands in the wings with Gladys Swarthout. Helen tells about her baby daughter. She's just had her out shopping, for new dresses, and she laughs at how "cute" she was in the stores.

"Stop me if I bore you," says Helen. "I know my worst fault's talking about the baby!"

Gladys isn't a bit bored. She wants to hear more. The baby's newest tricks come to light. Out front, the audience is wondering what the singers do when they're not busy on the stage. Just now, they're talking about Helen Jepson's baby!

Nino Martini, in street clothes, comes from the front of the house to join them. He's glad to-morrow's Sunday! Enthusiastic motorist that he is, he will spend his one free day driving out into the country. They compare notes on roads and speeds and scenery and good places to stop at, for lunch.

"I'm not much help on restaurants," laughs Gladys. "I never have more than a salad or a sandwich for lunch, and that's good anywhere!"

Another bit of rest. The Third Act. The end of the opera! Now there is a frantic rush in the wings, as singers and chorus make for their rooms, their street things, and home! The tension is gone. The house applauds. The great gold curtains part for final calls and bows. The show is over! The people are pleased! Normal life may once more be resumed!

Back in their dressing-rooms, the singers dash off make-up and slip into street clothes, to be ready for visitors. A few friends come in, but they know the exhaustion that follows a performance of opera, and they don't stay long. Autograph hunters try to get in, but the dressers ask them to wait outside, while they take their programs in to be signed. Reporters come. Or photographers. Or society acquaintances, with someone who wants an introduction, and stands there electrified at being "back-stage" and talking to a real opera star! The performers are gracious and smiling . . . but tired! At last, the busy corridors are empty: They slip out, one by one, past the crowd gathered in the dusk, outside the stage-door. A taxi! Then . . . home and rest! And to-morrow is Sunday!

But on Monday morning, the singers will come trooping in at the stage-door again, for rehearsals and work. That's what you find "inside" at the Metropolitan. A lot of human warmth. A lot of zestful, interesting people. A lot of pulsing vitality. And, most of all perhaps . . . a lot of earnest, hard work!

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**Radio News Flashes**

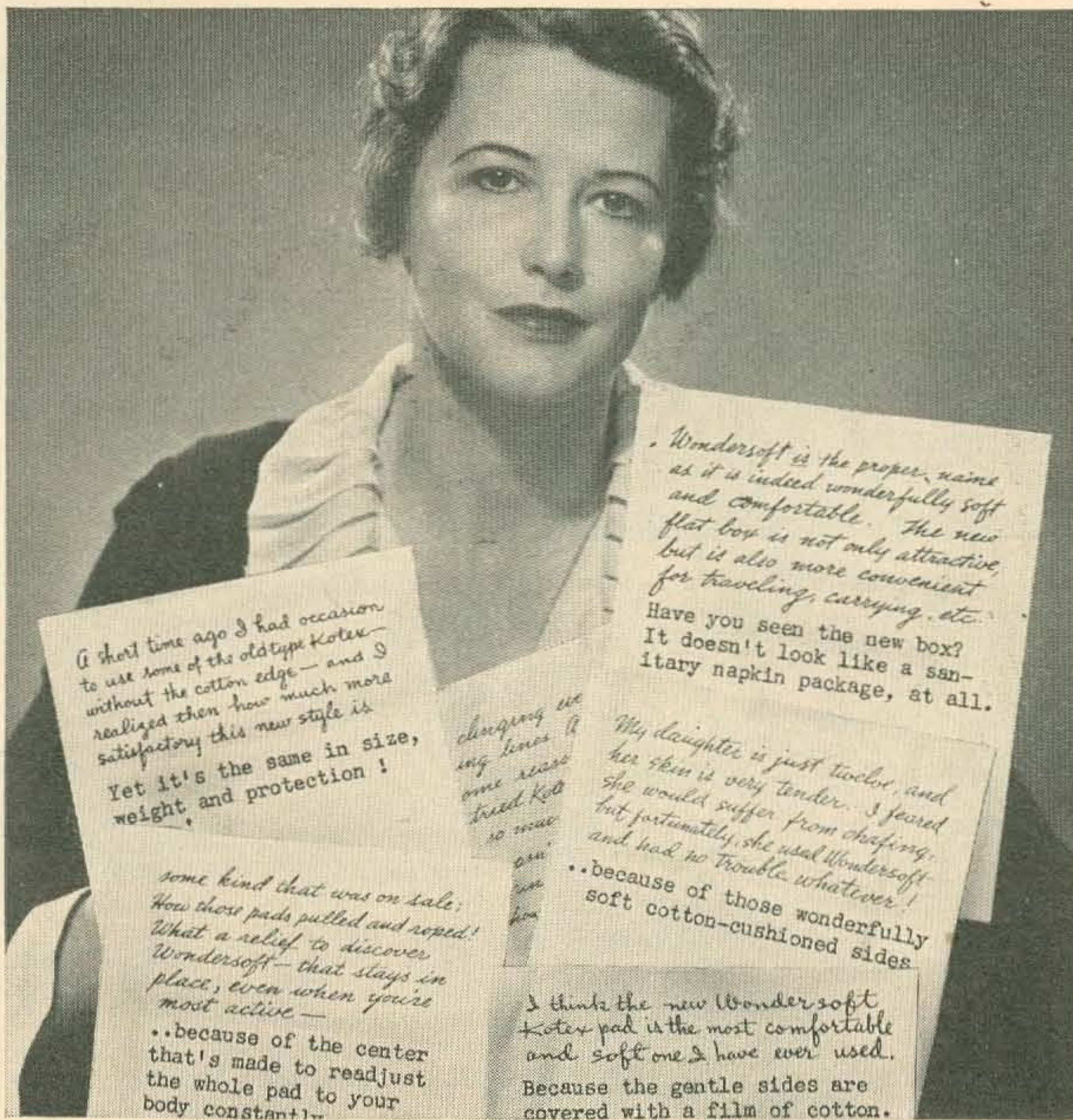
**A**NDRE KOSTELANETZ isn't using the radio in his car any more. His orchestra was on the air with a substitute leader and he was motoring home with the loudspeaker going when the oboe player hit three sour notes in a row. Kostelanetz was so upset he ripped the receiver out by the roots. And what he had to say to that oboe player the next day was plenty.

**E**D WYNN doesn't spend all his time thinking up jokes with which to slay Graham and the radio audience. A good part of his time is spent dodging process servers, for the Fire Chief has come to be the most-sued man in or out of radio. The collapse of the ill-fated Amalgamated Broadcasting System, his dream of a national network, brought down upon his head many suits, but other actions independent of that venture have been instituted against him. One of these is that of Mrs. Ruth Greenberg who is trying to collect \$100,000 in the New York Supreme Court for services as nurse and companion to Mrs. Ed Wynn. The latter, formerly Hilda Keenan, daughter of Frank Keenan, popular actor of another generation, has long been an invalid and a constant worry to her husband. With great fortitude, Wynn, proving a modern Pagliacci, has carried on to preserve the "Laugh, Clown, Laugh" tradition.

**C**OLONEL Lemuel Q. Stoopnagle has been burning the midnight oil in his laboratory again. As a result he has emerged with these devices to help—or hinder—humanity: rugs without edges, so you don't have to sweep things under them . . . Spaghetti with holes in it for people who prefer macaroni . . . A radio that gets nothing but static for people who don't like radio . . . A bookcase without shelves so people who have a book can leave it on the table . . . Calendars with only five days a week, to help along the recovery plan . . . Ashtrays that are always tipping over, for people who don't feel at home without ashes on the floor . . . And most important of all: a training school for radio comedians, so more people can listen to symphony concerts.

**G**ERTRUDE NEISEN, who is pretty darn busy these days, rushes everywhere by taxicab. The other evening she had a breath-taking experience. The pilot swerved madly around an "EI" post and narrowly missed charging into another car. He jammed on the brakes, hurling Gertrude from one corner of the back seat to the other and dislodging her hat. Then he turned around, smiling. "Were you surprised?" he inquired. "Yes," said Gertrude. "Honest I was. I was *that* surprised."

**R**ICHARD LEIBERT, organist heard on several NBC programs as well as in the Rainbow Room in Radio City, reports a friend is writing a book on movieland divorces. The title, says Dick, will be "Who's Whose in Hollywood."



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**A**MILLINER, who sits at her work all day, writes to tell me that Wondersoft Kotex has relieved her entirely of the chafing that used to make her "perfectly miserable." That's because Wondersoft Kotex is filmed in tender cotton at the sides, where the pad touches, but the surface is free to take up moisture.

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Mary K. writes me: "The best thing about

Wondersoft is that the sides are always dry and next best I like those smooth, flat ends. One can wear any sort of dress and not feel a trace of self-consciousness." Yes, Mary K., this new Kotex gives greater security against soiled lingerie, too.

Notice what some of the users say about Wondersoft Kotex. Then, try it yourself and I am sure you will agree with them.

*Mary Pauline Callender*

Author of "Marjorie May's Twelfth Birthday"



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What's New  
On Radio Row

(Continued from page 39)

and **Mary Lou** were really, truly sweet-hearts are frankly upset by this turn of affairs.

**Frank Parker** and **Helen Gleason**, the Metropolitan Opera soprano, since appearing together on the Gulf Headliners show, have started the gossips a-talking. There is no question they are most congenial companions and Radio Row has an idea that it won't be long now before it loses one of its most eligible bachelors.

**Roxanne**, the blond orchestra leader, has severed the ties that bind. She was married when she was 13 . . . And **Bess Johnson**, the Lady Esther of **Wayne King's** broadcasts and dramatic actress heard on several programs originating in Chicago, has come to the parting of the ways from her dentist husband . . . Radio Row hears—and credits—the rumor that **Helen Morgan** is plotting to marry **Lon Alter**, the composer, when she shelves **Buddy Maschke**.

"The Lonesome Cowboy," **Johnny Marvin**, is on his way to becoming more lonesome, for divorce proceedings from his wife of many years impend. But that condition won't endure long, if Radio Row has the right dope on the situation. "They say" another Mrs. Marvin is due just as soon as the decree is made final.

For those who try to keep up with the love affairs of **Abe Lyman**, **Mary McCormic** is rated as his latest heart's interest . . . **Betty Barthell** is being squired by **Charlie Day**, of the Eton Boys . . . **Elaine Melchior**, Columbia dramatic actress, is the recent bride of **Leon F. Anspacher**, a new York business man. This is Elaine's second venture into matrimony. Her first husband was **Lyle Talbot**.

**BITS ABOUT BROADCASTERS:**  
Bing Crosby cherishes two newspaper clippings. One, a review of "College Humor," his first picture, doesn't even mention his name as a member of the cast. The other compares him to a rival star in these words: "He can't act as well as Bing Crosby—who can't act at all!"

Paul Whiteman and Jack Pearl have at least one trait in common. Neither will ride in a crowded elevator . . . Preferring radio to the movies, Vivienne Segal has put her Hollywood home up for sale . . . You wouldn't think it possible but a colored youth tried to crash the gate at a broadcast of Captain Henry's Show Boat claiming he was a cousin of Molasses of Molasses and January!

Julia Sanderson wears a dainty ankle bracelet which emphasizes her trim legs and feet . . . Irene Wicker, The Singing Lady, is wearing a diamond studded wrist watch, the wedding anniversary gift of her husband, Walter Wicker, the radio actor and continuity writer . . . Dell Sharbutt, CBS announcer, plays the piano, organ, clarinet, flute,

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oboe and—much as I hate to say it—the saxophone.

**ROBERT SIMMONS**, the popular tenor, a guest at a friend's home for dinner, had been discussing popular songs. Seeking to have his host's eight-year-old daughter participate in the conversation, he said: "And what is your favorite piece, my dear?" . . . "A piece of apple pie," replied the youngster.

**ROSEMARY LANE**, charming bit of personality who teams with Tom Waring on the Ford Dealers program, has grown one full inch in the past year.

She studied music for eight years with a concert pianist's career in view. The instrument she used, a beautiful baby grand, was the gift from Sister Lola of motion picture fame. Then she broke the little finger on her right hand. When the bone set it curled inward toward her third finger. This caused a long interruption in practice and final abandonment of her cherished ambition.

Tiring of life in the sleepy village of Indianola, Iowa, Rosemary persuaded her mother to take her and Priscilla to New York. The girls' voices soon won them employment in Tin Pan Alley demonstrating songs for publishers. Fred Waring heard them and signed them for his Pennsylvanians. Rosemary has been singing soprano parts for the troupe since then. At 19 she is a veteran of two years on the big-time programs.

**POSTSCRIPTS:**

At least one and some times two secretaries accompany **Mrs. Franklin D. Roosevelt** to the studios for her broadcasts but a Secret Service guard is rarely in evidence. The First Lady never fails to appear in evening gown if her program is scheduled after 6 p. m. . . . Big business note: **Meyer Davis**, the millionaire maestro, has as many as 80 bands playing about the country under his name.

**Pick Malone** and **Pat Padgett**, "Molasses 'n' January," write a humorous column for a Southern newspaper . . . **Lud Gluskin**, the conductor, studied dentistry and made two ventures in the commercial world, before he decided on music as a career . . . Vocalist **Dick Robertson** has a lodge in the Catskills near Barryville, N. Y., where he is respected by his neighbors as a deputy sheriff.

Years ago the leading music teacher in David City, Nebraska, advised **Ruth Etting's** aunt not to waste any more money trying to train her niece's voice as it wasn't worth it. But look at Ruthie now! . . . **John P. Medbury** and **Eugene Conrad**, aces among aerial gagmen, collaborate with George Burns on the writing of the **Burns and Allen** comedy.

**Beatrice Lillie** is reported the highest salaried artist on the air just now . . . **Vivienne Segal** was a soprano when she was a stage prima donna. She became a contralto when she went on the radio.



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Day after day, as you take pleasant Ironized Yeast Tablets, watch flat chest develop, skinny limbs round out attractively. Skin clears to beauty, constipation and indigestion vanish, new health comes—you're an entirely new person.

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No matter how skinny and weak you may be, this marvelous new Ironized Yeast should build you up in a few short weeks as it has thousands. If you are not delighted with the results of the very first package, your money will be instantly and gladly refunded.

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To start you building up your health right away, we make this FREE offer. Purchase a package of Ironized Yeast at once, cut out seal on box and mail to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body." Remember, results guaranteed with very first package—or money refunded. At all druggists. Ironized Yeast Co., Inc., Dept. 223 Atlanta, Ga.

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"I was so skinny I'd hide off alone. Nothing helped till I tried Ironized Yeast. In 4 weeks I gained 12 lbs." *Dorothy Gregory, Angier, N. C.*

## Tracking Down Gene Arnold and His Sinclair Minstrel Men

(Continued from page 45)

frankly couldn't be used over the air, but the writers send them anyway for Gene's private amusement. Some have to be rejected because he has already used them or because they might tend to offend a race, sect, or nationality.

Now that you've heard the story of these minstrels who have been on the air, under one name or another, without a break for six years, let's meet the individual personalities and take up the circumstances under which they joined the show.

Gene, interlocutor, chief stooge, what you will, is a robust five feet eleven inches with ruddy complexion and brown hair, handsomely streaked with gray. He has a genial disposition which at the same time allows him to take his work very seriously.

In fact, he is so sincere about his job that he refuses to accept any program unless he believes in the product which it advertises.

From the moustachioed villain of the First Nighter program to genial black-face in the Sinclair show is a far jump, but Cliff Soubier made it without detriment to either work.

He is what is technically known as an end man, the wisecracking performer who gets the laugh on Gene when it comes time for another joke.

The Cliff Soubier of real life is one of the most likable chaps on the air. Short and undeniably plump, with sandy hair and blue eyes, he's just as affable as he is villainous on his other program.

Cliff never goes on a diet, although his wife, the former Maria Wood, objects to his program of three square meals a day, to say nothing of extras.

So that's what the Little Chocolate Drop, Cliff Soubier, is really like.

And now meet "Mama's little red hot," six-foot Mac McCloud.

His passport description would read: weight, 145 pounds; hair, black; eyes, dark brown; height, five feet eleven and a half; full time occupation, orchestra leader in and about Chicago; radio work, Sinclair Minstrels.

"Mac joined our show about three years ago," Gene related, "and the way he got the job is one of those stranger-than-fiction stories.

"One night Ollie Riehl, musical director at NBC turned on the radio and heard a voice that reminded him of a youngster who had sneaked into the navy, during the war, by some subterfuge or other and had been assigned to his detail. What was the kid's name now? It was being announced over the air; that was right—Mac McCloud.

"Grabbing his hat and coat, Riehl went out to the night club where the youngster was singing and asked him to try out for our minstrel show. He gave us an audition and made a great hit with that "Yas suh, das all," in his grand Southern accent. Oh yes, he's married and has a young son."

Perhaps your favorite minstrel is



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Remember when your Dad used to call to you—"Hello, Dirty Face"? That was "clean" dirt, easily washed away.

Today, however, your face may be collecting a much more serious kind of dirt—a pore-clogging dirt caused by dried make-up, gland secretions, traffic dust and the alkali that comes in soap and water. It is this treacherous, unseen dirt that gradually stops up your pores, causing "faded skin," pore enlargement, blackheads, pimples and shiny, oily skin.

"Dirty Face" is so easy to avoid today. A skin that breathes naturally and keeps young and trim in appearance, is so easy to have! Send for a FREE TRIAL BOTTLE of DRESKIN, Campana's new liquid skin cleanser, and prove it to yourself. Make the famous "1-2-3 Test" on your own skin. (1) Dampen a piece of cotton with DRESKIN. (2) Rub gently over face and neck. (3) Look at the cotton! If it is dirty—heed the warning! And remember that DRESKIN neutralizes alkali and banishes the risk of "alkali dryness" and faded-skin appearance. Send for FREE trial bottle today.

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Why continue to suffer? Do something to secure quick relief. Write today for New Booklet—"THE LIEPE METHOD OF HOME TREATMENT." It tells about Varicose Veins, Varicose Ulcers, Open Leg Sores, Milk or Fever Leg, Eczema. Liepe Method works while you walk. More than 40 years of success. Praised and endorsed by thousands.

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# HELP KIDNEYS

Big Bill Childs, known by his co-workers as radio's original gift to the ladies, whose tap dancing routine is one of the best in the business.

What sort of a person is this Bill Childs? His six feet and a half earn him his nickname, and with gray eyes and dark hair he is more than handsome enough for his wife and three grown-up children.

Slow of speech, much in the manner of his role in the minstrels, Bill is inclined to be rather quiet. But is he important! The truth is, Bill's official rating is executive in the Elgin Watch Company. The Sinclair show is only a side line.

Another end man is "That sentimental son of the south," Fritz Clark, who joins the Quartet when he isn't busy getting the laugh on Gene.

He's as tall as any of the others, too, standing six feet and weighing a good 215 pounds. His wife never complains about his light complexion, blond hair and blue eyes.

Fritz, who discarded the name Meisner as too hard to remember, was singing over WLS in Chicago as the tenor of the Maple City Four, when he was offered the job as end man on the Minstrel show. He joined them and within a few months persuaded the other members of the Maple Four to come on the new program with him.

Then there are the solos by Joe Parsons of the deep bass profundo voice. Joe is the proud possessor of a three-octave range from B flat to high G, and can get down lower than any other singer in radio.

He is as big and hearty physically as is his booming voice. Six feet—yes, again—dark brown hair, and ruddy complexion, he isn't at all assertive, but quiet and reserved. Living in a Chicago suburb where he can fuss over the vegetables and flowers in his garden, Joe takes good care of his wife and three children, who all want to be baseball players.

Here's how Joe got into the Sinclair Minstrels:

Let Gene take up the story. "We used to room together at Mrs. Stein's boarding house on West 45th street in New York, when we were both trying to get a start on the stage. Then we lost track of each other and I didn't see him again for years.

"Then we met accidentally in a Chicago music store in 1931. Joe was in vaudeville at the time, where his low booming voice made quite a hit. I told him that radio could use that voice, and asked him to join our show. As soon as his contract would let him, he took our offer."

And so there you have them—these rollicking minstrels. While each man is a story in himself, it's their combined work that makes the minstrel program so popular.

## "ENCHANTED LADY"

A fascinating novel of radio and romance starting in next month's RADIO MIRROR. You'll enjoy every line of it.



*.. don't take drastic drugs*

**Y**OU have 9 million tiny tubes or filters in your Kidneys, which are at work night and day cleaning out Acids and poisonous wastes, and purifying your blood, which circulates through your Kidneys 200 times an hour. So it's no wonder that poorly functioning Kidneys may be the real cause of feeling tired, run-down, nervous, Getting Up Nights, Rheumatic Pains and other troubles.

Nearly everyone is likely to suffer from poorly functioning Kidneys at times because modern foods and drinks, weather changes, exposure, colds, nervous strain, worry and over-work often place an extra heavy load on the Kidneys.

But when your Kidneys need help, don't take chances with drastic or irritating drugs. Be careful. If poorly functioning Kidneys or Bladder make you suffer from Getting Up Nights, Leg Pains, Nervousness, Stiffness, Burning, Smarting, Itching, Acidity, Rheumatic Pains, Lumbago, Loss of Vitality, Dark Circles under the eyes, or Dizziness, don't waste a minute. Try the Doctor's prescription Cystex (pronounced Siss-tex). See for yourself the amazing quickness with which it soothes, tones and cleans raw, sore irritated membranes.

Cystex is a remarkably successful prescription for poorly functioning Kidneys and Bladder. It is helping millions of sufferers, and many say that in just a day or so it helped them sleep like a baby, brought new strength and energy, eased rheumatic pains and stiffness—made them feel years younger. Cystex starts circulating through the system in 15 minutes, helping the Kidneys in their work of cleaning out the blood and removing poisonous acids and wastes in the system. It does its work quickly and positively but does not contain any dopes, narcotics or habit-forming drugs. The formula is in every package.

Because of its amazing and almost world-wide success, the Doctor's prescription known as Cystex (pronounced Siss-tex) is offered to sufferers under a fair-play guarantee to fix you up to your complete satisfaction or money back on return of empty package. It's only 3c a dose. So ask your druggist for Cystex today and see for yourself how much younger, stronger and better you can feel by simply cleaning out your Kidneys. Cystex must do the work or cost you nothing.



W. R. George  
Medical Director

of Indianapolis, and Medical Director for insurance company 10 years, recently wrote the following letter:

"There is little question but what properly functioning Kidney and Bladder organs are vital to the health. Insufficient Kidney excretions are the cause of much needless suffering with aching back, weakness, painful joints and rheumatic

## City Health Doctor Praises Cystex

pains, headaches and a general run-down exhausted body. This condition also interferes with normal rest at night by causing the sufferer to rise frequently for relief, and results in painful excretion, itching, smarting and burning. I am of the opinion that Cystex definitely corrects frequent causes (poor kidney functions) of such conditions and I have actually prescribed in my own practice for many years past the same ingredients contained in your formula. Cystex not only exerts a splendid influence in flushing poisons from the urinary tract, but also has an antiseptic action and assists in freeing the blood of retained toxins. Believing as I do that so meritorious a product deserves the endorsement of the Medical Profession, I am happy indeed to lend my name and photograph for your use in advertising Cystex."—Signed W. R. George, M.D.



# PRIZE WINNERS

## Radio Mirror Scrambled Personality Contest

### \$200 FIRST PRIZE

Mrs. Howard C. Jones, Atlanta, Ga.

### \$100 SECOND PRIZE

Mabel Russell, Rockford, Ill.

### FIVE PRIZES \$10 EACH

Mrs. Paul Kossack, McGregor, Iowa; William Greh, Brentwood, Pa.; Mrs. Mary Terry, Little Rock, Ark.; Mrs. O. B. Butler, Shreveport, La.; Fred Fogwell, Jr., Cincinnati, Ohio.

### TEN PRIZES \$5.00 EACH

Gladys Cope, Seattle, Wash.; Anna E. Johnson, Youngstown, Ohio; Thelma Lopper, West Haven, Conn.; Dorothy Lutz, Adrian, Mich.; Mary E. Makepeace, Providence, R. I.; George Richie, Peoria, Ill.; Cyrus Roe, Chicago, Ill.; Annabelle E. Schultheis, Los Angeles, Calif.; Katherine Shannon, Douglas, Wyo.; Mrs. Mabel B. Yeager, Cheyenne, Wyo.

### FIFTY PRIZES \$2.00 EACH

Hope K. Adams, Yarmouth, Maine; H. A. Alexander, Chicago, Ill.; Fred Atkinson, Washington, D. C.; Franz E. Baker, Chelmsford, Mass.; Lena Bald, Touchet, Wash.; Casimir Baran, Buffalo, N. Y.; L. G. Bernasconi, Montpelier, Vt.; Maud S. Brooks, Stockton, Calif.; Teresa Calamari, Biloxi, Miss.; Mrs. Emmet Cox, Carlisle, Ind.; Hilda Cracknell, Vallejo, Calif.; Miss Mickey K. D'Argostino, Canandaigua, N. Y.; Ethel Deluca, Baltimore, Md.; Theresa Doucette, Lewiston, Maine; Mary Ferzaca, New York, N. Y.; Mary Flaharty, Parkesburg, Pa.; Mrs. S. J. Fuller, Pine Bluff, Ark.; Persis Gilbert, Hartland, Vt.; Mrs. R. S. Gray, Oakland, Calif.; Selma Hatley, East Chicago, Ind.; Adelaide Heide, St. Louis, Mo.; Mabel Henry, Leesville, La.; Mrs. Maynard Iseminger, Funkstown, Md.; Ida Iversen, Carlstadt, N. J.; George James, East Windsor, Ont.; James Justice, Youngstown, Ohio; Ruth Levansalor, Dover-Foxcroft, Maine; H. Linsky, Brooklyn, N. Y.; Marjorie Little, Seekonk, Mass.; Mae Maurer, Jacksonville, Ill.; Mrs. James W. Mitchell, Martins Ferry, Ohio; Mrs. Tuila Moore, Sharpville, Pa.; Nellie D. Morey, Edgerton, Wisc.; Mrs. Minnie A. Morrison, Winthrop, Maine; Thelma Murphy, Berkeley, Calif.; Charlotte Nelson, Minneapolis, Minn.; C. S. Obregon, New York, N. Y.; Mrs. G. J. Peace, Reading, Pa.; Mrs. J. R. Perry, Saranac Lake, N. Y.; Eleanor Reimers, San Angelo, Tex.; Mabel Roll, Depew, N. Y.; Edith Silberstein, Roxbury, Mass.; Lillian Spatsker, Honeoye Falls, N. Y.; Mrs. H. J. Steinmetz, Phoenix, Ariz.; Mrs. Hazel Tallman, Omaha, Nebr.; Mrs. J. F. Watson, Mobile, Ala.; Esther L. Way, St. Marys, Pa.; Margaret Webster, Reeds Ferry, N. H.; Mrs. Mary C. Weist, Anderson, Ind.; Ruth M. Wendel, Williamsport, Pa.



## An Affliction so Embarrassing, Many Bear it in Silence!

**P**ILES are enough almost to drive one mad! They torment you day and night, even while you are abed.

The pain is a severe drain on your strength and vitality and handicaps you in your every activity. The dangerous part about Piles is that because of the delicacy of the ailment many are reluctant to seek relief. For this reason Piles often develop into something very serious.

Piles are successfully treated today with Pazo Ointment. Pazo gives almost instant relief from the pain, itching and bleeding. It lets you walk, sit and sleep in comfort. More important still, Pazo tends to correct the condition of Piles as a whole.

Pazo is effective because it is threefold in effect. First, it is *soothing*, which relieves the soreness and inflammation. Second, it is *healing*, which repairs the torn and damaged tissues. Third, it is *absorbing*, which dries up any mucous matter and tends to shrink the swollen blood vessels which are Piles.

Pazo comes in two forms—in tubes and tins. The tubes have a special Pile Pipe for insertion in the rectum. All drug stores sell Pazo at small cost. Mail coupon for free trial tube.

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Gentlemen: Please send me, in PLAIN WRAPPER, trial size of PAZO Ointment.

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Murine relieves and relaxes tired eyes. Removes irritating particles. Refreshing. Easy to use. Safe. Recommended for nearly 40 years. For all ages. Ask your druggist.

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FOR YOUR EYES

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**Hydrosal** For Common Skin Outbreaks

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Just mail photo with name and address. In a few days postman will deliver beautiful enlargement that will never fade. Pay only 49c plus postage or send 50c—3 for \$1.00, and we will pay postage ourselves.

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## Gray Hair

### Best Remedy is Made At Home

You can now make at home a better gray hair remedy than you can buy by following this simple recipe: To half pint of water add one ounce bay rum, a small box of Barbo Compound and one-fourth ounce of glycerine. Any druggist can put this up or you can mix it yourself at very little cost. Apply to the hair twice a week until the desired shade is obtained. Barbo imparts color to streaked, faded or gray hair, making it soft and glossy. It will not color the scalp, is not sticky or greasy and does not rub off.

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New kind of work for ambitious women demonstrating gorgeous Paris-styled dresses at direct factory prices. You make up to \$22 weekly during spare hours and get all your own dresses free to wear and show. Fashion Frocks are nationally advertised and are known to women everywhere.

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as low as 3 Dresses for \$3.98

**Gracie Allen Is  
Really Scared to Death.**

(Continued from page 22)

she had bought as a present for me and tossed them into the stove. I had wanted them for a long while. She made me stand on a chair and watch them while they burned.

"I was scared to death recently when I heard that Nat and I had to appear at a Friar's club dinner in honor of the Postmaster-General. There were going to be some really big names there—Bert Lytell, Jack Benny, names like that. I almost died when I heard I was going to be the only girl on the dais. I wanted to back out, but of course I couldn't. You can't back out of things like that. You can't admit how scared you are. Nat kept comforting me and saying, 'Googie, it will be all right.' And it was all right. Once we started acting, I lost all my fear and the audience was grand to us. Once I do a thing, I'm all right. But I can't help being terrified before I do it. Each time we broadcast I feel like running away from the studio, but I've got to go through with it. I know I've got to. I can't let the world know what a coward I am underneath.

"I WAS afraid to get married. Oh, I wanted to get married. I'd made up my mind I'd get married if it was the last thing I ever did in my life. But it seemed such an important step to take. Somehow I never thought for a second, 'If this marriage doesn't work out, we can get a divorce.' I felt I was taking an irrevocable step. And I tantalized myself with a million doubts. 'Should I marry an actor or is it a terrible mistake? Do I love George enough to take this terrific gamble? Perhaps he won't be able to make me happy.' I pictured myself and George going through terrible unhappiness together, and the whole future seemed dismal and uncertain.

"And then suddenly something in me said 'Yes' and I knew that I was going to marry George, willy-nilly. But even then I didn't dare make too many plans. I didn't have an elaborate trousseau. In fact, I didn't have any kind of a trousseau. The only new clothes I had were the ones on my back. You see, I was afraid that if we planned our marriage too carefully, something would go wrong. Maybe it's the Irish superstition in me.

"There was one thing I wasn't afraid of, however. Though we're of different religions, I wasn't afraid that it would make us unhappy. I knew that George was tolerant, and I hoped I was too. George is Jewish and I am as Irish as Paddy's pig, but neither of us would think of trying to change the other's religion. I could go to church every day in the week, and George wouldn't dream of objecting. And my people adored George, and George's people liked me, so that really wasn't a problem that scared me.

"Of course most of the things I'm

**RED, CHAPPED HANDS?**

*relief*  
**GUARANTEED OVERNIGHT**



**Hands made smoother,  
softer, whiter—too,  
with famous medicated cream**

HERE'S A sure way to relieve badly chapped hands—a quick way to make red, rough, ugly-looking hands soft, smooth and white. Try it—if it doesn't greatly improve your hands overnight, it will cost you nothing!

*A hospital secret*

This famous medicated cream was used first as a chapped hands remedy in hospitals. Doctors and nurses have a lot of trouble with chapped hands in winter—they have to wash hands so frequently. They found that if they applied Noxzema Cream liberally on their hands at night, all soreness disappeared by morning—hands became smoother and whiter.

Today millions of people use this "overnight remedy for chapped hands." If your hands are chapped, see for yourself how wonderful Noxzema is for them.

Make this simple test. Apply Noxzema on one hand tonight—rub plenty of it into the pores. Leave the other hand with nothing on it. Note the big difference in the morning. Feel the difference, too! One hand still red and irritated—the other smooth and white.

Noxzema is a snow-white, dainty, greaseless cream—not sticky, gummy or messy to use.



Get a jar of Noxzema today—use it tonight. Sold on a money-back guarantee. It relieves and improves Red, Chapped Hands overnight—or your druggist gladly refunds your money!

*To end skin faults*

Over 10,000,000 jars of Noxzema are used yearly to relieve skin irritations—not only chapped hands, but chapped lips, chafing, chilblains, etc. Thousands of women apply Noxzema as a powder base and at night to end Large Pores, Pimples, Blackheads, Oiliness and other ugly skin faults.

<b>WONDERFUL FOR SKIN FAULTS, TOO</b>	
	•
	HELPS END LARGE PORES
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	PIMPLES
	OILY SKIN FLAKINESS

**SPECIAL OFFER!**

Noxzema costs very little. Get a jar at any drug or department store. If your dealer can't supply you, send only 15c for a generous 25c trial jar to the Noxzema Chemical Co., Dept. 103, Baltimore, Md.

# How to get rid of CORNS..

easily and without danger of infection



• All persons now suffering from corns are urged to get relief immediately with this approved Blue-Jay method.

Blue-Jay is amazingly easy to use. Quickly applied, without fuss or bother. Pain stops instantly—soft, "common sense" pad removes all pressure on the corn. Then, the safe Blue-Jay medication gently but surely loosens and undermines the corn. In 3 days you lift the corn right out, completely.

Try Blue-Jay today. (25c at all druggists). Note the new Wet-Pruf adhesive strip that holds pad securely in place (waterproof—soft, kid-like finish—does not cling to stocking).

**BLUE-JAY**  
BAUER & BLACK'S SCIENTIFIC  
CORN PLASTER

## Mercolized Wax



### Keeps Skin Young

Mercolized Wax absorbs the discolored surface skin in tiny, invisible particles, revealing the beautiful, soft, young skin that lies underneath. It is the one beauty aid you can afford because this single preparation embodies all the essentials of beauty that your skin needs. Mercolized Wax has been making complexions radiantly lovely for nearly twenty-five years. Let it make your complexion fresher, prettier and clearer. Mercolized Wax brings out the hidden beauty of your skin.

**Phelactine removes hairy growths—takes them out—easily, quickly and gently.** Leaves the skin hair free. Phelactine is the modern, odorless facial depilatory that fastidious women prefer.

### Powdered Saxolite

is a refreshing stimulating astringent lotion when dissolved in one-half pint witch hazel. It reduces wrinkles and other age lines. When used daily, Saxolite refines coarse-textured skin, eliminates excessive oiliness and makes the skin glow with fresh, warm, youthful color.

afraid of never happen, but that doesn't keep me from going right on being afraid.

"When Nat and I decided to adopt a baby, I was afraid to make any plans for the baby. Oh, we wanted one so much it hurt. But when we were traveling in London and Paris and could have bought beautiful things for the baby, I didn't dare do it for fear things would go wrong. I didn't buy a stitch of baby clothes till the day I finally picked out the baby I wanted, and then I went right down to the store and bought everything in the world for her. I didn't even have a bed ready for her, and she had to sleep in the basket in which I'd carried her home.

"Three babies were given me to choose from, and my heart almost broke trying to decide which one to take. Finally I picked the tiniest one. She was so cute that when you held her, all you could see of her were her great big blue eyes. On the train home I was afraid I'd picked the wrong baby and that maybe Nat wouldn't like her. But the moment I brought her home everybody in the house went wild about her, and Nat was just goofy about her. So I must have picked the right baby, even though I was afraid I wouldn't.

"I'M not afraid of burglars, kidnaping or being left alone in my room, but I'm always afraid to travel. Why, even when I'm on a street car, I'm afraid to ask the conductor if the car stops at the street I want to get off at, because I'm afraid he'll say no and then I won't know what car to take. I just sit there and worry and worry and worry as the streets go by. It would relieve my mind tremendously if I could just get up courage enough to ask the conductor about it, but I can't.

"I love going to Europe, but the only way to get there is by boat, and every time Nat and I get on a boat, I just know that the steamer is going to sink in mid-ocean, and that we will never be saved. I can't even tell Nat about it, because if I did he'd say I was crazy, and he'd be right. But every time a bell rings on the boat, I think, 'this is it. Something has happened. I'm sure the ship is going to sink.' And when a foghorn blows suddenly, I lie in bed and cower, waiting for someone to wake me up and tell me what to do. You know the fire-drills that are held on boats? Well, every time there was a fire-drill on the boat I was on, I thought, 'they're just pretending it's a drill. It's the real thing. I know. It's come.'

"I can't get over it. I'm like a child in the dark. I keep telling myself how foolish I am, and then I jump at every noise, at every weird sound.

"You can imagine how I felt when my sister, mother, niece, my husband and I took a plane from Oakland to Los Angeles. I was petrified before we got into that plane. There stood my niece, eight years old, thrilled and excited and not at all afraid. Oh, how I wanted to back out, to run away and say, 'I'm not going to do it. I tell you

## Here's QUICK CASH For YOU!



"This Empire Presser surely does sell—here are 32 more orders for today. I never dreamed a thing could sell so fast," says Henley of New York. Robinson sold 51 in one office building in two hours. F. Shur placing order for additional 500 pressers by wire.



### Wonderful New INVENTION Empire Electric Trousers Presser

Keeps pants always pressed. Puts in a knife-edge crease while you count 10. What a Whale of a Demonstration—does the job even while trousers are worn—that's the secret of quick sales and the unusual earning records shown above. Made of steel, beautifully plated, with hardwood enameled handle, complete with 6-ft. rayon cord. Looks rich. Year's guarantee. Easily carried in pocket. Over 300,000 now in use.

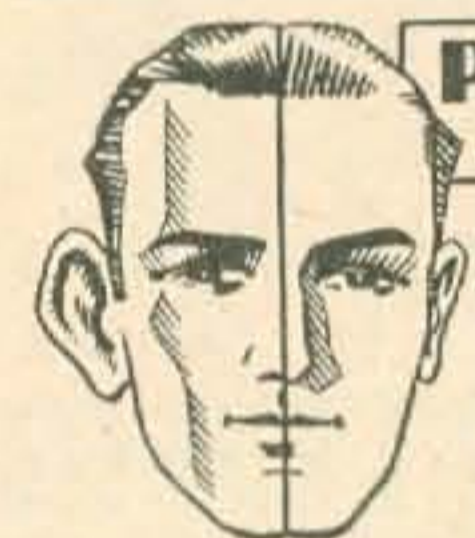
### Profits in Advance

Sale made in 6 minutes. Newest thing out. Big repeater.

**FREE**—absolutely free getter. Write for plan and exclusive territory.

Special Offer enables you to obtain our Tested Selling Plan—a sure profit. Your profits in advance. Simply write order. Bonus given. Empire sells quickly—Average pocket-only weighs 10 ozs.

THE EMPIRE ELECTRIC CO. Dept. 92 Cincinnati, Ohio



### PROTRUDING? EARS

A simple modern device sets them in position immediately. Invisible—comfortable—harmless, worn any time by children or adults. Endorsed by physicians and users as the best method for correcting this disfigurement. Send stamp for free booklet and trial offer. AURA LABORATORIES, Dept. 26 1587 Broadway, New York City

## TYPEWRITER 1/2 Price

Easy Terms Only 10c a Day

Save over 1/3 on all standard office models. Also portables at reduced prices.

**SEND NO MONEY**

All late models completely refinished like brand new. FULLY GUARANTEED. Big free catalog shows actual machines in full colors. Lowest prices. Send at once. Free course in typing included.



231 W. Monroe St. International Typewriter Exch., Dept. A303 Chicago

## Like Taking LIGHTED Cigarettes from Your Pocket

**MAGIC CASE AMAZES EVERYBODY**  
Gaze in wonder while I show you a new way to smoke. LOOK! I take a beautifully enameled case from my vest pocket. I touch a magic button! There is a Spark... a Flame. Just one motion... the pressure of one finger delivers a LIGHTED cigarette to my lips. I PUFF and SMOKE! No matches or separate lighters necessary.

**AGENTS**  
Get facts that fairly scream big profits.

**15-Day Trial Offer**  
Get a Magic Case on 15 days' trial at our risk. Get amazing facts how this great invention can make you big money without selling.

Magic Case Mfrs., Dept. C-4669 4234 Cozens Ave., St. Louis, Mo.

## Old Money and stamps WANTED

**POST YOURSELF!** It pays! I paid J. D. Martin, Virginia, \$200 for a single copper cent. Mr. Manning, New York, \$2,500 for one silver dollar. Mrs. G. F. Adams \$740 for a few old coins. I want all kinds of old coins, medals, bills and stamps. I pay big cash premiums. **I WILL PAY \$100 FOR A DIME** 1894 S. Mint; \$50 for 1913 Liberty Head Nickel (not buffalo) and hundreds of other amazing prices for coins. Get in touch with me. Send 4c for Large Illustrated Coin Folder and further particulars. It may mean much profit to you. Write today to

B. MAX MEHL, 356 Mehl Bldg., FORT WORTH, TEXAS (Largest Rare Coin Establishment in U. S.)

something's going to happen. We're all going to be killed.' But I couldn't back out. When my eight-year-old niece wasn't a bit scared, I was ashamed to admit how scared I was. So I went up thinking, 'this is the last time I'll ever see Nat and my mother.' Every time the plane swooped, I knew we would be dashed against a cliff. I pictured all sorts of horrible accidents happening. And it was all my fault. After all, I should have warned them that we were going to be killed.

"Of course nothing happened. The plane landed beautifully, and everyone was thrilled—everyone except me. Well, I was too in a way, because I'd never expected to see the beautiful brown earth again.

"Everything I've ever dreamed about has come true. I never would have dared plan the beautiful things that have happened to me. I would have been afraid that if I did plan them, they wouldn't happen. But I'll always be afraid—afraid that everything I do will fall short of what I want to do. I'll never get over it, I guess. I'm terribly aware of my shortcomings, and I guess that's what makes me afraid. But life has been very good to me. I keep on doing the wrong things all my life, and no matter how wrong they are, some kind fate makes them come out right somehow."

### Why the Stars Go to Jac's

(Continued from page 35)

supposedly sensible girl will almost kill herself living on lettuce and water or some other crazy fad diet to get a Janet Gaynor figure, while she's content with a posture like a camel's.

"When you stand with your shoulders curved, instead of straight, you can only use about one third of your lung capacity, so the blood cannot circulate freely, and presto, there comes a cold."

**N**OTICE the way Floyd Gibbons walks. There's a man for you, full of pep, vim and vigor! Floyd doesn't need building up or reducing, he keeps in swell shape. But he comes in more or less regularly when he wants to pep up. And does he pep up!

"I'm just surprised about one thing in Floyd. You know his lightning speech over the air? Well, he never talks quickly here, just at a moderate pace. What he loses in speed, though, he makes up in volume. You can hear him all over the place.

"When he comes in he strips in two seconds, throws his eye shield to one of the boys, and hops right into his exercises."

Lowell Thomas really doesn't need any exercise. He's got an upstate place and is always hopping around. It's the relaxed feeling he comes in for. Whenever he comes he brings his own dressing gown and slippers, and has an individual dressing room. Lowell



# "SUB SOIL" GROWS GOOD BLACKHEADS

## ONLY A PENETRATING FACE CREAM WILL REACH THAT UNDER-SURFACE DIRT!

By *Lady Esther*

Those pesky Blackheads and Whiteheads that keep popping out

in your skin—they have their roots in a bed of under-surface dirt.

That underneath dirt is also the cause of other heart-breaking blemishes, such as: Enlarged Pores, Dry and Scaly Skin, Muddy and Sallow Skin. There is only one way to get rid of these skin troubles and that is to cleanse your skin *to the depths*.

### A Face Cream that Gets Below the Surface

It takes a penetrating face cream to reach that hidden "second layer" of dirt; a face cream that gets right down into the pores and cleans them out from the bottom.

Lady Esther Face Cream is definitely a *penetrating* face cream. It is a reaching and searching face cream. It does not just lie on the surface. It works its way into the pores immediately. It penetrates to the very bottom of the pores, dissolves the imbedded waxy dirt and floats it to the surface where it is easily wiped off.

No other face cream has quite the action of Lady Esther Four-Purpose Face Cream. No other face cream is quite so searching, so penetrating.

### It Does 4 Things for the Benefit of Your Skin

First, it cleanses the pores to the very bottom.

Second, it lubricates the skin. Resupplies it with a fine oil that overcomes

dryness and keeps the skin soft and flexible.

Third, because it cleanses the pores thoroughly, the pores open and close naturally and become normal in size, invisibly small.

Fourth, it provides a smooth, non-sticky base for face powder.

### Prove It at My Expense

I want you to see for yourself what Lady Esther Four-Purpose Face Cream will do for *your* skin. So I offer you a 7-day supply free of charge.

Write today for this 7-day supply and put it to the test on your skin.

Note the dirt that this cream gets out of your skin the very first cleansing. Mark how your skin seems to get lighter in color as you continue to use the cream. Note how clear and radiant your skin becomes and how soft and smooth.

Even in three days' time you will see such a difference in your skin as to amaze you. But let Lady Esther Four-Purpose Face Cream speak for itself. Mail a postcard or the coupon below for the 7-day trial supply.



### Make This Test

Pass your fingers over your whole face. Do you feel little bumps in your skin? Do you feel dry patches here and there? Little bumps or dry or scaly patches in your skin are a sure sign of "sub soil" or under-surface dirt.

Copyrighted by Lady Esther, 1935

(You can paste this on a penny postcard) (10) **FREE**

Lady Esther, 2034 Ridge Avenue, Evanston, Illinois.

Please send me by return mail your 7-day supply of Lady Esther Four-Purpose Face Cream.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

(If you live in Canada, write Lady Esther, Toronto, Ont.)



## THEIR MEDICINE CHEST FOR 20 YEARS

JUST 20 years ago they found this safe all-vegetable laxative. Ever since, they have kept remarkably free from biliousness, colds, headaches, and the ills of bowel sluggishness. "That little box of NR Tablets is our medicine chest," they tell their friends.

Common sense tells you your doctor is right when he says: "Use an all-vegetable laxative." Modern diets, refined foods rob you of natural vegetable laxative elements you were intended to have. It's so sensible to go to nature for help. Nature's Remedy (NR Tablets) contain natural plant and vegetable laxatives properly balanced—nothing else. No mineral or phenol derivatives. The best proof of the difference is the way you feel after using them. Refreshed, more alive, thoroughly clean inside. Not depressed and given out. Another proof. You'll find no need to increase the dose. They're non-habit forming. So kind to your system. It's important to use the right laxative. And so easy to find out for yourself. The handy NR box containing 25 doses, only 25c at any drug store.

**FREE** 1935 Calendar-Thermometer, beautifully designed in colors and gold. Also samples **TUMS** and **NR**. Send stamp for postage and packing to A. H. LEWIS CO., Desk 119CX, St. Louis, Mo.

**Nature's Remedy** GET A **NR TO-NIGHT** TOMORROW ALRIGHT **25c BOX**

**"TUMS"** Quick relief for acid indigestion, sour stomach, heartburn. Only 10c.

MAKE DRAB HAIR



**GLEAM with GOLD**  
in one shampoo  
—WITHOUT BLEACHING

**GIRLS**—when hair turns drab, it dulls your whole personality. Bring out the fascinating glints that are hidden in your hair. Get Blondex, the glorious shampoo which will uncover the gleaming lights of beauty—keep them undimmed. Made originally for blondes—Blondex has been adopted by thousands with drab brown and medium dark hair. For they have found it gives their hair the sheen and sparkle that they cannot get with ordinary shampoos. Try Blondex today and see the difference after one shampoo. At all good drug and department stores.

wears blue-striped undies, and do the boys kid him about them!

"If the average person would devote ten minutes every morning and night to proper exercise, and eat sensibly, cutting down on rich foods, we wouldn't have so many women who are overweight nervous wrecks and men who say they're run down because of overwork. The biggest joke about American business men is their plea that overwork is the cause of their poor condition. The truth is that a man suffers most not from what he does between nine and five, but after five. He overeats, overdrinks and undersleeps.

"And as for the ladies—all you ever hear from them is diet, diet, diet. If little Miss America wants a lovely figure, I'd advise her to forget all about fad diets, throw away her box of chocolates, forget the boy friend's car, and go in for exercise."

If you feel blue, exercise. If you want to get slim, exercise. If you want to gain weight, exercise. These are Jac's tips to you and me.

**H**ERE'S a bright spot for us ladies who don't look like angleworms suspended in the air. Jac doesn't approve of the recent craze for hipless, bustless, flat women. "A beautiful woman is not a thin woman, nor a fat woman, nor a hipless, and flat-breasted creature," he told me. "I would rather see a woman five pounds over-weight than underweight, she's far prettier."

"Don't you believe it when they tell you girls are the weaker sex. Women can take more punishment than men and work harder," Jac claims.

"A lot of men have the best of intentions, but it's more like a New Year's resolution with 'em—after a few treatments they've had enough."

"And as to vanity, sister, the men have it all over you. You should see the way they worry about a double chin, or a bay window. You should see the dive they make to stand in front of the mirror when they exercise. We had a mirror in the door, and three or four of the men refused to exercise till they could get there and watch themselves. It got so bad we had to take the mirror out."

I told you everyone but Bing Crosby, who'd been to Jac's came out happier. Here's the story about Bing.

One afternoon, just before Bing went back home to California, he dropped in to Jac's with a friend. For an hour Bing watched his friend sweating and panting and puffing and taking considerable punishment. Jac's is no kindergarten.

The more Bing watched, the less interested he became in enrolling himself. He had seen too much.

Auer kidded him about his reluctance, and gave him a good sales talk.

Finally, his sense of humor got the best of him. "You see, I'm a little guy, and furthermore my nature rebels at such an ostentatious display of nudity," he explained. "Maybe I'll be back sometime, when I return from Hollywood," as he reached for his hat.

And my hunch is that that's the reason Bing has never come back East.



What will **YOU** do with **\$3,500.00** CASH

If **YOU** win it?

**I'll Pay \$250.00 Cash for the Winning Answer**

Again I'll award \$3,500.00 to some ambitious person. You may be the one to get it! How would you use it? Tell me in 20 words or less: "What will YOU do with \$3,500.00 if YOU win it?" There is nothing else to do... Nothing to buy or sell. I will pay \$350.00 Cash just for the answer selected as the best.

**20 WORDS WIN \$350.00**

Neatness, style, or handwriting not considered. It's what you say in a sentence of 20 simple words or less that counts. The prize is \$350.00 for the winning answer. Send yours quick. Just Sending An Answer Qualifies

You for the Opportunity to

**WIN \$3,500.00**

in final prize distribution, details of which I'll mail you at once. More than \$6,000.00 cash will be awarded. Someone will get \$3,500.00 Cash—including \$1,000.00 for promptness. Send no money, just your answer—a postcard will do. Prizes duplicated in case of ties. Answers must be postmarked not later than May 31, 1935. Mail yours at once—TODAY.

**ERNIE MILLER, Manager**  
Dept. DH-207-C H. O. Building  
Cincinnati, Ohio

**5¢ EACH LITTLE BLUE BOOKS**  
Send postcard for our free catalogue. Thousands of bargains. Address: **LITTLE BLUE BOOK CO., Catalogue Dept., Desk 296, Girard, Kansas.**

**GRAY FADED HAIR**

Women, girls, men with gray, faded, streaked hair. Shampoo and color your hair at the same time with new French discovery "SHAMPO-KOLOR," takes few minutes, leaves hair soft, glossy, natural. Permits permanent wave and curl. Free Booklet, Monsieur L. P. Valligny Dept. 18, 254 W. 31 St., New York

**THIS GENUINE JUNIOR GUITAR FOR YOU!**  
Get this handsome instrument NOW. Here's How. Just send your name and address (SEND NO MONEY). WE TRUST YOU with 27 packs of Garden Seeds to sell at 10c a packet. When sold send \$2.70 collected and WE WILL SEND this mahogany finish guitar and Five Minute Instruction Book absolutely FREE. Write for seeds NOW. A post card will do. Address: **LANCASTER COUNTY SEED COMPANY Station 209, Paradise, Pennsylvania**

**Women! Earn UP TO \$22 in a Week!**  
**SNAG-PROOFED HOSE**  
**WEARS TWICE AS LONG!**  
**SHOW FREE SAMPLES**

**Easy! Call on Friends**  
Yes! RINGLESS Silk Hosiery that resists SNAGS and RUNS, and wears twice as long! Patented process. Now hosiery bills cut in half! Every woman wants SNAG-PROOFED. Show actual samples hose we'll send you, FREE. Take orders from friends, neighbors. No experience necessary.

**INDIVIDUAL LENGTHS!**  
New service! Hosiery to fit extremely tall and short women! No extra charge. Write for details.

**Your Own Silk Hose FREE OF EXTRA CHARGE**

Make big money in spare time—easy. Rush name at once for complete equipment containing TWO ACTUAL FULL SIZE STOCKINGS. Everything FREE. Send no money—but send your hose size. Do it now.

**American Hosiery Mills, Dept. H-11, Indianapolis, Ind.**

## How Paul Whiteman Keeps His Figure

(Continued from page 47)

Margaret never washes this bowl after it has been used. In this way it always remains highly seasoned, adding to the tang.

When the salad has been mixed, place it in an ordinary serving bowl also rubbed with garlic in the same way. With a plentiful display of lettuce, it is ready for the hungry lord and master and should fool him as completely as it does Paul.

There is another recipe Margaret gave me. This one is for chicken, which Paul especially likes and insists on having. Rather than argue with him, Margaret devised a way of roasting it so that it was thinning. Here it is:

### ROAST CHICKEN

Make all the usual preparations for roasting (have the fowl cleaned at the butcher's), then place it in a roasting pan, with two lean strips of bacon and one good sized onion on the breast. For basting, use:

- 1 teaspoon mustard
- Juice of half lemon
- Salt
- Pepper

Mix this thoroughly with one cup of water and stir into the roasting pan, pouring it carefully over the chicken. The usual time for roasting is to allow fifteen to twenty minutes to a pound.

Margaret has two more surprising recipes which she uses to keep Paul's waistline in and which any of you may have by simply sending me a letter, care of RADIO MIRROR magazine. Write for them today and try them on the boy friend or the husband (as the case may be)—or yourself, if you're the one who is slipping over the boundary of healthful weight. Address: Joyce Anderson, RADIO MIRROR Magazine, 1926 Broadway, New York, New York.

## Radio's Debt to Roosevelt on His 53rd Birthday

(Continued from page 15)

which have become high national occasions, with every grillroom and nightclub, not to mention every little cross-road store, turned into "listening-posts" for the occasion. It is estimated that fifty million people listen in at these noteworthy talks, preceded always by the simple announcement: "Ladies and gentlemen, The President of the United States."

**W**ILL you join one of these broadcasts? The hour of ten is but fifteen minutes off, and the guests are gathering. Here stands Mrs. Roosevelt at the door with her knitting. Whenever her husband broadcasts, the First Lady is always present, selecting a seat in a corner and clicking her needles with the precision of a metronome.

The Diplomatic Reception Room is

**"THE AVERAGE CHILD NEEDS ONE QUART OF MILK PER DAY for normal growth and development"**

H. C. SHERMAN, Ph. D., Sc. D.  
"CHEMISTRY OF FOOD AND NUTRITION"  
courtesy of MacMillan Company



**THIS DELICIOUS FOOD-DRINK PROVIDES almost twice THE FOOD-ENERGY OF MILK ALONE**

**D**OCTORS, dieticians, pediatricians agree that growing children need a quart of milk a day. For milk gives the most valuable nourishment for strong bones, sound teeth, straight legs and active muscles.

Unfortunately, many children do not receive sufficient milk as part of their daily diet—either because they dislike milk—or because a quart a day, every day, soon becomes monotonous.

Doubly valuable, therefore, to growing children is Cocomalt. For not only does Cocomalt make milk delicious, but made as directed, it almost **DOUBLES** the food-energy value of every glass or cup of milk.

#### Add 5 vital food essentials

Cocomalt is rich in five important food essentials. It supplies *extra* carbohydrates which provide food-energy needed for pep and endurance. It supplies *extra* specially valuable proteins that help replace used or

wasted muscle tissue—for building solid flesh and muscle. It supplies *extra* food-calcium, food-phosphorus and Sunshine Vitamin D for the formation of strong bones, sound teeth.

Doctors advise busy adults and convalescents to drink Cocomalt in milk every day because it is easily digested, quickly assimilated and because of its high nutritional value. A hot, non-stimulating drink, helps to induce restful sleep. Cocomalt taken hot at bedtime helps you to sleep soundly.

Cocomalt is sold at grocery, drug and department stores in 1/2-lb. and 1-lb. air-tight cans. Also in the economical 5-lb. hospital size. In powder form only, easy to mix with milk—delicious **HOT** or **COLD**.

**Special Trial Offer:** For a trial-size can of Cocomalt, send name and address (with 10c to cover cost of packing and mailing) to R. B. Davis Co., Dept. NA3, Hoboken, N.J.

# Cocomalt

Prepared as directed, adds 70% more food-energy to milk



Cocomalt is accepted by the Committee on Foods of the American Medical Association. Prepared by an exclusive process under scientific control. Cocomalt is composed of sucrose, skim milk, selected cocoa, barley malt extract flavoring and added Sunshine Vitamin D. (Irradiated ergosterol.)



AWAKEN love with the lure men can't resist . . . exotic, tempting IRRESISTIBLE PERFUME. It stirs senses . . . thrills . . . sets hearts on fire. Use Irresistible Perfume and know the mad joy of being utterly irresistible. Men will crowd around you . . . paying you compliments . . . begging for dates. Your friends will envy your strange new power to win love.

Try all the IRRESISTIBLE BEAUTY AIDS . . . each has some special feature that gives you glorious new loveliness. Be irresistible tonight . . . buy Irresistible Beauty Aids today. Only 10¢ each at your 5 and 10¢ store.



TRY this pleasant WEEK-END TEST!

IS YOUR skin pimply, dull, unattractive? Don't despair! Thousands of women have found a quick, simple way to gain and keep a skin that is clear and smooth, a complexion fresh, lovely and alluring. But not by artificial means! Skin troubles usually indicate internal trouble—sluggish elimination, or blood impoverished by lack of calcium. Stuart's Calcium Wafers correct both of these troubles. Their gentle action rids the system of bodily wastes. Enrich and tone the blood with the calcium you need. Pimples disappear. Dull skin becomes clear and firm—the complexion aglow with health and loveliness. Try this pleasant beauty aid. Often one week-end will show a big improvement! At all drug stores—10c and 60c.

STUART'S Calcium Wafers

situated on the first floor of the White House; a long, oval-shaped room, hung with many paintings of former presidents. It boasts few chairs, not more than six at most, so some of the dozen or more guests are usually seen standing, strolling and chatting here and there. Several members of the press are occupying seats on friendly divans. F. D. always has an open eye for their comfort. If you're green, some one of these may be counted on to point out the dignitaries.

"Who's the husky lad beside Mrs. Roosevelt who looks like a college football player?"

"That's young Jimmie Roosevelt, of course, the President's son. He seldom fails to be present, too. Watch him shake hands. The true Roosevelt grip . . . it darn near tears your fingers apart."

"Those two scholarly men talking together over there in the corner? Watch them closely. You'll note they never crack a smile. They're Secretaries Dern and Ickes of the War and Interior Departments.

"BUT keep your eyes on those three fellows over yonder there who carry the real responsibility for making the wheels go round. There they stand in the little group chatting together by the window. That pleasant-faced fellow with the specs is Clyde Hunt, Columbia's ace engineer; as a matter of fact, he's been on the job some three hours, working with his staff of helpers, checking, double-checking and triple-checking all the elaborate mechanism, against any slight chance of a break. He's had charge of the technical set-up for all the presidential broadcasts since Mr. Coolidge's day. He knows how to take it, yes."

"And that small, dignified youth resembling Harold Lloyd, without his glasses?"

"That's Carleton Smith, official presidential announcer for NBC. He has more poise than a Metropolitan singer."

"Who's the six-footer with the jet black curls, the Sherlock Holmes pipe, and the solemnity of an undertaker?"

"That's Bob Trout, presidential announcer for CBS. Yes, he does look solemn, but think of the responsibility he carries. He'll brighten up quickly enough when it's all over. Sh . . ."

You look at your watch. Exactly five minutes to ten . . . conversation is choked off as dead as a cut motor. The President is approaching, with his constant elbow-attendant, Gus Gennerich, the Secret Service man who bears the special charge of the President's safety. But no hint of formality is in the hearty, booming voice that hails: "Well, well, is the gang all here?" And now the cheerful babble of voices bursts out again: "Good evening, Mr. President." "How are you, Mr. President?" With practised eye the Chief Executive glances around the room and then turns to Stephen Early, the closest of his under-secretaries, who serves always as a buffer on these occasions.

"Everything all set, Steve? And you, too, boys?" Always the F. D. smile for the two announcers!

# What made their hair grow?

Here is the Answer

"New hair came almost immediately after I began using Kotalko, and kept on growing" writes Mr. H. A. Wild. "In a short time I had a splendid head of hair, which has been perfect ever since."

Frances Lonsdale also has thick wavy hair now although at one time it was believed



her hair roots were dead. She used Kotalko. Many other men and women attest that hair has stopped falling, dandruff has been eliminated or new luxuriant hair growth has been developed where roots were alive, after using Kotalko.

Are your hair roots alive but dormant? If so, why not use Kotalko to stimulate new growth of hair? Kotalko is sold at drug stores everywhere.

**FREE BOX** To prove the efficacy of Kotalko, for men's, women's and children's hair. Use coupon **Kotalko., 355-R, Station O, New York** Please send me Proof Box of KOTALKO.

Name \_\_\_\_\_  
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**Make Money at Home**  
Grow Mushrooms in your cellar or shed. Exclusive new process. Bigger, better, quicker crops. More money for you! Enormous new demand. Write for Free Book. American Mushroom Industries, Dept. 976, Toronto, Ont.

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BIG CATALOG FREE Get Yours Today  
CLASS PINS—any letters, any year, any colors. Silver plated, 1 to 11, 40c ea; gold plated, 50c ea; sterling, 60c ea. Silver plated, 12 or more 85c ea; gold plated, 40c ea; sterling, 65c ea. Sterling silver rings as shown, 1 to 11, \$1.90 ea; 12 or more \$1.65 ea. Metal Arts Co., Inc., Factory 67, Rochester, N. Y.

**YOUR FACE CAN BE CHANGED**  
Straight regular features! Charming new beauty! They can be yours. Dr. Stotter (grad. of University of Vienna) reconstructs faces by famous Vienna Polyelinic methods. Unshapely Noses, Protruding Ears, Large Lips, Wrinkles, Signs of Age, etc., are all quickly corrected. Low cost. Write or call for Free Booklet "Facial Reconstruction," (mailed in plain wrapper.)  
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**Send No Money!** Just pay maximum price of enlargement desired plus postage. Or send price with order and we pay postage. Originals returned. Send Photo today. You'll be delighted.  
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**Make Money Making DO-NUTS!**  
You can earn a good steady income in spare or full time making delicious, greaseless do-nuts, with Ringer Electric Do-Nut Baker. Delicious! Healthful! Start in your own kitchen. No canvassing. Stores, lunch rooms, buy all you make. Cash daily. Big profits.  
**FREE PLAN** shows you how to start. No experience needed. \$25 starts you, total investment less than \$60. Send a post-card today for full information. No obligation, no salesman will call.  
RINGER DO-NUT CO., 106 Main St., N. E., Minneapolis, Minn.

"Yes, Mr. President," Steve and the two announcers chorus together. It is now four minutes to ten. Just time for the President to take one last glance at his manuscript—or what should be his manuscript, but alas, is not. To the consternation of all, it is discovered he has brought the wrong paper. A near-tragedy? You don't know the President, or by the same token, Steve Early, the ever-ready. In far less time than it takes to tell it, he has lifted the special emergency phone to his own office and told his waiting assistant to rush the only extra copy available right over to the Diplomatic Reception Room. The distance is not far. It has already arrived, without one particle of confusion. The day is saved . . . the tension relaxed, but there was no occasion for worry, really.

But no matter what happens, you can't upset the President. . . . Listen to him joking now. He must have his joke.

"If anyone must cough," the President is saying, "let him do his coughing now." He has turned his eyes to Engineer Hunt, and reads there the signal to start. Bob Trout starts his introductory speech. The broadcast is on.

Many listeners want to know why Bob Trout of Columbia starts his introduction before Carleton Smith of National begins his. The reason is the CBS and NBC begin and end their programs at slightly different times. For instance, under the NBC system, the preceding broadcast always ends at ten o'clock sharp, which is the time the CBS program begins. In other words, Columbia starts all its programs twenty seconds sooner than does National.

THE show is over. A bit more of small talk, of good-natured banter, and some taking of pictures. Sometimes he remains for a few minutes longer to chat with close friends or cabinet members, but Trout, Smith and Hunt may now go home to bed. Another historic occasion has passed. Their night's work is done.

What are the special gifts the President brings to these broadcasts that have served to make him the greatest ether star of the nation? After listening to anecdotes and checking up testimony for three days, these seem to me four, which let me briefly mention, though not in any attempted "order of importance".

First, *Simplicity*. Some Presidents think and speak in pronunciamentos and provisos. F. D. speaks in terms so simple that an eight-year-old child can understand him, as testified by the White House files. "Dere Mr. president," reads a postal card, one of the most valued White House documents: "I have listened to your speech on the radio, but there can't be much to it, for I understood every word." This from an eight-year-old boy.

The speech to which he referred was the first of the "Fireside Chats" on March 12, 1933, the one on the Banking Crisis. The President, it is known, had spent laborious hours over that speech, so reassuringly simple was it in its informal salutation: "My friends."

# THIS TAKES THE "cuss" out of Custards!



## EAGLE BRAND BAKED CUSTARD

¾ cup Eagle Brand Sweetened Condensed Milk

2¼ cups hot water

3 eggs

¾ teaspoon salt

Grating of nutmeg

Blend Eagle Brand Sweetened Condensed Milk with hot water, and pour gradually over slightly-beaten eggs. Add salt. Pour in a baking pan or in custard cups. Sprinkle with nutmeg, place in a pan filled with hot water to depth of custard, and bake about 40 minutes in a slow oven (300° F.) or until custard is set. A knife blade inserted will come out clean when custard is done. Serves six.

● Far less chance of wateriness—or curdling—when you use this recipe. For Eagle Brand—which is milk and sugar already "cooked down"—blends smoothly with eggs, makes custard-cooking so much surer! ● But remember—Evaporated Milk won't—can't—succeed in this recipe. You must use Sweetened Condensed Milk. Just remember the name Eagle Brand.

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Rotogravure picture-book (60 photographs) showing astonishing new short-cuts, 130 recipes including: Lemon Pie Filling without cooking! Foolproof 5-minute Chocolate Frosting! Caramel Pudding that makes itself! 2-ingredient Macaroons! Shake-up Mayonnaise! Ice Creams (freezer and automatic)! Candies! Refrigerator Cakes! Sauces! Address: The Borden Co., Dept. MG-35, 350 Madison Avenue, New York, N. Y.

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(Print name and address plainly)

*Borden Quality*

But was it simple enough to meet the need of every anxious heart in the nation needing reassurance? Here was testimony that it was. The President was delighted.

Ordinarily, his official "taster" for a Fireside Chat is one of the White House porters with whom he has always chatted with complete ease. "Anything about this that isn't perfectly clear to you, Zeke?" "No, Mr. President, I guess I gets it all." "Perfectly satisfied, are you, Zeke?" "Yes-sir." When Zeke is perfectly satisfied the message is clear, then the President begins to be satisfied. Until then, no. No speaker has ever labored more earnestly than he for simplicity. In all this he has been immeasurably helped by:

Second: *His sense of showmanship*. A fairly uncanny sense this, enabling him always to fall on his feet and, as we have seen, laugh in the face of any mischance; indeed even to capitalize any trifling accident, as with the now famous glass of water. His friends love to tell and retell the incident.

One sizzling hot night in the summer of 1933, you may recall, he was right in the midst of his Sunday night chat when he suddenly stopped talking. Just for a matter of three or four seconds at the most; still, a very perceptible break. The reason, though known to few, was that the presidential throat suddenly became dry; he stopped long enough to swallow a glass of water and observe simply, ad lib: "It's mighty hot



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TUMS free you from this danger. They act as an acid "buffer." The scientific explanation of TUMS is that it acts gently—just enough of the antacid compound is released to counteract over-acidity. When your heartburn or sour stomach is corrected—the balance passes on inert and undissolved, without affecting the blood or kidneys.

Try TUMS. Munch 3 or 4 when distressed. Millions have turned to this gentle, effective treatment—it's quite likely you will, too. 10c at all druggists. 3-roll carrier package, only 25c.

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Brownatone is only 50c—at all drug and toilet counters—always on a money-back guarantee, or—

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252 Brownatone Bldg., Covington, Kentucky

Please send me Test Bottle of BROWNATONE and interesting booklet. Enclosed is a 3c stamp to cover partly, cost of packing and mailing.

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Print Your Name and Address

down here in Washington." What a touch of genius! Instantly he had the whole nation smiling in sympathy with him. It definitely established the grilling scene—the sweltering onlookers, the life-saving glass of water—and put the whole speech over with a bang.

**YES**, the President is the master showman of his age. He has broadcast, all told, some forty-four times. It might just as easily have been four hundred, but his fine sense of showman's strategy has forbidden that. He has saved his thunder; he will never speak to a nation that yawns: "Ah, there's the President on again." His innate showman's wisdom has enabled him after two years to stay the nation's greatest head-liner, instead of just another voice.

And with what a courtesy he treats "his friend." Yes, that's gift number three, his unfailing *Courtesy*. The President is the great mike Diplomat. Never is this courtesy more conspicuous than in the arrangements for the Sunday night broadcasts. "Clear all wires and right of way for the President at ten p. m." might so easily be the command. But that's not the F. D. way, to issue commands when a gracious request can meet the need.

"The President wonders if you can suggest an hour suitable for him to talk to the nation next Sunday?" Stephen Early invariably puts his request in this form—Steve can adopt a suavity equal to his Chief's—and the hour of ten p. m. (seven for the Pacific Coast) has unvaryingly been offered with the greatest cheerfulness, though each time this happens it costs each broadcasting company from twelve to fifteen thousand dollars in network-time alone, not counting the cost of commercial contracts canceled and artists' time still to be paid for. No laments on this point have been heard, however. The habit of courtesy is infectious and far-reaching. F. D. has unquestionably set a standard of microphone manners from which bumptious Congressmen and even Senators and movie-magnates have more or less reluctantly had to take their cue and grumblingly fall in line. Yes, he's the Big Arbiter of Microphone Manners, handed out under the gay garland of his smile.

Yes, that's number four, that famous *Smile* of his. Oh yes, I know. You may call it Old Stuff; call it a mere appendage of personal charm for which he's no more responsible than was that other Roosevelt for the castenet clicking of his teeth. You may say it's just one more valuable and useful adornment to be appraised and used as part of a naturally magnificent personal equipment. Just one more Gift of the Gods to Franklin Delano Roosevelt, fifty-three years ago this January thirtieth. Well, it's all that, but more, vastly more. A spiritual symbol. A high badge of Hope and Invincibility—the form of courage before which no man or nation can go down to defeat.

Just one of the many reasons for radio's debt of gratitude to Franklin Delano Roosevelt on his fifty-third birthday!

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Positively the greatest bargain ever offered. A genuine full sized office model Underwood No. 5 for only \$39.90 (cash) or on easy terms. Has up-to-date improvements including standard 4-row keyboard, backspacer, automatic ribbon reverse shiftlock key, 2-color ribbon, etc. The perfect all purpose typewriter. Completely rebuilt and FULLY GUARANTEED.

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**INTERNATIONAL TYPEWRITER EXCHANGE**  
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Send Underwood No. 5 (P. O. B., Chicago) at once for 10 days trial. If I am not perfectly satisfied I can return it express collect. If I keep it I will pay \$3.00 a month until I have paid \$44.90 (term price) in full.

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Mail the coupon. Many men I trained at home in spare time make \$40, \$60, \$75 a week. Many make \$5, \$10, \$15 a week in spare time while learning. Get facts about Radio's opportunities and my amazingly practical 50-50 method of training. Home experimental outfits make learning easy, practical, fascinating. Money back agreement protects you. Mail coupon for free 64-page book.

**J. E. SMITH, President, Dept. 5CT**  
National Radio Institute, Washington, D. C.

Send me your free book, "Rich Rewards in Radio." This does not obligate me. (Please print plainly.)

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## What Aunt Rose Did for Ruth Etting

(Continued from page 33)

Those trains were real, a magic carpet that could transport you to Chicago and New York where there were buildings which reached into the sky.

When Ruth grew up she wanted to go to Chicago. She wanted to study art. Her father and her grandfather frowned and shook their heads. Chicago, they said, was no place for a girl alone. A girl like Ruth with eyes the blue of faraway hills and hair like the soft gold silk you pull from corn ears.

Rose Etting went to bat for Ruth. She had watched Ruth copy the heads of Brinkley girls from newspapers. She felt Ruth had talent.

"Stuff and nonsense," she told those careful German Etting men. "I've had the rearing of that girl. And it's not only dreams I've taught her. She'll be all right. Let her go and learn the things she wants to learn. Let her have her own life and I promise you she'll do something with it!"

She convinced those men. Ruth went to Chicago. And you know how she switched her interest from art to entertaining. When she was helping the wife of the manager of Marigold Gardens design chorus costumes and the manager met her and offered her a job.

It was following her engagement at Marigold Gardens that she sang in that cellar café. Where she experienced plenty of things calculated to turn any girl's eyes hard and her smile brittle.

"However," Ruth says "it was in that café that I learned to place my voice. I had to sing softly, yet clearly. Other girls were singing at other tables. I learned what songs people really like to hear too. A man who has had a great deal of wine has no pretensions. His emotions are closer to the surface. And always it was the simple songs they asked for.

"Sometimes," she went on "it was horrible. Really horrible, I mean. The patrons at the tables would be insulting. 'Don't give her anything,' one customer would say to another. Or 'We're not being entertained. Send over somebody with more zip!'"

"Drunks were the worst of all. Especially when one took a liking to you. I can shiver now when I remember how I'd find a drunk's eyes on me as I went my rounds, singing my songs. For I'd know it was only a matter of minutes before he'd want to dance.

"When things got too unpleasant we girls used to run in the Ladies' Room and hide. Not that it ever did a particle of good. Drunks are persistent. Good customers too. The bouncer would be sent in after us and he'd push us out onto the floor again."

It was far from an elevating existence. Without the benefit of her substantial early training and without her contact with her Aunt Rose, which continued faithfully in spite of the



# Dangerous Days for KIDDIES' COLDS



**TAKE CARE, mother!** This is the danger season for children's colds especially. Colds are more prevalent now, and so apt to lead to more serious diseases—such as bronchitis and pneumonia.

But don't worry—and don't experiment. Just treat every cold promptly with Vicks VapoRub, the *proved external* method. VapoRub can be used freely—and as often as needed—even on the youngest child. No "dosing" to upset delicate little stomachs and thus lower resistance when most needed.

Just rubbed on throat and chest at bedtime, VapoRub acts *direct* through the skin like a poultice or plaster, while its medicated vapors are inhaled *direct* to inflamed air-passages. Through the night, this *double direct* attack loosens phlegm—soothes irritated membranes—eases difficult breathing—helps break congestion.

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## Three New OLIVE OIL CREAMS

Three new creations by "Vi-Jon! Fine, delicate Vi-Jon Creams blended with pure, imported Olive Oil, with its soothing, nourishing effect on the skin. For amazing results, try these new Vi-Jon Olive Oil Creams. A thorough, complete facial treatment for a few cents.

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If your 10c store has not yet stocked Vi-Jon Olive Oil Creams, send us 10c for full size jar. State whether for cleansing or finishing. Larger sizes at 20c and 35c.

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Nancy E.—'s story could have been yours! Left with two little children to support . . . not much money to depend upon . . . unable to leave the children to work in shop or office—even if she could have been sure of getting a job! Yet, today Mrs. E.— is making \$30 a week as a C. S. N. Graduate and plans to establish a rest home for convalescents! Those magic letters "C. S. N." are responsible for her success. They stand for

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"Both Jackie and I were coughing our heads off," says Mrs. P. Fernandez, Providence, R.I. "Our doctor said 'Pertussin.' By the end of the next day our coughs were gone!"

**Extract of a medicinal herb—stimulates throat's moisture glands**

**N**ATURE put thousands of lubricating glands in your throat and bronchial tubes. When you catch cold, these glands clog, throat dries, phlegm thickens and sticks... tickles... you cough! You must stimulate your throat's moisture glands. Take PERTUSSIN. The very first spoonful increases the flow of natural moisture. Throat and bronchial tissues are lubricated, soothed. Sticky phlegm loosens. Germ-infected mucus is easily "raised." Relief. Get a bottle from your druggist.

**GLANDS HERE CLOG—THROAT DRIES—WHEN YOU CATCH COLD. THEN COUGHING STARTS!**



**PERTUSSIN**  
Tastes good, acts quickly and safely

many miles which now lay between them, I doubt Ruth could have survived it.

**O**FTEN when she reached her furnished room early in the morning, after her night's work, there would be something waiting for her, something that had come from her Aunt Rose in Nebraska. It might be a newsy letter. A rich German pound cake, with a fine brown crust. Jelly made from grapes from the arbor under which Ruth had played house as a little girl. Or an interesting new book, chosen undoubtedly, because there was some situation in it which Rose Etting felt it would profit Ruth to read.

Half a dozen rich and influential men in Chicago paid Ruth attention. But she married an obscure young man who clerked in the City Hall.

That day at luncheon I asked Ruth if she'd ever been tempted to marry one of those other men, one of those rich men. She shook her head.

"Never," she told me with grave honesty. "We form our ideas and our ideals while we're pretty young, I guess. And back home it hadn't been the richest young couples Aunt Rose had pointed out as luckiest. It had been those couples who loved each other, who were happy and romantic doing even the most unimportant things."

It only had been a few months before while she and her husband were back in Nebraska on a holiday that Rose Etting had brought up the very subject of instincts. Colonel Schneider had been praising Ruth, insisting that it was miraculous that she had been able to come through such experiences as she had known entirely unscathed. And Rose Etting, listening with calm blue eyes, had agreed that Ruth had done a good job. But, true to her German attitude, she had added:

"Ruth's fortunate, of course. She has an advantage in that she comes from substantial stock. She inherits common-sense. She knows the difference between right and wrong. She has a natural feeling of what is becoming to her and what isn't."

Today, an established success on the screen, on the stage, and on the air, Ruth Etting is happiest when she is able to be in California. There in the hills she has built her home.

"I belong in the country," she will tell you "I'm a hick at heart."

In the meantime out in Nebraska Rose Etting sits alone. She might live with Ruth in her beautiful house in Beverly Hills and stop with her in a deluxe hotel suite in New York City in the winter time. But she prefers the white house close by the old rolling mills on the outskirts of that little western town.

There are visits whenever Ruth has the time. And then there's the telephone. It's likely to ring at the most outlandish hours. Just as Rose Etting is putting a cake in the oven or turning out her light for the night. With Ruth calling from California or Chicago or New York, saying "Aunt Rose, the most wonderful thing has happened. Listen..."

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Without obligation send me your free booklet "How to Find Your Place in Broadcasting" and full particulars of your home study Course.

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New Imported Banjo Beauty. You will be delighted with the "Old Time" tone of this lovely instrument. With 5-minute Instruction Book we send along, you can learn to play without lessons. Send No Money. Just name and address. We Trust You with 27 pkts. Garden Seeds to sell at 10c pkt. When sold return \$2.70 collected and we will send "Old Time" Banjo and Instruction Book. No more money to pay. WRITE TODAY. A Post Card will do.  
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Send me FREE particulars "How to Qualify for Government Positions" marked "X" Salaries, locations, opportunities, etc. ALL SENT FREE.

## What Do You Want to Say?

(Continued from page 60)

know is beyond reach. The worthwhile things in life are overlooked, while the gaudy, unnecessary luxuries are craved by all.

Program sponsors should be encouraged by knowing that for every heartless criticism there are two compliments that, although they remain unvoiced, are still felt.

PEGGY YOUNKIN, Lincoln, Nebraska.

### \$1.00 PRIZE

It is your idea that we readers of the RADIO MIRROR offer our suggestions for better radio programs. Here are a few I'd like to offer.

First, I think there should be more mystery dramas. Dramas of the Fu Manchu type. They were the kind of blood-curdling tales everyone enjoys. Just now the Crime Clues and The Shadow dramas are about the only good mystery plays I know of.

Now, a suggestion to the comedians. To me there is nothing so tiresome as listening to a comedian repeat some particular "gag phrase" every program simply because it goes over big a few times. I think they are rather funny for awhile but then it should be dropped. I've heard many people say they tire of many comedians for this particular reason. Jack Benny is my idea of a good comedian because he has no set phrases that he repeats every performance. His humor is refreshing and decidedly different.

ERNA REIN, Conshohocken, Pa.

### \$1.00 PRIZE

One of the worst ideas ever inaugurated by the Columbia and National networks is that of having headline programs at the same time.

Why must these two great networks engage in this sort of competition? The minute one puts a good program on the air, the other one comes along with a good program at the same time.

Tastes are different and no matter how many listeners may be won by one program, some will naturally favor the other program.

Radio programs depend mainly on the sponsors but the sponsors are dependent on the general public. This open competition is not fair to the public and should be abolished.

STEPHEN R. WENZEL, Fingal, N. Dak.

## THE DOUBLE LIFE OF NICK PARKYAKAKAS

Read the interesting inside story of the man behind the voice of the Greek comedian on Eddie Cantor's program. You'll be surprised when you learn who—and what he really is in RADIO MIRROR for April.

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MANY of this half million didn't know one note from another—yet in half the usual time they learned to play their favorite instrument. Best of all, they found learning music *amazingly easy*.

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From the very start you are playing *real* tunes perfectly by *note*. Every step, from beginning to end, is right before your eyes in print and picture. First you are *told* how to do a thing, then a picture *shows* you how, then you do it yourself and *hear* it. And almost before you know it, you are playing your favorite pieces—jazz, ballads, classics. No private teacher could make it clearer. The cost is surprisingly low—averaging only a few cents a day—and the price is the same for whatever instrument you choose.

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Name.....  
Address.....  
Instrument..... Have you Instrument?.....



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Sell No-stitch—the Magic Mender. Repair rips, tears, holes in stockings, clothing and all materials. Takes 1-10 the time of old needle and thread method. Makes neater, stronger mend. Practically invisible. Will stand washing and ironing. Only 25¢—enough for 150 mends. Easy demonstration makes quick sales.

**FREE** Write for special offer and sample on cloth. For full size samplere—send 25¢. **QUEEN CITY MFG. CO.**  
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**Buy at BOTTOM Prices**

All over the world, thrifty, far-sighted people are going to take advantage of this last chance to buy quality watches at these low prices. We bought these watches for you at bottom prices. When these are gone, even our great buying power will not enable us to continue selling these fine watches and diamonds at such low prices.

**Diamond Rings**  
**Wrist Watches**

Write for our New Diamond Ring of Romance and Bulova Wrist Watch Catalog showing marvelous new designs at prices which cannot be continued. Catalog sent **FREE**. All Watches and Diamonds Sold on Easy Payments.

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**NEW!** Use the **SCIENTIFIC AERIAL**  
With the Dual Connection

The **DUAL CONNECTION**, a new feature exclusively our own, gives better distance and positive performance on all electric radios (pat. pend.). This aerial can be installed without tools by anyone in a minute's time. Goes right inside the radio completely out of view and it does not use any electric current. No climbing on roofs, etc.

**NO OSCILLATING OR WHISTLING**

This **DUAL** type aerial uses a new scientific principle which completely eliminates this annoyance as commonly experienced on inside aeriels. It also eliminates lightning hazards, unsightly poles, guy wires, etc. Enables the radio to be readily moved when desired. A complete aerial in itself—nothing extra to buy. Permanently installed and requires no adjustment. Ends aerial troubles forever.

**Try One 5 Days at Our Risk—More Distance and Volume**

**\$1.00** Complete Postpaid

**National Laboratories** Dept. M., Fargo, N. Dak.

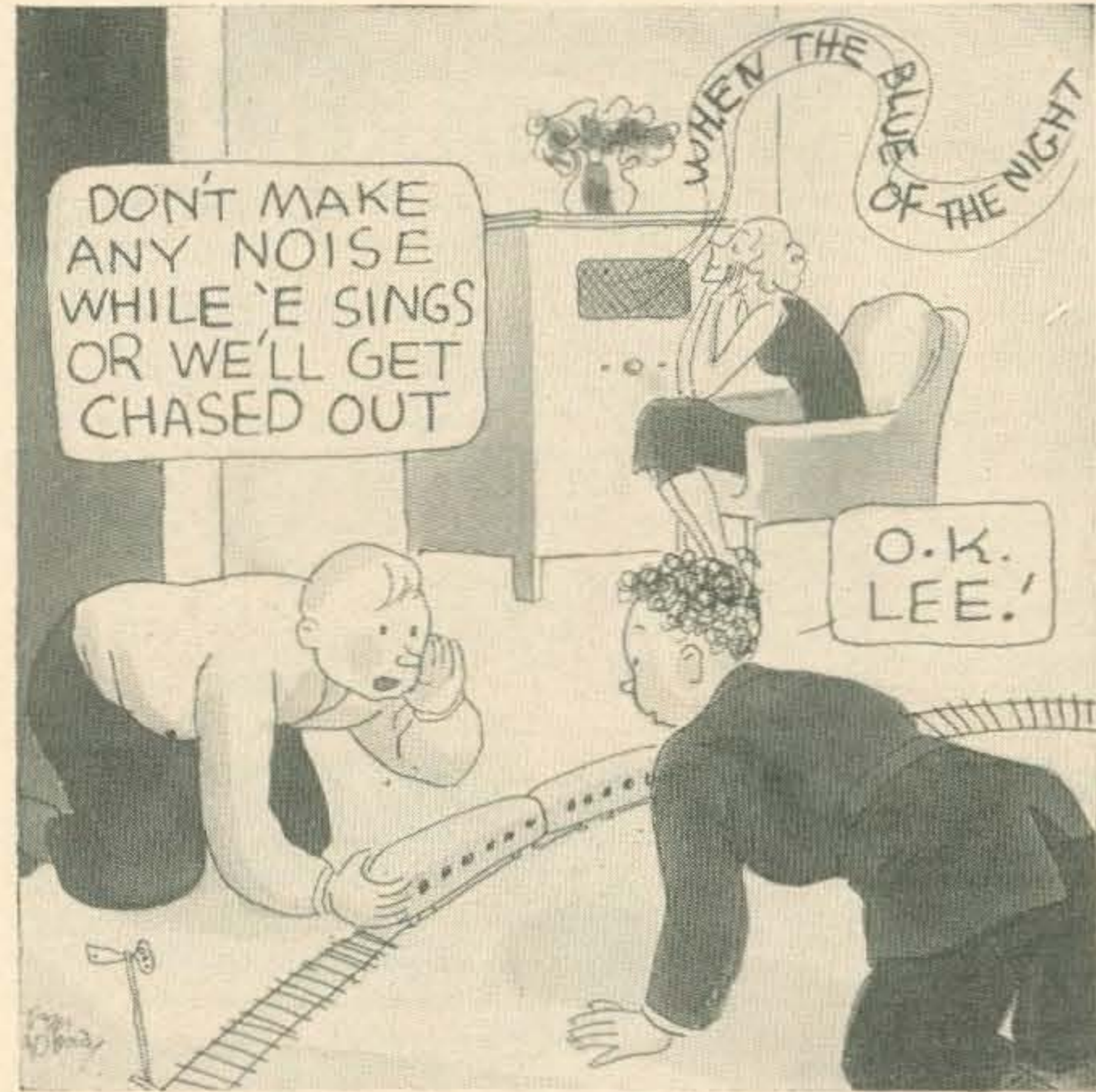
Not an experiment, but fully tested. Many users report over 3,000 miles reception. Gives triple the volume over regular inside aeriels on many sets. Guaranteed for 5 years. Distributors and dealers write for sales proposition.

Enclosed find \$1.00 for Scientific Aerial, prepaid. If not pleased will return after 5 day trial for refund.  
 Check here if desired sent P.P. C. O. D. \$1.00 plus few cents postage.

Name.....  
Address.....  
City..... State.....

**YOU STILL HAVE TIME TO ENTER AND WIN!**

**RADIO MIRROR \$250.00 CASH PRIZE**  
**NAME GAME**



Picture No. 3

Name of Star.....

**Begin by Naming These Two Drawings Then Get 1 and 2 and Go on to Win**

**Y**OU still have time to enter and win one of Radio Mirror's many cash prizes even though you did not get started last month. You can get started right now and your chance to win is still excellent. Begin by reading the rules carefully. Then study the two drawings above. See what names you can find hidden in them. Drawing 3 may prove easy or perhaps No. 4 will be the one to give you the least trouble. At any rate some careful analysis should result in your having both drawings successfully named.

**LATE ENTRY**

With these drawings named you will require the first two of the series in order to complete your set to date. A mailed request addressed as in Rule 6 will bring these to you without delay or charge. Name them and your entry will be even with the field.

FIRST PRIZE.....	\$100.00
SECOND PRIZE.....	50.00
TWO PRIZES, Each \$10.00..	20.00
SIX PRIZES, Each \$5.00.....	30.00
TWENTY-FIVE PRIZES, Each \$2.00.....	50.00
<b>TOTAL, 35 PRIZES.....</b>	<b>250.00</b>



Picture No. 4

Name of Star.....

**THE RULES**

1. Each month for three months RADIO MIRROR will publish two contest drawings each of which will indicate, suggest or reveal the first and last names of a prominent radio star.
2. To compete, clip or trace the pictures and under each write the name of the radio star it reveals to you.
3. When you have a complete set of six pictures and names, write a statement of not more than seventy-five words explaining which among the entertainers you have named is your favorite and why.
4. The entry with the greatest number of correct names accompanied by the best statement of preference judged on the basis of clarity and interest will be judged the best. All prizes will be awarded on this basis. In case of ties duplicate awards will be paid.
5. All entries must be received on or before Tuesday, April 9, 1935, the closing date of this contest. No entries will be returned. Anyone, anywhere, may compete except employees of Macfadden Publications, Inc., and members of their families.
6. Submit all entries by First Class Mail to NAME GAME EDITOR, RADIO MIRROR, P. O. Box 556, Grand Central Station, New York, N. Y. Make sure your name and address are plainly marked.

**NEXT MONTH THE FINAL DRAWINGS OF THIS SERIES!**

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High school, college, or technical students who have at their command a practical, easy and efficient method of taking down lecture notes have a marked advantage over those who must set down all notes in long-hand. Not only do you get far more from the lecture when it is delivered but when *examination time comes* a review of a word for word transcript of each lecture is the finest kind of preparation for successful passing.

Whereas it takes about two years to learn conventional shorthand methods, A. B. C. Shorthand can be mastered in from twelve to fifteen hours' study. Convince yourself of this fact by examining a copy of A. B. C. Shorthand now selling for only \$1.00 postpaid. You risk nothing, for if it does not prove to be satisfactory in every way you can return it and your money will be refunded.

Send \$1.00 today

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1926 Broadway, New York, N. Y.

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Every year \$5,000,000 is awarded by sponsors of slogan, statement, etc. contests. Win your share by submitting your entries in the right way. "How to Win Advertising Contests," a new book written by an outstanding winner, reveals new and most effective methods. Send 50c to RAYMOND PRESS, Dept. 21, BOX 14, AUBURN, N. Y.

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40th yr. Graduates: Lee Tracy, Peggy Shannon, Fred Astaire, Una Merkel, Zita Johann, etc. Drama, Dance, Speech, Musical Comedy, Opera, Personal Development, Culture, Stock Theatre, Training, appearances with earnings. For catalog write: Sec'y RAMI, 66 W. 85 St., N. Y.

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We supply all entertainment needs for dramatic clubs, schools, lodges, etc., and for every occasion.  
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Send MU-COL sample and free booklet. I enclose 10c for packing and mailing.

Name.....  
Address.....

## The Strange Ordeal of the New Cap'n Henry

(Continued from page 21)

"Vanity Fair", instead of his Latin or Greek. Some day he would play the part of Joseph Sedley, the fat "fop" who descends the golden staircase with Becky Sharp at a ball given in honor of the Duke of Wellington.

As he wished, so it happened. Seven years later, Frank McIntyre made his appearance as Sedley in a dramatization of "Vanity Fair" and wearing the patent leather boots, with red heels and tassels and all, he descended the golden staircase, with the immortal Mrs. Fiske, as Becky Sharp, leaning on his arm.

**S**INCE those early days he has starred in road tours of stock companies, including his own, played in silent pictures, vaudeville acts and musical comedies. In addition, he found time to write lyrics for popular songs.

And suddenly radio opened the golden gates of opportunity!

On December 8, 1933, the Lambs—that famous theatrical club of which Frank and Winger have been members so many years—held a Repeal Ball and Gambol at the Hotel Astor, in New York. Frank was one of several club members who appeared before the microphone which was carrying the Gambol to radio audiences throughout the East.

As the night grew on, other scheduled appearances failed to materialize and Frank found himself talking on and on, describing the affair like an announcer at any huge football game. As it happened, Bill Batcher, at that time writing the Showboat for the advertising agency, was listening in.

Two months later when Palmolive decided to try the idea of operettas over the air, Batcher called up McIntyre and told him to hurry down for the first rehearsal.

"We're auditioning 'The Vagabond King,'" he explained, "and I want you to play the role of King Louis XI."

"I can't," McIntyre wailed. "I've got a cold and the doctor says I must stay in bed. Besides..."

"Your voice is just the way I want it," Batcher interrupted. "Hop into a cab and hurry down here."

And so began McIntyre's first professional radio work. Several roles in succeeding Palmolive Beauty Box operettas followed, roles in "The Chocolate Soldier," "Floradora," "Sweethearts," and many others.

And now he stands on the threshold of greater success than he has ever known.

But remember, when you hear the voice of the new Showboat Captain booming forth each Thursday night from your loudspeaker, the dramatic story that lies behind that voice. The story of a man who met and conquered a tough assignment—the job of displacing the most beloved personality in radio and one of his dearest friends.

## FREE LESSON Home Art Craft

**GOOD MONEY FOR SPARE TIME**  
A new way. Art novelties in big demand. Get free lessons and quickly learn to decorate Gifts, Bridge Prizes, Toys, etc. No experience necessary. Anyone can succeed with simple "3-step" method and you earn as you learn. Everything furnished including supply of Novelties for you to decorate and Homocrafters outfit.

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Just sit at home and make up to \$50 a week spare time or full. Write today for big illustrated book and **FIRST LESSON FREE**. Absolutely not one cent to pay. Lesson is free. Openings in every locality. Write quick

**Fireside Industries**  
Dept. 34-C ADRIAN, MICH.

## A WOMAN PROPOSES!



WHEN a woman proposes it's worth listening! And many a man is forging ahead today, earning more money and heading toward a brighter future, because a woman proposed that he acquire more training in his spare time. Such men are following in the footsteps of business leaders who attribute their success to mastery of I. C. S. Courses. Spare time is an opportunity! This coupon is an opportunity!

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Without cost or obligation, please send me a copy of your booklet, "Who Wins and Why," and full particulars about the subject before which I have marked X:

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  - Welding, Electric and Gas
  - Telegraph Engineer
  - Telephone Work
  - Development and Protection of New Products
  - Mechanical Engineer
  - Mechanical Draftsman
  - Patternmaker
  - Machinist
  - Reading Shop Blueprints
  - Heat Treatment of Metals
  - Civil Engineer
  - Highway Engineering
  - Surveying and Mapping
  - Gas Engines
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  - Fruit Growing
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  - Poultry Farming

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  - English
  - Signs
  - Civil Service
  - Railway Mail Clerk
  - Mail Carrier
  - Grade School Subjects
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  - Illustrating
  - Cartooning

Name.....Age.....  
Street Address.....  
City.....State.....  
Occupation.....

If you reside in Canada, send this coupon to the International Correspondence Schools Canadian, Limited, Montreal, Canada

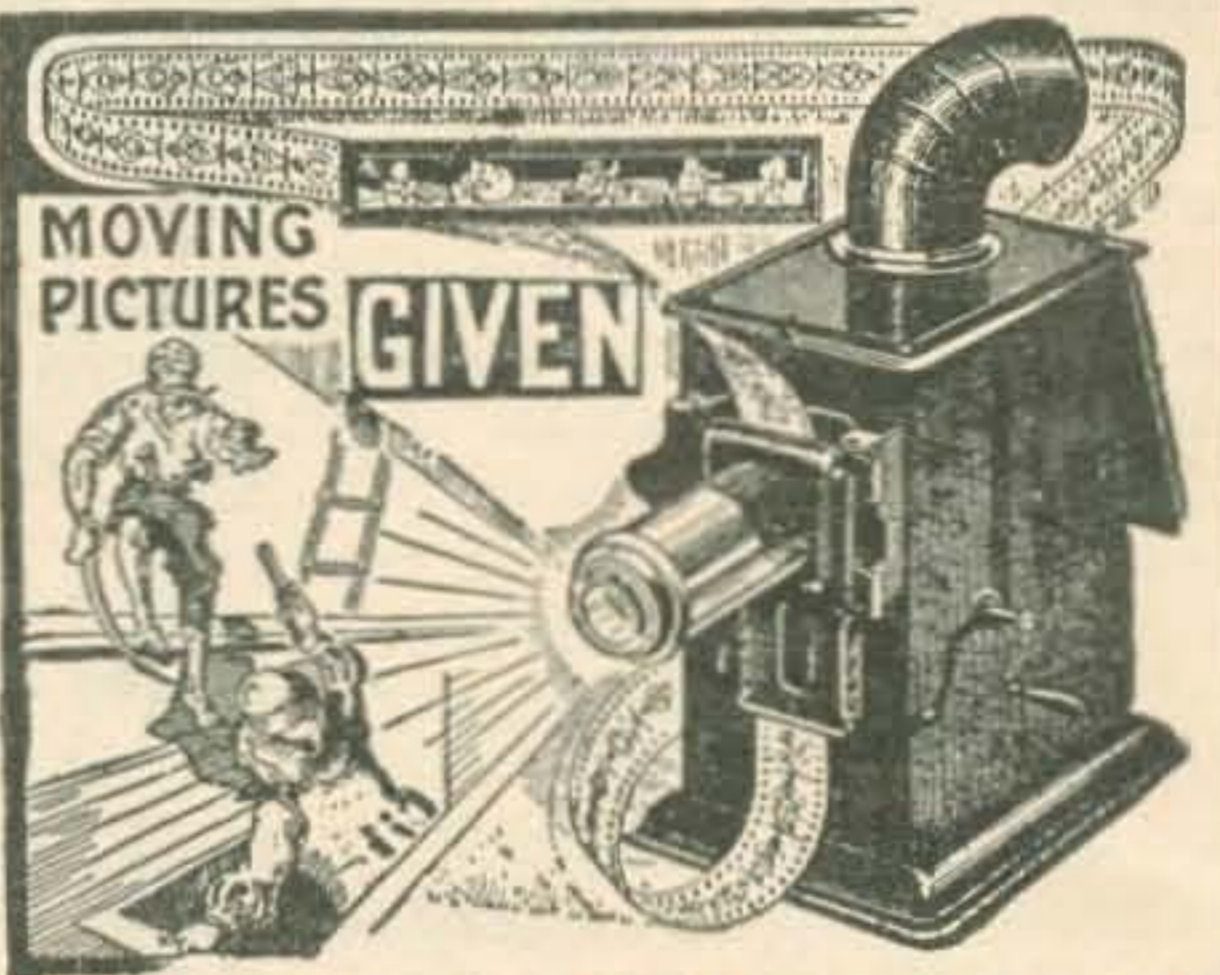


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For selling only 27 packets of "Garden-Spot" Seeds at 10 cts. a packet and returning the \$2.70 collected. *Positively nothing more to sell—No Extra Money to Pay*, excepting on special value Wrist Watch. Everybody plants Garden-Spot Seeds. Beautiful colored packets filled with living seeds guaranteed to grow. Known with favor for more than 28 years from Maine to Mexico. Lots of people will take five to ten packets. Your own family and a few friends will buy all of them. You can sell out in no time. **Here's What You Get for Selling only 27 Packets:**

One Big Premium, your selection, **Extra.** We send along with your Premium as a **FREE** Reward for Promptness over Fifty Brightly Colored Transfer Pictures, Parrots, Ostiches, Lions, Elephants, Monkeys, Ships, Airplanes, a perfectly amazing collection; catalogue of many presents which tells you about **BIG CASH PRIZES.** Read the offers. Pick your Premium. Sign and mail the coupon or copy the coupon on a postcard. **SEND NO MONEY NOW—WE TRUST YOU.**



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## ROLLER SKATES—Speedster Type Built for Hard Usage

Whizz! You turn the corner with a bang. You beat your friends in every race when you have genuine Skates. The smooth-running, easy-bearing rollers make fast skating easy—they go like the wind. They will expand to fit any shoe. Improved type Skate Key **FREE** with every pair. **For selling 27 Packets of "Garden Spot" Seeds at 10c a Packet.** Sent **POSTPAID.** Send all orders to **Lancaster County Seed Co., Station 431 Paradise, Pa.**

**SEND NO MONEY WE TRUST YOU**

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This Violin is imported from Europe where they know so well how to make violins. Nicely made, highly polished. A pleasing model of good shape. Well-finished finger board and tail piece. Has a full set of strings, bow, and 5-minute Instruction Book with many Popular Songs in words and music. With this remarkable book you can quickly learn to play without a teacher. **Send no money.** Just name and address. We trust you with 27 Pkts. of "Garden Spot" Seeds to sell at 10c a Pkt. When sold send the \$2.70 Collected and Violin Outfit will be sent to you Postpaid. Send your order to **Lancaster Co. Seed Co., Sta. 431, Paradise, Pa.** We Pay Postage.

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This Giant Spy Glass brings distant objects close and clear. See moon and stars and people miles away. Gives new pleasure to home, farm and Camp. Just the thing for trappers, hunters, automobilists and all who love the great outdoors. This powerful three-foot telescope has five sections and stretches out to 36 inches. Covered with leatherette, brass bound, imported from Europe, and there are none to be had in most American cities. **Given and SENT POSTPAID for selling only 27 Pkts. of "Garden Spot" Seeds at 10c a Pkt. Send TODAY.**

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Send TODAY

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Share the thrill of basketball—now a major sport. Grand for both girls and boys. This genuine, pebble-grain cowhide Basketball will withstand the grind of many a game and the roughest practice. Latest type bladder. Complete with lacing needle and rawhide lace. **Given for selling only 27 Pkts. of "Garden Spot" Seeds at 10c a Pkt. Send for seeds today—we trust you until sold.**

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Handsome decorated, leatherette case: 8 Pencils for every purpose: 1 Jumbo Pencil for heavy marking; Compass; Ruler; Pens and Holder; Pencil-sharpener; Eraser; Colored Crayons, a complete Dictionary, Self-Filling Fountain Pen, Pocket Memo to jot down notes; Mirror in colors. Order 27 Pkts. of "Garden Spot" Seeds, sell at 10 cts. a Pkt. return \$2.70 collected and this handsome Set is yours. No money to pay. Send for seeds TODAY.

## Hawaiian Type



**GIVEN—**Any one can play this Jazzy Ukulele. Mahogany finish, fretted finger-board. With 5-minute Instruction Book which comes along no lessons are necessary. You can quickly learn to strum all the latest hits. **Send no money—just the order form.** We trust you with 27 Packets of "Garden Spot" Seeds, sell at 10c a Pkt. When sold return the \$2.70 collected and Uke is yours. **WE TRUST YOU.**

## Guaranteed Chromium WRIST WATCH



A big American Watch factory worked three years to make this Watch possible. See the graceful shape, the smartly designed case, the swanky metal dial with raised gold numerals. Movement guaranteed. Case is all one-piece metal. This beautiful Watch given for selling only 27 Packets of "Garden Spot" Seeds and 98c extra or given with **no extra money** for selling only 54 Pkts. Write for Seeds today. We trust you. **Lancaster Co. Seed Co., Sta. 431, Paradise, Pa.**

## The WATCH for Men

Read This Remarkable Offer! A "regular" man's Watch. Completely new standard 40-size thin model, with improved movement, a guaranteed accurate time-keeper. A dependable and faithful companion. **Given for selling only 27 Pkts. of "Garden Spot" Seeds at 10c a Pkt. Sent postpaid. Send NOW.**

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Think of the fun in this straight-shooting gun. Steel barrel and walnut stock. Shoots BB shot with force and accuracy. A gun any boy can be proud of. Sell only 27 Pkts. of "Garden Spot" Seeds at 10 cts. a Packet. Sent postpaid.

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ASK DAD OR MOTHER—THEN MAIL THIS COUPON TODAY!

Lancaster County Seed Co., Station 431, Paradise, Pa.

Please send me at once 27 packets of "Garden Spot" Seeds. I agree to sell them within 30 days and return the money for my GIFT according to your offers. You agree to send my Gift promptly, postpaid.

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