

CANDID PICTURE MAGAZINE OF RADIO!

Radio Stars

RCH
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THE LARGEST
CIRCULATION
OF ANY RADIO
MAGAZINE



...THE LARGEST CIRCULATION OF ANY RADIO MAGAZINE
...OFFICE: 100 WEST 42ND STREET
...NEW YORK, N.Y.

Charles Christy

JACK
OAKIE

COMPLETE COAST-TO-COAST PROGRAM LISTINGS



Irresistible

There are women who invite Romance as naturally as flowers invite the enjoyment of their perfume. You envy them, perhaps. For you, too, want Romance. But do you invite it? Do your lips lure? Your skin, your hair, your very fragrance...do these invite caresses? (Buy IRRESISTIBLE PERFUME if you want to be Irresistible. Be fragrant if you want to be pursued. Men adore fragrant hair, fragrant lips, and soft fragrant skin. The satin-smoothness of Irresistible Face Powder, the soft blush of Irresistible Rouge, the seductive coloring and creamy indelibility of Irresistible Lip Lure...these speak the language of enchantment. (Tonight, try Irresistible Perfume. You'll be sparkling, electric, ready to conquer the world and the man! To be completely ravishing use all Irresistible Beauty Aids. Certified pure, laboratory tested and approved.

10¢ at leading 5 and 10¢ stores



IRRESISTIBLE LIP LURE — THE NEW GLOWING VIBRANT LIPSTICK

"I'd be a very Beautiful Woman if I'd taken care of my teeth and gums"

**Neglect, Wrong Care, Ignorance of the Ipana Technique
of Gum Massage—all can bring about**

"PINK TOOTH BRUSH"

"Yes, dear lady, it's your own fault. You know that—now. You used to have teeth that glistened, they were so white. And your gums were firm and strong.

"Then, if you remember, there was a day when your tooth brush showed that first tinge of 'pink'—a warning that comes sometimes to nearly all of us.

"But you said: 'It's nothing. Why, I imagine everyone notices the same thing sooner or later.' And you let it go at that.

"Foolish you! That was a day important to your teeth—important to your beauty. That was the day you should have decided, 'I'm going to see my dentist right now!'"

No Wise Woman Ignores "Pink Tooth Brush"

IF you've noticed that warning tinge of "pink" on your tooth brush—see your dentist at once. For only your dentist can tell you when there's serious trouble ahead. Probably he'll tell you that your gums are simply *lazy*—that they need more *work*, more *stimulation* to help keep them firm and strong.

Many a child in grade school could tell you that often the food we eat is too soft, too well-cooked to give gums the exercise they need. Realize this—and you understand why modern dentists so frequently advise the Ipana Technique of gum massage.

For Ipana is especially designed not only to clean teeth but, *with massage*, to help the health of your gums as well. Each time you brush your teeth, massage a little Ipana into the gums, with forefinger or brush. This arouses circulation in the gums—they tend to become stronger, firmer. Teeth are brighter—your smile sparkles with a *new loveliness!*

DOUBLE DUTY—Perfected with the aid of over 1,000 dentists, Rubberset's *Double Duty* Tooth Brush is especially designed to make gum massage easy and more effective.



IPANA TOOTH PASTE



"I'M JUST A BRIDE
... but I'm learning fast"



Secret—"I've found out that one secret of successful entertaining is to provide plenty of good light."



Cost—"It isn't expensive. The cost for an entire evening is less than the cost of a package of cigarettes."



Keep—That's why it is a good idea to keep G-E MAZDA lamps handy for emergencies. **Be sure** to look for the G-E monogram when you buy lamps.



15¢ for 15-25-
 40-60-watts
 75 and 100-watts . . . 20¢

Buy bulbs where
 you see this
 emblem displayed

GENERAL ELECTRIC
 MAZDA LAMPS

RADIO STARS



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



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Two-fisted American college student goes to Oxford! Oh, boy, here's a drama that packs a wallop every minute of the way!

Robert Taylor

in

A YANK AT OXFORD



with LIONEL BARRYMORE

Maureen O'Sullivan • Vivien Leigh

Edmund Gwenn • Griffith Jones • From an Original Story by John Monk Saunders

Directed by JACK CONWAY • Produced by MICHAEL BALCON

A METRO-GOLDWYN-MAYER PICTURE



NBC blues singer, Beryl Cameron (above) is a native of Honolulu.



One of the high spots of the M-G-M musical, *Everybody Sing*, is Fannie Brice's *Dainty, Quaint Me*, written by Harry Ruby and Bert Kalmar.



Busby Berkeley, rehearsing Rosemary Lane in *Hollywood Hotel* (Warners). Below, Nelson Eddy tries out the trap drums.



RADIO RAMBLINGS

THIS is the year when anyone who wants to broadcast may get on the networks, with a little ingenuity. A visitor to New York has about fifteen ways to a national chain, through the programs that have members of the studio audience come to the microphone and answer questions, play games or just talk.

Probably the simplest route is a visit to the Hotel Biltmore ballroom any night Horace Heidt is broadcasting. Instead of doing a straight program of dance music, Heidt walks among the customers with a portable microphone, asks for names and addresses and otherwise tries to get people into a chatty mood when the mike comes around.

ANOTHER easy way is with Wallace Butterworth and Parks Johnson on their *Vox Pop* show on NBC, Tuesday nights (Monday nights for the far West). They set up their microphone in a hotel lobby, a crowd invariably gathers and they draft nearby standees to answer tricky ques-

tions. The chief difficulty lies in finding out in advance just which hotel the questioner has chosen. They can't announce it publicly, because all variety of cranks would appear to broadcast eccentric messages. A call to Butterworth or Johnson might get the information, however, and a place in the front ranks near the microphone is almost sure to carry with it an invitation to take part.

If you have an out of the way hobby, a letter to *Hobby Lobby* may get a free trip to New York and a spot in the broadcast. Several programs use people with odd achievements of prominence in current news headlines—Robert Ripley's *Believe-It-or-Not, We, the People*, *Radio News Reel* and Kate Smith with her monthly award for heroes.

NEW YORK, of course, has no monopoly on these shows. Every city has them on its local stations; hotel lobby interviews, (Cont'd on page 76)

Bringing you exclusive news of the folk whose varied talents contribute to our daily pleasure and entertainment in the vast world of radio

A DREAM

Walking



FOOLISH words of a popular song. But there's truth in them. In his heart, every man idealizes the woman he loves. He likes to think of her as sweetly wholesome, fragrant, clean the way flowers are clean.

Much of the glamour that surrounds the loved woman in her man's eyes, springs from the complete freshness and utter exquisiteness of her person. Keep yourself wholesomely, sweetly clean!

Your hair, and skin, your teeth—of course you care for

them faithfully. But are you attending to that more intimate phase of cleanliness, that of "Feminine Hygiene"? Truly nice women practice Feminine Hygiene regularly, as a habit of personal grooming. Do you? It will help to give you that poise, that *sureness of yourself*, that is a part of charm.

The practice of intimate Feminine Hygiene is so simple and so easy. As an effective cleansing douche we recommend "Lysol" in the proper dilution with water. "Lysol" cleanses and deodorizes gently but thoroughly.

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

- 1—**Non-Caustic** . . . "Lysol", in the proper dilution, is gentle. It contains no harmful free caustic alkali.
- 2—**Effectiveness** . . . "Lysol" is a powerful *germicide*, active under practical conditions . . . effective in the presence of organic matter (such as dirt, mucus, serum, etc.).
- 3—**Penetration** . . . "Lysol" solutions spread because of low

- surface tension, and thus virtually search out germs.
- 4—**Economy** . . . "Lysol", because it is concentrated, costs only about one cent an application in the proper dilution for Feminine Hygiene.
- 5—**Odor** . . . The cleanly odor of "Lysol" disappears after use.
- 6—**Stability** . . . "Lysol" keeps its full strength no matter how long it is kept uncorked.



For your cleansing
douche



What Every Woman Should Know . . .

SEND THIS COUPON FOR "LYSOL" BOOKLET
LEHN & FINK Products Corp., Dept. 3 R.S.
Bloomfield, N. J., U. S. A.

Send me your free booklet "Lysol vs. Germs" which tells the many uses of "Lysol".

Name _____

Street _____

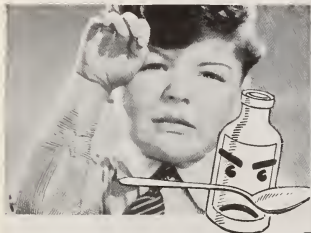
City _____ State _____

Copyright 1938 by Lehn & Fink Products Corp.

TUNE IN on Dr. Allan Roy Dafors every Monday, Wednesday and Friday, 4:45 P. M., E. S. T., Columbia Network.

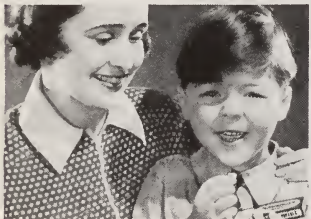
Boy meets grief!

One of childhood's greatest trials (and parents', too) . . . bad-tasting medicine



Boy meets joy!

Three cheers for Mother (she's cheering, too) . . . SHE got delicious FEEN-A-MINT



YOU can do real hard to delicate little systems when you force your youngsters to take harsh, nasty doses! Tantrums and upsets mean real grief for them—and grief for you as well.

Change all this instantly the modern way—with FEEN-A-MINT, the laxative in delicious chewing gum. Youngsters enjoy it—there's no medicine taste at all. But even more important, it gives them gentle, dependable relief without unpleasant after-effects. 16 million, young and old, use FEEN-A-MINT. They know, as you'll find, that—for children and adults both—no other type of laxative can do exactly what FEEN-A-MINT does.

Ideal for you and your children because:

- ★ **NO STOMACH UPSET**—With FEEN-A-MINT you don't swallow a heavy, bulky dose; there is nothing to burden digestion.
- ★ **CHEWING AIDS DIGESTION**—The chewing stimulates the flow of the same natural alkaline fluids that help food digest.
- ★ **ACTS WHERE YOU NEED IT**—FEEN-A-MINT'S tasteless laxative ingredient passes through the stomach without effect, and does its work in the intestine, where it should—easily, pleasantly, comfortably.

No wonder FEEN-A-MINT doesn't gripe, nauseate, or disturb sleep! And it's wonderfully easy and pleasant to take! Try FEEN-A-MINT once—and you'll make it your family laxative for always. At

all drugstores, or write for generous FREE trial package. Dept. 65, FEEN-A-MINT, Newark, N. J.



DELICIOUS
Tastes like your favorite chewing gum



What you might see, any Thursday evening, in a studio of the NBC-Red network—Rudy Vallee, presenting a song on his *Royal Gelatin* program.

I CAN'T believe the Grace Moore-El Morocco story!

Even if she were enjoying herself at her birthday party, I cannot believe that Miss Moore, an artist who has, herself, faced hundreds of audiences and who consequently knows the terrific strain under which one faces one of quiet, friendly people, would, even in fun, boo or hiss someone appearing before the smart El Morocco crowd.

The stupid, thoughtless ones may have been in her party—and perhaps she might have restrained them—but an artist as critical of the slightest noise during rehearsal as she is (as she demonstrated at one rehearsal at which I was present), would never make it unpleasant for a performer, even when the place was a gay night club and the affair an impromptu performance by celebrities present.

WHICH brings me to an observation, repeatedly borne home to me in years of trying to please an audience in the flesh, and that is that there is nothing more an-

noying under such circumstances, than the voice of a woman. Mind—this is in no way meant to imply that Miss Moore was the heckler—but I have, on several occasions, been thrown off my lines by a loud feminine voice—especially if the possessor was in her cups. Like the hog-caller, she chases all thoughts and coordination from the mind of the performer in the spotlight.

I AM not as critical as Sophie Tucker, who shoos all of the waiters out of the room before she begins. I have become accustomed to the noisy audiences of the café variety, but when a woman persists in talking—nay, shouting—about the opera and the latest in hats, then it is time to rebuke her publicly, if she is sober enough to understand what is being said. And if any of you think I am too severe in my criticism, then try appearing before a noisy audience yourself sometime.

I LISTENED to George Jessel

IT'S MY HUMBLE OPINION—

BY RUDY VALLEE

Rudy Vallee's own exclusive column of casual comments and truly candid criticisms

today. What a pleasure to hear someone with the courage to challenge the approved American custom of splurging the private lives of those who have achieved something, over the front pages of our so-called *news* papers!

The venerable signers of our Constitution little realized the loophole they left the gossip-mongers in the much vaunted "freedom of the press." Obviously they meant it to safeguard true *news*—honest, factual or opinionative matter relative to important things affecting our daily lives. But surely not as an avenue for often-uneducated and biased nitwits to advise others on how to live their lives—and—to thus often make the victim of innuendo suffer financial loss or loss of esteem.

CHALLENGE them and they retort that the libel laws offer redress—to which I say Nuts, with a capital N. Why? Because, even if it is libel, it takes months, often years, to prove it and the attendant publicity is just what the gossip-
(Continued on page 84)

Chapped Hands made soft enough for Kisses

IF HANDS COULD TALK, THEY'D SAY:



HOW MANY TIMES EACH DAY WE NEED THE HELP OF HINDS!



HINDS MAKES OUR ABUSED SKIN FEEL SOOTHED, SOFTENED... RIGHT AWAY!

Quick...smooth on Hinds! Extra-creamy, extra-good to chapped hands. Contains "sunshine" vitamin D, too!



SMOOTHED BY HINDS... AGAIN WE'RE HIS HONEYMOON HANDS



QUICK ACTING... NOT WATERY

Copyright, 1934
Lehn & Fink
Produce Corporation,
Bloomfield, N. J.

EVERY drop of Hinds works fast to give you soft, smooth *Honey-moon Hands*. Even one application makes hard-working hands more thrilling—to look at and to touch! Use Hinds faithfully—before and after household jobs, indoors and out. Hinds helps put back the softness that biting winds, bitter cold, household heat, hard water, and dust take away. \$1, 50c, 25c, and 10c sizes. Dispenser free with 50c size—fits on bottle, ready to use.

Hinds Honey and Almond Cream for Honeymoon Hands

HERE'S HOW!

Presenting Eleanor Howe, noted Home Economist and director of the NBC Homemakers' Exchange program



Courtesy Ice Industries



Eleanor Howe, whose *Homemakers' Exchange* programs are broadcast Tuesdays and Thursdays at 11:30 a.m., EST, over the NBC-Red network.

For February festivities, try this *Peppermint Stick Ice Cream*, for which you will find the recipe on Page 52 of this issue.

HAVE you ever visited a morning broadcast? Chances are strong that you have not, because visitors' passes are rarely given out for these daytime programs. And so, though most of us at one time or another have been a member of an evening studio audience and have seen our favorite comedian, bandleader or singer, in person, giving of his or her best into a mike—to the delight of both visible and unseen audiences—few listeners, indeed, have ever had a chance to meet their radio favorites of the daylight hours face to face. On the other hand, the activities of the broadcasting studios, before the evening's influx of visitors, are generally hidden behind a veil of impenetrable silence!

For this very reason I thought a morning visit to the studios would interest all those women, who, like myself, turn on the radio while

working around the house, for entertainment and more especially for information on our most important job—homemaking!

Among the most interesting and helpful of these morning programs is the one we are about to visit. It's called the *Homemakers' Exchange*. And that's exactly what it is—an exchange of ideas between listeners, under the able guidance of Eleanor Howe, whom I take pleasure in introducing to you here.

But wait a minute. Before meeting Miss Howe we'll have to find her, and in order to do so we must go through the long, quiet corridors of the National Broadcasting Company's eighth floor, with its closed doors on either side flanked by lighted signs of warning, saying "On

the Air," "Silence," "In Rehearsal."

With a page boy to guide us, we are bound for such a studio as these, it seems—alive with activity behind the closed portals.

However, as we step across the threshold of the particular room reserved at this hour for the *Certified Members of the Ice Industries*, sponsors of Miss Howe's broadcasts, it would appear at first glance that we have entered a living-room, not a studio at all! A living-room such as yours or mine, or that neighbor's down the street, you know, the one "who has such good taste in furnishings." True, the walls here are covered with sound-proof boards instead of paneling, but there's an attractive, homey-looking fireplace and lovely upholstered furniture. However, the

● BY THE RADIO HOSTESS NANCY WOOD

**"I DON'T CARE HOW PRETTY SHE IS
— SHE'LL SPOIL THE SHOW!"**

window certainly does not look out on a street, but opens instead into the control-room, from which two fully authorized "peeping Toms" peer in, intent on their job of relaying to you the household hints you are listening in to hear—as broadcast for your special edification by Eleanor Howe, noted Home Economist, director of the *Homemakers' Exchange*.

Miss Howe is at the mike, ready to speak over the air, as we enter. So we sit down to hear at first hand about gadgets and shortcuts, about unusual and economical recipes and interesting household hints which have proved, and continue to prove, helpful both in lightening the task and brightening the hours of homemakers, the country over.

These suggestions, hints, recipes, etc., come in to Miss Howe by the thousands, and she in turn broadcasts them or publishes them in the interesting bulletin sent out free, on request, to all those who ask for copies. Listen in on her next Tuesday or Thursday program over *NBC's Red-network* and you'll discover how easy it is to get your copy.

Or, if you prefer, send me your name and I'll see that you get one.

What sort of things will you learn about, you may be wondering? Well, you'll find some interesting examples on pages 52 and 53, that will answer that particular question in a most practical fashion.

There you will also see the recipe for the ice cream, so attractively pictured here, as well as for the rich dark brown cake, whose heart-shaped pieces add a definite note of timeliness.

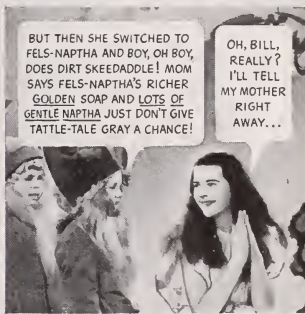
There is also a "Saladessert" recipe, which is all that its name implies and which, though Valentine-ish in appearance to fit the season, can also provide in other molds a food suggestion for year 'round attention.

Then, just to be *very* practical, Miss Howe has included a Lamb Stew and Dumpling combination that manages to be pretty special, though inexpensive. Nice to have something sensible like this to fall back on when February's festivities leave us broke!

On the page opposite the recipes you will find a real "Woman's Exchange" of ideas. I hope you enjoy them as much as I do. Also that you agree with my choice out of the hundreds of similar items that I found in those grand weekly *Homemakers' News Bulletins*.

Be sure to glance over her household hints and try her recipes as given here. I also advise you to listen in soon, in order to discover for yourself that "*Here's Howe*" to make homemaking an easier and a pleasanter task.

(Please turn to pages 52 and 53 for Recipes and Household Hints)



TWO WEEKS LATER

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

Have you tried the marvelous new Fels-Naptha Soap Chips?

1 BOTTLE PEPSODENT ANTISEPTIC
equals 3 bottles of ordinary kinds

Even when diluted with 2 parts water... still kills germs in seconds... Lasts 3 times as long. Makes your money go 3 times as far!

IN GERM-KILLING POWER...

PEPSODENT ANTISEPTIC helps prevent COLDS and BAD BREATH!

Throat sore...
 idea

"Gargle more!"

Hear him roar!
 NEXT MORNING



Mary Livingstone, wife and co-star of NBC comedian Jack Benny, suggests this silk print in the new smoke blue for afternoons.



A chartreuse green satin dinner dress, worn with or without its bolero, is shown by Elizabeth Wragge of Pepper Young's Family.

SOUTHERN SMARTNESS

FOLLOW the BY WENDY LEE don't give just a passing sigh of envy and try to forget it all. The wise girl, with an ear to the ground and an eye to the future, will study the clothes that are now being shown for trips to warmer climates, because these are what you'll be wearing yourself very shortly, for spring and all during the summer.

But wait a minute. Just because you may not be taking a Southern trip this year doesn't mean that you should close your eyes and hurry past this month's fashion page. Not at all!

For—"Coming events cast their shadows before." When Shakespeare penned these words, he didn't know anything about cruise or Southern resort fashions but, like most of his ideas, this well-worded thought holds true today more than ever.

Even if the present economic recession is keeping you from joining in the annual trek to the Southland,

Start now to lay careful plans for your warm-weather wardrobe. Study up on what's being worn on the beaches and sun decks. Then you can sally forth to do your shopping with ease and precision, your mind all made up as to what you will need, which of the season's styles become you best, what your basic color scheme is going to be.

Naturally, I don't have to tell you of the importance to stay-at-homes to which cruise and Southern resort clothes have risen during the past few years, what (Continued on page 82)

If you want to know what to select for your early spring wardrobe watch the fashion favorites for winter cruises and Southern wear



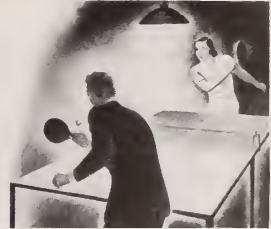
Irene Rich, who stars in her own NBC program, is noted as one of the best dressed women in radio. Her hat, of Mexican influence, is of dark red straw, combined with Indian blue grosgrain silk.

Perfect for town and office wear is the tailored black street frock worn by Jean Dickenson, of NBC's *The American Album of Familiar Music*. Gilet and gauntlets are of natural color linen.

Strong lights, hard shadows bring out harsh angles on your face

"Glare-Proof" Powder

*reflects the softer rays—
flatters in any light*



"Hard lights never get me fussed. Pond's Sunlight (Light) keeps my skin looking soft in the brightest light."
MISS NANCY HOGUET
New York debutante

STRONG, HARD LIGHTS . . . and everybody's eyes on you. Playing a game under those bright overhead lamps puts the prettiest face on the spot! Powder shows up chalky . . . Highlights and shadows are sharpening your face . . .

Pond's "glare-proof" shades save you from that embarrassment! Blended to catch and reflect only the softer rays of light, Pond's Powder softens your face—flatters it in sharp daylight or glittering evening lights. *And doesn't show up!*

In an inquiry among 1,097 girls, Pond's got the biggest vote for "never showing powder."

Special ingredients make Pond's soft and clinging. It stays smooth—flattering—for hours! Decorated screw-top jars—35¢, 70¢. Big boxes—10¢, 20¢.

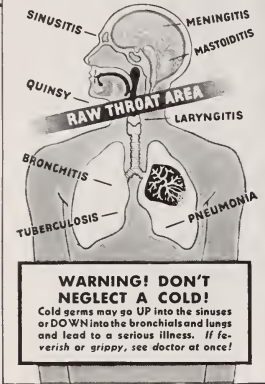


FREE 5 "GLARE-PROOF" SHADES

Pond's, Dept. 9RS-PP, Clinton, Conn. Please rush, free, 5 different shades of Pond's "Glare-Proof" Powder, enough of each for a thorough 5-day test. (This offer expires May 1, 1938.)

Name _____
Street _____
City _____ State _____
Copyright, 1938, Pond's Extract Company

Feverish? Grippy?
SEE DOCTOR AT ONCE



**WARNING! DON'T
 NEGLECT A COLD!**

Cold germs may go UP into the sinuses or DOWN into the bronchials and lungs and lead to a serious illness. If feverish or grippy, see doctor at once!

**FOR "RAW" THROAT
 USE THIS "FIRST AID"**

Doctors warn that colds can lead to serious illness—to ear and sinus infection, and even pneumonia. So don't take a chance. Treat the symptoms of a coming cold effectively and without delay! *If you feel feverish or grippy see your doctor at once!*

TAKE THIS SIMPLE PRECAUTION

For the most effective "first aid," kill the cold germs that cause raw, dry throat. At the first sign of a raw throat cold, gargle with Zonite. Zonite does 3 jobs for you: (1) Cleanses mucous membranes. (2) Increases normal flow of curative, health-restoring body fluids. (3) Kills cold germs present in the throat as soon as it comes in actual contact with them.

In a test to find out the germ-killing powers of the nine most popular, non-poisonous antiseptics on the market, Zonite proved to be actually 9.3 times more active (by standard laboratory tests) than the next best antiseptic compared! This means economy because you use Zonite diluted! Zonite goes farther—saves you money.

Use 1 teaspoon of Zonite to one-half glass of water. Gargle every 2 hours. Zonite tastes like the medicine it really is. Soon your throat feels better.

DON'T DELAY—BE PREPARED

Get Zonite at your druggist now. And at the first sign of rawness in your throat, start gargling at once. But remember: If you are feverish, consult your doctor! Don't risk a serious illness.

**ZONITE IS 9.3 TIMES MORE
 ACTIVE THAN ANY OTHER
 POPULAR non-poisonous ANTISEPTIC**
by standard laboratory tests



**GARGLE WITH
 ZONITE AT FIRST
 SIGN OF A COLD!**

Gargle with Zonite



Looking in on the Lombardos. After three and three-quarter hours of rehearsal, the boys line up for a quick snack at a convenient fountain.

THE BANDWAGON

BY JERRY MASON

THE GREAT GUY

THE sweetest music this side of heaven leaked out around the edges of a battered steel door.

There should have been a June moon—honeysuckle, and great stars in a silver sky, and sweet nothings whispered into a shell-like ear. Instead, it was Manhattan's 53rd Street—and a thumping elevated train roared accompaniment. What's more, it was cold. A cold Sunday morning, when all good New Yorkers should be still in bed.

But no warm beds for the musicians behind the battered steel door. A group of the hardest working bandmen in New York, they seem to forget that none of them got to sleep before 3:30 that same morning. They are Guy Lombardo and his *Royal Canadians*.

WHEN the last guest left *New York's Roosevelt Grill*, the preceding Thursday night, the Lombardos rolled up their sleeves, got rid of their stiff collars and went to work. They rehearsed all that night for the CBS program to be broadcast at 5:30 on Sunday (Continued on page 94)



Frank Vigneau plays "the gadget," only one of its kind in America.



Fritz Kreitzer, pianist, calls up his wife to ask about their baby.



Guy Lombardo. His *Royal Canadians* play Sundays, 5:30 p.m. EST (CBS).



Relaxing after rehearsal, Liebert Lombardo plays a pinball game.



Victor, youngest of the Lombardo brothers, reads Sunday's funnies.

Patricia Hewlett—4 months old



She looks inquiringly at the world, and the world looks back the same way. For Patricia is one of the babies in Westfield, N. J., whose pictures and health records are part of a recent study of infant nutrition. Patricia has been having Clapp's Baby Cereal for 4 weeks; she'll soon get Clapp's Strained Vegetables.

now here's Patricia at 7 months



Laughing out loud to see dessert coming—for now Patricia gets Clapp's Strained Fruits, too. Like all Clapp's Strained Foods, these fruits have the texture doctors advise—smooth, finely strained, but not too liquid. Patricia has gained 2 pounds, 5 ounces in 2 months; she can creep, and sit up like a little majo.

Patricia's walking at 10 months



Plethful vitamins and minerals in her pressure-cooked Clapp's Foods are what make Patricia strong as well as chubby. She's 30 inches tall, weighs 18 pounds, 12 ounces. Like every Clapp-fed baby in the test, Patricia has made steady, uninterrupted progress. And she likes her vegetables. Clapp's flavors are better—just taste and see!

Here's what helped her grow...



16 Varieties of Clapp's Strained Baby Foods—Baby Soup Strained or Unstrained, Vegetable Soup, Beef Broth, Liver Soup; Apricots, Prunes, Apple Sauce; Tomatoes, Asparagus, Peas, Spinach, Beets, Carrots, Green Beans; Baby Cereal.

Free Booklet! Photographs and records of 12 Clapp-fed babies—and valuable feeding information. Write to Harold H. Clapp, Inc., Dept. QSM, 777 Mount Read Blvd., Rochester, N. Y.

NEW! ... for older babies
Clapp's Chopped Foods

Doctors asked for them... even-textured foods with all the advantages of Clapp's Strained Foods, but more coarsely divided. At your dealers' now—remember them when your baby outgrows Clapp's Strained Foods.

Clapp's Strained Baby Foods



Benay Venuta is heard with *Victor Erwin's Musical Cartoons* and the *Key Men*, Mondays, 9:30 p.m. EST (MBS)

Make-up, Benay maintains, should be used to enhance the features, and not as a mask to cover up the face.

BEAUTY AND THE BREEZE

BY MARY BIDDLE

Benay Venuta, popular radio entertainer heard over MBS, offers practical weather-defying aids to well-groomed beauty "from foot to head"

BREEZING into the studio for a broadcast came lovely Benay Venuta, so obviously impervious, in her fresh beauty, to the blustering winds of February and March, that I knew we would profit from a beauty chat with her. By we, I mean all of us who have not yet learned the secret of looking like a pink-cheeked schoolgirl with old Boreas nipping at cheeks and striving to chap and roughen the soft contour of a lovely mouth!

Benay Venuta is dainty and well-groomed, in spite of the fact that months spent in the warm South have made her especially vulnerable to the stings of winter. Therefore we, who have become inured to the climate and can stand up to the huffing and puffing of the Lion, want to plunge into the routines that give us the beauty called "smooth."

Instead of covering the beauty subject from head to foot, Benay reverses the procedure and proceeds from foot to head. This is because foot trouble may be blamed for everything, from wrinkles to a bad disposition. It's not enough to wear comfortable shoes. You must also give your feet a little extra attention. After bathing the feet, see that they are thoroughly dried. If you are going to go out, then massage a hand lotion into the feet, with special attention to the back of the heels and ankles, to prevent roughness and chapping. Dust the feet with bath powder. At night, immediately after the warm foot bath, use a pumice stone on corns and callouses. The daily use of the pumice stone will eventually eliminate all such spots. A thorough massage of cold cream, to lubricate the skin and to stimulate circulation, is the last step before retiring.

Give yourself a weekly pedicure in winter as well as summer. Even though you are not wearing open-toed sandals or disporting yourself on the beach, this is very important. A pedicure gives you (Continued on page 67)



Even in blustery, windy weather, your hair can be kept pliant and lustrous by the use of oil shampoos and the regular brushing.



For daytime eye make-up, Benay advises very pale eyeshadow and mascara diluted with water and brushed lightly on the lashes.



Movie Stars Must FIGHT FATIGUE!

Because slim, energetic people radiate charm and personality

Fat and Fatigue usually go together. Keeping weight down and energy up, however, depends merely on a sensible choice of foods. Baby Ruth is pure, delicious candy, rich in Dextrose, the sugar you need for energy. Pure Dextrose is utilized by the body as energy, when needed, rather than stored as fat. For enjoyment, for quick energy, make Baby Ruth your candy. It's good—and good for you.

IT'S HOLLYWOOD'S FAVORITE CANDY



I learned this at a college prom—



I simply fled! Escape—that was all I could think of! Just to get away from the gaiety and music—that marvelous music—of my first college prom! After all, when you're chafed . . . dancing isn't fun, it's agony!



"Simpleton!" said Marge, who was in the dressing-room making minor face repairs. "You'd think you were born in the dark ages! This dance came at the wrong time for me, too—but you don't hear me complaining! Haven't you heard about Modess?"



"Did you ask for Modess, miss?" said the maid handing Marge a blue box. "Good," beamed Marge. "And scissors too, please . . . Now, my dear, I'll show you two good reasons why you should get in the habit of saying Modess . . ."



"See this filler?" said Marge—cutting a pad in two. "Feel it . . . it's fluffy and soft as the down on a duck! Modess isn't made up of crêpe, close-packed layers—like ordinary napkins. It's so much softer. That's why Modess doesn't chafe!"



"Now, watch—" continued Marge, "here's reason number two! Modess is also safer!" So saying—she took the moisture-proof backing from inside a pad and poured water on it. Moisture-proof is right! I was simply amazed!



"Well, per," said Marge, as we were getting our wraps, several hours later, "isn't it wonderful what a difference being comfortable can make in a girl's life! By the way"—she added—"here's something I forgot to tell you. You'll find Modess costs less, in most places, than any other nationally known napkin!"

Get in the habit of saying "Modess"!

IF YOU PREFER A SMALLER, SLIGHTLY NARROWER PAD, SAY "JUNIOR MODESS"



FOR DISTINGUISHED SERVICE TO RADIO

Each Tuesday and Saturday evening the familiar voice of *Johnny, the Call Boy*, ushers in a thoroughly entertaining program. A perfect blend of music, song and drama, featuring Russ Morgan and his program, Charles Martin and his exciting playlets, Ray Block and the Swing Fourteen with Frances Adair. Enjoyment plus for the most exacting listener. Besides, the commercials are delivered in an unusual, but convincing manner, by Charles O'Connor.

Evidently the sponsor decided that what the listener wants is variety. Other programs are based on the variety idea, but lack the pace, originality and general excellence of the flawlessly presented *Johnny Presents* broadcasts.

"Music in the Morgan Manner" has become a positive guarantee of delight to dance lovers. Acknowledged as one of the world's best trombonists, Russ Morgan has been a student of music since he was seven years of age. Both of his parents, incidentally, were musicians.

The mention of Charles Martin's name is significant of the finest in air ramas. His thrill technique has no equal. Before becoming a radio producer, he was a newspaperman and actor, having been a member of va Le Gallienne's repertory company.

The popularity of *Johnny Presents* is further proof that it pays to be different. There are many radio programs, unfortunately, following the same formula. But not so with the Philip Morris half-hour. They could exclude all mention of the sponsor's name and product and yet the average listener easily could identify it. Which surely is a tribute to the program's distinctiveness.

To *Johnny Presents*, the Philip Morris program, Radio Stars Magazine offers its award for Distinguished Service to Radio.



In circle, Johnny the Call Boy. Top, Charles Martin (center) rehearses the cast. Above, Russ Morgan. Below, Frances Adair.



Letter C. Grady

TOSCANINI
"... he behaved like a spoiled brat in
need of a spanking . . ."



Wide World

STRAIGHT

Set down, not in malice, but a frank discussion of certain radio broadcasts and entertainers. You may not agree with these unbiased opinions, nevertheless constructive criticisms should be welcome.

BY WILLIAM
VALLE

ANNOUNCER HARRY VON ZELL
"... convincingly sells the product . . ."

JACK BENNY (with Kenny Baker)
"... perhaps there's something in
the comics' contention . . ."



FROM THE COLD SHOULDER

WHEN Toscanini arrived in this country aboard the Italian liner, *Conte di Savoia*, for his series of NBC roadcasts, he behaved like a spoiled brat in need of a spanking. He struck one photographer who tried to (and did) take a picture of him, and turning to another called them "pigs, murderers, scoundrels, criminals and assassins," and then threatened to get a gun and shoot them. He retired to his suite when they calmed him down, and then proceeded to keep David Sarnoff, chairman of the board of NBC, and John S. Royal, vice-president in charge of NBC programs, waiting in the companionway or one hour. Sarnoff, incidentally, laughed it off, saying: "Oh, we're just a couple of bodyguards, apparently."

Toscanini gets \$40,000 to conduct ten broadcasts. NBC also has spent a fortune collecting its symphony orchestra which he will conduct. It seems a shame that Toscanini does not realize that without the talented musicians which NBC has lined up for him he would be without a radio job. Furthermore, before Toscanini's arrival, NBC had their top-flight conductors whipping the musicians into shape, so that all would be ready when Arturo stepped on the conductor's stand and lifted his baton. It seems to me that Toscanini is not quite as important as his display of emperament leads you to believe.

A GREAT many Jimmy Wallington fans would be better pleased if his announcing weren't tied up exclusively with Eddie Cantor.

ONE thing radio definitely needs is—forgive the cliché—new blood. It's bad enough to find Edward Everett Horton turning up as a guest star on almost every program you tune in, but it's even worse when the heroes and villains

on the various morning and afternoon dramatic skits continue to be the same voices.

Surely it's not necessary for radio producers to use the same people over and over again—there are loads of new and capable actors and actresses restlessly waiting to get on the air. Perhaps the gentlemen in charge are too lazy to go through the bother of constantly interviewing new people. Let them remember that voices like Harold Vermilyea's do grow familiar to the ears of the listeners.

THERE is a suspicion current that many production men are better timekeepers than directors. All they apparently want is to get the program timed properly. Presentation of the material is secondary.

A SCORE of our best radio columnists united recently in the belief that Mae West's recent radio appearance was her first. Lest wrong triumph over right, let it be known that she appeared on the *Fleischmann's Yeast* program before the plaster on the studios at Radio City was even dry and that *La West* read her script, none too well, through a lorgnette. She was no improvement on her recent *Chase and Sanborn* broadcast.

LISTEN to a bird named *Uncle Happy*, on the *Tim and Irene* show—the man with the dead-pan voice who steals the show. *Hurry! Hurry! Hurry!*

IF you're one of those people who don't like Guy Lombardo, don't tune in Sammy Kaye. The reason being that *Mons. Kaye* manages to sound exactly like *Mons. Lombardo*, down to the last vocal boo-hoo.

Proof? *Carmen* recently tuned Kaye in and was listening with amazement when Guy. (Continued on page 72)

Wide World Photo

JIMMIE FIDLER

"... gets away with murder ..."

THE STROUD TWINS Claude (left) and Clarence

"... one Stroud is bad enough ..."





Bill Comstock, whom listeners hear as *Tizzie Lish*, notes applause for his gags. Arlene Harris (*Human Chatterbox*) scoffs.



Above, Bill Comstock (*left*) suggests a new angle to Dick McCaffrey, Al's music arranger, as they listen to the playback.



Above, Arlene Harris, who is an *Elmer Blurt* fan, enjoys a hearty laugh, listening to Al's creation. Below, Al Pearce settles himself comfortably on the floor to enjoy Carl Hoff's music once more.



Al decides to make note of certain sound effects. One of the most genial, easy-going men, Al Pearce is not a product of Broadway. His program reflects his humanness. Al was born in San Jose, California.





Bill leans down to catch each inflection of his voice, as Tizzie Lish's comments come to him from the loudspeaker.

Dick McCaffrey (left) listens to words and music with Monroe Upton, who is Al's script writer and acts as Lord Bilgewater.

THE "PLAYBACK"

with Al Pearce and His Gang, is
back after the broadcast



The Chatterbox hears herself talking to the doctor and Junior. Arlene Harris has been with Al Pearce and His Gang since 1933. She started doing monologues for clubs, at home in Los Angeles.

Above, Pearce ponders, McCaffrey muses. All of The Gang work endlessly to perfect the Watch The Fun Go By program, broadcast every Tuesday at 9:00 p.m., over CBS. Below, the playback pleases.



Here's Hildegard, popular personality singer. Although born in Milwaukee, Hildegard won fame in Europe before becoming known in her own country. John Royal, Vice-President of NBC, heard her sing in Paris and gave her a contract. She made no great success, however, and no longer sings on NBC.



Jimmie Grier and Julie Gibson bring zip and zest to Joe Penner's program, broadcast Sunday nights at 6:00 p.m., over the Columbia network. Jimmie is orchestra leader and Julie the charming vocalist.

Alice Faye, as she appears in the star rôle of *You're a Sweetheart*, the new Universal comedy with music. She has been dancer, singer and actress since she was eleven years old. Is married to Tony Martin.

BETWEEN BROADCASTS

Picturing popular players whose
varied gifts delight radio listeners

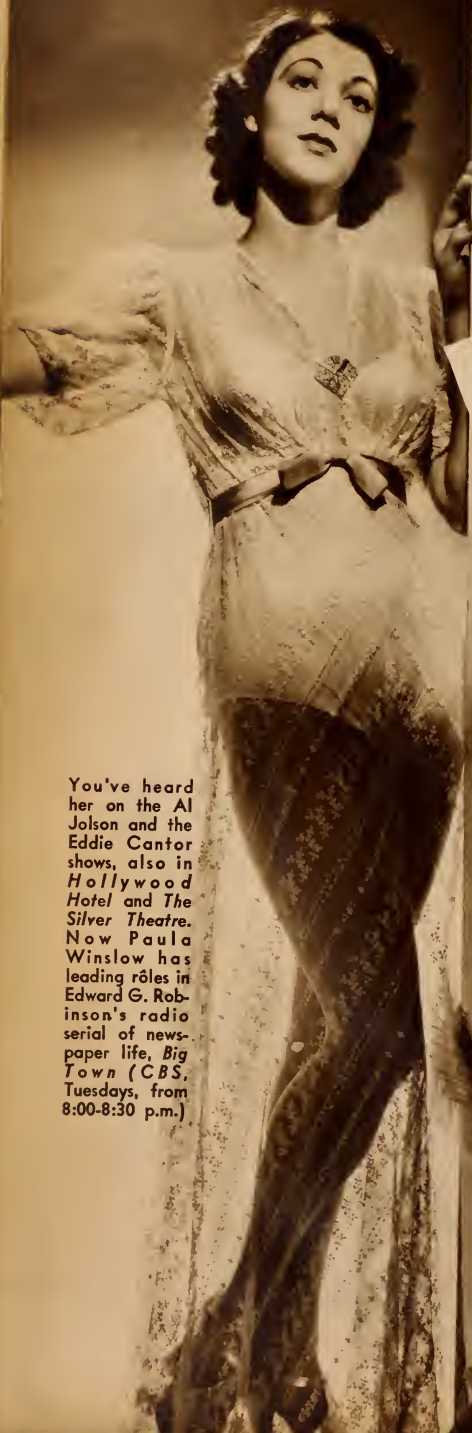


Even closed, the cavern mouth's expressive! But you can't blame Martha Raye for shrinking from Joe Penner's stogie!



Above, Feg Murray, of *Seein' Stars* (Sundays, 7:30 p.m. *NBC-Blue*), entertains Pat O'Brien and Anita Louise. Below, "Going together—" Jane Rhodes, torch singer on Lanny Ross' show, and Al Garr, who is the tenor on Phil Baker's *CBS* program.





You've heard her on the Al Jolson and the Eddie Cantor shows, also in *Hollywood Hotel* and *The Silver Theatre*. Now Paula Winslow has leading rôles in Edward G. Robinson's radio serial of newspaper life, *Big Town* (CBS, Tuesdays, from 8:00-8:30 p.m.)

CANDIDS



Cecil B. DeMille has produced sixty-four pictures in the past twenty-five years. Recently directed Fredric March in *The Buccaneer* for Paramount, and produces radio's weekly *Lux Theatre of the Air*.

Mary Livingstone, lovely radio and real life partner of Jack Benny, shares music and a smile with Jack's orchestra leader, Phil Harris, as the camera catches them during a lull in rehearsal.





Artists, who from their own imagination have created a little world of mythical characters, radio's loved *Amos 'n' Andy* (Freeman Gosden and Charles Correll) have been on the air since 1929.



Walter Winchell (*left*), noted radio and newspaper columnist, with Eddie Davis of *Leon and Eddie's*, a New York night club, chat at a party for Mark Hellinger, now associate producer for Warners.

Jeanette MacDonald, being of Scotch descent, takes the bagpipe seriously. Her instructor was Thomas Freebairn-Smith, Announcer-Producer of CBS' *Vick's Open House*, in which Jeanette stars.

One of the last pictures taken of the late Ted Healy, who, because of *Good News of 1938*, was destined to become just as important in radio as he was on the stage and screen. Dick Powell is shown with him.





ARE ACTORS PEOPLE?

When stars forget their dignity: Edgar Guest, poet-philosopher of *It Can Be Done* (Tuesdays, NBC-Blue), works out his script on the floor.

Announcer Vincent Pelletier finds no time to go home before the show. So he changes in NBC's men's room.

In the ladies' dressing-room, Betty Winkler prepares to greet the audience gathered to hear the program.

Sixteen-year-old Donna Dae helps her mother with household chores, before going to the studio to sing.





One of life's major tragedies! Frankie Masters, the program's orchestra leader, calls from the balcony of his apartment to Mrs. Masters: "How can a guy broadcast with a button off his shirt?"



One of radio's best known actresses, star of *It Can Be Done*, Joan Winters is just Mother at home.



Even an actress needs sleep once in a while! Judith Lowry, grand old lady of broadcasting, drops off while studying her script. Miss Lowry is on *It Can Be Done*, and other radio programs.

Ruth Doering, a member of the "Masters' Voices" vocal group featured on this program vocalizes in her tub. Or maybe that's a startled scream, as the clicking camera thrust its prying lens through the bathroom door.



Fannie Brice gives her
all to M.G.M.'s Good
News of 1938, Thurs-
days, 9 p.m., (NBC).



That popular radio
comedian, Ken Murray,
divides his talents be-
tween screen and air.

Rosemary Lane sings
on Your Hollywood
Parade, Wednesdays,
10 p.m. (NBC-Red).

MICROPHONE

George Burns attacks the microphone on his Monday night *Grape-Nuts* program. (8:00 p.m., NBC-Red). Along with Gracie Allen and Ray Noble, he stages a gay battle of half-wits!

"It's Town Hall Tonight!" And Fred Allen is at the microphone with his customary quips and biting banter. He cocks a watchful eye and ear toward his heckling helpmeet, Portland.





Deems Taylor, composer, is commentator on the *Chesterfield* and the *Philharmonic* programs.



Stu Erwin, "that guy from Squaw Valley," *Jack Ookie's College*, Tuesdays, 9:30 (CBS).



Cliff Edwards, guest on Thursday's, 6 p.m., *Good News* of 1938 program (NBC-Red).


MASKS

And here's Portland Hoffa (Mrs. Fred Allen), ready to do her best to break down Fred's nimitable poise and give the Wednesday night (NBC) session its full quota of gaiety.


The American School of the Air, broadcast Mondays through Fridays at 2:30 (CBS), presents a wide range of topics. H. L. Mencken acted as its guest lecturer on *The American Language*.



CANDIDS



The *White Fires* program goes on the air each Monday night at 10:05, over the CBS Pacific network. Here Producer Ralph Scott directs, as Lurene Tuttle and Ted Osborne study their scripts.



Helen Sioussat, Assistant Director of CBS' Talks Department, who arranges the Kaltenborn-Trout programs, with H. V. Kaltenborn.



May Robson, beloved "First Lady of Stage and Screen," greets her radio fans in the leading rôle of *Lady of Millions*, broadcast over WGN.

On her birthday Virginia Verrill, song star of NBC's *Log Cabin Show*, entertained the cast. Jack Haley (left) and Warren Hull inspect her gifts.



Wide World

Lovely Yvonne, of the famous King Sisters, heard with *Horace Heidt and His Alemite Brigadiers* over the CBS network, every Monday at 8:00 p.m.

Amateur photography on an airport location. Frances Langford, featured in Warners' *Hollywood Hotel*, "shoots" her fellow player, Johnnie Davis.





Entering Warners' testing studio in Brooklyn, Gale was sent to make-up artist Dick Willis, who applied dark tan foundation grease-paint, with darker tones used to narrow the jaw-line, and an eyelid shadow.

On Stage 7, amidst scenery, batteries of bright lights, and other equipment, Gale found an identification board bearing her description, which was to accompany her screen test. The script for Gale's test was written by Ina Phillips, author of *Today's Children*, and also was broadcast on that program.

GALE PAGE

AGE 24
 HGT 5 FT 6
 WGT 130
 HAIR DK BROWN
 EYES BROWN
 SE 2 YRS
 VT 257

The singing and acting of Gale Page in the NBC serial, *Today's Children*, and other radio programs, drew the attention of film scouts and she made a screen test for Warner Bros.

GALE PAGE GETS A SCREEN TEST

Lights set, camera ready! But before Gale speaks, the camera records a chart identifying the "take" for laboratory and film editors. Each shot is recorded in this fashion.





Hours are devoted to the studio miracle workers. After the make-up is finished, the hair-dresser goes to work. He dramatizes Gale's natural "widow's peak," deepens the waves and tightens the bob-end curls.



Dick Willis, make-up expert for Warners, is congratulated by Gale for his successful contribution to her first screen test. He has given her artificial eyelashes, plucked her eyebrows, enhanced her lips.



Warners' Eastern director, Robert Ross, watches an assistant cameraman measure the distance between Gale and the camera. She wears a black velvet dinner dress with an ermine neckline.

With the script written by Irna Phillips for the dual purpose of the screen test and broadcast, Director Ross instructs Gale in the action.



The camera is moved forward; microphone and sound equipment go into action, as Gale sings two songs, *I've Got You Under My Skin*, and *Don't Mention Love to Me*. Notice the way that the camera is padded. This is to keep the noise it makes from being recorded by the sound equipment.



If you can only see six feet, it may be far enough! Ken Murray seems to find it a fair horizon! Ken and the feet are in that new Universal musical, *You're a Sweetheart*, which stars Alice Faye.

IN THE RADIO SPOTLIGHT

A bad cold gave Betty Winkler a high-pitched voice. Said voice, chancing to be just what a casting director wanted, gave Betty her first chance on the air. She stars in NBC's *Girl Alone*, sings with *Fibber McGee and Molly*.





Opera diva Helen Jepson, making her film debut in Samuel Goldwyn's *The Goldwyn Follies*, visited the Los Angeles County Fair in Pomona. The goat is a blue ribbon winner. And Helen, too, has proved a winner, both in opera and radio.



At nine, Marlyn Stuart won a bathing beauty contest. Later she sang and danced on the stage. In Earl Carroll's *Sketch Book* she met Ken Murray. Came radio fame with "Mama, that man's here again!" Now she's on CBS' *Hollywood Hotel*.

Dean of radio commentators, H. V. Kaltenborn first went on the air in 1921. He joined CBS in 1928. Broadcasts Sundays, 10:30 p.m. He began his newspaper career thirty-six years ago. Has interviewed many of the world's outstanding figures.



Lily Pons, in costume for *Lakmé*, one of the petite coloratura's most famous operatic rôles. The tiny diva competently manages three careers, opera, radio and movies. Her newest picture for RKO-Radio is *Hitting a New High*—an apt title.

Wide World





"The Lucky Lanes," they have been called, these delightful blonde sisters who have gone places and done things in the theatre, movies and radio. Sister Lola started it all dropping the family name, Mullican, and dancing and singing in vaudeville and musical comedy. She entered movie in 1928, after a director saw her playing with Georg Jessel in *The War Song*, in New York. Later the younger girls, Rosemary and Priscilla, adopted the name Lane, and became famous in radio with Fred Waring's *Pennsylvanian*. Now they also are in Hollywood. Both appeared in Warner's *Varsity Show*. Rosemary now shares feminine honors with Lola in Warner's *Hollywood Hotel*, opposite Dick Powell playing a waitress who looks like a temperamental movie star (*Lola*), causing gaiety and complications by being mistaken for her. Can you tell them apart in these pictures? Lola is the one in slacks. With them in the picture this next one they are rehearsing a scene with Allyn Joslyn

YOU SIMPLY CAN'T TELL 'EM APART

The two lovely Lane sisters, Lola and Rosemary, as they appear in the Warner Brothers musical film, *Hollywood Hotel*







Four reasons for the success of the Lanes, on the air and in the movies—Priscilla (left), Mrs. Lane, Rosemary and Lola. Priscilla, youngest of the lovely Lane sisters, accompanied by their mother, visited Rosemary and Lola on the set of Warner Brothers' *Hollywood Hotel*, in which the two girls are appearing.



CANDIDS

Opening night fun! A South Sea Island lass adorns two of the guests at the *Hurricane* opening—Mr. and Mrs. Norris Goff (left). Norris is Abner, of *Lum 'n' Abner*. And Mr. and Mrs. Andy Devine. Andy is heard on the Jack Benny Sunday night show over NBC-Red.

RADIO STARS



Wendy Barrie was discovered by Alexander Korda in England. Later she came over here for movies and radio. She is on Jack Haley's radio program.



Betty Grable stars in Paramount's *Thrill of a Lifetime* and broadcasts Friday nights in *Song Time* (CBS, 6:45 p.m.). She is Mrs. Jackie Coogan.



Two who take part in the popular *Tish* broadcasts, heard each Wednesday at 9:30 p.m. on CBS. Betty Garde (left), who is *Tish*, and Anne Eltsner (*Aggie*). A separate *Tish* story is broadcast each week.



Alice Cornett, rhythm songstress, heard with Kitty Carlisle and Frank Crumit on CBS' *Song Shop* (Fridays at 10), was born in Florida and made her radio debut at fifteen. Her parents are church singers.



Seen in *The Goldwyn Fol-
lies*: Jerome Cowan (left),
Zorina, première danseuse
of the American Ballet,
and radio's Phil Baker.



Andrea Leeds, who made an instant hit in *Stage Door* and has a leading rôle in the *Follies*, with Edgar Bergen and that roguish dummy, Charlie McCarthy.

WHILE AWAITING TELEVISION

The screen shows us our radio favorites in action



Besides her dancing, Vera Zorina also plays a romantic scene in the *Follies*, with Kenny Baker, a gallant gondolier.

COAST-TO-COAST PROGRAM GUIDE

The regular programs on the four coast-to-coast networks are here listed in a day-by-day time schedule. The National Broadcasting Company Red-Network is indicated by **NBC-Red**; the National Broadcasting Company Blue-Network is indicated by **NBC-Blue**; the Columbia Broadcasting System by **CBS**; and Mutual Broadcasting System by **MBS**.

All stations included in the above networks are listed below. Find your local station on the list and tune in on the network specified.

ALL TIME RECORDED 15 EASTERN STANDARD TIME This means that for Central Standard Time you must subtract one hour from the listed time. For Mountain Standard Time, subtract two hours; and for Pacific Standard Time, three hours. For example: 11:00 A. M. EST becomes 10:00 A. M. CST; 9:00 A. M. MST; and 8:00 A. M. PST.

If, at a particular time, no network program is listed, that is because there is no regular program for that time, or because the preceding program continues into that period.

NATIONAL BROADCASTING COMPANY—RED-NETWORK

- WBFR** Baltimore, Md.
- WBRC** Birmingham, Ala.
- WBAC** Boston, Mass.
- WBEN** Buffalo, N. Y.
- WMAQ** Chicago, Ill.
- WTAM** Cleveland, Ohio
- KOA** Denver, Colo.
- WJL** Detroit, Mich.
- WTIC** Hartford, Conn.
- WIRE** Indianapolis, Ind.
- WDAF** Kansas City, Mo.
- WFAC** Los Angeles, Cal.
- KSTP** Minneapolis-St. Paul, Minn.
- CBM** Montreal, Canada
- WEAF** New York, N. Y.
- WOM** Omaha, Neb.
- WV** Philadelphia, Pa.
- WCAE** Pittsburgh, Pa.
- WCBS** Portland, Me.
- KGW** Portland, Ore.
- WFCB** Providence, R. I.
- WBMB** Richmond, Va.
- KSD** St. Louis, Mo.
- KJVL** Salt Lake City, Utah
- KFO** San Francisco, Cal.
- WGY** Schenectady, N. Y.
- WY** Seattle, Wash.
- KHC** Spokane, Wash.
- WRQ** Washington, D. C.
- WDEL** Wilmington, Del.
- WABC** Worcester, Mass.

NATIONAL BROADCASTING COMPANY—BLUE-NETWORK

- WABY** Albany, N. Y.
- WAGA** Atlanta, Ga.
- WBAL** Baltimore, Md.
- WBTO** Baton Rouge, La.
- WBS** Beaumont, Tex.
- WSGN** Birmingham, Ala.
- WBZ** Boston, Mass.
- WICT** Bridgeport, Conn.
- WFBG** Buffalo, N. Y.
- WBTV** Cedar Rapids, Iowa

- WENR** Chicago, Ill.
- WHK** Chicago, Ill.
- WHKC** Cleveland, Ohio
- WBC** Corpus Christi, Tex.
- KVOD** Denver, Colo.
- KSO** Des Moines, Iowa
- WZZM** Detroit, Mich.
- WLEU** Erie, Pa.
- WOWO** Ft. Wayne, Ind.
- KXZY** Houston, Tex.
- WITN** Jamesstown, N. Y.
- WREN** Kansas City, Kan.
- WROL** Knoxville, Tenn.
- WABC** Los Angeles, Cal.
- WMP** Memphis, Tenn.
- WTGN** Minneapolis, Minn.
- WEAN** New Haven, Conn.
- WISS** New Orleans, La.
- WNY** New York, N. Y.
- WLO** Ogden, Utah
- KOIL** Omaha, Neb.-Council Bluffs, Ia.

- WFIL** Philadelphia, Pa.
- KDKA** Pittsburgh, Pa.
- KEX** Portland, Ore.
- WEAR** Providence, R. I.
- WRD** Richmond, Va.
- WHAM** Rochester, N. Y.
- KWK** St. Louis, Mo.
- WGAR** San Diego, Cal.
- KGO** San Francisco, Cal.
- KTMS** Santa Barbara, Cal.
- WGAZ** Seattle, Wash.
- KGA** Spokane, Wash.
- WBZA** Springfield, Mass.
- WIS** Syracuse, N. Y.
- WSPD** Toledo, Ohio
- WMAL** Washington, D. C.
- KRCV** Westaco, Tex.

NBC-SUPPLEMENTARY STATIONS

(May be on either RED or BLUE networks)

- KOB** Albuquerque, N. M.
- WSAN** Allentown, Pa.
- KGNC** Amarillo, Tex.
- WNNC** Asheville, N. C.
- WABC** Atlanta, Ga.
- KERN** Bakersfield, Cal.
- KGHL** Billings, Mont.
- WMAZ** Birmingham, N. D.
- KIDO** Boise, Idaho
- KGIR** Butte, Mont.
- WTCB** Charlotte, N. C.
- WDOC** Charlotte, N. C.
- WCFE** Chicago, Ill.
- WSAI** Cincinnati, Ohio
- KWKY** Cincinnati, Ohio
- WLW** Cincinnati, Ohio
- WFLA** Clearwater, Fla.
- WIS** Columbia, S. C.
- WCOL** Columbus, Ohio
- WFAA** Dallas, Tex.
- WMAZ** El Paso, Tex.
- WDBF** Evansville, Ind.
- WDFW** Fargo, N. D.
- WTV** Ft. Wayne, Ind.
- WBAP** Ft. Worth, Tex.
- KNJ** Fresno, Cal.
- WCD** Grand Rapids, Mich.
- WFCB** Greenville, S. C.
- KGU** Honolulu, Hawaii
- WTHS** Hot Springs, Ark.
- KPRC** Houston, Tex.
- WJDX** Jackson, Miss.
- WJAX** Jacksonville, Fla.
- KARK** Little Rock, Ark.
- WAVE** Louisville, Ky.
- WIBA** Madison, Wis.
- WVBC** Miami, Fla.
- KMED** Medford, Ore.
- WMC** Memphis, Tenn.
- KY** Miami Beach, Fla.
- WJAS** Milwaukee, Wis.
- CBF** Montreal, Canada
- WPR** Nashville, Tenn.
- WMB** New Orleans, La.
- WTAR** Norfolk, Va.
- WKY** Oklahoma City, Okla.
- WFL** Phoenix, Ariz.
- KOAM** Pittsburgh, Kans.
- KGHF** Pueblo, Colo.
- WABC** Raleigh, N. C.
- KFBK** Sacramento, Cal.
- WSUN** St. Petersburg, Fla.
- WDAI** San Antonio, Tex.
- WBS** Shreveport, La.
- KSOO** Sioux Falls, S. D.

- KELO** Sioux Falls, S. D.
- KGBX** Springfield, Mo.
- KWG** Stockton, Cal.
- WBC** Superior, Wis.
- WFLA** Tampa, Fla.
- WBOW** Terre Haute, Ind.
- WTO** Toronto, Canada
- KVOO** Tulsa, Okla.
- KANS** Wichita, Kans.
- WORK** York, Pa.

COLUMBIA BROADCASTING SYSTEM STATIONS

- WADC** Akron, Ohio
- WOKO** Albany, N. S. C.
- WAND** Anderson, S. C.
- WGST** Atlanta, Ga.
- WPG** Atlantic City, N. J.
- WRD** Augusta, Ga.
- KNOW** Austin, Tex.
- WCAO** Baltimore, Md.
- WLBZ** Bangor, Me.
- WAPI** Birmingham, Ala.
- WNB** Birmingham, N. Y.
- WEEI** Boston, Mass.
- WGR** Buffalo, N. Y.
- WKBW** Buffalo, N. Y.
- WCHS** Charleston, W. Va.
- WBT** Charlotte, N. C.
- WOD** Chattanooga, Tenn.
- WBBM** Chicago, Ill.
- WBR** Cincinnati, Ohio
- WGLD** Cleveland, Ohio
- KVOR** Colorado Springs, Colo.
- WBNS** Columbus, Ohio
- WDAZ** Dallas, Tex.
- WOC** Davenport, Iowa
- WHIO** Dayton, Ohio
- WDC** Denver, Colo.
- KRNT** Des Moines, Iowa
- WJR** Detroit, Mich.
- WKBK** Dubuque, Iowa
- WAL** Duluth, Minn.
- WDMC** Durham, N. C.
- WESG** Elma-Ithaca, N. Y.
- WVBC** Evansville, Ind.
- WMMN** Fairmont, W. Va.
- WTAQ** Green Bay, Wis.
- WBG** Greensboro, N. C.
- KFB** Great Falls, Mont.
- WHP** Harrisburg, Pa.
- WDR** Hartford, Conn.
- WMMF** Hibbing, Minn.
- KGMB** Honolulu, Hawaii
- KTRH** Houston, Tex.
- WFM** Indianapolis, Ind.
- WSUI** Iowa City, Iowa
- WMBR** Jacksonville, Fla.
- KMBC** Kansas City, Mo.
- WNOX** Knoxville, Tenn.
- WKBH** La Crosse, Wis.
- KFAB** Lincoln, Neb.
- KLRA** Little Rock, Ark.
- KNX** Los Angeles, Cal.
- WHAS** Louisville, Ky.
- WMAZ** Miami, Fla.
- KGLO** Mason City, Iowa
- WR** Memphis, Tenn.
- WOC** Meridian, Miss.
- WQAM** Miami, Fla.
- WALA** Mobile, Ala.
- WISN** Milwaukee, Wis.
- WCD** Minneapolis, Minn.
- KGVO** Missoula, Mont.
- WSPA** Montgomery, Ala.
- WGO** Montreal, Canada
- WVLC** Nashville, Tenn.
- WV** New Orleans, La.
- WABC** New York, N. Y.
- KOKA** Oklahoma City, Okla.
- WDBO** Orlando, Fla.
- WPAR** Parkersburg, W. Va.
- WCOA** Peoria, Ill.
- WMBD** Peoria, Ill.
- WCAU** Philadelphia, Pa.
- KY** Phoenix, Ariz.
- WJAS** Philadelphia, Pa.
- KOIN** Portland, Ore.
- WPRO** Providence, R. I.
- KOB** Reno, Nev.
- WRVA** Richmond, Va.
- WDBJ** Roanoke, Va.
- KOMA** Rochester, N. Y.
- KMOX** St. Louis, Mo.
- WCCO** St. Paul, Minn.
- KSL** Salt Lake City, Utah
- KTSA** San Antonio, Tex.
- KSFO** San Francisco, Cal.
- WTC** Savannah, Ga.
- WVBC** Scranton, Pa.
- KIRO** Seattle, Wash.

- KWKH** Shreveport, La.
- KSCJ** Sioux City, Iowa
- WSBT** South Bend, Ind.
- KFBY** Spokane, Wash.
- WMAS** Springfield, Mass.
- WNBX** Springfield, Vt.
- WFB** Syracuse, N. Y.
- KVI** Tacoma, Wash.
- WDAE** Tampa, Fla.
- WBWB** Topoka, Kans.
- CFRB** Toronto, Canada
- KTUL** Tulsa, Okla.
- WBXB** Utica, N. Y.
- WHLB** Virginia, Minn.
- WACO** Waco, Tex.
- WISV** Washington, D. C.
- WJNO** W. Palm Beach, Fla.
- WVVA** Wheeling, W. Va.
- KFH** Wichita, Kans.
- KGBO** Wichita Falls, Tex.
- WSJS** Winston-Salem, N. C.
- WORC** Worcester, Mass.
- WNAK** Yankton, S. D.
- WKBN** Youngstown, Ohio

MUTUAL BROADCASTING SYSTEM STATIONS

- KXRO** Aberdeen, Wash.
- KVSO** Ada, Okla.
- WRDO** Ardmore, Okla.
- KPMK** Bakersfield, Cal.
- WBAI** Baltimore, Md.
- WLBZ** Bangor, Me.
- KVOS** Bellingham, Wash.
- WAAB** Bridgeport, Conn.
- WITC** Cedar Rapids, Iowa
- WNCN** Chicago, Ill.
- WLW** Cincinnati, Ohio
- WSAI** Cincinnati, Ohio
- WCLC** Cleveland, Ohio
- WDL** Cleveland, Ohio
- KGGF** Coffeyville, Kans.
- WHKC** Columbus, Ohio
- WVBC** Evansville, Ind.
- KFEL** Denver, Colo.
- KSO** Des Moines, Iowa
- KXO** El Centro, Cal.
- KASA** Elko, Nev.
- KORE** Enid, Okla.
- KRCC** Eugene, Ore.
- KIEM** Eureka, Cal.
- WSAR** Fall River, Mass.
- KTAT** Ft. Worth, Tex.
- KFKA** Greeley, Colo.
- WHTH** Hartford, Conn.
- KGMB** Honolulu, Hawaii
- WIRE** Indianapolis, Ind.
- WIB** Kansas City, Mo.
- WLNH** Laconia, N. H.
- KFOR** Lincoln, Neb.
- KHJ** Los Angeles, Cal.
- WLLH** Lowell, Mass.
- WFEA** Manchester, N. H.
- WDGY** Minneapolis-St. Paul, Minn.
- KDON** Monterey, Cal.
- KBX** Muskogee, Okla.
- WSM** Nashville, Tenn.
- WV** Newark, N. J.
- WNBH** New Bedford, Mass.
- WRCO** New Haven, Conn.
- KTOK** Oklahoma City, Okla.
- KGY** Olympia, Wash.
- KOHL** Omaha, Neb.
- WFIL** Philadelphia, Pa.
- WCAE** Pittsburgh, Pa.
- WBBZ** Ponca City, Okla.
- WVBC** Portland, Ore.
- WRW** Providence, R. I.
- KVVA** Richmond, Va.
- KRNR** Roanoke, Va.
- WV** St. Louis, Mo.
- KSLM** Salem, Ore.
- KFXM** San Bernardino, Cal.
- KSB** San Diego, Cal.
- KFRC** San Francisco, Cal.
- KQW** San Jose, Cal.
- KOL** Santa Barbara, Cal.
- KDB** Seattle, Wash.
- KGFF** Seattle, Wash.
- WSPR** Springfield, Mass.
- KSTOK** Stockton, Cal.
- KMO** Tallahassee, Fla.
- WOL** Washington, D. C.
- WBRY** Waterbury, Conn.
- KPQ** Wenatchee, Wash.
- WGBI** Wichita, Kan.
- KIT** Yakima, Wash.

Sundays

FEBRUARY 6—13—20—27

MORNING

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

8:15
NBC-Blue: BENNO RABIN-
OFF—violinist

8:30
NBC-Red: KIDOODLERS
NBC-Blue: TONE PICTURES
—Ruth Pepple, pianist; mixed
quartet
CBS: LYRIC SERENADE

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

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

9:15
NBC-Red: TOM TERRISS—
speaker

9:30
NBC-Red: MELODY MOM-
ENTS

9:55
CBS: PRESS-RADIO NEWS

10:00
NBC-Red: THE RADIO PUL-
PIT—Dr. Ralph W. Sockman
NBC-Blue: RUSSIAN MELO-
DIES
CBS: CHURCH OF THE AIR

10:30
NBC-Blue: DREAMS OF LONG
AGO
CBS: WALBERG BROWN
STRING ENSEMBLE

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

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

11:15
NBC-Blue: NEIGHBOR NELL

11:30
NBC-Red: ANGLER AND
HUNTER—Raymond R. Camp,
sports talk
NBC-Blue: VOCALIST
CBS: MAJOR BOWES' CAPIT-
OL FAMILY
MBS: EMBASSY TRIO

11:45
NBC-Red: NORSE MEN
QUARTET
NBC-Blue: BILL STERN'S
SPORT SCRAPS

AFTERNOON

12:00 Noon
NBC-Blue: SOUTHERNAIRES
—Negro male quartet

12:30
NBC-Red: UNIVERSITY OF
CHICAGO ROUND TABLE
DISCUSSION—guest speakers
NBC-Blue: RADIO CITY
MUSIC HALL ORCHESTRA—
soloists
CBS: SALT LAKE CITY TAB-
ERNACLE CHOIR AND OR-
GAN
MBS: AMERICAN WILDLIFE
—talk

12:45
MBS: PAULINE ALPERT—
pianist

1:00
NBC-Red: PAUL MARTIN'S
MUSIC
CBS: CHURCH OF THE AIR

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

1:30
NBC-Red: TUSKEGEE INSTI-
TUTE CHOIR—CONCERT
NBC-Blue: THERE WAS A
WOMAN—sketch
CBS: F O R E I G N N E W S
BROADCAST
MBS: GOTHAM STRING
QUARTET

1:45
CBS: POETS GOLD—David
Ross

2:00
NBC-Red: CHATS ABOUT
DOGS—Bob Becker
NBC-Blue: MAGIC KEY OF
ROSA—Frank Black's symphony
orchestra; Milton J. Cross
CBS: BORIS MORROS'
STRING QUARTET
MBS: THE RIGHT JOB—Dr.
Shirley A. Hamrin

2:15
NBC-Red: TRAVEL TALK—
Milton La Prade
MBS: PALMER HOUSE CON-
CERT ENSEMBLE

2:30
NBC-Red: THATCHER COLT
STORIES
CBS: DR. CHRISTIAN—
drama, starring Jean Hersholt
MBS: NEW POETRY HOUR
—A. M. Sullivan

3:00
NBC-Red: RADIO NEWS-
REEL—Paris Johnson, Wal-
lace Butterworth
NBC-Blue: ON BROADWAY—
dramatization
CBS: NEW YORK PHIL-
HARMONIC SYMPHONY OR-
CHESTRA
MBS: ON A SUNDAY AFTER-
NOON—varieties, Stokes' or-
chestra

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

4:00
NBC-Red: ROMANCE MELO-
DIES—Ruth Lyon, Shield's
orchestra
NBC-Blue: NATIONAL VES-
PERS—Dr. Harry Emerson
Fosdick
MBS: COURT OF HUMAN
RELATIONS

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

4:45
NBC-Blue: RANCH BOYS
QUARTET

5:00
NBC-Red: BY-KRISP PRE-
SENTS MARION TALLEY—
Koestner's orchestra
NBC-Blue: METROPOLITAN
OPERA ADAPTIONS OF THE
AIR—Edward Johnson, Wilfred
Pelletier, conductor
CBS: HEINZ MAGAZINE OF
THE AIR—Channing Pollock,
Morton Bowe, Mark Warnow's
orchestra

5:30
NBC-Red: MICKEY MOUSE
THEATRE OF THE AIR
NBC-Blue: SUNDAY AFTER-
NOON WITH ED MCCONNELL
CBS: GUY LOMBARDO AND
HIS ORCHESTRA

MBS: THE SHADOW—mys-
tery drama, Orson Welles

EVENING

6:00
NBC-Red: CATHOLIC HOUR
NBC-Blue: MIDWESTERN
STARS
CBS: JOE PENNER—Gene
Austin, Grler's orchestra
MBS: 30 MINUTES IN
HOLLYWOOD—George Jessel,
Norma Talmadge, Becker's or-
chestra

6:30
NBC-Red: A TALE OF TO-
DAY—sketch
NBC-Blue: SENATOR FISH-
FACE AND PROFESSOR
FIGSBOTTLE
CBS: DOUBLE EVERYTHING
—Al Shaw, Stan Lee
MBS: TIM AND IRENE—
D'Artega's orchestra

7:00
NBC-Red: JELL-O PROGRAM
—Jack Benny, Mary Living-
stone, Kenny Baker, Don Wil-
son, Sam Hearn, Andy Devine,
Phil Harris's orchestra

NBC-Blue: POPULAR CLASS-
ICS—H. Leopold Spitalny's
orchestra
CBS: VICKY'S OPEN HOUSE—
Jeanette MacDonald, Wilbur
Evans, Pasternack's orchestra
MBS: THE WOR FORUM—
S. Theodore Granik

7:30
NBC-Blue: BAKER'S BROAD-
CAST—Peg Murray, Harriet
Hilliard, Ozzie Nelson's or-
chestra

CBS: PHIL BAKER—Beetli
and Bottle, Patsy Kelly, A
Garr, Bradley's orchestra
MBS: ORCHESTRA

7:45
NBC-Red: INTERESTING
NEIGHBORS VISITED BY
JERRY BELCHER

8:00
NBC-Red: CHASE AND SAN
BORN PROGRAM — Do
Ameche, Edgar Bergen, Nelson
Eddy, Dorothy Lamour, Strou
Twins, Armbruster's orchestra
NBC-Blue: D E T E C T I V E
SERIES
CBS: THE PEOPLE'S CHOICE
—broadcast highlights
MBS: THE EPIC OF AMER-
ICA—historical drama

8:30
NBC-Red: CALIFORNIA
CONCERT—Gill's orchestra
CBS: EARACHES OF 1938—
Harry Conn, Beatrice, Kay
Bartt Wood, Warnow's or-
chestra
MBS: ORCHESTRA

9:00
NBC-Red: MANHATTAN
MERRY-GO-ROUND—Rach
Carlay, Pierre Le Kreeu
Donnie's orchestra
NBC-Blue: HOLLYWOOD
FLATHOUSE—Tyrene Powe
guests
CBS: FORD SUNDAY EVE-
NING HOUR

9:30
NBC-Red: AMERICAN AL-
BUM OF FAMILIAR MUSIC—
Frank Munn, Jessa Dickenson
Haenschens's orchestra
NBC-Blue: JERGENS PRO-
GRAM—Walter Winchell, new
commentator
MBS: NEWS TESTERS—
Leonard M. Leonard

9:45
NBC-Blue: WELCH PRE-
SENTS IRENE RICH—drama
situation
MBS: ORCHESTRA

10:00
NBC-Red: RISING MUSICA
STARS — Richard Gordon
Smallens' orchestra, guests
NBC-Blue: MAREK WEBER'
ORCHESTRA
CBS: ZENITH FOUNDATION
—experiments in mental tele-
pathy

10:30
NBC-Red: HAVEN MacQUAR-
RIE PRESENTS
NBC-Blue: CHEERIO — tal
and music
CBS: HEADLINES AND BY-
LINES—H. V. Kaltenborn, Bo
Trout, Canham
MBS: OLD FASHIONED RE-
VIVAL

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

11:10
NBC-Blue: ORCHESTRA
MBS: ORCHESTRA



Harry Conn



Mickey Mouse



Rachel Carlay

MORNING

Mondays

FEBRUARY 7-14-21-28

00 NBC-Red: MALCOLM CLAIRE children's stories
NBC-Blue: NORSEMAN QUARTET

15 NBC-Red: GOOD MORNING MILDRED
NBC-Blue: WILLIAM MEEDER—organist

30 NBC-Red: DO YOU REMEMBER?
CBS: FRED FEIBEL—organist

45 NBC-Blue: LUCILLE AND LANNY

00 NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: METROPOLITAN PARADE

15 NBC-Red: PERSON TO PERSON—Frank Luther

25 CBS: PRESS-RADIO NEWS

30 NBC-Red: ALICE JOY—songs
CBS: THE ROAD OF LIFE—sketch

40 NBC-Red: PRESS-RADIO NEWS

45 NBC-Red: DAN HARDING'S WIFE—sketch
NBC-Blue: BREAKFAST CLUB—variety program
CBS: BACHELOR'S CHILDREN—sketch

55 NBC-Blue: PRESS-RADIO NEWS

100 NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: PRETTY KITTY KELLY—sketch

115 NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: THE CABIN AT THE CROSSROADS—sketch
CBS: MYRT AND MARGE—sketch

130 NBC-Red: JUST PLAIN BILL—sketch
NBC-Blue: ATTORNEY AT LAW—sketch
CBS: TOXY WONS' SCRAPBOOK—Ann Leaf
MBS: GET THIN TO MUSIC

145 NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALCADE—Crosby Gaige
CBS: MA PERKINS—sketch
MBS: ORGAN RECITAL

00 NBC-Red: DAVID HARUM—sketch
NBC-Blue: STORY OF MARY MARLYN—sketch
CBS: RUTH CARHART—songs
MBS: REMINISCING

15 NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch
CBS: CAROL KENNEDY'S ROMANCE—sketch

11:30 NBC-Red: HOW TO BE CHARMING—sketch
NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch
MBS: ORCHESTRA

11:45 NBC-Red: BETTY MOORE—talk
NBC-Blue: EDWARD MACHUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES
MBS: MYRA KINGSLEY, astrologer, JEAN PAUL KING, commentator

AFTERNOON

12:00 Noon NBC-Red: GIRL ALONE—sketch
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride

12:15 NBC-Red: THE O'NEILLS—sketch
NBC-Blue: VOCALIST
CBS: YOUR NEWS PARADE—Edwin C. Hill, commentator
MBS: BIDE DUDLEY'S THEATRE CLUB OF THE AIR

12:30 NBC-Red: ORCHESTRA
NBC-Blue: NATIONAL FARM HOME HOUR—Walter Blaufuss' orchestra
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: ORGAN RECITAL

12:45 CBS: OUR GAL, SUNDAY—sketch
MBS: NORMAN BROKENSHIRP'S VARIETY PROGRAM

1:00 NBC-Red: VOCALIST
CBS: BETTY AND BOB—sketch

1:15 NBC-Red: ESCORTS AND BETTY
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKER, cooking expert
MBS: CARSON, ROBINSON AND HIS BUCKAROS

1:30 NBC-Red: WORDS AND MUSIC—Larry Larsen, Ruth Lyon, Harvey Hays
NBC-Blue: SUE BLAKE—sketch
CBS: ARNOLD GRIMM'S DAUGHTER—sketch

1:45 NBC-Blue: JACK AND LORETTA—songs and patter
CBS: HOLLYWOOD IN PERSON—Bob Baker, commentator
MBS: THE VOICE OF EXPERIENCE

2:00 NBC-Red: ORCHESTRA
NBC-Blue: U. S. NAVY BAND
CBS: NEWS THROUGH 9 WOMAN'S EYES—Kathryn Cravens

MBS: DON'T LOOK NOW—Lavalie and Sands, comedians, orchestra

2:15 CBS: THE O'NEILLS—sketch
MBS: HITMAKERS

2:30 NBC-Red: RANCH BOYS
CBS: AMERICAN SCHOOL OF THE AIR—History, Exits and Entrances

2:45 NBC-Red: VOCALIST
MBS: ORCHESTRA

3:00 NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: ROCHESTER CIVIC ORCHESTRA
CBS: COOLIDGE QUARTET
MBS: GIRL MEETS BOY

3:15 NBC-Red: MA PERKINS—sketch

3:30 NBC-Red: VIC AND SADE—sketch
CBS: JENNY PEABODY—sketch
MBS: GOOD HEALTH AND TRAINING

3:45 NBC-Red: THE GUIDING LIGHT—sketch
MBS: VOCALIST

4:00 NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE
MBS: DEEP RIVER BOYS

4:15 NBC-Red: STORY OF MARY MARLYN—sketch
CBS: TED MALONE'S—Between the Bookends
MBS: VOCAL DUO

4:30 NBC-Red: HI BOYS—instrumental group
CBS: THE GOLDBERGS—sketch
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

4:45 NBC-Red: THE ROAD OF LIFE—sketch
CBS: DR. ALLAN ROY DAFOR
MBS: BOOK A WEEK

5:00 NBC-Red: DICK TRACY—sketch
NBC-Blue: NEIGHBOR NELL
CBS: FOLLOW THE MOON—Elsie Hitz, Nick Dawson
MBS: PIANIST

5:10 NBC-Blue: PRESS-RADIO NEWS

5:15 NBC-Red: TERRY AND THE PIRATES—sketch
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
CBS: LIFE OF MARY SOTHERN—sketch

5:30 NBC-Red: JACK ARMSTRONG juvenile serial
NBC-Blue: SINGING LADY—children's program

5:45 NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
NBC-Blue: T. O. M. A. I. X STRAIGHT SHOOTERS—juvenile serial
CBS: HILLTOP HOUSE—dramatic serial
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

EVENING

6:00 NBC-Red: SOLOIST
NBC-Blue: U. S. ARMY BAND
CBS: DEAR TEACHER—children's program
MBS: DANCING STRINGS

6:15 NBC-Red: RHYTHMAIRES
CBS: NEW HORIZONS

6:30 NBC-Red: PRESS-RADIO NEWS

NBC-Blue: ORGANIST
CBS: PRESS-RADIO NEWS

6:35 NBC-Red: SOLOIST
NBC-Blue: CHARLES SEARS—tenor
CBS: ORCHESTRA

6:45 NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS—news commentator
CBS: BARRY WOOD AND HIS MUSIC
MBS: ORCHESTRA

7:00 NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: MUSIC IS MY HOBBY—guests
CBS: FORTIC MELODIES—Jack Fulton, Franklyn McCormack, orchestra
MBS: FULTON, EWIS, JR.—Washington news commentator

7:15 NBC-Red: UNCLE EZRA'S RADIO STATION—Pat Barrett
NBC-Blue: HENDRIK WILLEM VAN LOON—talk
CBS: ARTHUR GODFREY
MBS: ORCHESTRA

7:30 NBC-Red: SOLOIST
NBC-Blue: LUM AND ABNER—sketch

7:45 NBC-Red: TOP HATTERS ORCHESTRA
NBC-Blue: SOLOIST
CBS: BOAKE CARTER—news commentator

8:00 NBC-Red: BURNS AND ALLEN—Tony Martin, Noble's orchestra
NBC-Blue: JACK ARTHUR
MBS: MORTON GOLD'S ORCHESTRA—Jack Arthurs

8:15 NBC-Blue: LIEDERSINGERS

8:30 NBC-Red: VOICE OF FIRESTONE—Richard Crooks, Wahlenstein's orchestra, guests
NBC-Blue: C. A. M. P. A. N. A. S GRAND HOTEL—Jim Ameche, dramatizations
CBS: PICK AND PAT—comedy and music
MBS: ORCHESTRA

9:00 NBC-Red: FIBBER MCGEE AND MOLLY—comedy sketch, Marian and Jim Jordan, Clark Dennis, Betty Winkler, Weems' orchestra
NBC-Blue: PHILADELPHIA ORCHESTRA—Eugene Ormandy, guests
CBS: LUX RADIO THEATRE
MBS: ORCHESTRA

9:30 NBC-Red: HOUR OF CHARM—Phil Spitalny and his girls
MBS: MUSICAL CARTOONS—Victor Erwin's orchestra, Benay Venuta

10:00 NBC-Red: CONTENTED PROGRAM—Marla Karenko, Marek Weber's orchestra
NBC-Blue: BEHIND PRISON BARS—Warden Lewis E. Laves
CBS: WAYNE KING'S ORCHESTRA

10:30 NBC-Red: PUBLIC HERO No. 1—dramatic sketch
NBC-Blue: NATIONAL RADIO FORUM—guest speaker
CBS: BRAVE NEW WORLD—dramatizations

10:45 MBS: HENRY WEBER'S PAGEANT OF MELODY

11:00 NBC-Red: ORCHESTRA
NBC-Blue: ORCHESTRA
CBS: DANCE MUSIC



The Voice of Experience



Benay Venuta



Hendrik Willem Van Loon

MORNING

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

8:15
NBC-Red: GOOD MORNING MELODIES
NBC-Blue: DICK LEIBERT ENSEMBLE

8:30
NBC-Red: DO YOU REMEMBER?
CBS: POETIC STRINGS

8:45
NBC-Blue: JACK AND LORETTA
CBS: FRED FEIBEL—organist

9:00
NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: MUSIC IN THE AIR

9:15
NBC-Red: PERSON TO PERSON—Frank Luther

9:25
CBS: PRESS-RADIO NEWS

9:30
NBC-Red: FRANCES ADAIR—songs
CBS: THE ROAD OF LIFE—sketch

9:40
NBC-Red: PRESS-RADIO NEWS

9:45
NBC-Red: DAN HARDING'S WIFE—sketch
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: BACHELOR'S CHILDREN—sketch

9:55
NBC-Blue: PRESS-RADIO NEWS

10:00
NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: PRETTY KITTY KELLY—sketch

10:15
NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: THE CABIN AT THE CROSSROADS—sketch
CBS: MYRT AND MARGE—sketch

10:30
NBC-Red: JUST PLAIN BILL—sketch
NBC-Blue: ATTORNEY-AT-LAW—sketch
CBS: HOW TO GET THE MOST OUT OF LIFE—Emily Post
MBS: GET THIN TO MUSIC

10:45
NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALLCADE—Crosby, Gaige
CBS: MA PERKINS—sketch
MBS: ORCHESTRA

11:00
NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: MARY LEE TAYLOR

11:15
NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch
CBS—CAROL KENNEDY'S ROMANCE—sketch

11:30
NBC-Red: HOME-MAKERS' EXCHANGE—Eleanor Howe
NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch

11:45
NBC-Red: MYSTERY CHEF
NBC-Blue: EDWARD MACUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: MYRA KINGSLLEY, astrologer, JEAN PAUL KING, commentator

AFTERNOON

12:00 Noon
NBC-Red: GIRL ALONE—sketch
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride

12:15
NBC-Red: THE O'NEILLS—sketch
NBC-Blue: VOCALIST
CBS: YOUR NEWS PARADE
Edwin C. Hill, commentator

Tuesdays

FEBRUARY 1-8-15-22

12:30
NBC-Red: VOCALIST
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: S T U D I E S AND SKETCHES IN BLACK AND WHITE

12:45
NBC-Red: THREE ROMANCES
CBS: OUR GAL, SUNDAY—sketch
MBS: VOCALIST, ORCHESTRA

1:00
NBC-Red: ORCHESTRA
CBS: BETTY AND BOB—sketch
MBS: ORCHESTRA

1:15
NBC-Red: ESCORTS AND BETTY
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKER, cooking expert
MBS: ORGAN RECITAL

1:30
NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays
NBC-Blue: SUE BLAKE—sketch
CBS: ARNOLD GRIMM'S DAUGHTER—sketch

1:45
CBS: HOLLYWOOD IN PERSON—Bob Baker, commentator
MBS: VOICE OF EXPERIENCE

2:00
NBC-Red: FUN IN MUSIC—Dr. Joseph E. Maddy
NBC-Blue: RANCH BOYS—trio
CBS: SLIM JIM JONES
MBS: ORCHESTRA

2:15
NBC-Blue: LET'S TALK IT OVER—June Hynd
CBS: THE O'NEILLS—sketch
MBS: RADIO GARDEN CLUB

2:30
NBC-Red: GENERAL FEDERATION OF WOMEN'S CLUBS
NBC-Blue: NBC MUSIC GUILD
CBS: AMERICAN SCHOOL OF THE AIR—Literature and Music

2:45
NBC-Red: ARMCHAIR QUARTET
MBS: BEATRICE FAIRFAX

3:00
NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: U. S. MARINE BAND
MBS: BLACKSTONE CONCERT TRIO

3:15
NBC-Red: MA PERKINS—sketch
MBS: JEAN KING—vocalist and pianist

3:30
NBC-Red: VIC AND SADE—sketch
CBS: HOLLACE SHAW—sketch
MBS: GOOD HEALTH AND TRAINING

3:45
NBC-Red: THE GUIDING LIGHT—sketch
MBS: PIANO RECITAL

4:00
NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE—variety program
CBS: ACADEMY OF MEDICINE

4:15
NBC-Red: THE STORY OF MARY MARLIN—sketch
CBS: THE MALONE'S—Between the Bookends
MBS: SONGLAND

4:20
NBC-Red: ORCHESTRA
CBS: THE GOLDBERGS—sketch
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

4:45
NBC-Red: THE ROAD OF LIFE—sketch
MBS: BOOK A WEEK

5:00
NBC-Red: DICK TRACY—sketch
NBC-Blue: INSTRUMENTAL GHOU
CBS: FOLLOW THE MOON—Elsie Hitz, Nick Dawson
MBS: ORGANIST

5:10
NBC-Blue: PRESS-RADIO NEWS

5:25
NBC-Red: TERRY AND THE PIRATES—sketch
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
CBS: LIFE OF MARY SOTHERN—sketch

5:30
NBC-Red: JACK ARMSTRONG—juvenile serial
NBC-Blue: SINGING LADY—children's program

5:45
NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial



Stuart Erwin

NBC-Blue: TOM MIX STRAIGHT SHOOTERS—juvenile serial
CBS: HILLTOP HOUSE—dramatic serial
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

EVENING

6:00
NBC-Red: SCIENCE IN THE NEWS
NBC-Blue: ORCHESTRA
CBS: LET'S PRETEND

6:15
NBC-Red: RHYTHMAIRES
MBS: LEN SALVO—organist

6:30
NBC-Red: PRESS-RADIO NEWS
NBC-Blue: ORGANIST
CBS: PRESS-RADIO NEWS

6:35
NBC-Red: ORCHESTRA
NBC-Blue: SOLOIST
CBS: SELECTIONS FROM LIGHT OPERAS

6:45
NBC-Blue: LOWELL THOMAS—news commentator
MBS: ORCHESTRA

7:00
NBC-Red: AMOS 'N' ANDY—sketch

NBC-Blue: EASY ACES—comedy sketch
CBS: POPPIC MELODIES—Jack Fulton, Franklin Mc Cormack, Kelsey's orchestra
MBS: FLETCHER LEWIS, JR., Washington news commentator

7:15
NBC-Red: VOCAL VARIETIES—choral singing
NBC-Blue: M R KEEN TRACER OF LOST PEASONS—dramatic serial
CBS: HOLLYWOOD SCREEN SCOOPIES—George McCall

7:30
NBC-Red: THROUGH TH YEARS—Jan Savitt's orchestra
NBC-Blue: PEOPLE IN THE NEWS—Dorothy Thompson commentator
CBS: SECOND HUSBAND—sketch, Helen Menken

7:45
NBC-Red: WILLIAM PRIM ROSE—viola virtuoso
NBC-Blue: MYLEN DELL CHIESA—mezzo-soprano
MBS: ORCHESTRA

8:00
NBC-Red: JOHNNY PRESENTS RUSS MORGAN AND HIS ORCHESTRA—Charlie Martin



Walter O'Keefe

NBC-Blue: THOSE WE LOVE—dramatic serial
CBS: BIG TOWN—Edward G. Robinson, Claire Trevor, dramatization
MBS: ORCHESTRA

8:30
NBC-Red: LADY ESTHER SERENADE—Wayne King's orchestra
NBC-Blue: EDGAR GUEST In "IT CAN BE DONE"—Masters' orchestra
CBS: AL JOHNSON—Martha Raye, Parkyakarkus, Victor Young's orchestra, guests
MBS: ORCHESTRA

9:00
NBC-Red: VOX POP—Parks Johnson, Wallace Butterworth
NBC-Blue: HORACE HEIDT AND HIS ALEMITE BRIGADIERS
CBS: WATCH THE FUN GO BY—Al Pearce, Nick Lucas, Hoff's orchestra
MBS: ORCHESTRA

9:30
NBC-Red: H O L L Y W O O D MARDI GRAS—Lanny Ross, Charles Butterworth, Walter O'Keefe, Ruby Mercer, Ken Carpenter, Jane Rhodes, Paige's orchestra
NBC-Blue: NBC NIGHT CLUB—Ransom Sherman, Shield's orchestra
CBS: STARK OAKIE'S COLLEGE—Stuart Erwin, Bill Gode, Stoll's orchestra
MBS: JAZZ NOCTURNE—Helene Daniels, Stanley's Orchestra

10:00
NBC-Blue: GENERAL HUGH S. JOHNSON—commentator
CBS: BENNY GOODMAN'S SWING SCHOOL
MBS: HOUR OF ROMANCE—Eddie Duchin's orchestra

10:15
NBC-Blue: KIDDOLERS

10:30
NBC-Red: JIMMIE FIDLER'S HOLLYWOOD GOSSIP
NBC-Blue: GAMBIA—violinist
CBS: DEL CASINO—baritone
MBS: ORCHESTRA

10:45
NBC-Red: SERENADE IN THE NIGHT

11:00
NBC-Red: DANCE MUSIC
NBC-Blue: DANCE MUSIC
CBS: DANCE MUSIC
MBS: MUSIC



Horace Heidt

MORNING

8:00 NBC-Red: MALCOLM CLAIRÉ children's stories
NBC-Blue: FOUR SHOWMEN -quartet

8:15 NBC-Red: GOOD MORNING MELODIES
NBC-Blue: WILLIAM MEEPER—organist

8:30 NBC-Red: DO YOU REMEMBER?
CBS: GREENFIELD VILLAGE CHAPEL

8:45 NBC-Blue: LUCILLE AND LANNY
CBS: AS YOU LIKE IT

9:00 NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program

9:15 NBC-Red: PERSON TO PERSON—Frank Luther
CBS: MADISON ENSEMBLE

9:25 CBS: PRESS-RADIO NEWS

9:30 NBC-Red: ALICE JOY—songs
CBS: THE ROAD OF LIFE—sketch



Alistair Cooke

10:00 NBC-Red: PRESS-RADIO NEWS

10:15 NBC-Red: DAN HARDING'S
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: BACHELOR'S CHILDREN—sketch

10:55 NBC-Blue: PRESS-RADIO NEWS

0:00 NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: PRETTY KITTY KELLY—sketch

0:15 NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: THE CABIN AT THE CROSSROADS—sketch
CBS: MYRT AND MARGE—sketch

0:30 NBC-Red: JUST PLAIN BILL—sketch
NBC-Blue: ATTORNEY AT-LAW—sketch
CBS: TONY WONS' SCRAPBOOK—Ann Leaf
MBS: GET THIN TO MUSIC

0:45 NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALCADE—Crosby Gales
CBS: MA PERKINS—sketch
MBS—ORGAN RECITAL

1:00 NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: RUTH CARHART—songs

1:15 NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch
CBS: CAROL KENNEDY'S ROMANCE—sketch

1:30 NBC-Red: HOW TO BE CHARMING—sketch
NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch

1:45 NBC-Red: HELLO PEGGY—sketch
NBC-Blue: EDWARD MACHUGH—The Gospel Singer

Wednesdays

FEBRUARY 2-9-16-23

CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: MYRA KINGSLEY, actress
JEAN PAUL KING commentator

AFTERNOON

12:00 Noon NBC-Red: GIRL ALONE—sketch
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMNIST—Mary Margaret McBride

12:15 NBC-Red: THE O'NEILLS—sketch
NBC-Blue: VOCALIST NEWS PARADE—Edwin C. Hill, commentator
MBS: MARY WILLIAMS—songs

12:30 NBC-Red: THROUGH THE YEARS
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Biadunas' orchestra
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: ORGAN RECITAL

12:45 NBC: OUR GAL SUNDAY—sketch
MBS: NORMAN BROKENSHIRE'S VARIETY PROGRAM

1:00 NBC-Red: ORCHESTRA
CBS: BETTY AND BOB—sketch
MBS: VOCAL DUE

1:15 NBC-Red: ESCORTS AND BETTY
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKER, cooking expert
MBS: CARSON ROBISON AND HIS BUCKAROO

1:30 NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays



Viola Vonn

NBC-Blue: SUE BLAKE—sketch
CBS: ARNOLD GRIMM'S DAUGHTER—sketch

1:45 NBC-Blue: JACK AND LORETTA—songs and patter
CBS: HOLLYWOOD IN PERSON—Bob Baker, commentator
MBS: VOICE OF EXPERIENCE

2:00 NBC-Red: YOUR HEALTH—talk, dramatization
NBC-Blue: SWINGTIME TRIO
CBS: NEWS THROUGH A WOMAN'S EYES—Kathryn Cravens
MBS: DON'T LOOK NOW—Levally and Sands, comedians, orchestra

2:15 NBC-Blue: LET'S TALK IT OVER—Alma Kitchell
CBS: THE O'NEILLS—sketch
MBS: MUSIC FOR THE SCHOOL

2:30 NBC-Red: CARLLE AND LONDON—Frances Carroll
NBC-Blue: WALTZ FAVORITES
CBS: AMERICAN SCHOOL OF THE AIR—Geography
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

2:45 NBC-Red: MEN OF THE WEST
MBS: BEATRICE FAIRFAX

3:00 NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: CONTINENTAL VARIETIES—Stopak's orchestra
CBS: RAY BLOCK'S VARIETIES
MBS: GIRL MEETS BOY

3:15 NBC-Red: MA PERKINS—sketch

3:30 NBC-Red: VIC AND SADE—sketch
NBC-Blue: LITTLE VARIETY SHOW
CBS: JENNY PEABODY—sketch
MBS: GOOD HEALTH AND TRAINING

3:45 NBC-Red: THE GUIDING LIGHT—sketch
CBS: CURTIS INSTITUTE OF MUSIC
NBC-Blue: METROPOLITAN OPERA GUILD
MBS: PIANO RECITAL

4:00 NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE—variety program

4:15 NBC-Red: THE STORY OF MARY MARLIN—sketch
MBS: VOCAL DUE

4:30 NBC-Red: VOCALIST
NBC-Blue: NATIONAL CONGRESS OF PARENTS' AND TEACHERS' ASSOCIATION
CBS: THE GOLDBERGS—sketch
MBS: JOHNSON FAMILY—sketch; with Jimmy Scribner

4:45 NBC-Red: THE ROAD OF LIFE—sketch
CBS: DR. ALLAN ROY DAFOR
MBS: BOOK A WEEK

5:00 NBC-Red: DICK TRACY—sketch
NBC-Blue: NEIGHBOR NELL
CBS: FOLLOW THE MOON—Elsie Hitz, Nick Dawson

5:10 NBC-Blue: PRESS-RADIO NEWS

5:15 NBC-Red: TERRY AND THE PIRATES—sketch
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
CBS: LIFE OF MARY SOTHERN—sketch
MBS: ORGAN AND PIANO

5:30 NBC-Red: JACK ARMSTRONG—juvenile serial
NBC-Blue: SINGING LADY—children's program

5:45 NBC-Red: LITTLE ORPHAN ANNE—juvenile serial
NBC-Blue: M. M. I. S. STRAIGHT SHOOTERS—juvenile serial
CBS: HILLTOP HOUSE—dramatic sketch
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner



Ben Bernie

EVENING

6:00 NBC-Red: AMERICA'S SCHOOLS
NBC-Blue: ORCHESTRA
CBS: DEAR TEACHER—children's program

6:15 NBC-Red: RHYTHMAIRES

6:30 NBC-Red: PRESS-RADIO NEWS
NBC-Blue: ORGANIST

6:35 NBC-Red: VOCALIST
NBC-Blue: VOCALIST

6:40 CBS: PRESS-RADIO NEWS

6:45 NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS—news commentator
MBS: BARRY WOOD AND HIS MUSIC
MBS: RADIE HARRIS—Hollywood commentator

7:00 NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: EASY ACES—comedy sketch
CBS: POETIC MELODIES—Jack Fulton, Franklin MacCormack, orchestra
MBS: PULPO NEWS, JR.—Washington low comedian

7:15 NBC-Red: UNCLE EZRA'S RADIO STATION—Pat Barrett
NBC-Blue: MR. KEEN, TRACER OF LOST PERSONS—dramatic serial
CBS: HOBBY LOBBY—David Eiman

7:30 NBC-Red: ALISTAIR COOKE—comedy critic
NBC-Blue: LUM AND ABNER—comedy sketch

7:45 NBC-Red: JEAN SARLON
NBC-Blue: CHARLOTTE LANSING—soprano
CBS: DOAKE CARTER—news commentator

8:00 NBC-Red: ONE MAN'S FAULT—sketch
NBC-Blue: ROY SHIELD'S REVUE
CBS: A VALCADE OF AMERICA—guests, Voorhees' orchestra
MBS: BLACKSTONE CONCERT TRIO

8:15 MBS: PALMER HOUSE CONCERT ORCHESTRA

8:30 NBC-Red: LADY ESTHER SERENADE—Wayne King's orchestra
NBC-Blue: SID SKOLSKY—Hollywood news
CBS: TEXACO TOWN—Eddie Cantor, Deanna Durbin, Jimmy Washington, Patsy Tomlin, Saymore Saymore, Viola Vonn, Renard's orchestra
MBS: HOOSIER HOUSEWARMERS

8:45 NBC-Blue: CHOIR SYMPHONETTE

9:00 NBC-Red: TOWN HALL TONIGHT—Fred Allen, Portland Hoffa, Van Steeden's orchestra
CBS: LAWRENCE TIBBETT Kosciuszko orchestra, Deems Taylor, guests
MBS: ORCHESTRA

9:15 NBC-Blue: MCM MINSTREL SHOW—Gene Arnold, Short's orchestra
CBS: BEN BERNIE—Lew Lehr, Buddy Clark, Jean Pickens
MBS: LET'S VISIT—Dave Driscoll, Jerry Danzig

10:00 NBC-Red: YOUR HOLLYWOOD PARADE—Dick Powell, Rosemary Lane, guests
NBC-Blue: GENERAL HUGH S. JOHNSON—commentator
CBS: GANG BUSTERS—crime dramatizations, Col. H. Norman Schwarzkopf
MBS: ORCHESTRA

10:15 NBC-Blue: SOLOIST

10:30 NBC-Blue: WALTZ INTERLUDE—Gill's orchestra
CBS: VOCALIST
MBS: ORCHESTRA

11:00 NBC-Blue: DANCE MUSIC
CBS: DANCE MUSIC
MBS: ORCHESTRA

MORNING

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

8:15
NBC-Red: GOOD MORNING
MELODIES
NBC-Blue: DICK LEIBERT
ENSEMBLE

8:30
NBC-Red: DO YOU REMEM-
BER?
CBS: POETIC STRINGS

8:45
NBC-Blue: JACK AND
LORETTA

9:00
NBC-Red: WOMEN AND
NEWS
NBC-Blue: BREAKFAST
CLUB—variety program
CBS: DEAR COLUMBIA—fan
mail dramatizations

9:15
NBC-Red: PERSON TO PER-
SON—Frank Luther
9:25
CBS: PRESS-RADIO NEWS

9:30
NBC-Red: FRANCES ADAIR
—songs
CBS: THE ROAD OF LIFE—
sketch

9:40
NBC-Red: PRESS-RADIO
NEWS

9:45
NBC-Red: DAN HARDING'S
WIG—sketch
NBC-Blue: AUNT JEMIMA ON
THE AIR—varieties
CBS: BACHELOR'S CHILD-
REN—sketch

9:55
NBC-Red: PRESS-RADIO
NEWS

10:00
NBC-Red: MRS. WIGGS OF
THE CABBAGE PATCH—
sketch
NBC-Blue: MARGOT OF CAS-
TLEWOOD—sketch
CBS: PRETTY KITTY KELLY
—sketch

10:15
NBC-Red: JOHN'S OTHER
WIFE—sketch
NBC-Blue: THE CABIN AT
THE CROSSROADS—sketch
CBS: MYRT AND MARGO—
sketch

10:30
NBC-Red: JUST PLAIN BILL
—sketch
NBC-Blue: ATTORNEY-AT-
LAW—sketch
CBS: HOW TO GET THE
MOST OUT OF LIFE—Emily
Post
MBS: GET THIN TO MUSIC

10:45
NBC-Red: THE WOMAN IN
WHITE—sketch
NBC-Blue: KITCHEN CAV-
ALCADE—Crosby Gaige
CBS: MA PERKINS—sketch
MBS: GOOD MORNING
FROM CLEVELAND

11:00
NBC-Red: DAVID HARUM—
sketch
NBC-Blue: THE STORY OF
MARY MARLIN—sketch
CBS: MARY LEE TAYLOR

11:15
NBC-Red: BACKSTAGE WIFE
—sketch
NBC-Blue: PEPPER YOUNG'S
FAMILY—sketch
CBS: CAROL KENNEDY'S
ROMANCE—sketch

11:30
NBC-Red: HOMEMAKERS'
EXCHANGE—Eleanor Howe
NBC-Blue: VIC AND SADE—
comedy sketch
CBS: BIG SISTER—sketch

11:45
NBC-Red: THE MYSTERY
GUESS
NBC-Blue: EDWARD MAC-
HUGH—The Gospel Singer
CBS: AUNT JEMIMA'S REAL
LIFE STORIES—sketch
MBS: MYRA KINGSLEY, au-
thor of JEAN PAUL KING,
commentator

AFTERNOON

12:00 Noon
NBC-Red: GIRL ALONE—
sketch
NBC-Blue: TIME FOR
THOUGHT
CBS: THE RADIO COLUM-
BIST—Mary Margaret McBride

Thursdays

FEBRUARY 3—10—17—24

12:15
NBC-Red: THE O'NEILLS—
sketch
NBC-Blue: VOCALIST
CBS: YOUR NEWS PARADE
—Edwin C. Hill, commentator

12:30
NBC-Red: VOCALIST
NBC-Blue: NATIONAL FARM
AND HOME HOUR—Walter
Bluffuss' orchestra
CBS: ROMANCE OF HELEN
TRENT—sketch

12:45
NBC-Red: THREE ROMEO'S
CBS: OUR GAL, SUNDAY—
sketch
MBS: ORCHESTRA, SOLOIST

1:00
NBC-Red: ORCHESTRA
CBS: BETTY AND BOB—
sketch

1:15
NBC-Red: ESCORTS AND
BETTY
CBS: HYMNS OF ALL
CHURCHES: BETTY CROCK-
ER, cooking expert

1:30
NBC-Red: WORDS AND MU-
SIC—Ruth Lyon, Larry Lar-
sen, Harvey Hays

3:30
NBC-Red: VIC AND SADE—
comedy sketch
CBS: U. S. ARMY BAND
MBS: GOOD HEALTH AND
TRAINING

3:45
NBC-Red: THE GUIDING
LIGHT—sketch
MBS: MUSICAL PROGRAM

4:00
NBC-Red: LORENZO JONES
—comedy sketch
NBC-Blue: CLUB MATINEE
—variety program
CBS: SCIENCE SERVICE
SERIES

4:15
NBC-Red: THE STORY OF
MARY MARLIN—sketch
CBS: TED MALONE'S—Be-
tween the Bookends
MBS: SONGLAND

4:30
NBC-Red: SONGS MY MOTH-
ER TAUGHT ME
CBS: THE GOLDBERGS—
sketch
MBS: JOHNSON FAMILY—
sketch, with Jimmy Scribner

4:45
NBC-Red: THE ROAD OF
LIFE—sketch



Jose Iturbi

NBC-Blue: SUE BLAKE—
sketch
CBS: ARNOLD GRIMM'S
DAUGHTER—sketch

1:45
NBC-Blue: VOCALIST
CBS: HOLLYWOOD IN PER-
SON—Bob Baker, commentator
MBS: VOICE OF EXPERI-
ENCE

2:00
NBC-Red: NBC MUSIC GUILD
NBC-Blue: RANCH BOYS
CBS: LYRIC SERENADE
MBS: ORCHESTRA

2:15
NBC-Blue: LET'S TALK IT
OVER—Liss Sergio
CBS: THE O'NEILLS—sketch
MBS: RUTGERS HOME ECO-
NOMICS BUREAU

2:30
NBC-Blue: ORCHESTRA
CBS: AMERICAN SCHOOL
OF THE AIR—primary music
and literature

2:45
NBC-Red: ARMCHAIR
QUARTET
NBC-Blue: VOCALIST
MBS: BEATRICE FAIRFAX

3:00
NBC-Red: PEPPER YOUNG'S
FAMILY—sketch
NBC-Blue: TODAY'S PIANO
IMPRESSIONS—Rosa Linda
CBS: STUDIES AND
SKETCHES IN BLACK AND
WHITE

3:15
NBC-Red: MA PERKINS—
sketch
NBC-Blue: EASTMAN
SCHOOL OF MUSIC
MBS: STUDIES AND
SKETCHES IN BLACK AND
WHITE



Myra Kingsley

CBS: CURRENT QUESTIONS
BEFORE THE SENATE
MBS: BOOK A WEEK

5:00
NBC-Red: DICK TRACY—
sketch
NBC-Blue: FOUR OF US
CBS: FOLLOW THE MOON—
Elsie Hiltz, Nick Dawson
MBS: PIANIST

5:10
NBC-Blue: PRESS-RADIO
NEWS

5:15
NBC-Red: BENNO RABIN
OFF—violinist
NBC-Blue: DON WINSLOW
OF THE NAVY—sketch
CBS: LIFE OF MARY SOTHE-
RY—sketch

5:30
NBC-Red: JACK ARMSTRONG
—juvenile serial
NBC-Blue: SINGING LADY—
children's program

5:45
NBC-Red: LITTLE ORPHAN
ANNIE—juvenile serial
NBC-Blue: T O M M I X
STRAIGHT SHOOTERS—juve-
nile serial
CBS: HILLTOP HOUSE—dra-
matic serial
MBS: JOHNSON FAMILY—
sketch, with Jimmy Scribner

EVENING

6:00
NBC-Red: DANCE BAND
NBC-Blue: ORCHESTRA
CBS: LET'S PRETEND

6:15
MBS: HAROLD TURNER—
pianist

6:25
CBS: PRESS-RADIO NEWS

6:30
NBC-Red: PRESS-RADIO
NEWS
NBC-Blue: ORCHESTRA

6:35
NBC-Red: VOCALIST
NBC-Blue: VOCALIST

6:45
NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS
—news commentator
MBS: ORCHESTRA

7:00
NBC-Red: AMOS 'N' ANDY—
sketch
NBC-Blue: EASY ACES—com-
edy sketch
CBS: POETIC MELODIES—
Jack Fulton, Franklin Mac-
Cormack, orchestra
MBS: FULTON LEWIS, JR.—
Washington news commentator

7:15
NBC-Red: VOCAL VARIE-
TIES—choral singing
NBC-Blue: M. E. K. E. N.
TRACER OF LOST PERSONS
—dramatic serial
CBS: HOLLYWOOD SCREEN-
SCOOPS—George McCall
MBS: ORCHESTRA

7:30
NBC-Red: MUSIC FOR MOD-
ERNS
NBC-Blue: ORCHESTRA
CBS: WE, THE PEOPLE—
Gabriel Heatter

7:45
NBC-Red: ORCHESTRA
MBS: ORCHESTRA

8:00
NBC-Red: ROYAL GELATIN
PROGRAM—Rudy Vallee,
guests
CBS: KATE SMITH—Ted Col-
lins, Henry Youngman, Miller's
orchestra
MBS: MUSIC BY—guest con-
ductors



George McCall

8:15
NBC-Blue: JIMMY KEMPER'S
SONG STORIES

8:30
NBC-Blue: MARCH OF TIME
—news dramatizations
MBS: ORCHESTRA

9:00
NBC-Red: GOOD NEWS OF
1935—A-G-M stars, Wilson's
orchestra
NBC-Blue: ROCHESTER
PHILHARMONIC—Jose Iturbi
CBS: MAJOR BOWEN'S AMA-
TEUR HOUR
MBS: ORCHESTRA

9:30
NBC-Blue: AMERICA'S
TOWN MEETING OF THE
MBS—speakers
MBS: ALFRED WALLEN-
STEIN'S SINFINETTA

10:00
NBC-Red: KRAFT MUSIC
HALL—Bing Crosby, Bob
Burns, Trotter's orchestra,
guests
NBC-Blue: NBC JAMBOREE
CBS: TISH—dramatization
MBS: THE WITCH'S TALE—
Alonzo Dean Cole, Marie
O'Flynn

10:30
CBS: ESSAYS IN MUSIC—
Victor Bay's orchestra, Mar-
garet Daum, Ruth Carhart,
David Ross
MBS: HENRY WEBER'S
MUSICAL REVUE

11:00
NBC-Red: DANCE MUSIC
NBC-Blue: ORCHESTRA
CBS: BAB CALLOWAY'S OR-
CHESTRA

11:15
NBC-Blue: ELZA SCHAL-
BERT REVIEWS—previews,
guests
MBS: THEATRE DIGEST

MORNING

Frídáys

FEBRUARY 4-11-18-25

EVENING

8:00
NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: FOUR SHOWMEN—quartet

8:15
NBC-Red: GOOD MORNING MELODIES
NBC-Blue: WILLIAM MEE-DER—organist

8:30
NBC-Red: DO YOU REMEM-BER?
CBS: FRED FEIBEL—organ-ist

8:45
NBC-Blue: LUCILLE AND LANNY

9:00
NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: METROPOLITAN PA-RADE

9:15
NBC-Red: PERSON TO PER-SON—Frank Luther

9:25
CBS: PRESS-RADIO NEWS

9:30
NBC-Red: ALICE JOY—songs
CBS: THE ROAD OF LIFE—sketch

9:40
NBC-Red: PRESS-RADIO NEWS

9:45
NBC-Red: DAN HARDING'S WIFE—sketch
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties



Reed Kennedy

CBS: BACHELOR'S CHILDREN—sketch

9:55
NBC-Blue: PRESS-RADIO NEWS

10:00
NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
NBC-Blue: MARGOT OF CASTLEWOOD—sketch
CBS: PRETTY KITTY KELLY—sketch

10:15
NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: THE CABIN AT THE CROSSROADS—sketch
CBS: MYRT AND MARGE—sketch

10:30
NBC-Red: JUST PLAIN BILL—sketch
NBC-Blue: ATTORNEY AT-LAW—sketch
CBS: TONY WONS' SCRAP-BOOK—Ann Leaf
MBS: GET THIN TO MUSIC

10:45
NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAV-ALCADE—Crosby Gaige
CBS: MA PERKINS—sketch
MBS: BENAY VENUTA'S PROGRAM

11:00
NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: RUTH CARHART—songs
CBS: REMINISCING

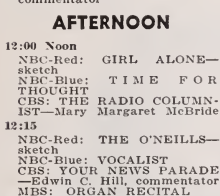
11:15
NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch
CBS: CAROL KENNEDY'S ROMANCE—sketch

11:30
NBC-Red: HOW TO BE CHARMING—sketch
NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch

11:45
NBC-Red: HELLO PEGGY—sketch
NBC-Blue: EDWARD Mac-HUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: MYRA KINGSLEY, as-trologer, JEAN PAUL KING, commentator

12:00 Noon
NBC-Red: GIRL ALONE—sketch
NBC-Blue: TIME FOR THOUGHT
CBS: THE RADIO COLUMN-IST—Mary Margaret McBride

12:15
NBC-Red: THE O'NEILLS—sketch
NBC-Blue: VOCALIST
CBS: YOUR NEWS PARADE—Edwin C. Hill, commentator
MBS: ORGAN RECITAL



Margaret Daum

12:30
NBC-Red: ORCHESTRA
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

12:45
CBS: OUR GAL SUNDAY—sketch

1:00
NBC-Red: CAMPUS KIDS
CBS: BETTY AND BOB—sketch

1:15
NBC-Red: ESCORTS AND CBS: BETTY CROCKER—cooking expert
MBS: CARSON ROBISON AND HIS BUCKAROOS

1:30
NBC-Red: WORDS AND MU-SIC—Larry Larsen, Ruth Lyon, Harvey Hays
NBC-Blue: SUE BLAKE—sketch
CBS: ARNOLD GRIMM'S DAUGHTER—sketch

1:45
NBC-Blue: JACK AND LOR-ETTA—songs and patter
CBS: HOLLYWOOD IN PER-SON—Bob Baker, commentator
MBS: VOICE OF EXPERI-ENCE

2:00
NBC-Red and NBC-Blue: NBC MUSIC APPRECIATION HOUR—Dr. Walter Damrosch
CBS: NEWS THROUGH A WOMAN'S EYES—Kathryn Gravens
MBS: DON'T LOOK NOW—Lavalie and Sands, comedians, orchestra

2:15
CBS: THE O'NEILLS—sketch
MBS: RADIO GARDEN CLUB

2:30
CBS: AMERICAN SCHOOL OF THE AIR—Vocational Guidance; Science Club of the Air

2:45
MBS: BEATRICE FAIRFAX

3:00
NBC-Red: PEPPER YOUNG'S FAMILY—sketch
NBC-Blue: RADIO GUILD—dramatization
CBS: FRIDAY REVUE

3:15
NBC-Red: MA PERKINS—sketch

3:30
NBC-Red: VIC AND SADE—sketch
CBS: JENNY PEABODY—sketch
MBS: GOOD HEALTH AND TRAINING

3:45
NBC-Red: THE GUIDING LIGHT—sketch
CBS: DEEP RIVER BOYS
MBS: PIANIST

4:00
NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: CLUB MATINEE—variety program



Arthur Godfrey

CBS: CHICAGO VARIETIES

4:15
NBC-Red: THE STORY OF MARY MARLIN—sketch
CBS: TED MALONE'S—Be-tween the Bookends
MBS: BLACK ON WHITE

4:30
NBC-Red: WILLIAM PRIM-ROSE—viola virtuoso
CBS: THE GOLDBERGS—sketch
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

4:45
NBC-Red: THE ROAD OF LIFE—sketch
CBS: DR. ALLAN ROY DA-FOE
MBS: BOOK A WEEK

5:00
NBC-Red: DICK TRACY—sketch
NBC-Blue: NEIGHBOR NELL CBS: FOLLOW THE MOON—Elsie Hill, Nick Dawson

5:15
NBC-Blue: PRESS-RADIO NEWS

5:30
NBC-Red: JACK A R M-STRONG—juvenile serial
NBC-Blue: ORCHESTRA
MBS: THE MARYLAND LADY—children's program

5:45
NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
NBC-Blue: T O M M I X STRAIGHT SHOOTERS—juvenile serial

CBS: HILLTOP HOUSE—dra-matic serial
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

6:00
NBC-Red: EDUCATION IN THE NEWS—dramatization
NBC-Blue: ORCHESTRA
CBS: CHILDREN'S CONCERT

6:15
NBC-Red: RHYTHMAIRES

6:30
NBC-Red: PRESS-RADIO NEWS
NBC-Blue: ORGANIST
CBS: PRESS-RADIO NEWS

6:35
NBC-Red: VOCALIST
NBC-Blue: SOLOIST
CBS: FOUR STARS

6:45
NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS—news commentator
MBS: RAYMOND GRAM SWING—news commentator

7:00
NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: MARY SMALL—songs
CBS: POETIC MELODIES—Jack Fulton, Franklin Mac-Cormack, orchestra
MBS: FULTON LEWIS, JR.—Washington news commentator

7:15
NBC-Red: UNCLE EZRA'S RADIO STATION—Pat Barrett
NBC-Blue: DR. KARL REI-LAND—commentator
CBS: ARTHUR GODFREY

7:30
NBC-Red: HENDRIK WIL-LEM VAN LOON—talks
NBC-Blue: LUM AND ABNER—sketch
CBS: MARGARET DAUM—songs

7:45
NBC-Red: BUGHOUSE RHYTHM
NBC-Blue: VOCALIST
CBS: BOAKE CARTER—news commentator

8:00
NBC-Red: CITIES SERVICE CONCERT—Lucille Manners, Bourdon's orchestra
NBC-Blue: GRAND CENTRAL STATION—dramatic sketch
CBS: HAMMERSTEIN MUSIC HALL

8:15
MBS: CHARLOTTEERS

8:30
NBC-Blue: DEATH VALLEY DAYS—dramatization
CBS: PAUL WHITEMAN'S ORCHESTRA
MBS: STEVEN CARTWRIGHT—commentator

9:00
NBC-Red: WALTZ TIME—Frank Munn, Lois Bennett, Lyman's orchestra
CBS: HOLLYWOOD HOTEL—Frances Langford, Jerry Cooper, Anne Jamison, Paige's orchestra
MBS: ORCHESTRA

9:30
NBC-Red: TRUE STORY A COURT OF HUMAN RELATIONS—dramatization, A. L. Alexander
NBC-Blue: RALEIGH AND KOOL SHOW—Tommy Dorsey's orchestra, Edythe Wright, Jack Leonard, Paul Stewart
MBS: STUDIES IN CON-TRAST—Ernie Florio's or-chestra

10:00
NBC-Red: FIRST NIGHTER—dramatization, Les Tremayne, Barbers Lynde
CBS: COCA-COLA SONG SHOP—Kitty Carlile, Frank Crum-itt, Reed Kennedy, Alice Corn-ett, Haenschen's orchestra
MBS: TWENTY YEARS AGO AND TODAY—drama

10:30
NBC-Red: JIMMIE FIDLER'S HOLLYWOOD GOSSIP

10:45
NBC-Red: PEOPLE IN THE NEWS—Dorothy Thompson
NBC-Blue: Commentator

11:00
NBC-Red: GEORGE R. HOLMES—Washington com-mentator
NBC-Blue: ORCHESTRA
CBS: DANCE MUSIC
MBS: DANCE MUSIC

MORNING

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

8:15
NBC-Red: GOOD MORNING MELODIES
NBC-Blue: DICK LEIBERT ENSEMBLE

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

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

9:00
NBC-Red: THE WISE MAN



B. A. Rolfe

NBC-Blue: BREAKFAST CLUB—variety program
CBS: RAY BLOCK—pianist

9:15
NBC-Red: PERSON TO PERSON—Frank Luther
CBS: DALTON BROTHERS—novelty trio

9:40
NBC-Red: PRESS-RADIO NEWS

9:45
NBC-Red: LANDT TRIO
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: FIDDLER'S FANCY

9:55
NBC-Blue: PRESS-RADIO NEWS
CBS: PRESS-RADIO NEWS

10:00
NBC-Red: VOCALIST
NBC-Blue: SWEETHEARTS OF THE AIR—May Singh Eren, Peter de Rose
CBS: FRED FEIBEL—organist

10:15
NBC-Red: CHARIOTEERS—male quartet
NBC-Blue: SWING SERENADE

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

10:45
NBC-Blue: THREE ROMEO'S
MBS: TEX FLETCHER—The Lonely Cowboy

Saturdays

FEBRUARY 5—12—19—26

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

11:15
NBC-Red: FORD RUSH AND SILENT SLIM
NBC-Blue: MINUTE MEN—male quartet

11:30
NBC-Red: HALF PAST ELEVEN
NBC-Blue: OUR BARN—children's program, Madge Tucker
MBS: U. S. ARMY BAND

11:45
NBC-Red: VOCALIST

AFTERNOON

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

12:15
NBC-Blue: SOLOIST



Norman Brokenshire

MBS: THIS WONDERFUL WORLD

12:30
NBC-Red: REX BATTLE'S CONCERT ENSEMBLE
NBC-Blue: NATIONAL FARM AND HOME HOUR
CBS: GEORGE HALL AND HIS ORCHESTRA
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

12:45
MBS: STEVE SEVERN'S PET CLUB

1:00
NBC-Red: ORCHESTRA
CBS: ORIENTALE

1:15
CBS: VOCALIST
MBS: LUNCHEON DANCE MUSIC

1:30
NBC-Red: CAMPUS CAPERS—orchestra, vocalists
NBC-Blue: CLUB MATINEE
CBS: BUFFALO PRESENTS
MBS: ORCHESTRA

1:55
NBC-Blue: METROPOLITAN OPERA

2:00
NBC-Red: ORCHESTRA
CBS: MADISON ENSEMBLE
MBS: MUSICAL PROGRAM

2:30
NBC-Red: YOUR HOST IS BUFFALO—orchestra, soloists
CBS: ANN LEAF—organist
MBS: ORCHESTRA

2:45
CBS: MERRYMAKERS

3:00
NBC-Red: GOLDEN MELODIES
MBS: NORMAN BROKENSHIRE'S VARIETY PROGRAM

3:30
NBC-Red: VOCALIST

4:00
MBS: INTERNATIONAL HOUSE

4:15
CBS: TED MALONE'S—Between the Bookends

4:30
MBS: ORGANIST

5:00
NBC-Red: ORCHESTRA
NBC-Blue: ORCHESTRA
CBS: STORY OF INDUSTRY
MBS: ORCHESTRA

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

5:30
NBC-Red: CALLING ALL STAMP COLLECTORS
CBS: CONSOLE MOODS

5:45
NBC-Red: ORCHESTRA

EVENING

6:00
NBC-Red: EL CHICO SPANISH REVUE
NBC-Blue: ORCHESTRA
CBS: COLUMBIA'S CHORUS QUARTET
MBS: ORGAN RECITAL

6:15
MBS: PIANO RECITAL

6:25
CBS: PRESS-RADIO NEWS

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

6:35
NBC-Red: SPORTS QUESTION BOX
NBC-Blue: ALMA KITCHELL—contralto

6:45
NBC-Red: RELIGION IN THE NEWS—Dr. Walter Van Kirk
NBC-Blue: JOHNNY O'BRIEN

7:00
NBC-Red: KALTENMEYER'S KINDERGARTEN—Bruce Kamman
NBC-Blue: MESSAGE OF ISRAEL—guests and music
CBS: SATURDAY SWING SESSION
MBS: PALMER HOUSE ENSEMBLE

7:15
MBS: ORCHESTRA

7:30
NBC-Red: LINTON WELLS—commentator
NBC-Blue: UNCLE JIM'S QUESTION BEE
CBS: CARBORUNDUM BAND—Edward D'Anna, conductor

7:45
NBC-Red: JEAN SABLON
MBS: ORCHESTRA

8:00
NBC-Red: BELIEVE-IT-OR NOT—Robert L. Ripley, Rolfe's orchestra
NBC-Blue: ORCHESTRA
CBS: COLUMBIA WORKSHOP
MBS: PAT BARNES AND HIS BARNSTORMERS—Marcella Hendricks, Paul Roberts

8:30
NBC-Red: LOG CABIN SHOW—Jack Haley, Virginia Verrill, Warren Hall, Wendy Barrie, Flo Rito's orchestra
NBC-Blue: NBC SPELLING BEE—Paul Wing
CBS: JOHNNY PRESENTS RUSS MORGAN AND HIS ORCHESTRA—Charles Martin, guests
MBS: CONTINENTAL REVUE—Olga Bacianova, Raoul Nadeau

8:45
NBC-Blue: NOLA DAY—songs

9:00
NBC-Red: ORCHESTRA
NBC-Blue: NATIONAL BARN DANCE—Joe Kelly
CBS: PROFESSOR QUIZ—Bob Trout
MBS: JOHN STEELE—European news commentator

9:30
NBC-Red: SPECIAL DELIVERY—sketch
CBS: SATURDAY NIGHT SERENADE—Mary Eastman, Bill Perry, Haenschel's orchestra

10:00
NBC-Red and NBC-Blue: NBC SYMPHONY ORCHESTRA—Arturo Toscanini, conductor
CBS: YOUR HIT PARADE—

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

In this New Cream
the "Skin-Vitamin"
the substance which helps
to make Skin Beautiful

What makes one woman's skin so smooth—vital looking? Another's dull and dry, even rough?



(ABOVE) Mrs. Goelet at an informal musicale.
 (LOWER LEFT) In the Museum of Modern Art, looking at the famous "Bird in Flight."

Mrs. Goelet's home is in New York, where her appreciation of music and art is well known to her friends.



Mrs. Ogden Goelet

Blonde, petite, with a delicate fair skin. "Pond's Cold Cream with the 'skin-vitamin' has done wonders for my skin. Now it's never rough or dry—seems to keep smoother and fresher looking always."

whenever you have a chance. Pat it in especially where there are little rough places or where your skin seems dull, lifeless. In a few weeks, see if your skin is not smoother, brighter looking!

Same jars, same labels, same price

Now every jar of Pond's Cold Cream you buy contains this new cream with "skin-vitamin" in it. You will find it in the same jars, with the same labels, at the same price.

TODAY, we know of one important actor in skin beauty. We have learned that a certain vitamin *aids in keeping skin beautiful*. The important skin-vitamin" about which we are learning more and more every day!

Aids skin more directly

Over four years ago, doctors found that this vitamin, when applied right on the skin, helps it more directly! In cases of wounds and burns, it actually healed skin quicker and better!

Pond's found a way to put this "skin-vitamin" into Pond's Cold Cream. They tested it—during more than three years! In

animal tests, skin that had been rough and dry because of "skin-vitamin" deficiency in the diet became smooth and supple again when Pond's Cold Cream containing "skin-vitamin" was applied daily. And this improvement took place in only 3 weeks!

Women report benefits

Today, women who are using Pond's Cream—the new Pond's Cold Cream with "skin-vitamin" in it—say that it does make skin smoother; that it makes texture finer; that it gives a livelier, more glowing look!

Use this new cream just as before—for your nightly cleansing, for the morning freshening-up, and during the day before make-up. Leave some on overnight and

EXTRAORDINARY 1¢ OFFER AT LOCAL STORES

While they last! With purchase of a regular 3½-oz. jar of Pond's Cold Cream, get for only 1¢ extra a large introductory bottle of DANYA, Pond's new-type preparation for hands.



BOTH CONTAIN THE ACTIVE "SKIN-VITAMIN"

HOW TO KEEP A HUSBAND HAPPY

on left-overs



DARLING, THAT WAS A DELICIOUS DINNER — YOU'RE A MARVELOUS COOK!

THANK GOODNESS MOTHER TOLD ME WHAT TO DO WITH THAT LEFT-OVER MEAT!

It's a wise bride who has discovered the Franco-American way to make left-overs go further and taste better. Now you don't have to worry about what to do with the meat left over from Sunday's dinner. Just combine it with Franco-American Spaghetti, and your husband will be amazed at how you can turn out such a marvelous creation on a "bride and groom budget." That delicious, savory sauce, with its eleven ingredients, makes Franco-American Spaghetti combine wonderfully with other foods.

Franco-American Spaghetti is grand as a main dish, too. Children love it for lunch. It is just packed with nourishment, and since Franco-American usually costs only ten cents a can, this means that you are getting a tempting, nourishing dish for less than 3¢ a portion. And how it does save work! It is all ready to heat and serve. Franco-American is no ordinary ready-cooked spaghetti—taste it once and you'll never be without it. Get some at your grocer's today!

Franco-American SPAGHETTI

Made by the Makers of Campbell's Soups

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



THE FRANCO-AMERICAN FOOD COMPANY, Dept. 63 Camden, New Jersey. Please send me your free recipe book—"50 Tempting Spaghetti Meals."

Name (print) _____
 Address _____
 City _____ State _____

ELEANOR HOWE'S RECIPE

LAMB STEW

- | | |
|--------------------------------------------|-----------------------|
| 3 tablespoons butter | 3 potatoes, cut small |
| 1½ pounds lamb (cut from neck or shoulder) | 3 carrots, sliced |
| 3 to 4 cups boiling water | 3 onions, sliced thin |
| 1½ teaspoons salt | 2 tablespoons flour |
| ¼ teaspoon pepper | ¾ cup cold water |

Melt butter in frying pan. Cut lamb into 1-inch cubes and brown in hot butter. Well browned, transfer meat to a large saucpan. Rinse out the frying pan with 1 boiling water, pouring over the meat. Add salt and pepper. Cover and simmer until meat is tender (approximately 1½ hours). Add vegetables and cook until tender (about 20 minutes longer). Mix flour and cold water to a smooth paste. Add slowly to ste simmer 5 minutes, stirring frequently. Add more boiling water if necessary. Drop dumplings into the boiling stew and cover closely. Boil gently for 15 minutes with removing the cover. Serve immediately.

PARSLEY DUMPLINGS

- | | |
|----------------------------|--------------------------------|
| 1½ cups flour | 3 tablespoons shortening |
| 1½ teaspoons baking powder | ½ cup milk, approximately |
| ¾ teaspoon salt | ¾ tablespoons parsley, chopped |

Mix and sift together all dry ingredients. Cut in the shortening. This mixture may be kept in ice refrigerator, in reserve for future use. Then, when desiring to make dumplings, remove mixture from refrigerator, add milk and parsley, mixing lightly, form soft dough. Drop by spoonfuls into rapidly boiling Lamb Stew. Cover tight and cook, as specified, for 15 minutes without removing cover.

ST. VALENTINE'S "SALADESSERT"

- | | |
|------------------------------------|------------------------------------|
| 2 packages cherry-flavored gelatin | 1 cup pineapple wedges |
| 1 pint boiling water | 1 cup pitted canned white cherries |
| 1 pint cold water | 8 marshchino cherries, halved |
| 12 marshmallows, quartered | 4 marshmallows for garnishing |

Dissolve cherry gelatin in boiling water. Stir until dissolved. Add cold water & 2 cups of juice from the canned cherries and water combined. Chill mixture until begins to set. Fold quartered marshmallows, pineapple wedges and white cherries into partly congealed mixture. Turn into one large heart-shaped mold, or 8 to 10 individual heart-shaped ones. Place in ice refrigerator and chill until firm. Meanwhile, cut remaining 4 marshmallows into halves through the rounded side, using scissors dipped frequently in water. Then, with these scissors, also cut four or five tiny pie-shaped wedges from each marshmallow half, to form flower-like petals. Just before serving, unmoild the gelatin and garnish with flowers made of marshmallow petals, with a halved marshchino cherry in the center of each "flower." Garnish plate with curly endive or shredded lettuce. Serve with a dressing made of equal parts of mayonnaise and whipped cream, colored with marshchino juice.

PEPPERMINT STICK ICE CREAM

- | | |
|-----------------------|--------------------------------|
| 1 tablespoon gelatin | 2 egg yolks, beaten |
| 1 pint milk | ¾ teaspoon salt |
| 1 pint whipping cream | 2 teaspoons vanilla extract |
| 1 cup sugar | ½ cup crushed peppermint candy |

Soak gelatin in ½ cup of the milk. Heat the remaining milk with the whipping cream and when hot add the soaked gelatin. Stir until gelatin has dissolved. Add sugar and beaten yolks. Blend carefully. Add salt and vanilla extract. Pour mixture into freezing container of ice cream freezer. Assemble and cover carefully. Pack mixture of cracked ice and rock salt around the freezing container—using 3 parts of ice to 1 part of salt by volume. Turn crank until mixture becomes too stiff to turn any more. Take out dasher. Fold in crushed peppermint candy. Pack down evenly with a spoon. Cover ice cream with wax paper and replace cover. Pour off excess water from ice and salt and replenish the mixture. Cover and allow to harden for at least 1 hour before serving.

"DARK DEVIL" CAKE

- | | |
|-----------------------------------------|--------------------------|
| 2 squares unsweetened cooking chocolate | ¾ teaspoon soda |
| ½ cup butter | ¾ cup sour milk or cream |
| ½ cup boiling water | 1 teaspoon vanilla |
| 1 cup sugar | 1 egg |
| 1½ cups sifted flour | |

Place chocolate and butter in upper part of double boiler and melt over boiling water. Add ½ cup boiling water and blend well. Add sugar. Remove from heat. Stir in sifted flour. Dissolve soda in the sour milk or cream. Add with the vanilla to first mixture. Beat egg and add. Beat together until smooth. Turn into square greased loaf pan and bake in moderate oven (375° F.) 30 minutes or until a cake tester inserted in cake comes out clean. Cool on wire cake rack. This cake may be cut into heart-shaped pieces with a knife (or a heart-shaped cutter) to serve as a base for chocolate-sprinkled Peppermint Stick Ice Cream as illustrated on the first page of this article. Or it may be cut into squares and topped with your favorite frosting.

HERE'S HOW!

(Continued from page 11)

HERE'S HOW

—To decorate a cake attractively, without bothering with a frosting: Place a lace paper doily over the top of the cake and spread over it a generous amount of sifted powdered sugar. Press down lightly with cake server or spatula and gently lift off the doily. This leaves a lovely pattern in snowy white on the brown of your cake.

—To fix up a home-made mayonnaise that has curdled: Simply add 1 or 2 tablespoons of undiluted evaporated milk. Beat, and all will be well in a jiffy. The same may be done with curdled Hollandaise, only in this case the sauce is added slowly to the evaporated milk, while beating constantly.

—To take shortening out of a can with ease: Just hold your kitchen spoon over a low flame for a second or two before dipping it into the can. The shortening then slides into and out of the spoon easily.

—To give scalloped potatoes a grand new taste: Use a can of cream of mushroom soup in place of part of the milk called for in the recipe.

—To truss fowl without much bother: Try using a crochet hook instead of needle. The cord can be caught with the hook and pulled through the sides of the opening in criss-cross fashion.

—To flavor soups or stews with onion, whole spices, parsley, etc., without directly adding them to the contents of the pot: Buy an aluminum tea ball at any dime store and drop the tea ball full of chopped onion or whatever you wish into the soup or stew at the making.

—To make a gelatin dish in a hurry: substitute $1\frac{1}{2}$ cups of cracked ice from a modern ice refrigerator for 1 cup of liquid called for in the recipe. Add the ice to the already dissolved but still hot gelatin mixture and you will be surprised how well this "quick trick" really works.

—To restore smoothness to cream that has been overwhipped: Just pour a bit of cold sweet milk into the overwhipped cream, stir lightly and the cream will regain its whipped perfection.

—To melt a small amount of butter in a jiffy: Use the bowl of a ladle which will prove to be just the right size and which has a handle long enough to keep hands away from the flame.

—To make pastry shells that retain their shape after baking: Use two pie plates of the same size. Grease the inside of one and the inside of the other. Put the pricked pastry over the greased back of the one pie plate, fringe edges and lightly place the other pie over it. Bake in that "upside down" position, then, when baked, turn tin right side up, remove the top one and where you will have a full-sized pie shell right side up in the tin.

(Continued on page 104)



● "My stars, Mrs. Fox! A dog's been chasing your baby? I'll tie an empty Johnson's Baby Powder can to that hound's tail some day. You poor little chap—so hot! Watch me get you cooled off..."



● "Wa-a-ah! How's that, pretty good, eh? I make that noise when I'm hot and cross. It always fetches the Johnson's Baby Powder. Mother's slow today—I'll give her another blast. Wa-a-ah!"



● "Here it comes, Foxy—a nice sprinkle of downy, cooling Johnson's. Got any rashes or chafes? Any prickly heat under your chin? Johnson's will soothe 'em before you could say Tally-ho!"

● "One good feel of Johnson's Baby Powder, and you know it's finer and softer than other powders—that's why it keeps a baby's skin in such perfect condition! And perfect condition is the way to shut out skin infections. Only the finest imported talc is used

to make Johnson's Baby Powder—noorris-root... Other aids to baby's comfort: Johnson's Baby Soap, Baby Cream, and Baby Oil for tiny babies.

Johnson-Johnson
NEW BRUNSWICK NEW JERSEY



JOHNSON'S BABY POWDER



**LOOK YOUR BEST
IN ANY LIGHT**

You can, if you use *light-proof* powder!

• You can now get powder that is *light-proof*. Luxor face powder modifies the light rays that powder particles ordinarily reflect. It solves the old problem of "shine". Your complexion is not constantly being light-struck, by day or by night. Those unbecoming highlights of cheekbones, chin, and nose are all subdued!

An Important Discovery

Anyshade of light-proof powder will do more for your appearance than the most carefully selected shade of powder that picks up every ray of light. It will keep that lovely softness under lights that would otherwise make your face shine like an apple.

Don't buy any powder until you have made this test. The makers of Luxor light-proof powder will send you a box free, for your own demonstration. Make up as usual, in any light, but finish with this new powder. Then see if you can find any light this remarkable powder does not soften!

LUXOR LIGHT-PROOF FACE POWDER



THIS is what happens with make-up that reflects every ray of light.



SEE the effect of powder that is light-proof and modifies the light rays.

LUXOR, Ltd., Chicago. MM-8-33
Please send trial box of Luxor light-proof powder free and prepaid.

Flesh Rachel Rose Rachel Rachel No. 2

Name

Street

City State



Two who crashed movies via radio. Fred Waring's hot trumpeter, Johnnie Davis, and Frances Langford are in Warners' musical, *Hollywood Hotel*.



Dorothy Lamour, Charlie McCarthy's heart-throb, is Herbie Kay's wife in real life. She was vocalist with his orchestra before they were married.

WEST COAST CHATTER

FOR a scene in *Girl of the Golden West*, which Jeanette MacDonald and Nelson Eddy are making at Metro, Jeanette had to fire a revolver at her blonde leading man. Nelson didn't fall at her feet, but a stuffed peacock did. Mr. E. had plotted with a prop boy, who threw the bird.

EDGAR BERGEN and Charlie McCarthy are two gentlemen around town who look cynical when the new depression is mentioned. And they can well afford to. For this month they appeared at a Los Angeles theatre for \$5000 a week, plus percentages, with a \$6500 weekly guarantee. And just a year ago the boys were glad to get \$250 a week at a Los Angeles theatre.

the rehearsal of the Jack Benny show. Afterwards he went up to Jack and said in an awed voice: "Say, that's a swell program." "Think so?" asked Jack, yawning. "Well, wait until you hear the real show. We were just going over the cuts now."

ROSEMARY and Priscilla Lane are as ingenious as they're purty. Discovering several fat and slippery frogs in the pool at their new Encino ranch home the other day, the girls decided to give a baked frog-leg supper at the ranch. Invited to "chew a leg" with them were Raymond Paige and his wife, Ken Niles, Jerry Cooper and Wayne Morris. Most excitement of the evening, however, was not the frog-legs, but Priscilla's announcement that she would soon be Mrs. Wayne Morris.

AN Eastern visitor was listening to

From the Hollywood corner of radio come rare reports of what stars



Here's Eddie Cantor's Vyola Vonn, known as *Mlle. Fifi* on his program. She's nineteen and from Southern California.

BY LOIS SVENSRUD

JUST before the Cantor show left for the East, Barbara Jane Wallington, four-months-old daughter of Mr. and Mrs. James W., was christened at an elaborate service. Godfather was Eddie Cantor, while Deanna Durbin and Glenda Farrell were godmothers. Barbara wore the same christening robes that her proud poppa had worn for his christening exactly thirty years before.

AMOS 'N' ANDY claim they have the fastest getaway in radio. Here's Charles Correll's story which he swears is the truth, the whole truth, etc. Last Friday night he tore out of the NBC studios as soon as Andy's last word had been spoken, jumped in his car, and headed for home. Six blocks away from the studio he turned

(Continued on page 59)

are up to on the air and off

I'VE GOT A DATE!
 SO I'M BATHING WITH FRAGRANT CASHMERE BOUQUET SOAP...IT'S THE LOVELIER WAY TO AVOID OFFENDING!

HERE'S HOW CASHMERE BOUQUET SOAP WORKS...ITS RICH, DEEP-CLEANSING LATHER REMOVES EVERY TRACE OF BODY ODOR, AND THEN, LONG AFTER YOUR BATH, ITS LINGERING PERFUME CLINGS TO YOUR SKIN!

TO BE ALLURING, A GIRL JUST MUST KEEP FRAGRANTLY DAINTY! THAT'S WHY I BATHE WITH CASHMERE BOUQUET, THE LOVELY PERFUMED SOAP!

ALL EVENING LONG, THIS LOVELY PERFUME LINGERS...MAKES YOU FEEL SO SURE OF DAINTINESS!

NOW I SEE WHY CASHMERE BOUQUET IS THE LOVELIER WAY TO AVOID OFFENDING!

MARVELOUS FOR COMPLEXIONS, TOO!
 You'll want to use this pure, creamy-white soap for both face and bath.
 Cashmere Bouquet's lather is so gentle and caressing. Yet it removes every trace of dirt and cosmetics, leaving your skin clearer, softer... more radiant and alluring!

Cashmere Bouquet Toilet Soap
Cashmere Bouquet

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

TO KEEP FRAGRANTLY DAINTY—BATHE WITH PERFUMED
CASHMERE BOUQUET SOAP

RADIO'S NEW TABLE TENNIS

**WHEN YOU EAT
A LOT YET STAY SKINNY
WEAR, SICKLY LOOK OUT FOR
MAL-NOURISHMENT**

**Often Your
System Is
Starving for
Iron, Iodine
and Vitamins
Vitally Needed
to get the Good
Out of Food!**

**Thousands Report
New Mineral-Vita-
min Concentrate
From the Sea—
Adds Extra Pounds
of "Stay-There"
Flesh, New Strength
and Energy the
First Week!**

Malnourishment (an insufficient supply of minerals and vitamins) often explains why folks stay thin, ailing, worn out, with weakened resistance. Just enough of the starchy foods are deceiving because frequently they lack vital minerals and essential vitamins needed for body building. As a result, you do not get the good out of the food you eat and your system lacks in strength, energy and weight. Many thousands of pale, sickly, ailing folks have found glorious relief with Kelpamalt. This amazing iron, iodine and vitamin concentrate is rich in vital elements necessary for the body's chemical processes. It contains assimilable iron, copper, phosphorus and calcium vitally needed for blood and tissue building. Most important is Kelpamalt's natural iodine—not to be confused with ordinary liquid chemical iodine. Iodine, scientists say, is found in the blood, liver and glands. It is vitally important to their normal functioning. A recent report states that 60 million people in the United States are not getting enough iodine in their daily food. Experts recommend the additional two inches of sea salt each work for their iodine-rich oysters. In addition to this precious mineral, Kelpamalt contributes to the resistance building Vitamins A, C and the bone building Vitamin D. It is only when there is an adequate supply of vitamins plus minerals that you can get the good out of your food.

Make This Simple Test

Try Seedol Kelpamalt for 1 week. See, if like thousands of others you don't feel better, sleep better, eat better, and add at least 2 shiny new lbs. the first week. If you don't, the trial is free. It costs you nothing! Your own Doctor will approve this way. Get Seedol Kelpamalt now. If you can't find it, write for catalog a day or so and it's sold at all good drug stores. Beware of cheap substitutes. Insist on the genuine.

Prescribed by professional medicine

**SPECIAL 3 DAY
TRIAL OFFER**

**MAIL
THIS
COUPON**

Please Send Me Your 3-Day Test Package of Kelpamalt. I enclose 10c to cover cost of packing and mailing. Kelpamalt Co., Dept. 13192, 27 West 20th St., N. Y. C.

**SEEDOL
Kelpamalt Tablets**



Sharbutt (right) congratulates Baruch, as Guy Lombardo presents the award, a gold trophy donated by Lambert Brothers, New York jewelers.



Andre Baruch, of CBS, started slowly but soon solved Sharbutt's style.



Former champion Dell Sharbutt gave Baruch a hard fight for the title.



After the battle ended, victor and vanquished enjoyed a light repast.



Announcer John Reed King, of CBS, was the referee for the match.

CHAMP

The Hotel Roosevelt Grill was the scene of radio's Table Tennis championship, Announcer Andre Baruch defeating Announcer Dell Sharbutt, former champion



Dell Sharbutt (left) won the first two games decisively. Baruch won the third and fourth and then went on to a close victory in the fifth game. The match was held under the sponsorship of Radio Stars Magazine.



IF IT'S LOVE SHE WANTS ...

A girl is mighty foolish to risk "MIDDLE-AGE" SKIN!

NO WONDER BOB STAYS SO IN LOVE WITH YOU! YOUR SKIN'S ALWAYS SO SMOOTH AND LOVELY, EVEN IN ALL THIS COLD. LOOK HOW ROUGH THE WIND MAKES MINE!

MAYBE IT'S NOT JUST THE WIND! PERHAPS YOU'RE USING THE WRONG SOAP! BEFORE I CHANGED TO PALMOLIVE, MY SKIN WAS TERRIBLE... DRY, LIFELESS, COARSE-LOOKING. I HAD "MIDDLE-AGE" SKIN!

PALMOLIVE SOAP? HOW COULD IT MAKE SUCH A DIFFERENCE?

BECAUSE PALMOLIVE IS MADE WITH OLIVE OIL... A SPECIAL BLEND OF OLIVE AND PALM OILS! THAT'S WHY IT'S SO GOOD FOR DRY, LIFELESS SKIN. IT SOFTENS, SMOOTHS, REFINES SKIN TEXTURE. ITS GENTLE LATHER CLEANSSES SO THOROUGHLY, TOO! LEAVES SKIN RADIANTLY CLEAR!

SO THAT'S YOUR SECRET! I'M CHANGING TO PALMOLIVE TODAY!

YES! I'M GUARDING MY HAPPINESS! THAT'S WHY I USE ONLY PALMOLIVE, THE SOAP MADE WITH OLIVE OIL TO KEEP SKIN SOFT, SMOOTH, YOUNG!



When Edward G. Robinson began his radio serial *Big Town* (CBS Tuesday, 8 p.m. EST), he abandoned the gangster act which brought him film fame to play *Steve Wilson*, hard-boiled managing editor. Here Eddie and Jane Bryan learn a song for the Warner comedy, *A Slight Case of Murder*.

THE SOMEWHAT SINISTER ROBINSON

Sinister only on the screen, Edward was born Emanuel Goldenberg in Bucharest, Roumania, in 1893. He has a B.A. degree from N.Y.U. and an M.A. from Columbia. Speaks seven languages. He and actress-wife Gladys Lloyd have one son. Between scenes he tells Allen Jenkins a big fish story.



• That's what happens to 4 out of 5 women—"Love at First Sight"—when they try Italian Balm. They continue using this famous skin softener in preference to anything they've ever used before. It's a lasting attraction.

And little wonder. Italian Balm has a genuine right to a warm place in a woman's heart. It's a very *IN*expensive skin protector to use—yet tests of the largest selling lotions prove that Italian Balm contains the *MOST* expensive ingredients of any other of these popular brands.

Try Italian Balm yourself—as a protection against chapping and dry, coarse skin texture. See how quickly it softens and smooths your skin. You'll feel the difference in **ONE MINUTE** after applying it.

Test Italian Balm before you buy it. Send for **FREE** Vanity Bottle. Mail coupon today.

Campana's
Italian Balm
 Famous for Skin Protection and Economy

FREE
 CAMPANA SALES CO.
 213 Lakeshore, Batavia, Illinois
 Gentlemen: I have never tried Italian Balm. Please send me **VANITY** Bottle **FREE** and postpaid.

Name _____
 Address _____
 City _____ State _____
 In Canada, Campana, Ltd., MG-212 Caledonia Road, Toronto

WEST COAST CHATTER

(Continued from page 55)

on the car radio and was stunned to hear an orchestra playing *The Perfect Song*. "Hmmm," he mused, "those boys certainly have our theme song down pretty pat." And just then he heard the familiar tones of Bill Hay saying: "*Good Night*," for *Amos 'n' Andy*!

VERY gala was the opening of the new *Warners—Lucky* series, with all the Who's Who's in Hollywood turning out for the premiere of the show, which took place out on the Warner lot. After the show, everyone made a beeline for the Trocadero, where the combined bankrolls of the Bros. Warner and the *Lucky Strike* stockholders afforded an evening's fancy entertainment.

WHEN Phil Harris appears on a Benny show, garbed in one of his loud sport coats, he usually takes his ribbing about his tastes with fair good nature. But after a recent program Phil lost his composure. Some cameramen were making movies of the broadcast and were trying to clear the stage for action. A director noticed an intruder wearing a long green slicker and called: "Will the gent in the loud raincoat leave the stage?" Self-conscious, Phil thought the remark was aimed at him and retorted: "I don't mind being asked to leave but, by heck, I want you to know that this sport jacket is not a raincoat!"

VIRGINIA VERRILL celebrated her



Charles Butterworth (left) and Phil Baker get together at the mike. Phil was Charlie's guest artist.

twenty-first birthday the other day with a party at her home between two *Log Cabin* broadcasts. And what was left of the cake and cocktails, Virginia served to the orchestra and cast after the second show. The audience was surprised, to say the least, at seeing Virginia appear wearing no less than six corsages—because she couldn't decide which was prettiest.

ALICE FAYE really means that about not being a radio star any more. Already she's turned down thousands of dollars offered by sponsors in return for her warbling via the air-waves. Alice says being a movie star is avocation enough—the vocation, of course, being Mrs. Tony Martin.

FRED ALLEN, that New England Yankee who thinks Hollywood a bit overdone, gets away from the film capital whenever he gets a chance. Last week-end he and Portland drove to Santa Barbara for dinner—a hundred miles away from the stupendous and gigantic movie town. When they sat down at the table in a quiet restaurant, Fred drew a long sigh of utter content, picked up the menu. Then cried: "Holy smokes! It says 'colossal' olives!"

Since Jack Benny started talking about his Maxwell on the air, mail has been pouring in from all parts of the country from other Maxwell owners. One man in Bloomington, New Jersey, offered to drive his 1925 Maxwell—still in good shape—to Hollywood and sell it to Jack for a mere \$1000. If Jack will come and get it, however, the fellow will let it go for \$100.

THE best-spirited movie set in town, these days, is *Sally, Irene and Mary*—and it's all on account of Fred Allen, whose quips fall fast and furiously. We were

(Continued on page 63)

Now this new Cream with
"SKIN-VITAMIN"
 does more for your skin
 than ever before

The "skin-vitamin" is now in a beauty cream!

Four years ago doctors specially suspected that a certain vitamin was a bare aid to the skin. They applied this vitamin to wounds and burns. And found it actually healed them quicker!

This is the amazing "skin-vitamin" which is now in Pond's Vanishing Cream.

Pond's Vanishing Cream was always great for smoothing your skin for powder, and overnight, too. Now the use of Pond's "skin-vitamin" Vanishing Cream actually nourishes your skin!

The regular use of this cream will make your skin look richer, fresher, clearer.

Same jars, same labels, same price

This new Pond's "skin-vitamin" Vanishing Cream is in the same jars, with the same labels, at the same price. Remember, the vitamin it contains is not the "sunshine" vitamin. Not the orange-juice vitamin. But the vitamin that especially aids skin health—the precious "skin-vitamin"!

Melts Roughness
 Holds Powder



"NOW IT
 NOURISHES,
 TOO...
 my skin looks
 richer..." says Miss
 Geraldine Spreckels

Miss Geraldine Spreckels

"I have always praised Pond's Vanishing Cream. It smooths skin so wonderfully after exposure. Now it is grand to know that it is doing more for your skin all the time you have it on. It certainly keeps my skin in perfect condition..."

SEND FOR THE NEW CREAM!
 Test it in 9 Treatments

Pond's, Dept. 98S-VP Chilton, Conn. Rush special tube of Pond's "skin-vitamin" Vanishing Cream, enough for 9 treatments, with samples of 2 other Pond's "skin-vitamin" Creams and 5 different shades of Pond's Face Powder. I enclose \$1.00 to cover postage and packing.

Name _____
 Street _____
 City _____ State _____
 Copyright, 1938, Pond's Extract Company



Awkward posture and fatigue from painful foot trouble could easily ruin the careers of Hollywood's famous Stars. They use Dr. Scholl's when their feet hurt.

Do as many of the Stars do. If you have corns, callouses, bunions, tired, aching feet, rheumatic-like foot and leg pains; sore, burning or itching feet; Athlete's Foot; ingrown nails—or any other foot trouble—Dr. Scholl's Foot Comfort Remedy or Arch Support for it will give you quick relief. Sold at Drug, Shoe, Department and 10¢ Stores.

CORNS—SORE TOES

Dr. Scholl's Zino-pads instantly relieve pain and remove corns. Thin, soothing, healing. End cause—shoe friction and pressure—prevent corns, sore toes, blisters and tender spots.



CALLOUSES

Dr. Scholl's Zino-pads, special size for callouses, relieve pain quickly, safely loosen and remove the hard, dead skin. Stop pressure on the sore spot; soothe and heal.



BUNIONS

Dr. Scholl's Zino-pads, special size for bunions, give instant relief to tender or enlarged joints; remove shoe pressure on the sore spot. Thin, protective, healing.



SOFT CORNS

Dr. Scholl's Zino-pads, special size for corns between toes, relieve pain in one minute; take pressure off the sore spot; quickly, safely remove soft corns.



ACHING, TIRED FEET

Dr. Scholl's Foot Balm is a soothing application for tired, aching feet, muscular soreness, tenderness and burning sensation caused by exertion and fatigue. Analgesic and counter-irritant.



EASES FEET

Dr. Scholl's Karstex, a velvety-soft, cushioning plaster; relieves corns, callouses, bunions, tender spots; prevents blisters. Flesh color. Easily cut to any size or shape.



TENDER FEET

Dr. Scholl's Foot Powder relieves sore, tender, hot, tired, chafed or perspiring feet. Soothing, healing, comforting to skin irritations. Eases new or tight shoes.



Dr. Scholl's FOR ALL FOOT TROUBLES

REMEDIES—PADS—PLASTERS—ARCH SUPPORTS

Mail in Envelope or Paste Coupon on Penny Postcard
 FREE Foot Book, also sample of Dr. Scholl's Zino-pads for Corns. Address Dr. Scholl's, Inc., Chicago, Ill.

Name _____
 Address _____



Sally, Irene and Mary is Fred's second movie, the first being *Thanks a Million*. In the current 20th Century-Fox production he is a so-called manager, promising everything, doing little.

FRED ALLEN IN



Our hero says he'll make Mary (Marjorie Weaver) a big stage star. Fred is from Boston; Marjorie a promising newcomer from Louisville, Ky.

Fred's admiring public wishes he would divide his talents permanently between radio and screen as his co-star Alice Faye (Sally) has done.

Make a **FRESH** start
and swing over to a **FRESH** cigarette



A Fresh Start made a Fresh Star

Salesgirl in a department store, Joy Hodges made a fresh start. Landed in the movies! Starred in "Merry-Go-Round of 1938"! Now charms Broadway in "I'd Rather Be Right"! Joy's fresh start made a new star who brought fresh joy to millions.

YOU'LL miss a lot in life if you stay in the rut of old habits and never risk a **FRESH** start. Take your cigarette, for instance. If your present brand is often dry or soggy, don't stay "spliced" to that stale number just because you're used to it.

Make a fresh start by swinging over to **FRESH**, Double-Mellow Old Golds... the cigarette that's tops in tobacco quality... brought to you in the pink of smoking condition by Old Gold's weather-tight, double Cellophane package.

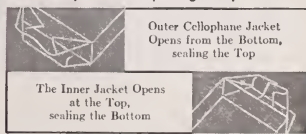
That extra jacket of Cellophane brings you Old Gold's prize crop tobaccos with all their rich, full flavor intact. Those two gate crashers, dampness and dryness, can never muscle in on that double-sealed, climate-proof O.G. package.

It's never too late for better smoking! Make a **FRESH** start with those always **FRESH** Double-Mellow Old Golds.

TUNE IN on Old Gold a Hollywood Screenscoop, Tues. and Thurs. nights, Columbia Network, Coast-to-Coast



Here's why the O.G. package keeps 'em fresh



The mighty Allen is a vaudeville and stage veteran, but acting with Louise (Gypsy Rose) Hovick is a new thrill.

ILMLAND



Another ace comedian, Jimmy Durante, joins in the fun. Portland Moffa, Fred's life and air partner, was to be in the picture, too, but these plans were changed.

air star becoming a picture
is no longer news, except
when it's Town Hall's head man!

GETTING THRILLS TO THRILL YOU



Men are attracted—by natural loveliness, so why risk a painted look? Unlike ordinary lipsticks, Tangee intensifies your own natural coloring—never coats your lips with ugly red grease, nor leaves red smears on teeth or handkerchiefs.

Tangee looks orange in the stick. But it magically changes on your lips to a warm blush-rose shade, blending perfectly with your complexion. Only Tangee has this famous Tangee magic color-change principle.

Tangee's special cream base soothes and softens lips. No drying, no cracking, no chapping. Get Tangee today. 39¢ and \$1.10 sizes. Also in Theatrical, a deeper shade for professional use. See coupon below.

Untouched—Lips left untouched are apt to have a faded, parched look.

Greasy, painted lips—Don't risk that painted look. Men don't like it.

Tangee lovable lips—Intensifies natural color, ends that painted look.



World's Most Famous Lipstick
TANGEE
ENDS THAT PAINTED LOOK

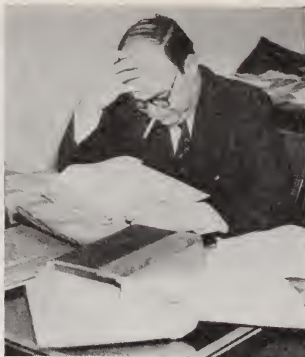
Beware of substitutes! There is only one Tangee—don't let anyone switch you. Be sure to ask for TANGEE NATURAL. If you prefer more color for evening wear, ask for Tangee Theatrical.



4 PIECE MIRACLE MAKE-UP SET and FREE CHARM TEST

The George W. Luft Co., 417 Fifth Ave., N. Y. C.
Please rush "Miracle Make-Up Set" containing miniature Tangee Lipstick, Rouge Compact, Creme Rouge and Face Powder. I enclose 10¢ (stamps or coin). Also send FREE Tangee Charm Test.
Check Shade of Flesh Rachel Light
Powder Desired (15¢ in Canada) Rachel

Name _____ (Please Print)
Address _____
City _____ State _____ MM18



Listeners scarcely realize the tireless toil, research, imagination and skill that create the thrills on the *Johnny Presents* program. Above, Clem Wile.



Betty Mandeville, Charles Martin's efficient secretary, takes down the drama as he dictates it to her and then types the finished script.



After delving into many books and manuscripts for material, Mr. Wile, research expert for Charles Martin, confers with him on a new *Thrills* playlet. Now the idea begins to shape. Martin, once a newspaperman and an actor in Eva LeGallienne's company, has developed an unrivaled technique in these dramas for *Johnny Presents*.

(Please turn to page 64)

WEST COAST CHATTER

(Continued from page 59)



Betty Grable and John Payne, whom you've heard in CBS' *Song Time*. Betty is Mrs. Jackie Coogan.

chatting with Fred the other day, while the make-up man was dabbing on the grease-paint. "Just one more stroke," said the beautifier, "and you'll look as good as Jack Benny." "Yeah," murmured Fred, "I'd need a stroke for that."

TELEVISION is going to upset plenty of radio actors' budgets. For it's surprising how frequently the lilting voice of a college co-ed will belong to an elderly lady and a husky football player will turn out to have the voice of a twelve-year-old boy. At a Log Cabin Jamboree rehearsal, the other day, we watched Jack Haley trying out several people for the rôle of a thin man in a circus sequence. Jack listened to half a dozen radio character players before selecting one. "Skinny" was Jack Smart, who tips the scales at 260 pounds.

MOST of these radio comics depend entirely on gagmen to whip up their bright ideas for them—but not Ken Murray. He's one who pops with original ideas every minute of the day. Frinstance, the other Saturday night he had a housewarming in honor of that new Beverly Hills home which he's been building. Everything about the home is completed except the fireplace, so Ken asked every guest to bring an autographed brick along. And during the evening a bricklayer showed up and put together the "autograph book."

GEORGE BURNS and his brother, Willie, who assists in writing the Burns and Allen shows, are having a feud over who can arrive at the broadcasts with the biggest, blackest cigar. Willie was ahead until John Conte, the program's handsome new announcer, brought George an enormous stogie with a wing spread of no less than

(Continued on page 65)



Hollywood has a name for it:
"Camera Skin," a flawless complexion like *JUNE LANG'S*

You, too, can win clear "Camera Skin" with this germ-free beauty cream which helps protect from blemishes

MANY Hollywood stars follow two simple rules of complexion care. Sensible diet . . . and daily use of a beauty cream that helps guard from blemishes.

You'll be convinced of the soundness of this beauty plan when you see June Lang's flawless "camera skin". What

Woodbury's Cold Cream has done for June, it can do for you! Keep your skin firm, resilient. Lessen the risk of blemishes. And skin-stimulating Vitamin D quickens the skin's youthful breathing.

It's easy to have a clear, glorious "camera skin" if you adopt the beauty rules of the stars. Watch your general health. Choose Woodbury's germ-free care. Cold cream, \$1.00, 50¢, 25¢, 10¢. Try the Facial Cream under make-up.

Woodbury's Germ-Free Cold Cream

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



June Lang and Dick Baldwin in the 20th Century-Fox picture "Shanghai Deadline". June says: "For the screen star, a blemish is a minor tragedy. Woodbury's Cold Cream keeps my skin smooth."

Send for Trial Tubes of Woodbury's Creams

John H. Woodbury, Inc., 6787 Alfred Street, Cincinnati, Ohio (In Canada) John H. Woodbury, Ltd., Perth, Ontario

Please send me trial tubes of Woodbury's Cold and Facial Creams; guest-size Woodbury's Facial Soap; 7 shades of Woodbury's Facial Powder. Enclose 10c to cover mailing costs.

Name _____
 Street _____
 City _____ State _____



The Calendar said:
"GIVE IN"
MIDOL
 said: "GO ON!"



DON'T live in *dared* dread of periodic functional pain, or let the calendar regulate your activities. For doctors have discovered that severe or prolonged pain at such times is not natural to most women. And unless you have some organic disorder requiring a physician's or surgeon's attention, Midol in all probability can make your days of menstruation as care-free as any other.

Midol is offered for this sole purpose. It acts quickly. In all but unusual instances it brings definite relief. Two tablets should see you through your worst day. So, get Midol and "carry on". Druggists have it *on the counter*. Handy purse-size tin, 50¢—and well worth it when periodic suffering *must* be relieved.



ON THE COUNTER AT DRUGSTORES



(Continued from page 62)
 Betty also arranges transportation for guest stars. Carl Erickson, "human guinea-pig," comes from Denver Colo., to appear in the show. The cast is on call for rehearsals, day or night. Barbara Weeks is summoned from bed for a final rehearsal.



With the script girl beside him, Charles Martin rehearses Orson Welles (*right*) and Frank Redick in their rôles. The show goes on at 8 p.m., EST, Tuesdays, NBC-Red network, and at 8:30 p.m., EST, Saturdays, over the CBS network.



The final rehearsal before the broadcast is one of tense concentration. Dynamic writer and director Charles Martin prompts and inspires each individual.

WEST COAST CHATTER

(Continued from page 63)



Claire Trevor is heard on *Big Town*, Edward G. Robinson's CBS newspaper serial, Tuesdays, 8 p.m.

a foot and a half and a diameter of more than two inches. George would have smoked it, too, except for the fact that Gracie threatened to call the police.

ALLAN JONES has the distinction of owning the swankiest dressing-room on the movie lots. It's a trailer—air-cooled, with mirrored walls and chromium fittings. And since joining the *Good News* of 1938 show, Allan now has the distinction of owning the grandest dressing-room among the radio stars. For he has the trailer brought into the alley behind the El Capitan Theatre, from which the program is aired, and there reclines between rehearsals.

NEVER in the history of Hollywood have such crowds jammed famous Hollywood Boulevard as the night *Charlie McCarthy* rode on the Santa Claus float. From his perch on Edgar Bergen's knee, Charlie spoke to the thousands through a loudspeaker. "Now," he said, "I want all you little boys out there to write to Santa Claus. And all you little girls—ahem, you can write to me!"

At rehearsal the other day, we fell into a conversation about cooking, with Gracie Allen. And she gave us her exclusive recipe for a cake to send to any relative in jail. Mix three cups of flour, six eggs, a cup of sugar, and a pint of milk into a thick batter. Stir thoroughly and put in greased pan. Then fold in two hack saws, a file and a small pistol. Bake for two hours, and send it to the convict—along with the name of a good dentist.

IRENE RICH'S hobby is raising beautiful Angora rabbits. Since the bunnies are clever at tricks, Irene thought it would be a good idea to get some pictures of them for publicity purposes. So a studio photographer came out to her home and spent the whole afternoon trying to pose the rabbits. They refused to do a single trick. Then they stood on their hind legs to watch the photographer leave the house—and turned somersaults afterwards.

WHICH COLOR WILL BE YOUR LUCKY STAR?

DATE (Day)

NIHTE (Night)

MID-NIHTE SUN

DARK BRUNETTE

BRUNETTE

SUNSET

NATURAL

BEIGE

TAWNY RACHEL

RACHEL

See how one of these ten thrilling new face powder colors will win you new radiance, new compliments, new luck!

Doesn't it make you happy to get that second look from others—that interested glance which says: "You look stunning!"?

But maybe you haven't heard a compliment on your skin in a month. Be honest with yourself—have you? If not—did you ever wonder why?

But don't be too quick to blame yourself—when maybe it's not you, but your face powder that's at fault. For you know that the wrong powder color can actually hide your best points instead of bringing them out and giving you a lift.

"Why, my face powder isn't like that," you say. But how do you know it isn't? For there's only one way to find out. See with your own eyes the electrifying change that comes over your skin when you apply a lifelike, friendly, flattering color.

Where is this transforming color? It's in one of the ten glorifying new shades of Lady Esther Face Powder. But you don't have to

buy these colors to find which one may be your lucky star.

For I will send you all ten, free and postpaid, because I'm so anxious to help you help yourself.

Let me help you find your color

When my gift arrives—try on every shade. Try each one carefully. Then STOP at the one and only color which whispers, "I am yours. See what I do for you. Look how I make your eyes shine. And how dreamy soft I leave your skin!" You'll see how the color seems to spring from within... it's so natural, so lifelike, so much a part of you.

Have you a lucky penny?

Here's how a penny postcard will bring you luck. It will bring you FREE and postpaid! all ten shades of Lady Esther Face Powder, and a generous tube of Lady Esther Four Purpose Face Cream. Mail the coupon today.

(You can paste this on a penny postcard)

(10)

Lady Esther, 7110 West 65th Street, Chicago, Illinois

I want to find my "lucky" shade of face powder. Please send me your 10 new shades free and postpaid, also a tube of your Four Purpose Face Cream.

Name.....

Address.....

City..... State.....

(If you live in Canada, write Lady Esther, Toronto, Ont.)

"My SKIN now invites a close-up"



"—how well I recall the days and long evenings when I felt tired-out and looked it."

ASKIN that glows naturally bespeaks radiant health beneath... it is alive... stays fresh! So, be good to your skin from within and it will be good to you.

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

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

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

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

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

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

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

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

© S.S.S. Co.



"CHECK YOUR SCRIPTS, EVERYBODY!"



The last few minutes before any radio show goes on the air are hectic ones—*We, the People*, perhaps even more than usual, as many who take part are unaccustomed to the microphone. All scripts are given a final check, at the signal. Above, Gabriel Heatter (center), the program's director, takes a last look at his script, with his brother Max, his business manager (left) and son Bud, who works on scripts with him.



We, the People, is broadcast Thursdays at 7:30 p. m., EST, over the CBS network, presenting six or more people who have journeyed to New York to relate their stories. Gabriel Heatter is well qualified for his job as director of this program, by a long career as newspaperman, editor, author, commentator, announcer. Above, production chief Hubbell Robinson (left) and Maestro Mark Warnow check music cues. Announcer Harry Von Zell (left) underlines words in his script to be emphasized.

BEAUTY AND THE BREEZE

(Continued from page 16)

noise and makes your step lighter. Follow the same procedure for the pedicure that you do for the manicure—the only difference is that the toe nails are filed straight across and to a blunter edge than the oval tips given the finger nails. An occasional oil pedicure is as good for the toe nails as it is for the finger nails.

Steam heat and rough winds, Benay continues, make the skin all over the body scaly and dry, but she knows how to alleviate this. Use bath oils when you bathe. If you are an addict of the shower, follow it with an all-over rub-down of hand lotion or oils. Be sparing with the bath powder and eau de cologne during the winter, as they both have drying tendencies. Just a light touch of each before dressing.

You may not ordinarily notice elbows, Benay says, but if they are ugly and discolored, they are immediately apparent. A woeful state of affairs for us who have been neglecting ours! However, the fault can be remedied. A most efficient treatment is with olive oil and lemon cups. Cut a lemon in half and scoop out all pulp and seeds. Then fill the halves with olive oil. Prop the elbows in these cups for half an hour or so. You can use this time to shape your eyebrows or massage your face, if you place the cups on a fairly high table. Your umice stone may well be used on the elbows, after bathing them. Always put nourishing cream on the elbows when you apply it to the face. The cream will keep elbows soft and supple.

And now we are up to our necks with beauty advice. The poor necks, that are so often overlooked when we begin beautifying! Don't just apply your cleansing cream and nourishing creams to the face, and stop at the chin. Continue right on down to the neck and even out on the shoulders. An aging, wrinkled, or crêpey neck can detract from the loveliest of faces, and it is only daily care that will keep away these evils. So bind up your hair securely and slip straps away from the shoulders and give your neck the same upward and outward massage that you do to the face. Creams should be liberally applied about nose and mouth and around the eyes, to prevent wrinkles. Benay says she leaves cream on these areas all night.

Make-up is a special interest of Benay's, and she has some very definite and constructive theories on its application. Benay insists that make-up is still abused and is used to cover up the face and not to enhance the features. Consider the occasion, the time of day, the lighting, before ever a powder or rouge puff is touched to the face, she advises.

Daytime make-up should be applied so sparingly that it would take a searching eye to discover that the faint, radiant glow is not nature's own. A cream rouge will protect the cheeks, as well as give the most natural appearance under sunlight. Lipstick in the same shade should be applied with regard to the natural line of the

(Continued on page 102)



Betrayer of Beauty
Seborrhea*
Chief cause of Shiny Nose

* Oiliness results in unflattering shine. Dermatologists identify excessive oiliness as Seborrhea. Germs aggravate this condition. Woodbury's Powder retards germ-growth, helps subdue nose shine.

BEAUTY editors have written reams about Shiny Nose. Every girl who owns a mirror has pleaded for longer-clinging face powder. Yet what's been done to conquer Shiny Nose? Something startling! Woodbury's Facial Powder is now *germ-free* and helps overcome nose shine as it glorifies your skin!

Shiny Nose May Be Aggravated by Surface Germs

Dermatologists say the oiliness that makes your nose shine is often due to *Seborrhea*. Germs aggravate this condition. Your innocent-looking powder puff may be spreading harmful germ-life to your skin.

Now you realize the beauty need for germ-free powder that will convey no germs to puff or skin. Tested with 19 other leading brands, Woodbury's, alone, proved germ-free both *before* use and *after* contact with a germ-laden puff.

Give your complexion a seductive bloom with Woodbury's Powder, a surface loveliness that brings no aftermath of oily shine. The seven glorious shades are as natural as life and as young as you'd like to appear! Windsor Rose, for

instance, a blend of creamy-pink and ivory-peach, is becoming to almost every skin.

This flattering powder comes in the smart blue box at \$1.00, 50¢, 25¢, 10¢. Complete your make-up with Woodbury's Germ-proof Lipstick and Rouge.



Send for 7 Thrilling Youth-Blend Shades John H. Woodbury, Inc., 9187 Alfred St., Cincinnati, Ohio (In Canada) John H. Woodbury, Ltd., Perth, Ontario Please send me 7 shades of Woodbury's Facial Powder; trial tubes of two Woodbury's Beauty Creams; guest-size Woodbury's Facial Soap. I enclose 10¢ to cover mailing costs.

Name _____
Street _____
City _____ State _____

MIKEMEN

BY JACK HANLEY

Confidential notes on announcers of popular network programs

COUGHS
DUE TO COLDS

COME FROM HERE

TAKE THE SYRUP THAT CLINGS TO COUGH ZONE

If there is anything that common sense dictates, it's this: a cough medicine should do its work *where the cough is lodged*...right in the throat. That's why Smith Brothers Cough Syrup is a thick, heavy syrup. It clings to the cough zone. There it does three things: (1) soothes sore membranes, (2) throws a protective film over the irritated area, (3) helps to loosen phlegm. 60¢.

"IT CONTAINS
VITAMIN A"

This vitamin raises the resistance of the mucous membranes of the nose and throat to cold and cough infections.

SMITH BROS. COUGH SYRUP

SUFFERERS FROM **PSORIASIS**
(SCALY SKIN TROUBLE)

USE **DERMOIL**

MAKE THE ONE SPOT TEST

Don't mistake eczema for the stubborn, ugly, embarrassing scaly skin disease Psoriasis. Apply non-staining Dermoil. Thousands do. Grateful users, often after years of suffering, report the scales have gone, the red patches gradually disappeared and they enjoyed the thrill of a clear skin again. Dermoil is backed by a positive agreement to give definite benefit in 2 weeks or money is refunded without question. Generous trial bottles sent FREE to those who send in their Druggist's name and address. Make our famous "one spot test" yourself! Write today for your test bottle. Results may surprise you. Don't delay. Sold by Waterbury Drug Stores, Lake Shore Towers, Box 6, Northwestern Bldg., Dept. 603, Detroit, Mich.

SEND FOR GENEROUS TRIAL SIZE FREE



Mr. and Mrs. Milton J. Cross at home with their Doberman Pinscher.

MILTON J. CROSS (NBC)

As one commentator wrote: "There is something friendly, something sincere; a passionate earnestness in Milton Cross' voice." That voice was Milt's introduction to radio, but as a singer rather than as an announcer. Though he still sings occasionally, the pleasant, balanced Cross diction is heard mostly introducing the musical efforts of others on the Saturday broadcasts of the Metropolitan Opera, *The Magic Key of RCA*, Sunday night *General Motors* program and the *NBC Symphony*.

Cross started in radio back when a mike was called a "tomato can" and looked it. That was in 1921, when Jerry Cowan, then master of ceremonies of *WJZ*, heard him sing over the station and tried to sell him the idea of becoming an announcer. A few months later Cowan caught Milt swimming in a Y. M. C. A. pool and signed him up as second announcer, making him oldest in point of service on the *NBC* staff.

Born in New York in 1897, Cross has been musical all his life. At ten he was a boy soprano, singing in church; at De Witt Clinton High School he appeared in the Opera Group, sang Gilbert and Sullivan.

He has sung with the Paulist Choristers, Protestant Church choirs and in a Brooklyn Synagogue. Studied music at Damrosch Institute, and his diploma makes him Supervisor of Music in the New York schools, but he never worked at it. While singing in a Fifth Avenue church he met Lillian Fowler, organist. They paid no attention to Dr. Harry Emerson Fosdick, being occupied with looking at each other, and shortly afterward were married. They still are, and Mrs. Cross confines her playing to accompanying Milt, at home. They had a daughter, Gale, whom they lost four years ago at the age of eight.

In 1929 the American Academy of Arts and Letters awarded Cross a medal for diction, its first award. Listeners perhaps will remember him for the popular *Slumber Hour*, in which he sang the *Slumber Song* signature. He still is the only person allowed to sing the number.

Cross likes to announce classical programs, opera and symphony, and usually does. Considers himself a Metropolitan alumnus, having appeared as a super in *Carmen*, in high school days. He's fond of children, so *Coast to Coast* on a *Bus*, Sunday mornings, is a pleasure to him. It



Mrs. Cross was Lillian Fowler, organist in a church where Milton sang. She still accompanies him.

Know the TRUTH about sanitary napkins!

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

*Suppose your needs differ on different days
... what can you do?*

*What kind of deodorant should you use
for Positive Protection?*

Every woman owes it to herself to read the
frank answers to these intimate questions!

ASK yourself what kind of a sanitary napkin you want and we believe you'll say one that can't chafe, can't fail, can't show. So, naturally, this was our goal. With the introduction of Wondersoft Kotex®, we were confident we had achieved it!

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

To meet this prob-

lem, we developed 3 types of Kotex . . . for different women, different days. Only Kotex has "All 3"... Regular Kotex, Junior Kotex, Super Kotex.

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

Try all 3 types of Kotex, then judge for yourself. The proof is in the wearing! Perhaps you will decide you want one type for today, another for tomorrow — or maybe all 3 types for different times. It is our honest opinion that only by trying "All 3" can you see how perfect modern sanitary protection can be.



Quest is the new positive deodorant powder developed especially for use with sanitary napkins. It is soothing, completely effective! Only 35c for the large size.

KOTEX* SANITARY NAPKINS

(*Trade Marks Reg. U. S. Patent Office)

s now in its thirteenth year—one of radio's oldest programs. Cross is six feet, two inches tall and weighs two hundred and eight pounds; likes riding, handball and swimming but has little time for them. Likes to eat, too, but no fancy dishes. Used to smoke rather awful cigars but now doesn't smoke at all. He is owner of a farm near Woodstock, Vermont, that grows poultry, maple trees and goats, but he lives on Riverside Drive, New York, with Mrs. Cross, Tell von Hoegen, a Doberman Pinscher dog, and three canaries that sing with him. It is slow moving, and claims he's slow thinking; dislikes ad libbing at mike. Broadcasting is simple now, he thinks, compared to the days when he wedged his considerable bulk into the prompter's box at the Manhattan Opera House and announced from there, or when he did the Stadium Philharmonic concerts and had to do all announcements and fills alone. He takes his work seriously and likes it.

DAVE DRISCOLL (WOR-Mutual)

Dave Driscoll, sports commentator, newscaster and part of the WOR Special Features Staff, has one unique claim to fame, as probably the only person in radio to put the President of the United States on a commercial. Dave, who conducts the *Let's Visit* feature with Jerry Danzig, started in radio while at college—the University of Minnesota—by winning an audition on WCCO, Minneapolis, for air-reporting a baseball game. At twenty-one he was general manager of KGDE, Fergus

(Continued on page 70)

(Continued from page 69)

GOOD NEWS TRAVELS FAST!



Now millions praise
the new
**SCIENTIFICALLY
IMPROVED
EX-LAX**

TO MILLIONS of people, Ex-Lax was the perfect laxative. They thought it couldn't be improved. And now here's the big news!—double news!—important news! . . . The laxative they said couldn't be better is better! Better in these three important ways:

TASTES BETTER THAN EVER!

Ex-Lax now has a smoother, richer chocolate taste. You'll like it *even better* than before.

ACTS BETTER THAN EVER!

Ex-Lax is now even *more* effective. Empties the bowels more thoroughly, more smoothly, in less time than before.

MORE GENTLE THAN EVER!

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

No matter what laxative you're using, you owe it to yourself to try the new Scientifically Improved Ex-Lax. At all druggists in 10¢ and 25¢ boxes.

**NO TENDER GUMS OR DULL
TEETH IN MY FAMILY! WE ALL
USE FORHAN'S AND MASSAGE.
FORHAN'S HAS A SPECIAL
INGREDIENT FOR
THE GUMS IN IT.**



This family has regular dental service and they do their part at home by gum massage with Forhan's carefully twice each day.

Brushing teeth, massaging gums with Forhan's makes teeth gleam with new brilliance, helps make gums firm, healthy. For generous sample send 10¢ to Forhan's, Dept. 321, New Brunswick, N. J.

Forhan's DOES BOTH JOBS
CLEANS TEETH · AIDS GUMS

Falls, Minnesota, where he did selling, announcing, script writing, producing, directing, and swept out the studio. He even doubled as night-control operator.

Though he has a farm in Minnesota, went to school there and spent all possible time there, Driscoll was born in Maplewood, New Jersey, in 1909, and lived most of his early life in Forest Hills. His father was born on April 7th, his mother on April 8th, and Dave on April 15th. His man hobby is sports; he's nuts about hunting, particularly, and baseball, coming by it naturally, for his dad was business manager of the Brooklyn Dodgers baseball team, and the Brooklyn National Professional Football League team. At school, Dave played semi-pro baseball and hockey and covered Big-Ten football for the *New York Sun*.

He feels that the man who conceives a show is apt to do a better job than one who is merely an announcer, and he conceives and develops his programs, working on many in which he does not appear at the mike; sort of Special Features producer. While doing the *Let's Visit* program, during the America Cup Races preparations, Dave fell overboard from the *WOR* launch as it was approaching the *Endeavour II*, where a visit was scheduled. Most exciting special feature broadcast, however, was the Hindenburg disaster, which he covered from Lakewood.

The incident of the Presidential broadcast happened when Dave was on *KGDE*. In 1933, President Roosevelt, returning from Honolulu, landed at Portland; was making tour of inspection of the dam sites now in construction. The train was passing twenty-five miles away (Dave learned by wiring Stephen Early, the President's secretary) and would make a brief stop. The station was a little 200-watter and



Dave, aside from being a sports, news and special broadcaster, is probably the only person who has put a President of the U.S.A. on a commercial

there was no money for wire charges. Dave arranged with a local power company to pay one hundred dollars for the broadcast—but they would pay only if the President spoke on it.

Dave and his engineer hustled to the train's stopping place with a mike and coil of wire; preempted a phone booth near the station, hooked the amplifier to the telephone line and talked the railroad officials into stopping the train so the President's car would be near him. When the train was sighted, Dave put in a long distance call to the station and did "cock" stuff until the President appeared on the platform. Then, taking no chances, he ducked below the car rail, announced "*The President of the United States!*" and shoved the mike up in front of Mr. Roosevelt, who, perforce, spoke over it. The phone charges were six dollars, and Dave collected the hundred. The President had been on a commercial!

Dave is single, looks more like a football player than an announcer, and wins prize: with his turkeys. Usually has a cigar in his face or his hand, and likes best covering duck hunting, because he likes duck hunting.

ANDRE BARUCH (CBS)

If you call for *Andre Bernard Jean Jacques Rousseau Octavius Ilhne Baruch de la Pardo*, Andre Baruch will answer—that being his full name. This Columbia announcer was eleven before he spoke a word of English, having been born in Paris. Under stress of emotion, he still breaks into French on occasion. He doesn't do it at the microphone any more, however. He is one of the descendants of Jean Jacques Rousseau and a nephew of Bernard Baruch.



Dave Driscoll, who is featured with Jerry Danzig on the *Let's Visit* program, Wednesdays, 9:30 p.m. on MBS.

Thirty-one now, Baruch came to the United States as a child and studied art and music at Pratt Institute and Columbia University. After graduating, Baruch tried commercial art for a while, and while studying he won an art scholarship that took him to the Beaux Arts, in Paris.

His first radio appearance was in 1925, while at school. He was passing the Half Moon Hotel, Coney Island, where *WCGU* was then located. On impulse he walked in and asked for a job and was made pianist and announcer. He paid his own way at Columbia University by part-time drafting, announcing and posing. His main conflict used to be between art and music. Torn between them, he did neither. When he returned from Paris, he applied to *CBS* for a job as announcer, and has been one ever since. On his first appearance before a *CBS* mike, he was so nervous he developed a strong French accent; there is no trace of accent in his speech now, however. His knowledge of French came in handy during the making of *Le Temps Passé*, three special half-hour recordings, in French, of *The March Of Time*, for *Radio Luxembourg*, a French station. In addition to French and English, Andre speaks fluent Spanish and Italian, and can manage Dutch, Flemish and Portuguese as well.

He makes cryptic "doodles" on his script to indicate inflections and emphasis. A small *u* means *lift voice*; a vertical line after a sentence means *stop*; two vertical lines, *full stop*, for change of thought. An underlined word means *sock*, for emphasis; double underline, *sock*, for extra punch, and so on. And when he runs across a jagged,



Andre Baruch and John Reed King resting between games of badminton. Andre is a sports enthusiast, having won medals and trophies in many matches.

wavy, horizontal line that tapers out, it means Andre must lift his head, smile, put the sparkle in the eye and turn on his personality.

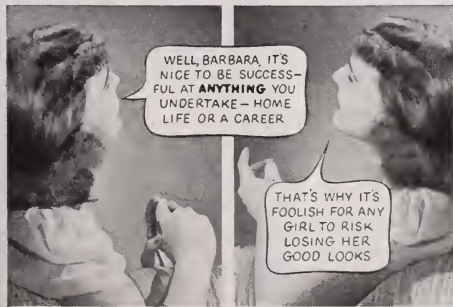
Unlike many announcers, Baruch is against cupping the ear when broadcasting. He likes his hands free—one to hold the script and the other to gesticulate. When

he had to get up for an early morning news broadcast daily, he used to set two alarm clocks for six a. m. and phone the night man in the Press Department to call him in the morning.

He had a bushel of medals and trophies, won at various sports, but they were all
(Continued on page 83)



—said pretty little Barbara B. **HERE'S WHAT MADGE EVANS REPLIED**



WELL BARBARA, IT'S NICE TO BE SUCCESSFUL AT **ANYTHING** YOU UNDERTAKE—HOME LIFE OR A CAREER.

THAT'S WHY IT'S FOOLISH FOR ANY GIRL TO RISK LOSING HER GOOD LOOKS



SCREEN STARS USE **LUX TOILET SOAP** BECAUSE THEY DARENT RISK **COSMETIC SKIN**. EVERY GIRL SHOULD GUARD AGAINST IT

"**R**EMOVE cosmetics *thoroughly* with Lux Toilet Soap," says this lovely star. It's whenpores are **choked** that Cosmetic Skin develops—dullness, tiny blemishes, enlarged pores. **ACTIVE** lather guards against this danger—keeps skin *smooth*.



9 out of 10 Screen Stars use Lux Toilet Soap

STRAIGHT FROM THE COLD SHOULDER

(Continued from page 21)

**SMART
GIRLS
'DYE'
AND YOUNG
AND OFTEN**

Pretty girls soon learn which colors say, "You look heavenly today"—and away they go for Rit! Those rich, luscious shades are a joy to behold—and delightfully easy. Rit's new formula contains "neomerpin"—makes color saturate the fabric, quickly, beautifully, evenly. Really, YOU'LL "DYE" LAUGHING.

RIT
TINTS & DYES

Never say "Dye"—say RIT!

Can You Equal This Home for \$895

Shipped
Direct
from Our
Mill



Save 30% to 40%
on Your New Home..

**WE PAY
FREIGHT**

Don't pay several hundred dollars more than necessary when you build a home! Buy it direct from our mill at our low factory price. We ship you the materials—lumber cut-to-fit, ready to erect. Paint, glass, hardware, nails, etc., all included in the price—no extra charges. We pay the freight. Plans furnished—also complete building instructions. No wonder, our customers write us that we saved them 30% to 40%, compared with builder's prices. Easy terms—monthly payments.

Handsome Big FREE

Pictures wonderful homes in colors at money-saving prices. Designed to suit everyone.

Write for your catalog today

LEWIS MANUFACTURING CO.
Dept. 5723 Bay City, Michigan

Send for
FREE
BOOK
of
Liberty
Homes



The title above does not refer to lovely Virginia Clark, who is Helen Trent in the CBS serial, *The Romance of Helen Trent*, heard Mondays through Fridays at 12:30 p.m., EST. Miss Clark, formerly a singer, now is one of radio's better known young dramatic actresses. She was born in Little Rock, Arkansas.

his brother, called in from the next room: "Carmen, remind me to take that record of us over to Max."

JUST how accurate is the Crosley rating? If you asked ten people out of a hundred what they did last night, would you consider that you knew what the remaining ninety had done? The Crosley people call a selected list of phone numbers and ask what program they're listening to, and by that determine the popularity of the show. Your guess is as good as theirs.

A WHILE back, when B. A. Rolfe played dance music at an unholy rate of speed on a cigarette program, it was understood that the sponsor so desired it. Now he is on the Bob Ripley, *Believe-It-Or-Not* show. This time lots of people arc complaining that his music is out of step with the program. Not in the matter of tempo, but in atmosphere. Where the spot calls for weird, mysterious music, you're more apt than not to be treated to a lively one-step. Why not a symphonic orchestra instead of a dance band?

RADIO would be vastly improved by twice

as many rehearsals and half as many commercials.

WHISPER "Hollywood" in the average person's ear and he immediately sees visions of Taylor, Mouse and Garbo emoting before cameras. But today the word has a different meaning, for the movie capital is going in for radio programs in a biggish way—programs described by Eastern radio men as *Hollywood Clambakes*—a "clambake," in radio jargon, means the show is lousy.

ONE man, recently returned from the Coast, says: "It's all so damned artificial out there. In the first place, they look down on radio and act accordingly. They lock the studios during rehearsals and the movie people act ill-at-ease with a radio script in their hands."

THEY resent Eastern radio technicians but they could do with a few, apparently. In the Lux Radio Theatre's presentation of *Cimarron*, for example, Clark Gable made no less than three slips—something he never does in his movies, because retakes take care of all that. In radio this condition could be remedied by making the

actors learn their scripts by heart—it would be a fine Broadway play where the actors stood around reading from scripts as they do on the air!

ONE Hollywood show had a fellow named Fields on it, who was mighty comical, but he's been off for some time and a feeble attempt at replacing him with a pair known as the Stroud Twins, has been the sponsor's only move. If you haven't heard the twins, you should, if only to realize that one Stroud is bad enough but that two are just twice as bad, and you praise heaven they aren't quintuplets! Why? Because they employ an antiquated, long-worn-out method of attempting humor—one of them uses big words and the other fails to understand. Coupled with this creaky business is a tone of voice that is irritating after three seconds' hearing.

TELEVISION'S approach doesn't insure Hollywood broadcasting, by any means. It's going to require actors to learn lines and it isn't going to be able to pay movie salaries.

FANCY the exhibitors' delight at the competition provided by the Messrs. Metro-Goldwyn-Mayer and Warners for their own movie products, when they officially invite the customers to stay home and tune in.

DO you know why there was no East-ern announcer at the Rose Bowl game?

It all goes back to the time Graham McNamee went out to report the annual classic. Graham is notoriously good-natured and so, when the local boys handed him a sheaf of papers describing

what a beautiful day it was, he obligingly read them, even though it was raining cats and dogs!

Waaaa! The papers, and all and sundry, panned him unmercifully the next day, saying: "Let's have no more of those felers!" And that's why, even though the East has first-rate men like Bill Stern and Ted Husing, you won't hear them from out there.

LAST year they discovered a child-actor who didn't show off in the studio lobby.

LIKE the poor, the studio audience always will be with us. Certain actors claim that they need a studio audience, and a studio audience is the sponsor's big chance to hand out free tickets to his dealers.

And yet, curiously enough, the actors and sponsors get all mixed up in their mathematics. The average studio holds 400 people, millions are supposed to be listening at home—so, the sponsor and the actors play to the studio audience, thus meriting a rank of 00.

YOU'VE ground your teeth when there was an absolute cessation of the show for the space of a minute, while the studio audience roared with laughter because a comic stood on his head. You've also gone in for molar crunching when the crowd in the studio went wild because the comic said: "That was no lady, that was my wife." Your reaction, probably, was that the studio was filled with stooges. People who attend broadcasts aren't necessarily stooges, but they do sometimes feel that they should applaud heavily, since they got in without paying.

A RADIO columnist reports that he had to go to the studio to find out what Tizzie Lish, on Al Pearce's show, was doing that made the audience howl with laughter at the same point every week. Tizzie, he discovered, was making a comic cursey that sent the on-hand customers rolling into the aisles with laughter—making us turn the dial hastily, at least five points to the right or left.

THE listener, gentlemen, is important.

AN amusing incident happened the night that Gary Cooper was guest star on a cigarette program. At one point of the broadcast he stopped speaking to clear his throat, and then, at another not so distant point, he told how kind the cigarettes are to his throat.

NOW that Maestro Arturo Toscanini is safely perched on the conductor's stand at NBC, presumably breaking batons at rehearsals, it might be interesting to inspect the storm that preceded his arrival in the States.

First there was a cablegram, then there were rumors. The cablegram (allegedly sent by someone connected with CBS) advised Mr. T. that by coming here he would throw hundreds of people out of work. The rumors went on to lift that estimate by saying that 500 had been laid off because one small Italian gentleman was taking a boat for the U. S. A.

Actually, according to NBC, it wasn't at all a case of robbing Peter to pay Arturo.

Fifty people, says NBC, were laid off, but that had nothing to do with music. It

(Continued on page 74)

! PAY THE CHECK- AND TOM TAKES HER HOME!

COLGATE DENTAL CREAM COMBATS BAD BREATH

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

AND THAT MAKES ME A PRIZE SAP! BUT I'D CERTAINLY LIKE TO KNOW WHAT MADE HAZEL DO IT!

WELL, THE TRUTH IS, PHIL—YOU'RE ONE OF THOSE GUYS WHO OUGHT TO TALK TO A DENTIST ABOUT BAD BREATH!

PHIL, TESTS INDICATE THAT 76% OF ALL PEOPLE OVER THE AGE OF 17 HAVE BAD BREATH. AND TESTS ALSO SHOW THAT MOST BAD BREATH COMES FROM IMPROPERLY CLEANED TEETH. I ADVISE COLGATE DENTAL CREAM BECAUSE...

6 WEEKS LATER—THANKS TO COLGATE'S

DANCE, HAZEL?

THANKS, TOM—BUT I'M NOT DANCING WITH ANYONE BUT PHIL TONIGHT!

NOW—NO BAD BREATH BEHIND HIS SPARKLING SMILE!

... AND NO TOOTH PASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!

LARGE SIZE 20¢
GRANT SIZE 35¢
OVER 100 SIZES AT ALL WHOLESALE AND RETAIL STORES

COLGATE RIBBON DENTAL CREAM

Don't Hesitate About Feminine Hygiene



Use a modern method

Why add to the problems of life by worrying about old-fashioned or embarrassing methods of feminine hygiene? If you doubt the effectiveness of your method, or if you consider it messy, greasy, and hateful, here is news that you will welcome.

Thousands of happy, enlightened women now enjoy a method that is modern, effective—kills germs—and, equally important—*dainty!*

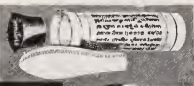
ZONITORS ARE GREASELESS

Zonitors offer a new kind of suppository that is small, snow-white and GREASELESS! While easy to apply and completely removable with water, Zonitors maintain long, effective antiseptic contact. No mixing. No clumsy apparatus. Odorless—and an ideal deodorant.

Zonitors make use of the world-famous Zonite antiseptic principle favored because of its antiseptic power and freedom from "burn" danger to delicate tissues.

Full instructions in package. \$1 for box of 12—at all U. S. and Canadian druggists. Free booklet in plain envelope on request. Write Zonitors, 3311 Chrysler Bldg., N. Y. C.

SNOW WHITE
Each in individual glass vial.



Zonitors
FOR
FEMININE HYGIENE
A Zonite Product



WOMEN WHO CAN SEE!

Write me today for amazing opportunity to earn extra money without canvassing.
Harford, Dept. C-87, Cincinnati, O.

CORN and CALLOUSES

Quickly removed with

MOSCO

The stainless, easy-to-use corn salve... you "just rub it on." No knife, plasters, douches or soaking necessary. Results guaranteed or money back. 30c, 50c jars. At druggists. Get a jar today!

FREE SAMPLE!

Print name and address on coupon below. Paste on postal or mail in envelope. The Moss Co., Rochester, N. Y.

The Moss Co., Rochester, N. Y.
Send free sample to:

Name.....
Street.....
City..... State..... M3-8

STRAIGHT FROM THE COLD SHOULDER

(Continued from page 73)



Andy Devine, of the "gravel voice," who adds to the mirth of Jack Benny's Sunday night *Jell-O* show (7:00 p.m., EST, NBC-Red) and has made a number of movies in the past five years, originally planned to be a cowboy, and once was a handsome lifeguard at Venice, California. He's married and has a son, Timothy Andrew Devine, known as Tad, who is the apple of his eye.

was economy. The rent went up in January and, like you and me, NBC had to consider that.

WHEN television comes in, the "house" band will go out of the window.

THE New Harry Conn show—*Earaches Of 1938*—is proof of something.

It has long been known that gag writers sit over stale beer, complaining that they don't get enough credit for their highly important work; anyone, they say, can read the lines they write and make people laugh. Besides, they should get as much money as the comics. They could be just

as funny on the air, themselves, as are the comics who use their material—so they contend.

Well, one of them tried it. Harry Conn, who for many years did Jack Benny's scripts, among others. He wasn't very funny.

The lines were Jack Benny's lines—and sounded all wrong in Conn's mouth—so perhaps there's something in the comics' contention that it's all in the way you read 'em.

Me, I think it's *fifty-fifty*.

who is the *WOR* announcer who says: "This is the Bamberger Broadcasting *seruus*!"

It's getting so now that, no matter when or where a little incident like a shooting or a trainwreck occurs, it's only a matter of minutes before a gang of men descend on the scene and interview any participants able to talk, and all available spectators. They're there to get people for the new type of program—the one that features the people who make the news.

TIME was when they talked gratis, for the fun of it, until someone got smart and figured that someone could and should pay for his words. Then an even smarter fellow got in touch with an agent, who got him much more than he deserved for his little talk.

So now, when the *Such-and-Such Flier* takes a leap off the rails into Zeke's back pasture, Zeke takes a good long look and runs back to Maw, yelling: "C'mon Maw! Pack yer tippet! I jest saw a wreck, and by Nellie we're a-goin' tew th' city tew broadcast an' pay off that pesky mortgage!"

RADIO is growing when a Maxwell Anderson will write for it.

SPEAKING of commercials, which we weren't, has it ever occurred to you to do anything but complain about them? Have you sat down recently and thought about them—compared them?

Compare the old-time, high-pressure methods of blackjacking the customer into buying a bottle of bitters, and the ease with which Harry Von Zell or Dell Sharrutt convincingly sell the product of the sponsors.

AND, speaking of Von Zell, which we were, did you know that he is a model-train enthusiast? That he and Budd, of *Stoopnagle and Budd*, get together at each other's houses to run model railroads and fight over who's going to push the buttons? It's true, and a closer study of radio people's hobbies probably would reveal many more who get excited over Hudson-Type Lionel locomotives and such.

YOUR favorite radio program sounds different when it comes from the next apartment and you need sleep.

RADIO'S commercial commentators, like Hugh S. Johnson, Dorothy Thompson and Jimmie Fidler, get away with murder.

They're all on commercial shows and when one of them attacks, let's say, a cabinet member, the cabinet member is at a loss to reply to him even if he says: "Sure, Harry, c'mon over next week and I'll let you answer me back right over my own show." Cabinet member Harry can't do that, because he can't, with dignity, appear on a program that is out on the air to sell pills.

BUT he can appear with dignity and even grace, if it's in him, on the *Town Meeting Of The Air*, Thursday nights at 8:45.

Here both sides speak and those in the audience may even rise and ask a question, if they so desire. The listener is taken care of, too, for, by writing in and enclosing ten cents, he may obtain a transcript of all that went on.

It's one terribly sane idea, in a welter of ideas that border on the insane.



RELIEVE THE ITCHING AND IRRITATION OF ECZEMA

TREAT SKIN IRRITATIONS with a soothing antiseptic... Unguentine! Relieve itching, promote healing. Unguentine is a germicide that stays on the irritated area—helps prevent spread of infection from germs getting into breaks in the skin. The big tube is 50¢. Economical family size jar, \$1.00.

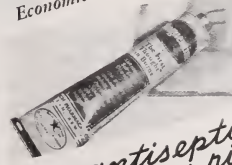


Avoid squeezing... soothe - don't irritate
Take your fingers away! Skin gets redder... madder... after you squeeze or pick! Soothing, antiseptic Unguentine helps prevent spread of infection.



Do what you do for a burn or cut -

Unguentine... first aid for more serious injuries, is also first aid for skin irritations due to external causes. It is the soothing antiseptic, designed to remain in long contact with the irritated area.



The antiseptic that doesn't dry right up

Unguentine is the antiseptic in soothing ointment form. It doesn't evaporate, keeps actively antiseptic for a long time. And it doesn't sting or stain the skin!

Just put on some Unguentine



RADIO RAMBLINGS

(Continued from page 6)

Free Booklet

EXPLAINS WHAT
YOU SHOULD KNOW
ABOUT
FEMININE HYGIENE



A SIMPLE EASY WAY

Proved by More Than
47 Years Use

"FEMININE HYGIENE"—how much depends upon these two words! Yet how little is known about them!

That is why we ask you to consult your doctor. Or, send today for a free copy of "The Answer" which frankly discusses this vital subject. It also explains the simplified Boro-Pheno-Form method of feminine hygiene which more and more modern wives are adopting.

For over 47 years Boro-Pheno-Form has proved to thousands of satisfied users that it is:

- 1 **Simple**—One dainty suppository has the same special function of solutions.
- 2 **Convenient**—Complete in itself. No mixing, measuring or awkward accessories are required. Odorless, too.
- 3 **Safe**—Utterly harmless to delicate tissues. No danger of overdose or underdose. Soothing.

Your druggist carries Boro-Pheno-Form complete with directions.

Dr. Pierre's



BORO-PHENO-FORM

Dr. Pierre Chemical Co., Dept. 14-C
162 N. Franklin St., Chicago, Ill.
Please send me a free copy of "The Answer."

Name _____

Address _____

Town _____ State _____

NEURITIS

Relieve
Pain Few
Minutes

To relieve the torturing pain of Neuritis, Rheumatism, Neuralgia or Lumbago in few minutes, get **NRITO**, the Doctor's formula. No opiates, no narcotics. Does the work quickly—must relieve worst pain to your satisfaction in few minutes or money back at Druggist's. Don't suffer. Get trustworthy **NRITO** today on this guarantee.

Try a VEGETABLE LAXATIVE

What a Difference!



If you think all laxatives eat alike... just try the ALL-VEGETABLE Laxative, Nature's Remedy (NR Tablets)... so mild, thorough, refreshing and invigorating.

Dependable relief for sick headaches, bilious spells and that tired-out feeling, when caused by or associated with constipation.

Without Risk—Druggist. Use for one week; if you are not more than pleased, return the box and we will refund the purchase price.

That's fair. Try it

— NR Tonight —

Tomorrow Alright.

Nature's Remedy
NR TABLETS NR



Charlie Correll (left), who is Andy, and Freeman Gosden, of radio's popular team, Amos 'n' Andy. They earned their first money in radio back in 1924, as Sam and Henry. On August 19th, 1929, they began their Pepsodent broadcasts. Now they've changed sponsors, but are still heard nightly at 7 P. M., E.S.T.

programs for amateur inventors, places to talk about your domestic troubles, etc. The vogue began last year, but this season the audience is getting its big chance to compete with Jack Benny, Fred Allen, and others, at entertaining the radio audience.

RUDY VALLEE'S latest protégé, Tommy Riggs, offstage, is one of the most unobtrusively likable young men that program ever had. He is no blushing violet, but in conversation he is quiet, unassuming, and has not been too much impressed with his new importance since he was snatched from obscurity by the Vallee hon.

Unlike Vallee's other double-voiced discovery, Edgar Bergen, Tommy uses no doll or dummy, as he conducts dialogues with his second voice, little Betty Lou. Riggs just stands alone at a microphone and switches from one voice to another.

TOMMY RIGGS is afraid he might get mixed up and read one of Betty

Lou's baby talk lines in his own manly voice. To guard against that, he marks one rôle with red pencil and the other with blue. He always has the two pencils with him at rehearsal.

His progress has been less rapid than Bergen's with Charlie McCarthy. Bergen happens to be one of the cleverest and most amusing writers in radio and Tommy is not able to turn out big-time material quite so rapidly. Like many another comedian, he has had difficulty in finding exactly the right writer for his peculiar type of script.

ANOTHER comedian worried about writers this year is the great Jack Benny. All season, he has fretted about the quality of his scripts. They do seem to be slipping this year, too.

For years Jack relied on just one man, Harry Conn. When they parted two years ago, Jack was able to get together an organization that filled requirements ex-

actly. A pair of high spirited youngsters worked with Jack on getting a script together, and then Hollywood's great gag man, Al Boasberg, was called in at rehearsal to fit in a good, as they say in the trade, belly laugh, wherever it seemed to be needed.

Since Boasberg's death, last spring, Jack has found no one who could sit in at rehearsal and turn out the belly laughs with just the proper spirit. That's why Jack's programs this season seem to get through the half hour without any particular high spot for a listener to laugh over in reminiscence.

IMPRESSED by the great sums the past couple of seasons have brought him, Benny Goodman has settled down to becoming one of the most industrious of bandleaders. Industry is not a habit that comes easy to Benny's temperament. Right up to the eve of his great success as a swinger, Benny was the most casual, easy going and dilatory of bandleaders.

Even his first big chance on a major network program, Let's Dance, of three seasons ago, failed to impress him greatly. He always presented good reasons for not adding more new tunes to his repertoire for that program. The reasons never included the real one, however. The truth was Benny hated the bother of rehearsing more new tunes than was absolutely necessary.

THE change in Benny Goodman came when RCA-Victor, sensing the coming popularity of hot swing bands, put a strong campaign behind Goodman and made his records best sellers. The Goodman Swing Quartet was created within the band and Benny went to work, determined to build and hold his leadership in the new style.

Surviving from the early days are Benny's easy grin and good-natured habit of shrugging away anything that seems troublesome. Now and then, hard work still is included in the items to be dismissed with a shrug, but as a rule Benny drives himself tirelessly through long rehearsals and sessions with his orchestra
(Continued on page 78)



Alice Frost, young dramatic actress, stars on countless radio programs over all the networks. In private life she is Mrs. Robert C. Foulk. She was born on August 1st, 1910.

HERE'S ONE JOB THAT DIDN'T LEAD TO LOVE...



HIRED!



ADMIRED!



FIRED!

No girl who offends with underarm odor succeeds in her job—or with men...

A new job—new friends—new chances for romance! How Ann did want her new boss to like her! Bachelors as nice as Bill S— were very hard to find!

Ann was pretty—Ann was smart! "Someone I'd be proud of," Bill thought. So he asked Ann out to his club.

The night was glamorous and the music was good—but Bill's interest died with the very first dance. Ann had thought a bath alone could keep her sweet—and one hint of underarm odor was enough for Bill. Others in the office

noticed, too. Ann lost the job she wanted—the job that *might* have led to love.

It's foolish for a girl in business—a girl in love—even to risk offending! It's so easy to stay fresh with Mum! Remember, a bath only takes care of odor that's *past*—but Mum prevents odor *to come!*

MUM IS QUICK! In just half a minute, Mum gives you *all-day-long* protection.

MUM IS SAFE! Mum can't harm any kind of fabric. And Mum won't irritate your skin, even after underarm shaving.

MUM IS SURE! Mum does not stop healthy perspiration, but it does stop *every trace* of odor. Remember, no girl who offends with underarm odor can ever win out with men. Always use Mum!

NO BATH PROTECTS YOU LIKE A BATH PLUS MUM



MY BATH ONLY TAKES CARE OF PAST PERSPIRATION BUT MUM PREVENTS ODOR TO COME!

TO HERSELF: NO WORRIES FOR ME AROUND THE BOSS. IT'S HOURS SINCE MY BATH, BUT MUM STILL KEEPS ME FRESH!

For Sanitary Napkins—
No worries or embarrassment when you use Mum this way. Thousands do, because it's SAFE and SURE.



MUM
TAKES THE ODOR OUT OF PERSPIRATION

RADIO RAMBLINGS

(Continued from page 77)

arrangers. Stardom in radio is a glamorous life, but it's seldom an easy one.

ALL the recent trouble about Mae West's "Adam and Eve" skit, and her vulgar love-making dialogue with *Charlie McCarthy*, is an example of why radio must impose such a strict censorship on itself. These bad taste broadcasts are infrequent but the uproar over them always is tremendous. The radio censor has a difficult problem. If he does censor, he risks a great public protest. If he doesn't, a deluge of angry mail may descend upon him.

ONE recent case where censorship caused trouble was General Hugh Johnson's. The General, you may remember, wanted to speak on social diseases on his commercial program last November. At the last minute, the whole speech was banned and the General was left without anything for his program. The public storm which that caused disturbed NBC officials so much, they finally invited Dr. Morris Fishbein to choose a time and deliver a speech on the same subject. That closed the incident—the with the excuse that only a physician should discuss such topics on the air.



Phil Baker abandons his accordion of vaudeville days for the piano.

ANOTHER famous case cut Genera Smedley Butler off the air when he let the word "hell" slip into an account of a battle as he spoke at a banquet a few years ago. Al Jolson became the center of a national scandal, a decade back, when he made a jovial remark about Clara Bow and later found obscene implications he had not intended. Alexander Woolcott addressing a New York luncheon club one day, was unaware that his speech was being broadcast over a local station. He told nearly an hour of smoking-room stories without being cut off the air.

ONE of the strangest of these incidents occurred on a minor station in upper New York State. The station had run a wire into one of the town's hotels to pick up dance music. For convenience, the connection was made through the hotel switchboard.

A mistake one night connected the station with, not the ballroom, but a conversation between an inebriated gentleman and a woman guest of the hotel. He was trying to make a date and the girl protested he was undressed.

"Fine," answered the man, "I'll be right up!"—and listeners heard even more astonishing material for a radio broadcast, until a frantic station manager cut it off the air.

"Bei Mir Bist Du Schoen," the hot novelty song spread over the networks lately, has a queer history. Two Jewish playwrights, *Sholem Secunda* and *Jacob Jacobs*, wrote the song, in the first place, and fitted it into a Yiddish musical comedy



ARMAND, Des Moines, Iowa
With eager anticipation, I send ten cents for your generous trial sizes of ARMAND BLENDED CREAM and WIND BLOWN ROSES POWDER.

Name _____
Address _____
City _____ State _____
I buy cosmetics at the following store: _____



...for a *"Come hither"* Complexion
Guard Against Dry Skin—
with Armand Blended Cream



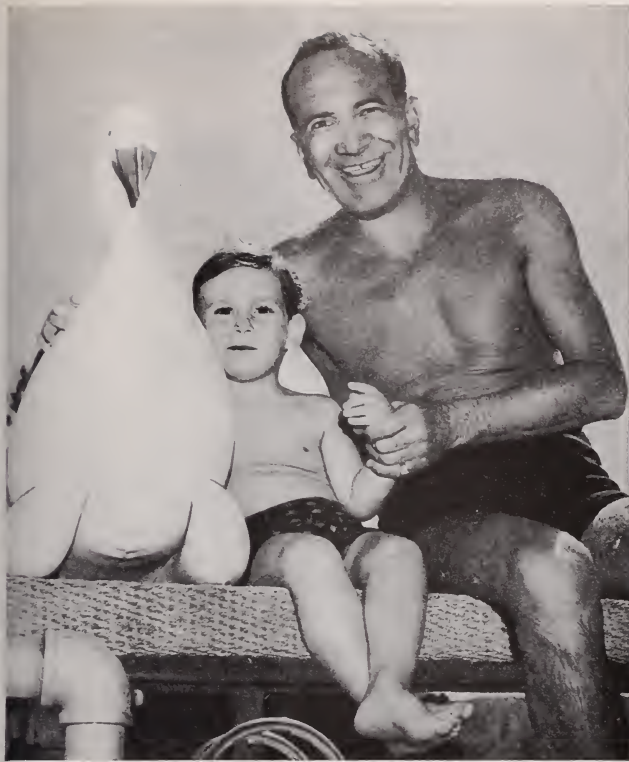
Every woman recognizes (often envies) the irresistible allure of a complexion that glows with natural beauty. Tragically, too often, such a dry, weathered skin keeps many a girl from enjoying the spot light of flattering male attention. But Armand—creator of cosmetics that glorify natural loveliness—has the answer—ARMAND BLENDED CREAM.

The delicate oils of this amazingly delightful cream gently aid to soften harsh, dry, weathered skin. Soon, often in two weeks, you scarcely seem to know yourself in the mirror, your skin seems transformed, delicately soft and supple. The fluffiest, softest, creamiest cream ever made, Armand Blended Cream contains no wax nor grease, a new type of cream, with a fragrance of fresh cut roses. It gives you the effect of five facial aids in one jar, hence is both convenient and economical.

Armand invites you to try this exciting cream which has endeared itself to thousands and thousands of women everywhere. Your favorite cosmetic counter has it awaiting your command. Priced at \$1.00, 50 cents, 25 cents, 10 cents. If you prefer, send the coupon and ten cents for a generous trial size of Armand Blended Cream and Wind Blown Roses Powder—both essential to fresh, radiant loveliness.

ARMAND
FINE COSMETICS

Created by Armand to glorify natural Loveliness!



Al Jolson, Junior, poses with his proud father, Al, Senior. His mother is that popular young screen star, Ruby Keeler Jolson. Al, Senior, noted "Mammy" singer and comedian, airs his variety show Tuesdays, 8:30 p.m., EST, over CBS.

for the trade on New York's lower (and foreign) East Side. The show had its brief run and the song was forgotten.

That was ten years ago. Last summer a pair of Negro hot piano singers came across it and took it with them for an engagement at Grossingers, a fashionable Jewish summer resort in the mountains near New York. It went well there and they kept it in their routine, still singing it in Yiddish, when they landed a winter job in a Broadway night club.

Broadway immediately snapped it up. A couple of Tin Pan Alley songwriters added American touches. Two obscure Jewish gentlemen from the East Side suddenly found themselves authors of one of the season's great smash hits. They had, however, sold their rights for thirty dollars! The song has a strange appeal. Along with the swinging lilt of the usual song hit, it retains the haunting minor key characteristic of Jewish music.

MOVIE moguls have not done as well as they expected with their venture into radio. The Metro-Goldwyn-Mayer program that succeeded *Show Boat* promptly launched itself into chaos. The first few programs were confused, excited hours, which left the listener feeling this

something he might like, if it were only arranged so he could figure out what was going on. There always seemed to be so many things happening at once.

Directors were fired, cast was changed and the show settled down after a few weeks. It became moderately entertaining, as satisfactory as most of radio's less important programs, but it cost the sponsor three or four times as much.

THE Warner Brothers program for *Lucky Strike* had a less hectic beginning but it had the same fault. It was not a bad little variety show but it cost so much more than the very popular Vallee or Crosby or Kate Smith hours.

One of the NBC vice presidents had a remark that summed up the situation. "What's getting into this radio crowd?" he wanted to know. "They spend years and fortunes experimenting with all sorts of radio shows. Then, just as they seem to be learning how to produce pretty good programs, they turn the whole thing over to a crowd of movie people and pay a tremendous price for shows by beginners in the radio business."

HERE'S a name you might jot down on
(Continued on page 80)

DOWN WITH
DIRT AND
GERMS!
WITHOUT
NASTY
SCRUBBING



• SANI-FLUSH is made to do a job you hate. It cleans toilets scientifically—without scrubbing. You don't even have to touch the bowl with your hands. Just pour in a little of this odorless powder. (Follow directions on the can.) Flush the toilet and the job is done.

Stains vanish. Odors go. Germs are killed. The hidden trap that no other method can reach is clean. SANI-FLUSH cannot injure plumbing connections. It is also effective for cleaning auto radiators (directions on can). Sold by grocery, drug, hardware, and five-and-ten-cent stores. 25c and 10c sizes. The Hygienic Products Co., Canton, O.



Sani-Flush

CLEANS TOILET BOWLS WITHOUT SCOURING

CATARRH or SINUS Irritation Due to Nasal Congestion CHART FREE!

Hall's Catarrh Medicine relieves phlegm-filled throat, stuffed up nose, catarrhal bad breath, hawking, and Sinus headaches caused by nasal congestion. **Relief or Your Money Back.** At all Druggists'. Send Post Card for Free Treatment Chart. 65 years in business. **F. J. CHENEY & CO., Dept. 33, TOLEDO, O.**



USE CAMILLE RUN-R-STOP to save your stockings and prevent embarrassment. A drop of Run-R-Stop Cream stops a run or snag *permanently* before it has a chance to ruin your stocking. HAND-SOME RED and BLACK VANITY protects tube in purse. Only 10c. Ask for it at chain, department and shoe stores.

Guaranteed by Good Housekeeping as advertised therein

RUN-R-STOP
CAMILLE INC.—49 East 21st Street, N.Y.C.

RADIO RAMBLINGS

(Continued from page 79)



ARE YOU A BRUNETTE? There's a special shade of Colorinse for every shade of hair—to accent the natural color, make it really sparkle and shine with rich beauty.



ARE YOU A BLONDE? Bring out all the golden glamour of your hair with Colorinse—the tint-rinse that gives it the youthful radiance of brilliant, sparkling highlights!

Complete every shampoo with your own shade of Nestle Colorinse. It rinses away shampoo film; glorifies the natural color of the hair while blending in grey or faded streaks. Colorinse makes your hair soft, lustrous and easy to wave.

Colorinse is quick, easy and simple to use. Pure and harmless; not a dye or bleach. It costs so little, too — only a few pennies for each Colorinse. Two rinses for 10c in 10-cent stores; 25c for five rinses at drug and department stores.



NOW!
Beautiful
NAILS
AT A MOMENT'S NOTICE

So natural they even have half-moons

NEW! Smart, long, tapering nails for everyone! Cover broken, short, thin nails with **NU-NAILS**. Can be worn any length and polished any desired shade. Defies detection. Waterproof. Easily applied; remains firm. No effect on nail growth or cuticle. Removed at will. Set of Ten, 20c. All 5c and 10c stores.

NU-NAIL COMPANY
5249 W. Madison St., Chicago

NU-NAILS

Artificial Fingernails



Sandra and Ronnie Burns, aged three and two, respectively, with their proud parents, George Burns and Gracie Allen (Burns) of the Monday night show. NBC-Red network at 8 p.m., EST, with Tony Martin and Ray Noble.

your menu pads: Maxine Sullivan—remember it and take notice next time you hear it on the radio. Maxine is a colored songstress with a unique style of singing, not quite scyng, torch, ballad or any other classification. Singing a current popular song, she is one of the good Negro gal singers, but her real flair lies in the spirit she brings to old favorite ballads. Without any suggestion of burlesque, Maxine adds a subtle touch of scyng into such songs as Loch Lomond, My Darling Nellie Gray, Trees or Annie Laurie. Her records of those have become best sellers.

Maxine has been on the air occasionally, particularly on WABC's Saturday Night Swing Club program. Her radio future is hard to predict, because sponsors shy away from colored singers for fear of antagonism in the South. Right now, however, she seems destined definitely for the place among colored singers left vacant by the retirement of Ethel Waters.

EVERY once in a while, someone comes around with the news, astonishing to Broadway, that Rudy Vallee actually does his own writing for his column in *Radio Stars*. Ghost writers have become so customary for celebrities, the man who actually writes the articles he signs is considered a curiosity.

Rudy is so serious about his own writing, he would not even turn the task over to a ghost for the month of the Vallee trip to England during the Coronation excitement last spring. The English stay was packed with engagements in theatres, night clubs and radio, but Rudy took time out to write the column and make sure it got on a ship that would arrive in America ahead of deadline.

THIS is not polite, picking on a man's troubles—but it does seem odd that A. L. Alexander, radio's most famous counselor to people who are in trouble, should find himself involved in a divorce trouble of his own. His wife started Reno proceedings just as Alexander returned to the air on the *Court of Human Relations* dramas, after an absence since the demise of his *Good Will Court* last spring.

ONE of the most successful song writers this year is a New York radio editor, Nick Kenny, who has been writing about radio since back in its pioneer days. Nick is no newcomer to songwriting ranks, but his songs usually hovered down below the hit class. His main efforts after ten years of work were Love Letters in the Sand and Grandfather's Clock. All of a sudden, this season, he zoomed into prominence with three of the season's biggest hits in quick

...cession, Carelessly, Cabin of Dreams
and There's a Gold Mine in the Sky.

KENNY'S songs have one great handicap. Guy Lombardo won't allow his orchestra to play them under any circumstances, whether he likes the songs or not.

When orchestra leaders plug his songs, Kenny often reciprocates by mentioning the leaders in his column in the *New York Daily Mirror*.

"If I played the songs," Guy protests, "someone would say I was playing them to get mentioned in your column." Guy won't budge from that stand. He is very stubborn about some of his ideas. "Two things this band doesn't need," he often remarks, "are a girl vocalist and a press agent"—and he won't budge from those, either.

If you have been wondering what happened to Ramona, since her quarrel with Paul Whiteman and disappearance from American radio, she has been spending the season in England. Ramona has become very popular there, both as a radio songstress and in personal appearances.

Most of her radio work for English audiences has been in England's commercial programs, much more remunerative as a rule than the strictly non-advertising broadcasts of the British Broadcasting Corporation. These programs are recorded on film in London studios and sent to the powerful stations in Luxemburg and Normandy, to be broadcast to British audiences.

WITH only two members of the Metropolitan Opera able to land regular weekly programs this season, it is good to see that both of them are among the comparatively small delegation of American stars in the Met. Richard Crooks, the leading American tenor, still holds his Monday evening NBC program, for which he has sung for years. Lawrence Tibbett, heard infrequently the past couple of seasons, returns to his old stand as star of the Wednesday evening Andre Kostelanetz broadcasts.

MARION TALLEY stands as a good example of how difficult it is to come back in radio, once there has been a slip from prominence. Not so many years ago, this young American soprano was the most famous singer in America, a member of the Metropolitan Opera, in demand for concert and theatre engagements, the toast of musical America. At the height of all this, she decided to retire on a fortune her brief career had brought.

A LITTLE more than a year ago, Marion Talley decided to return to all her old glory and accepted a radio engagement. This is the second year of her new career but the girl, once an idol of all the land, remains obscure as far as radio is concerned. She is singing better than before but her program gets minor attention. There was one occasion when wire trouble knocked it off the air over the whole eastern half of the United States. Not a telephone call of inquiry about her absence was reported.

RADIO creates new stars so rapidly, there is not much time left for one who already has risen, waned, and tries again.

—BY ARTHUR MASON.



Henry Fonda — starring in Walter Wanger's "I Met My Love Again"

Henry Fonda

helps girl
win beauty crown



"TWO GIRLS WERE RIVALS for the title of Beauty Queen of the Ice Carnival. Peggy told me how anxious she was to win . . .



"SHE WAS VERY ATTRACTIVE, but I noticed that winter wind and cold had chapped and cracked her lips — spoiled her beauty . . .



"I TOLD HER that I'd heard many famous beauties of the stage and screen mention a special lipstick with a rich, protective Beauty-Cream base . . .



"PEGGY WAS CHOSEN Queen of Beauty . . . and she always insists that it was my advice about this lip-protection that won her the crown! . . ."



INDEED, I'M GRATEFUL TO HENRY FONDA FOR TELLING ME ABOUT KISSPROOF LIPSTICK. NEVER AGAIN, IN WINTER OR SUMMER, WILL I BE WITHOUT ITS PROTECTIVE BEAUTY CREAM BASE TO KEEP MY LIPS SOFT AND SMOOTH. KISSPROOF IS A GIRL'S MOST PRECIOUS BEAUTY SECRET.

Kissproof Lipstick in 5 luscious shades at drug and department stores . . . **50c**

Match it with Kissproof rouge, 2 styles — Lip and Cheek (creme) or Compact (dry)
Kissproof Powder in 5 flattering shades.
Generous trial sizes at all 10c stores.

Kissproof

Indelible LIPSTICK and ROUGE



SCENARIO BY HENRY FONDA

Skin Reveals Thrilling Beauty

when cleansed
this utterly different way



REMARKABLE, silky-fine oatmeal powder, called LAVENA, cleanses, softens and soothes the skin—all at the same time! Helps remove unsightly blackheads and excess oils. Takes off dirt and make-up completely, leaving the skin gloriously refreshed, smoothing it to velvety softness. Non-alkaline. Lavena does not dry the skin!

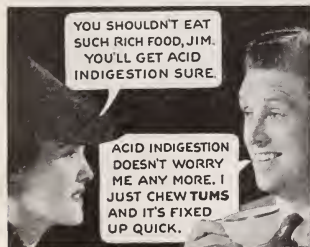
Prevent Winter Roughness

Lavena protects skin against dryness, chapping and roughness due to cold winter winds by its neutral cleansing, gentle softening and soothing properties. Use daily and keep skin clean, fresh and smooth all year 'round. No soap or cold cream needed. Delightfully fragrant! Amazingly economical to use!

Sprinkle Lavena in the bath water to help prevent distressing skin irritation known as "winter itch."

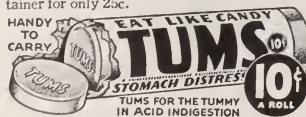
Good Housekeeping Approved

Over 4 million packages already sold! Get Lavena from drug, department or 10c stores. Or write Lavena, Dept. 63, 141 West Jackson Blvd., Chicago, for liberal trial package, absolutely free. Copyright 1937, by the Lavena Corporation



MILLIONS DO THIS FOR ACID INDIGESTION

YES—TUMS, a remarkable discovery brings amazing quick relief from indigestion, heartburn, sour stomach, gas, and constant burning caused by excess acid. For TUMS work on the true basic principle. Act unbelievably fast to neutralize excess acid conditions. Acid pains are relieved almost at once. TUMS contain no laxatives; no harmful drugs. Guaranteed to contain no soda. Over 1½ billion TUMS already used—proving their amazing benefit. Try TUMS today. Only 10c for 12 TUMS at all drugists. Most economical relief. Chew like candy mints. Get a handy 10c roll today, or the three roll economy package with metal container for only 25c.



SOUTHERN SMARTNESS

(Continued from page 12)



Nineteen-year-old Edith Heller is a new torch singing star, heard over the Mutual network. She is blonde and blue-eyed and five feet, six inches tall.

with every department store and shop, from the most exclusive right on down, having its South Shop, its Beach Bazaar, its Cruise Corner—or what have you! Because of this you'll have the advantage over your cruisebound friends, in more ways than one. For the manufacturers make careful analyses of what sells well in cruise clothes, and when their regular spring and summer lines are made up, only the smartest models are kept and repeated, thereby making your selection problems much simpler.

Another point in your favor is that you will pay much less for the same dresses, because they naturally are higher in price now. When fewer are sold, the people who buy them are ready to pay more. So, even if you're going to be a Sally-sit-by-the-fire, come along with us and let's see what style hints we can garner from the Southern wardrobes of four lovely ladies of the air-waves, who are noted for their taste in clothes.

Truly fascinating are the active sports outfits, bathing suits, and play clothes included in a Southern wardrobe, but we'll skip those till a later date, when you're more in the mood.

Instead, let's consider first the costumes these radio stars are going to wear for shore excursions and when not engaged in active sports. For these are most important to us at present, being more practical and wearable. You'll see what I mean when you look at the shore-going costume chosen by Jean Dickenson, NBC's young prima donna

of *The American Album of Familiar Music*.

Jean will step into the tender to go ashore in something dark, cool, and smart, with summery touches given by light trimmings and accessories. She's all ready for a comfortable day of sight-seeing in her simply-tailored black street frock with natural color linen gilet, youthful round neck, and elbow-length sleeves. Her gauntlets are of cool natural linen to match the gilet. On her dark hair she wears a flattering leghorn-type straw, whose wide brim will keep off Southern suns. The black taffeta trimming ties in a school-girl bow in back.

As for you, you will board the bus or subway in a very similar costume, worn under your coat and with dark accessories and hat till it's warm enough to wear the dress alone and with summer accents.

So you see, a costume like this is not only good for Southern sightseeing, but will prove excellent this spring and all next summer for the business girl. Cool-looking and dark, and therefore smart, it's perfect for town and office wear. The dress itself, being dark, will not show soil. The linen gilet is easily removed and laundered, so that you will look fresh and cool even on the hottest of the "dog days."

The number of things the average woman tries to cram into one little feminine handbag is the subject of jokes of long standing. We have been accused of stuffing our purses with as many assorted articles as a small boy manages to put in the

pockets of his knickers. The kit-bag that Jean carries is of marble-hide, in the same color as her linen accessories, and is smart as well as practical, for it will hold as much as she wishes without unsightly "stuffing." In it she can put all the cosmetics and make-up aids that are needed for a whole day of strenuous sightseeing, and even find room for some of the small souvenirs that she will pick up en route.

You'll find a smart roomy bag like this invaluable if you have an important dinner date immediately after office hours, with no time to go home and change. For you can fill it with your make-up, a few cleansing tissues, fresh gloves and stockings, everything, in fact, to make you look as though you'd just stepped from a handbox.

Another "must" for the cruise wardrobe and for you, too, is the light silk spectator print worn by Mary Livingstone, who's the wife of *NBC's* popular comedian, Jack Benny, as well as his co-star.

Mary's lovely cool-looking afternoon dress is in one of the new spring colors, "smoke" blue, with an appropriate smoking pattern in white. Incidentally, Mary, as you may know, is not a very big girl, and the lines of this dress, the built-up waistline and V-neck, have a lengthening effect most flattering to the small figure.

Why not choose a frock like this for your first spring print? You'll find so many uses for it. Worn now under your winter coat, it will seem like the first breath of spring to you and to those who see it on you. Wear it during the spring and all

next summer with dark or light accessories for hot days in town, for country club afternoons, for informal evenings.

A few, very few, ultra-ultra smart women start rushing the season by appearing in straw hats, just as soon as the new year starts. But most of us haven't the boldness to try them on our public till we're sure that spring is really here. And it won't be long now! So let's say hello to lovely Irene Rich and admire her gay red straw.

Irene, who is the star of her own *NBC* program, is noted as one of the best-dressed women in radio. She has been quick to adapt the vogue for the Indian and Latin-American influence, which will be strongly felt in all branches of fashion for the coming spring and summer.

The sombrero of the humble Mexican peon becomes a smart "chapeau" when it is cleverly adapted for feminine wear in Irene's new cruise hat of dark red straw, combined with deep Indian-blue grosgrain silk. It is charming, worn with Irene's summery linen sports dress, but would be equally smart with your spring print and all but the most tailored suits.

Probably you've been wondering if we're ever going to get to the lovely satin evening gown worn by Elizabeth Wragge, whom you hear daily as *Peggy* in *Pepper Young's Family*. So let's hurry along to the "glamour" clothes of the cruise girl.

For the Captain's dinner and gala nights, when she wants to look her very best, this lovely blonde *NBC* actress has chosen a smart, rich-looking satin dress in char-

treuse green, a perfect color with summer tan. Worn with the bolero jacket, it's a dinner dress, and when the jacket is removed it becomes a formal evening gown with low square décolletage and widish shoulder straps, finished off at the bodice edge with flat, casual bows.

This is the type of evening dress that can be worn at any time of the year and, with or without its charming jacket, for any type of occasion. Especially, if your budget allows you only one party gown, you can't go wrong with one like this. Chartruse looks well with a summer tan, but it also sets off a white skin that hasn't been exposed to the sun's rays since your vacation last year. And it's a color that can be worn equally well by blondes, brunettes, or tians. The classic simplicity of the lines, the not-too-full bias skirt, will stay in style just as long as the sturdy satin, known for its long-wearing qualities, holds up.

Speaking of lines, note how this gown becomes Elizabeth, who is quite the opposite type from petite, brunette Mary Livingstone, being a tall, statuesque blonde. Her neckline is squared instead of V-shaped, and makes her look less tall. And the short bolero, with puffed sleeves, was made for the tall girl, as it minimizes her height.

And so, little stay-at-homes, I hope you'll agree with me that you don't have to go South to enjoy Southern clothes, and that you've got lots of ideas for your spring wardrobe from these smartly-dressed stars of the air, Jean Dickenson, Mary Livingstone, Irene Rich and Elizabeth Wragge.

"HANDS SHOULD BE GLAMOROUS"

says *Luli Deste*

(COLUMBIA PICTURES STAR)

"HANDS EXPRESS EMOTION and beauty," says Luli Deste, "and should receive the care necessary to keep them exquisite. This rule applies as much to home life as to professional life." Girls—prevent ugly chapping, keep hands lovely with Jergens Lotion!



Luli Deste with John Boles in "SHE MARRIED AN ARTIST"—a COLUMBIA PICTURE.

Chapped, Rough Hands soon Soft and Smooth when Lotion goes INTO THE SKIN

YOUR HANDS get rough and chapped when water, wind and cold rob the skin of moisture.

But Jergens Lotion easily replaces the lost moisture because it goes into the skin. Of all lotions tested, Jergens goes in the most completely. Leaves no stickiness. Quickly soothes chap-

ping. In no time, Jergens makes coarse red hands attractively soft, white and young-looking.

Two fine ingredients in Jergens are the same as many doctors use to soften and whiten. For exquisite hands—use Jergens. Only 50c, 25c, 10c, \$1.00—at all beauty counters.



JERGENS LOTION

FREE: PURSE-SIZE BOTTLE OF JERGENS

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

The Andrew Jergens Co., 1639 Alfred Street, Cincinnati, Ohio. (In Canada, Perth, Ontario)

Name (PLEASE PRINT)

Street

City State

SMOOTH YOUR SKIN NEW HOLLYWOOD WAY

WITH THE SAME CREAM
THE STARS USE



Here's That Amazing New Cream with Skin Softening Emollients That's Thrilling All America

TAYTON'S CREAM

Floats Away Dirt. Dissolves Dry, Rough Skin. Smooths — Softens. Powder Stays On

★ Boots Mallory

The Lovely star with Eric Linden in Here's Flash Casey, says—"I use Tayton's Cream to cleanse and keep my skin smooth and youthful looking."

Test This Thrilling Beauty Discovery UNDER MONEY BACK GUARANTEE

Make your skin smooth and alluring like the Stars do. . . . TAYTON'S CREAM releases precious triple-whipped emollients that cleanse and also dissolve dry, scaly skin cells that cause roughness, your powder to flake off, skin to shine, look parched and old. Lubricates dryness. Flushes blackheads. Rouses oil glands. Helps bring out new, live, fresh skin. Thousands praise it. Get TAYTON'S CREAM at your job store, Drug and Dept. Store. Cleanse with it, also use it as a night cream. If your skin is not smoother, fresher and younger looking after first application your money will be refunded.

FREE Also test TAYTON'S new glamour face powder the stars use. Send your name and address to Tayton Company, Dept. B, 811 West 7th St., Los Angeles, Calif., and generous samples of all six shades will be sent you free so you can choose your most flattering shade.



with Wigder EYEBROW CONTROL

FOR charm and beauty, it's most important to keep your eyebrows trim and shapely. And it's easy, too. Just "tweeze" away those stray hairs and heavy outlines with Wigder Tweezers—especially constructed with raised shoulders and carefully set jaws for positive grip.

Don't neglect this essential beauty card! Get Wigder Tweezers today at any drug or 10-cent store 10c



Ask for Wigder Tweezers with the special Lock-Grip that makes eyebrow-grooming quick and agreeable.

Wigder QUALITY COSTS NO MORE
NEWARK, NEW JERSEY
NAIL FILES • TWEEZERS • NAIL CLIPS • SCISSORS

IT'S MY HUMBLE OPINION—

(Continued from page 9)



You've heard Maxine's unusual voice on Phil Spitalny's *Hour of Charm*, Mondays at 9:30 p.m. EST on NBC-Red. Some have called her a low contralto, but Phil says she's a woman baritone because she can sing Low C.

monger counts. And if the victim wins, the damages awarded are usually small.

Jessel remarked, a bit ruefully, it seemed, that he could not go on criticising the scandal-mongers, because, he said, his program was dedicated to entertainment and not to crusading.

To me, this should be food for thought to a sponsor who is really looking for something different in a program. One who does not fear the scandal type of newspaper and who dares speak the truth, would have a dynamite program, that dared to take these intruders to task and to convince them that they are not to sit in judgment on the rest of us.

Jessel has evolved a most startling theory about the radio gossip columnist. Jessel reasons: if Jimmie Fidler, who is sponsored by a shampoo company, has the right to criticise—perhaps wholly unfavorably—a

motion picture which represents the investments of a company and the work of many people (thereby affecting returns on it), why should not the motion picture makers then have the right to criticise the shampoo which Fidler sells or the products which any columnist ballyhoos?

IF Fidler says: "Don't see *Such-and-Such*—it's a no-good picture!"—why, then, isn't it fair to say: "Don't buy Fidler's shampoo!"? I think Jessel has here a most effective remedy.

Personally, I feel that Fidler is probably as constructive a critic as anyone and represents a good pulse of the public's feelings, but, as he is sponsored by a shampoo company, I think that Jessel's theory is most fair.

WHEREAS a commentator—perhaps best exemplified by Skolsky—leans more

toward vicious expose, with a cruel and vicious vein of thought in his writing. This commentator seems to take a sadistic delight in pointing out flaws in pictures—flaws which do not seriously affect the picture. A picture audience enjoys illusion—which, after all, is the art of the motion picture.

ONE remark by Jessel pleased me greatly. In reply to the gossip columnist's statement that innuendo and gossip increased the value of the picture, he brought out the fact that Chaplin, Talmadge and many others had made pictures that grossed six millions of dollars, of which no portion was due to innuendos or gossip—for the simple reason that there were no gossip-mongers in those days!

He also dared suggest that the publishers of the scandal-sheets hope that one question will never be asked in legislative session, and that is whether the public is acutely interested in the private lives of their favorites—or—whether, as I have always maintained, that basically the public demands good performances first and then—and then only—some interesting and clean information concerning the artist himself.

PASSING one of the little poverty-stricken, home-made, hot chestnut stands on Broadway, near the Paradise Restaurant, I couldn't help but smile at a remark made by its owner. It was bitterly cold and evidently business had been bad all day, and so he growled to two fellows passing by with their ladies: "Aw, c'mon! Buy some chestnuts . . . ain't we both from the same union?" From the amused

faces of the men, I'd say that they'd never seen him before.

MIS-PRONOUNCED: Leo-nore, for Le-nore. Mod-dren, for modern which should be pronounced: mod-dern.

COURAGE: For a producer to name a show *Hooray For What*, which is Ed Wynn's big success. Critics might have said, had it not been so generally excellent: "Right! Hooray for what?" And Harry Cohn certainly stuck his chin out when he named a picture *The Awful Truth*. Too easy for the critical fraternity to say: "Ain't it!" or "I'll say it's awful!"

PULL OVER! The police have a racket, I'm told, in one American city. They put out a publication, a history of the city's police force since its inception. When they tell you to "pull over!", instead of giving you a ticket, they make you buy a copy of this book.

My informant was going down Main Street at about three a.m., when a cop drew alongside his car and said: "Pull over! You went past that last stop sign." "Did I?" asked the innocent man. "Yeah," answered the cop, "an" it looks as though you've bought a book."

THE man thought that the cop meant that he had got a ticket, which seemed like the next step, whereupon the cop produced an enormous magazine, about the size of *Fortune* but much thicker. "Want to buy it?" asked the cop. "Well," says my friend, "I'm not exactly crazy. I bought it for three dollars and, just as I was about to drive off, the policeman stuck his head in

the window and said: 'You'll like it, it's got my picture in it!' I can't have murdered him, gladly!"

Another acquaintance of mine got a ticket, too. But his cop was decent. He gave him a receipt for the book he had had to purchase and advised him that, whenever he was stopped again by a cop, he had only to show him the receipt, whereupon the cop would let him go.

NEXT week, however, he went out without the receipt—and sure enough—he had to buy another book. Here's making a collection of them!

THE legal action on the part of Vaughn de Leth in seeking to restrain Kate Smith from the use of the phrase *First Lady of Radio*, comes as a result of the failure to define terms. There can surely be no doubt that Miss de Leth was the first outstanding natural singer of songs that big-time radio knew. And while the entertainment world could boast of Belle Baker, Marion Harris and others, Miss de Leth was the first woman to achieve great popularity on the ether. When I was still a student in college she, Milton Cross and Graham McNamee were the big three at the downtown WJZ studios.

Miss Smith did her first coast-to-coast broadcast in 1930. Previous to that she had been the singing hit of *Flying High*, and it was about that time that Ted Collins, her present manager, heard her and thinking that he recognized great talent asked me if she was all that he thought she was. I concurred heartily, and when I met Ted months later, he was able to

(Continued on page 86)

Romance Everywhere

with Adventure PARK & TILFORD'S New Perfume Sensation

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

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

Smart tuckaway size at all ten-cent stores . . .

10c



PARK & TILFORD

FINE PERFUMES FOR HALF A CENTURY

Perfumes

(Continued from page 85)

... BUT
ISN'T ALL
MASCARA
JUST ALIKE?

NO!...
**WINX IS
DIFFERENT!**

FINER TEXTURE
...LOOKS MORE
NATURAL..KEEPS
YOUR LASHES
SOFT AND SILKY!

For more beautiful eyes, be sure to get WINX — mascara, eye shadow and eyebrow pencil. Look for the GREEN PACKAGES.
Approved by Good Housekeeping Bureau.
At all drug, department and 10¢ stores.

WINX
the Finer Quality
MASCARA

DON'T BE A
"MARKED"
GIRL!



***DISFIGURING BLEMISHES
NOW SO EASILY
CONCEALED!**

SKIN BLEMISHES need no longer be embarrassing. Untold numbers of smart girls have learned this simple secret of always having clear-looking, lovely skin despite unexpected or permanent blemishes. HIDE-IT conceals all pimples, birthmarks, freckles, scars and all discolorations. Waterproof—won't easily rub off—lasts all day until removed. Four flesh shades. Cream or Stick \$1 at Department and Leading Drug Stores. 10¢ size at Ten Cent Stores.

MAKE THIS SIMPLE TEST
Apply HIDE-IT on the blemish. Let dry. Dust with powder, apply usual make-up.

Now! See how completely blemish has been concealed. See how marvelously clear and flawless your skin looks. You'll never be without HIDE-IT!



Hide-it
HIDES SKIN BLEMISHES

Clark Millner Co., Dept. 15-C, 666 St. Clair St., Chicago
Please send me free Story Booklet "Marked Girl." Enclose 10¢ Canada 15¢ U.S. Sample: Little Cream Stick.
Check shade: Light Medium Brunette Sun Tan.
Name _____ Town _____
Address _____ State _____



Paul Whiteman has returned to the air on Fridays at 8:30 p.m. EST on CBS. His pianist-conductor, Ray Barge, is pictured here with him.

inform me that she was on her way up to becoming one of the greatest names radio has ever known.

CERTAINLY, in the strict technical sense, *Miss de Leth* was the first. But the term, First Lady, usually connotes the most important lady of the present and no one can dispute Miss Smith's right to that claim. I speak, not only of great public esteem but of sheer coverage and rating in radio surveys. But *Miss de Leth* demurs, saying that she and CBS have been using the title in announcements and publicity since 1932, whereas it would seem that it was Kate's broadcast with the President's wife that suggested that her broadcasts contained two first ladies. Knowing Kate and Ted as well as I do, I have little or no doubt but that they will gladly and generously relinquish all claims to one who is one of radio's true pioneers.

N. B. to all keen observers reading this column! You were just about to reach for pen and paper to write me, saying that I had misspelled *Miss de Leth's* name. My answer is that a letter from the lady herself

to me spells it *de Leth* and not *de Leath*. Shall we *Leth* it that way?

RIDICULOUS: California butchers at Thanksgiving time boycott Oregon turkey. . . . *Time*.

This is supposed to be a *United States* and it would seem as though any such rivalry is plainly asinine. It's almost as childish as that between Florida and California, and that's saying something. What are we coming to, anyway?

MILLENNIUM: The Amishmen and Mennonites of Pennsylvania (religious sects) manifest their willingness to:

1. Regulate their crops according to Government restrictions.
 2. Contribute to Social Security.
 3. Check off their dues to Unions.
- Yet they proudly refuse Government money offered them for plowing-under and a crop restriction! Yes, they actually refuse to accept this money!

TRULY, these people must be the salt of the earth . . . when contrasted with the rest of us money-grubbing and greedy lot, they

must indeed be veritable angels!

OUR present system of taxation decrees that "... those best able to pay shall pay the greatest taxes." Even though those so taxed are NOT permitted a greater say in the selection of statesmen—have NO voice whatsoever in the disposal of the monies thus obtained—nor any greater enjoyment of that for which they are used!

The man who, last year, surrendered hundreds of thousands of dollars to Washington, has no more use of the highway on which his money was spent than anyone else and, if he happens to live in Manhattan, he is about to be obliged to spend fifty or seventy-five cents every time he wants to park his car so he may go into a store and buy something (new regulations), even though he may have actually contributed several thousands of dollars to the construction of the street.

I SWELL with pride every time I see a battleship. I cannot help but feel proud in the knowledge that my last year's income tax no doubt bought that proud mast, or that that series of one-night engagements we played a year ago provided for those three six-inch guns. I honestly feel the same pride that the man feels who visits the gymnasium with which he endowed his alma mater.

But I must confess that I become infuriated when I read that a P.W.A. artist, being paid with my hard-earned dollars, uses his paid-time to paint a mural in which he depicts a former but living President of these United States as Satan, a



Lovely Evelyn Kaye, violinist with Phil Spitalny's All-Girl Orchestra of the Hour of Charm Program, Mondays, 9,30 p.m., EST, NBC-Red.

former chief executive of this union as a Devil and one of the most loyal and hard-working public servants the State of New York has ever known, Alfred E. Smith, former Governor, as about to be lost in the fiery pit of Hell.

BY what right, I ask, are the taxpayer's funds to be used to ridicule such men.

PERHAPS: Emil Ludwig in his estimate of President Roosevelt says: "No dictator has a sense of humor." Which is to say, in other words, that the present President could not become a dictator because of his reputed great sense of humor. I wonder. . . .

MISUNDERSTANDING: One unsuspecting customer of the Royal Hawaiian Hotel in Hawaii asked for a package of Kool cigarettes. There was a considerable delay and he was about to call the captain and make a fuss when the boy returned with a tray covered with a napkin. "Took you long enough," grumbled the customer. "Gotta be cool," said the boy with a smile. They were cool all right, for under the napkin was a package of Chesterfields, packed in ICE!

I WANTED to describe, briefly, some of the more interesting points of a recent dance tour through the northern part of California but time presses so I will touch, in the next issue, on some of the hazards that attend such a venture and on some of the strange and lovely things that came to our attention.



Girls, ask your brothers—

they'll tell you about

S.A.

[stocking appeal]

Brothers speak out frankly. They'll tell you how men frown at stocking faults . . . runs, ugly wrinkles, snaky seams.

Why not guard against these—rate high on S.A.*? It's easy with Lux.

SAVES ELASTICITY. Lux saves the elasticity of silk—lets threads stretch without breaking so easily, then spring back into shape. Runs are fewer—and stockings retain flattering fit.

Avoid cake-soap rubbing and soaps with harmful alkali. These weaken elasticity and rob you of S.A.*

*S.A.=stocking appeal.

RUNS KILL S.A.
 "No wonder your 'date' went sour, Sis—a nasty run like that!" Brothers know how runs detract from the smartest frock—dim your whole effect. There's an easy way to cut down on these glamour killers . . . just use Lux.

Cuts down runs...saves S.A.



Lady Lillian

Introduces

NEW BEAUTY

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



Special 3c Trial Offer

For single generous trial bottle send this ad and 3c stamp to LADY LILLIAN, Dept. M-10, 1140 Washington St., Boston, Mass. Specify shade you prefer.



WIN?
OR
LOSE!

Hands hold romance! Are yours alluring . . . soft . . . white? Or do you lose out because they are red and rough . . . unpleasant to touch?

Get a jar of Barrington Hand Cream, made for the special purpose of keeping your hands as lovely and attractive as your complexion.

Barrington really does improve your hands and furthermore it maintains the improved condition. It is a very inexpensive but definitely helpful way to add real charm to your general effect of good grooming. Use it for a few days and it will surely prove its worth to you.

At drug, department and the better 5 and 10 cent stores.

NORTH AMERICAN DYE CORPORATION
Mt. Vernon, New York

Barrington
HAND CREAM



MIKEMEN

(Continued from page 71)



Al Donohue (left), orchestra leader, and Nelson Case, during a program. Nelse is one of NBC's tallest, youngest and handsomest announcers.

destroyed when his home in Brooklyn burned some time ago. That, incidentally, was a test of coolness before the mike. Just before the *Lucky Strike News Parade* broadcast, he received the phone message that his house was on fire, but went on with the program.

He was a backstroke champion in France, captain of last year's victorious *CBS* golf team; plays badminton well, and won the championship at the Radio Stars Table Tennis Tournament, playing against Dell Sharbutt. He almost lost his neat moustache once, in a golf game against Nick Lucas; moustache against twenty dollars.

He likes humor, particularly Thorne Smith, and is something of a fashion plate. But when he arrived in New York he was wearing one blue and one brown sock. As a hobby he likes home decoration, harking back to his art training, and he aspires to an executive position in radio.

He is single now, and for several years shared bachelor quarters with Melvin Allen and Ralph Edwards. But at Christmas, 1937, he became engaged to Beatrice Wann, who sings on the *RCA* program, and will be married to her in the spring.

Andre Baruch, nephew of Bernard Baruch, and descendant of Jean Jacques Rousseau, was born in Paris, France. He learned English as a child and has lost his accent completely. His first radio job was at a local station in Coney Island, where he was pianist and announcer. Now he's one of the best announcers for *CBS*.





Tryin' a little truckin' at the Rainbow Room—Nelson Case and NBC singer Durrelle Alexander.

NELSON CASE (NBC)

Case, one of NBC's youngest, tallest and handsomest announcers, is a California Native Son, first seeing the matchless California daylight on February 3rd, 1910. While still in high school he was a singer, orchestra leader and radio performer, besides working on the *Long Beach Sun*, which Mr. Case, senior, published. His interest in radio was aroused by an assignment to the *I Cover Radio* section, and he wound up with a job on the local station, as occasional baritone soloist. At seventeen he was chief announcer on *KFI*, NBC affiliate. When he applied for the job it was as a singer; he had been crooner and pianist at *KGER*, and was told to stick around until five-thirty. While waiting, Nelse vocalized and practiced his songs; then, much to his amazement, he was shoved in to announce a dance program, cold, emerging an announcer. He's fallen into many jobs the same way, and says he's been very lucky.

As a youngster, Case's interest was primarily in the theatre. He loved to sing to an audience, or to act in the spotlight, and perhaps one reason radio appealed was because of its entertainment angle. It is the one thing that Case feels in and out that holds all his interest.

After six months at *KFI*, during which he was "on stand-by" on the first trans-continental broadcast, he left for a better

(Continued on page 90)

**THE NEW 1938
BEAUTY DISCOVERY**

*A petal-like smoothness
from top to toe*

WOMEN SAY it's the *Number One* care the entire body needs—this combination of the Linit Magic Beauty Mask and the Linit Beauty Bath.

This beauty treatment costs almost nothing, yet it is a wonderfully effective way to refresh the whole body and at the same time stimulate and clarify the complexion.

First make the Linit Magic Beauty Mask: *Simply mix three tablespoons of Linit (the same Linit that is used for the bath) and one teaspoon of cold cream with enough milk to make a nice, firm consistency. Apply it generously to the *cleansed* face and neck and then step into your tub into which a handful or so of Linit has been dissolved.

WHILE the velvety smoothness of the Linit Beauty Bath is caressing your body, the Linit Magic Beauty Mask is gently inducing facial circulation to throw off sluggish waste matter. Relax for twenty minutes, then step out and dry off. Rinse the mask from your face and neck with clear, tepid water and pat thoroughly dry.

How refreshed—how vibrant your whole body will feel! Hours of fatigue seem to vanish in a few minutes.

You will find that the Linit Magic Beauty Mask leaves the face and neck with a petal-like smoothness, a velvety "film" that is an excellent powder base. This helps to *beighthen* the allure of your make-up and keep it fresh-looking for hours longer.



***1st STEP**
Mixing takes a minute.



2nd STEP
Applying takes a minute.



3rd STEP
Resting for 20 minutes.



4th STEP
Rinsing off completely.



Sallow complexions and pimply skins are often not a matter for cosmetics. For most skin blemishes are aggravated by constipation.

Constipation can be a serious handicap. It can cause mental dullness, early fatigue, headaches, sleeplessness, loss of appetite.

Keep regular. If more than a day goes by, use Dr. Edwards' Olive Tablets. This famous laxative is the choice of millions. It does not shock the intestinal system. *And it stimulates the secretion of bile without the discomfort of drastic or irritating drugs.* Get Dr. Edwards' Olive Tablets at your druggist, 15¢, 30¢ and 60¢.

VOICE

100% Improvement Guaranteed

We build, strengthen the vocal organs—wet with essence, essence—hot by fundamentally sound and scientifically correct silent exercises... and absolutely guarantee to improve any singing or speaking voice at least 100%. ... Write for wonderful voice book—sent free. Learn WHY you can never have the voice you want. No literature sent to anyone under 17 unless signed by parent.

PERFECT VOICE INSTITUTE, Studio 7213
64 E. Lake St., Chicago

GRAY HAIR GONE

(TEST BOTTLE FREE)

Your hair takes on color and lustre when you comb this famous clear, colorless liquid through it. Gray streaks vanish. Desired color comes: black, brown, auburn, blonde. Leaves hair soft, lustrous—easily curled or waved. Countless women use it. Men too, for gray streaks in hair or mustache. Get full-sized bottle from druggist on money-back guarantee. Or test it Free.

Test it **FREE**—We send Free complete Test Package. Try it on single lock snipped from hair. See results first. Just mail coupon. Give color of hair.

MARY T. GOLDMAN
2311 Goldman Bldg., St. Paul, Minn.

Name

Street

City State

Color of your hair?

(Continued from page 89)

job on a local station. In a couple of months the station closed, and he decided to go to San Francisco, looking for greener pastures; landed instead as radio director of the Pacific Southwest Exposition. By this time the family had decided that Nelson should complete his education, so he went to William and Mary College, in Virginia, majoring in music and languages. Over a sorority bridge table he met pretty Sarah Lee, descendant of General Robert E. Lee, and soon she was Mrs. Case.

Then another offer fell in his lap from a Hollywood station, where he was heard by an *NBC* executive and given an *NBC* staff job in San Francisco. For three years Case aired leading shows on the Pacific Coast, playing roles in some of them himself. Then, in 1934, came the call to New York.

Mr. and Mrs. Case live in Jackson Heights, New York, now, and Nelse gives piano lessons to Virginia Lee and Nelson,



During rehearsals you will often find Announcer Dell Sharbutt communing with the studio piano.

Nelson Case, *Hour of Charm* announcer. Durelle Alexander started with Paul Whiteman. She is ambitious to become, someday, a star of the stage.



NEW STARCH IN CUBES

• Each cube, an exact amount of finest gloss starch. No guess. No waste. Cubes dissolve smoothly. No lumps to make iron stick and scorch. Ironing time cut 1/2.

Ask your grocer for Staley's Starch Cubes.

A. E. STALEY MFG. CO.
Decatur, Illinois

MOVIE STARS
AUTOMATIC HAIR CURLER

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

SELF-OPENING BOB PINS

ON SALE AT DIMS & DEPT. STORES EVERYWHERE

STOP Your Rupture Worries!

Why worry and suffer any longer? Learn about our perfected invention for all forms of reducible rupture in men, women and children. Support fitted with automatic air cushion assists Nature in a natural strengthening of the weakened muscles. Thousands made happy. Weighs but a few ounces, is inconspicuous and sanitary. No stiff springs or hard pads. No salves or plasters. Durable, cheap. **Sent on trial** to prove it. Beware of imitations. Never sold in stores or by agents. Write today for full information and Free Book on Rupture. All correspondence confidential.

BROOKS COMPANY, 229 State St., Marshall, Mich.

Jr., their two children. He's over six feet tall, blond and amiable, and always plays partners, at bridge, with his wife, even though he played very badly the night he met her. He likes tennis and golf, both of which he has frequently covered for radio, though he has little time to play now. In 1933-4 he played with the San Francisco Blues against Stanford and the University of Southern California, just before coming East. He makes a special point of always sounding as natural as possible on the air, and has no use for affected styles. And he writes fiction as a hobby, as well as arranging music, at which he is expert.



Dell Sharbutt studies his script as the commercial cue approaches.

DELL SHARBUTT (Free-Lance)

Dell Sharbutt, ace free-lance announcer, whose deep, mellow voice is heard on *Hobby Lobby*, *Coca-Cola Song Shop*, *Bond Bread's Guy Lombardo* program, *Tim and Irene and Wc*, *The People*, isn't quite sure that he didn't arrange for his bass voice himself. Sharbutt, *père*, was a Methodist minister, with a beautifully modulated voice, though not a very deep one. There was an old gentleman of sixty-five, a friend of the family, who used to visit the Sharbuts twice a year, and young Dell used to listen with fascinated awe to his deep, rolling, organ-like voice that set the whole house trembling. Dell asked him how he could have a voice like that, and was told: "Think before you speak—keep your voice down there." Dell did—and at thirteen his voice changed, emerging a deep bass.

Dale Carnegie, who is a neighbor of Dell's, has offered him a half interest in his business in exchange for his voice, but the voice is paying Sharbutt dividends on the various programs where it charms listeners. Sharbutt, in person, is no disappointment, either. Only twenty-seven, he is tall, with wavy blond hair, blue eyes and a pleasant boyishness that removes any suggestion of heaviness from his voice.

His radio career started at *WPAP*, in Fort Worth, Texas, Dell's home, where he won an *Atwater-Kent* audition. He sang ballads and popular songs until he started announcing, which proved so suc-

(Continued on page 92)



For Mother deals with COLDS the modern direct way ... with specialized medication

AFTER ALL, it is plain common sense to fight the miserable symptoms of a cold not only promptly—when you feel them—but also direct—where you feel them. In dealing with different types and stages of colds, so much depends on the proper use at the proper time of specialized medication.

When Colds THREATEN



At the first warning sneeze or snuffle, or the slightest irritation in the nose—quick!—put a few drops of Vicks VA-TRO-NOL up each nostril.

VA-TRO-NOL is specialized medication for the nose and upper throat, where 3 out of 4 colds start. It aids Nature's own first line of defense against colds. Used in time, it helps to prevent many colds—or to throw off head colds in their early stages.

Clears Stuffed-Up Heads. Even when your head is all clogged up from a cold, Va-tro-nol brings comforting relief. It clears away clogging mucus, reduces swollen membranes, and helps keep sinuses open. It lets you breathe again.

And Va-tro-nol is so convenient, so easy to use—at home or at work. Keep it handy—use it early.

If a Cold STRIKES



If first signs have been neglected—or a cold strikes without warning—use Vicks VAPORUB, the safe, external treatment. Just massage it on throat, chest, and back

at bedtime. No "dosing"—no stomach upsets. Best of all, no long waiting for relief to begin. For VAPORUB attacks the distressing symptoms direct—right where you feel them. It acts direct through the skin like a poultice, and direct on the irritated air-passages with its medicated vapors.

This double action loosens phlegm—relieves irritation and coughing—helps break local congestion.

Relieves While You Sleep. Long after restful sleep comes, VapoRub keeps right on working. And often, by morning the worst of the cold is over.

Proved in Clinical Tests Among 17,353 People

Both Va-tro-nol and VapoRub have been doubly proved for you—by everyday use in millions of homes, and by one of the largest series of clinical tests ever made on colds. For full details see the special folder—"Vicks Plan for Better Control of Colds"—which comes in each Vicks package.

VICKS

VA-TRO-NOL

Used at the first warning sneeze or snuffle

Helps PREVENT many colds



VAPORUB

Just rubbed on the throat, chest, and back

Helps END a cold sooner

2 BIG RADIO SHOWS: Sunday 7 P. M. (EST)—famous guest stars featuring JEANETTE MacDonald... Mon., Wed., Fri., 10:30 A. M. (EST) TONY WONS. Both Columbia Network.

OVER 17 MILLION VICK AIDS USED YEARLY FOR BETTER CONTROL OF COLDS

(Continued from page 91)



"I Adore YOUR HAIR"
Excite men's admiration this new, easy way

● To give your hair sparkling sheen, lustrous highlights, and the clean, soft, feminine look that enchant a man, simply use Admiration, the different Oil Shampoo. Try it just once. See how gloriously it lathers, how quickly it takes away all dirt, dandruff and dulling film—how easily it rinses away in clear water—how it leaves your hair—radiantly clean, velvety soft, wonderfully manageable, alluringly beautiful! And remember, Admiration does not dry nor age your hair. It's the new Oil Shampoo that leaves your hair younger and lovelier. At any drug, department or 10¢ store.

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

In new GREEN package
ADMIRACIÓN
FOAMY OIL SHAMPOO

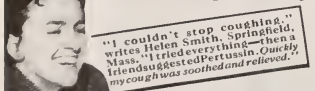
GIRLS AND BOYS! SEND NO MONEY!



GIVEN NO MONEY!
GIRLS' AND BOYS' SEND Name and Address
MICKEY MOUSE WRIST WATCH!

with Chrome Finish Case and metal bracelet as shown. Or Big Cash Commission—YOURS for Simply Giving Away FREE Big Colored Pictures with our Well Known WHITE CLOVERING SALVE used for burns, chaps, sores, etc. easily sold to friends at 25¢ a box (with picture FREE) and returning our setting. **FREE!**—Chips of 40¢ off for returning only 1¢. (Big Cash Commission) Be Direct. Write today for Salve. WILSON CHEM. CO., INC. Dept. L-10-A, TYHONNE, PA.

"MOIST-THROAT" METHOD
relieved Cough Quickly



"I couldn't stop coughing," writes Helen Smith, Springfield, Mass. "I tried everything—had a Mass. I tried Pertussin—Quickly it made my cough go away. My cough was soothed and relieved."

When you catch cold and your throat feels dry or clogged, the secretions from countless tiny glands in your throat and windpipe often turn into sticky, irritating phlegm. This makes you cough.

Pertussin stimulates these glands to again pour out their natural moisture so that the annoying phlegm is loosened and easily raised. Quickly your throat is soothed, your cough relieved!

A cough should not be neglected. It should have your immediate attention. Do as millions have done! Use Pertussin, a safe and pleasant herbal remedy for children and grownups. Many physicians have prescribed Pertussin for over 30 years. It's safe and acts quickly. Sold at all druggists.

PERTUSSIN
The "Moist-Throat" Method of Cough Relief



A serious young man on the air, Announcer Ben Grauer enjoys a bit of clowning with Bob Waldrop in a free moment. Ben's first radio experience was in dramatic broadcasts with the *Empire Builders*, *Real Folks* and Ray Knight's productions. Waldrop is another of NBC's announcers.



Later Ben finds time for coffee and a sandwich with Curtis Arnall, who plays the rôle of Pepper in the popular NBC serial, *Pepper Young's Family*.

cessful that he gradually let his singing drop. He's studying again, now, with a Metropolitan Opera coach; it's more of a hobby, however. He doesn't expect to land in the Met. He can reach *Low G*, and in a pinch, *A-flat*, which is wa-a-y down.

At sixteen, Dell was bass soloist in a church; he's always loved music and used to play the clarinet, organ and saxophone.

At school, in Texas, he went in for debating and won an extemporaneous speaking contest; a state-wide round-robin with finals at the state capital each year. He was captain of the school debating team. So, in spite of his love for music, Dell

studied law at Texas Christian and was in a fair way to becoming a lawyer. Radio killed that, and he's rather glad, for law was a little too dry for him.

After a year and a half at *WPAP*, Dell Sharbutt worked a while on *KTAT* of the Southwest Broadcasting Company, then became chief announcer of *KOMA*, Oklahoma City, a CBS affiliate station. In 1931 he moved to Chicago, where he stayed two years, until a talent scout for the Michigan State Network made him an attractive offer of a fine job in Detroit. Dell took it, but he was unhappy there, so he gambled, packed his things and came to New York cold, with only a letter of

introduction to Herb Rosenthal of Columbia. Within three days Dell was a CBS announcer, and in six months he had twelve commercials a week: Isham Jones for Chevrolet, Jack Pearl for Frigidaire, The Hammerstein Music Hall and Bayer Aspirin, among them.

He took outside jobs to eke out a still small income, and found himself paying CBS Artists Bureau more in commissions on these jobs than they were paying him. To ease the pressure, he asked to be relieved of his sustaining, and when he was refused, he left Columbia to free-lance. Many tried to dissuade him, but he stuck to it, turning down an agency offer, and he doesn't regret it now.

He's been married almost two years to Meri Bell, who used to sing with Gus Arnheim and who has doubled for Joan Blondell, Jean Harlow and others in pictures, but she's retired to domesticity now. She's a pretty South Carolina girl, and the rest of the family consists of Stinky, a Scotch terrier with a sense of humor. They call him their problem child.

BENNETT GRAUER (NBC)

Ben Grauer, announcer for Jergen's, Walter Winchell, Magic Key, Sealtest Symphony, Warden Lawes' Behind Prison Bars, Lucky Strike Hit Parade, Grand Central Station, Mystery Chef and many other programs, walked into NBC in 1930 for a dramatic audition and walked out an announcer. At the ripe age of thirty now, "Bunny" Grauer was a stage and screen veteran back in 1921. It started when he was selected, at the age of eight, to play in



The "ride man," Hank Ross (left) blows a "hot lick" for CBS Announcer Paul Douglas. Hank plays the saxophone for the Saturday Night Swing Club.

a film production as a kid actor, and he did so well he was engaged for regular work, appearing with Theda Bara, Carlyle Blackwell, Pauline Frederick and other former silent screen favorites at the old Fox Studios at Fort Lee, New Jersey. Theda Bara one day said: "Boy—you have a glorious voice; it's lost in pictures. You

should go on the stage." It seemed like a good idea, so he did, appearing in *Peurod*, at the Globe Theatre, for his debut, along with Helen Hayes and Helen Chandler, also kid performers.

Grauer was born on Staten Island; at six his family moved to Morningside (Continued on page 96)

SINGAPORE NIGHTS

★ THE *Parfum* FOR
MOONLIGHT NIGHTS

Created by Duchess of Paris... a luxurious fragrance of lure is Singapore Nights Perfume... compelling, persuasive, like the soul of the sensuous East. It is an ideal so strangely different, so exciting, any girl will long for it as surely as she longs for romance. Wear it when you want to be alluring, seductive, for important moments. Ask for "Singapore Nights" Perfume at 5 and 10¢ stores, 10¢.

★ *Duchess*
OF PARIS

Also creator of LILAC BUDS for day time
• MISCHIEF for sports • GARDENIA
for cocktail time • 10¢ at 10¢ stores

FOR HIS
HIGH CHAIR HIGHNESS



SET a dainty dish of Heinz Strained Foods before the king—your baby. He'll coo his royal approval! Heinz preserves the flavor, the bright color of the world's finest fruits, vegetables, meats, and cereals by cooking with dry steam—packing under vacuum. Vitamins and minerals are retained in high degree. Play safe by serving Heinz Strained Foods. Choose from 12 delicious kinds. You pay no premium for their extra quality!

LOOK FOR THESE TWO SEALS, THEY MEAN PROTECTION FOR BABY



HEINZ
STRAINED FOODS

Women Earn up to \$23 WEEKLY

In an amazing opportunity for married women to demonstrate our Paris-styled dresses direct from factory. Earn from \$23 weekly; in addition, get all your own dresses Free. Fashion Frocks or even more, are guaranteed as advertised in Good Housekeeping Magazine, and endorsed by fashion authorities.

No Convassing • No Investment

No regular canvassing necessary and no penny needed to invest. Everything you need to start at once, and FREE. Write fully, giving age and home size, for this amazing Free offer.

FASHION FROCKS Inc., Dept. CC-250, Cincinnati, O.

Many Men and Women now say

STUART'S Laxative Compound

—the vegetable and mineral laxative often helps to

QUICKLY CLEAR THE SKIN

of the aggravated conditions due to improper elimination from the intestinal tract.

Would you like to clear your skin of embarrassing, exaggerated eruptions that may be aggravated by improper elimination from the digestive tract? Attention from the inside is often needed to do this. Anything less may prove ineffective. If your skin isn't clearing up remarkably and looking far better after using Stuart's Laxative Compound for a short while, your money will be refunded. Buy a package at your druggist today. Or, if you prefer, send for

FREE SAMPLE

Simply write your name and address on a penny post card and send to:
F. A. Stuart Co., Box H-109, Marshall, Michigan

Prove by test how gentle and efficient these tablets often are to help clear the skin of this type of embarrassing, aggravated eruptions.

STUART'S LAXATIVE COMPOUND

THE
BANDWAGON

(Continued from page 14)

afternoon. They do this every week. Before the end of the Friday morning session, Guy makes recordings of each number. Listening to the playbacks, he picks out every flaw, usually omits or adds at least one song.

Saturday night at the Grill supplies another example of the Lombardo thoroughness: The customers don't know it, but the entire Sunday program is played at least four times that night. Guy generally is recognized as the most skillful song-picker in the country. By observing the reaction of dancers—young, middle-aged and old—Lombardo can tell if a new number will be a hit, or if an arrangement is as good as he wants it to be. The Grill, on Saturday nights, is the testing laboratory for more song hits than any other dance-spot in America.

At ten, Sunday morning, the Royal Canadians begin their final all-day rehearsal. If you stand in the wings and watch them work, you'll notice the Gadget—the latest addition to the Lombardo family.

A FEW years ago, a German invented a new musical instrument. A cross between a harp and a mandolin, it is played by striking a piano-like keyboard (the picture on page 14 gives you an idea of how it looks). The inventor made just 200 of his instruments; 198 disappeared throughout Europe. Two got past the U. S. Customs. Guy bought one and Mark Warnow, the other. A few weeks ago, sad to say, Mark's fell off its stand and was broken beyond repair. Guy now has the only one left in America. He still doesn't know what to call it, but the boys in the band have nicknamed the little stranger *The Gadget*. If you listen to the *Royal Canadians*, you'll hear pianist Frank Vignean tinkling the keys of the *Gadget* in approximately every fourth number.

The *Gadget* is one of the few strangers ever to enter the Lombardo fold. No *Royal Canadian* ever has quit or been fired. For five years there was no addition until Brother Victor, now twenty-six, grew up and joined his brothers. When Guy began his present series in 1936, he enlarged his band. The two additions brought the membership to thirteen. Guy says it is a good number to stick by.

GUY LOMBARDO'S FIVE FAVORITE BANDS:

Andre Kostelanetz, Wayne King, Tommy Dorsey, Eddie Duchin, Hal Kemp

THE SONG HE LIKES BEST TO CONDUCT:
Song of India

THE last observation you make at a Lombardo broadcast is probably the oddest: Before the 5:30 show, Guy plays a complete preview program. Twice each Sun-



For those so popular hairdresses that call for BIG curls, we offer you a new Hollywood Rapid Dry Curler with which, at home, you can fashion coiffures that are the vogue. The new Hollywood *Giant*...3 inches long and 1/2 inch wide...makes large curls, either soft or tight, that roll over or under. ★ Hollywood Curlers lead in popularity because they dry more quickly and form better, more lasting curls. They don't clamp or pull... and slip off easily without spoiling the curl. ★ The new *Giants* are 5¢ each. Other Hollywood Curlers are 3 for 10¢. Try "the Curlers Used by the Stars" tonight! *Insist on original*



HOLLYWOOD Rapid Dry CURLERS

AT NOTION COUNTERS AND 5c AND 10c STORES

Banish Gray Hair

Why look older than your years?

IT IS NOW so easy to get rid of gray hair that no man or woman need look older than their years. Right in your own home you can prepare and use a better remedy. Simply get, from any drug store, a box of Barbo Compound, an ounce of Bay Rum, one-fourth ounce of Glycerine. Mix these in a half-pint of water or your drugist will mix it for you. Comb this colorless liquid into your hair several times a week.

You will be amazed how natural-looking and youthful gray, faded, streaked hair becomes. Nor will this color wash out, color the scalp, or affect permanents or waves. To take off 10 years in 10 days, try Barbo today.



ITCHING

Wherever it occurs and however irritated the skin, relieve it quickly with soothing

Reinol

BANISH DANGER OF LOOSE WIRES with

JUSTRITE PUSH CLIPS

Keep lamp, radio, telephone wires safe—prevent fire—on the floor with JUSTRITE PUSH-CLIPS. In colors to match lamp cords or wood-work, form on famous Justrite Quality Push-Clips—set of 8 for 10¢

EASY TO INSTALL NO TOOLS REQUIRED

AT YOUR 10-CENT STORE

BE A NURSE

MAKE \$25-\$35 A WEEK

You can learn practical nursing at home in spare time. Course endorsed by physicians. Thousands of graduates. 30th yr. One graduate has charge of 10-bed hospital. Another saved \$400 while learning. Equipment included. Men and women 18 to 60. High School not required. Easy tuition payments. Write now.

CHICAGO SCHOOL OF NURSING

Dept. 235, 100 East Ohio Street, Chicago, Ill.

Please send free booklet and 16 sample lesson pages.

Name _____
City _____ State _____ Age _____

ry, since September, 1936, he has asked his guests what request number they'd like to hear. Without exception, the answer given by both audiences has always been the same. The song requested of the band nationally famous for its sweet music "The St. Louis Blues!"

HOME-WORK

CHIEF problem of many musicians in New York is practicing. Seems that most of the boys live in hotels or apartments. And city-dwellers usually resent the sounds of a little home-work on the sax or drums, coming through the next wall. But Gene Krupa, the gentleman who beats the drums or Benny Goodman, has solved his problem.

Gene is considered the nation's ace drummer. To stay that way he practices regularly every morning—but not on noisy raps. He has invented a substitute that looks something like an Indian drum. Made of rubber, cylindrical in shape, about two feet long, its reaction to drum-sticks is exactly the same as Gene's regular parchment-covered instrument. There's no difference. Hit as hard as you like, it doesn't make a sound.

THE MAGIC WAND

SOME few years back, big-time band-leaders decided to recognize all the college boys who took time out from Shakespeare to lead a band. So they organized an intercollegiate dance orchestra contest.

That same year, undergraduate Hal Kemp was leading a band on the University of North Carolina campus. His was selected as the outstanding collegiate orchestra. In recognition of the Kemp victory, B. A. Rolfe and Vincent Lopez gave him a baton. It may be a little battered and worn now, but Hal still uses it. No other baton has ever entered his life.

Incidentally, this is the same stick that Hal used to wave over the Duke of Windsor. You may have heard of the then Prince of Wales's pleasant habit of coming to listen to Kemp in London. He always ended up by asking Skinny Ennis to move out from behind the drums. The Prince really shook a mean drum-stick.

TALKING of batons, Glen Gray, of Casa Loma, is using one this season for the first time. Glen is president of the Casa Loma Corporation. Until recently, though, he sat in the saxophone section night after night, while Mel Jansen conducted. But Mel began to yearn for the simple life. He resigned, journeyed to New Philadelphia, Ohio, and is now proprietor of Mel's Casa Loma Tavern. It was then that the Board of Directors decided Glen should leave the saxophone chair and take over the baton. He thinks his new job is swell.

STARS ARE BORN

GREAT things are going on in the New York CBS recreation rooms. All those important people who never manage to share a star's spotlight have uncovered hidden talents. The discovery is resulting in a CBS home-grown talent swing orchestra. Here's the outline of the new band:

Announcer Andre Baruch, piano. Jimmy Rogan, the young man who takes care of the *Gang Busters* sound-effects and who,

(Continued on page 98)



Made Easy



They contain Parahydrecin!

The antiseptic used in Norforms is anhydro para hydroxy mercuri meta cresol—called "parahydrecin" for short. Millions know how soothing it is to delicate tissues; and how dependably antiseptic under the conditions of use. Norforms have no tell-tale medicated odor—are deodorizing in effect.

NORFORMS have revolutionized feminine hygiene—made it simple, convenient, *easy!* These antiseptic suppositories are completely ready for use. There's nothing to mix or to measure. You don't have to worry about an "overdose" or "burn." No apparatus is needed to apply Norforms. They are the dainty, modern way to inner cleanliness.

Norforms melt at internal body temperature, releasing a concentrated yet non-irritating antiseptic film that remains in prolonged and effective contact. This antiseptic—*Parahydrecin*—is found in no other product for feminine hygiene. Norforms are positively antiseptic and non-irritating.

MILLIONS USED EVERY YEAR

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



HOW YOU CAN Attract MEN



OF course you have no men friends if you've let yourself become dull, cross, and nervous. Men like lively, peppy girls—girls with plenty of energy to go places and enjoy life.

Don't let love and romance pass you by. Help build up your pep and you, too, should have gay friends about you.

Here's good advice: start taking that time-proven, reliable Lydia E. Pinkham's Vegetable Compound and note the difference.

This world-famous Compound, made especially for women from wholesome herbs and roots, helps Nature tone up your system and this soothes jumpy nerves and gives you more pep to really enjoy life.

For over 60 years one woman has told another how to go "smiling thru" distress from female functional disorders with Pinkham's Compound. Let it help YOU—get a bottle from your druggist TODAY without fail.

Lydia E. Pinkham's
VEGETABLE COMPOUND

ITCH

—STOPPED IN A HURRY BY D.D.D.—

Are you tormented with the itching tortures of eczema, rashes, athlete's foot, eruptions, or other externally caused skin afflictions? For quick and happy relief, use cooling, antiseptic, liquid **D.D.D. PRESCRIPTION**. Greaseless and stainless. Soothes the irritation and swiftly stops the most intense itching. A 35¢ trial bottle, at drug stores, proves it—or money back.

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

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



MINER'S, 408 E. 20 ST., N. Y. C.
Enclosed find 10¢ (stamps or coin) for
trial bottle Miner's Liquid Make-Up.
NAME _____
ADDRESS _____ Shade _____

MIKEMEN

(Continued from page 93)



Three of the *Saturday Night Swing Club* talk things over. Left, Announcer Paul Douglas; center, Producer Cashman; right, Bandleader Leith Stevens. With Cashman, Paul inaugurated the *Swing Session*, which was the forerunner of the present CBS *Swing Club* broadcast at 7:00 p.m., EST, each Saturday

Heights, Manhattan, and stayed there. Bunny went to P. S. No. 10, Townsend Harris Hall and City College, emerging with a B.S. degree in 1930. As a child actor he created the *Georgie Bassett* rôle in *Penrod*, stage and screen; played on Broadway in *Betty at Bay*, *Maytime*, a revival of Maeterlinck's *Blue Bird*, the original production of *Processional*. In the movies he took part in D. W. Griffith's *The Idol Dancer*, and starred in the same director's *The Town That God Forgot*, following up with a personal appearance tour of the East. At college Ben was drama critic of the school paper, editor of the literary magazine, and won the 1930 Sandham Prize for Extemporaneous Speaking over a field of two hundred.

Now he's known as a lightning ad-libber. While addressing a meeting of the American Federation of Radio Artists, held in a hotel ballroom, a huge rat ran across Ben's feet. Unperturbed, Grauer said: "I see there are rats in this union, too," and went on talking. He has broadcast from blimps, boats, planes and other odd spots; rating among the top few of the younger announcers. Likes sports, especially tennis, riding and golf but, due to a full schedule, has only Saturdays to indulge in them. A bachelor, Ben's main hobby is collecting rare books and first editions, his library numbering over two thousand volumes. When he's not working, you usually can find him at a book auction. He specializes in "firsts" of F. Scott Fitzgerald and Arthur Schnitzler.

Once, when finishing a broadcast of *Great Moments of History*, a gray-haired old actor came up to him, said: "Aren't you my child of 1921?" Ben was.



Paul plays valet to Leith Stevens. Leith's professional career started at the age of nine. He has been the dominant spirit of many of the fine musical programs heard over the CBS network. Leith was born in 1909, in Mount Moriah, Missouri

PAUL DOUGLAS (CBS)

As a lad, Paul Douglas once played drums in a summer hotel and that started his interest in swing music; an interest which never died. Years later, when he came CBS announcer, he was talking to Bill Cohan and Ed Cashman of Columbia about swing, and they decided that the best way to keep swing alive was to inaugurate a radio *Swing Session*. That is the genesis of the *Saturday Night Swing Club*, which sets the "alligators" in a studio audience whistling with enthusiasm, and swingsters all over the world tuning in with bated breath and tapping feet.

While perhaps best known as "your swing commentator," Paul Douglas does a popular coast-to-coast broadcast six days a week for *Chesterfield*, during the season, in New York, on the Hal Kemp show, and announces the Andre Kostelanetz and White-nights programs.

When Douglas was four he disappeared from home, and was found four blocks away, clutching a football. He's been interested in sports ever since. His home is in Philadelphia and he went to West Philadelphia High School, then on to Yale. After six months his father died, and he faced with the prospect of three and a half years' work at college, Paul decided to come home and go to work. His first job was selling construction equipment for a Philadelphia concern. That lasted a year. Then he went into show business, playing in stock and vaudeville. Through a friend he had a letter to Owen Davis, who was then in rehearsal with a



The Three Marshalls, a trio heard over NBC, came up from Birmingham, Alabama, to study at Columbia University, and presently found a radio job. They are Peggy, Kay and Jack, and they are sisters and brother.

show. Invited to attend a rehearsal, Douglas was made stage manager of the show, which never hit Broadway, though the experience was valuable.

Paul's introduction to radio, like that

of so many announcers, was accidental. At the opening of *WCAU* in Philadelphia, he wandered into the studio to watch the inaugural ceremonies. Celebrities cluttered the place, and the announcer, through some mix-up, thought Paul was Owen Davis and invited him to speak over the mike. He ad libbed a few appropriate pleasantries and left. But the experience made an impression on him, and a few months later he returned for an audition, which was successful, making him a staff announcer.

During his two years with *WCAU*, he announced all types of programs, including a daily ten-minute sports talk. Then he left *WCAU* and came on to *CBS* in New York.

His favorite hobbies are baseball by day and swing at night, and both of them are confined to observation and commentary. He has played football and basketball, but baseball holds first place. During the last World's Series in New York, Douglas didn't know he was to do between-innings color as an assignment, and bought \$80-worth of tickets for the series. He gave them away to friends. In contrast to his swing and sports announcing, Douglas also does the *H. & H. Children's Hour*. He's six feet tall, weighs one hundred and ninety-five pounds, says he's lazy and reads considerably, being interested in economic problems as well as lighter things. He smokes Russian cigarettes and usually has a broad, friendly grin on his face. He used to insist that his hobby was being a bachelor, but that's all changed now. He's married, and lives in New York with his wife.

GLADYSON OAK TELS HER SECRET OF GAINING WEIGHT

Many report gains of 5 to 15 pounds after taking new Ironized Yeast tablets

NO longer need thousands of pills to remain skinny and unattractive, nor to win friends and popularity. For, with these amazing new Ironized Yeast tablets, thousands who never could gain before have put on 5 to 15 pounds of solid, naturally attractive flesh—gained new pep and harmony in just a few weeks!

It sounds almost unbelievable. Yet listen to what Miss Anne Johnston, who is just one of many users, swears to before a Notary Public:

"Under the strain of working in several pictures in Hollywood, I became terribly rundown. I lost weight, my skin looked terrible, I suffered with headaches and my nerves were simply on edge. Of course I knew I couldn't stay in the pictures, looking so skinny and worn out. I was in despair until a friend recommended Ironized Yeast tablets and I bought a bottle. Almost at once I felt lots of pep and strength. My skin cleared beautifully. All my headaches and nervousness disappeared, and in 2 months I gained 8 pounds. With my new pep and new figure I've gained loads of new friends, and the hard work of pictures no longer bothers me."

Anne Johnston, Jackson Heights, N. Y.
Sworn to before me
Donald M. McCready, Notary Public

Why they build up so quick
Scientists have discovered that hosts of people are thin and rundown only because they don't get enough Vita-

min B and iron in their daily food. Without these vital elements you may lack appetite and not get the most body-building good out of what you eat. Now you get these exact missing elements in these new Ironized Yeast tablets.

They're made from one of the world's richest sources of health-building Vitamin B—the special yeast used in making English ale. By a new costly process, this rich yeast is concentrated 7 times, taking 7 pounds of yeast to make just one pound of concentrate—thus making it many times more powerful in Vitamin B strength than ordinary yeast. Then 3 kinds of strength-building iron (organic, inorganic and hemoglobin iron) and pasteurized English ale yeast are added. Finally every batch of this Ironized Yeast is tested and retested biologically for its Vitamin B strength. This insures its full weight-building power.

No wonder, then, that these new easy-to-take little Ironized Yeast tablets have helped thousands of the skinniest people who needed their vital elements quickly to gain new, normally attractive pounds and new charm.

Make this money-back test

To make it easy for you to try Ironized Yeast, we do better than offer you a small sample package. We offer you a FULL SIZE package, and you get a penny back if with your first package you don't begin to eat better and get more benefit from your food—if you don't feel better, with more strength, pep and energy—if you are not convinced that Ironized Yeast will give you the normally attractive flesh you need—the price of this first package will be promptly refunded to you. Ironized Yeast tablets from your druggist today.



Miss Anne Johnston swears before Notary Public McCready

Special offer!

To start thousands building up their health right away, we make this special offer. Purchase a package of Ironized Yeast tablets at once, cut out the seal on the box and mail it to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body." Remember, results with the very first package—no money refunded. At all druggists. Ironized Yeast Co., Inc., Dept. 33, Atlanta, Ga.

WARNING: Beware of the many cheap substitutes. Be sure you get the genuine original Ironized Yeast.

DO YOUR BOB PINS "Steal the Scene"?



Be the star of your own show and don't wear bob pins that distract the attention of admirers by catching the light and glaring.

Blend-Rite "Glare-Proof" Bob Pins (made exclusively by Sta-Rite) blend perfectly with the natural hair and almost defy detection.

Smoothly finished on the inside, Blend-Rites slide in without pulling a hair. Once they're placed, their "Glare-Proof" finish hides them away like magic.

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STA-RITE Hair Pins Bob Pins

The most EXPENSIVE

SHOE IS SOMETIMES BABY'S WORST ENEMY



X-Ray of baby's foot in expensive shoe which mother wouldn't throw away. Baby will go through life with twisted foot bones.

The worst enemy of baby's foot is an outgrown shoe. Babies outgrow shoes long before they wear them out. Four out of five mothers who buy expensive shoes make baby wear them long after they are too short and so RUIN baby's precious feet. Buy inexpensive Wee Walkers and change to new ones often. They have every practical feature you find in the most expensive shoes. Full-sized, roomy, correctly proportioned. Exclusive Wee Walker live-model lasts give real barefoot freedom. Soft, pliable leathers—good-looking styles. Because they are made by the largest manufacturers of infant shoes exclusively, and are sold in stores with very low selling cost the price to you is very low. Look for them in the Infants' Wear Department of the following stores:

- W. T. Grant Co., S. S. Kresge Co., J. J. Newberry Co.
- M. L. Green Co., Inc., F & W Grand Stores, I. Pace Silver and Bros., Metropolitan Chain Stores, Inc., McKillem Stores
- G. R. Kinney Co., Inc., Sears, Roebuck, Charles Stores
- Schulte-United Stores, Lincoln Stores, Inc.



THE BANDWAGON

(Continued from page 95)

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Major, are you interested?

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FOR CHEST COLDS

Distressing cold in chest or throat should never be neglected. It generally eases up quickly when soothing, warming Musterole is applied.

Better than a mustard plaster, Musterole gets action because it's NOT just a salve. It's a "counter-irritant"—stimulating, penetrating, and helpful in drawing out local congestion and pain.

Used by millions for 25 years. Recommended by many doctors and nurses. All druggists. In 3 strengths: Regular Strength, Children's (mild), and Extra Strong, 40¢ each.



ASTROLOGY

READING NOW ONLY 10¢

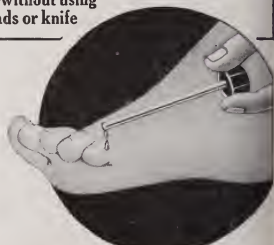
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Coming! Next month, more of our interesting new department, STRAIGHT FROM THE COLD SHOULDER

HOW TO REMOVE CORNS

—without using pads or knife



Just drop Freezone on any tender, touchy corn. Quickly it stops aching. Then in a few days you can lift that old, bothersome corn right off with your fingers. A bottle of Freezone costs a few cents at any drug store and is sufficient to remove most hard corns, soft corns, and calluses. Try it.

FREEZONE

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WEST IS EAST

MANHATTAN'S reputation as the last step in artistic success has long been boomed. But the local Chamber of Commerce can point to Chicago and its radio stations as very important stepping-stones to fame. More name bands made their first dive into the big-time while playing in the Windy City than in any other of America's garden-spots. Hal Kemp, Kay Kyser, Benny Goodman, Jan Garber, Arson Weeks, Guy Lombardo, Ben Bernie, Horace Heidt, Wayne King—all acknowledge Chicago as the place which pushed them from the small-time to fame and riches.

HITTING A NEW HIGH

NEWEST addition to Phil Spitalny's feminine Hour of Charm orchestra is a ten-year-old miss from Pittsburgh. Blonde, blue-eyed, her name is Mary Ann Bock. Phil found her when he made a personal appearance in Mary Ann's home town. Unlike the thirty other members of the Spitalny band, she doesn't play an instrument. She was hired because she has the most unusual voice the maestro ever heard. When she sings, it sounds like a whistle—and she reaches a note higher than any on the piano keyboard. She's heard once or twice on every program—which means that she gets about \$100 a whistle. Nice work if you can get it.

BANDS ACROSS THE BORDER

KEN SISSON, who once wrote arrangements for Al Goodman, Andre Kostelanetz and Harry Salter, now conducts the orchestra for one of the biggest commercial programs in Canada. Ken is the only U. S. citizen in the entire band!

BOOLA-BOOLA

THE Tuesday night Swing School's main purpose in life is to appeal to collegians and collegiate-minded audiences.

* **60%** OF ALL WOMEN WERE BORN BLONDE . . . BUT *time darkens and dulls blonde hair!*

**LOVELY SOCIETY DEBUTANTES . . .
GLAMOROUS HOLLYWOOD ACTRESSES
KEEP BEAUTIFUL**

with Marchand's



"I am still a natural blonde . . . thanks to Marchand's Golden Hair Wash," says LUCY T. SAUNDERS, glamorous debutante of New York and Newport society. Miss Saunders' blonde hair attracts admiration wherever she is seen.

"Marchand's keeps my hair naturally light and golden . . . as it will for any woman who wants to restore and enhance her blonde loveliness," says MARY ELIZABETH STEVENS, socially prominent in New York. Miss Stevens is one of the most beautiful of the younger smart set.

"Marchand's keeps my hair an even, light shade always . . . just as it will restore and protect the radiance of your blondness," says TERRY WALKER, lovely Hollywood actress appearing cur-rently in "Federal Bullets"
A MONOGRAM PICTURE

* Chances are you were fair as a child . . . but time darkens any shade of hair. Take a hint from these smart women who know the charm of sunny blonde hair. Marchand's will lighten your hair harmlessly and naturally. You'll be amazed to find yourself the fascinating person Nature intended you to be.

**MARCHAND'S
GOLDEN HAIR WASH**

AT ALL DRUG AND DEPARTMENT STORES

DO YOUR BOB PINS "Steal the Scene"?



Be the star of your own show and don't wear bob pins that distract the attention of admirers by catching the light and glaring.

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G. R. Kinney Co., Inc. Sears, Roebuck Charles Stores
Schulte-United Stores Lincoln Stores, Inc.



LOOK FOR THIS
TRADE-MARK
MORAN SHOE CO.
CARLYLE, ILL.

THE BANDWAGON

(Continued from page 95)

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BUT don't put any faith in the law of heredity. Victor Arden, conductor of Musical Moments, is very proud of his sons, Jack, eighteen, and Bob, sixteen. They hadn't passed the toddling stage when they were placed at the piano for their first lessons. Now Jack, enrolled at Colgate, wants to study medicine. Bob plans to be a lawyer. Asked if they want to be band leaders, they sniff and return a "No, thanks." Jest goes to show, it doesn't pay to eddicate the kids.

WEST IS EAST

MANHATTAN'S reputation as the last step in artistic success has long been boomed. But the local Chamber of Commerce can point to Chicago and its radio stations as very important stepping-stones to fame. More name bands made their first dive into the big-time while playing in the Windy City than in any other of America's garden-spots. Hal Kemp, Kay Kyser, Benny Goodman, Jan Garber, Anson Weeks, Guy Lombardo, Ben Bernie, Horace Heidt, Wayne King—all acknowledge Chicago as the place which pushed them from the small-time to fame and riches.

HITTING A NEW HIGH

NEWEST addition to Phil Spitalny's feminine Hour of Charm orchestra is a ten-year-old miss from Pittsburgh. Blonde, blue-eyed, her name is Mary Ann Bock. Phil found her when he made a personal appearance in Mary Ann's home town. Unlike the thirty other members of the Spitalny band, she doesn't play an instrument. She was hired because she has the most unusual voice the maestro ever heard. When she sings, it sounds like a whistle—and she reaches a note higher than any on the piano keyboard. She's heard once or twice on every program—which means that she gets about \$100 a whistle. Nice work if you can get it.

BANDS ACROSS THE BORDER

KEN SISSON, who once wrote arrangements for Al Goodman, Andre Kostelanetz and Harry Salter, now conducts the orchestra for one of the biggest commercial programs in Canada. Ken is the only U. S. citizen in the entire band!

BOOLA-BOOLA

THE Tuesday night Swing School's main purpose in life is to appeal to collegians and collegiate-minded audiences.

*60% OF ALL WOMEN WERE BORN BLONDE . . . BUT
time darkens and dulls blonde hair!

LOVELY SOCIETY DEBUTANTES . . .
GLAMOROUS HOLLYWOOD ACTRESSES
KEEP BEAUTIFUL

with Marchand's

"I am still a natural blonde . . . thanks to Marchand's Golden Hair Wash," says LUCY T. SAUNDERS, glamorous debutante of New York and Newport society. Miss Saunders' blonde hair attracts admiration wherever she is seen.

"Marchand's keeps my hair naturally light and golden . . . as it will for any woman who wants to restore and enhance her blonde loveliness," says MARY ELIZABETH STEVENS, socially prominent in New York. Miss Stevens is one of the most beautiful of the younger smart set.

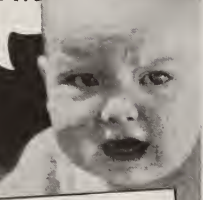
"Marchand's keeps my hair an even, light shade always . . . just as it will restore and protect the radiance of your blondness," says TERRY WALKER, lovely Hollywood actress appearing curiously in "Federal Bullets".
A MONOGRAM PICTURE

*Chances are you were fair as a child . . . but time darkens any shade of hair. Take a hint from these smart women who know the charm of sunny blonde hair. Marchand's will lighten your hair harmlessly and naturally. You'll be amazed to find yourself the fascinating person Nature intended you to be.

MARCHAND'S
GOLDEN HAIR WASH

AT ALL DRUG AND DEPARTMENT STORES

I'M MAD!
I WANT THE
BABY POWDER
THAT'S
ANTISEPTIC



MENNEN
BORATED POWDER

Antiseptic

Recommended by more doctors
than any other baby powder

Free for Asthma During Winter

If you suffer with those terrible attacks of Asthma when it is cold and damp; if raw, Wintry winds make you choke as if each gasp for breath was the very last; if restful sleep is impossible because of the struggle to breathe; if you feel the disease is slowly wearing your life away, don't fail to send at once to the Frontier Asthma Co. for a free trial of a remarkable method. No matter where you live or whether you have any faith in any remedy under the Sun, send for this free trial. If you have suffered for a lifetime and tried everything you could learn of without relief; even if you are utterly discouraged, do not abandon hope but send today for this free trial. It will cost you nothing. Address

Frontier Asthma Co.
152 Niagara Street

70-C Frontier Bldg.
Buffalo, New York

TRY
SITROUX
TISSUES

*They're Softer
Stronger!*

BOOTS MALLORY,
Grand National
Pictures
Star ...



10¢ & 20¢
Boxes

SITROUX

AT
YOUR
5 and
10 cent
STORE!

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

Benny Goodman, m. c. Dan Seymour and Martha Tilton work tirelessly to that end. But of all the people on that collegiate program, "Doctor" Seymour is the only one having a college degree. . . Amherst, '35.

CURIO

AMONG the uniquely talented gentlemen in New York music circles is twenty-five-year-old Les Lieber. During the past year, Les has caused a furor with a ten-cent piccolo. Swinging it on the *Swing Club*, he has caused gasps of unbelieving admiration. But the dime whistle is only a sideline with the young man. He makes a living by working in the press department of the Columbia network and writing about all the CBS stars.

AN honor graduate of Chicago University, he got to Europe by playing a sax in the ship's band. In April, '36, he went to work in the Paris office of the *New York Times*, as a foreign correspondent. After hours he played his sax in a Parisian jam band. For two francs he bought his piccolo from a street peddler (you can get one at any five-and-dime) and learned to play it riding in European train compartments, while gathering newspaper stories for American readers.

IN November, 1936, he returned to America, because he couldn't play golf in Paris. While working on magazine articles, he and his piccolo auditioned for the *Swing Club*. They won. Ben Bernie added his approval and put them on his program. Then Les joined the CBS press department. Now, in addition to his publicity work, he actively assists in producing the *Swing Club*. Despite his many accomplishments, though, he is one young man who wouldn't mind whistling for his supper.

UNTIL NEXT MONTH

ALL out. The BANDWAGON'S first trip is over. If you've any questions or suggestions—just send them along.

PLATTER PATTER

A LOT of swell things are being handed out these days on those black platters known as records. If you're just starting a record collection, or even if you already have one—maybe we can save you a lot of trouble.

FOR example, it will take a lot of record-breaking to beat Hal Kemp's version of *Powerhouse* (Victor). It's exciting, it's unique—and it sounds as Hal used to sound when he was fighting his way to the top. And, if it's swing you're after, there's Bob Crosby's *Vient, Vient* (Decca). A well-worn tune, but Bob, modern representative of the old Dixieland style, makes it an item for any collector. On the other side is *Little Rock Getaway*, where Bob Zurke, ranking with Teddy Wilson as a pianist, really massages the key-board. Benny Goodman recorded *Loch Lomond*



AT LAST! A NEW SHAMPOO FOR ALL BLONDES!

A New Easy Way to Bring Out the Full Radiant Loveliness of Blonde Hair . . . Keep It Soft, Fluffy, Lustrous.

Here at last is a shampoo and a special rinse that brings out the lustrous beauty, the shining sheen and highlights that can make blonde, ash blonde, sandy or brown blonde. Or take light blonde, ash blonde, sandy or brown blonde. Or take any ordinary Blonde Hair Shampoo and Special Rinse. It's safe but a few pennies to use and is absolutely safe. Used regularly, it keeps the hair lighter, lustrous, gleaming, and fascinatingly lustrous. Get New Blondex today. New combination package, Shampoo With Separate Rinse—for sale at all stores. Buy the large size—it costs less per shampoo.

New **BLONDEX** THE BLONDE HAIR SHAMPOO & RINSE

KILL THE HAIR ROOT



Remove the hair permanently, safely, privately at home, following simple directions with proper care. The Mahler Method positively prevents the hair from growing again. The slight irritation will bring happiness, freedom of mind and greater success. Barbed wire is the most efficient hair killer ever invented. Also used by professionals. Send 6c in stamps for illustrated booklet, "How to Remove Superficial Hair Forever." Dr. J. Mahler Co., Dept. 36C, Providence, R. I.

Good For Kidney and Bladder Weakness

LOOK AND FEEL YOUNGER



ALL over America men and women who want to cleanse kidneys of waste matter and irritating acids and poisons and lead a longer, healthier, happier life are turning to GOLD MEDAL Haarlem Oil Capsules.

So now you know the way to help bring about more healthy kidney activity and prevent getting up often at night. Other symptoms are backache, irritated bladder—difficult or stinging passage—puffiness under eyes—nervousness and shifting pains.

This harmless yet effective medicine brings results—you'll feel better in a few days. So why not get a 36¢ box of GOLD MEDAL Haarlem Oil Capsules today—the original and genuine—right from Haarlem in Holland—Don't accept a counterfeit—Ask for and get GOLD MEDAL.



DON'T BE AN "Extra" . . . BE A STAR!

No man admires an unattractive skin. Capture adoration—make your skin lovely with the lotion that cleanses, tones, softens and reduces large pores. Grand powder base, too!

50¢ and \$1
at Drug and Dept. Stores
Introductory purse size
at leading 10¢ stores
Send for free descriptive folder.
For generous sample, enclose 6c.
Alma Woodward, Dept. 3, 420
Leslie Ave., New York City.

Alma Woodward's SATIN MESH LOTION

(Victor), assigned the vocal to Martha Tilton. The little blonde swingstress did the best job she's ever done. Turn over and you have *Camel Hop*—which could have been a lot better.

• *NOT swing, but very entertaining is Decca's Dipsy Doodle, as recorded by Milton Herth at the electric organ, Willie (the Lion) Smith, piano, and O'Neil Spencer taps the drums. But swing and more than entertaining is Les Lieber's Nobody's Sweetheart Now and Who's Sorry Now? (Brunswick). It's a first edition of the boy and his 10¢ whistle. Get it? Larry Clinton, who wrote Dipsy Doodle, has made a record (Victor) of two more of his compositions—The Campbells Are Swingin' and Abba Dabba. Right now, Larry is being treated to a very nice NBC build-up. Both numbers are good but his Abba Dabba is very slightly—slightly, mind you—reminiscent of Raymond Scott's Twilight in Turkey and others of what the upper crust call the "impressionist school."*

DANCE MUSIC

WHEN your favorite station has signed off for the night and you'd like to try a bit of dancing in a rug-rolled-up living-room, the smooth rhythms of Guy Lombardo are in order. His *Summertime* disc (Victor) is good Lombardo. And so is the reverse—*I'll See You in My Dreams*. . . . Nothing sensational, but smooth as honey and correspondingly easy to dance to are Leo Reisman's *Let's Give Love Another Chance* and *This Never Happened Before* (Victor). Lee Sullivan does the vocals. Glen Gray bids a temporary adieu to swing and does a very, very danceable job on two Decca platters. The first is *You Took the Words Right Out of My Heart* and the second, *Thanks for the Memory*. Kenny Sargant treats the choruses nicely.

VOCALS

SKIPPING over to the vocal department, we'll turn the spotlight on to a discovery (someone else has probably made the discovery e'er this—but we haven't!). It is a trio—and they sound as if they'll fill that space left so empty by the Boswell Sisters. The name—the Andrews Sisters. Judgment is based entirely on their Decca recording of *Bei Mir Bist Du Schön* and *Nice Work If You Can Get It*. Elegant! And while we're on discoveries, it is ever a revelation to listen to Deanna Durbin. The little miracle girl sings beautifully in *It's Raining Subbeams* and *La Traviata* (Decca). Too, it's nice to have languorous Frances Langford's Decca version of *Once In A While*, and *Forever My Love*. Harry Sosnick conducts a swell accompaniment.

SERIOUS

ANY good record collection should have its serious side. Recommendation of the month is the Bach album, prepared by Leopold Stokowski and his Philadelphia Symphony Orchestra. M-401 in the Victor Musical Masterpiece Series, it presents five recordings of Stokowski adaptations of works by one of the greatest composers who ever lived.

. . . UNTIL next month, that's enough to keep your turn-table turning!

(Look for this department in April Radio Stars)



Draw me!

TRY FOR AN Art Scholarship

Copy this girl and send us your drawing — perhaps you'll win a COMPLETE FEDERAL COURSE FREE! This contest is for amateurs, so if you like to draw do not hesitate to enter.

Prizes for Five Best Drawings — FIVE COMPLETE ART COURSES FREE, including drawing outfits. (Value of each course, \$215.00.)

FREE! Each contestant whose drawing shows sufficient merit will receive a grading and advice as to whether he or she has, in our estimation, artistic talent worth developing.

Nowadays design and color play an important part in the sale of almost everything. Therefore the artist, who designs merchandise or illustrates advertising has become a real factor in modern industry. Machines can never displace him. Many Federal students, both men and girls who are now commercial designers or illustrators capable of earning from \$1,000 to \$5,000 yearly have been trained by the Federal Course. Here's a splendid opportunity to test your talent. Read the rules and send your drawing to the address below.

RULES

This contest open only to amateurs, 16 years old or more. Professional commercial artists and Federal students are not eligible.

1. Make drawing of girl 5 inches high, on paper 6 inches high. Draw only the girl, not the lettering.
2. Use only pencil or pen.
3. No drawings will be returned.
4. Print your name, address, age and occupation on back of drawing.
5. All drawings must be received by Feb. 28th, 1938. Prizes will be awarded for drawings best in proportion and neatness by Federal Schools Faculty.

FEDERAL SCHOOLS INC

Dept. 3998, Federal Schools Building, Minneapolis, Minnesota

AURORA HAIR CURLERS

SPEED

The AURORA BOBBED HAIR PIN CURLER has a clip that holds hair ready for rolling. No fussing or fumbling necessary. With set of pins—10c.

Lovely curls in 20 minutes with AURORA WAVED CURLER. Only curler that eliminates overnight use. 4 for 10c.

AT ALL 5¢ & 10¢ STORES

De Luxe PERFUME

Gives you SUPERB QUALITY for only 10 cents!

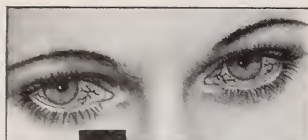
Try these sensational, lingering fragrances, in exquisite dramatic size fragrances: Gardenia, Lilac, Carnation, Lily of Valley, Violet and Sweet Pea.

Complete De Luxe with matching hair cream. Ask for size De Luxe Perfume at leading 10 cent stores and perfume counters.

SAMPLES FLOWER FRAGRANCE DISTRIBUTORS
 Send 10 cents for 3 1/2 oz. trial test vials. (Please specify fragrance.)
 P. O. BOX 590, BUFFALO, N. Y.

BEAUTY AND THE BREEZE

(Continued from page 67)



WHAT A DIFFERENCE



IN EYE MAKE-UP

DULL, "tired-looking" eyes ruin the most perfect "eye make-up." You can't hide them with arched brows or mascara. But when eyes become red, veined, tired-looking due to late hours, reading, fatigue, exposure—a few drops of Eye-Gen can make them clearer, whiter, in seconds! Eyes look larger, sparkling, refreshed. Utterly different in action from boric acid or old-style lotions. A new formula of two noted eye specialists. Especially soothing to those who wear glasses. Fastest selling eye lotion of its kind. Get the large economy bottle at any drug or department store—money refunded if not satisfied. Or get purse size at any 10c store.

EYE-GENE BECOME AN EXPERT BOOKKEEPER

New, better bookkeeping opportunities opening every day. Jobs that pay well—and lead to still better jobs. We train you to get them—and keep them! Previous training not necessary. C.P.A. instructors cover everything from the ground up. Inexpensive. Write for free book and special terms. No obligation. Address:

LaSalle Extension, Dept. 2318-H Chicago, Ill.
The School That Has Over 1,450 C. P. A. Alumni



Brush Away GRAY HAIR AND LOOK 10 YEARS YOUNGER

AT HOME, without risk, you can get those streaks of gray to lustrous shades of blonde, brown or black. A small brush and BROWN-ATONE does it. Prove it to a lock of your own hair.

Used and approved—for over twenty-five years by thousands of women, BROWN-ATONE is safe. Guaranteed harmless for tinting gray hair. Active coloring agent in purely vegetable. Cannot affect early, root of packing and making. Just brush or comb it in. BROWN-ATONE is only 50c—at all drug and toilet counters—always on a money-back guarantee, or—

SEND FOR TEST BOTTLE

The Kenton Pharmaceutical Co.
306 Brentnate Blvd., Covington, Kentucky
Please send me Test Bottle of BROWN-ATONE and interesting booklet. Enclosed is a 3c stamp to cover, partly, cost of packing and mailing.
Check shade wanted:
 Blonde to Medium Brown Dark Brown to Black

Name
Address
City State
Print Your Name and Address

lips. The shape of the lips may be changed somewhat by keeping the lip rouge a little within the natural line, but the lips should never be changed by going outside of the natural line, unless you are to be under artificial lights, as the deception is too apparent, otherwise.

Several shades of powder, in fact a shade for each light, are necessary if you are to look your best at all times. And do stop to think that the powder shade you liked so well in the fall or early winter is no longer correct in February and March. Your summer tan has completely faded by now, and your skin is much fairer.

When it comes to eye make-up, Benay very sadly shakes her head and admits that she would like to advise us never to use it in the daytime. But many of us have to use it, and the rest of us are so improved by it that she won't go to that extreme. However, when mascara is applied for daytime wear, it should be diluted with water to a very thin wash and brushed very lightly on the lashes. A very pale, transparent eye shadow is permissible on all occasions. All powder should be carefully brushed from the brows and they may be discreetly touched with a pencil. Of course a wee bit more make-up is in order for formal afternoon affairs, where artificial lights will prevail—and of course the evening permits still more leeway.

It is awfully hard to keep the hair looking half way decent in cold, windy weather. Electricity in the hair, and the wild breezes, take their toll from the best of waves. No wonder most of us become so discouraged that we half-heartedly run a comb over the head and decide "to put up with it" this way until spring! No reason for this, though. Benay says, if you give yourself oil shampoos and brush the hair regularly to keep it lustrous and pliant—and sleep in a hair net. Don't shudder—hair nets aren't the ghastly things they sound—very attractive little caps are available, that will make your wave last so much longer that they pay for themselves in no time.

Benay cautions care in deciding upon a coiffure. Just because a certain hair-do is becoming to a friend, or is very glamorous in a picture, is no reason why it will look well on you. Consider your own features in styling your hair dress. The pageboy bobs that are so popular are simply impossible on a woman with a short neck or a too round face! There is also the age factor to consider in styling the hair. The older woman is most flattered by loose waves and a close to the head coiffure that is swept softly back from the face.

Now, after Benay's hints for fortifying beauty against the breeze, I'll tell you about some cosmetic discoveries I have come upon this month, so that you may write me for the names!

(Continued on page 103)



CORNS COME BACK BIGGER-UGLIER

OLD-FASHIONED home paring is dangerous! It means risk of infection and only affects the surface of a corn—leaves the root* to come back bigger, uglier, more painful than ever!

Don't take chances. Now you can remove corns quickly, safely and easily without dangerous paring or other unscientific methods. Follow the example of millions and play safe with new, double-action Blue-Jay. The tiny medicated Blue-Jay plaster stops pain instantly by removing surface, then in 3 short days the corn lifts out root and all (exceptionally stubborn cases may require a second application). Blue-Jay is easy to use—invisible. Safe—scientific—quick-acting. 25¢ for 6. At all drug and department stores. Same price in Canada.

BLUE-JAY CORN PLASTERS

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

DRAT IT! I SHOULD HAVE PUT SOME 3-IN-ONE OIL ON THIS LOCK!



3-IN-ONE oil is specially blended to keep moving parts clean, free from rust, and lubricated. Use it regularly on hinges, locks, sewing machines, tools. At hardware, drug, grocery and 10¢ stores.

3-IN-ONE OIL

Many Never SUSPECT Cause of Backaches

This Old Treatment Often Brings Happy Relief
Many sufferers relieve nagging backache quickly, once they discover that the real cause of their trouble may be tired kidneys.

The kidneys are Nature's chief way of taking the excess acids and waste out of the blood. Most people pass about 3 pints a day or about 3 pounds of waste.

Frequent or scanty passages with smarting and burning, shows there may be something wrong with your kidneys or bladder.
An excess of acids or poisons in your blood, when due to functional kidney disorders, may be the cause of nagging backache, rheumatic pains, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness.

Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from your blood. Get Doan's Pills.

(Continued from page 102)



CBS Conductor Fritz Reiner

First is a liquid make-up that is simply harmless. It is a powder that comes in tints to blend with every complexion. This powder eliminates the shiny nose, chin and forehead, because it practically stays on forever. Why, you can even apply it to neck, shoulders and arms when dressing for the evening, and you'll find it hasn't rubbed off in your coat while going to the ball—or on your partner's coat while dancing.

The same company makes another cosmetic that should be dubbed "the beauty-saver," as it conceals those horrid blemishes that just will pop out before a special party or date. It is a cream and may be used as a foundation for powder and make-up, too, if you don't think your freckles are particularly becoming. Do send for the name now, so you may always have a supply on hand.

Then I have a booklet for you—an illustrated booklet—that not only describes, but shows you, just how to give yourself three different facial masks at home. These masks are inexpensive, easy to prepare and apply, and do wonders for the skin. They cleanse, tone and invigorate the skin and give the complexion a firm, radiant bloom. I believe you will find, after trying this mask just once, that you want it to be a part of your regular beauty routine and not a special party occasion touch!

Next, I have a free sample offer for you this month. Just enclose a three-cent stamp with your name and address and I will send it to you post-haste. This is a pore cream, that shrinks and cleanses the pores and is an excellent blackhead treatment. This cream contains camphor and three special medicinal powders, so it also is effective in treating blemishes and eruptions! You should apply it thickly to the face and allow it to remain on overnight, if it is to do its best work. Results are noticeable after the first application. But I won't tell you any more about it here. Send for your free sample and prove to yourself just what it does.

May Biddle
RADIO STARS Magazine
149 Madison Avenue
New York, New York.

I am enclosing a 3¢ stamp and would like a sample of the cream for cleansing and refining the pores.

Name.....
Address.....
City.....State.....

Sister, can you spare a NICKEL?



DO YOU KNOW what one nickel can do for your kitchen and cupboard shelves? It will buy 9 whole feet of the smartest shelving (not just edging) that you can get at any price. Millions of thrifty women have turned dark closets and cupboards into beauty spots

with durable, decorative, non-curling Royledge!

Royledge calls for no tacking, no laundry. Lay it flat on the shelf, fold down the beautiful, embossed edge, and it stays bright and clean for months. Any 5-and-10¢ neighborhood or department store has stunning new Royledge designs and colors to match your other equipment, at 5¢ for 9 ft. Spare that nickel, the first time you shop! (There are 10¢ sizes, too.) Roylace, 99 Gold Street, Brooklyn, N. Y.

NOTE:—When you need Doylies, buy ROYLIES... decorator-designed; radio advertised; 5¢ & 10¢ packages!

9 FT. 5¢ **Royledge** SHELVING
REG. U.S. PAT. OFF.
"FEEL THE EDGE"

Throat tickle isn't funny when it comes from a cold. But try one package of

BEECH-NUT COUGH DROPS
BLACK OR MENTHOL

and get the quick relief that their soothing ingredients can give you.



For Your Club, Class, Society!
RING!
35¢ Each
BASTIAN BROS. CO.
126 BROADWAY, NEW YORK, N. Y.

MAKES IRONING EASY

TRY THIS FREE

This modern way to hot starch ends mixing, boiling and bother as with lump starch. Makes starching easy. Makes ironing easy. It restores elasticity and that soft charm of newness. No sticking. No scorching. Your iron fairly glides. Send for sample.



THANK YOU—
THE HUBINGER CO., No. 517, Keokuk, Ia.
Your free sample of QUICK ELASTIC, please, and "That Wonderful Way to Hot Starch."

TEETH Hard TO BRAYEN?



REMOVE STUBBORN STAINS—even smoke stains. Thousands with teeth hard-to-brayen are changing to Iodent No. 2. Specially compounded to polish teeth to a brilliant luster—to protect enamel—to stimulate gums. Also comes in No. 1 texture for teeth easy-to-brayen. Get Iodent today—made by a Dentist to clean teeth safely.

IODENT

No. 1 TOOTH PASTE No. 2 TOOTH PASTE

FOR TEETH EASY TO BRAYEN also POWDER FOR TEETH HARD TO BRAYEN

MAKE your HANDS GLAMOROUS WITH **LA-TEEN**



Will not fade, chip or peel

This is the nail polish that's capturing feminine America by storm. Lateen gives you fashion's smartest shades in a large size for only 10c.

IF YOUR DEALER ISN'T SUPPLIED, MAIL THE COUPON TO:

MARATHON LABORATORIES, DEPT. M-38
100 MADISON ST., NEWARK, N. J.

Enclose 10c for the large size Lateen Polish (as checked):
 Flame Geranium Old Rose Indigo Tan Burgundy
 Rust Robin Red Red Banana Coronation Red

NAME _____
 ADDRESS _____
 CITY _____ STATE _____

LA-TEEN mailtints

LEARN AT HOME with RADIO ANNOUNCER MICROPHONE TECHNIQUE

EVERY VOICE CAN BROADCAST

RADIO ARTS ACADEMY 3470 W. 39th St. WYCKOFF, N.J. HOLLWOOD

Sensational **FREE** Offer

SEND COUPON FOR 3 LIPSTICKS AND REJUVIA MASCARA CREAM



It's our treat! Let us send you 3 full trial sizes of the famous FLAME-GLO Triple Indelible Lipsticks FREE... each in a different fascinating shade, so you can discover the color most becoming to you. To introduce our newest achievement, we will also send you a tube of REJUVIA Mascara Cream, with brush. It's Guaranteed Waterproof and Smear-proof; perfectly Harmless! Just send 10c in stamps to cover mailing costs. For beauty's sake, send coupon TODAY!

Flame-Glo TRIPLE INDELIBLE

REJUVIA BEAUTY LABS.
 DEPT. ME, 116 WEST 14TH ST., N. Y. C.

Send me 3 trial size FLAME-GLO Lipsticks and REJUVIA Mascara Cream, enclosed (10c in stamps) (Stamps or Coin for mailing cost (15c in Canada))

NAME _____
 ADDRESS _____
 BLACK BROWN BLUE

10c AND 20c AT LEADING 8 & 10c STORES

HERE'S HOW!

(Continued from page 53)



John Nesbitt, of *The Passing Parade*.

HERE'S HOW!

—To lift out cooked cauliflower without breaking it: Place the cauliflower, before cooking, in a wire frying basket. Lower the basket into a saucpan filled with boiling salted water. Cook uncovered until tender.

—To make cup cakes or muffins of even size: Use an ice cream scoop when putting the batter into the pan. The same scoop is also excellent for serving salads, vegetables, cottage cheese and other things made more attractive by having a definite shape.

—To prevent cup cakes and muffins from sticking to the bottom of the pan: Cut out a bunch of wax paper rounds just big enough to fit the bottom of your cups and keep them on hand in a wax paper bag. Then put one of these rounds in each cup before greasing and pouring in the batter, and the contents when baked will come out with ease.

—To remove baked potatoes from the oven with ease and without burned fingers: Place potatoes in the cups of a muffin tin before baking. Then, with the help of a pot holder only, all the potatoes can be taken out at one time instead of separately.

—To make sandwiches with bread that is too fresh to cut: Chill bread in ice refrigerator for an hour. The lower temperature makes it easier to slice.

—To remove baked fish from the pan quickly and without breaking: Place a piece of clean muslin or cheesecloth in the bottom of the pan. Then when fish is baked it can be lifted out and turned over on the serving dish.

—To make attractive St. Patrick's Day table decorations: Take white carnations, place stems in a bottle of green ink and then place flowers in refrigerator for some time before using. They take on a dainty green tint.

—To bake a batch of cookies in record time when only one or two bak-

(Continued on page 105)



WAKE UP YOUR LIVER BILE...

Without Calomel—And You'll Jump Out of Bed in the Morning Rarin' to Go

The liver should pour out two pounds of liquid bile into your bowels daily. If this bile is not flowing freely, your food doesn't digest. It just decays in the bowels. Gas bloats up your stomach. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks puny! A mere bowel movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harrr less, gentle, yet amazing in making bile flow freely. For a free sample of Carter's Little Live Pills, also free book entitled "The Interesting Story of What Makes You Feel Good," address Carter's, 27 Park Place, N. Y. C. Or ask your druggist for Carter's Little Liver Pills. 25¢. Stubbornly refuse anything else. © 1938, C. P. INC

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ANY COLOR LIGHT BROWN to BLACK

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DELIGHTFULLY refreshing astringent lotion. Tingling, antiseptic, helpful. Dissolve Saxolite in one-half pint witch hazel.

Choose **Phelacine Depilatory**

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

(Continued from page 104)



Lum and Abner, with Charlie, the singing dog on their NBC program.

ing sheets are available: Roll out the cookies, cut them and arrange them on pieces of waxed paper cut to the size of the cookie sheet. Then, when one batch of cookies has finished baking, you can remove the cookies—paper and all—from the pan and place the next paperful of cookies on the baking sheet, all ready for the oven.

—To make extra-delicious peanut butter sandwiches: Moisten peanut butter with orange juice in proportions of 2 or 3 tablespoons of juice to each ½ cup of peanut butter.

—To make molded ice box cookies without buying expensive cookie molds: Remove both ends of small soup cans with a can opener which cuts evenly. Grease the insides of the cans before packing in the cookie dough. When thoroughly chilled, the firm dough will slide out easily and slice into perfect rounds.

—To make inexpensive and attractive candle holders for birthday cakes: Use large gum drops. Make holes for the candles with the metal end of a pencil removed—being careful not to press the metal "cutter" entirely through the gumdrops, as you want to leave a base for the candle. With an attractive color scheme worked out, these holders are charming—and good to eat, too!

—To extract onion juice: Simply cut onion in half and squeeze on a reamer as you would do to get orange juice!

—To keep a "successful" file of recipes: Place the recipes you think you are going to like in a "trial box" before pasting them in your scrap book or on filing cards for your kitchen filing case. (All *Radio Hostess* recipes you will notice, are printed in filing card size, for your convenience.) Then, when a recipe has been tried and approved, it can be included in the permanent collection, possibly with notations on the side as to whose "favorite dish" it turned out to be!



Thrilling moments that every girl longs for, dreams about. Why not make them real? Why not invite adventure and romance, entice the man of your heart, be fragrantly alluring with Blue Waltz Perfume? Its subtle, intoxicating odour whispers your charm, gives you new confidence in your own loveliness. Just try it and see! Ask for Blue Waltz Perfume. 10c at 5 and 10c stores.

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TAKE YOUR PICK

The new GRIFFIN A.B.C. Liquid Wax in black, tan, brown and blue. Just spread it on with swab in bottle. It dries in a jiffy to a shine.

—Or, GRIFFIN A.B.C. Wax Polish in the jumba tin, black, brown, tan, ox-blood and neutral—it's waterproof.

Bottle or Tin
10c

BOTH MADE BY GRIFFIN THE GREATEST NAME IN SHOE POLISH

RADIO LAUGHS...

(SELECTED SNICKERS FROM POPULAR PROGRAMS)

JACK: Stu, exactly where were you born?

STU: Somewhere in Oregon.

JACK: Don't you know what town?

STU: No. I was in a trailer. If the car had been a little faster, I'd have been a native Californian.

JACK: You're lucky it wasn't too fast; you might have been a Mexican!

STU: It was so fast the stork could hardly catch up with us.

(**JACK OAKIE** and **STUART ERWIN**, Camel Caravan.)

CHARLES: *The landlady's having plenty of trouble between her husband and the furnace.*

GLADYS: *What do you mean?*

CHARLES: *Every time she watches one—the other goes out!*

(**CHARLES BUTTERWORTH** and **GLADYS GEORGE**, Hollywood Mardi Gras.)

GRACIE: My poor Unkie! He plays the accordion every night and cries like a baby.

GEORGE: Why does he cry? Does he play sad music?

GRACIE: No—the accordion keeps pinching his stomach!

(**BURNS & ALLEN**, Grape Nuts Program.)

MAN: Your honor, we're ready to open the case.

JUDGE: Just a minute. Is the defense ready?

PHIL: Yes.

JUDGE: Is the prosecution ready?

MAN: Yes.

JUDGE: Is the jury ready?

VOICES: Yes!

JUDGE: All right, Clerk, open the case and hand out the bottles.

(**PHIL BAKER**, Gulf Program.)

HENNY: *My wife was having an argument with the landlord. She asked him if he had any references. The landlord said: "Wait a minute, what do I need a reference for? This ain't a job." She said to him: "Oh, yeah? Wait till you try to collect the rent!"*

(**HENNY YOUNGMAN**, Kate Smith Program.)

KENNY: Oh, Dr. Benny!

JACK: Yes, Dr. Baker?

KENNY: I wish you'd give me something, I've got an awful stomachache.

JACK: Well, you're a doctor—why don't you treat yourself?

KENNY: Not me, I charge too much!

(**JACK BENNY**, Jello Program.)

HARRY: Hello, Zeke, those sure are funny-looking socks you have on. Just get 'em?

TED: No, these are the same socks I been wearing for seven years. I just had half soles and rubber heels put on 'em.

(**HARRY VON ZELL** and **TED BERGMAN**, Town Hall Tonight.)

CHARLIE: *Now that you mention it, it's awfully good of you to feel that way about it. It is a chance to do a kind and noble deed.*

EDDY: *To do a kind and noble deed, I would give until it hurts.*

CHARLIE: *That's the spirit. Would you give a dollar?*

EDDY: *No, but I'd give a quarter.*

CHARLIE: *Give until it hurts! You can't stand much pain, can you?*

(**CHARLIE McCARTHY**, Chase & Sanborn Program.)

BOB: Say, Eddie, if the Van Buren Junior College of Agriculture ever decides to give me a degree, will you say some Latin for me, too?

EDDIE: If you are ever so honored, Bob, I'll make your speech in Greek.

BOB: Honest, Eddie?

EDDIE: Honestly, Bob. Because any reasons for your getting a degree will be Greek to me!

(**BOB BURNS** and **EDMUND LOWE**, Kraft Program.)

TED: A woman comes in and says:

"How much is that dress over there?"

JERRY: That dress is \$175.

TED: I want something cheaper. How much is that dress?

JERRY: Oh, that one? \$45.

TED: Too expensive. What can I get for a dollar ninety-eight?

JERRY: A picture of me in tights!

(**TED HAMMERSTEIN** and **JERRY MANN**, Music Hall of the Air.)

GIRL: *Chauncey says that with my voice I should stand out on the stage.*

JOE: *With your voice you should stand out in the alley!*

(**JOE PENNER**, Cocomalt Program.)

WARREN: Say, Jack, my father listened to the show last week, too.

JACK: Oh, did he, Warren? Didn't he like me? And didn't he think I was funny?

WARREN: Well—yes and no.

JACK: What do you mean, yes and no?

WARREN: Yes, he didn't like you, and no, he didn't think you were funny.

(**JACK HALEY** and **WARREN HULL**, Log Cabin Program.)

CLERK: The State of New York versus John Oakie. The prisoner will step to the bar.

JACK: I will, but I'm not thirsty.

STU: Say, look at those fellows in the bleachers.

JACK: Bleachers! That's the jury, in the jury box.

STU: Oh what are they in for?

JACK: Three dollars a day!

(**JACK OAKIE** and **STU ERWIN**, Camel Caravan.)

KEN: *Do you know the most famous dance team?*

OSWALD: *Oh yeah! Adam and Eve.*

KEN: *Adam and Eve? What dance did they make famous?*

OSWALD: *The Big Apple!*

(**KEN MURRAY** and **OSWALD**, Campbell Soup Program.)

CHARLIE (sings):

So we dedicate this song to him,

But he does it for a lark,

Don Wilson endorses cigarettes,

"Two cigarettes in the Park."

LANNY: Wait a minute, Charlie, that should be "Two Cigarettes in the Dark."

CHARLIE: Don't tell me where W son gets his cigarettes!

(**CHARLES BUTTERWORTH**, Holl wood Mardi Gras.)

GEORGE: You're taking the wall New York with you?

GRACIE: Yeah, it's got all my pho numbers on it.

GEORGE: Why didn't you just tal the phone numbers off the wall?

GRACIE: I couldn't, George, they we written in ink!

(**BURNS & ALLEN**, Grape Nuts Program.)

HENNY: *I noticed that my nucle w looking very sad, so I said to him: "What wrong uncle?" He said: "Henny, I've ju had a very tough break. My chauffeur ro away without my wife?"*

(**HENNY YOUNGMAN**, Kate Suit Program.)

JACK: Well, Schlep, what seems to b the trouble with you?

SAM: I don't know, doctor. One minut I'm hot, the next minute I'm cold an then I'm wringing wet.

JACK: Well, those are alarming symtoms. When did you first notice them?

SAM: This morning when I took shower.

(**JACK BENNY**, Jello Program.)

ALICE (crying): Oh, pappy, oh papp—pappy—pappy!

WALTER: What is it, daughter? Don tell me that city slicker has been chasim you again.

ALICE: Yes pappy, and this mornin; he chased me clear up to the hill and ove the fields.

WALTER: What happened, Elviry Why aire yew cryin'?

ALICE: He didn't catch me!

(**WALTER O'KEEFE**, NBC.)

CLARK: *Strictly between us, Charlie to what do you attribute our great success as a Casanova? Will you tell me?*

CHARLIE: Well, now, I . . . Really . . .

CLARK: *Come on, Charlie. You can be frank with me.*

CHARLIE: *Yes, I know, but—does Garbo tell Dietrich?*

(**CHARLIE McCARTHY** and **CLARK GABLE**, Chase & Sanborn Program.)

GIRL: I'm sorry, the manager is out of town.

JOE: When will he be back?

GIRL: Just a moment, I'll ask him.

JOE: Oh, so that's the way it is? All right—you tell him I wouldn't work for him if he was the last man on earth. His station's no good—and he's a bum. You tell him I said so.

GIRL: Is that all?

JOE: Oh, yeah—and ask him if I can please have another chance.

(**JOE PENNER**, Cocomalt Program.)

JACK: Here's a letter from the movie studio where I work. It says: "Twentieth Century-Fox is proud of you, Twentieth Century-Fox needs you, Twentieth Century-Fox can have you!" Signed, Metro-Goldwyn-Mayer. Warren, this is terrible. Isn't there any way I can find out how I did on the show last week?

"We'll tell the World... we love Karo!"

THE QUINTUPLETS



J.W. Hawkins

Karo is the only syrup served to the Dionne quintuplets. Its maltose and dextrose are ideal carbohydrates for growing children - Allan Roy Daffoe, M.D.



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