

THE CANDID PICTURE MAGAZINE OF RADIO!

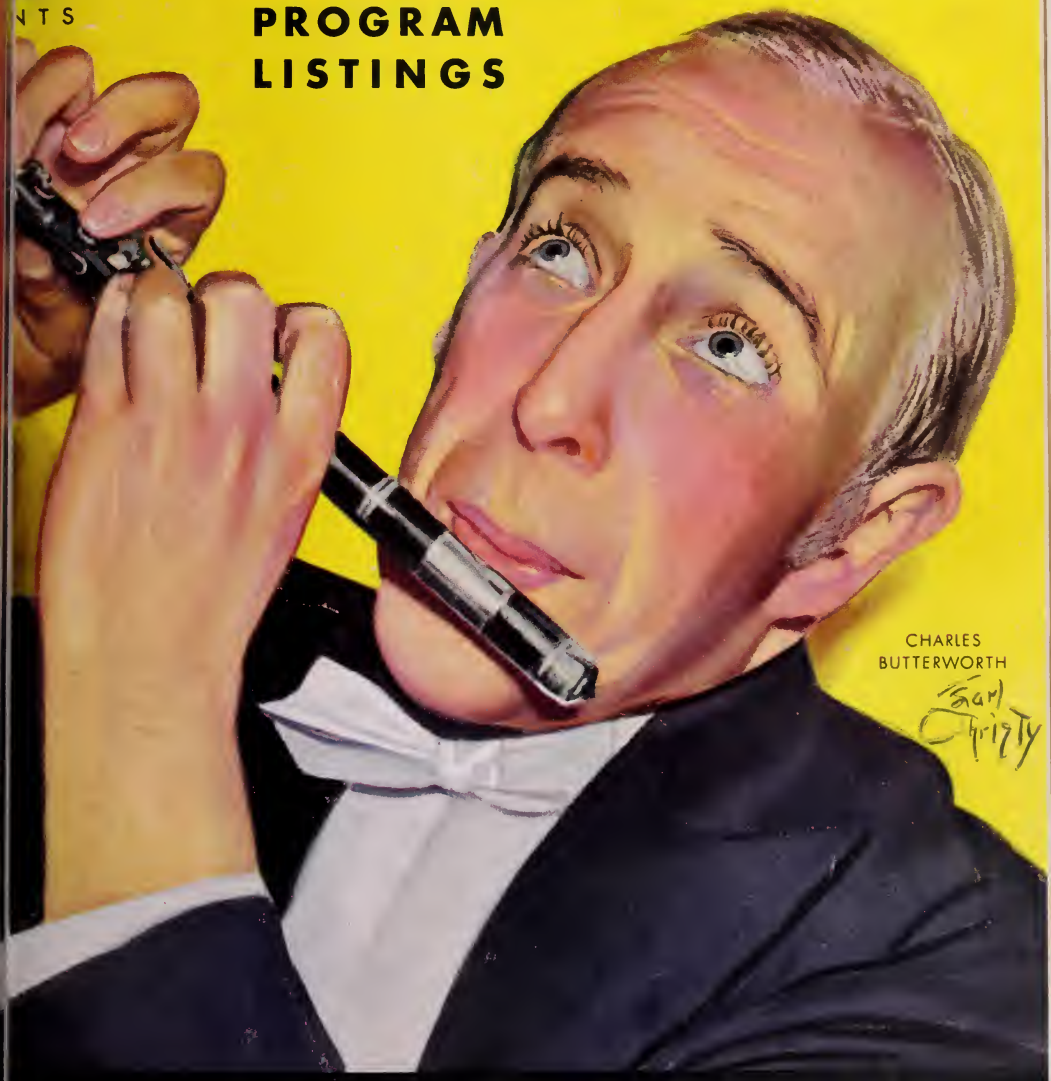
Radio Stars

APRIL
CENTS

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
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THE LARGEST
CIRCULATION
OF ANY RADIO
MAGAZINE

**COMPLETE
PROGRAM
LISTINGS**



CHARLES BUTTERWORTH

*Saul
Christy*

HUNDREDS OF INTIMATE DICTATED

Irresistible



Be divinely Irresistible...be the star of his heart to-night with Irresistible Perfume... A touch on your wrists, your throat and your petite evening muff and you become a more thrilling person to yourself, and to him. Teasing...provocative...irresistible! Discover the exciting new confidence that Irresistible Perfume gives you. Tonight, try Irresistible Perfume. You'll be sparkling, electric, ready to conquer the world and the man! To be completely ravishing use all of the Irresistible Beauty Aids. Certified pure, laboratory tested and approved.

10c at all 5 and 10c stores



YOUR LIPS ALLURE WITH IRRESISTIBLE LIPLURE

...AND MEN CAN BE SUCH AWFUL GOSSIPS TOO!



Let's face the truth about UNDERARM PERSPIRATION ODOR

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

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

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

Smart girls—popular girls—don't take chances! They know a bath only takes

care of *past perspiration*—that they still need Mum, to prevent odor *to come*.

MUM LASTS ALL DAY! All day or all evening long, Mum's protection is *sure*.

MUM IS SAFE! Mum does not stop healthful perspiration. Even after underarm shav-

ing it never irritates the skin. And Mum is completely harmless to fabrics—safe to apply even *after* you're dressed.

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

FOR THIS IMPORTANT USE, TOO Thousands of women use Mum for Sanitary Napkins because they know Mum is so gentle, so sure! Don't risk embarrassment! Always use Mum!

HOURS AFTER YOUR BATH MUM STILL KEEPS YOU SWEET



MUM TAKES THE ODOR OUT OF PERSPIRATION



RADIO STARS



**MAKE HIS
EASY CHAIR
REALLY
EASY!**

**LIGHT CONDITION WITH
New and Brighter
G-E MAZDA LAMPS**

IT'S simple to do. And you can begin to light condition at surprisingly little cost.

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

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

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

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



**GENERAL  ELECTRIC
MAZDA LAMPS**

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

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



Jeanette MacDonald NELSON EDDY



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

Lough with Buddy Ebsen's outdoor romancing to Jeanette's love songs!

Nelson Eddy, handsome singing bandit chief... Funny Leo Carrillo as Mosquito, his pard...

ROMANTIC SONGS BY Sigmund Romberg and Gus Kohn
"Shadows on the Moon"
"Wind in the Trees"
"Soldiers of Fortune"
"The West Ain't Wild Any More"
"Who Are We to Soys?"
"Senorito"

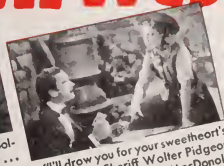
The Girl OF THE Golden West

WITH **Ray BOLGER** *Walter PIDGEON*
Leo CARRILLO *Buddy EBSEN*

Directed by **ROBERT Z. LEONARD** · A **ROBERT Z. LEONARD** Production
Produced by **WILLIAM ANTHONY MCGUIRE** · An **M-G-M** Picture
Based on the play by **David Belasco**



A hot time in the old town. Roy Bolger's uproarious comedy dance...



"I'll draw you for your sweetheart's life", says Sheriff Walter Pidgeon to beautiful Jeanette MacDonald





BEHIND CLOSED DOORS!

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



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

A different guest star is invited each week, not always from the Warner ranks. Gary Cooper, star of *The Adventures of Marco Polo*, and currently working in *Bluebeard's Eighth Wife* with Claudette Colbert, was one of the first guest stars.
(Continued on page 8)



Why don't you try it?



How long has it been since you tried a completely different way of fixing your hair? With your ringlets brushed high like this, we bet *he* would look at you with new interest . . . with an adoring new gleam in his eye! A beguiling hair-do has been known to change a woman's whole life! Why don't you try it?



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



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



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



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

Get in the habit of saying "Modess"!

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

(Continued from page 6)

Dad, PLEASE PLAY WITH ME!



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

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



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

Here's why you'll prefer

FEEN-A-MINT



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



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



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

FEEN-A-MINT won't gripe or nauseate you, or disturb sleep. It's grand for children, too. They love its delicious flavor. FEEN-A-MINT is truly the laxative you should use in your family. Try it!—find out for yourself what a wonderful difference FEEN-A-MINT

makes! At all druggists, or write for generous FREE trial package. Dept. 66, FEEN-A-MINT, Newark, N. J.



DELICIOUS
Tastes like
your favorite
chewing gum



Patric Knowles, Olivia de Havilland, Bette Davis and Basil Rathbone played hooky from their sets to run through the lines for their radio sketch.



(Above) Suggested changes in script are always considered carefully by an air show's producer. Rosemary Lane, who acts as well as sings, talks up an alteration to Program Director Paul Munroe, while Voice Director Dudley Chambers waits for her to start practicing the evening's songs.



RADIO STARS

If a stenographer's abused hands could talk, they'd say:

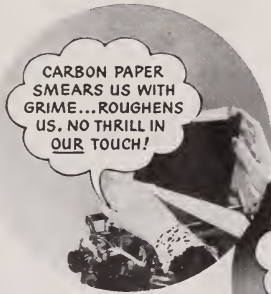
Office jobs are terribly hard on your hands. Typing one minute...filing the next...washing carbon smudges off your fingers a dozen times a day. First thing you know, your skin is all dry, chapped, and "sandpapery"...rough, red, and ugly! What your hands need is quick-acting Hinds Honey and Almond Cream.



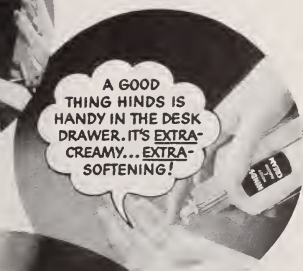
(Below) Dick checks over his guest interview with Olivia de Havilland.



(Below) After one of the broadcasts, Eddie Cantor registers his approval to Dick, Tom McAvity and Jack L. Warner (right), one of the Warner Brothers.



CARBON PAPER SMEARS US WITH GRIME...ROUGHENS US. NO THRILL IN OUR TOUCH!



A GOOD THING HANDS IS HANDY IN THE DESK DRAWER. IT'S EXTRA-CREAMY...EXTRA-SOFTENING!

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



HINDS MAKES US SMOOTH **HONEYMOON HANDS** AGAIN

Copyright, 1938, Lehn & Fink Products Corporation, Bloomfield, N. J.



QUICK ACTING... NOT WATERY

Go home every night with smooth, kissable hands. You can!... Even one application of Hinds Honey and Almond Cream helps bring your skin soft enchantment. Hinds works fast... helps put back the softness that office work, harsh soaps, hard water, and blustery winds take away. Contains the "sunshine" Vitamin D—and Vitamin A, too. \$1.00, 50c, 25c, 10c sizes. Dispenser free with the 50c size.

Hinds Honey and Almond Cream for Honeymoon Hands

THE RADIO HOSTESS

Perennially popular Chinese foods, recommended by Orchestra Leader Russ Morgan, of Johnny Presents



Turning from "Music in the Morgan Manner" to dinner in the Morgan manner, Russ shows Singer Bernice Parks his way of handling chop-sticks, at a popular Chinese restaurant.

IT all started out to be just another "backstage" interview, up at *NBC's* biggest studio, after the Saturday evening broadcast of the *Philip Morris* show. But even a cooking editor's life can be full of surprises! So, before the evening was over, I found myself traveling from Radio City to China *via* Broadway. With almost the speed that the delightful "Music in the Morgan manner" (to which I had just been listening) had traveled through space. And while the music's invisible voyage had earned new appreciation for that genial maestro, Russ Morgan, and new friends for his sponsor, the results of my trip took the noteworthy form of some interesting Chinese recipes. These you'll find on pages 52 and 54—a fact which should win the acclaim of any housewife interested in serving unusual and tempting meals and in giving those distinctively "different" parties that make such a hit with one's guests.

Certainly with all eyes on China, right now, such meals and parties should prove more popular than ever before. For, at the present moment, with the Far East figuring so prominently in the daily news, Chinese

cooking is sure to step into the limelight and more and more people will come to realize that these delicately seasoned dishes richly deserve the popularity they already enjoy with all those who have tried them. Which makes it especially nice that, with the help of the somewhat simplified Chinese recipes given here this month, you, too, can now prepare and serve delicious versions of these justly famed foods in your own home. Then no longer will you wonder why gourmets the world over give to China's *cuisine* the very highest honors!

It was Russ Morgan himself who was responsible for the imaginary trip which resulted in my securing these recipes. Our culinary voyage to the land of the Great Wall took the form of a special tour which he conducted with the same outward calm and inward dynamic urge that characterizes his band-leading. Nor did he wait long after his broadcast to start out with a group of "fellow explorers" in tow. "Johnny," in his red bellhop's uniform, had just disappeared behind the curtains of his own little stage; the tones of his familiar and appealing voice were still ringing

in our ears in that well known chant of his: *Call for Philip Morris!*; and the audience was still filing out of the studio, when Russ, with dinner on his mind, literally rushed us out and away. Down the elevator and to his waiting car we hurried, chatting merrily in transit.

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

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

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

SHE SAW A GHOST IN THE BED...

BY NANCY
WOOD



Wide World

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

you could hope to find in Chinatown.

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

These dishes, of course, had their savor and the charm of their novelty further enhanced by the manner of their service. Several features here deserve more than a passing mention. In the first place, there was the appeal of the gay, colored china—deep bowls for serving, each with a cover; smaller bowls for the individual diners and small handle-less tea cups. But even more important was the appearance of the food itself and the fact that everything that was supposed to be hot was piping hot! These two features are something that we'd do well to emulate, whatever type of food we choose to serve. And these

(Continued on page 55)



It rattled no chains and shook no bones—but there was an unwelcome ghost in Mary's guest room! It hid in the sheets, the curtains, the linens. Guests saw it with horror but didn't dare mention it—until Cousin Flo saw the ghost in the bed.



NEXT MORNING



The very next morning, Cousin Flo told Mary—"It's tattle-tale gray that's haunting your clothes. Your weak-kneed soap doesn't wash things perfectly clean. If you want to chase out that mean dingy shadow—to banish tattle-tale gray—change to Fels-Naptha Soap."



FEW WEEKS LATER



And that was the end of the ghost in the guest room. Thanks to Fels-Naptha's richer golden soap and lots of gentle naphtha, Mary now gets all the dirt out of clothes. The sheets shine so white—and everything smells so fresh and sweet—friends say it's a thrill to sleep at her house! . . . Why don't you play safe, too? See how easy it is to . . .

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

NEW! Try
Fels-Naptha
Soap Chips, too!

**"Raw" Throat?
Here's Quick Action!**



**Zonite Wins
Germ-Killing Test by 93 to 1**

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

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

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

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

Always gargle with Zonite at the first sign of a cold



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

RADIO RAMBLINGS

BY ARTHUR MASON

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

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

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

He sits all day listening to auditions over a loud speaker. There are still a couple of units touring the country

and he supervises their affairs. The mail is too voluminous for him to tackle but he likes to look at all the queer presents his listeners send in, whether the gift is amusing, valuable or just trash.

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

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

(Continued on page 85)

Last-minute news notes and candid comments on network doings



Wide World

to Al Pearce (*Al Pearce and his Gang*)
 Publisher Delacorte presented our award
For Distinguished Service to Radio.



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

Strong light . . . hard on your face

"Glare-Proof" Powder

*picks up softer rays only
 —softens your face*



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

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

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

True skin tones, uniformly
 blended. A shade for every type.
 Special ingredients make Pond's
 Powder cling—fresh looking, flatter-
 ing for hours. Decorated screw-
 top jars—35¢, 70¢. Big boxes—
 10¢, 20¢.



"Strong lights don't
 bother me! Pond's
 Natural just never
 shows up powdery
 —keeps my skin
 looking soft and
 fresh."
 MISS BARBARA WALL,
 New York Debutante

FREE! 5 "GLARE-PROOF" SHADES

Pond's, Dept. 9RS-PR, 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 June 1, 1938.)

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

be sure
of yourself
with a clear SKIN
from WITHIN



A SKIN that glows *naturally* bespeaks radiant health *beneath* . . . it is alive . . . stays fresh! So, be good to your skin from within and it will be good to you.

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

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

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

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

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

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

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

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



Wide World

Taking time out from his radio and movie work, Rudy is still seen going places with brunette actress Gloria Youngblood.

IT'S MY HUMBLE OPINION— BY RUDY VALLEE

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

Wide World



An observing eye and a keen mind find much to be said, on many matters — and Rudy says it!

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

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



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

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

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

(Continued on page 80)

Lithograph by ROBERT RIGGS for HAWAIIAN PINEAPPLE CO., LTD.



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



Hawaiian Pineapple Co., Ltd., also packers of "Dole Pineapple Gems," Sliced, Crushed, Tidbits, and the new "Royal Spears." Honolulu, Hawaii, U. S. A. Sales Offices: San Francisco, Cal.

JUST LIKE YOU AND ME



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



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



Like any other girl, she and her date go to the movies. She was in films before she was 15, made her stage debut at 21/2, her radio debut in 1929.

Because she doesn't get much outdoor exercise, she keeps slim with daily routines. Arline's work may be different, but her life is like any working girl's.



RADIO STARS

All is not glamour for the radio working girl! Arline Blackburn, star of the CBS serial Pretty Kitty Kelly, leads a natural and unpretentious life, follows a day-to-day routine



Born in New York, May 6, 1914, she doesn't mind the subway rush and takes it every day.



Arline lives with her parents and has a dog, Scraggy, who has to have a bath now and again.



Helping with supper is one of her daily tasks, but unlike most girls, she likes it.

ON THE MOVIE LOTS IT'S

"ACTION"

ACTION CALLS FOR ENERGY—
NOT FATIGUE

You can avoid both fat and fatigue if you eat foods which yield energy quickly. Baby Ruth is a pure, delicious candy—but it is also a concentrated food of energizing goodness. That's because Baby Ruth is rich in Dextrose, the sugar you need for energy. And Dextrose is utilized by active people as energy, when needed, rather than stored as fat. Active people need energy every day—Baby Ruth is their candy.



"IT'S HOLLYWOOD'S FAVORITE CANDY"



5¢



Keep young
and Doubly Lovely with
refreshing Double Mint gum

Easy to do . . . just read below

W

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

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

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



How Schiaparelli Double Mint dress ties scarf as apron.



Take apron off dress and use as handy platochek.



When in need of a bag, knot scarf-apron thusly.



More Double duty! This is a Double Mint dress.



HELEN
MENKEN

FOR DISTINGUISHED SERVICE TO RADIO

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

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

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

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

Leota C. Grady

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



Wide World

PAUL WHITEMAN
(His band is heard on the *Chesterfield show*.)
". . . he changed his set-up to please his sponsors.

STRAIGHT FROM THE COLD SHOULDER!

BY WILLIAM L. VALLEE

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

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

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

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

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

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

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

ALLEN PRESCOTT
(NBC's *Wife Saver*)
"... dispenses kitchen
helps wrapped liberally
in wit."



WALTER WINCHELL
(*The Jergens Journal*)
"... his items are not
the last-minute notes
he pretends they are."

get down, not in malice, but in
the belief that honest criticism
may bring a constructive force
to bear on the development
of radio programs of tomorrow

THE WOMEN OF THE MONTH IN RADIO

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

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

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

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

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

5. LOUELLA PARSONS—on the other side of the ledger is Miss Parsons of Hollywood. Miss Parsons manages to get movie names to donate their services gratis to her awe-inspiring soup program without committing the fatal error of following suit. Miss Parsons possesses a voice that runs a close second to that of Miss McBride, if you can follow that. (Continued on page 94)

AT REHEARSAL FOR "GOOD NEWS OF 1938"



Eleanor Powell is one of the M-G-M stars to appear on its air-show, heard Thursdays at 9 p.m., EST, NBC-Red network.

Over the air you hear the sound of a horse-drawn truck. This is how it's done. In a box of sand and gravel, rubber clappers simulate the hooves. Heavy wooden wheels and chain give the creak and rattle of the truck as the sound effects men operate them.





Spencer Tracy and Joan Crawford, co-stars of M-G-M's *Mannequin*, and its leading man, Alan Curtis, rehearse for a broadcast from the film.

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



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

Ted Pearson, announcer for the *Good News* of 1938 program, made his radio debut in 1929, as a singer. He was born in Arlington, Nebraska.



NO WONDER THEY'RE CHARMING



Three of Phil Spitalny's All-Girl Orchestra (*The Hour of Charm*, Mondays, 9:30 p.m., EST, NBC-Red network) demonstrate methods of keeping fit and charming. Health is essential to beauty, and so Alma, Trudy and Claudia visit Mac Levy's Health Center. Trudy (above) rides the electrical horse, as a slenderizing exercise. Alma (below) finds the bicycle a valuable aid toward figure slimming and strengthening.





(Above) Claudia considers the vibrations of the electrical reducing belt most beneficial for body conditioning and slenderizing. After a turn with that, she takes a work-out with the electrical ring-roller (below). This mechanical massage is most important for breaking up fat tissues, so easily formed in the wrong places! Then the three girls do a "bicycling" exercise. After which relaxation is in order. (Above) Claudia (left) and Trudy rest on the sun deck.





In his first radio series for two years, Lawrence Tibbett, baritone star of the Metropolitan Opera, sings with Andre Kostelanetz and his orchestra



Jack Oakie and Milton Berle's brother Phil watch Bob Burns sink a putt. Jack, Bob and Milton appear in the film, *Radio City Revels*.

Four famous film folk and air entertainers, who appeared together on one of Eddie Cantor's Wednesday night CBS programs. Rubinoff is making his violin talk, but Eddie Cantor seems not to like what it is saying! Tony Martin and Alice Faye, air-guests together for the first time since their marriage, are enjoying it! Tony and Alice appear together in the new 20th Century-Fox Film, *Sally, Irene and Mary*.





Wide World

The Freeman F. Gosden family. The boy's name is Freeman Gosden, Jr.; the girl is Virginia Freeman, Sr., is Amos of NBC's *Amos 'n' Andy*.



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



A former linotype operator, Morton Bowe now is tenor soloist on CBS' *Heinz Magazine of the Air*, broadcast every Sunday at 5:00 p.m., EST.



Above, Andre Baruch, the program's announcer, picks up a quick shine, while giving his commercials a final polish and going-over.



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

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

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

One of the pretty choristers of the *Kate Smith Hour* begs the choir director, Ted Straeter, to fasten the back of her frock.





Production Chief Sylvan
 plinger spends part of
 the time in going over
 the scheduled last-minute cuts
 with Maestro Jack Miller.

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



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

TEN MINUTES TILL AIR TIME



Downstairs, in the recrea-
 tion room, a ping pong
 table serves as a confer-
 ence board, while the
 group of dramatic actors
 holds a final reading of
 their lines before air-time.

How the last ten minutes
 fly! Ted Collins, busy
 producer of the program,
 wonders if there is any-
 thing he has forgotten.



COPY
CAT



Once more cast as a jungle girl in her new film, *Her Jungle Love*, Dorothy Lamour and friend Jiggs register a pout.



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



On the radio, Dorothy is one of the bright stars of the *Chase & Sanborn Hour*, heard Sunday, 8 p.m., EST, on the NBC-Red network.



1 Even as you and I, Ken Murray tunes in his favorite evening radio program.



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



KEN IS OVERRULED

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

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



4 Florence insists on tuning in some other program, and all Ken's earnest protests and pleas are of no avail!





During the past year more than sixty television demonstrations have been given by NBC, who have spent vast sums pioneering in the field of program material and with the color response of facial make-up and costume fabrics. (Left) The Iconoscope (television camera) nearest you is used for close-ups. The other is mounted, so as to be moved forward or back. Make-up (above) is greatly simplified, due to changes in the Iconoscope. Lester Gabba (lowest left), artist and designer, introduced his mannequin, Cynthia, at NBC's All-Fashion Television demonstration, showing small accessories.





(Above) Suntan greasepaint, powder to match, and dark lip rouge are used. An unpowdered face has too much high-light. (Below) Betty Goodwin, NBC Fashion Editor, and Larry Davee, Treasurer of Society of Motion Picture Engineers, watch a television experiment.



TELEVISION COMES CLOSER

Television may be used to show you how to arrange a new coiffure for evening. (Modeled by Helen Walpole, NBC actress.) Lenox R. Lohr (below), President of NBC, believes television eventually will perform a great service in the fashion field.



GLAMOUR GIRLS OF THE AIR



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

Another of radio's glamour girls, Virginia Yerrill, blues singer, is featured with Jack Haley on the *Log Cabin Jamboree*, every Saturday, 8:30 p.m., EST, NBC-Red network.



Rosemary DeCamp, gifted and glamorous young film player, plays the rôle of Judy Pride, nurse to Dr. Christian (Jean Hersholt), in the CBS serial, *Dr. Christian*, broadcast each Sunday at 2:30 p.m., EST.





Attractive titian-haired charmer, Dorothy Lowell plays the title rôle in the CBS serial, *Our Gal Sunday*, at 12:45 p.m., EST, Mondays through Fridays.



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



"Perfect poise is essential in dramatic acting or in social life," says Lora Marlo, NBC dramatic star, who spends at least one hour a day exercising. "For perfect poise, one must have perfect control of the body," Lora declares.



Fisherman, flier, swimmer, rider, golfer, handball champion—Richard Crooks, tenor star of Metropolitan Opera and Monday eve *Firestone* program.



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

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

Wide World



IN THE RADIO SPOTLIGHT



Wide
World

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

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

International Photo

Betty Furness, M-G-M star, and Johnny Green, composer and orchestra leader, who were married a few months ago. Green wrote the music for the Columbia picture, *Start Cheering*.





Wide World

Radio's Bob Burns met the Dwarfs of Walt Disney's first feature-length picture, *Snow White and the Seven Dwarfs*, at its swanky Hollywood première.

MICKEY MOUSE



The first *Mickey Mouse* film was shown May, 1928. The first colored film, February, 1934. Its title was *The Band Concert*. Right, Basil Loughrane of NBC.



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



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

AND HIS GANG



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



Disney won Academy Awards for *The Three Little Pigs*, in 1933; *The Tortoise and the Hare* (1934); *Three Orphan Kittens* (1935), and for *The Country Cousin*, in 1936.



The O'Keefes pose with their pups. Walter is on the Packard show and Roberta (Robinson) is a former actress.



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



Above, three celebrities at Santa Anita racetrack. (Left) Spencer Tracy (M-G-M); (center) Bing Crosby (Paramount); and Jack Holt (Columbia). Bing's *Kraft Music Hall* is heard Thursdays, 10 p.m., EST (NBC-Red). (Right) *Town Hall Tonight* gets a last polish in a conference room at Radio City. Fred Allen (under the hat), Announcer Harry Von Zell, Bandmaster Peter Van Steeden (standing) and Program Adviser Bill Shor get together to talk things over.

CANDIDS

Fannie Brice achieves the status of Public Comedienne Number One, as *Baby Snooks*, in the M-G-M-Maxwell House air show, *Good News of 1938*, broadcast Thursdays at 9 p.m., EST, over the NBC-Red network. A Ziegfeld star for fourteen years, Fannie made her film debut in 1927, as star of *My Man*, an M-G-M movie.





**YOU CAN'T KEEP
A GOOD MAN DOWN**

To keep fit for subway strap-hanging, Phil Baker hangs on the chandelier.

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



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



The mantel, thinks Phil, is just the sort of cozy spot to relax and hold a session with the evening newspaper.

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 IS 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

- WSB Atlanta, Ga.
- WFBF Baltimore, Md.
- WNBC Birmingham, Ala.
- WBOS Boston, Mass.
- WBUR Buffalo, N. Y.
- WMAQ Chicago, Ill.
- WMAA Cleveland, Ohio
- KOA Denver, Colo.
- WHO Des Moines, Iowa
- WWJ Detroit, Mich.
- WTIC Hartford, Conn.
- WPCB Houston, Tex.
- WPRE Indianapolis, Ind.
- WJDX Jackson, Miss.
- WDAF Kansas City, Mo.
- KFI Los Angeles, Cal.
- WMC Memphis, Tenn.
- KSTP Minneapolis-St. Paul, Minn.
- CBM Montreal, Canada
- WEAF New York, N. Y.
- WMB New Orleans, La.
- WOW Omaha, Neb.
- KYWA Philadelphia, Pa.
- WDAE Portland, Me.
- WCBS Portland, Ore.
- WVAR Providence, R. I.
- WMBG Richmond, Va.
- KSD St. Louis, Mo.
- KDYL Salt Lake City, Utah
- KDO San Francisco, Cal.
- WGY Schenectady, N. Y.
- KOMO Seattle, Wash.
- HQ Spokane, Wash.
- WRC Washington, D. C.
- WDEL Wilmington, Del.
- WTAG Worcester, Mass.

NATIONAL BROADCASTING COMPANY—BLUE NETWORK

- WABY Albany, N. Y.
- WAGO Atlanta, Ga.
- WBAL Baltimore, Md.
- WJBO Baton Rouge, La.
- WGN Birmingham, Ala.
- WBZ Boston, Mass.
- WICC Bridgeport, Conn.

- WEER Buffalo, N. Y.
- WFLL Cedar Rapids, Iowa
- WENR Chicago, Ill.
- WLS Chicago, Ill.
- WHK Cleveland, Ohio
- WVBC Denver, Colo.
- KSO Des Moines, Iowa
- WXVZ Detroit, Mich.
- WLEU Erie, Pa.
- WOWO Fort Wayne, Ind.
- KXVZ Houston, Tex.
- WJTN Jameson, N. Y.
- WRFJ Lawrence, Kan.
- KECA Los Angeles, Cal.
- WMPFS Memphis, Tenn.
- WTCN Minneapolis, Minn.
- CFCC Montreal, Canada
- WICC New Haven, Conn.
- WDSU New Orleans, La.
- WJZ New York, N. Y.
- KLO Ogden, Utah
- KOIL Omaha, Neb.-Council Bluffs, Ia.
- WFIL Philadelphia, Pa.
- KDKA Pittsburgh, Pa.
- WVBC Portland, Ore.
- WEAN Providence, R. I.
- WRD Richmond, Va.
- WIS Rochester, Mass.
- KWK St. Louis, Mo.
- KFSD San Diego, Cal.
- KGO San Francisco, Cal.
- WGAJ Santa Barbara, Calif.
- KJR Seattle, Wash.
- KGA Spokane, Wash.
- WOC Springfield, Mass.
- WSPY Syracuse, N. Y.
- WYR Toledo, Ohio
- WMAL Washington, D. C.

NBC-SUPPLEMENTARY STATIONS

(May be either RED or BLUE networks)

- KOB Albuquerque, N. M.
- WSAN Allentown, Pa.
- KGNC Amarillo, Tex.
- WBCB Bakersfield, Cal.
- KERN Beaumont, Tex.
- KDFM Billings, Mont.
- WRN Biwabik, N. D.
- KID Boise, Idaho
- KGIR Butte, Mont.
- WFBM Charleston, W. Va.
- WSCR Charlotte, N. C.
- WCFL Chicago, Ill.
- WSAI Cincinnati, Ohio
- WYKY Cincinnati, Ohio
- WFLA Clearwater, Fla.
- WIS Columbia, S. C.
- WCOR Columbus, Ohio
- KRIS Corpus Christi, Tex.
- WGLA Dallas, Tex.
- WIBC Duluth, Minn.
- KTSM El Paso, Tex.
- WFAA Evansville, Ind.
- WDAY Fargo, N. D.
- WGL Fort Wayne, Ind.
- WBAP Fort Worth, Tex.
- WOOD Fresno, Cal.
- WFB Grand Rapids, Mich.
- WTH Greenville, S. C.
- WFC Little Rock, Ark.
- HTS Hot Springs, Ark.
- WJAX Jacksonville, Fla.
- KNOX Knoxville, Tenn.
- WLC Little Rock, Ark.
- WAVE Louisville, Ky.
- WIBA Madison, Wis.
- WMA Mansfield, H.
- KMED Medford, Ore.
- WIOD Miami Beach, Fla.
- WVBC Milwaukee, Wis.
- CFB Montreal, Canada
- WSM Nashville, Tenn.
- WTAR Norfolk, Va.
- WCH Oklahoma City, Okla.
- KTR Phoenix, Ariz.
- KPITS Pittsburg, Kans.
- WAGO Reno, Nev.
- WFTF Raleigh, N. C.
- KFBK Sacramento, Cal.
- WSUN St. Petersburg, Fla.
- WAGO San Antonio, Tex.
- KTSB Shreveport, La.
- SD Sioux Falls, S. D.
- WTO Sioux Falls, S. D.
- KGBX Springfield, Mo.
- WGTG Springdale, Ark.

- WEBC Superior, Wis.
- Tampa, Fla.
- WBOW Terre Haute, Ind.
- CBLO Toronto, Canada
- KRGV Tulsa, Okla.
- WESL Weslaco, Tex.
- KANS Wichita, Kans.
- WBRE Wilkes-Barre, Pa.
- WORK York, Pa.

COLUMBIA BROADCASTING SYSTEM STATIONS

- WADC Akron, Ohio
- WOKO Albany, N. Y.
- WAIM Anderson, S. C.
- WGST Atlanta, Ga.
- WPG Atlantic City, N. J.
- WRDW Augusta, Ga.
- KMYW Austin, Tex.
- WCBO Baltimore, Md.
- WLBZ Bangor, Me.
- WAPI Birmingham, Ala.
- WNBFB Binghamton, N. Y.
- WEEI Boston, Mass.
- WGER Buffalo, N. Y.
- WKBW Buffalo, N. Y.
- WCHS Charlotte, W. Va.
- WBT Charlotte, N. C.
- WDDO Chattanooga, Tenn.
- WBBM Chicago, Ill.
- WRR Cincinnati, Ohio
- WGAJ Cleveland, Ohio
- KVOR Colorado Springs, Colo.
- WBNS Columbus, Ohio
- KRLD Dallas, Tex.
- WDAV Dayton, Ohio
- WHIO Dayton, Ohio
- KLZ Denver, Colo.
- Des Moines, Iowa
- WJR Detroit, Mich.
- WKBK Dubuque, Iowa
- KDAL Duluth, Minn.
- WDCN Durham, N. C.
- WESG Elma-Itasca, N. Y.
- WVBC Evansville, Ind.
- Fairmont, W. Va.
- Fresno, Cal.
- KARM Green Bay, Wis.
- WTAQ Greensboro, N. C.
- KFBB Great Falls, Mont.
- WHP Harrisburg, Pa.
- WDRB Hartford, Conn.
- WIFG Hibbing, Minn.
- KGMB Honolulu, Hawaii
- KTRH Houston, Tex.
- WNOX Indianapolis, Ind.
- WMBR Jacksonville, Fla.
- KMBC Kansas City, Mo.
- KNOX Knoxville, Tenn.
- WKBH La Crosse, Wis.
- KFAB Lincoln, Neb.
- KLRA Little Rock, Ark.
- Los Angeles, Cal.
- WHAS Louisville, Ky.
- WHAZ Macon, Ga.
- Rason City, Iowa
- WREC Memphis, Tenn.
- WCOG Meridian, Miss.
- MIAMI Miami, Fla.
- WALB Mobile, Ala.
- WISN Milwaukee, Wis.
- WCCO Minneapolis, Minn.
- WVBC Missoula, Mont.
- WCSA Montgomery, Ala.
- CKAC Montreal, Canada
- Nashville, Tenn.
- WWL New Orleans, La.
- WABC New York, N. Y.
- Oklahoma City, Okla.
- ORLAND Orlando, Fla.
- WPAR Parkersburg, W. Va.
- WCOA Pensacola, Fla.
- Peoria, Ill.
- WCAU Philadelphia, Pa.
- KOY Phoenix, Ariz.
- WIAS Pittsburgh, Pa.
- WBRK Pittsfield, Mass.
- KOIN Portland, Ore.
- WPRO Providence, R. I.
- Reno, Nev.
- WRVA Richmond, Va.
- ROANOKE Roanoke, Va.
- Rochester, N. Y.
- SACRAMENTO Sacramento, Cal.
- KROY Salt Lake City, Utah
- KMOX St. Louis, Mo.
- ST. PAUL Minn.
- SALT LAKE CITY Utah
- San Antonio, Tex.
- KFSO San Francisco, Cal.
- SAVANNAH Savannah, Ga.
- Scranton, Pa.
- WGBI Seattle, Wash.
- KIRO

- KWKH Shreveport, La.
- KSIX Sioux City, Iowa
- WSBT South Bend, Ind.
- KFPY Spokane, Wash.
- Springfield, Mass.
- Springfield, Vt.
- Syracuse, N. Y.
- Tacoma, Wash.
- WDAE Tampa, Fla.
- WIBW Topeka, Kans.
- CFRB Toronto, Canada
- Tucson, Ariz.
- KTUL Tulsa, Okla.
- WIBC Utica, N. Y.
- Virginia, Minn.
- WACO Waco, Tex.
- WJVS (Washington, D. C.)
- W Palm Beach, Fla.
- WVVA Wheeling, W. Va.
- KFH Wichita, Kans.
- WICHA Wichita Falls, Tex.
- Winston-Salem, N. C.
- WORC Worcester, Mass.
- Yankton, S. D.
- Youngstown, Ohio

MUTUAL BROADCASTING SYSTEM STATIONS

- KXRO Aberdeen, Wash.
- KADA Ada, Okla.
- KVSO Ardmore, Okla.
- WRD Augusta, Me.
- KPMC Bakersfield, Cal.
- WBAL Baltimore, Md.
- WLBZ Bangor, Me.
- Bellington, Ore. Wash.
- WAB Boston, Mass.
- WICC Bridgeport, Conn.
- Cedar Rapids, Iowa
- WGN Chicago, Ill.
- WLW Cincinnati, Ohio
- WSAI Cincinnati, Ohio
- Cleveland, Ohio
- WHEE Cleveland, Ohio
- WHK Coffeyville, Kans.
- Columbus, Ohio
- WRR Dallas, Tex.
- Des Moines, Iowa
- KXO El Centro, Cal.
- KASA Elk City, Okla.
- KCRC Enid, Okla.
- Eugene, Ore.
- KIEM Eureka, Cal.
- WSAR Fall River, Mass
- FT. Worth, Tex.
- KFKA Greeley, Colo.
- WHTH Hartford, Conn.
- Honolulu, Hawaii
- WIRE Indianapolis, Ind.
- WHB Kansas City, Mo.
- WLN Laconia, N. H.
- Lincoln, Neb.
- KHJ Los Angeles, Cal.
- Lowell, Mass.
- Manchester, N. H.
- Minneapolis-St. Paul, Minn.
- KDON Monterey, Cal.
- KBIX Muskogee, Okla.
- WISN Nashville, Tenn.
- Newark, N. J.
- New Bedford, Mass.
- WNL New London, Conn.
- Oklahoma City, Okla.
- Olympia, Wash.
- KTOI Omaha, Neb.
- WFIL Philadelphia, Pa.
- Pittsburgh, Pa.
- WBBZ Portland, Ore.
- WALE Portland, Ore.
- Providence, R. I.
- Richmond, Va.
- KRRR Roseburg, Ore.
- KWK St. Louis, Mo.
- Stockton, Cal.
- KFXM San Bernardino, Cal.
- KFRC San Francisco, Cal.
- San Jose, Calif.
- Santa Ana, Cal.
- KOB Santa Barbara, Cal.
- Seattle, Wash.
- KGFF Shawnee, Okla.
- WSPR Springfield, Mass.
- Stockton, Cal.
- KMO Tacoma, Wash.
- WDR Washington, D. C.
- Waterbury, Conn.
- Wenatchee, Wash.
- Windsor-Detroit, Mich.
- Yakima, Wash.

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: KIDDODLERS
NBC-Blue: TONE PICTURES
—Ruth Pepple, pianist; mixed
quartet
CBS: SALON MUSICALES
- 8:45
NBC-Red: ANIMAL NEWS
CLUB
CBS: MICHEL ROSCOE—
pianist
- 9:00
NBC-Red: TURN BACK THE
CLOCK—Alice Remsen, George
Grinn
NBC-Blue: COAST TO COAST
ON A BUS—Milton J. Cross
CBS: WINGS OVER JORDAN
- 9:15
NBC-Red: TOM TERRISS—
speaker
- 9:30
NBC-Red: MELODY MO-
MENTS
- 9:55
CBS: PRESS-RADIO NEWS



Don Wilson,
"Jell-O Program."



Frank Black,
"Magic Key" conductor.



Feg Murray of "Baker's
Broadcast."

Sundays

MARCH 6—13—20—27

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

AFTERNOON

- 12:00 Noon
NBC-Red: NBC HOME SYM-
PHONY
NBC-Blue: SOUTHERNAIRES
—Negro male quartet
MBS: DR. CHARLES M.
CORBOIN
- 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 WILD
LIFE—talk
- 1:00
NBC-Red: AL AND LEE
REISER—piano duo
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: FOREIGN NEWS
BROADCAST
MBS: COTHAM STRING
QUARTET
- 1:45
CBS: POET'S GOLD—David
Toos
- 2:00
NBC-Red: CHATS ABOUT
DOGS—Bob Becker
NBC-Blue: MAGIC KEY OF
RCA—Frank Black's symphony

- orchestra, Milton J. Cross,
Linton Wells
CBS: BORIS MORROS'
STRING QUARTET
MBS: THE RIGHT JOB—Dr.
Shirley A. Hamrin
- 2:15
NBC-Red: TRAVEL TALK—
Milton La Prade
MBS: MUSICAL PROGRAM
- 2:30
NBC-Red: THATCHER COLT
STORIES—dramatic serial
CBS: DR. CHRISTIAN—
drama, starring Jean Hershoff
MBS: NEW POETRY HOUR
—A. M. Sullivan
- 3:00
NBC-Red: RADIO NEWS-
REEL—Parks 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, Frances
Adair
NBC-Blue: ARMO 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: RY-KRISP PRE-
SENTS MARIAN TALLEY—
Koezner's orchestra
NBC-Blue: METROPOLITAN
OPERA AUDITIONS OF THE
AIR—Edward Johnson, Wilfred
Pelletier, conductor
CBS: HEINZ MAGAZINE OF
THE AIR—Channing Pollock,
Morton Howe, Mark Warnow's
orchestra
- 5:30
NBC-Red: MICKEY MOUSE
THEATRE OF THE AIR—
Walt Disney, Felix Mills' or-
chestra
NBC-Blue: SUNDAY AFTER-
NOON WITH ED MCCONNELL
CBS: GUY LOMBARDO AND
HIS ORCHESTRA
- 5:45
NBC-Blue: VOCALIST
- 6:00
NBC-Red: CATHOLIC HOUR
NBC-Blue: SENATOR FIS-
FACE AND PROFESSOR
FIGGSBOTTLE
CBS: JOE PENNER—Gene
Austin, Grier's orchestra
MBS: 30 MINUTES IN
HOLLYWOOD—George Jessel,
Norma Talmadge, Tucker's or-
chestra

EVENING

- 6:30
NBC-Red: A TALE OF TO-
DAY—sketch
NBC-Blue: POPULAR CLAS-
SICS—H. Leopold Spitalny's
orchestra
CBS: DOUBLE EVERYTHING
—Al Shaw, Stan Lee
MBS: ORCHESTRA
- 7:00
NBC-Red: JELL-O PROGRAM
—Jack Benny, Mary Living-
stone, Kenny Baker, Don Wil-
son, Sam Hearn, Andy Devine,
Phil Harris' orchestra
CBS: VICKY'S OPEN HOUSE—
Jeanette MacDonald, Wilbur
Evans, Pasternack's orchestra
MBS: THE WOR FORUM—
S. Theodore Granik
- 7:30
NBC-Red: INTERESTING
NEIGHBORS—Jerry Belcher,
interviewer
NBC-Blue: BAKER'S BROAD-
CAST—Peg Murray, Harriet
Hillard, Ozzie Nelson's or-
chestra
CBS: PHIL BAKER—Beets
and Bottle, Patsy Kelly, Al
Garr, Bradley's orchestra
MBS: ORCHESTRA
- 8:00
NBC-Red: CHASE AND SAN-
BORN PROGRAM—Don
Amesche, Edgar Bergen, John
Carter, Dorothy Lamour,
Stroud Twins, Armbruster's
orchestra
NBC-Blue: DETECTIVE
SERIES
CBS: THE PEOPLE'S CHOICE
—broadcast highlights
MBS: THE EPIC OF AMER-
ICA—historical drama
- 8:30
NBC-Blue: CALIFORNIA
CONCERT—GHI's orchestra
CBS: EPILOGUES OF 1938—
Harry Conn, Beatrice Kay,
Harry Wood, Warnow's or-
chestra
MBS: ORCHESTRA
- 9:00
NBC-Red: MANHATTAN
MERRY-GO-ROUND—Rachel
Carlay, Pierre Le Kreeun,
Dannie's orchestra
NBC-Blue: HOLLYWOOD
FLAYHOUSE—Tyrene Power,
guests
CBS: FORD SUNDAY EVE-
NING HOUR
MBS: CHORAL CONTRASTS
- 9:30
NBC-Red: AMERICAN AL-
BUM OF FAMILIAR MUSIC—
Frank Munn, Jean Dickenson,
Heenschen's orchestra
NBC-Blue: BERGENS PRO-
GRAM—Walter Winchell, news
commentator
MBS: NEWS TESTERS—
Leonard M. Leonard
- 9:45
NBC-Blue: WELCH PRE-
SENTS IRENE KRICH—drama-
tization
MBS: ORCHESTRA
- 10:00
NBC-Red: RISING MUSICAL
STARS—Alois Havrilla, Smal-
ens' orchestra, guests
NBC-Blue: PAUL MARTIN'S
ORCHESTRA
CBS: ZENITH FOUNDATION
—experiments in mental tele-
pathy
- 10:30
NBC-Red: HAVEN MacQUAR-
RIE PRESENTS
NBC-Blue: CHERIO—talk
and music
CBS: HEADLINES AND BY-
LINES—news commentators
MBS: OLD FASHIONED RE-
VIVAL
- 11:00
NBC-Red: DANCE MUSIC
NBC-Blue: PRESS-RADIO
NEWS
CBS: ORCHESTRA
MBS: ORCHESTRA
- 11:10
NBC-Blue: ORCHESTRA
CBS: ORCHESTRA

RADIO STARS

MORNING

8:00
NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: NORSE MEN QUARTET

8:15
NBC-Red: HI BOYS
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: DEAR COLUMBIA—
in small dramatizations

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
CBS: BACHELOR'S CHILD-
REN—sketch

9:55
NBC-Blue: PRESS-RADIO
NEWS

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

10:15
NBC-Red: JOHN'S OTHER
WIFE—sketch
NBC-Blue: AUNT JEMIMA
ON THE AIR—varieties
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 CAVAL-
CADE—Crosby Gaige
CBS: MA PERKINS—sketch
MBS: ORGAN RECITAL

11:00
NBC-Red: DAVID HARUM—
sketch
NBC-Blue: STORY OF MARY
MARLIN—sketch
CBS: RUTH CARWATH—songs
MBS: 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
MBS: MUSICAL PROGRAM

11:45
NBC-Red: BETTY MOORE—
talk on interior decoration
NBC-Blue: EDWARD MAC-
HUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL
LIFE STORIES
MBS: MYRA KINGSLEY, as-
tropher, JEAN PAUL KING,
commentator

AFTERNOON

12:00 Noon
NBC-Red: GIRL ALONE—
sketch
NBC-Blue: TIME FOR
THOUGHT
CBS: THE RADIO COLUM-
NIST—Mary Margaret McBride
MBS: THE BOY AND GIRL
FUND

12:15
NBC-Red: THE O'NEILLS—
sketch

Mondays

MARCH 7—14—21—28

NBC-Blue: VOCALIST
CBS: YOUR NEWS PARADE
—Edwin C. Hill, commentator
MBS: RADIO GARDEN CLUB

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

12:45
CBS: OUR GAL SUNDAY—
sketch
MBS: JOAN MERRILL—songs

1:00
NBC-Red: VOCALIST
CBS: BETTY AND BOB—
sketch
MBS: THE HAPPY GANG

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

1:30
MBS: MARLSON ROBISON
AND HIS BUCKAROO

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

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

1:45
NBC-Blue: JACK AND LO-
RETTA—songs and patter
CBS: HOLLYWOOD IN PER-
SON—Bob Baker, commentator
MBS: THE VOICE OF EX-
PERIENCE

2:00
NBC-Red: ORCHESTRA
NBC-Blue: U. S. NAVY BAND
CBS: NEWS THROUGH A
WOMAN'S EYES—Kathryn
Cravens
MBS: DON'T LOOK NOW—
Lavalle and Sands, comedians,
orchestra

CBS: THE O'NEILLS—sketch
MBS: VOCALIST

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 CIV-
IC ORCHESTRA
CBS: COOLIDGE QUARTET
MBS: GIRL MEETS BOY

3:15
NBC-Red: MA PERKINS—
sketch

3:30
NBC-Red: VIC AND SADE—
sketch

3:45
NBC-Red: THE GUIDING
LIGHT—sketch
CBS: VERA BRODSKY—
pianist
MBS: GOOD HEALTH AND
TRAINING

4:00
NBC-Red: LORENZO JONES
—comedy sketch
NBC-Blue: CLUB MATINEE
CBS: SING AND SWING

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

4:30
NBC-Red: RUSH HUGHES—
commentator
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—
Margery Graham

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

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 SOTH-
ERN—sketch
MBS: THREE GRACES AND
PIANO

5:30
NBC-Red: JACK ARMSTRONG
juvenile serial
NBC-Blue: SINGING LADY—
children's program
CBS: STEPPROTHER—sketch
MBS: VIRGINIA FAIR EN-
TERTAINS

5:45
NBC-Red: LITTLE ORPHAN
ANNIE—juvenile serial
NBC-Blue: LOVE 'M M I X
STRAIGHT SHOOTERS—ju-
venile serial
CBS: HILLOTOP HOUSE—dra-
matic serial
MBS: JOHNSON FAMILY—
sketch, with Jimmy Scribner

EVENING

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

6:15
NBC-Red: TOP HATTERS
ORCHESTRA
CBS: NEW HORIZONS

6:30
NBC-Red: PRESS-RADIO
NEWS
NBC-Blue: WALTZ SERE-
NIDE
CBS: PRESS-RADIO NEWS
MBS: ORCHESTRA

6:45
NBC-Red: JOHAN EDWARDS—
songs
NBC-Blue: ORCHESTRA
CBS: ORCHESTRA

6:55
NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS
—news commentator
CBS: DORIS RHODES—songs
MBS: ORCHESTRA

7:00
NBC-Red: AMOS 'N' ANDY—
sketch
NBC-Blue: MUSIC IS MY
HOBBY—guests
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 Bar-
rett
NBC-Blue: THREE CHEFS
CBS: ARTHUR GODFREY
CBS: ORCHESTRA

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

7:45
NBC-Red: RHYTHMAIRES
NBC-Blue: TINO ROSSI—
tenor
CBS: BOAKE CARTER—news
commentator

8:00
NBC-Red: BURNS AND AL-
LEN—Tony Martin, Noble's or-
chestra
NBC-Blue: MELODY PUZZ-
LES—Buddy Clark, Freda
Gibson, Sailer's orchestra
CBS: TISH—dramatization
MBS: MORTON GOULD'S OR-
CHESTRA

8:15
NBC-Blue: LIEDERSINGERS

8:30
NBC-Red: VOICE OF FIRE-
STONE—Richard Crooks, Mar-
garet Sparks, Wallenstein's
orchestra, guests
NBC-Blue: C. A. M. P. N. A.'S
GRAND HOTEL—Jim Amecchi,
Betty Lou Gerson, dramatiza-
tions
CBS: PICK AND PAT—com-
edy and music

9:00
NBC-Red: FIBBER McGEE
AND MOLLY—comedy sketch,
Marin and Jim Jordan, Clark
Dennis, Betty Winkler, orches-
tra
NBC-Blue: PHILADELPHIA
ORCHESTRA—Eugene Or-
mandy, guests
CBS: LUC 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 PRO-
GRAM—Maria Karenko, Opal
Craven, Marek Weber's orches-
tra

NBC-Blue: BEHIND PRISON
BARS—Warden Lewis E.
Lawes
CBS: WAYNE KING'S OR-
CHESTRA

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

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



Nan Grey, Kathy in "Those We Love."



Virginia Clark, Helen in "Romance of Helen Trent."



Dorothy Lowell, Sunday, in "Our Gal, Sunday."

MORNING

Tuesdays

MARCH 1—8—15—22—29

- 8:00 NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: CHARLOTTEERS
- 8:15 NBC-Red: HI BOYS
NBC-Blue: DICK LEBERT ENSEMBLE
- 8:30 NBC-Red: DO YOU REMEMBER?
CBS: POETIC STRINGS
- 8:45 NBC-Blue: GRACE AND SCOTTY
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
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
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: AUNT JEMIMA ON THE AIR—varieties
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 CAVALCADE—Crosby Gaike
CBS: MA PERKINS—sketch
MBS: LOUIS RICH ENTERTAINERS
- 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—Fleanor How
NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch
- 11:45 NBC-Red: MYSTERY CHEF
NBC-Blue: EDWARD MACJUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: MYRA KINGSLEY, astrologer, JEAN PAUL KING, commentator

- 12:30 NBC-Red: VOCALIST
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss orchestra
CBS: ROMANCE OF HELEN TRÉNT—sketch
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE
- 12:45 NBC-Red: THREE ROMEO'S
CBS: OUR GAL SUNDAY—sketch
MBS: VOCALIST
- 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: MICROPHONE IN THE SKY—Tom Slater, interviewer
- 1:30 NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays
NBC-Blue: SUE BLAKE—sketch
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: MYRA KINGSLEY, astrologer, JEAN PAUL KING, commentator
- 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
CBS: FOUR CLUBMEN
- 2:15 NBC-Blue: LET'S TALK IT OVER—June Hynd
CBS: THE O'NEILLS—sketch
- 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: MUSICAL PROGRAM
- 3:15 NBC-Red: MA PERKINS—sketch
- 3:30 NBC-Red: VIC AND SADE—sketch
CBS: HOLLACE SHAW—songs
- 3:45 NBC-Red: THE GUIDING LIGHT—sketch
MBS: GOOD HEALTH AND TRAINING

- 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
MBS: SONGLAND
- 4:30 NBC-Red: RUSH HUGHES—commentator
CBS: THE GOLDBERGS—sketch
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner
- 4:45 NBC-Red: THE ROAD OF LIFE—sketch
MBS: BOOK A WEEK—Margery Graham
- 5:00 NBC-Red: DICK TRACY—sketch
NBC-Blue: THE FOUR OF US
CBS: FOLLOW THE MOON—Elsie Hitz, Nick Dawson
MBS: ORGANIST
- 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 SOTHEBURN—sketch
- 5:30 NBC-Red: JACK ARMSTRONG—juvenile serial
NBC-Blue: SINGING LADY—children's program
CBS: STEPMOTHER—sketch
MBS: VOCALIST AND PIANO
- 5:45 NBC-Red: LITTLE ORPHAN ANNE—juvenile serial
NBC-Blue: Q M M I X 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
MBS: MUSICAL PROGRAM
- 6:15 NBC-Red: JOAN EDWARDS—songs
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 CACES—comedy sketch
CBS: POETIC MELODIES—Jack Fulton, Franklin McCormack, Richard McCormack
MBS: FULTON LEWIS, Jr.—Washington news commentator
- 7:15 NBC-Red: VOCAL VARIETIES—choral singing
NBC-Blue: M. R. K. E. N. TRACER OF LOST PERSONS—dramatic serial
CBS: HOLLYWOOD SCREEN-SCOOFS—George McCall
MBS: ORCHESTRA
- 7:30 NBC-Red: DICK GASPERRE'S ORCHESTRA
NBC-Blue: PEOPLE IN THE NEWS—Dorothy Thompson, commentator
CBS: SECOND HUSBAND—serial, Helen Menken
- 7:45 NBC-Blue: VIVLEN DELLA CHIESA—mezzo-soprano
- 8:00 NBC-Red: JOHNNY PRESENTS—RUSS MORGAN AND HIS ORCHESTRA—Charles Martin
NBC-Blue: THOSE WE LOVE—dramatic serial, Nan Grey
CBS: BIG TOWN—Edward G. Robinson, Claire Trevor, dramatization
- 8:30 NBC-Red: LADY ESTHER SERENADE—Wayne King's orchestra
CBS: EDGAR GUEST In "IT CAN BE DONE"—Masters' orchestra
CBS: AL JOLSON—Martha Raye, Parkyakarkus, Victor Young's orchestra, guests
- 9:00 NBC-Red: VOX POP—Parks Johnson, Wallace Butterworth
NBC-Blue: HORACE HEIDT AND HIS ALEXITE BRIGADIERS—Lysbeth Hughes, Yvonne King
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: ALIAS JIMMY VALENTINE—dramatic sketch
CBS: JACK OAKIE'S COLLEGE—Stuart Erwin, Stoll's orchestra
MBS: JAZZ NOCTURNE—Helene Daniels, Stanley's orchestra
- 10:00 NBC-Blue: GENERAL HUGH S. JOHNSON—commentator
CBS: DENNY GOODMAN'S SWING SCHOOL
MBS: HOUR OF ROMANCE—Eddie Duchin's orchestra, Del Casino
- 10:15 NBC-Blue: KIDDOLLERS
- 10:30 NBC-Red: JIMMIE FIDLER'S HOLLYWOOD GOSSIP
NBC-Blue: GAMBA—violinist
CBS: HOWARD PHILLIPS—baritone
MBS: ORCHESTRA
- 10:45 NBC-Red: DALE CARNEGIE—How to Win Friends and Influence People
- 11:00 NBC-Red: DANCE MUSIC
NBC-Blue: DANCE MUSIC
CBS: DANCE MUSIC
MBS: MUSIC

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



Elizabeth Reller, Betty, and Alice Frost, Ruth, in "Betty and Bob."



Vivian Fridell, Mary Noble in "Backstage Wife."

RADIO STARS

Wednesdays

MARCH 2-9-16-23-30

MORNING

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

8:15 NBC-Red: HI BOYS
NBC-Blue: WILLIAM MEEDEB—organist

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

8:45 NBC-Blue: LUCILLE AND LANNY
CBS: METROPOLITAN PARADE

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

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

9:25 CBS: PRESS-RADIO NEWS
NBC-Red: ALICE JOY—songs
CBS: THE ROAD OF LIFE—sketch

9:40 NBC-Red: PRESS-RADIO NEWS
NBC-Blue: SKETCH

9:45 NBC-Red: DAN HARDING'S WIFE—sketch
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: BETTY KITTY KELLY—sketch

10:15 NBC-Red: JOHN'S OTHER WIFE—sketch
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties
CBS: MYRT AND MARGE—sketch

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

10:45 NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: KITCHEN CAVALCADE—Crosby Gaige
CBS: MA PERKINS—sketch
MBS: ORGAN RECITAL

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

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 MACHUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch

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

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

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

12:30 NBC-Red: CAMPUS KIDS
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blauduss orchestra
CBS: ROMANCE OF HELEN TRENT—sketch
MBS: ORGAN RECITAL

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

1:00 CBS: BETTY AND BOB—sketch
MBS: THE HAPPY GANG

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

1:30 NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays
NBC-Blue: SUB BLAKE—sketch
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: MYRA KINGSLEY, astrotrologer, JEAN PAUL KING, commentator

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: SWINGING TRIO
CBS: NEWS THROUGH A WOMAN'S EYES—Kathryn Craven
MBS: DON'T LOOK NOW—Lavalle and Sands, comedians, orchestra

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

2:30 NBC-Red: CARLILE AND LONDON—piano duo, vocalist
NBC-Blue: WALTZ FAVORITES
CBS: AMERICAN SCHOOL OF THE AIR—Geography
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

AFTERNOON

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: LEITH STEVENS' HARMONIES
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: DEEP RIVER BOYS

3:45 NBC-Red: THE GUIDING LIGHT—sketch
NBC-Blue: METROPOLITAN OPERA GUILD DISCUSSIONS
CBS: CURTIS INSTITUTE OF MUSIC
MBS: GOOD HEALTH AND TRAINING

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 DUO

4:30 NBC-Red: RUSH HUGHES—commentator
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 DAWSON
MBS: BOOK A WEEK—Margery Graham

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

5:10 NBC-Blue: PRESS-RADIO NEWS

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

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

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

EVENING

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

6:15 NBC-Red: TOP HATTERS ORCHESTRA

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

6:35 NBC-Red: JOAN EDWARDS songs
NBC-Blue: VOCALIST

6:40 CBS: PRESS-RADIO NEWS
NBC-Red: VOCALIST
NBC-Blue: LOWELL THOMAS—news commentator
CBS: BARRY WOOD AND HIS MUSIC

7:00 NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: EASY ACES—comedy sketch
CBS: FRETIC MELODIES—Jack Fulton, Franklyn McCormack, orchestra
MBS: FULTON LEWIS, JR.—Washington news commentator

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 Elman
MBS: ORCHESTRA

7:30 NBC-Red: HENDRIK WILLEM VAN LOON—talk
NBC-Blue: LUM AND ABNER—comedy sketch

7:45 NBC-Red: CHEER UP, AMERICA!—Henry Burbig, Ray McCord, Frank Kovak's orchestra
NBC-Blue: SCIENCE ON THE MARCH
CBS: BOAKE CARTER—news commentator

8:00 NBC-Red: ONE MAN'S FAMILY—sketch
NBC-Blue: ROY SHIELD'S REVUE
CBS: C A V A L C A D E OF AMERICA—guest: Voorhees orchestra
MBS: MUSICAL PROGRAM

8:30 NBC-Red: RALEIGH AND KOOL SHOW—Tommy Dorsey's orchestra, Eddy Wright, Jack Leonard, Paul Stewart
NBC-Blue: HARRIET PARSONS—Hollywood commentator
CBS: TEXACO TOWN—Eddie Cantor, Deanna Durbin, Jimmy Wallington, Pinky Tomlin, Savoy Saylor, Volkma, Ronald, Leonard's orchestra
MBS: HOOSIER HOUSEWIVES

8:45 NBC-Blue: JIMMY KEMPER—song stories

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

9:30 CBS: BEN BERNIE—Lew Lehr, Buddy Clark, Jane Pickens
MBS: LET'S VISIT—Dave Driscoll, Jerry Danzig

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

10:15 NBC-Blue: SOLOIST

10:30 NBC-Blue: NBC MINSTREL SHOW—Gene Arnold, orchestra
CBS: DEL CASINO—songs
MBS: ORCHESTRA

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



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



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



Betty Olson, of "The Escorts and Betty."

MORNING

- 8:00 NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: SOUTHERNAIRES
- 8:15 NBC-Red: HI BOYS
NBC-Blue: DICK LEIBERT ENSEMBLE
- 8:30 NBC-Red: DO YOU REMEMBER?
CBS: POETIC STRINGS
- 8:45 NBC-Blue: GRACE AND SCOTTY
- 9:00 NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: AS YOU LIKE IT
- 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
- 9:45 NBC-Red: PRESS-RADIO NEWS
- 9:45 NBC-Red: DAN HARDING'S WIFE—sketch
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: AUNT JEMIMA ON THE AIR—varieties
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 CAVALCADE—Crosby Gaije
CBS: MA PRINCE—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 IN CHANGE—Eleanor Howe
NBC-Blue: VIC AND SADE—comedy sketch
CBS: BIG SISTER—sketch
- 11:45 NBC-Red: THE MYSTERY CHEF
NBC-Blue: EDWARD MACUGH—The Gospel Singer
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
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

Thursdays

MARCH 3—10—17—24—31



Fannie Brice, as Baby Snooks.

- CBS: YOUR NEWS PARADE—Edwin C. Hill, commentator
- 12:30 NBC-Red: AL AND LEE REISER—piano duo
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ROMANCE OF HELEN TRENT—sketch
- 12:45 NBC-Red: THREE ROMEO'S
CBS: OUR GALL, SUNDAY—sketch
MBS: ORCHESTRA, SOLOIST
- 1:00 NBC-Red: ORCHESTRA
CBS: BETTY AND BOB—sketch
MBS: THE HAPPY GANG
- 1:15 NBC-Red: ESCORTS AND BETTY
CBS: HYMNS OF ALL CHURCHES; BETTY CROLL, cooking expert
MBS: MICROPHONE IN THE SKY—Tom Slater, interviewer
- 1:30 NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays
NBC-Blue: SUE BLAKE—sketch
CBS: ARNOLD GRIMM'S DAUGHTER—sketch
MBS: MYRA KINGSLEY, astrologer, JEAN PAUL KING, commentator
- 1:45 NBC-Blue: VOCALIST
CBS: HOLLYWOOD IN PERSON—Bob Barber, commentator
MBS: VOICE OF EXPERIENCE
- 2:00 NBC-Red: NBC MUSIC GUILD
NBC-Blue: RANCH BOYS
CBS: LYRIC SERENADE
- 2:15 NBC-Blue: LET'S TALK IT OVER—Lisa Sergio
CBS: THE O'NEILLS—sketch
- 2:30 NBC-Red: VOCALIST
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
CBS: RAY BLOCK'S VARIETIES
MBS: ORGANIST
- 3:15 NBC-Red: MA PERKINS—sketch
NBC-Blue: EASTMAN SCHOOL OF MUSIC
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE
- 3:30 NBC-Red: VIC AND SADE—comedy sketch
CBS: U. S. ARMY BAND

- 3:45 NBC-Red: THE GUIDING LIGHT—sketch
MBS: GOOD HEALTH AND TRAINING
- 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: DEEP RIVER BOYS
MBS: SONGLAND
- 4:30 NBC-Red: RUSH HUGHES—commentator
CBS: THE GOLDBERGS—sketch
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner
- 4:45 NBC-Red: THE ROAD OF LIFE—sketch
CBS: CURRENT QUESTIONS BEFORE THE SENATE
MBS: BOOK A WEEK—Margery Graham
- 5:00 NBC-Red: DICK TRACY—sketch
NBC-Blue: FOUR OF US
CBS: FOLLOW THE MOON—Elsie Hitz, Nick Dawson
- 5:10 NBC-Blue: PRESS-RADIO NEWS
- 5:15 NBC-Red: BENNO RABINOFF—violinist
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
CBS: LIFE OF MARY SOTHEBORN—sketch
- 5:30 NBC-Red: JACK ARMSTRONG—juvenile serial
NBC-Blue: SINGING LADY—children's program
CBS: STEPMOTHER—sketch
- 5:45 NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
NBC-Blue: T.O.M. MIX STRAIGHT SHOOTERS—juvenile serial
CBS: HILLTOP HOUSE—dramatic serial
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

EVENING

- 6:00 NBC-Red: GEORGE R. HOLMES—Washington commentator
NBC-Blue: ORCHESTRA
CBS: LET'S PRETEND
MBS: ORCHESTRA
- 6:15 NBC-Red: ORCHESTRA
MBS: HAROLD TURNER—pianist
- 6:30 NBC-Red: PRESS-RADIO NEWS
NBC-Blue: ORCHESTRA
CBS: PRESS-RADIO NEWS
- 6:45 NBC-Red: JOAN EDWARDS—songs
NBC-Blue: VOCALIST

- 6:45 NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS—news commentator
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 McCormack, orchestra
MBS: FULTON LEWIS, JR.—Washington news commentator
- 7:15 NBC-Red: VOCAL VARIETIES—choral singing
NBC-Blue: M. R. K. E. N. TRACER OF LOST PERSONS—dramatic serial
CBS: HOLLYWOOD SCREEN-SCOOFS—George McCall
MBS: ORCHESTRA
- 7:30 NBC-Red: THROUGH THE YEARS
NBC-Blue: ORCHESTRA
CBS: WE, THE PEOPLE—Gabriel Heatter
- 7:45 MBS: ORCHESTRA
- 8:00 NBC-Red: ROYAL GELATIN PROGRAM—Rudy Vallee, guests
NBC-Blue: MARCH OF TIME—news dramatizations
CBS: THE SHOW—Ted Collins, Miller's orchestra
MBS: JOSEF CHERNIAVSKY'S MUSICAL CAMERA
- 8:15 NBC-Blue: JIMMY KEMPER'S Song STORIES
- 8:30 NBC-Blue: VOCALIST
MBS: GEORGE OLSEN'S ORCHESTRA
- 8:45 NBC-Blue: ROCHESTER PHILHARMONIC ORCHESTRA
- 9:00 NBC-Red: GOOD NEWS OF 1938—Al-G-M stars, Willson's orchestra
NBC-Blue: MILESTONES IN AMERICAN MUSIC—Rochester Philharmonic Orchestra
CBS: MAJOR BOWES' AMATEUR HOUR
MBS: ORCHESTRA
- 9:30 NBC-Blue: AMERICA'S TOWN MEETING—of the AIR—speakers
MBS: ALFRED WALLENSTEIN'S SINFONETTA
- 10:00 NBC-Red: KRAFT MUSIC HALL—Eing Crosby, Bob Burns, Trotter's orchestra, guests
CBS: ESSAYS IN MUSIC—Victor Bay's orchestra, Margaret Daum, Ruth Carhart, David Ross
MBS: HOLLYWOOD SERENADE
- 10:30 NBC-Red: NBC JAMBOREE
CBS: HOLLYWOOD SHOWCASE—Lud Gluskin's orchestra
MBS: HENRY WEBER'S MUSICAL REVIEW
- 11:00 NBC-Red: DANCE MUSIC
NBC-Blue: ORCHESTRA
CBS: CAB CALLOWAY'S ORCHESTRA
- 11:15 NBC-Blue: ELZA SCHALLER REVIEWS—previews, guests
MBS: THEATRE DIGEST



George Hall, orchestra leader.



Radie Harris, Hollywood commentator.

RADIO STARS

MORNING

- 1:00
NBC-Red: MALCOLM CLAIRE
—children's stories
NBC-Blue: FOUR SHOWMEN
—quartet
- 1:15
NBC-Red: HI BOYS
NBC-Blue: WILLIAM MEE-
DER—organist
- 1:30
NBC-Red: DO YOU REMEM-
BER?
CBS: FRED FEIBEL—organ-
ist
- 1:45
NBC-Blue: LUCILLE AND
LANNY
- 3:00
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 JAY—songs
CBS: THE ROAD OF LIFE—
sketch
- 9:40
NBC-Red: PRESS-RADIO
NEWS
- 9:45
NBC-Red: DAN HARDING'S
WIFE—sketch
CBS: BACHELOR'S CHIL-
DREN—sketch
- 9:55
NBC-Blue: PRESS-RADIO
NEWS
- 10:00
NBC-Red: MRS. WIGGS OF
THE CABBAGE PATCH—
sketch
NBC-Blue: MARGOT OF CAST-
LEWOOD—sketch
CBS: PRETTY KITTY KELLY
—sketch
- 10:15
NBC-Red: JOHN'S OTHER
WIFE—sketch
NBC-Blue: AUNT JEMIMA
ON THE AIR—varieties
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: REMINISCING
- 11:00
NBC-Red: DAVID HARUM—
sketch
NBC-Blue: THE STORY OF
MARY MARLIN—sketch
CBS: RUTH CARHART—songs
MBS: REMINISCING
- 11:15
NBC-Red: BACKSTAGE
—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

Fridays

MARCH 4—11—18—25

- 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-
trotologer, JEAN PAUL KING,
commentator

AFTERNOON

- 12:00 Noon
NBC-Red: GIRL ALONE—
sketch
NBC-Blue: TIME FOR
THEIGHT
CBS: THE RADIO COLUMN-
IST—Mary Margaret McBride
MBS: THE BOY AND GIRL
FRIEND
- 12:15
NBC-Red: THE O'NEILLS—
sketch
NBC-Blue: VOCALIST
CBS: YOUR NEWS PARADE
—Edwin C. Hill, commentator
MBS: RADIO GARDEN CLUB
- 12:30
NBC-Red: ORCHESTRA
NBC-Blue: NATIONAL FARM
AND HOME HOUR—Walter
Blues' orchestra
CBS: ROMANCE OF HELEN
TRENT—sketch
MBS: STUDIES AND
SKETCHES IN BLACK AND
WHITE
- 12:45
CBS: OUR GAL SUNDAY—
sketch
MBS: JOAN MERRILL—songs
- 1:00
NBC-Red: CARLLE AND
LONDON—piano duo
CBS: BETTY AND BOB—
sketch
MBS: THE HAPPY GANG
- 1:15
NBC-Red: ESCORTS AND
BETTY
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
MBS: MYRA KINGSLEY,
astrologer, JEAN PAUL KING,
commentator
- 1:45
NBC-Blue: JACK AND LOR-
ETA—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 Damosch
CBS: NEWS THROUGH A
WOMAN'S EYES—Kathryn
Cravens
MBS: DON'T LOOK NOW—
Lavalle and Sands, comedians,
orchestra
- 2:15
CBS: THE O'NEILLS—sketch



Anne Seymour, Mary in
"Story of Mary Marlin."

- 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: U. S. MARINE BAND
- 3:15
NBC-Red: MA PERKINS—
sketch
- 3:30
NBC-Red: VIC AND SADE—
sketch
CBS: ANN LEAF—organist
- 3:45
NBC-Red: THE GUIDING
LIGHT—sketch
CBS: DEEP RIVER BOYS
MBS: GOOD HEALTH AND
TRAINING
- 4:00
NBC-Red: LORENZO JONES
—comedy sketch
NBC-Blue: CLUB MATINEE—
variety program
CBS: MUSIC FROM THE
GOLD COAST
- 4:15
NBC-Red: THE STORY OF
MARY MARLIN—sketch
MBS: BLACK ON WHITE
- 4:30
NBC-Red: RUSH HUGHES—
commentator
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—
Margery Graham
- 5:00
NBC-Red: DICK TRACY—
sketch
NBC-Blue: NEIGHBOR NELL
CBS: FOLLOW THE MOON—
Elsie Hill, Nick Dawson
MBS: ORCHESTRA
- 5:10
NBC-Blue: PRESS-RADIO
NEWS
- 5:15
NBC-Red: VOCALIST
NBC-Blue: DON WINSLOW
OF THE NAVY—sketch
CBS: LIFE OF MARY SOTH-
ERN—sketch
- 5:20
NBC-Red: JACK ARM-
STRONG—juvenile serial
NBC-Blue: ORCHESTRA
CBS: STEPMOTHER—sketch
MBS: ORGAN RECITAL
- 5:45
NBC-Red: LITTLE ORPHAN
ANNE—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

EVENING

- 6:00
NBC-Red: EDUCATION IN
THE NEWS—dramatization
NBC-Blue: ORCHESTRA
CBS: CHILDREN'S CONCERT
—Howard Barlow's orchestra
- 6:15
NBC-Red: RHYTHMAIRES
- 6:30
NBC-Red: PRESS-RADIO
NEWS
NBC-Blue: ORGANIST
CBS: PRESS-RADIO NEWS
- 6:35
NBC-Red: PIANO TIME—
guest pianists
NBC-Blue: SOLOIST
CBS: ETON BOYS
- 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, Frankly Mac-
Cormack, orchestra
MBS: FULTON LEWIS, JR.—
Washington news commentator
- 7:15
NBC-Red: UNCLE EZRA'S
RADIO STATION—Pat Barrett
MBS: DR. EARL REI-
LAND—commentator
CBS: ARTHUR GODFREY
MBS: ORCHESTRA
- 7:30
NBC-Red: HENDRIK WIL-
LEM VAN LOON—talk
NBC-Blue: LUM AND ABNER
—sketch
CBS: MARGARET DAUM—
songs
- 7:45
NBC-Red: BUGHOUSE
RHYTHM
NBC-Blue: TINO ROSSI—
tenor
CBS: BOAKE CARTER—
news commentator
- 8:00
NBC-Red: CITIES SERVICE
CONCERT—Lucille Manners,
Frank Black's orchestra
NBC-Blue: GRAND CENTRAL
STATION—dramatic sketch
CBS: HAMMERSTEIN MUSIC
HALL
MBS: STUDIES IN CON-
TRAST—Ernie Fiorito's or-
chestra
- 8:30
NBC-Blue: DEATH VALLEY
DAYS—dramatization
CBS: PAUL WHITEMAN'S
ORCHESTRA
MBS: COMMENTATOR
- 9:00
NBC-Red: WALTZ TIME—
Frank Munn, Lyman's orches-
tra
NBC-Blue: VOCALIST
CBS: HOLLYWOOD HOTEL—
Frances Langford, Jerry Coop-
er, Anne Jamison, Ken Mur-
ray, Oswald, Paige's orchestra
- 9:15
NBC-Blue: THEY'RE SAYING
IN ENGLAND—Howard Mar-
shall
- 9:30
NBC-Red: A. L. ALEXAN-
DER—FRUE STORIES—dra-
matization
MBS: BAMBERGER SYM-
PHONY ORCHESTRA
- 10:00
NBC-Red: FIRST NIGHTER—
dramatization, Les Tremayne,
Barbara Luddy
NBC-Blue: PAUL MARTIN'S
ORCHESTRA
CBS: COCA-COLA SONGSHOP
—Frank Crumit, Reed Ken-
nedy, Alice Cornett, Haen-
schen's orchestra
MBS: TWENTY YEARS AGO
AND TODAY—news dramatiza-
tion
- 10:30
NBC-Red: JIMMIE FIDLER'S
HOLLYWOOD GOSSIP
- 10:45
NBC-Red: PEOPLE IN THE
NEWS—Dorothy Thompson,
commentator
- 11:00
NBC-Red: DANCE MUSIC
NBC-Blue: ORCHESTRA
CBS: DANCE MUSIC
MBS: DANCE MUSIC



Mary Sothern, Mary, in
"The Life of Mary Sothern."



Frank Luther, of "Person to
Person."

RADIO STARS

MORNING

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

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

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

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

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

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

9:30
CBS: FIDDLER'S FANCY

9:40
NBC-Red: PRESS-RADIO NEWS

9:45
NBC-Red: LANDT TRIO

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

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

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

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

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

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

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

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

11:45
NBC-Red: VOCALIST

Saturdays

MARCH 5—12—19—26



Abram Chasins of "Chasins' Music Series."



Paul Wing of "NBC Spelling Bee."

AFTERNOON

12:00 Noon

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

12:15

NBC-Blue: SOLOIST
MBS: THIS WONDERFUL WORLD

12:30

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

12:45

MBS: STEVE SEVERN'S PEI CLUB

1:00

NBC-Red: ORCHESTRA
CBS: ORIENTALE

1:15

CBS: RHYTHMAIRES
MBS: MICROPHONE IN THE SKY—Tom Slater Interviewer

1:30

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

1:55

NBC-Blue: METROPOLITAN OPERA

2:00

NBC-Red: CAMPUS CAPERS—CBS: MADISON ENSEMBLE
MBS: BENAY VENUTA'S PROGRAM

2:30

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

8:00

NBC-Red: GOLDEN MELODIES
CBS: MERRYMAKERS

3:30

NBC-Red: ORCHESTRA
CBS: WALTZES OF THE WORLD
MBS: ORCHESTRA

4:00

NBC-Red: SONGS
CBS: ANN LEAF—organist

4:15

CBS: GERTRUDE LUTZI AND JOHN STURGES

4:30

MBS: ORGANIST

4:45

MBS: ORCHESTRA.

5:00

NBC-Red: GREAT PLAYS
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

CBS: ORCHESTRA

EVENING

8:00

NBC-Red: EL CHICO SPANISH REVUE

8:30

NBC-Blue: ORCHESTRA
CBS: COLUMBIA'S CHORUS QUEST
MBS: ORGAN RECITAL

8:45

MBS: MUSICAL PROGRAM

8:25

CBS: PRESS-RADIO NEWS

6:30

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

6:35

NBC-Red: SPORTS QUESTION BOX
NBC-Blue: ORCHESTRA

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: ORCHESTRA

7:30

NBC-Red: ALISTAIR COOKE commentator
NBC-Blue: UNCLE JIM'S QUESTION BEE
MBS: ORCHESTRA

7:45

NBC-Red: JEAN SABLON—songs

8:00

NBC-Red: BELIEVE-IT-OR NOT—Robert L. Ripley, Rolfe's orchestra
NBC-Blue: ORCHESTRA
CBS: COLUMBIA WORKSHOP
MBS: PAT BARNES AND HILBARNSTORMERS—Marcella Hendricks, Jimmy Shields

8:30

NBC-Red: JACK HALEY'S LOG CABIN—Virginia Verrill, Warren Hull, Wendy Barrie, Flo Rife's orchestra
NBC-Blue: NBC SPELLING BEE—Paul Wing
CBS: JOHNNY PRESENTS—RUSS MORGAN AND HIS ORCHESTRA—Charles Martin guests
MBS: CONTINENTAL REVUE—Olga Bacalanova, Raoul Nadeau

9:00

NBC-Red: ORCHESTRA
NBC-Blue: NATIONAL BARN DANCE—Joe Kelly
CBS: PROFESSOR QUIZ—Bob Trout
MBS: ORCHESTRA

9:30

NBC-Red: AMERICAN PORTRAITS—dramatization
CBS: SATURDAY NIGHT SERENADE—Mary Eastman Bill Perry, Haenschen's orchestra
MBS: SYMPHONY ORCHESTRA

10:00

NBC-Red and NBC-Blue: N.Y. SYMPHONY ORCHESTRA
CBS: YOUR HIT PARADE—

10:45

CBS: NAN WYNN—songs

11:00

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

Brings
new aid to
Women's Skin!

this new Cream with
"Skin-Vitamin"



Mrs. Arthur Richardson

Granddaughter of the late C. OLIVER ISELIN

"I am delighted with the new Pond's Cold Cream. Now that we can have the benefits of the 'skin-vitamin' in Pond's Cold Cream, I wonder how women were ever satisfied to use cleansing creams that did not also nourish!"

"A cleansing
cream that also
nourishes the
skin is a great
achievement"

Mrs. Arthur Richardson



A NEW KIND of cream is bringing more direct help to women's skin. It is bringing to their aid the vitamin which helps the body to build new skin tissue—the important "skin-vitamin."

Within recent years doctors have learned that one of the vitamins has a special relation to skin health. When there is not enough of this "skin-vitamin" in the diet, the skin may suffer, become undernourished, rough, dry, old looking!

Essential to Skin Health

Pond's tested this "skin-vitamin" in Pond's Creams during more than 3 years. In animal tests, the skin became rough, old looking when the diet lacked "skin-vitamin." But when Pond's Cold Cream containing "skin-vitamin" was applied daily, it became smooth, supple again—in only 3 weeks!

Now women everywhere are enjoying the benefits of Pond's new "skin-vitamin" Cold Cream. They are reporting that pores are looking finer, that skin is smoother; best of



(ABOVE) Entertaining in the white drawing room of her New York apartment.

(CENTER) Mrs. Richardson greeting friends after the opera.

all, that the use of this cream gives a lively, more glowing look to their skin!

Use Pond's new "skin-vitamin" Cold Cream in your regular way—to cleanse at night and to freshen up for make-up in the morning and during the day. Whenever you get a chance, leave a little on. This new kind of cream now *nourishes* your skin.

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.

**SEND FOR
THE NEW CREAM!**

**TEST IT IN
9 TREATMENTS**

Pond's, Dept. 9RS-CR, Chilton, Conn. Rush special tube of Pond's "skin-vitamin" Cold Cream, enough for 9 treatments, with samples of 2 other Pond's "skin-vitamin" Creams and 5 different shades of Pond's Face Powder. 1 enclose 10c to cover postage and packing.

Name _____

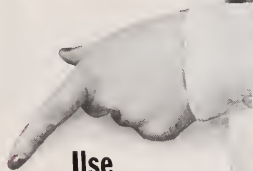
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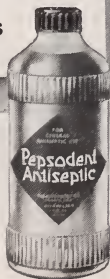
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To help Prevent
COLDS
and Bad Breath



Use
PEPSODENT
ANTISEPTIC
... the 10-Second
Germ-Killer!
In Germ-Killing
Power... One bottle
Pepsodent Antiseptic
equals three 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!**



When George McCall (left) of Hollywood Screenscoops visits Announcer Jimmy Wallington on Eddie Cantor's program, the comedian wonders who's who. Both are six-feet-two, and have identical coloring and moustaches.

POPULAR CHINESE RECIPES

CHICKEN SOUP

(to be used also for Chow Mein and as stock for Chop Suey)

- | | |
|--|---|
| 1 small chicken (3 pounds) | $\frac{1}{4}$ cup thinly sliced mushrooms |
| $1\frac{1}{2}$ pounds pork (or veal) bones | $\frac{1}{4}$ cup thinly sliced white meat of chicken |
| 2 quarts cold water | 1 egg, beaten |
| 1 teaspoon "Brown Sauce" (Chinese Bean Sauce*) | |

Remove neck and wings of chicken and split chicken as for broiling. Place chicken in stewing kettle, add 3 cups cold water. Bring to a boil. Boil 10 minutes, then take chicken out of broth and with a small, sharp knife remove all chicken meat from bones. Discard all fat, skin and gristle. Cut meat into very thin slices for use later both in soup and in making Chicken Chow Mein (see recipe on page 54). Return chicken bones to the broth remaining in kettle. Add pork (or veal) bones and the neck and wings of the chicken. Add 5 cups more cold water (making 2 quarts liquid in all). Bring to a boil and continue boiling gently 3 hours, removing any scum as it rises. Strain through double cheese-cloth, allow to cool and remove any fat. Reserve a cup of this stock for Chow Mein or Chop Suey. Reheat remaining stock to boiling point. Add sliced mushrooms and chicken meat. Cook 15 minutes. Season to taste with salt and white pepper. Thicken slightly with a little cornstarch moistened with cold water. Cook until clear, stir in Brown Sauce and serve immediately.

*This Brown Sauce, though not as widely distributed as Soy Sauce, may be purchased in some grocery and delicatessen stores. Brown sugar makes an acceptable substitute.

CHINESE RICE

- | | |
|-----------------|--------------------------|
| 1 cup rice | $\frac{1}{2}$ cups water |
| 1 teaspoon salt | |

Wash the rice most thoroughly in several waters until all loose starch is removed and last rinsing water is absolutely clear. Place in a heavy kettle—preferably one that has a rounded bottom. Add water and salt. Place over moderately hot flame to come to a boil. When it comes to a vigorous boil, place over lowest heat and allow to cook very slowly for 30 minutes without removing cover. At the end of that period all water should be absorbed. Turn off heat and let rice fluff and dry out for 10 minutes longer.

FRAGRANT TEA

Use approximately 1 teaspoon of tea for each cup of boiling water. Place tea in a heated china teapot. Pour over it the boiling water, which should be freshly boiled, not taken from a long-boiling kettle. Allow water to stand on tea leaves 4 to 5 minutes, depending upon strength desired. Rinse a second teapot with boiling water and strain tea into this from the first teapot. Tea, when once brewed, should not be allowed to remain on the tea leaves.

(Recipes continued on page 54)

Everything was Lovely...

UNTIL HE STRUCK A MATCH!

Life's Little Close-ups; Can Your Complexion Stand Them? It Can if You Use Luxor Powder . . . It's Light-Proof! . . . This is the Greatest Make-up Improvement in Years

• Every change of light is a challenge to a woman's complexion. Does *your* make-up flatter you one minute—and betray you the next? Then give thanks for this discovery!

Luxor face powder is light-proof. It modifies light rays instead of reflecting them.

With a finishing touch of this powder, your complexion will not constantly be light-struck. In any light. Day or night. Nor will you have all that worry over *shine* when you use this kind of powder.

Seeing is believing: Make this test

Look at the photographs reproduced here. See what havoc the light plays with unprotected make-up. See the improvement in the second picture—with light rays modified and softened by light-proof powder. A test before your own mirror will be even more convincing. Then put it to the real test of all kinds of light, day and night.

You will soon discover you can trust this powder under all conditions. It is light-proof, and it is moisture-proof. Note the complete absence of shine, with that same lovely softness at all times.

We especially invite all women who think they have a "shiny skin" to make this test and see if Luxor powder does not subdue all shine.

You can get it anywhere

Large size box of Luxor light-proof powder 55c at drug and department stores; 10c size at the five-and-ten stores. Or, clip coupon for a complimentary box free and prepaid.

Luxor powder is offered in several shades, among which you will easily find the one best suited to your own individual complexion. But more important than any shade, more important than the soft texture and fine fragrance of this powder is its light-proof quality. You will find that this powder—in any shade—will positively subdue those highlights that have always been such a problem.



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 4-38

Please send me a complimentary box of the new Luxor LIGHT-PROOF face powder free and prepaid.

Rachel Rachel No. 2 Rose Rachel
 Flesh Brunette

Name

Address

P. O. State

HUNDREDS MARRIED TO SEE THEIR SKINNY BONES FILL OUT

As these Wonderful New
IRONIZED YEAST Tablets
Add 10-25 lbs. in a Few Weeks

SCIENTISTS have discovered that thousands of people are thin and run-down only because they don't get enough Vitamin 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.

Once these elements are properly supplied, as they now are in these amazing, new Ironized Yeast tablets, the improvement that comes in a short time is often astonishing. Thousands report wonderful new pep, gains of 10 to 25 pounds in a few weeks—complexions naturally clear and fresh—a new natural attractiveness that wins friends everywhere.



Posed by professional model

Why they build up so quick

Food chemists have found that one of the richest sources of marvelous health-building Vitamin B is the special rich yeast used in making English ale.

Now by a new and costly process, this imported English ale 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 2 kinds of strength-building iron and pasteurized ale yeast are added.

The result is these new easy-to-take Ironized Yeast tablets, which thousands of formerly skinny people who needed their elements hail as one of the greatest weight-building, health-building discoveries of all time.

Try it without risking a cent

Get Ironized Yeast tablets from your druggist today. If with the very 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 and pep—if you are not convinced that Ironized Yeast will give you the pounds of normally attractive flesh you need—the price of this first package will be promptly refunded. So get it today.

Special offer!

To start thousands building up their health right away, we make this valuable special offer. Purchase a package of Ironized Yeast tablets as one, cut out the seal on the box and mail it to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body". Remember, results with the very first package—or money refunded. At all druggists. Ironized Yeast Co., Inc., Dept. 54, Atlanta, Ga.



IMPORTANT

Beware of substitutes. Be sure you get genuine

IRONIZED YEAST.

LOOK FOR "IY"

ON EACH TABLET

POPULAR CHINESE RECIPES

(Continued from page 52)

EGG ROLLS

CRUST:

½ cup Pillsbury's flour ½ teaspoon salt
½ cup water-chestnut flour, or rice flour 1 egg, well beaten
1 cup water, approximately

FILLING:

½ cup cooked shrimp* 1 small mild onion
½ cup cooked crabmeat* ½ teaspoon salt
½ cup mixed Chinese vegetables** a dash of pepper
1 stalk celery 1 egg yolk, beaten

deep fat for frying***

First make egg roll crust. Combine the flours and salt, add the beaten egg and enough water to make a pancake-type of batter, only it must be very thin. Beat together thoroughly. Grease a small frying pan. Into pan pour just enough batter to cover the entire bottom of pan with a very thin film. Cook on one side, turn and cook on the other. Remove from pan and cool. Combine the sea foods with the mixed vegetables, the celery and onion. Chop very fine. Season with salt and pepper. Take one egg roll "pancake" for each person. Using a pastry brush, brush the entire top surface of each pancake with beaten egg yolk. Place a spoonful of the "filling" mixture in the center of each. Turn two ends of each pancake to the center. Brush again with egg yolk. Fold over other two ends, envelope fashion, to form a closed pocket for the filling. Place prepared egg rolls in a frying basket, lower into deep hot fat and cook for 5 minutes or until crisp and golden brown. Remove carefully from fat with pancake turner or spatula. Place on unglazed paper to drain. Serve hot.

*Canned or fresh.

**These "mixed vegetables" come in cans.

***At Ruby Foo's, for deep fat frying, they use a fine quality vegetable oil made from corn, I was informed.

CHICKEN CHOW MEIN

3 tablespoons vegetable oil ½ cup bamboo shoots**
1 cup finely cut chicken* 2 tablespoons Soy Sauce**
1 finely sliced Spanish onion 1 cup chicken stock*
1 cup finely shredded celery 2 tablespoons cornstarch
8 mushrooms, sliced thin 2 tablespoons water
½ cup finely sliced water-chestnuts** crisp Chinese noodles**

1 tablespoon Oyster Sauce, if desired***

Melt fat in skillet. Add chicken and onion. Cook gently until onion is a pale golden brown. Add shredded celery, sliced mushrooms, water-chestnuts and bamboo shoots. Cover and cook for 10 minutes, stirring frequently. Add Soy Sauce and soup stock. Thicken with the cornstarch moistened with the cold water to a smooth paste. Cook and stir until smooth and thickened. Heat Chinese noodles in open pan in hot oven. Place an individual serving of noodles on each plate. Top with a serving of Chow Mein. Side servings of rice are also recommended. Additional Soy Sauce should be passed separately.

*The chicken referred to here is the parboiled chicken described in the soup recipe given on page 52. Canned chicken may be substituted, however, for convenience and speed. Canned chicken broth also may be used successfully instead of the soup stock.

**Water-chestnuts, bamboo shoots, bean sprouts and noodles are put up in cans, and Soy Sauce in bottles, and are to be found at most groceries and delicatessens.

***If Chinese Oyster Sauce can be procured it "improves the flavor," says the Ruby Foo chef. However, since it can only be purchased at a Chinese food store, the chef suggests Worcestershire as a possible substitute. Or this extra seasoning may be omitted entirely and still assure excellent results.

PORK CHOP SUEY

½ pound pork tenderloin 2 tablespoons Soy Sauce**
3 tablespoons vegetable oil 1 teaspoon salt
a pinch of salt 1 teaspoon vinegar
1 large onion, sliced thin 1 teaspoon Chinese Brown Sauce, or
3 stalks celery, finely shredded brown sugar
4 mushrooms, sliced thin 2 tablespoons cornstarch
1 cup drained bean sprouts** 2 tablespoons cold water
½ cup sliced water-chestnuts** cooked rice, tea
1 cup soup stock* 1 tablespoon Oyster Sauce, if desired***

Cut pork tenderloin into the very thinnest slices. Fry in hot fat to a golden brown, taking care not to scorch. Add the various fresh and canned vegetables specified. Cover and cook 5 minutes. Add soup stock and cook 5 minutes longer. Mix Soy Sauce, salt, vinegar and Brown Sauce. Add, with the water, to the cornstarch to make a smooth mixture. Cook and stir until smooth and thickened. Serve with hot rice and tea, passing additional Soy Sauce separately. Add Oyster Sauce to cooked mixture, if desired.

*See footnotes to Chow Mein recipe above.

THE RADIO HOSTESS

(Continued from page 11)



Johnny the Call Boy (his real name is John Roventino), of *Johnny Presents*, with the show's popular bandleader, Russ Morgan.



SECOND HONEYMOON *Ten Years Married!*

HAPPY the woman whose husband still adores her after ten years of married life! She has kept his home neat and comfortable; she has fed him well—but when evening comes she still has pep enough left to go to the movies and have a grand and glorious time.

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

Give the children Franco-American for lunch with milk and fruit. Other days for dinner serve Franco-American as a main dish or use it to make that left-over

meat into something that tastes like the creation of a French chef. Franco-American combines wonderfully with other foods because of that inimitable and savory sauce of cheddar cheese, sun-ripened tomatoes and other delicious selected ingredients.

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

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

Franco-American SPAGHETTI

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



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

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

Name (print) _____

Address _____

City _____ State _____



same two features are A-1 requirements if you hope to achieve success for any Chinese dish you may happen to fix up at home. Pile lukewarm Chop Suey or Chow Mein in haphazard fashion on just any old plate, and the best thing you can then do with it is to chuck it right out. But serve it attractively and see that it's hot, and your Chinese-inspired meal will have two of the features that were especially noteworthy about that marvelous dinner I so thoroughly enjoyed with Russ Morgan at Ruby Foo's.

We ate our way "from soup to nuts" that particular evening, I assure you. Though I understand the Chinese would have reversed the order and ended the meal with soup! But, after all, we do not wish to go about these things in too strange and unusual a fashion; preferring, rather, to adapt for our own needs and uses those Oriental customs and flavors that are sure to appeal to us because of the very fact that they are somewhat similar to our own. So, with this idea in mind—and while the photographer was snapping the pictures you see on pages 10 and 11—I set out bravely on a recipe foray.

But have you ever tried, by the way, to get a chef to talk in terms that such folks as you and I can understand? Well, it's well-nigh impossible, take my word for it. And when said chef is Chinese in the bargain, then, indeed, your cooking troubles begin! But, spurred on by Russ Morgan's enthusiasm for Chinese fare, inspired by Miss Parks' discriminating choice of dishes and determined on my own account to secure some not-too-complicated directions for all of us to follow, I persevered. The results, of course, are those recipes that appear on pages 52 and 54—all duly tested and with the ingredients given in the proper

(Continued on page 105)

ARE YOU,
DYING
FOR
A NEW
DRESS?

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

RIT
TINTS & DYES

Never say "Dye"—say RIT!



Go to your nearest ten cent store and insist on CRO-PAX Corn Pads, waterproof, with medicated discs for safe, sure, quick relief. *Accept No Substitute.*

Price slightly higher in Canada
CRO-PAX PRODUCTS, CLEVELAND, O.
AT YOUR 5 & 10c STORE

CRO-PAX FOOT AID
FOR EVERY FOOT AILMENT

WEST COAST CHATTER



Between scenes of *Radio City Revels*, Milton Berle, Director Ben Stollhoff and Jack Oakie do an imitation of Bob Burns as he looked in his last "take" of the scene just played.

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

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

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

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

JANET BAIRD, the NBC interviewer, was showing off a lovely jeweled compact



After *Lucky Strike's* radio show, Dick Powell gives his autograph to an eager fan.

Topical tidbits and tidings of your favorites among Hollywood's

BY
LOIS SVENSRUD



Mary Carlisle hitch-hikes on Bing Crosby! They're in the Paramount film, *Doctor Rhythm*.

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

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

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

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

(Continued on page 76)

popular stars of films and radio

I'M TEACHING GIRLS
A LOVELIER WAY
TO AVOID OFFENDING!



I LOVE BATHING WITH CASHMERE BOUQUET... THE EXQUISITE, PERFUMED SOAP THAT KEEPS A GIRL FRAGRANTLY DAINTY!



FIRST, THE DEEP-CLEANSING LATHER OF THIS LOVELY PERFUMED SOAP REMOVES EVERY TRACE OF BODY ODOR...



THEN, CASHMERE BOUQUET'S LINGERING PERFUME CLINGS TO YOUR SKIN! LONG AFTER YOUR BATH IT GUARDS YOUR DAININESS IN SUCH A LOVELY WAY!

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 dirt and cosmetics so thoroughly, leaving your skin clearer, softer... more radiant and alluring!



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

TO KEEP FRAGRANTLY DAINTY—BATHE WITH PERFUMED
CASHMERE BOUQUET SOAP



This Beautiful 4 Color
"SPILL-PROOF"
CONVERTIBLE COMPACT

You'll treasure this "gift" from Lovely Lady —this beautiful 4 color Convertible loose-powder Compact. Its daintiness is pleasantly deceptive for it actually holds ever so much more powder—ends frequent refill bother and the distressing bugaboo of powder-soiled, messy purses. Yet it's yours for the asking—**ABSOLUTELY FREE** with your purchase of a 10c or 20c box of Lovely Lady Face Powder.

Best of all, you'll treasure even more the new found charm and loveliness that Lovely Lady brings you. For Lovely Lady Face Powder is superior far beyond its price—the equal of powders costing up to five times as much. Its secret is "BALMITE", Lovely Lady's new and exciting soft-blend base—truly an achievement in the art of powder magic. A magic that brings to blossom the true loveliness of your natural skin tones, flatters you in any light and prevents "shiny-nose" 3 to 5 hours longer.

Enjoy the thrill of face powder perfection—enjoy Lovely Lady Face Powder. Five enchanting shades to choose from—trial sizes available at ten cent stores everywhere—larger sizes at Drug and Department Stores. But don't delay, try it now before the supply of Gift Compacts is exhausted. Clip this coupon **NOW**—there's a double-feature treat in store for you.

LOVELY LADY
 333 N. Michigan Ave., Chicago

CLIP HERE



REDEEM THIS COUPON
 Take this Coupon to any Leading
10¢ STORE

Just hand this coupon to the sales girl and she will give you **ABSOLUTELY FREE** a beautiful 4 color **SPILL-PROOF** Compact color **CONVERTIBLE** Face Powder with your purchase of a 10c or 20c box of Lovely Lady Face Powder. If she in no way manifests to you this coupon to store manager—he can get yours for you. Act now to avoid disappointment.

THE BANDWAGON
 BY JERRY MASON



Here is Swing King Benny Goodman (right) in a tilt at checkers with his drummer, Gene Krupa.

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

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

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

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

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



Vocalist Martha Tilton crochets in her spare time.

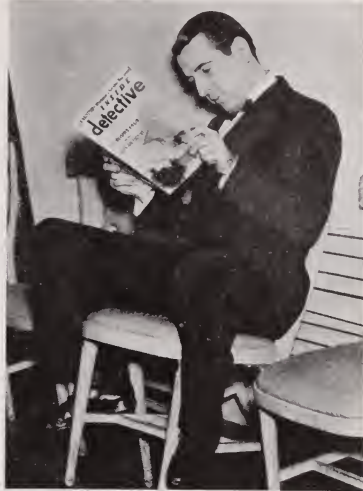
but still it gets you. Among other things, it got Benny Goodman an income estimated at \$100,000 a year.

THERE are a lot of people—seventeen altogether—who make that \$100,000 possible. There's Harry James, the Goodman and the nation's first trumpeter, for example. He's the gentleman you hear improvising and blasting away on most of the

(Continued on page 78)



Trombonist Vernon Brown (left) and Saxophonist Hymie Schertzer are famed experts in matching pennies.



Detective fiction is his meat! Goodman's pianist, Jesse Stacey, spends his spare time reading.



ALIKE AS TWO PEAS

BUT IT'S A CINCH TO TELL THEM APART!

YES, MARY AND MARGIE LOOK EXACTLY ALIKE—BUT IT'S EASY TO TELL THEM APART THESE DAYS!



NOW WHAT DO YOU SUPPOSE BOB MEANT BY THAT, MARGIE?



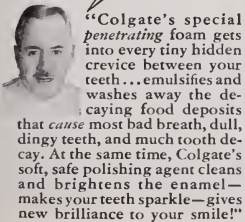
FORGIVE ME, MARY, BUT I THINK I KNOW. LAST NIGHT I HEARD HIM SAY YOU OUGHT TO SEE A DENTIST ABOUT YOUR BREATH

MARY, TESTS INDICATE THAT 76% OF ALL PEOPLE OVER THE AGE OF 17 HAVE BAD BREATH. TESTS ALSO SHOW THAT MOST BAD BREATH COMES FROM IMPROPERLY CLEANED TEETH. I ADVISE COLGATE DENTAL CREAM BECAUSE...



COLGATE DENTAL CREAM COMBATS BAD BREATH

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



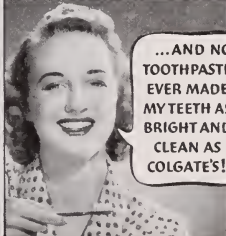
LATER—THANKS TO COLGATE'S

NOBODY IN THE WORLD'S AS SWEET AS YOU ARE, MARGIE!

THANKS, BOB, BUT I'M NOT MARGIE--I'M MARY!



NOW—NO BAD BREATH BEHIND MARY'S SPARKLING SMILE!



...AND NO TOOTHPASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!



WIVES TELL HUSBANDS —



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

EX-LAX now SCIENTIFICALLY IMPROVED

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

TASTES BETTER THAN EVER!

Ex-Lax now has a smoother, richer chocolate taste. You'll like it *even better* than before.

ACTS BETTER THAN EVER!

Ex-Lax is now even *more* effective. Empties the bowels more thoroughly, more smoothly, in less time than before.

MORE GENTLE THAN EVER!

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

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

MY, HOW BENAY HAS



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

Indispensable for Evening Wear

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



MINER'S, 40B E. 20 ST., N. Y. C.
Enclosed find 10c (stamps or coin) for trial bottle Miner's Liquid Make-Up.
NAME _____ Shade _____
ADDRESS _____



CHANGED!



Once upon a time, songstress Benay Venuta was a temperamental star, a self-indulgent person. Perhaps it was her marriage to Dr. Kenneth Kelley which brought about a change. At any rate, Benay now finds life a grand adventure, with new poise and new interests. 1. Once Benay used to lie abed till noon. 2. But now she rises early and keeps fit with daily exercise. 3. Formerly, even the morning coffee was a baffling undertaking. 4. Now she cooks a tasty meal and finds it fun. 5. Letters were a dread chore and unanswered correspondence piled up to mock her. 6. With a new typewriter, she now answers all her mail promptly and with pleasure. (Continued on page 63)



● *"H'm. You pups have got a bad rash all right. Don't know as I ever saw anybody worse broken out... Oh, you feel fine, do you?... Well, you don't look so good! You ought to see yourself in the mirror!"*



● *"Funny—your tail looks O.K. . . . By Jove, I see it all now! Your mother's been stingy with the Johnson's Baby Powder—giving you little dabs in the rear instead of good all-over rubs!"*



● *"Listen—stick around at bath-time and get in on my Johnson's rub-down. You'll feel like a different dog—so slick that rashes and chafes and prickly heat can't get a toe-hold!"*



● *"Some powders are harsh and scratchy—but Johnson's is as soft as an eider-down pillow. It keeps my skin just perfect! . . . Smooth, perfect skin is its own best protection against infections, Mothers. Guard your baby's skin with Johnson's Baby Powder, the kind made of finest imported talc—no orris-root . . . Baby needs Johnson's Baby Soap and Baby Cream too—and when tiny, Johnson's Baby Oil. It's safe and soothing, stainless, and cannot turn rancid. Johnson & Johnson*

JOHNSON'S BABY POWDER

Copyright 1938, Johnson & Johnson



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

DUART OIL OF MILK LOTION

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

Name _____
 Address _____
 City _____ State _____ 96

Guaranteed to contain pure Oils extracted from rich dairy milk, with other lotion ingredients.

IT'S YOUR JOB AS WELL AS MINE TO KEEP TEETH AND GUMS HEALTHY



Dental service is important. Dental cooperation at home is equally vital!

Regular massage with Forhan's stimulates gums, retards formation of tartar, makes teeth gleam! For generous trial tube send 10¢ to Forhan's, Department 421. New Brunswick, N. J.

Forhan's DOES BOTH JOBS
CLEANS TEETH · AIDS GUMS



Photos by Jack Hanley

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



MY, HOW BENAY HAS CHANGED!

(Continued from page 61)

7. Benay (whose hour variety program is heard each Saturday over MBS) often, in the old days, would fly into a temperamental frenzy and startle her co-workers. 8. But not now. Benay has learned the value and satisfaction of working with people, without friction.



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



14

Elizabeth Harkerader at 4 months



A picture-book baby is little dark-eyed Elizabeth! Along with many of her contemporaries in a pleasant New Jersey community, she's contributing her health and growth records to a study of infant diet. Last month she started Clapp's Baby Cereal—and only a few days ago she struck up a great friendship with Clapp's Strained Spinach.

now Elizabeth is 7 months old



Just a luxury, that reclining position during meals, for she's quite able to sit up alone now. There's luxury, too, in the variety offered by her Clapp menus—four soups, three fruits, seven vegetables, and cereal! All vitamin-rich, because they're pressure-cooked. Result: Elizabeth has gained more than a pound and grown $\frac{1}{2}$ of an inch every month.

look at 10-months-old Elizabeth



Creeping for a month now, and still gaining fast, she's a happy, hearty little consumer of all the foods that babies ought to like. Clapp's Foods really do taste better. And they have the texture that baby specialists recommend—finely-strained, but not so liquid that a baby marks time, with no advance over the bottle.

see what made her thrive!...



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 diet information. Write Harold H. Clapp, Inc., Dept. QSA, 777 Mount Read Blvd., Rochester, New York.

NEW!... for young children
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 dealers' now—remember them when your baby outgrows Clapp's Strained Foods.

Clapp's Strained Baby Foods

"SNAP OUT OF IT!"



"SMART GIRL— you know I can't hang on to a grouch when you tempt me with Beeman's. Now there's real flavor— fresh, lusty flavor that wakes up your taste! Smooth on your tongue yet chockful of fresh pep.

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

Beeman's
AIDS DIGESTION...

CAMERA BUG



One of the world's happiest men, Jean Hersholt is thoroughly contented with his family, his life and his work. In addition to his hobbies of painting, sketching and book collecting, Jean now gets a lot of fun with his new movie camera. Born in Copenhagen, Denmark, July 12, 1886, Jean Hersholt has been under contract more than twenty-four of his twenty-five years in the films. Nine months after arriving in Hollywood, he married his Danish sweetheart. (Left) At a broadcast, with Betty Jane Tyler.



Like **ROCHELLE HUDSON**
you, too, may have
a lovely "Camera Skin"



The cream Hollywood stars use stays germ-free, helps guard skin from germ-infection and blemish

HERE'S how the younger stars of Hollywood keep their complexions exquisitely clear. First, plenty of rest and a well-balanced diet. Second, external skin care with Woodbury's Germ-free Cold Cream.

Care for your skin with Woodbury's Cold Cream, and soon you'll be on the way

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

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

Woodbury's Germ-Free Cold Cream

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



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

Send for Trial Tubes of Woodbury's Creams
John H. Woodbury, Inc., 6788 Alfred St., Cincinnati, Ohio
(In Canada) John H. Woodbury, Ltd., Perth, Ontario

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. I enclose 10c to cover mailing costs.

Name _____
Address _____

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

I DON'T
HAVE TO
SCRUB IT
TO KEEP
IT CLEAN



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

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



Sani-Flush

CLEANS TOILET BOWLS WITHOUT SCOURING

Feminine Hygiene
is now
Greaseless

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

This new way comes ready to use. No fussing, no applicator. It mixes with body fluids; remains in long, effective, antiseptic contact; kills germs, yet washes away completely with plain water. Odorless—and an ideal deodorant. It contains no quinine or harmful drug, no cocoa butter to melt or run. Ask your doctor about Zonitors. Zonitors are small, snow-white, greaseless, and come in individual glass vials. Get a box today. \$1 for box of 12—only 81¢ each. At all U. S. and Canadian druggists. Full instructions in package. FREE booklet in plain envelope on request. Write Zonitors, 3411 Chrysler Bldg., N. Y. C.



Jean Hersholt proudly shows his camera to Betty Jane Tyler, Rosaline Greene, Irene Hubbard (left) and Helen Claire.



Rosaline and Betty sit for the Camera Bug!

(Continued
from
page 65)



Dignity, and even his pipe are forgotten, for the sake of a good shot. His sponsors recently added another to Jean's large and famous collection of pipes. Jean's friends say he'd like to appear in a play, and has been offered a part in one. But his radio and movie commitments, it is said, will prevent his even taking a vacation for some months to come.

"FERRETS OF FRESHNESS"... Paramount's talent scouts, Boris Kaplon and Edward Blatt

They spend Fortunes
to find
FRESH FACES

**O.G. spends Fortunes to give you
FRESH CIGARETTES**



FRESHNESS! It's the very life of Hollywood! Money's no object in the hunt for fresh plays and players. *When a star goes stale, his light goes out!*

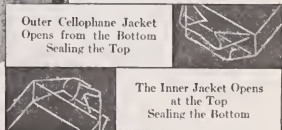
But when a cigarette goes stale, it should never be lit at all! For every drag you take on a stale cigarette is a drag on you. Freshness is the life of cigarette quality, too. Old Gold spends a fortune annually to put an extra jacket of Cello-

phane on its every package. You pay nothing extra for it... but it brings you a world of extra enjoyment. The full rich flavor of fresh-cut, long-aged tobaccos; prize crop tobaccos at their best.

Buy your Old Golds where you will... in damp climates or dry. They're as good where they're sold as where they're made... and that's as good as a cigarette can be made!



Copyright, 1938, by P. Lorillard Co., Inc.



TUNE IN on Old Gold's Hollywood Screenscoops, every Tues. and Thurs. night, Columbia Network, Coast-to-Coast



LOOK
at your eyes

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

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

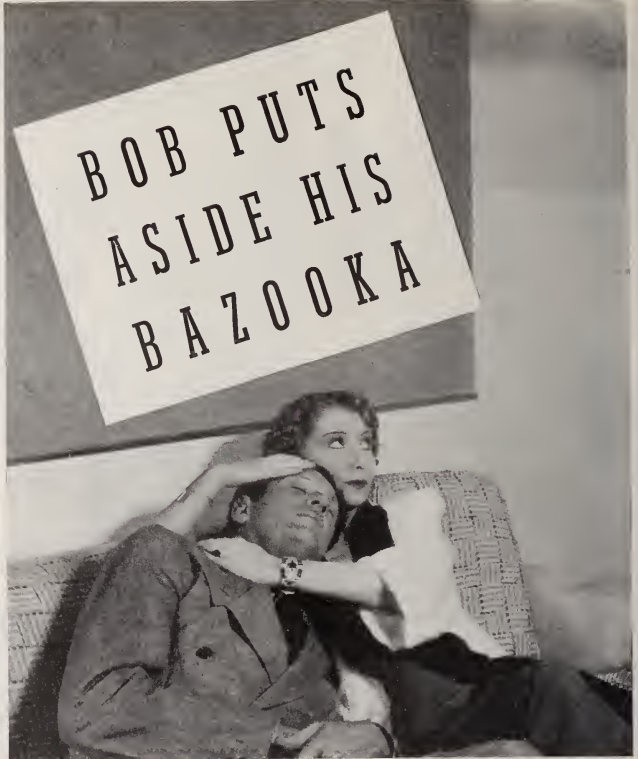
Send your name, address and coloring to Jane Heath, Kurlash consultant, Department E-1, and receive *free* a complete personal color chart and a booklet on eye make-up.

THE KURLASH COMPANY, Inc.
Rochester, New York, U. S. A.
The Kurlash Company of Canada,
at Toronto, 3.



Kurlash

Copyright 1938, The Kurlash Co., Inc.



In RKO's *Radio City Revels*, with Helen Broderick and Victor Moore, Bob Burns finds a tender moment.

Just a great lover, at heart, Bob tries out his amatory technique with Miss Broderick, in this film.



GRAY HAIR

takes on new color

(FREE Test Shows Way)

No matter whether your hair is all gray or only streaked with gray, you can transform it with new radiance. And it is so easy. Merely comb Mary T. Goldman's clear, water-white liquid through your hair. Gray strands take on new color: black, brown, auburn, blonde. Will not wash or rub off on clothing... Hair stays soft, lustrous —takes wave or curl. This way SAFE. Sold on money-back guarantee at drug and department stores everywhere.

Test it **FREE** — We send Test Package. Apply to single lock snipped from hair. See results first. No risk. No expense. Just mail coupon.



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

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



A QUEEN OF HEARTS ...since she bid goodbye to Misfit Makeup



Even minus the famed bazooka, Bob finds life has its compensations, as Helen smooths his troubled brow.



"Twenty-eight tonight...and not a boy friend in sight!"



Dot's sister guessed—"Do something about your misfit makeup."



...And now..."You're the only girl in the world for me!"

TO END MISFIT MAKEUP

Sally Eilers ★

star of "Lady Behave"
a Republic Picture

SUGGESTS

"CHOOSE YOUR MAKEUP BY THE COLOR OF YOUR EYES"



HOW CAN YOU be sure your makeup matches? Sure it's right for you? There's never any doubt when you wear Marvelous Matched Makeup. For the face powder, rouge, and lipstick...the eye makeup, too...are in complete color harmony. And this makeup matches you...for it's keyed to your personality color, the color that never changes, *the color of your eyes!*

BEAUTY EDITORS, fashion experts, artists and colorists agree this new matched makeup is right with your skin tones, your hair, your type. Stage and screen stars, lovely women everywhere, have changed to Marvelous Eye-

Matched Makeup because they find it brings them immediate new beauty.

THE PRICE IS LOW... start to build your matched set now. Buy that lipstick you need... or rouge, face powder, eye shadow or mascara...in Marvelous Eye-Matched Makeup...only 55¢ each (Canada 65¢). Your drug or department store recommends this makeup, advises:

If you $\left\{ \begin{array}{l} \text{BLUE} \dots \text{wear Dresden type} \\ \text{BROWN} \dots \text{wear Parisian type} \\ \text{HAZEL} \dots \text{wear Continental type} \\ \text{GRAY} \dots \text{wear Parisian type} \end{array} \right.$

TONIGHT...you, too, can be a queen of hearts, —try this matched makeup that matches you!

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MARVELOUS EYE-MATCHED MAKEUP by *Richard Hudnut*



Harmonizing LIPSTICK-POWDER-ROUGE 55¢ each

Try it! Mail coupon NOW for Marvelous Makeup, keyed to your eyes! See how much lovelier you'll be with makeup that matches...and matches you!

RICHARD HUDNUT, Dept. M, 693 Fifth Avenue, New York City MM 4-38

I enclose 10 cents to help cover mailing costs. Send my Tryout Kit of Marvelous Makeup...harmonizing powder, rouge and lipstick for my type, as checked below:

✓ My eyes are Name _____

Blue Brown Address _____

Gray Hazel City _____ State _____

SECRET of soft smooth skin



★ YOU too, like the Hollywood stars, can learn the secret of soft and youthful skin. Dry rough skin results from a lack of natural oils. Scientists have discovered very similar oils in rich, pure dairy milk. Now Duart extracts these vital milk-oils and brings them to your skin in a soothing new beauty creme. Simply use this new-type beauty creme one morning and evening. Then feel your skin. Like thousands of others, you'll be amazed at the results. At cosmetic stores for 40c, 80c, \$1.65, and dime stores for 15c and 25c. Guaranteed to contain MILK-OILS processed with other oils.

DUART
CREME OF MILK
creme



BLANCA VISCHER appearing in Paramount Pictures



Frequently heard on the air, recently master of ceremonies of *Good News of 1938*, young M-G-M star, Freddie Bartholomew enjoys listening to his radio. But now it's out of order.

FREDDIE FIXES HIS RADIO

"Well," thinks Freddie, "I can soon fix that!" But now he finds himself bewildered by the snarl of wires and tubes.

TEETH *Hard* TO BRYTEN?



THRILLING NEW BEAUTY and sparkle for your teeth. Iodent No. 2 is specially compounded for teeth hard-to-bryten. Removes stubborn stains—even smoke stains. Minty in flavor—pure—smooth. Made by a Dentist to clean teeth safely. Also made in No. 1 texture for teeth easy-to-bryten. Try Iodent today!

IODENT
No. 1 TOOTH PASTE No. 2
FOR TEETH EASY TO BRYTEN also POWDER FOR TEETH HARD TO BRYTEN





There's something screwy here! But Freddie refuses to be baffled by the job.



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



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



You'll Attract Men if...

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

Looks Orange—Acts Rose
Tangee looks orange in the stick... but changes on your lips to a warm

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



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

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

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

Name _____ (Please Print)
Address _____
City _____ State _____ MM-48



Hollywood's secret of natural make-up has been the choice of hand-made rouge. Movie-land knows there's an amazing difference, for this costly rouge imparts a natural warmth and vitality not found in ordinary machine-pressed rouge.

Now, Ruth Rogers brings the superlative quality of hand-made French rouge to you at half the price you ordinarily pay. Women everywhere say that the rich undertones, the natural glow, the super smoothness, surpass the quality of the most costly rouge.

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

ADD GLAMOUR TO YOUR BEAUTY WITH RUTH ROGERS RELATED AIDS TO LOVELINESS CLEANSING CREAM • TISSUE CREAM • FACE POWDER • ROUGE LIP STICK • SKIN LOTION • ASTRINGENT • LIQUID MAKE-UP

HOLLYWOOD'S
★
Ruth Rogers
★
ENDORSED

SOLD ONLY BY
F. W. WOOLWORTH CO.

20¢
FULL SIZE
PACKAGES

THAT'S WHY
YOU
SAVE SO MUCH
TO LOVELINESS

RELATED AIDS

TYPEWRITER ½ Price
Easy Terms
Only 10c a Day



Save over ½ Mile's Original Price on all standard up-to-date office models.

SEND NO MONEY

Remotely paying on all late models completely retained like new. **FULL CASH ANTEED.** Big Free Catalogue shows all makes in full colors. Good postpaid for lowest price.

SPECIAL PORTABLE BARGAINS—

Brand New FEATHERWEIGHT—Latest Model Portable—up-to-date essential features—now offered at amazing low price. Fully Quicker too—10 day Cash—only 10c a day. Full details sent free! Free course in typing included. 221 W. Monroe St. International Typewriter Exch., Dept. 461, Chicago

Feather Weight Model

TOUCH UP GRAY STREAKS



ANY COLOR
LIGHT BROWN to BLACK

Gives a natural, youthful appearance. Easy as penciling your eyebrows in your own home; not greasy; will not rub off nor interfere with curling. \$1.35, for sale everywhere.

FREE SAMPLE. State original hair color. Brookline Chemical Co., Dept. M-48. 75 Sudbury St., Boston, Mass.

FARR'S FOR GRAY HAIR

GUEST STAR GROUCHES

BY NANETTE KUTNER

SYLVIA SIDNEY was gypped, Jean Harlow blackmailed, Ethel Barrymore neglected, John Boles lost money. James Cagney was held up; Mitzi Green... These are but a few guest star catastrophes.

SO, attention Mr. Rudy Vallee. Mr. Bing Crosby, Mr. Lanny Ross, Miss Kate Smith et al! Attention sponsors, ad men and broadcasting companies! Have you ever wondered what your high-priced guests really think of you? Have you ever considered that they, who travel from one A-program to another, must have acquired, from these varied radio experiences, the best standards of comparison, and could, through united constructive criticism, help to better your air ratings?

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

I know we would have felt good and sore.

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



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

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

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

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



ETHEL BARRYMORE: "...neglected."

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

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

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



GEORGE RAFT: "...forced to go on."

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

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

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

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

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

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



Beauty's Enemy No. 1
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.

YEAR IN, YEAR OUT, Shiny Nose goes on unchecked, despite the constant dabbling of protesting powder puffs.

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

Germs Tend to Aggravate Shiny Nose

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

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

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

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

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

Send for 7 Thrilling Youth-Blend Shades
 John H. Woodbury, Inc., 9138 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 _____

For large, soft, natural looking curls



JOAN PERRY
Columbia Pictures

NEW!

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

ACTUAL SIZE
3 inches by 1 1/2 inch
U. S. PATENTS
2000893 2000894

Giant
HOLLYWOOD
Rapid Dry **CURLERS**

AT 5c AND 10c STORES & NOTION COUNTERS

I'M SCARED—I WANT THE BABY POWDER THAT FIGHTS GERMS



MENNEN
BORATED POWDER
Antiseptic

Recommended by more doctors than any other baby powder



SYLVIA SIDNEY: "I was gypped."

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

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

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

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

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

"I liked working with Benny best. It's fun working with him. He is the only one of all the radio stars who really seems at ease. And he does something that no one else does. He knows how to arrange the time. Maybe it's because he ad libs. But anyway, with him there are no last-minute cuts. And those cuts are disconcerting, especially for a guest star. It's simply awful to have rehearsed a song one way all afternoon, and then just five minutes before you go on, to be told to cut eight bars. That's my biggest objection to being a guest star. I feel that if



MITZI GREEN: "... Benny knows how ..."

Benny can arrange the time without those last-minute mishaps, then others should be able to do it."

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

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

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

MARSHALL was present when I queried his compatriot, Gertrude Lawrence

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



HERBERT MARSHALL: "...frightened."

gram, somebody gives me a script and I left standing there—literally in mid-air. It's impossible to get into the proper mood. There is no preliminary build-up. You're just supposed to do the thing cold. Each program on which I've appeared has been like a vast music hall, a vaudeville show. What radio needs for its guest stars is revue, a real revue. There is all the difference in the world, you know. The discerning producer puts one on the air. I'll be the first to apply for a part. Vaudeville hurts your talents. On the other hand, a revue helps. It is a frame, in the setting for a jewel. A revue is a play in a setting, and that's what I want!"

OF them all, Burgess Meredith is the most serious. No doubt that is why he's such a good actor, this Meredith who, in his time, has covered every phase of radio from his two years as a "regular" on the Red Davis program, to that memorable night when he stepped before a Columbia microphone and created another Hamlet.

HE wrote Oliver Bean for his own program and opened NBC's new Cleveland station with it.

ARE YOU THE TYPE THAT'S *Lucky in love?*



BURGESS MEREDITH: "I believe in it."

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

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

MR. MEREDITH has several suggestions concerning radio writers.

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

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

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

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

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

Let one of these 10 new face powder colors bring out the dancing light in your eyes—breathe new life, new radiance into your skin!

How often have you admired the girl who can "put herself across" on every occasion...win more than her share of dates and attention? In every group there seems to be one whose luck is unlimited...I know, because I've seen it happen...Why not be that lucky type yourself? Why not win new confidence, new poise and a more radiant personality?
But to do all this, and more, you must find your one and only lucky color. That's why I want you to try all ten of my glorifying new face powder shades...so you will find the one that can "do things" for you.
For one certain color can breathe new life, new mystery into your skin...give it flattering freshness...make it vibrant, alive! Another color that looks almost the same in the box,

may fail you horribly when you put it on.
Find your one and only color!
I want you to see with your own eyes how your lucky color can bring out your best points—help bring you your full measure of success. That's why I offer to send you all ten of Lady Esther's flattering face powder shades free and postpaid. They are my gift to you.
When they arrive, be sure to try all ten colors. The very one you might think least flattering may be the *only* color that can unveil the dancing light in your hair and eyes...the one shade that can make your heart sing with happiness. That's why I hope you will send me the coupon now.

(You can paste this on a penny postcard) (41)

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.)

WEST COAST CHATTER

(Continued from page 57)



LOVE at First Sight

Excite men's admiration
the Admiracion way

• You can't blame men for preferring girls with clean, soft, youthful hair—such qualities enchant a man! So guard your loveliness with Admiracion—the new Oil shampoo that is different from all others. Its rich, creamy lather whisks away dirt, dandruff and dulling film—rinses away completely in water—leaving your hair clean, soft, manageable, alluringly beautiful. And remember, Admiracion does not dry nor age your hair—leaves it fresher and younger! At drug, department, 10¢ stores.

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



In new GREEN package
ADMIRACION
FOAMY OIL SHAMPOO

Don't neglect your
CHILD'S COLD

Don't let chest colds or croupy coughs go untreated. Rub Children's Musterole on child's throat and chest at once. This milder form of regular Musterole penetrates, warms, and stimulates local circulation. Floods the bronchial tubes with its soothing, relieving vapors. Musterole brings relief naturally because it's a "counter-irritant"—NOT just a salve. Recommended by many doctors and nurses. Three kinds: Regular Strength, Children's (mild), and Extra Strong, 40¢ each.



CHILDREN'S
MUSTEROLE
BETTER THAN A MUSTARD PLASTER
MILD



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

within an inch of their lives, every time they mount their horses. They have scarlet satin shirts, embroidered cowboy hats, carved leather boots and the fanciest Western saddles they've been able to find.

THE Norris Goffs (the Abners) are expecting a blessed event in April. They now have a four-year-old son, Gary. Yes, named after Gary Cooper, who has more namesakes in Hollywood than any other star.

FROM a hill-billy act to a featured singing spot on Jack Oakie's program in six months—that's the record of Jo Stafford. She's the only girl singer in the Oakie College Glee Club. Jo had no yearnings to make good on her own. Not, at least, until last September, when she acquired a husband and a "career" together. For hubby John Huddleston, a member of Georgie Stoll's "Sophisti-Cats" on the College broadcasts, convinced Maestro Stoll that his bride was a sure-fire swing-singer. That his predictions were right was evidenced last week when Jo stepped from the chorus to solo with You're a Sweetheart. Now she's a permanent fixture on the Oakie series.

RUBY MERCER, whose glorious voice has thrilled listeners to the Packard show, will be heard no more on the air. For she's accepted Metro-Goldwyn-Mayer's offer to star in The Desert Song. Ruby's determined to make a success, and a real one, of her celluloid career. And to that end she's willing to give up both operatic and broadcasting opportunities in the future.

IT'S Jack Spratt and his wife who have the Jack Oakie's cook on the verge of turning in notice. Venita Varden, the very slender Mrs. Oakie, has been ordered by her doctor to double up on the calories in her diet. And Jack's doctor, watching his patient's ever-enlarging girth, has ordered a strict diet of lean meats and vegetables. So the cook does double duty, and gloves.

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

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

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

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

"BUTTON, button, who's got the button?" is Mento Everett's song when off the air around the CBS studios. For she collects buttons. Has 10,000 of them to date—everything ranging from her great-

great-great-grandmother's wedding-dress buttons, to those from the dresses of such famous ladies in history as Martha Washington, Carrie Nation, Sarah Bernhardt, and all kinds from the uniforms of soldiers in past and present wars, West Pointers and Australian aborigines. She has some sets with rare jewels, for which she's turned down exorbitant sums. As long as she's making a living on the air, Mento won't sell. After that, she'll settle down to a luxurious life, living off her buttons!

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

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

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

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

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

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



Richard Arlen, now appearing in Columbia's "No Time to Marry."

Richard Arlen

DRIES A LADY'S TEARS



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



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



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



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



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

Sincerely,
 Ruth Holden

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 of all 10c stores.

Kissproof

Indelible LIPSTICK and ROUGE



THE BANDWAGON

(Continued from page 58)

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



Lovalon, the 4 Purpose Rinse does all these four things for your hair in one quick, easy operation:

1. Gives lustrous highlights.
2. Rinses away shampoo film.
3. Tints the hair as it rinses.
4. Keeps hair neatly in place.

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

Lovalon comes in 12 different shades. You can match and enrich the natural color of your hair or make it brighter or deeper. Lovalon does not dye or bleach. It's a pure, vegetable, odorless hair rinse—one of the very few hair toiletries approved by Good House-

keeping Bureau. Package of 5 for 25¢ at drug and dept. stores. Trial size at 10¢ stores. (Or, any good beauty shop will Lovalon your hair.)



LOVALON
the 4 purpose hair rinse

Do This For BLACKHEADS

They Fall Right Out!



BLACKHEADS persist because they are literally trapped in your skin! Locked there by a film of sluggish, surface skin! You can't wash them away! But you can release them! Golden Peacock Bleach Creme will lift a way the film of coarsened surface skin—dissolving it in tiny invisible particles. Blackheads are released. They flake away, fall out! Surface pimples, too—in fact, all blemishes in the surface skin! You discover your own finer skin—smooth, utterly clear, alluringly white! All in just 5 days! Discover Golden Peacock Bleach Creme! At drug and department stores—or send 50¢ to Golden Peacock Inc., Dept. D-208, Paris, Tenn.

Le particles. Blackheads are released. They flake away, fall out! Surface pimples, too—in fact, all blemishes in the surface skin! You discover your own finer skin—smooth, utterly clear, alluringly white! All in just 5 days! Discover Golden Peacock Bleach Creme! At drug and department stores—or send 50¢ to Golden Peacock Inc., Dept. D-208, Paris, Tenn.

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. 55 years in business. F. J. CHENEY & CO., Dept. 34, TOLEDO, O.



START \$1260 TO \$2100 YEAR

Men—Women
Many 1938
Appointments
Quotely Now
—Daily
Mail Coupon
Today
SURE.

FRANKLIN INSTITUTE,
Dept. 2286, Rochester, N. Y.
Write: Rush to me the 25-page book
with list of many U. S. Government
—Bills, Pays Jobs, etc. Tell me how to
qualify for one of these jobs.
—Name
—Address



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

trumpet solos. In between times, he writes music. He and Ben Pollack produced 'Mad Drummer—Gene Krupa, considered the finest stick-tapper in America. You may not know, though, that Lionel Hampton, the young colored lad who plays vibraphone in the Goodman Quartet, ranks very close to Gene in the drum division.

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

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

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

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

AND then there's little blonde Martha

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

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

BENNY GOODMAN'S THREE FAVORITE BANDS

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

HIS FAVORITE TUNE

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

CORPORATION—LIMITED

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

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

FOR SALE: A BAND

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

WHEN THE ORGAN PLAYED

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

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

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

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

THE WEARING OF THE BLUE

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

WHAT'S IN A NAME

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



Cleanliness IS PART OF LOVELINESS

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

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

- 1—Non-Caustic... "Lysol", in the proper dilution, is gentle. It contains no harmful free caustic alkali.
- 2—Effectiveness... "Lysol" is a powerful germicide, active under practical conditions, effective in the presence of organic matter (such as dirt, mucus, serum, etc.).
- 3—Spreading... "Lysol" solutions spread because of low surface tension, and thus virtually search out germs.
- 4—Economy... "Lysol", because it is concentrated, costs only about one cent an application in the proper dilution for feminine hygiene.
- 5—Odor... The cleanly odor of "Lysol" disappears after use.
- 6—Stability... "Lysol" keeps its full strength no matter how long it is kept, no matter how often it is uncorked.



For your cleansing douche

Lysol
Disinfectant

What Every Woman Should Know

SEND THIS COUPON FOR "LYSOL" BOOKLET
LEHN & FINK Products Corp.
Dept. 4 R.S., Bloomfield, N. J., U. S. A.
Send me free booklet: "Lysol vs. Germs" which tells the many uses of "Lysol."

Name _____
Street _____
City _____ State _____
Copyright 1935 by Lehn & Fink Products Corp.

TUNE IN on Dr. Dafoe every Mon., Wed., and Fri., 4:45 P. M., E. S. T., Columbia Network

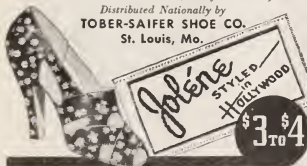
IT'S MY HUMBLE OPINION

(Continued from page 15)

Movie-styled Shoes
NOW AT YOUR PRICE
 Jolene, Fashion Observer*, Styles Her
 Popular-Priced Shoes in Hollywood

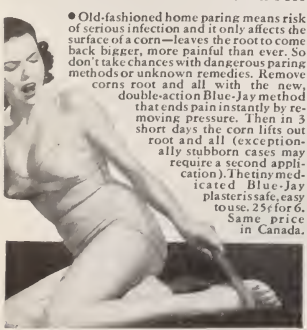


WIN ADMIRATION WITH JOLENE'S SHOES
 Flatter your feet by choosing shoes that have real movie glamor—shoes styled by Jolene in Hollywood, and inspired by the original footwear creations worn by the stars themselves. See the wide selection of new Jolene Fashion Footwear today. You'll be thrilled!
 For name of your nearest dealer, write Jolene's Studio, Suite B, 7751 Sunsets Boulevard, Hollywood, California.



LAW STUDY AT HOME
 With practice, success and success... Learn more, earn more. We guide you step by step—through all the latest material, including fourteen-volume new Lawyers' Digest of L. B. R. referred. Low cost, easy terms. Get our valuable 64-page "Law Training" books free. Send for them now!
LASALLE EXTENSION, Dept. 311, Chicago

Don't pare corns
 —they come back
BIGGER—UGLIER
 unless removed Root* and All



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



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

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

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

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

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

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

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

SPORTS ANNOUNCERS — ATTENTION!
 The word is "Bruin" (brew-in)—not

"brune". And it's "Notr-a" not "Not-er" for "Notre Dame."

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

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

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

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

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

A PROMOTER who ordinarily would

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

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

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

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

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

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

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

FACTS

about sanitary napkins!

Here are the questions women asked:



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



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



What kind of deodorant should I use for positive protection?

Here are the answers to your questions!

WOMEN know that the ideal sanitary napkin is one that can't chafe, can't fail, can't show. So, naturally, this was our goal. With the introduction of 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 our 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 problem, we developed 3 types of Kotex . . . for different women, different days. Only Kotex has "All 3" . . . Regular Kotex, Junior Kotex, Super Kotex.

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

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



Quest is the new positive deodorant powder that is completely effective on sanitary napkins. Only 35c for the large size.

KOTEX* SANITARY NAPKINS

(*Trade Marks Reg. U. S. Patent Office)

LOSE WEIGHT

Without Drugs or Laxative Salts

DO NOT gamble with your health while reducing weight with Dietene—and lose weight steadily, easily, safely.

Accepted by the Council on Foods of the American Medical Association

Dietene is accepted for reduction because it provides meals low in weight building calories which you do not need, but Dietene is high in proteins, minerals and vitamins A, B, D, G, which you do need! Dietene comes in powder form, makes a nourishing, pure food drink. Easy to use. Simply replace breakfast and lunch with Dietene meals and eat your usual dinner. You will not feel starved or irritable. Dietene meals cost much less than the meals they replace!

DIETENE



15 Ounce \$1 Size.....

If your store cannot supply you, send \$1.00 to Dietene Co., Mpls., Minn., for a 15-ounce can, postpaid. Offer limited to U. S. Please give store for future purchases. \$3 438

Name.....
Address.....
City.....State.....
Name of Store.....



NOW! Beautiful NAILS AT A MOMENT'S NOTICE

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, setting firm. No effect on nail growth or cuticle. Removed at will. Set of Ten, 20c. All 5c and 10c stores.



ARTIFICIAL FINGER NAILS

NU-NAIL CO. 5249 W. MADISON ST., CHICAGO, ILL.

IF YOU HAVE GRAY HAIR AND DON'T LIKE A MESSY MIXTURE... then write today for my FREE TRIAL BOTTLE

As a Hair Color Specialist with forty years' European American experience, I am proud of my Color Imparting for Grayness. Use it like a hair tonic. Wonderfully GOOD for the scalp and dandruff; it can't leave stains. As you use it, the gray hair becomes a darker, more youthful color. I want to convince you by sending my free trial bottle and book telling ALL About Gray Hair. FREE TRIAL BOTTLE, Hair Color Expert, Dept. 3, LOWELL, MASS.

BE A NURSE MAKE \$25-\$35 A WEEK

You can learn practical nursing at home in your time. Course endorsed by physicians. Thousands of graduates, 20th St. One graduate has charge of 16-bed hospital. Another saved \$100 while learning. Equipment included. Men and women 18 to 60. High School or equivalent. Easy tuition payments. Write now CHICAGO SCHOOL OF NURSING, Dept. 234, 100 East Ohio Street, Chicago, Ill. Please send free booklet and 16 sample lesson pages.

Name.....
City.....State.....Age.....

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

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

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

THE dance hall owner (or promoter, as we have been calling him) usually insists that our night-before appearance be played at least one hundred miles away from his dance hall. Obviously he wishes to draw from miles around and if his clientele has been to the other place the night before, unless they are unusually enthusiastic, the following night will find them at his place.

THEN there is the question of advertising. I have played dance engagements

no competition of any kind, at least none discernible to the eye—when even the weather was perfect. In such cases there is only one answer—you can count our fans in that town on two hands.

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

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



Gertrude Berg, author of *The Goldbergs*, plays Molly in that serial.

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

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

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

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

FRIGHTENING
On observing the wild abandon and completely carefree manner in which those young kids, who were paid to dance the Big Apple at the swank El Morocco here in New York, danced it—I was provided with much food for thought.



Al Jolson's *Jazz Singer* in 1927 was the first dialogue film. Now he devotes himself only to radio.

where the promoter did little or no advertising—or, at most, took a small amount of newspaper space aided, perhaps, by a radio announcement—and yet we have, under those conditions, broken all records.

I KNOW of other engagements where I have personally announced it of a Thursday evening, thus reaching at least thirty percent of the radio audience of that particular town, and where the promoter has spent hundreds of dollars in full-page newspaper advertisements, automobile tire covers and what-not—and still the dance has been practically a bust.

THIS sometimes occurs when there is

THERE are those who say that it was either the World War, prohibition or perhaps radio that was responsible for the apparent wildness of youth today. Then there are those who say that the youth of today is no more wild than that of our grandfathers' day. But, having a pretty accurate memory of the way young girls and boys between the ages of twelve and seventeen acted in my town when I was a young boy, I am actually astonished and almost frightened at the violence with which the youth of today enters into *Shag*, *Big Apple* and dancing in general.

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

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

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

I HAVE seen pictures of African savages and Indian redmen in the throes of joy in their own dances, but the contagion, enthusiasm and apparent enjoyment of these is as nothing compared with the modern-day white youth when engaged in the artistic (or inartistic) rendition of a new dancing fad.

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

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

GOOD PHRASES

"I love my work and I don't care what I become doing it."

"Many a man who thinks he has reformed has only exorated."

"His morals and inhibitions are only



They Still Talk Behind Her Back

BUT NOW THEY SAY:

"What a Lovely Skin!"

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

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

Here's how quickly the Linit Beauty Mask is prepared. *Simply mix three tablespoons of Linit (the same Linit that

is so popular as a Beauty Bath) and one teaspoon of cold cream with enough milk to make a nice, firm consistency. Apply it generously to the face and neck. Relax during the twenty minutes it takes to set, then rinse off with clear, tepid water and pat the face and neck dry.

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



***1st STEP**
Mixing takes a minute.



2nd STEP
Applying takes a minute.



3rd STEP
Resting for 20 minutes.



4th STEP
Rinsing off completely.

**EVERYONE KNOWS
OFFICE WORK IS
HARD ON THE HANDS**



*To keep your hands
Soft and White*

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

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

Sold in drug, department and the better 5 and 10 cent stores.

...Use
NORTH AMERICAN DYE CORPORATION
Mt. Vernon, N. Y.
**HAND
Barrington CREAM**
Another NADCO Product

*You'll Enjoy
MANICURING!*



Ginnie Lou
VITAMIZED
FINGER
NAIL CLEANSING PADS

You'll enthuse about these handy new ready-prepared pads which remove old nail polish in a jiffy—no liquid, no fuss, no mess. These unique pads also contain Vitamin "F" and oils to condition your nails against brittleness. Get a handsome jar of pads today and start manicuring the easy way that saves your time.



10 and 25¢
PACKAGES

STA-RITE CO., SHELBYVILLE, ILL.

bracketed by his bad looks."

TIP

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

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

upon the right, are so completely flabbergasted, upon discovering the straight man at the left, as to completely forget all of their lines.

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

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

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

SEE you then!

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

Eastern Holding Ranch,
Woodstown, New Jersey.

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

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

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

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

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

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

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

Well, Mr. Editor, believe it or not, the good news leaked out, and on Saturday night there were more people on that

Maine fair-grounds than there had ever been before in its history. Rudy came with his bunch. Again he rode entry. He acted as one of the Judges in the contests and, after an hour of rodeo, we stopped the show and turned things over to the Master Crooner.

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

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

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

And "Slim" meant every d— word of it.

Very truly yours,
JE Ranch Rodeo,

By Herbert S. Maddy.

Herbert S. Maddy,
Woodstown, N. J.

I have seen thousands of pictures of Mr. Vallee, but never one of him as a cowboy, until the one I enclose was taken. That Quincy, Mass., photographer was on the grounds, taking pictures in the afternoon of the harness races, so we pressed him into service.

RADIO RAMBLINGS

(Continued from page 12)

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

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

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

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

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

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

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

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

(Continued on page 86)

Imagine! LOVELY WINDOW SHADES For Only 15¢ Each

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

NEW Lintone texture looks like costly linen. Exclusive CLOPAY process.

MILLIONS NOW SWITCHING TO New CLOPAY Lintone WINDOW SHADES

REVOLUTIONARY new window shade—developed from cellulose fibre—is causing a sensation among women everywhere. This amazing new material called CLOPAY Lintone permits greater window shade beauty . . . yet a full-size 36" x 6' shade costs only 15¢! Years of use in millions of homes show CLOPAY'S hang straight, won't curl, wear two years and more. Resist pinholing, cracking and fraying. No wonder millions of women now replace shabby soiled shades with lovely new CLOPAY Lintones and get 5 gorgeous

shades for what they used to pay for ONE! CLOPAYS come in a wide variety of charming colors. Cost only 15¢ each, ready to attach to old rollers in a jiffy with patented gummed strips. No tacks or tools needed. See them today at all leading 5¢ and 10¢ stores.

CLOPAY WASHABLE WINDOW SHADES

ALL YOU NEED IS SOAP AND WATER!

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

New! CLOPAY CELLOPHANE WINDOW CURTAINS

Reinforced Edge
WON'T TEAR!
New, improved type. Reinforced edges prevent tearing. Rub clean with a damp cloth. Perfect for kitchens, play rooms, bathrooms, etc.
10 LOVELY PATTERNS
Only 50¢ a PAIR

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

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

CLOPAY CORPORATION
1358 YORK STREET • CINCINNATI, OHIO

(Continued from page 85)

How's your baby's appetite?



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

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

57 HEINZ STRAINED FOODS

(Look for PLATTER PATTERN in May Radio Stars)



Relieves **TEETHING PAINS** within 1 minute

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

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

Buy Dr. Hand's from your druggist today

JUST RUB IT ON THE GUMS
DR. HAND'S
Teething Lotion



Kate Smith just loves to cook. She bakes cakes, and serves them to lucky guests in her dressing-room, each week, after her CBS broadcast.

WHILE Cecil B. DeMille is the subject, there is one question that might be disposed of. He does *not* actually produce and direct the Monday evening radio drama to which his name is attached. He is there to lend the aura of his name and the ingratiatingly pompous style of his between-acts remarks. That's his whole job.

Radio abounds in those harmless deceptions, added to make a program a little more glamorous. Ben Bernie, for instance, does not lead his own band in rehearsal or broadcast. For the past year, he has not even had a band of his own. He hires a band, leader and all, for radio.

During rehearsals, Abe Lyman never conducts. He sits in the control-room and yells his instructions to a leader, who does the actual work with the musicians. For the broadcast, Abe gets out on the podium, baton in hand.

All singers sing for themselves but a number of them have actors to read spoken lines. Usually that is because the sponsor, not the singer, wants it that way. Actors seldom have "ghost singers," however. Radio, unlike movies, does not cast an actor in a singing rôle unless he can sing.

ONE radio phenomenon—getting stars to work for nothing, just for the sake of broadcasting—has almost disappeared. The national networks have just three survivors.

The most important is Hollywood Hotel, which gets movie stars in scenes from their new pictures, getting star and script without cost. Lucella Parsons, who writes a syndicated movie column, invites them to come. In three years, there are few who have refused, although protests are heard privately.

Another is Georgie Jessel, who is doing his first radio series in years for the Mutual network this season. He has so many friends, he can summon an endless

The most expensive shoes may **RUIN** BABY'S FEET

X-Ray of baby foot in a properly fitted Wee Walker Shoe.



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

Save baby's feet with inexpensive Wee Walker Shoes and change to new ones often. Wee Walkers have every feature baby needs. They are made over live-model lasts, hence are correctly proportioned, full-sized, roomy shoes that give real bare-foot freedom. Good-looking, soft, pliable leathers. Because they are made by the largest manufacturers of infant shoes exclusively, and are sold in stores with very low selling cost the price 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.
- H. L. Green Co., Inc. (F & W Grand Stores, Isaac Silver and Bros., Metropolitan Chain Stores, Inc.) McClellan Stores
- G. R. Kinney Co., Inc. Sears, Roebuck Charles Stores
- Schulte-United Stores Lincoln Stores, Inc.



NURSING MOTHERS?

Consult your doctor regularly. Ask about Hygeia Nipples and Bottles. Nipples, breast-shaped, easily inserted and thoroughly cleaned. Patented tab keeps nipple germ-free. New inside valve prevents collapse.

HYGEIA NURSING BOTTLE AND NIPPLE

SAFEST because easiest to clean

ASK YOUR DOCTOR

Relieve Baby's Cough

the **Moist-Throat Way!**

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 removed. Quickly your throat is soothed, your cough relieved!

Your cough may be a warning signal from your respiratory system. Why neglect it? Do as millions have done—use Pertussin, a safe and pleasant natural remedy for children and grownups. Many physicians have prescribed Pertussin for over 20 years. It's safe and acts quickly. Sold at all druggists.

PERTUSSIN
The "Moist-Throat" Method of Cough Relief

supply of famous guests, glad to help a boon companion get a radio show off his chest.

The third is a program kept alive by its guests' affection—the Saturday Night Swing Club, on the Columbia network. It always has a couple of the famous swing men up there, ecstatically tooting or thumping away, just for the sheer fun of the thing. The union requires that at least minimum fees be paid, so Tommy Dorsey or Paul Whiteman will pocket a check for \$18, do a job that would cost another program some thousands, and go away pleased that there is a spot in radio where swing music's "cats" can get together and go to town, swinging all the way.

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

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

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

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

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

(Continued on page 103)

BEAUTY SECRET
FROM SOCIETY AND SCREEN
TO MAKE

You Lovelier!

"Marchand's will restore your blondness just as it keeps my hair light and radiant."

says LUCY T. SAUNDERS
charming debutante, whose natural blonde hair attracts admiration in Newport, Palm Beach, Saratoga, on the Riviera... where smart society gathers.



"Keep your hair lovely... with Marchand's. I use it regularly to keep my hair the same light, even shade."

says lovely MARVELLE ANDRE
talented Hollywood actress, appearing in "Something to Sing About"
A GRAND NATIONAL PICTURE



"Marchand's will protect your blondness just as it keeps my hair naturally light and golden, always."

says BERNADENE HAYES
beautiful blonde actress
appearing currently in
"My Old Kentucky Home"
A MONOGRAM PICTURE



60% OF ALL WOMEN WERE BORN BLONDE...
But time darkens and dulls any shade of hair!

THINK! Does this mean you? Follow the advice of these lovely women who know the charm of radiant blonde hair. Use Marchand's Golden Hair Wash, as they do, to restore your hair to a golden, sunny blonde shade. Buy a bottle of Marchand's today... follow the simple directions... and double your attractiveness, overnight. Remember, only with Marchand's will you get Marchand's results. Marchand's is a scientific preparation. It will not interfere with permanents or harm the hair in any way.

MARCHAND'S GOLDEN HAIR WASH

AT ALL DRUG AND DEPARTMENT STORES

Twin Sisters

SHORT-CUTS TO BEAUTY

★ CLEANSING PADS



Carry them in purse or compact to remove make-up and refresh skin

A GRAND new idea! Little pads of cloth saturated with a refreshing cleansing lotion. Carry them in their smart compact to the dance, theatre or

office... ideal after shopping, motoring or sports. They're handy as a hanky... indispensable as a lip-stick. Try them! Compact and 15 Pads 10c. Refills of 60 Pads 25c.

★ REMOV-O-PADS



Removes nail polish slick and quick! Prevents drying.

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

AT MOST 5c and 10c STORES

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



• At home—quickly and safely you can tint those streaks of gray to lustrous shades of blonde, brown or black. A small brush and BROWNATONE does it. Guaranteed harmless. Active coloring agent is purely vegetable. Cannot affect waving of hair. Economical and lasting—will not wash out. Imparts rich, beautiful, natural appearing color with amazing speed. Easy to prove by tinting a lock of your own hair. BROWNATONE is only 50¢—at all drug or toilet counters—always on a money-back guarantee.



USE MERCOLIZED WAX

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

Try Saxolite Astringent

A DELIGHTFULLY refreshing astringent lotion. A Tingly, antiseptic, helpful. Dissolve Saxolite in one-half pint witch hazel. Use this lotion daily.

Choose Phelacine Deodorant

For removing superfluous hair quickly. Easy to use.

At drug and department stores everywhere.



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

TRIFLES MAKE PERFECTION

BY WENDY LEE

How Maxine, Hour of Charm contralto, plans costume details



MAXINE

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

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

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

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

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

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

And, believe me, Adrienne knows whereof she speaks! This youthful (Continued on page 90)



Honey beige, with low girdle. Cape is lined in Kelly green satin.

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



Adrienne

"I've found LOVE"

says ANNE SHIRLEY

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

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



Clever girls everywhere guard against Cosmetic Skin the Hollywood way—by removing cosmetics thoroughly with this ACTIVE lather.

They win romance—and hold it—with skin that's lovely to look at; soft to touch.



RKO-RADIO STAR



9 out of 10 Hollywood Screen Stars use it

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, Dis-
solves Dry, Rough Skin.
Smooths—Softens. Pow-
der Stays On

★ Joyce Compton

The Lovely star with
Stuart Erwin in "Small
Town Boy" says—"I
cleanse and keep my
skin smooth and youth-
ful 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. Removes oil glands. Helps bring out new, live, fresh skin. Thousands praise it. Get TAYTON'S CREAM at your local 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.

... 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

TRIFLES MAKE PERFECTION

(Continued from page 88)

designer heads the school of expert couturiers who wander from Palm Beach to Warrenton, Virginia, to Cannes and to London, giving individual and personalized fashion service to motion picture and radio stars, heiresses, debbies, matrons, the titled folk, the American aristocrats, the brilliant members of the famed "International Set."

At her salon in New York, which is her headquarters, she receives cables from Paris, the Tyrol and London, and with an unerring eye picks the fashions which will "click" and the fly-by-night fads destined to burn out fast and never even reach the cutting-room table. She usually works in a clever yellow cotton smock printed with tiny insects, and with a huge bee pin at the neck—perhaps to be in keeping with the fact that she's always busy as the proverbial bee.

Adrienne points to Maxine, lovely star of the General Electric *Hour of Charm* program, as an outstanding example of dressing to enhance her figure and her personality.

Slender and tall, with a mass of wavy black hair, liquid eyes and piquant features, Maxine is one of NBC's beautiful glamour girls, whose favorite hobby is clothes, and she sets the styles for her comrades in the Spitalny All-Girl Band, of which she is the featured singer. Maxine is not married, since no girl may sign a contract with this unique organization unless she also gives her written promise not to wed for the duration of her engagement with the band. But Maxine has many offers, and she keeps us all wondering how long it will be before she weakens!

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

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

Adrienne tells why she chose Maxine from among hundreds of other lovely and popular stars of the air waves:

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

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

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

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

It is not until after she has decided on the color that Maxine chooses the style and cut of her costumes. Many women do just the opposite, sometimes with very sad results. The radio star believes that color comes before style, although style is basically more important. For instance, she points out, black needs subtle and pronounced drapery and line, whereas shocking pink, cyclamen, fuchsia, or other striking colors are in themselves so attractive and eye-catching that the line must be very severely tailored.

This spring will see the outburst of a number of fantastic vogues, such as the pirate dress, huge flower hats, ruffy feather toques, veils falling to the shoulders and slit to reveal only the eyes. So I want to caution you to be very careful, for unless you are the type who can wear these extreme styles and have a budget large enough to permit you to discard them at the end of their short lives as fashion highlights, you'll be wise to pass them by. And Vera Adrienne agrees heartily, for she has never roundly supported extreme fads. She prefers to follow the general trend, modified to suit the personality of the wearer, and also to chime in with her particular mode of living.

Adrienne suggests that, even if you're not an accomplished artist, if you know just the slightest bit about line and drawing, you can easily sketch your ideas and put them down on paper with pencil or India ink, or perhaps a fine crayon, coloring in the right places. Seeing your idea on paper will sometimes make you change your original scheme, or suggest new possibilities.

The swankiest of the important dress-makers always do this. Before a stitch has been sewn or a single pin placed in the "toile" (the soft cheesecloth-like fabric

RADIO STARS

(from which the pattern is made), they make a complete sketch of the design, showing it front and back, with the proper accessories included. If it is a three-piece model, it is sketched both with and without the coat. The sketch is then submitted to the client, so that she may see the complete finished ensemble. In this way, corrections can be made and the whole costume planned at one time, thereby avoiding any re-cutting and re-sewing that might otherwise be necessary.

The sketches on pages 72 and 73 will give you an idea of the care and attention to detail which go into Adrienne's designs. It's a shame you can't also see the lovely colors of the original drawings. The cape suit is of royal blue sheer wool, the lining of the cape and the edgings being of shocking pink taffeta. Notice that Adrienne has included in the sketch the matching shoes, hat and purse. The wide-skirted evening gown is of pearl gray in two fabrics. The billowing skirt is of crackling taffeta with titted godets, while the chiffon bodice is sleekly fitted in a corseted effect which needs no shoulder straps. The flowers along the shoulders are sweetheart roses, shaded from pale pink to deepest coral. Adrienne also suggests the matching hair ornament. Glamorous, indeed, is the seductive evening gown with low scollored girle and swirl of a cape. The gown is in honey beige which does wonders for the skin, and the cape is lined with Kelly green satin. Not shown in the sketches is a stunning dinner dress ensemble which Adrienne suggests for the girl with the liquid figure and well-coiffed head. It is called the "Yo-Ho" outfit and is a modified



Just a cool drink of water for a thirsty lass—Rosemary Lane, of Warner Brothers' Hollywood Hotel.

buccaneer costume which is effective but not too theatrical-looking. The skirt has an unusual front drape and extremely low décolletage, resembling a harem dress. Along the neck of the blouse are embroidered colorful spangles in a half-moon design. The sleeves are corded above the elbow, to suggest a pirate's casually rolled-up sleeves.

Of course, I'm not inferring that all of you can produce such perfect drawings as these. It takes a great talent and years

of study to turn out such gems. But you can, with careful thought and a supply of colored pencils, create for yourself a concrete idea of what your spring ensemble is going to be.

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

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

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



"GIRLS CAN LEARN from our movie romances", says BOOTS MALLORY, Star of Grand National Pictures—"hands are important. Though the cold tends to roughen a girl's hands, I keep mine smooth and soft for my 'big scenes'."

**SOFT, SMOOTH HANDS
ARE ROMANTIC" ...says
Boots Mallory**
Grand National Pictures Star



BOOTS MALLORY with ERIC LINDEN in "Here's Flash Casey"—a Grand National success

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

WIND, COLD AND WATER DRY the beauty-protecting moisture of your skin. Then your skin easily roughens, looks old and But you easily replace that lost moisture with Jergens Lotion which actively goes into the parched skin. Jergens is best of all lotions tested.

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



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., 1640 Alfred Street Cincinnati, Ohio. (In Canada, Perth, Ontario)

Name _____ (PLEASE PRINT)

Street _____

City _____ State _____

Lady Lillian

Introduces

NEW BEAUTY

With the new, smart cream polish in her trial kit for only 10 cents. Revel in the fashion-right shades of Rust, Robin Red, Old Rose, Thistle, Clovevine, 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-11, 1140 Washington St., Boston, Mass. Specify shade you prefer.

MOVIE STARS AUTOMATIC HAIR CURLER

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



ON SALE AT DIME & DEPT. STORES EVERYWHERE

"I like Sitroux TISSUES... they don't come apart in the hand!"
SAYS DOROTHY PAGE

SITROUX (Manufactured by Trol) Face Tissues

SITROUX CLEANSING TISSUES

10¢ & 20¢ Boxes

DOROTHY PAGE
lovely Republic
Picture star
currently
appearing in
Mama Runs Wild

SITROUX

AT YOUR 5 and 10 cent STORE!

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

BEAUTY AND GRACE

BY MARY BIDDLE

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

GRACIE ALLEN, heard over the radio, is a delightfully nonsensical person with not a serious (or sensible) thought behind the baby voice and childlike chatter. But Gracie Allen in person has some extremely practical ideas on beauty to pass along to you.

Gracie believes beauty in a woman is a desirable and helpful quality. It isn't vain to wish to be good looking—to have a clear skin and healthy appearance. Beauty is a duty—wherever it can be created. Therefore, Gracie is raising her daughter to be beautiful. It is the task of childhood to form good habits—and Gracie is giving her child every help and encouragement in



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

George Burns and Gracie Allen in their Hollywood home. Like charity, beauty begins at home, says Gracie.



forming and building up valuable habits of beauty.

Just ask little Sandra, Gracie's three-and-a-half-year-old daughter, if you have any lingering doubts about this. Sandra will quite frankly tell you: "Mother is most awful firm about the hair-brush!"

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

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

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

Impress upon the child, by example and conversation, that it is quite an interesting part of being grown-up to be well-groomed. Then, if the child

has its own accessories available and is allowed to use these by herself, you will find she has walked whole-heartedly and unsuspectingly into the trap!

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

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

The tooth-brushing habit is greatly encouraged by pleasant-tasting toothpastes or powders and the small size, not too hard, toothbrushes. These brushes are specially made for children. Two brushes should always be in use—and they (*Continued on page 100*)

Once a forgotten girl - now the Glamour Girl

She avoids dull
"middle age" hair
with

GOLDEN GLINT

● A ruthless marauder destroying your youth and charm is drab, lifeless hair. Keep yours youthful and radiant with tiny glints and highlights. Golden Glint it after every shampoo.

There's just *one* Golden Glint formula which can be easily and quickly adapted to all shades of brown, blonde and dark hair, and gives it a lustrous, natural color emphasis.

Golden Glint, approved by Good Housekeeping, is inexpensive to use. Begin today! Ask for Golden Glint at drug or department stores (25c). Special 10c package at 10c stores. Ask for the special shampoo package containing the Golden Glint rinse (25c at drug and department stores).

NEW! Silver Glint. Replaces yellowish cast of white and very gray hair with snowy loveliness; gives a silvery sheen to platinum and very light blonde hair. At 10c stores.

GOLDEN GLINT COMPANY, Inc., Seattle, Washington



GLORIFIES EVERY SHADE OF BROWN, BLONDE AND DARK HAIR

STRAIGHT FROM THE COLD SHOULDER

(Continued from page 21)



"WHAT MAKES MY HAIR SPARKLE?"
A quick rinse with Nestle Colorinse gives each shampoo brings out all the natural color and radiant, youthful highlights. Try it and see!



COLORINSE WORKS WONDERS! Gives richer color and gleaming lustre to every shade of hair. It's so simple and easy to use—and costs only a few pennies for each magic Colorinse!

Complete every shampoo with Nestle Colorinse . . . It's the pure, harmless rinse-tint—not a dye or bleach. Colorinse removes shampoo film. Faded or gray streaks are blended in with the enriched natural color. Waves last longer. Colorinse glorifies your hair! It's America's favorite.

There's a shade of Colorinse for every shade of hair. Consult the Nestle Color Chart at your nearest toilet goods counter—today!
10c for package of 2 rinses at 10c stores.
25c for 5 rinses at drug and dept. stores.



CORNS CASTOR OIL PREPARATION

Say goodbye to clumsy corn-pads and dangerous razors. A new liquid, NOXACORN, relieves pain fast and dries up the peskiest corns, callus and warts. Contains six ingredients including pure castor oil, iodine, and the substance from which aspirin is made. Absolutely safe. Easy directions in package. 35c bottle saves untold misery. Drugists return money if it fails to remove corns.



Happy Relief From Painful Backache

Caused by Tired Kidneys

Many of those gnawing, nagging, painful backaches people blame on colds or strains are often caused by tired kidneys—and may be relieved when treated in the right way.

The kidneys are Nature's chief way of taking excess acids and poisonous waste out of the blood. Most people pass about 3 pints a day or about 3 pounds of waste.

If the 15 miles of kidney tubes and filters don't work well, poisonous waste matter stays in the blood. These poisons may start nagging backaches, rheumatic pains, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness.

Don't wait! Ask your drugist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from the blood. Get Doan's Pills.



Bob Ripley's gift from a fan. A strip of paper, with the letters cut out, is pasted on the apples when they are green, and pulled off when they are ripe.

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

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

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

LISTEN carefully to Paul Whiteman's band on the Chesterfield show—hear those strings?

Why, you say, is that so odd? It's odd because if you had heard Paul last summer you wouldn't have heard fiddles. Why, again? Because Paul decided that the band might sound better without them, and in Texas he left them out and liked the result.

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

THERE really shouldn't be the stigma

attached to the word "sustaining" that there is. You're aware, of course, that a sustaining show is one without a commercial sponsor. The performers are paid, but none too well, by the station itself. And yet, despite the tendency to cry them, there are some first-rate sustaining shows.

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

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

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

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

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

RADIO STARS

upon a time. . . ."

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

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

IF, when you tune in the *Borden* show featuring Rush Hughes, you say to yourself: "That name sounds familiar. Where have I heard it before?"—don't despair, because here's the answer. He's the son of Rupert Hughes, the well-known writer.

Not that he trades on his father's name, for that is one thing he's never done. But that's better proved by the fact that, after he left Princeton, he threw some things into a knapsack—it was a pigskin bag, but "knapsack" sounds more adventurous—and hit for California. For some odd reason he soon ran out of cash, but instead of writing one of those "Dear-Pop-please-send-me-fifty" letters, he got himself a job as a night clerk in a hotel.

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

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

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

ROBERT MONTGOMERY—he of the movies, most especially *Night Must Fall*—waxes eloquent in a statement to the press.

Robert, in effect, states that radio is great training for film youngsters. They have to pay strict attention and really learn their lines, since there are no retakes to fall back on and, besides, radio is a great national build-up for the kids.

All of which is made even more interesting by the fact that Robert just doesn't like radio. He has said that the movies suffered enough from stupidity, but that radio suffered from it even more, and that the producers of the various air shows don't know what it's all about. And here we see the illuminating spectacle of a man recommending the very thing he says he despises.

What he says about the benefits of air training, however, is very true, but hardly

to be confined to the children (comparatively speaking) of the screen. Practically all of the so-called grown-up movie stars, gussied at fat fees on radio's various programs, could study the facts submitted by Robert and profit by them.

They might even study their scripts.

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

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

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

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

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

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

(Continued on page 96)



Romance Everywhere

with Adventure

PARK & TILFORD'S New Perfume Sensation

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

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

Smart tuckaway size at all ten-cent stores . . .

10c



PARK & TILFORD
FINE PERFUMES FOR HALF A CENTURY

Perfumes

(Continued from page 95)

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

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

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

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

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

AND speaking of radio polls, this is the time and place to say that they aren't fair. Even the cream of them, those taken amongst radio editors, fail to classify people and organizations thoroughly enough to make it clear what is being voted on. For example, take Guy Lombardo and Benny Goodman. There's not the slightest ground for comparison between the sweet, flat-sounding Lombardo aggregation and Goodman's swing outfit. Yet time and time again they'll bob up in polls in the same column—sometimes with Lombardo ahead, sometimes Goodman. Another example might be the men who are singers in their own right and those who merely sing with a bunch of "cats"—surely they shouldn't be compared. Let's have more divisions or, better still, fewer polls.

UNSUNG—but often heard—are the networks' stand-by pianists.

These altogether valiant people—like Muriel Pollock of NBC and Ann Leaf of CBS, who performs on the organ—are the ones who sit at a piano waiting for a green light to flash on. When it does flash, they go into a piano solo nicely calculated to round out the time left over from Professor Whoosit's too short, too dull speech. The solo, of course, has to be in keeping with the tone of the Professor's talk.

Naturally they don't get anywhere near the credit they deserve, especially when you consider the risk they run—of going mad.

THINK of it—waiting fifty-seven minutes to play three! Why, they barely get the digits loosened up and take on a feeling of "Whee! we're off!" when another light flashes on and they're through for another hour or so, till they play a few minutes more. And of course there's the unexpected, when they hurriedly have to

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

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

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

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

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

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

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

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

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

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

THEY had to start.



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

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

Let Olive Tablets help safeguard your welfare and pep. 15¢, 30¢ and 60¢ at all druggists.

Wear this FREE Dress

Give You **MAKE UP \$23** in **WEEK** Chance to

All you do is wear it, or choice of 100 other late style dresses, and show to friends. You can earn up to \$23 in a week taking their orders. It is easy, pleasant work, requires no house-to-house canvassing. And no investment or experience necessary. Send your name, address, age and dress size for free details of this amazing offer. See the complete portfolio of lovely new spring and summer dresses.

FASHION FROCKS, Inc., DEPT. C-250 Cincinnati, O.



BE SAFE! WORM PUPS AND TOY BREEDS WITH SERGEANT'S PUPPY CAPSULES



There are 23 tested "Sergeant's" Dog Medicines. Trusted since 1879. Constantly improved. Made of finest drugs. Sold under money-back Guarantee by drug and pet shops. Ask them for a free copy of "Sergeant's" Dog Book, or write: POLK MILLER PRODUCTS CORP. 504 W. Broad Street • Richmond, Va. Copr. 1938, Polk Miller Products Corp.



Sergeant's DOG MEDICINES

THE BANDWAGON

(Continued from page 79)

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

ALL IS NOT GOLD

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

AULD LANG SYNE

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



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

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

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

HISTORY REPEATS

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

DISCOVERER

One of the important reasons for Mark Warnow's success is his willingness to give unknown talent a break. He is credited with developing Gertrude Niesen and Virginia Verrill. Next to Kostelanetz', his dance arrangements are considered the best in the business. He now has twelve men on his arranging staff—ten of whom he discovered himself. All of them were young and unknown. A nineteen-year-old college student is his latest prodigy. He is Ben Baron, who alternates between Mark's office and New York University. He first came (Continued on page 98)

**"MIDDLE-AGE" SKIN?
DON'T TRY TO SCARE ME...
WHY, I'M ONLY 22!**

**THEN...WHAT
A SHOCK!**

WELL, NO WONDER YOUR POWDER "FLAKES" YOU'VE LET YOUR SKIN GET SO DRY, LIFELESS, COARSE-LOOKING...YOU'VE ACTUALLY GOT "MIDDLE-AGE" SKIN!

IF YOU'RE SMART, YOU'LL CHANGE TO PALMOLIVE SOAP RIGHT AWAY!

WELL, PALMOLIVE CERTAINLY KEEPS YOUR COMPLEXION LOVELY, BUT WHY IS PALMOLIVE SO DIFFERENT?

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!

I'LL GET SOME PALMOLIVE RIGHT AWAY!

THAT WAS A NARROW ESCAPE! FROM NOW ON I'M USING ONLY PALMOLIVE, THE SOAP MADE WITH OLIVE OIL TO KEEP SKIN SOFT, SMOOTH, YOUNG!



RADIO STARS

(Continued from page 97)

**When Beauty Counts—
SKIN BLEMISHES
Count Against
You!**



**So Easy Now to
Conceal Permanent
and Occasional
Skin Blemishes**

IN ONE minute's time you can make an ugly blemish disappear from sight! You can conceal it under a veil of marvelous "HIDE-IT" that will not rub off, peel or crack. Water or perspiration cannot affect it. Lasts all day until removed. So, why tolerate a conspicuous birthmark, scar, vaccination, brown spots, freckles, pimples, bruises or any discoloration? Get "HIDE-IT." Comes in four perfectly matching shades. \$1 at leading department and drug stores.

10c All Ten Cent Stores

Hide-it
HIDES SKIN BLEMISHES

MAKE THIS TEST
(2 Minutes)

Apply "Hide-it" on blemish. Dust with face powder and proceed with usual make-up.

Now! See how perfectly blemish is concealed. Your skin looks smooth, flawless!



Clark-Millner Co., 666 St. Clair St., Dept. 15-D, Chicago
I enclose 10c (Canada 15c) for "Hide-it." Cream Stick
Check shade: Light Medium Brunette Sun-Tan

Name _____
Address _____
City _____ State _____

MEND THINGS!

China
Glassware
Leather
Toys
Furniture
Books

10c At Hardware, Drug & 10c Stores



MCCORMICK'S IRON GLUE
BOUGHT BY MILLIONS EVERYWHERE

How to **SECURE**
and how to **KEEP...**
A
**BEAUTIFUL
COMPLEXION**

EVERY woman wants to have a flawless complexion, a creamy, lovely skin. Men admire and love beauty. Beauty makes you more popular, brings more dates, invites romance. Beauty gives you poise, self-assurance, confidence. *Why not be beautiful?*

The makers of STUART'S LAXATIVE COMPOUND TABLETS will send you entirely FREE and without obligation, their fascinating booklet by a well known beauty authority, entitled, "Aids To Beauty" . . . what every woman should do. For

**FREE SAMPLE
STUART'S LAXATIVE
COMPOUND TABLETS**
and a FREE copy of
"AIDS TO BEAUTY"

what every woman should do, send name and address now.

Send to **F. A. STUART COMPANY**
Marshall, Mich. Dept. M-110




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

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

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

A SOFT ANSWER
One of the best stories now being told in radio circles concerns a famous New

York orchestra and its publicity representative. Seems that the band had just finished its air show and the representative walked out into the lobby. Curious about the reaction to the program, he asked one of the young men attached to the studio how he liked it. Expecting the usual answer, the press agent was stunned when he heard: "I thought it was pretty bad. As a matter of fact, it was terrible."

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

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

PLATTER PATTER



Long one of the outstanding musicians in Cleveland, Maurice Spitalny, brother of Phil Spitalny, now is musical director of KDKA, in Pittsburgh

SWING YOUR PARTNER
Swing has been cursed and praised, but Victor goes the limit in glorifying it in its Symposium of Swing album—a necessary addition to any swing-fan's collection. Made up of four twelve-inch records, the album's best number is Bunny Berigan's version of I Can't Get Started With You. Also in it is one of the most famous swing arrangements of all time—Benny Goodman's two-side recording of Sing, Sing,

And high above the average is Tommy Dorsey's Stop, Look and Listen and Beale Street Blues and Fats Waller's Honeysuckle Rose. . . .

THIS T. Dorsey is quite a lad: His new translation of *Little White Lies* (Victor) edges over to the terrific side. But my greatest kick came from Connie Boswell's fantastically swell swing treatment of *Home on the Range* and *Martha*

RADIO STARS

Decca), a familiar operatic aria. Her accompaniment is supplied by Bob Crosby and his Bobcats—seven skilled operators selected from the full Crosby band. Their style is called *Discoland*—every man for himself. The Bobcats howl to great advantage in *Stumblin'* and *Fidgety Feet* (*Decca*).

NEW band of the month is Brunswick's Larry James'. Harry is the Goodman umpeter we told you about. He organized his own recording orchestra and included a few of Benny's boys. The result is good in *Jubilee* and *Can't I?* And his trumpet trumpets triumphantly in *Life Goes to a Party* and *When We're Alone*. Jimmy Lunceford's *'Frisco Fog* (*Decca*) is good, but it sounds a bit like *Powerhouse*. The reverse side—*Annie Laurie*—makes you wonder what became of Annie!

IN Loch Lomond (*Decca*) *Woody Herman* shows why all the soothsayers point a lim as a comer. I wasn't too excited about Count Basie's *Out the Window* and *Rock It For Me* (*Decca*) are good. *Ma Fitzgerald* rocks it on the latter platter with great ease. Every Day's a Holiday, but not for the lads making records! *Cab* allows a version (*Vocalion*) strikes me better than *Fats Waller's* (*Victor*).

SWEET AND LOW—FOR DANCING

The biggest song hits of this season are the sparkling numbers from Walt Disney's *Snow White*. Guy Lombardo presents two of them in the never-failing *Royal Canadian*

style. Carmen sings *With a Smile and a Song* and the trio does tricks to *Whistle While You Work* (*Victor*). Shep Fields does both numbers on a Bluebird release. Maybe you'll like his ripples. I didn't.

ONE of the smoothest bands on record (the pun is intended) belongs to Ambrose. His *Swing Patrol* and *Medley of Hebrew Dances* (*Decca*) is superior stuff. But Ted Fio Rito's *Reflections* and *EGGA DAGGA* (*Decca*) isn't. Horace Heidt's *Sail Along Silvery Moon* and *Rosalie* (*Brunswick*) double and triple in brass. In addition to his brass, Horace has a soprano, a baritone, a tenor and a glee club expressing the vocal of the latter. *Rosalie* gets a thorough work-out. Sammy Kaye, another of the musical stylists, swings and sways with *Sweet Like You* and *I'm Laughing Up My Sleeve* (*Vocalion*). A good sample of the maestro's work—if you like the maestro's work.

THE *Big Apple* is practically applesauce by now, but the waltz lives on. *Rudy Vallee* and the Yankees add proof in their *My Moonlight Madonna* (*Bluebird*). And *Jan Garber*, as always, gives his impression of *Guy Lombardo* playing *Avalon* and *Stardust* (*Brunswick*). But if you want to hear a really good imitation, get *Reggie Childs'* *Sweet Stranger* and *I'm The One Who Loves You* (*Decca*). He produces a carbon copy of *Hal Kemp*.

VOCALS

By all odds, the best vocalizing on recent releases is Maxine Sullivan's *Darling Nellie*

Grey and *The Folks Who Live On The Hill* (*Vocalion*). Her accompanying orchestra is directed by Claude Thornhill—her manager and one of Andre Kostelanetz' pianists. Connie Boswell's work in *You Took The Words Right Out Of My Heart* and *Outside of Paradise* (*Decca*) makes you wonder why in the world a network sponsor hasn't signed her e'er this. Frances Langford, another of the gifted lady-birds, does very badly by *I'm Gettin' Sentimental Over You* (*Decca*).

TOMMY DORSEY'S *Who* (*Victor*) rates attention in the voice department. As in the famous *Marie* record, Jack Leonard sings the regulation lyrics and the boys in the band talk back to him. He sings "Who-o-o-o," for example, and they say: "You tell me and I'll tell you." It's a lot of fun. *The Foursome* is an interesting novelty quartet. The boys sing *Chinatown*, *My Chinatown* and *Sweet Georgia Brown* (*Decca*)—and then, all of a sudden, you hear an ocarina fighting it out with a clarinet.

Charlie McCarthy's little playmate, *Dorothy Lamour*, has recorded *True Confession* and *Moon of Manakoura* (*Brunswick*). Nice enough to listen to, but it's a doggone shame you can't see her! With the organ background of *Eddie Dunstetter*, *Bob Crosby's* big brother *Bing* uses his pleasant baritone on *In The Mission By The Sea* (*Decca*). He also contends *There's a Gold Mine In The Sky*—which, if you know weekly radio salaries, seems to contain a lot of truth.

HOME

IT CAN'T MAKE MUCH DIFFERENCE—I'LL TAKE CHANCE ON THIS SOAP



OUT ON A PARTY

No S.A.*
[STOCKING APPEAL]

Save elasticity . . .
it's the secret of S.A.*

A run—and at the most embarrassing moment! "He" is bound to notice that you've lost S.A.

You *needn't* have constant runs, ugly wrinkles or snaky seams. Just use Lux. It saves *elasticity*, so threads *give* instead of breaking easily into runs. Stockings fit better, too.

Cake-soap rubbing and soaps with harmful alkali weaken elasticity—rob you of S.A.

LUX
for stockings

Stocking Appeal—
it's spoiled by
constant runs, holes,
twisty seams, wrinkles

CORN PAIN

Ended In ONE Minute

NEW TRIPLE-ACTION METHOD
 (1) Relieves pain instantly
 (2) Removes Corns, Callouses
 (3) Prevents Corns before they can develop.

No other method does as many things for you as Dr. Scholl's! Instant relief from pain; instant ending of shoe friction and pressure. So soothing, healing and protective you won't even be conscious of your feet when you walk, work, golf or dance. New or tight shoes are eased and corns, sore toes and blisters prevented.

Corns, Callouses Soon Lift Out
 Corns or callouses soon lift out when you use Dr. Scholl's Zino-pads with the separate Medication, included in every box.

Made **THIN** and **THICK**, in sizes and shapes for all conditions. Cost but a trifle. Sold everywhere. FREE sample of Corn size also Dr. Scholl's FOOT Booklet—write Dr. Scholl's, Inc., Chicago, Ill.



Dr. Scholl's Zino-pads

There is a Dr. Scholl Remedy, Appliance or Arch Support for Every Foot Trouble

There is a Dr. Scholl Remedy, Appliance or Arch Support for Every Foot Trouble

HAIR KILLED FOREVER

KILLED PERMANENTLY

From face or body without harm to skin. Our electrolysis device is safe. It has been used by following any directions or money refunded. Electrolysis is endorsed by physicians. Your electric current does not exceed 84 volts complete prepaid or C.O.D. plus postage.

CAMFIELD ELECTROLYSIS CO., 4-N, 2578 Broadway, N.Y. City

RADIO ARTISTS **DEMAND**

Learn Home

Any voice can broadcast under new direction. Write for free audition chart, Radio Arts, Broadway, 3819 Wilshire, Studio 2, Hollywood, Cal.

Their Harvest Years Made HAPPY!

CONSTIPATION

WORRIES SOLVED WITH THE VEGETABLE LAXATIVE

FOR many years they have used the dependable ALL-VEGETABLE laxative, Nature's Remedy (NR Tablets) to aid in keeping them fit. So mild, thorough, refreshing and invigorating. Dependable relief from sick head-aches, bilious spells and that tired-out feeling, when caused by or associated with constipation.

Without Risk get a 25c box of NRs from any drugist. Use for one week, then if you are not well pleased, return the box and we will refund the purchase price. That's fair. Try **Nature's Remedy**—it—NR Tonight—Tomorrow Light.

NR—TABLETS—NR

BEAUTY AND GRACE

(Continued from page 93)



Walter O'Keefe's radio career began in 1930, with Paul Whiteman. Now he's on **Hollywood Mardi Gras**, with Charles Butterworth and Lanny Ross. Tuesdays, at 9:30 p.m. EST on NBC-Red.

should be changed frequently. Of course, here the good habit of brushing the teeth at least twice a day, and after meals if possible, is formed.

For a young lady reluctant to take baths, much interest can be given to the daily tub—so essential to good grooming—through attractive and amusing bath accessories. The most popular of these with the youngsters are the new foamy bubbling bath-softeners. Even the grubbliest of young ladies will fall for a tubful of millions of bubbles and will make a game out of a task often shirked. Attractive bath powders, that come in pretty boxes and are not too strongly scented, often make a hit with the smaller fry.

A little bit of cold cream occasionally fits very neatly into the beauty routine for the very young. Windburn, chapping or, in the summer, sunburn, are not only painful to sensitive skins but also are drying. Albolene, so much used for infant care, is now made and sold in solid form and is an excellent lubricant with many purposes.

Every little girl must have a lipstick—don't faint—it's a most important beauty aid. But, in the case of the very little girl, the lipstick would be colorless. However, if you purchase this lip protective cream in lipstick form, the very young lady is much more apt to think it fun to use—"just like Mama does."

The chapped bare knees and hands that, alas, have been bare and gloveless when they should have been covered, require the same kind of soothing hand lotion that keeps Mother's hands so satiny smooth. Daughter will love her "very own" bottle of lotion and should very soon be in the

Your Hair Stays in Place HOURS LONGER with

DE LONG BOB PINS

1000 BEST QUALITY GOLD BRASS BOB PINS

3 STRAIGHT CURVES

Guaranteed by **GOOD HOUSEKEEPING** a *reputable brand*

No Matter How Lovely You Look—

it all can be spoiled by a run!

RUN-R-STOP saves you embarrassment as well as money. Just a drop will stop a run or snag **permanently**. Handsome **RED & BLACK VANITY** protects tube in purse. Ask for it at chain, department and shoe stores. Only **10c**

Guaranteed by Good Housekeeping as advertised herein.

RUN-R-STOP

FREE—we will send you a handy purse-size case of Nail White in a new convenient form. Simply mail the instruction sheet from a package of Run-R-Stop to Dept. M, CAMILLE INC.—49 East 21st Street, New York

BECOME AN EXPERT ACCOUNTANT

Executive Accountants and C. P. A.'s earn \$2,000 to \$10,000 a year. Thousands of firms need them. Only 10,000 Certified Public Accountants in the U. S. We train you theory at home in spare time for C. P. A. examination for a desirable position. 17 months experience essential. Personal training under supervision of staff of C. P. A. including members of the American Institute of Accountants. Write for free book. *Accountancy, the Profession that Pays.*

LASALLE EXTENSION, Dept. 4318-H Chicago

The School That Has In Its Alumni Over 1,450 C.P.A.'s

Why Blonde Hair Requires A Special Shampoo

Unless blonde hair is given special care it is sure to darken and lose beauty with age. But here at last, is a shampoo and a special rinse that brings out the lustrous beauty, the alluring sheen and highlights that can make blonde hair so attractive. Try New **BLONDEX**, this amazing Blonde Hair Shampoo and Special Rinse today. Costs but a few cents to use and is absolutely safe. Used regularly it keeps hair lighter, lovelier, gleaming with fascinating lustre. **BLONDEX** in new combination package (shampoo with separate rinse) sold at all stores. Large size costs less per shampoo.

habit of using a bit, each time after she has washed her hands.

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

Gracie feels she can't talk too strongly about nail-biting, which seems to follow so soon after thumb-sucking, as a major problem, and one almost as hard to cure. In fact, she tells of one friend who never did cure herself of this habit and now, a grown woman, wishes that her mother had done something concrete about it when she was a child. Even a tiny little girl will adore her own manicure kit and the pride of possession will arouse interest in the appearance of the fingernails. This is just about the best way of handling the nail-biting habit you can find. If the biting still continues, however, you should use one of the bitter lotions on fingertips, and gloves on the hands while sleeping.

It used to be considered a big joke to talk about a little boy who didn't wash behind his ears—but when a mother has been lax about the problem with either a little boy or a little girl, it proves to be no laughing matter. She will one day discover a ring of grime around the collar or sweater, that requires actual scrubbing—accompanied by horrific yowls from the protesting child! It is never too young to learn that the neck and shoulders are to be cleansed just as the face (a lesson that lots of grown-ups have yet to learn!). So, right now is the time for daughter to form the habit of considering the neck every bit as conspicuous and important as the nose!

All of this sounds like a terrific bother and waste of precious minutes to a busy mother and housewife, but Gracie Allen assures you that over a period of time the results are hours and nerves saved—as well as a dainty little miss!

The matter of daughter's weight is supervised by Mother. It is a wise mother who doesn't count too much on daughter "outgrowing" that decided tendency to be over or under weight. Gracie believes a physician should be consulted and that Mother should cooperate by seeing that daughter has the proper number of calories.

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

And still Mother's work is not done! After all the training and guiding of her young daughter, she must follow her own beauty routine, too. Gracie Allen says she never allows herself to forget that she must look fresh and attractive for her husband and family. They not only expect it of her, but they enjoy their pride in her.

Just a few moments, before Daddy comes home, spent in slipping on another frock, cleansing the face and applying a new make-up, flatters the family and gives a lift to Mother's own spirits! The briefest glimpse into the happy home life of Gracie, George, little Sandra and Ronnie, proves how absolutely right are Gracie's Beauty Secrets!

Singapore Nights

Created by a luxuriant Parisienne is Singapore Nights Perfume... a compelling, persuasive, different so exciting, any girl will long for it. Wear Singapore Nights Perfume when you want to be alluring, seductive. 10c at 5 and 10c stores.

Duchess of Paris. *Misses of Paris. Little Birds. All over the world.*

Duchess of PARIS

NEW . . . a CREAM DEODORANT
which safely

STOPS under-arm PERSPIRATION

ArRID is the ONLY deodorant to stop perspiration with all these five advantages:—

1. Does not rot dresses, does not irritate skin.
2. No waiting to dry. Can be used right after shaving.
3. Instantly stops perspiration for 1 to 3 days—removes odor from perspiration, keeps armpits dry.
4. A pure, white, greaseless stainless vanishing cream.
5. ArRID is the ONLY deodorant to stop perspiration which has been awarded the Textile Seal of Approval of The American Institute of Laundering for being HARMLESS TO FABRIC.

39¢ a jar
At drug and dept. stores

ARRID

TRIAL JAR: Send 10 cents (stamps or coin) for generous size jar of ArRID. Feminine Products, 55A Park Place, New York, N. Y.

HEARST RADIO EDITORS' ANNUAL POLL

Conducted by J. E. (Dinty) Doyle



"KEEP NAILS SHAPELY THE *Wigder* WAY". . . .

MEN love to see a girl's fingertips well-groomed. Keep them always lovely-to-look-at with the daily use of a Wigder Nail File. The triple-cut teeth file faster, more smoothly; the special Improved Cleaner Point safeguards the tender skin under the nail. Ask for the WIGDER Nail File!

On sale at all drug and 10-cent stores **10c**



Wigder
NEWARK NEW JERSEY
quality costs no more
NAIL FILES • TWEEZERS • NAIL CLIPS • SCISSORS

Coming! Next month, more of our interesting new department, STRAIGHT FROM THE COLD SHOULDER

STOP Scratching
RELIEVE ITCHING SKIN Quickly

Even the most stubborn itching of eczema, blotches, pimples, athlete's foot, rashes and other externally caused skin eruptions, quickly yields to cooling, antiseptic, liquid **D. D. D. PRESCRIPTION**. Dr. Dennis' original formula. Greaseless and stainless. Soothes the irritation and quickly stops the most intense itching. A 35c trial bottle, at all drug stores, proves it—or your money back. Ask for **D. D. D. PRESCRIPTION**.

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 stop getting up often at night. Other

symptoms are backache, irritated bladder—difficult or smarting 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 25¢ box of GOLD MEDAL Haarlem Oil Capsules today—the original and genuine—right from Haarlem in Holland—Don't accept a counterfeiter—Ask for and get GOLD MEDAL.



Gracie Allen, rated No. 1 Comedienne in this poll, with George Burns (left), Ben Blue and Bob Hope (right). All are in the film, *College Swing*.

AWARD TO "FORGOTTEN MAN OF RADIO IN 1937"

Edgar Bergen
BEST VARIETY PROGRAM

1—Bing Crosby
2—Charlie McCarthy Hour

3—Hollywood Hotel
BEST DRAMA PROGRAM

1—DeMille Radio Theatre
2—Hollywood Hotel

3—Columbia Workshop
BEST CLASSICAL MUSIC

1—Sunday Nights at Carnegie Hall
2—Sunday Evening Hour

3—N. Y. Philharmonic Hour
BEST SWING ORCHESTRA

1—Benny Goodman
2—Glen Gray

3—Tommy Dorsey
BEST SWEET ORCHESTRA

1—Guy Lombardo
2—Wayne King

3—Richard Himber
MASTER OF CEREMONIES

1—Major Bowes
2—Bing Crosby

3—Don Ameche
LEADING COMEDIAN

1—Fred Allen
2—Jack Benny

3—Edgar Bergen
LEADING COMEDIENNE

1—Gracie Allen
2—Marian Jordan (Molly)

3—Jeanette MacDonald
FEMALE VOCALIST (POPULAR)

1—Kate Smith
2—Frances Langford

3—Connie Boswell
FEMALE VOCALIST (CONCERT)

1—Grace Moore
2—Lily Pons

3—Jeanette MacDonald
MALE VOCALIST (POPULAR)

1—Bing Crosby
2—Tony Martin

3—Kenny Baker
MALE VOCALIST (CONCERT)

1—Lawrence Tibbett

2—Nelson Eddy

3—Richard Crooks

BEST COMEDY TEAM

1—Burns and Allen

2—Fibber McGee and Molly

3—Jack Benny and Mary Livingston

BEST CHILDREN'S PROGRAM

1—Irene Wicker (Singing Lady)

2—"The Lone Ranger"

3—Dorothy Gordon

BEST NIGHT-TIME SERIAL

1—"One Man's Family"

2—Amos 'n' Andy

3—The Easy Aces

BEST DAY-TIME SERIAL

1—Vic and Sade

2—The Goldbergs

3—"Today's Children"

BEST SPORTS ANNOUNCER

1—Ted Husing

2—Clem McCarthy

3—Bill Stern

ALL-AROUND ANNOUNCER

1—Harry Von Zell

2—Don Wilson

3—Ken Carpenter

ALL-AROUND MUSICAL SHOW

1—Andre Kostelanetz

2—Saturday Swing Club

3—American Album

BEST COMMENTATOR

1—Edwin C. Hill

2—Lowell Thomas

3—Boake Carter

BEST COMMENTATOR (MOVIES)

1—Walter Winchell

2—Jimmie Fidler

3—Elsa Schallert

OUTSTANDING STAR OF 1937

Charlie McCarthy

OUTSTANDING PROGRAM IDEA

"Hobby Lobby"

MOST IMPRESSIVE BROADCAST

Ohio Flood Relief

OUTSTANDING EDUCATIONAL

Columbia School of the Air

OUTSTANDING NON-PROFESSIONAL

Mrs. Eleanor Roosevelt

RADIO RAMBLINGS

(Continued from page 87)

hard to anticipate every possible whim of the little maestra. They treat him with the reverence usually reserved for a deity and it seems to keep him in good humor, week in and week out.

NBC wanted to take some action pictures of their little god, but he would allow no photographers in the studio at rehearsal or broadcast. Rather than tamper with his peace of mind, the executives went to the expense of drilling a hole through the back wall of a studio. A candid cameraman peers in through this little slot and takes his pictures. Toscanini conceded this would be all right, so long as he did not see the cameraman.

As a matter of fact, a cameraman might have proveled around inside the studio all through a rehearsal or broadcast without being noticed by Toscanini. He becomes tremendously immersed in his conducting. Besides that, the old man (he's seventy) is almost blind.

No one wanted to take the risk. There was just a chance the old man would see the photographer and no one knew what might happen then.

NEW YORK has one station unique in radio anywhere. This station plays classical music right through its schedule, just a brief interlude now and then for news or

a serious speech. It has been doing that for years and gradually has become one of the important stations of the New York area. Some commercial announcements are permitted but the product advertised is usually something like books or phonograph recordings of operas.

THE history of the station is as strange as its unique policies. The beginning came ten years ago when one of the leading radio engineers, John V. L. Hogan, wanted a radio station for his experiments in various phases of radio. Operating a station was expensive but he was collecting large fees and was willing to stand the expense.

He was granted an out of the way wavelength on a trial basis. He used phonograph records for most of his broadcasts and, because he detested jazz, he bought only records of the greatest symphonies, operas and chamber music. A few people happened to catch the broadcasts on their radios and began dropping cards and notes. That surprised the experimenters but they were busy with their problems and paid no attention.

THE volume of letters increased, all commending the station but curious about this classical music that poured out with no commercial announcements, no explanation, just the call letters, W2XR, New York. Newspapers investigated and began writing stories about this engineer who was experimenting in sound and wanted the sounds to be those of symphony orchestras.

Eventually Hogan was persuaded that his station might pay for itself with a few dignified commercial announcements, cut-

ting down the cost of his experimental work. That is what it is doing now, with a whole office and broadcasting staff running it and playing the records. Its microphones get into concert halls, it has a small orchestra of its own and advertisers send opera singers and string quartets to its studios.

Hogan has consented to just one change. The call letters, W2XR, had a technical sound, so they were changed to WQXR. The newly introduced Q would not confuse the old W2XR listeners and it sounded much more like a real radio station.

THE right side of the stage of Fred Allen's studio is always filled with a crowd of spectators, a little self-conscious at sitting, 'way up high, in full view of the studio audience. The chairs used to be there, a couple of years ago, for the amateurs Fred had on his program back in those days. The amateurs were abolished, but for a couple of weeks no one remembered to tell the porters the chairs would not be used.

Actors on the program noticed and began bringing their friends, instead of going through all the bother of begging tickets. The porters still have not been told about the chairs. Fred is a little amused at the thing each week, but he says nothing. He loves to see rules violated in the strict and formal precincts of Radio City.

FIBBER McGEE has been struggling valiantly to keep his program standing up in spite of the absence of Molly, but it is doubtful how long he will be able to carry

(Continued on page 104)

New Cream with "Skin-Vitamin" does More than Ever for your skin

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

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

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

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

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

In Pond's Vanishing Cream,

this precious "skin-vitamin" is now carried right to the skin. It nourishes the skin! This is not the "sunshine" vitamin. Not the orange-juice vitamin. It is the vitamin that especially helps to maintain skin beauty.

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

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



Melts Roughness
Holds Powder



The Countess de la Falaise

says: "I've always felt I couldn't do without Pond's Vanishing Cream before and overnight. Now, it's simply magical. In 3 weeks it has made my skin seem finer, livelier!"

"Always a grand softener
and powder base . . .
NOW A
NOURISHING
CREAM, TOO"
The Countess de la Falaise

SEND FOR THE
NEW CREAM!

Test it in
9 Treatments

Pond's, Dept. 0RS-VR, Clinton, Conn. Rush special tube of Pond's new "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 10c to cover postage and packing.

Name _____

Street _____

City _____ State _____

Copyright, 1938, Pond's Extract Company

MEN LOVE Peppy GIRLS!



IF you are happy and peppy and full of fun, men will take you places. If you are lively, they will invite you to dances and parties.

BUT, if you are cross and lifeless and always tired out, men won't be interested in you. Men don't like "quiet" girls. Men go to parties to enjoy themselves. They want girls along who are full of pep.

For three generations one woman has told another how to go "smiling through" with Lydia E. Pinkham's Vegetable Compound. It helps Nature tone up the system, thus lessening the discomforts from the functional disorders which women must endure in the three orials of life: 1. Turning from girlhood to womanhood. 2. Preparing for motherhood. 3. Approaching "middle age."

Make a note NOW to get a bottle of famous Pinkham's Compound TODAY from your druggist. Enjoy life as Nature intended.

Lydia E. Pinkham's

VEGETABLE COMPOUND

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 brilliant, healthy, shining, happy-looking freedom of mind and greater success. Backed by the wisdom of successful women of the world. Also used by professionals. Send 5c for "How to Remove Superfluous Hair Forever." D. J. Mahler Co., Dept. 360, Providence, R. I.

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 check for mailing costs. For beauty's sake, send coupon TODAY!

Flame-Glo
TRIPLE INDELIBLE

REJUVIA BEAUTY LABS.
DEPT. AJ, 116 WEST 14TH ST., N. Y. C.

Send me 3 trial size FLAME-GLO lipsticks and 1 tube of REJUVIA Mascara Cream, enclosed (15c in Canada) (Stamps or Coin for mailing should be enclosed)

NAME _____

ADDRESS _____

CHECK MASCARA COLOR DESIRED:
D BLACK D BROWN D RED

10c AND 20c AT LEADING 5 & 10c STORES

(Continued from page 103)
on without losing listeners. They were a great combination, McGee with his obviously counterfeit swagger and braggadocio and Molly's heavy-handed, insistent-voiced domination. Without Molly to buffet McGee around, the whole comic style of the program is changed—and not for the better. The miscellaneous stooges McGee has been using are no adequate substitute.

Molly's health may permit her to return by the time these lines appear, or her absence may extend indefinitely. She has been heard on the air only a couple of months of the past half year. Details of her illness have not been revealed but it is said to be mainly nervous exhaustion and insomnia.

ROBERT TAYLOR has branched out as a very acceptable master of ceremonies on the Thursday evening Metro-Goldwyn-Mayer show. He took over the job recently for two reasons—first, the floundering program was desperately in need of a conductor with authoritative name and manner; second, to overcome some of the "pretty boy" reputation that has been fastened (along with derisive jokes) on Taylor.

His new radio rôle presents him as a hearty, genial young man, without undue bother about being comical or glamorous. The arrangement has worked out well for the program and for Taylor.

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

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

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

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

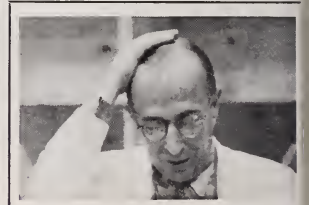
His Sunday evening program this season is one of the liveliest new half-hour shows of the year.



WAKE UP YOUR LIVER BILE...

Without Calomel—And You'll Jump Out of Bed in the Morning! Rin' 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." Harmless, gentle yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 25c at all drug stores. Stubbornly refuse anything else.



Charlie Butterworth concentrates at Hollywood Mardi Gras rehearsal.

BANISH DANGER OF LOOSE WIRES WITH JUSTRITE PUSH CLIPS

Keep lamp, radio, telephone wires SAFE and neat—off the floor with JUSTRITE PUSH-CLIPS. In colors to match lamp cords or wood-work. Instant on famous Justrite Quality Push-Clips—set of 8 for 10c.

EASY TO INSTALL NO TOOLS REQUIRED AT YOUR 10-CENT STORE

ASTHMADOR

For ready relief from the suffocating agonies of asthmatic attacks, try Dr. Schiffmann's ASTHMADOR. The steady of thousands for over 70 years, ASTHMADOR aids in clearing the head—helps make breathing easier—allows restful sleep. At your druggist's or powder, cigarette or pipe mixture form.

For free sample write Dept. O, R. SCHIFFMANN CO., California, Los Angeles.

SUFFERERS FROM PSORIASIS (SCALY SKIN TROUBLE) USE DERMOL

MAKE THE ONE SPOT TEST

Don't mistake eczema for the stubborn, ugly, embarrassing scaly skin disease Psoriasis. Apply non-staining DERMOL. Thousands do. Grietful 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. DERMOL is backed by a positive agreement to give a definite benefit. In 2 weeks or more it is refunded without question. Generous trial bottle sent FREE to those who send in their largest, name and address to Dermol, 1000 Atlantic Ave., Dept. 100, Newark, N. J. Write today for your test bottle. Results may surprise you. Don't delay. 25c by Western Union. Dept. 100, Newark, N. J. Write today for your test bottle. Results may surprise you. Don't delay. 25c by Western Union. Dept. 100, Newark, N. J. Write today for your test bottle. Results may surprise you. Don't delay. 25c by Western Union. Dept. 100, Newark, N. J.

SEND FOR GENEROUS TRIAL SIZE FREE

THE RADIO HOSTESS

(Continued from page 55)

order of their use.

Most of these ingredients, fortunately, can be procured in cans and bottles, with little or no trouble, right in your own neighborhood. That feature was one I specified with unmistakable firmness. However, I suspect that some of the substitutions that I thought it wise to make caused my Oriental mentors to write in secret torment. But they had to admit that it might be well to indicate these substitutions for the benefit of those who could not hope to find a real Chinese grocery store in their own home town.

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

Here, then, you have both a *Chop Suey* and a *Chow Mein* recipe, whose principal ingredients can be found on your own grocer's shelves, but whose flavor will stem unmistakably from the Orient. "Chow Mein," by the way, means "Fried Noodles." I was informed; although the term, as we know it, is generally employed to describe the mixture of meats (or fish) and vegetables which we serve with the noodles. *Chop Suey*, on the other hand, is a similar mixture, served with rice instead of noodles. However, noodles or no, a Chinese meal without rice would be unthinkable. So I am giving you directions here for preparing rice in the true Chinese fashion, which assures flaky, tender grains—each separate and never soggy. Tea, also, is a Chinese dinner "must," so here you have the simple tea-brewing directions given by the chef.

This same gentleman also parted with his prize recipe for *Egg Rolls*—those crispy, fried morsels filled with various chopped foods, which are served as a first course by American connoisseurs of fine foods. Since these call for water-chestnut flour (or the almost equally hard-to-procure rice flour), I'm afraid only those of you who have access to a Chinese food supply store, or who have a pull with your local *Chop Suey* parlor, can hope to make them. But they're really worth considerable effort. Think of the extra satisfaction you'll have, too, serving something your friends may never have tasted and certainly never have attempted to make!

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



NOW
Love IS TRUE

Yesterday, romance was distant . . . today, love is singing in her heart. That's because she discovered the secret of allure—the magic fragrance of *Blue Waltz Perfume*—the haunting, flower-like scent that no man can resist. You, too, can win adoration. Dab the exquisite bouquet of *Blue Waltz Perfume* on your hair, your throat—and the very air about you will seem transformed by the witchery of your charm. 10c. at 5 and 10c stores.

Blue Waltz



BLUE WALTZ PERFUME • FACE POWDER • LIPSTICK • BRILLIANTINE • COLOGNE

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COMMERCIAL ART
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• CARTOONING

Perhaps you have the desire but not the ability to draw. If so we can train you at home like we have done for so many others since 1914. The ability to Draw offers recreation and pleasure, and a profitable career in Art. Write for free book, "Art for Pleasure and Profit". State age, occupation.
STUDIO 324E, WASHINGTON SCHOOL OF ART
115-13D STREET, N. W., WASHINGTON, D. C.

Now lift off

corns



AND RELIEVE PAIN QUICKLY

Just put a few drops of *Freezone* on that aching corn and you'll make the wonderful discovery many thousands have made. Pain is quickly relieved. And soon the corn gets so loose you can lift it right off with your fingers. You'll agree that it's a quick, easy way to relieve pain and remove hard and soft corns, even corns between the toes. Any druggist will sell you a bottle of *Freezone* for a few cents. Try it.

FREEZONE

GEE WHIZ -
YOU LOOK BETTER WITH A SHINE!



TAKE YOUR PICK

The new **GRIFFIN A. B. C. Liquid Wax**, in black, tan, brown and blue . . . No dauber, no brush, no polishing cloth—just spread it on with swab in bottle. It dries to a shine—re-colors faded leathers.

—or, **GRIFFIN A. B. C. Wax Polish** in the jumbo tin, all popular colors, for the nearest thing to a professional shine of home.



Bottle or Tin
10c

BOTH MADE BY

GRIFFIN
THE GREATEST NAME IN SHOE POLISH

RADIO LAUGHS...

(SELECTED SNICKERS FROM POPULAR PROGRAMS)

WARREN: Why, yes, Jack. There's a survey. I have it right here in my pocket.

JACK: A survey?

WARREN: Yes. They have an accurate check of just how many people listen in to each show, and they are rated accordingly. The rating *AB* means excellent. *CD* means good, *GH* means fair, and so on.

JACK: What's my rating?

WARREN: PU!

(JACK HALEY, Log Cabin Jamboree.)

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

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

GRACIE: Why no—how can you get cream, when you can't even milk a freckle? (BURNS & ALLEN, Grape-Nuts Program.)

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

VOICE: Twenty cents.

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

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

PHIL: Yeah—and what did you get?

VOICE: A pair of shoes.

(PHIL BAKER, Good Gulf Program.)

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

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

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

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

KEN: What do you mean, the name of the song is a part of an auto? You mean *Oh? . . . I've Got That OIL Feeling?*

OSWALD: *O-o-h, no! I got it—it's four-wheel brakes!*

KEN: Four wheel brakes?

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

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

JERRY: Have I? You know Carmen?

TED: Of course!

JERRY: What's she been doing lately? (TED HAMMERSTEIN and JERRY MANN, Hammerstein Music Hall.)

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

(ALICE FROST, NBC.)

GEORGE: He's in jail, huh?

GRACIE: No . . . in a nudist camp.

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

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

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

HARRY: Packing your what?

BOTTLE: My k-trunk.

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

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

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

BOTTLE: Oh, Mr. Von Zell! . . . Kanoe?

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

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

PAT: Squirtainly I can spell campaign. Here—I'll spell it for you . . . C-A-M . . .

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

PAT: Standin' right next to me! (PICK and PAT, Pipe Smoking Time.)

TED: *Vegetable soup? What's that?*

JERRY: *Ever eat hash?*

TED: *Yes.*

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

BOB: . . . Aunt Poody says: "Well, that's the last straw!" She says: "I never thought a husband of mine would stoop to such a low, mean trick as to rob the baby's bank." She says: "Just when I counted it yesterday, there was purty near enough to git that kraft I been lookin' at." (BOB BURNS, New Hat Music Hall.)

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

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

GEORGE: He probably found out it was rheumatism.

GRACIE: No—termites. (BURNS and ALLEN, Grape-Nuts Program.)

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

HARRY: A lot of entertainers? Where?

BOTTLE: There! (points)

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

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

BOB: Yeah . . . what did you do?

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

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

HONEY: No thanks, Mistah Hope.

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

HONEY: Yeah . . . but I learned my lesson!

(BOB HOPE and HONEYCHILE, NBC.)

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

JERRY: Heard of it? Why, I sang in the six bits from Lucy . . . Cafeteria Rusty

Can, and in the opera taken from Dimitri at Eight.

TED: From Dinner at Eight?

JERRY: Yeah . . . Aida. (TED HAMMERSTEIN and JERRY MANN, Hammerstein Music Hall.)

MAMIE: *Well—I don't need you take me nowhere, you mug! I can find dozen guys to go out with me, if I on look hard enough.*

GRACIE: *Well, you certainly look ha enough.*

(GRACIE ALLEN, Grape-Nuts Program.)

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

BETTEL: Don't open your mouth who you're full of bologna!

(PHIL BAKER, Good Gulf Program.)

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

CHARLIE: Oh, thank you!

BETTE: The farther the better.

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

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

PICK: *No, you crazy fool . . . C. I. O. is a union . . . you know wh unions is, doesn't you?*

PAT: *Squirtainly . . . I loves to eat 'e*

PICK: *Loves to eat what?*

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

AL: Parky, what are you doing carr ing that vase?

PARKY: That's not a vase. That's Greek.

AL: What's a Greek urn?

PARKY: Fifteen dollars a week at tips. (AL JOLSON and PARKYAKARU Rinsin Program.)

KENNY: Oh, look . . . a butterfly fle out of Jack's pocketbook.

MARY: That's a moth.

JACK: What's so funny about a moth?

MARY: That one had a beard! (JACK BENNY, Jell-O Program.)

PICK: *All right . . . you're the commi sioner in your office and I'm comin' in see you . . . door opens . . . door cracks . door shuts . . . Hey, you!*

PAT: *Take your hat off, you . . . ne take your mask off.*

PICK: *Mask off? That ain't a mask got on, that's my face!*

PAT: *That's your face?*

PICK: *Yeah.*

PAT: *Then for Heaven's sake, get mask!*

PICK: *What's wrong with my face?*

PAT: *What's wrong? . . . Boy, I on wish I had hiccups, so I could look at yu and get scared!* (PICK and PAT, Pipe Smoking Time.)

Beautiful Eyes
 HELP "MISS TYPICAL AMERICA"
 WIN HOLLYWOOD CAREER

Radiant Eleanor Fisher—chosen from thousands of America's most dazzling beauties in a great magazine's nationwide search for "Miss Typical America!"—Her crowning reward now a chance at Hollywood heaven in Paramount's new romantic achievement, "True Confessions!"

Of supreme importance in helping her to win, were Miss Fisher's beautiful eyes, framed with the glamour of long, romantic lashes. The charm of beautiful eyes, with natural-appearing long, dark, luxuriant lashes can be yours too, instantly, with but a few simple brush strokes of Maybelline Mascara, in either Solid or Cream-form. Both forms are harmless, tear-proof and non-smudging.

Do as America's loveliest women do—form graceful, expressive eyebrows

with Maybelline's smooth-marking Eyebrow Pencil.

Frame your eyes with glamour—accent their color and sparkle with a faint, misty tint of harmonizing Maybelline Eye Shadow, blended lightly on upper lids.

Guard against crows-feet, laugh-lines and wrinkles around the eyes—keep this sensitive skin soft and youthful—by simply smoothing on Maybelline Special Eye Cream each night.

The name Maybelline is your absolute assurance of purity and effectiveness. These famous products in purse sizes are now within the reach of every girl and woman—at all 10c stores. Try them today and see what an amazing difference Maybelline Eye Beauty Aids can make in *your* appearance.

Eleanor Fisher
 "Miss Typical America"
 appearing in
 Paramount's
 "True Confessions"



Maybelline famous, economical Solid-form Mascara in brilliant gold metal vanity... Black, Brown, Blue, Grey... Refills, Size

Maybelline popular Cream-form Mascara with Brush, in dainty zipper bag. Black, Brown, Blue, Grey... Size

Maybelline smooth-marking Eyebrow Pencil... Colors to match your Mascara. Black, Brown, Blue, Grey... Size

Maybelline creamy, harmonizing Eye Shadow. Blue, Blue-Grey, Brown, Green or Violet.

Maybelline Eye Cream—to soften, protect and smooth the tender skin around your eye.

Maybelline
 THE WORLD'S LARGEST
 SELLING EYE BEAUTY AID

CLAUDETTE COLBERT
Co-starring in Paramount's
"Bluebeard's Eighth Wife"



From Laughs to Tears in 30 Seconds

CLAUDETTE COLBERT tells how the throat-strain of emotional acting led her to Luckies..

"Emoting to order" is a real strain on the throat. That's why an actress thinks twice before choosing a cigarette. Miss Colbert says: "After experimenting, I'm convinced that my throat is safest with Luckies."

Ask a tobacco expert why Luckies are so easy on the throat. He'll undoubtedly explain that the choice tobacco Lucky Strike

buys, makes for a light smoke. And he may add that the exclusive "Toasting" process takes out certain irritants found in *all* tobacco.

Here's the experts' actual verdict... Sworn records show that, among independent tobacco experts not connected with *any* cigarette manufacturer, Luckies have twice as many exclusive smokers as all other brands combined.



*Sworn Records
Show That...*

WITH MEN WHO KNOW TOBACCO BEST- IT'S LUCKIES 2 TO 1