

LOSING THE MARIJUANA DRUG EVIL IN SWING BANDS!

NATIONAL BROADCASTING COMPANY, INC.

Radio Stars

THE LARGEST CIRCULATION OF ANY RADIO MAGAZINE

L Y
O
NTS



ANDY

COMPLETE COAST-TO-COAST PROGRAM LISTINGS

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

Well, I'm Elected — I've got "Pink Tooth Brush" now!

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

"PINK TOOTH BRUSH"

ANN: "Hello, Jane. Well, the laugh's on me—there's a tinge of 'pink' on my tooth brush. What do I do now?"

JANE: "See your dentist, pronto. Cheer up, my pet—

maybe it's nothing serious!"

ANN: "Good heavens, I hope not. What did Dr. Bowen tell you?"

JANE: "Mine was a plain case of gums that practically never work—I eat so many soft foods. Believe me, I've been using Ipana with massage ever since. It's made a world of difference in the looks of my teeth and smile!"

ANN: "You make good sense, darling. Guess there's just one thing to do—find out what Dr. Bowen tells me..."

Don't let "Pink Tooth Brush" ruin your smile

WHEN you see "pink tooth brush" see your dentist. You may not be in for serious trouble, but let him decide. Usually, he'll tell you that yours is merely another case of neglected gums. Because so many modern foods are creamy and soft, they fail to give our gums the exercise they need. That's why so many dentists today advise "the healthful stimulation of Ipana with massage."

For Ipana, with massage, is especially designed to help the gums as well as clean the teeth. Each time you brush your teeth, massage a little extra Ipana into your gums. As circulation increases within the gum tissues, gums tend to become firmer, healthier.

Play safe! Change today to Ipana and massage. Help your dentist help you to sounder gums—brighter teeth—a lovelier smile!

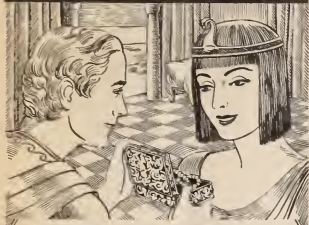
* * *
DOUBLE DUTY—Perfected with the aid of over 1,000 dentists, Rubberset's *Double Duty* Tooth Brush is especially designed to make gum massage easy and more effective.



IPANA TOOTH PASTE



Are You a MODERN CLEOPATRA?



THE GLAMOUR-QUEEN of the Nile knew this fascinating secret—the lure of a smooth and deliciously fragrant skin...



TAKE A TIP from History's No. 1 Charmer and keep always adorable with the romantic, lingering scent of Djer-Kiss Talc.

START your day the Djer-Kiss way! Bathe your entire body with this delightful talc each morning. Djer-Kiss keeps you dainty and refreshed all day... Helps you stay cool, for it actually lowers body temperature. Clothes feel more comfortable... Makes you alluringly fragrant. Use Djer-Kiss generously, for the cost is surprisingly small. Buy it today at drug and toilet goods counters—25c and 75c sizes. Liberal 10c size at all 10c stores.

The same delightful fragrance in Djer-Kiss Sachet, Eau de Toilette and Face Powder.

YOURS FREE—the exciting new book, "Women Men Love—Which Type Are You?"

—full of valuable hints on how to make yourself more alluring. Just send a post card with your name and address to Parfums Kerkoff, Inc., Dept. A, New York.



... genuine imported talc scented with Djer-Kiss perfume by Kerkoff, Paris.

DJER-KISS
(Pronounced "Dear-Kiss")
TALC
By KERKOFF · PARIS



RADIO STARS

Lester C. Grady, Editor; Ella Riddle, Associate Editor; Abril Lamarque, Art Editor

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TWO YEARS IN A ROW
THE PRIZE AWARD!

Talented Luise Rainer again wins the Academy Award. This time for pathetic Olan in "The Good Earth." Last year for Anna Held in "The Great Ziegfeld." Her new role is her greatest!

Luise Rainer as
"THE TOY WIFE"

... who has youth and beauty and all the world to gamble it in... "life slips too hurriedly by, so sip the cup of frivolity and danger while you may"... you will watch with beating heart this sensational drama of New Orleans' gayest, maddest era in Metro-Goldwyn-Mayer's glamorous production. In the cast also: MELVYN DOUGLAS, ROBERT YOUNG, Barbara O'Neil, H. B. Warner. Directed by Richard Thorpe. Produced by Merian C. Cooper. Screen Play by Zoe Akins.





You'll find a dash of Magic in CABAÑA!

MAKE your summer nails lovely with CABAÑA, the color men admire. Here is a flattering, tawny red . . . fresh, gay and stimulating . . . a color that throbs with romance!

You'll want CABAÑA in the city to wear with stylish blacks and beiges. You'll need it in the country for your South Sea prints and whites. At the beach CABAÑA suits the scene . . . it makes moonlight dances forever memorable . . . it holds a promise of thrilling things ahead.

Use this striking shade to accent summer highlights in your hair . . . the sunny undertone of your complexion . . . the glamour of your summer self. Get CABAÑA today!

Glazo Is Ideal For Summer!

1. LONGER WEAR — new Glazo lasts days longer without peeling or chipping. Slightly heavier—clings to nails.
2. EASY TO APPLY — goes on evenly. Will not streak or run. Dries quickly.
3. BRILLIANT LUSTRE — won't fade or become dull in sun or water.

Get Glazo's smart new colors — CONGO, SPICE, TROPIC and CABAÑA — at all drug counters. Extra large size, only **25¢**



GLAZO

The Smart Manicure



Basil Fomeen not only conducts an orchestra, but invents musical instruments as well. He shows singer Hildegard his Basilphone.

CONDUCTOR INVENTOR

Basil Fomeen is both and does each equally well



The Basilphone combines the music of an entire orchestra, and chimes; is played like a piano.



"When your feet hurt...you hurt all over!"



Wm. M. SCHOLL, M. D.

SAYS DR. SCHOLL

"The ill-effects of foot trouble are many. Often they are felt in parts of the body remote from the feet—in the form of backaches, neuritis, arthritic or rheumatic-like pain in the knees, legs and feet, excessive fatigue after standing or walking, etc. . . Besides your general health, your looks, earning power, disposition, personality—all suffer when your feet hurt."

Don't neglect your feet! There is a Dr. Scholl Foot Comfort* Remedy, Appliance or Arch Support for your foot trouble, assuring quick, medically safe

relief at small cost. They are the result of 34 years of study, research, laboratory experimenting and clinical testing by this internationally famous foot authority.

NOW is the time to get relief—during DR. SCHOLL'S FOOT COMFORT WEEK.

Over 125,000 Drug, Shoe, Department and 10¢ Stores are behind this annual drive to relieve foot troubles. Go to your dealer now and let him show you how easy Dr. Scholl has made it for you to be foot-happy.

Remember—anything you buy bearing Dr. Scholl's name must give you satisfaction, or your money will be refunded.



CORNS, SORE TOES

Dr. Scholl's Zino-pads relieve pain, remove corns. Stop cause—shoe friction and pressure; prevent sore toes, blisters. Thin, soothing, healing, cushioning.



CALLOUSES

Dr. Scholl's Zino-pads, special size for callouses, quickly relieve pain, safely remove hard, dead skin. Stop shoe pressure. Very soothing and healing.



BUNIONS

Dr. Scholl's Zino-pads for bunions relieve pain; stop shoe pressure on the sore spot. Thin, protective, healing, safe, sure. Won't come off in bath.



SOFT CORNS

Dr. Scholl's Zino-pads for soft corns between toes, relieve pain instantly; take pressure off the sore spot; quickly, safely loosen and remove soft corns.



FOOT RELIEF

Dr. Scholl's Kurotex, velvety-soft foot plaster relieves shoe pressure on corns, callouses, bunions, tender spots, prevents blisters. Cut it to any size.



CORNS, CALLOUSES

Dr. Scholl's Liquid Corn and Callous Remedy, 2 drops relieve pain quickly; soon loosen and remove hard or soft corns and callouses with ease.



REMOVES CORNS

Dr. Scholl's Corn Salve quickly relieves pain and soon loosens old, hard corns for easy removal. Dependable, economical. Easy to apply.



REMOVES CORNS

Dr. Scholl's Fixo Corn Plasters quickly relieve pain and remove corns. Stop nagging shoe pressure. Easy to apply, stay in place, Waterproof.



EASES FEET

Dr. Scholl's Mole skin, foot plaster for relieving shoe pressure on corns, callouses, bunions, tender spots. Prevents blisters. Cut it to any size or shape.



For **FREE FOOT BOOK** and sample of Dr. Scholl's Zino-pads for relieving corns and sore toes, write Dr. Scholl's, Inc., Dept. MCW, Chicago, Ill.

TENDER FEET

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



TIRED, ACHING FEET

Dr. Scholl's Foot Balm quickly relieves tender, aching, tender, sensitive, tired feet, caused by exertion and fatigue. Safe, sure. Very refreshing.



CLEANSE FEET

Dr. Scholl's Foot Soap (granular), loosens secretions of the skin, cleanses skin pores; stimulates normal circulation, aids in promoting foot health.



PROTECTS STOCKING

Ease-all Stocking Heel Protector firmly but comfortably grips the heel, saves wear of stocking at the heel, prevents blisters. Washable.



FOOT LOTION

Dr. Scholl's Foot Lotion cools, soothes, invigorates tired, burning feet. Relieves soreness. Delightfully comforting; deodorizing and antiseptic.



RELIEVES SORE FEET

Dr. Scholl's Bath Salts relieve tired, aching feet. Also useful in bath for relieving muscular aches, pains. Soften water for all toilet purposes.



CROOKED HEELS

Dr. Scholl's Walk-Strates prevent crooked heels, keep shoes shapely. Cushion heel; save on repairs. Easily attached in any shoe. For men and women.



SORE, TENDER HEELS

Dr. Scholl's Heel Cushions make walking a pleasure; provide mild support for the arch. Made of sponge rubber, covered with leather. Easily applied.



CORNS, BUNIONS

Dr. Scholl's Fat Pads in slits for corns and bunions instantly relieve pain of these foot troubles by stopping shoe pressure on sore spot. Easy to apply.



*TRADE MARK REG. U. S. PAT. OFF.

Dr. SCHOLL'S FOOT COMFORT WEEK

"SCRAM TO THAT SCOWL"



"FELLA, it's already gone!
You see—I found that pack-
age of Beeman's you slipped
in my pocket! Some flavor,
I'll say! I like that luscious
smoothness—that clean tang!

Look at the package — see
that tight sealed foil? Keeps
the air *out* and the fresh
flavor *in* — no wonder Bee-
man's has such fresh snap
and go! Let's stop in for
more Beeman's right now!"

Beeman's
AIDS DIGESTION...

EXPOSING the Marijuana drug evil in swing bands

BY JACK HANLEY

Astounding facts about the habitua
use of "reefers" among musician

YOU'VE read about marijuan
of course. Newspapers recent
have been full of stories abou
reefer-crazed young men an
women jumping from windows
killing policemen, robbing, as
saunting and running amuck
while under the influence of th
weed. And many stories abou
marijuana say that among tho
who first spread its use here w
musicians; specifically, "hot" o
"swing" musicians.

Did that mean, then, that th
hot virtuosi of rhythm we liste
to on the air are not just high
talented, expert "ride" men
Were the sizzling trumpet lick
the ingenious and finger-break
ing riffs of the clarinet, the
wacky off-beat of the drums al
the product of drug-inflamed
performers? There was one way
to find out, so your reporter tric
it. Knowing something of music
and musicians, I investigated
questioned and tried to get the
low-down on marijuana in its
connection with music.

It wasn't very simple; those
who know, or who have been
using the "hay" themselves, are
naturally reticent about it. Stories
and articles giving statistics on
the spread of the weed, criminal
records of the various shocking
crimes committed under its in-
fluence, guesses and estimates
were all very significant. But I
wanted to get the first-hand facts
from musicians themselves. And
the following facts came to light.

Most of the really big-time
swingsters are definitely *not*
reefer addicts; produce their ef-
fects entirely legitimately. Yet,



at least one major hot organization on the air is usually "high" on reefer.

Musicians' use of marijuana is confined almost wholly to swing players.

Those who "hit the weed" seem to use it more temperately or to show less violent reactions than users outside the musical profession.

The most persistent users among the "cats" are the younger players and the second and third raters who think both that it's "smart" to smoke, and that the "hay" improves their technical ability.

Colored swingsters, on the whole, are "walking on air" more often than whites; yet, again, most Negro top-notchers avoid the stuff.

I talked first to some "sweet" musicians, whom the "cats" call long underwear" men. They were agree or completely mystified about marijuana. Those who had heard about it knew very little and shied away from discussion, understandably enough. Mark Warnow, one of radio's top-notch "straight" leaders, said:

"I can truthfully say that neither myself nor any of my orchestra ever even heard about reeferers until recently. Not very long ago a man appeared on the *We, The People* program for which we played, and he spoke about marijuana. And we had only the vaguest notion of what he was talking about until he had explained himself.

"My orchestra is a group of serious young men and women who take their music seriously; who love music. They are no more associated with the wild, hectic type of music as they are with opium or black magic. We find our music on the pages of our arrangements, not in haphazard improvisations. And the permanent—the creative element—in permanence is given to shadings of tone, to interpretation and nuances of expression. I know that no musician of this type with whom I have been associated has had anything to do with marijuana."

Emil Coleman, society bandleader and popular exponent of "sweet" music, says essentially the same thing. "I'm the youngest member of my orchestra, in point of service," he says, "as been with me for twelve years. I have been with me for twenty years, so I believe that I know my music pretty well, particularly since I know my musicians from the standpoint of character as well as a high degree of musical ability.

"Swing music, it appears to me, seems to need some stimulant, it requires extreme cleverness of its performers; perhaps some get that

NO DATES IN MARY'S BOOK NO SONG IN MARY'S HEART



She doesn't dream that underarm odor is the reason men pass her by!

Mary is pretty, vivacious, and young—she should be as popular as any girl around. Yet the men that she meets always seem to avoid her. Through glorious summer evenings she sits home alone, while men take other girls out on good times!

Too bad Mary doesn't realize that it takes more than a bath to prevent underarm odor—that underarms must have special care to keep a girl dainty and fresh, safe from offending.

Wise girls use Mum! They know that a bath takes care only of *past perspiration*,

but Mum prevents odor *before it starts*. To avoid all risk of offending friends—use Mum every day and after every bath. With Mum, you'll be *sure* your charm is lasting, you'll be a girl that men always find *attractive!*

MUM IS QUICK! One-half minute is all it takes to smooth a quick fingertipful of Mum under each arm.

MUM IS SAFE! Mum is soothing to the skin, harmless to every fabric. You can use it right after underarm shaving.

MUM IS SURE! Without stopping perspiration, Mum's sure protection lasts all day or all evening long. No worries, then, about unpleasant odor. For Mum makes underarm odor *impossible!*

IT TAKES MORE THAN A BATH—IT TAKES MUM



For Sanitary Napkins—
No worries or embarrassment when you use Mum this way. Thousands do, because it's **SAFE** and **SURE**.

MUM

TAKES THE ODOR OUT OF PERSPIRATION

(Continued on page 18)

THE RADIO HOSTESS

By
NANCY WOOD



Miss McBride in her study, where she lunches lightly and prepares her daily talks.

INTO the homes of that vast mid-day audience composed largely of women, there comes over the radio every day—Monday through Friday—on the Columbia network, the cheery voice of Mary Margaret McBride, the guest of our Hostess department this month.

One of radio's most interesting women, as well as one of its hardest workers, is this same Mary Margaret, who, day in and day out, discusses with her devoted army of listeners the most amazing variety of subjects. And who, while so doing, somehow manages to sound not like some distant, unseen commentator reading a prepared speech into a mike, but just like one woman talking to another "across the table" about her daily "doings."

But, after all, why shouldn't she sound like that? For Miss McBride actually thinks of every one of her listeners as a friend whom she is on the air to interest and amuse with stories about things which she herself has found both interesting and amusing. The informal, unstudied and chatty delivery that characterizes her talks is entirely due to the fact that they are not read from a script but are really spoken "across a table" as woman to woman, not as a radio speaker consciously addressing an unseen audience of millions. True, Miss McBride has some notes to guide her, but these are in only the briefest outline form.

And so seldom are they referred to, and then with only the most casual glance, that she stands out as one of the very few broadcasters who will have no need to dread the arrival of television with its probable "no reading of scripts" requirement.

But all this, come to think of it,

One of the things she talks about frequently, of course, is food in general and her sponsor's product, quick cooking tapioca, in particular. Naturally, we, too, will speak about foods sooner or later in this article. After all, this is a Home Service department, designed to help you to be a better hostess through radio inspired suggestions and a better cook with the help of favored recipes of the radio celebrities. So, of course, we will eventually get around to a discussion of Miss McBride's food preferences and to recipes for several of her best-liked dishes. But to speak only of foods where she is concerned would be to reveal but one side of her many-faceted personality. Somehow, I think you'll enjoy her recipe suggestions even more after you know her better. After you have "visited" her with me, that is, in her own home and watched for a single hour the many tasks which make up the swift, varied and exciting tempo of her every day living.



Courtesy
Minute
Tapioca

These summer desserts combine fruit and tapioca.

is simply a description of Miss McBride's broadcasting technique! While you, if you number yourself among her friendly and interested listeners, are probably anxious to know more about her personally; to find out what she is really like, this lady of the air waves who so gaily and so often chats with you about this, that and the other thing.

First, let's step into her home study, where these pictures were taken and where Miss McBride, with one of her daily fifteen-minute broadcasts out of the way, is preparing another (also daily) forty-five-minute broadcast for afternoon delivery over a different network! One full hour's appearance on the air five days a week is work in any man's language. Yet this indefatigable wo-

Mary Margaret Mc-

Bride, air commen-

tator extraordinary,

suggests some

delicious desserts

Martha Michener—aged 4 months



Dimpled, roly-poly Martha doesn't know that she's taking part in a study of infant feeding along with other babies near Westfield, N. J. She just knows that life is pretty interesting now—a new Clapp's Strained Vegetable appears on the menu every few days! Clapp's Baby Cereal is an old friend—she's had it for 6 weeks.

Martha creeps at 7 months



Fine straight back, Martha has. Rosy cheeks, firm flesh—you can see that her pressure-cooked Clapp's Foods are giving her an abundance of vitamins and minerals. She gets Clapp's Fruits and Soups now, as well as Vegetables and Cereal. With 16 varieties, there's never a dull meal. And she's gained 4 pounds and 3 ounces in 3 months.

Martha's a bouncing one-year-old



"How about second helps?" wiggles Martha. For like all the Clapp-fed babies in the test, Martha cleans up her dishes as slick as Mr. and Mrs. Spratt were wont to do. Babies love the fresh, good flavors of Clapp's Foods. And doctors approve their well-calculated texture—smooth, finely strained, but not so liquid that a baby marks time, with no training for the handling of grown-up foods.

Here's why Martha prospered so!...



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 much valuable diet information. Write to Harold H. Clapp, Inc., Dept. OSU, 777 Mount Road Blvd., Rochester, N. Y.

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

man seems to take it in her stride and to enjoy it!

During these sixty minutes we spent together that day, for instance, I watched her as, with no sign of strain and with a frequent smile disclosing perfect teeth, she glanced over some of her vast mail; planned with her secretary a feature for the following day's program; gave orders to the maid for supper; discussed business with her manager; posed for the photograph which you see here, grabbed a bite of lunch; wrote in longhand on the margin of the notes for her next talk; and somehow, with it all, managed to be a swell subject for an interview and a perfect hostess in the bargain!

In between these various jobs she found time to conduct this somewhat breathless interviewer on a tour of her small, homey apartment, pointing out items of general interest, calling attention especially to her array of charming samplers sent in by listeners who know about this collecting hobby of hers.

One of these in particular caught my eye, and since it clearly brings out what I have been trying to tell you about her, I'm going to repeat here the little verse that appears under the embroidered illustration of two adies seated at a tea table.

"Two old friends and a cup of tea," it says, in outline stitch, "one of them you and one of them me." And you feel sure that the donor of that sampler, as she embroidered it with small, careful stitches, thought

(Continued on page 57)

**Lips that say
"KISS ME"**



Girls who know

—use the lipstick that gives a natural glowing color to their lips...never a "painted greasy look." Whether you are blonde, brunette or red head—Tangee gives your lips the color that best suits your complexion.

Like magic, Tangee changes from orange in the stick to warm blush-rose on your lips. Only Tangee has this famous Tangee color-change principle. Its special cream base keeps lips soft...smooth. Try Tangee, 39¢ and \$1.10. For a natural matched make-up use Tangee Face Powder and Tangee Rouge.

THIS SUMMER, use Tangee Creme Rouge, waterproof. Never streaks or fades—even when you're swimming.

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

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 TANGEE CHARM TEST

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

Name _____
 (Please Print)
 Address _____
 City _____ State _____ MM78



Irene likes to interview famous contemporary artists to get their childhood stories for her program. (Left to right) Victor, Liebert, Carmen and Guy Lombardo give her the facts.

**IREENE INTERVIEWS
GUY and HIS BROTHERS**

As a small boy Guy took violin lessons, then enrolled his brothers and some school friends as his helpers.

The *Singing Lady* has enough interesting notes for her program, and rushes off to prepare the broadcast.





Guy tells her that he was born in London, Ont., Canada, the son of an Italian tailor with musical ideas.

The Singing Lady visits the Lombardo boys and gets unusual material for her popular program

More than a teller of stories and a singer of songs, Ireena has developed into a skilled reporter as well.



● *"Look here, Mr. Bear—I've lived in this climate longer than you have, and believe me, that's not the way to get cool. Why, the minute you get up off that ice, you're going to feel hotter than ever!"*



● *"My word—you're bundled up for 40 below! Can't peel down?... No, I suppose not. Custom—dear, dear, it makes slaves of us all. But now listen: did you ever hear of Johnson's Baby Powder?"*



● *"Say, wait till that cool, silky Johnson's Baby Powder gets to work on your rashes and chafes and heat prickles. You'll be so comfortable you wouldn't live at the North Pole if they gave you the place!"*



● *"Rub a pinch of Johnson's in your fingers—it's as soft as satin! That must be why it keeps babies' skins in such wonderful condition." And perfect condition, Mothers, is the best protection against skin infections. Only the finest imported talc is used in Johnson's Baby Powder—no orrisroot... Ask for Johnson's Baby Soap, too, Baby Cream to prevent windburn, and Johnson's Baby Oil for tiny babies. This new oil cleanses and soothes, and it is stainless, fragrant, and cannot turn rancid.*

Johnson & Johnson
THE BABY'S BEST

JOHNSON'S BABY POWDER

"DANDRUFF ITCH?"



Use This Antiseptic Scalp Treatment

Skin specialists generally agree that effective treatment must include (1) regular cleansing of scalp; (2) killing germs that spread infection; (3) stimulating circulation of the scalp; (4) lubrication of the scalp to prevent dryness.

To Accomplish This Is Easy With The Zonite Antiseptic Treatment

Just add 2 tablespoons of Zonite to each quart of water in basin . . . Then do this:—

1. Massage head for 3 minutes with this Zonite solution. (This gives hair and scalp an antiseptic cleansing—stimulates scalp—kills all germs at contact.)
2. Lather head with any good soap shampoo, using same Zonite solution. (This cuts oil and grease in hair and scalp—loosens dirt and dandruff scales.)
3. Rinse very thoroughly. (Your head is now clean—your scalp free from scales.)
4. If scalp is dry, massage in any preferred scalp oil. (This relieves dryness.)

RESULTS: By using this simple antiseptic shampoo treatment regularly (twice every week at first) you do what skin specialists say is necessary, if you want to rid yourself of dandruff itch and nasty scalp odors. We believe that if you are faithful, you will be delighted with results.

TRIAL OFFER—For a real trial bottle of Zonite, mailed to you postpaid, send 10¢ to Zonite 712 New Brunswick, New Jersey U. S. A.

Next time be sure to USE ZONITE FOR

- ✓ DANDRUFF
- ✓ BAD BREATH
- ✓ SORE THROAT
- ✓ CUTS & WOUNDS
- ✓ FEMINE CLEANSING
- ✓ ATHLETE'S FOOT

SPECIAL OFFER
Get this measuring glass at no extra charge with 14 ounce Zonite. Read postage folder for details

ZONITE Is
9.3 Times More Active
than any other popular, non-poisonous antiseptic—by standard laboratory tests

IT'S MY HUMBLE



Rudy, who always tries to present the most talented and celebrated guests on his variety program, was proud to introduce the famous Irish tenor, John McCormack, who may run for the Irish presidency.

BY RUDY VALLEE

OPEN LETTER TO WILLIAM VALLEE My dear Bugg:*

You may not realize it, but you are putting your old brother Rudy right on the spot! It is bad enough that Lester Grady decreed that you should conduct a *tête-à-tête* simultaneously with one of your brother's in the same periodical. But both of you have failed to realize that it will be impossible for you to continue to take to task other radio performers, either intelligently and impartially (or otherwise), without bringing from your readers a demand for a likewise severe criticism of the foibles, fallacies and weaknesses of my own Thursday night program.

I thought you were unduly severe in the April issue, especially your taking to task of Fred Allen for his failure to change his "stock company," and the same criticism directed at Walter O'Keefe. Frankly, I think you are in the minority on this point as I find that the majority of people welcome familiar voices

and situations, provided the material is changed to a certain degree. And frankly, the Allen formula for *Town Hall Tonight* and the use of the same situations and people, I think, is one of the reasons for the program's tremendous popularity.

I would suggest, if I may do so, that you temper your criticisms slightly, as there seems to be a vitriolic quality creeping into some of them. After all, as I so often have had to remind many of my friends, who, in swift condemnation, say: "This is lousy, that is good . . ." that rarely is anything completely that extreme. Actually, both your opinion and mine are only two among many hundreds of millions who may have thought quite differently about that particular situation. However, I am happy that you are attracting attention with your writings, and congratulations on your

(Continued on page 78)

*A name William and I have used since childhood as a family term of endearment.

Our handleader-columnist holds forth on many subjects in his interesting and frank manner

OPINION —



A new portrait of the maestro in costume for his latest picture, *Golddiggers in Paris*. Though he's back in New York now, Rudy still likes California.

On the Paris street set at Warner Brothers, Rudy rehearses a scene with his leading lady, Rosemary Lane, while Allen Jenkins catches up on his sleep.

Back in her closet goes Connie's perspiring dress

OH CONNIE, I'M SO WHIFFY—I NEED LUXING



Perspiration odor clings to dresses—Don't Offend

DRESSES, like undies, absorb perspiration—offend other people before you realize it. Don't take chances—Lux dresses often. Lux removes perspiration odor completely, as other cleaning methods too often don't. Saves time and fit, too. Any dress safe in the wash alone is safe in gentle Lux. Buy the big package for *extra* economy.

Lux dresses often...



RADIO STARS



A typical bachelor girl, Alice Cornett does everything for herself, even drives her own car bought with radio earnings.



In her four and one-half room apartment in Jackson Heights, N. Y., she enjoys doing odd jobs, doesn't mind eating alone.



Though she rehearses daily, has plenty of company and dates, she finds time for solitaire. Preparing meals, especially fried chicken, is fun, because Alice comes from Tampa, Florida.



BACHELOR GIRL

Alice Cornett, airwave rhythm singer, lives all alone and likes it very much

She hasn't decided whether to marry or not, but reads about it anyway. Alice's parents are Evangelistic singers, with whom she used to travel.



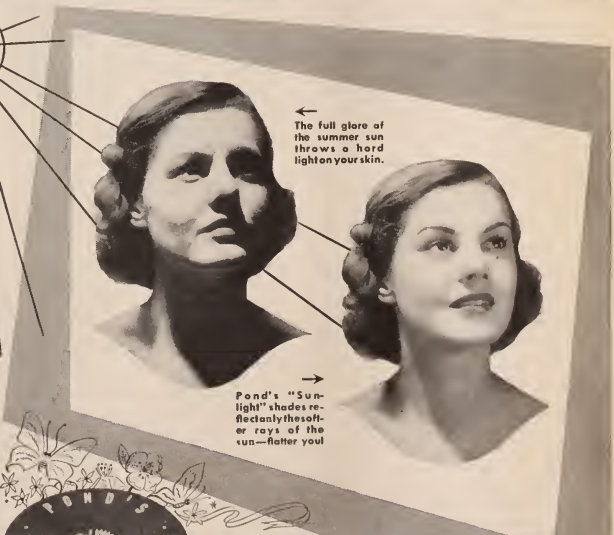
POND'S SUNLIGHT SHADES

"GLARE-PROOF" powder shades to flatter your skin in hard blazing sun...

OUT in the pitiless glare of the sun, skin faults are magnified. Color flattens out. Skin seems coarser. Your face looks harder all over!

But see how "Sunlight" shades flatter you! "Glare-proof"—Pond's "Sunlight" shades are scientifically blended to reflect only the softer rays of the sun. They soften its glare on your skin... make it *flattering!* Your face has a lovely soft look. Your tan a rich glow.

Try them right now. Two glorious "Sunlight" shades, Light and Dark. Low prices. Decorated crew-top jars, 35¢, 70¢. Big boxes, 10¢, 20¢.



← The full glare of the summer sun throws a hard light on your skin.

→ Pond's "Sunlight" shades reflect only the softer rays of the sun—flatter you!



Test them FREE! In glazing Sunlight

Pond's, Clinton, Conn., Dept. 9188-141 Please rush me, free, Pond's "Sunlight" shades, enough of each for a 5-day test. (This offer expires Sept. 1, 1938.)

Name _____
 Street _____
 City _____ State _____

Copyright, 1938, Pond's Extract Company

EXPOSING THE MARIJUANA DRUG EVIL IN SWING BANDS

(Continued from page 9)

stimulant from marijuana. I really don't know. Our stimulus comes from our audience—the people we know and for whom we play. Ours is a pliable orchestra; we work without arrangements, shaping our music to please the dancers, playing what our friends like to hear. I know none of my group uses other stimulants, and I'm so sure that if someone should tell me differently I would not believe it."

These two leaders are fairly indicative, and their sincerity cannot be doubted. Therefore, tracking down the "hay" smokers led, inevitably, to the swing group. And there can be no question that it is here reeferers are rampant. Yet it was significant to discover that the real Kings of Swing, the boys on top, do *not* depend upon reeferers for their ability. Artie Shaw, bandleader and performer extraordinary on the clarinet, spoke frankly about it.

"It's true," he nodded, "that reeferers can be something of a problem in swing bands. But I think the worst angle to it is that the 'jitter-bugs'—the young swing fans of high-school age, so often 'hit the tea.' To give you an example, I was playing a dance date up in a certain town when a youngster, obviously in his early 'teens, came up to the platform. He said: 'Hey, Artie—how about "breakin' a stick" with me in intermission?' He took it for granted that because I was leading a swing band I smoked reeferers." *Breaking a stick*, of course, was an invitation to have a smoke.

"I think," Artie went on, "that the hysterical articles about marijuana do more harm than good. A mature, well-balanced individual is not apt to play around with reeferers; it's the youngsters in search of a sensation, or the emotionally unstable type, the 'screwballs,' who are the most likely prospects. And those are the very ones who will not be scared away by horrible stories of marijuana's weird effects. They get a kick out of trying something dangerous, unpredictable. The more they read about wild orgies held while 'walking on air' the smarter they think it is to play around with reeferers.

"I found once, dealing with a youngster who was a good musician, but hitting the weed, that the best cure was kidding him out of it. Once boys and girls get the idea that *kids* use reeferers, that it's high-school stuff and a prop for second-raters in music, they'll leave it alone. I know that in this case I speak of it worked and the lad quit when no amount of terrorizing would have influenced him."

I quote Artie Shaw at length because I found what he said to be sound. More than one bandleader admitted that he had encountered the marijuana menace in his outfit. One leader told me of a young man in his band who was a crackerjack musician, but who used the weed so consistently that he was quite undependable. The fits



Irene Noble, of the comedy team of *Tim and Irene*, in a burlesque snake-charming bit from one of the comedies they made for Educational Pictures

of deep depression reeferers so often produce would seize him until he had to be restrained from suicide; in addition, procuring a supply of the weed in strange towns was a problem, also, and he became increasingly miserable when deprived of it. And this, I think, is significant: Not once did I find any testimony that would bolster the belief that getting "high" on reeferers really improved musical ability. True, like alcohol, the "tea" will release inhibitions and sometimes allow a latent ability to show. But more often than not, the musician who is "walking on air" can do as well, if not better, in his normal, unstimulated condition. One instrumentalist who admittedly smokes "hay" put it this way:

"I never use the stuff when I'm working," he assured me. "Sure—I hit the tea occasionally, for relaxation, for a kick. But I made a definite test once and I found that, so far as I was concerned, reeferers made me *want* to play, made the notes sound wonderful. But the actual results were far inferior to my usual performance. That is—while it releases musical inhibitions it also impairs the critical faculties, so that what I played wasn't really half as good as it sounded to me."

That is an individual reaction, of course, and no two persons react in quite the same way to the Mexican weed. But what this musician said seems pretty well borne out by others. True, quite a few swingmen smoke the hay occasionally. Some of them are the better type musicians. And almost invariably, the better the player the less he uses the weed. Carried right to the top of the profession it means that few of the topnotchers smoke at all and none of them *depend* upon "hay" for their swing ideas. Your reefer addict who has become an habitual user is almost invariably a youngster, a second-rater or a "nut" type who would be susceptible to dangerous sensation in any field of endeavor. I know definitely of only one real swing star who habitually got high on the weed, and he was a colored musician whose career was almost ruined by his addiction.

Unquestionably, marijuana's most serious menace is in the peddling of cigarettes to school kids; in the prevalence of "hay" smoking among teen-aged youngsters incapable of realizing the dynamite they are playing with. That this is so has been demonstrated by various government investigations. There are so-called "booth-joints" where kids can get a hot dog, a

(Continued on page 54)

FOR DISTINGUISHED SERVICE TO RADIO

Good News of 1938, with Robert Taylor as master of ceremonies, is heard each Thursday evening at 9 p. m. *EDST* over the Red Network of *NBC*. (Below) Fannie Brice and Frank Morgan, featured on the show, and Bab with Conductor Meredith Willson.



Robert Taylor's popularity, undoubtedly, has doubled since he became master of ceremonies on the *Good News of 1938* program, sponsored by *Maxwell House Coffee*. His screen appearances had won unreserved feminine approval, but not until radia gave him the opportunity to show what an honest-to-gosh regular fellow he is, was the envious masculine vote in his favor.

Bob's pleasant informality is the keynote of the entire program. The hour unfolds in a gay, unpretentious spirit with the listeners being made to feel perfectly at home. With programs like *Good News of 1938*, listeners want to feel they are part of what is going on. And that is exactly what is done for them. The studio audience is disregarded, as it should be. When a program favors its small visible audience, rather than the millions of unseen listeners, there is certain to be ill will toward the program and the product being advertised, as well.

Fannie Brice and Frank Morgan, comics capable of putting you in stitches at any given moment, are responsible for much of the program's success. Nar is Maestro Meredith Willson to be overlooked. His choice of numbers, his unusual arrangements and his inspired conducting give the program the zest and tempo so essential for enjoyable listening.

Good News of 1938 is skilfully produced, the scripts intelligently written and convincingly performed. The commercials are inoffensive and effectively read.

The program stimulates interest to see on the screen the actors and actresses you hear on the air. Far example, Robert Taylor's forthcoming pictures should be his biggest box-office hits.

To M.G.M.'s *Good News of 1938*, sponsored by *Maxwell House Coffee*, *Radio Stars Magazine* presents its Award for Distinguished Service to Radia.

Robert C. Grady
Editor.

STRAIGHT FROM

BY WILLIAM L. VALLEE

H. V. KALTENBORN
 "... his accent gets on your nerves after fifteen minutes of its express-elevator ups and downs ..."



HELEN JEPSON
 "... is entirely radio-bred; is good enough for the Metropolitan Opera Company—and a movie ..."



Most announcers are guilty of this, but the above description best fits Fred Allen's Harry Von Zell.

AND speaking of cuteness, let Master Fred Allen, himself, watch that little laugh which he apparently can't hold

LOU HOLTZ
 "... Lou did not seem to make his particular brand of comedy click with air audiences ..."



BOB BURNS
 "... once acted in the movies under the name of Jack Clifford in a Western ..."



THE COLD SHOULDER!

Compliments and criticism, news and facts of air programs and people

ack when he hears his own droll jokes. This is perhaps the first case of a comic being changed by radio. For the men of old—of The First Little Show, et al—never signed to laugh at his own wit—and then, too, he didn't see to, because the audience was doing that.

HE men who handle the currently popular audience-participation programs have to own a ready wit and be tight on their toes. For one thing, they live in perpetual fear of the wise guy who might slip in an off-color joke and, besides this, they have to think, and talk, "off the cuff." Comes to mind one of the most able of these—Fred Uttal.

Beginning with a pleasing voice and a good delivery, he combines with unvarying success—something definitely hard to do when the person he's talking to (selected from the radio audience), is wishing that he were ten miles away and going strong. Try Uttal on one of his several programs.

That accidents will occur on this type of program was covered by Professor Quiz on his question-and-answer show. He asked a man a question involving parts of the man body, and the overly-frank answer he received was likely to be expected. It was patently a matter of a bad question and subsequent panic at the answer.

WTS spend a day with Deanna Durbin, on vacation in New York. Here's her schedule of pleasurable events. Up at nine. Latin, French, English and Math until one o'clock. Lunch—after that a business conference with her agent. Follows a good-sized dab of homework. Another conference with the representative of someone interested in sponsoring her. More homework and a personal appear-

ance (rushed to behind a police escort) before dinner. Then dinner and the theatre. A last crack at a stiff algebra problem and lights out. Next day—up at nine. Latin. . . .

This hard-working little girl was an air discovery. But radio didn't have time to give her a build-up. The screen did, and now she's a star of top rank!

AT some point in every MBS Let's Visit program, either Jerry Danzig or Dave Driscoll corners a victim and says: "Now I don't mean to be personal . . ." Whereupon they almighty are.

WITH all due respect to his intelligence and ability, the accent of Brooklyn's commenting Mr. H. V. Kaltenborn does get on your nerves after fifteen minutes of its express-elevator ups and downs of intonation. Agree?

THE WOMEN OF THE MONTH IN RADIO

The following ladies might be considered exceptional. GOOD. Helen Jepson. Miss Jepson is entirely radio-bred; is good enough for the Metropolitan Opera Company and—after signing a verbal contract with Mr. Samuel Goldwyn—a movie. Miss Marcia Davenport, the writing daughter of Alma Gluck, who has said that too many American opera singers weren't as good as they should be, did not include Miss Jepson in her remarks.

BAD. Maxine Sullivan. She battled with Hollace Shave (listed below) over the swing-sweet versions of Annie Laurie. Chances are, you'll agree that her voice, regardless of whether you prefer swing or sweet, is thin and unimpressive. (Continued on page 68)

DEANNA DURBIN

" . . . This hard-working little girl was an air discovery. But radio didn't have time to give her a build-up. The screen did. Now she's a star! . . . "

CLEM McCARTHY

" . . . he knows his oats when it comes to horses and broadcasting big races—but, oddly enough, he never places a bet on any of his equine turf friends . . . "



THE KEYHOLE MURDER MYSTERY

Presenting the Horace Heidt Players
in a gruesome, old-time melodrama

CAST

TOM, the hero and Mary's love.....LARRY COTTON
 MARY, the beautiful heroine.....LYSBETH HUGHES
 RUPERT, the suave villain.....HORACE HEIDT
 MR. PEABODY, Mary's banker papa...CHARLES GOODMAN
 DAN O'REILLY, dumb detective.....RED FERRINGTON
 SHERWOOD SOAMES, amateur sleuth.....JERRY BROWNE

Photographed by Blake-Zerfach



"No, never will I marry you!" says Mary, haughtily spurning Rupert's ardent love-making. Whereupon, Papa Peabody and

4



The law steps in. Detective Dan gives Mary the third degree. He's sure she did the job. Sherwood, the boy wonder, examines Mr. Peabody's corpse. And Rupert's back. He forgot his hat.

5



Mary shakes with sobs; Detective Dan gets tough with our hero; and Sherwood inspects the door. The corpse takes a



"Git," says Papa, "and never darken my door again!" Rupert, the cad, isn't even embarrassed, and he utters vile threats to the cooing love-birds as he's driven from the house.



Can something be amiss? Mary and Tom look scared to death. Papa is clutching his heart as he exclaims, "Mary, my dear, I've been shot!" Who could have done this dastardly deed?



Sherwood has made a discovery. Powder marks prove conclusively that the bullet came through the keyhole. Rupert tries to leave through the window. He knows the jig's up.



As Dan drags Rupert to jail, Tom and Mary hear wedding bells. The pleased corpse comes to life to congratulate Sherwood . . . and all live happily ever after—except Rupert.



Col. H. Norman Schwarzkopf, conductor of *Gang Busters*, gives a badge to Phillips Lord, the show's creator.



Chester "Lum" Lauck often joins Norris "Abner" Goff on long horseback rides at the latter's ranch.



Dr. Harris, husband of the *Human Chatterbox* on Al Pearce's show, is resigned to Arlene's antics.



Bob Burns' new daughter, Barbara Ann, gets a taste of proud Papa's bazoooka-playing at an early age.



One of the most famous sports stars ever interviewed by Ted Husing was runner Glenn Cunningham.



Kate Smith and Jack Miller, her music director, are ardent candid camera fans.

RADIO RAMBLINGS

Bringing you the latest news and most interesting gossip of airdom

BY ARTHUR MASON

IF you think radio comedy is a soft job, just glance over a few of the important stage funny men who have flopped in radio. Standards of humor are not high and the informal conversational tone sounds easy—but still there is that list of failures.

Solly Ward at one time was almost as important and popular among dialogue comedians as Jack Pearl. Solly was a complete failure in his only attempt at a radio program five years ago. Two of the most popular comedy acts in the last days of vaudeville were Olsen and Johnson and the Weaver Brothers. Olsen and Johnson have done a few programs with very mild success. The Weaver Brothers never were able to get much of a foothold in radio, except for local and recorded programs.

The list can be extended: Willie and Eugene Howard, Lou Holtz, Beatrice Lillie, Al Trahan and others—none of them able to bring more than a fraction of their mirthful talents to the air. And, even after great successes, look what happened to Jack Pearl and Ed Wynne in their most recent attempts at radio.

RADIO CITY in New York is so new, it is hard to believe that it already is full of old-fashioned ideas. Radio changes so fast, however, that a lot of the five-year-old building's bright new engineering experiments already are outmoded.

When the building opened, one of the items pointed out with pride was the world's largest broadcasting studio. Now they concede a mistake there.

The studio is so large that the studio audience cannot always hear what is being said at the microphone. So a comedian waits for laughs, some of which never come. Fred Allen and Rudy Vallee have complained about that trouble. And applause from that crowd of 1,200 persons in the studio sounds more like a confused roar than like handclapping.

The large studio was to have been the last word


in concert acoustics. New York music critics complained all last season about its acoustics during the symphony orchestra broadcasts under Arturo Toscanini. The square, stark outlines of the studio do not add the reverberations that enrich the tone of an orchestra playing in a concert hall with balconies and curves.

—♦—
ANOTHER mistake is the so-called "clover leaf" studio. This is really three studios, all operated from one central control room which looks into all three of them. It was intended for elaborate dramatic programs and, more important, television. As television developed, the "clover leaves" turned out to be too small for the batteries of lights needed in television. And dramatic directors found that one studio was sufficient for radio drama.

The elaborate "clover leaf" arrangement is now used as a sort of museum for visitors making a tour of Radio City. There has not been a single broadcast from the place.

—♦—
STUDIO audiences had not assumed their present proportions five years ago.

(Continued on page 77)



Marie Louise Quevli, talented singer, is heard frequently on Continental Varieties.



To demonstrate the grip in badminton, Lanny puts his arm around singer Jane Rhodes' slim waist.



To keep the lessons peppy, and for an excuse to pick her up, threaten to throw her to the cactus.

Photos by George Struck

LEARNING A LESSON FROM



In teaching a girl golf, show her who's boss. Lanny makes Jane lug her clubs.

Be sure to find an agreeable horse if she wants you to teach her to ride.





Lanny races Janie to the tennis courts. He slows his pace so she will think she's good.



LANNY

On the romantic way of teaching sports to girls



Helping her on is fun. Lanny didn't bother to look for a mounting post.

Show your strength by holding her on a bicycle, but don't let her get away!



Renée Terry, one of the lovelier young NBC actresses, is heard on *Our Barn*, *Pepper Young's Family* and other dramatic air programs.



Nadine Connor always discusses with her mother the numbers she'll sing.

IN THE



Kay Thompson is always popular with radio audiences, whether she's a guest or a permanent program member.

The cast of Gang Busters forgot crime for the Big Apple at a festive party.



RADIO SPOTLIGHT

Announcer Ken Carpenter snoozes with his chimes during a rehearsal lull.



Boake Carter was No. 1 Commentator for the past two years in most radio polls.



ONE of these days Beatrice Fairfax, or some other *Advice to the Lovelorn* expert, may receive a letter that will read like this:

"I am a young man, tall, with blond curly hair and a pleasing voice (or so I've been led to believe!). For several years now I have worshiped a girl named Dolores Del Rio. To my mind, as far as beauty is concerned, no one surpasses her. Yet, here is my problem, we have never met. And when I count the guest stars I have led before the microphone, all that Hollywood galaxy, this state of affairs is amazing, let alone discouraging. What do you advise me to do?"

Hopefully,
Rudy Vallee.

Without a doubt, a woman possessing Miss Fairfax's high standards would tell Rudy he is protesting against a wise fate. "Remember," she might answer, "Dolores Del Rio is married, so the fact that you haven't met her may be for the best."

Tony Wons is in something of the same boat. He, likewise, has never met the lady he secretly adores, and if he wrote for advice, his letter would go in this fashion:

"There is just one person whose career I have followed . . . Jessica Dragonette. Her singing conveys to my imagination the picture of a lovely personality, a brilliant artist and the ideal feminine type. I feel that such sincerity of voice must express an inner sincerity of spirit. Though I have never had the pleasure of meeting Miss Dragonette, I am certain that if, and when, I do, I will not be disappointed. Can you tell me how to meet her?"

And Miss Fairfax might very well answer that while there's life there's hope for Mr. Wons.

Seriously, it was Rudy Vallee and Tony Wons, confessing their "crushes" that gave me the idea for this story. And the more I inquired the more I

discovered, as every radio personality cherishes a secret love.

Although he has been happily married for years (thirteen, and that's a record!) Tommy Dorsey admitted he idolizes . . . Joan Crawford.

"Before her it was Corinne Griffith. But I've followed Joan's pictures, every one of them since *Dancing Daughters*. That movie got me, and ever since I've been her faithful fan."

The Cantor girls go for Cagney. Marjorie, Eddie's eldest, told me that.

Photographs of Jimmy adorn the walls of each girl's bedroom, and their idea of the perfect love scene is when, in a recent film, he muttered: "Um . . . m . . . m," as he tossed kisses into a telephone.

I think Eddie must have been a little startled at all this. Here were his daughters, brought up in a household worshiped by thousands of fans, here they were, like any school girls, having crushes, being fans themselves. At least they were unanimous about it. They went en masse for Cagney. It is nothing for them to see one of his pictures three times straight through.

So Eddie did a cute thing. Meeting Cagney, he invited him for dinner, saying nothing to the girls. It was to be an impromptu surprise party, with James Cagney as the surprise!

They arrived home at different hours, Marjorie and Natalie (this was before she married) from work, the others from school, Janet, still called "the baby," from play.

And there, nonchalantly seated before the living-room fireplace, was James Cagney!

Edna Cantor screamed. She had come running downstairs with her hair in curlers.

"I nearly died!" said she, with the fervor of seventeen. "Imagine meeting him—with curlers!"

"He ate dinner with us and was simply swell," said Marjorie.

Marilyn said nothing. But to this day, on her dressing-table, there rests (Continued on page 60)



Philosopher Walter O'Keefe, who has been heard on many a program, has three heroes whom he's worshiped for years.

Myrna Loy is the secret passion of many radio stars. Although he has never met her, Phil Spitalny is one of her most ardent fans.

Ben Bernie drags the understanding Mrs. Bernie to the movies, while he "goes into a goofy trance" over his ideal!

THEIR SECRET PASSIONS

BY NANETTE KUTNER



Guy Lombardo is cagey about his secret passion. "What if my wife should read this?" But there's one star he adores!



Emil Spitalny, leader of the *Ill-Girl Orchestra*, tries to make its music interpret the charm of his favorite.



Madge Evans, lovely M-G-M featured player, confesses that she breaks dates to hear her hero—Charlie McCarthy!



For beauty, Rudy Vallee says, no one surpasses the star he has worshiped for years—but he never has met her!

Famous stars confess their crushes on other celebrities



Announcer Art Millet inspects Columbia's supply of throat sprays and atomizers. But these are not the most popular voice aids.



A hot cup of coffee rids one of "a frog in the throat." Art, Fredda Gibson and Hollace Shaw always use it when necessary.

Simple remedies to clear throats for broadcasting

Photos by Bert Lawson

WHAT THEY DO WHEN



Smoking isn't harmful. Announcer John Reed King always smokes a pipe. That's Blossom, Art Millet's Boston bull, posing with John.



Columbia has an infrared ray lamp for troublesome throats, but announcers prefer the old-fashioned remedies to new ones.



Mrs. Millet recommends honey and hot milk, or the juice of an orange and two lemons, as great throat aids.



A teaspoonful of bicarbonate of soda in a glass of water cuts the phlegm in the throat.

THE VOICE FAILS...



Another aid is chewing gum, which keeps the mouth moist and prevents dryness in the throat. It also helps get nervous feeling.



Sleep is the best cure for a tired voice. Announcers must get at least eight hours' sleep as John Reed King is doing so peacefully.



In the hospital a guy just waits and worries. This newcomer makes No. 4 for Phil and his wife, Peggy Cartwright.



More waiting—and smoking—and still no news! They already have two girls and a boy, so Phil is hoping for a new son.

HOW IT FEELS


Phil Baker, who's going through



After looking them all over, he spots one cute tot that meets his requirements. He hopes his will be just like it.



His hope is interrupted by the appearance of a doctor. Phil grabs him, asks, "Is everything all right and is it a boy?"



Unable to sit still any longer, he asks a nurse if he may look at other people's babies. They're down there, and it's okay.

3

TO BE A FATHER

for the fourth time, still suffers



Ah, here it is! But Phil has forgotten that you have to be a baby to get in. He almost breaks his nose trying to see.

4

Father is doing nicely, thank you, after responding to treatment. Phil admits it's a terrific ordeal, but well worth it.



Before Doc can answer, the agitated parent has swooned. The strain of waiting and the sudden relief were too much.



8



Walter Smith will imitate an elephant's peculiar call on his trumpet, for the prize circus song by Larry Clinton.

THE BANDWAGON

BY JERRY MASON

Keep up with the musical merry-go-round and your favorite maestri, with emphasis on Larry Clinton

Exclusive Photos with Ringling Bros.-Barnum and Bailey Circus by Blake-Zweifach

MOST talked about bandleader in America today is Larry Clinton, composer of the *Dipsy Doodle*, the new national anthem. He formed a band in December, 1937. Yet experts and dance fans now rank him with Dorsey, Lombardo, Goodman. He has six network wires a week from New York's Glen Island Casino—a bandleader's plum. He is a best seller on Victor records. He is making movie shorts for Warner Brothers. He has more offers for out-of-town engagements than he can possibly fill.

And it all happened in exactly four weeks!

CLINTON is the miracle man of the orchestra business. Talk to any bandleader and you'll hear a

repetitious tale of the long, tough struggle to get to the top. The band is formed in a small city, it plays for little or no money, it starts with a small group of musicians which increases as it edges closer to the big time, finally it is booked to play a town like Philadelphia or Cleveland, and the goal is in sight. It takes many weary years, much patience—and hungry days thrown in.

BUT not so with Larry Clinton. His name may not yet be a household word. But those fellows who write big checks know it well. And I'm willing to give you odds that by fall every listener in the country will know it even better than today.

NOT many have heard the story of the new musical miracle. It's worth telling because it's a swell example of what happens when you keep your eye on the ball and follow through.

LARRY is riding high with the big boys because he is probably the best dance arranger now operating. Arrangements can usually (Continued on page 70)

ANNOUNCEMENT!

DO YOU WANT TO BE A WINNER?

Just turn to page 81 for full particulars on the Larry Clinton Song Title Contest, sponsored by the Bandwagon in this month's Radio Stars.



Tony Zimmers, whose saxophone will supply the sounds of lions and tigers, waits with Larry for this cat to give her version of *Tiger Rag*.



In spite of all that neck, the giraffe has no vocal cords, and makes nary a sound. Larry will imitate him by marking "rests" in the score.

Larry joins a big top jam session. Behind him is Merle Evans, who has conducted the Ringling Brothers—Barnum & Bailey Band for twenty years.



Songstress Bea Wain gets a tip on the swing of things from Felix Adler (*left*), most famous circus clown, and Ted Tosky, as Larry watches.





Over ten million fans listen each week to the programs of the WPA Federal Theatre Radio Division. (Left) Ashley Buck, Evan Roberts and William Tuttle in control-room.



Nina Simmons and Vivian Anthony take time out during dress rehearsal. They have Uncle Sam to thank for their pleasant jobs.



10,000,000
FOR
UNCLE



Their Greatest Stories is heard on MBS Sundays, 5:30 p.m. EDST. Lee Hillery and Nina Simmons, of the cast, mix food and scripts.

The WPA Radio Division began March 23, 1936. It has produced about 36 series of broadcasts in two years. (Left) Actors Hiram Hoover, Walter Crane and Philip White cool off.

One hundred and fifty otherwise unemployed professionals have earned \$290,000 in salaries in two years. (Right) Nina Simmons and Geoffrey Warnick of *Their Greatest Stories*.




LISTENERS . . . SAM'S PLAYERS



Evan Roberts, Managing Director of the WPA Federal Theatre Radio Division, is a busy man. He's shown here in the control-room at WOR.



Networks have donated time worth more than \$1,800,000. The government has spent \$305,000 all told. (Right) Lee Hillery, Geoffrey Warnick and Florence Baker at work.



BETWEEN BROADCASTS

Candid glimpses of air artists
and their various doings, now
that balmy days are here again

Alvin Hartman, director
of the Fashion Academy,
with Helen Jepson, best
dressed opera star, and
Kathryn Cravens, best
dressed woman in radio.

Warm weather made
Dorothy Arnold's
thoughts turn to
swimming. An NBC
actress, she got
her experience on
stage and screen.



Spring has turned the Old Maestro's fancy to beauty and five gals on his show.



Ted Collins, producer of Kate Smith's show, combines work and a shave.



West Coast starlets of CBS help erect a sign on the site of their new studio.



Fans surrounded Lou Holtz when he visited Abe Lyman at New York's Casa Manana.

CANDIDS

Mary Eastman, CBS soprano on *Saturday Night Serenade*, was born Mary Hewitt. She's married to auto executive Lee Eastman.



Septogenarian C. Aubrey Smith of film fame, converses with Al Jolson between rehearsals.



Donald O'Connor, who appears with Bing Crosby in *Sing, You Sinners*, gets a voice lesson.

Mercedes McCambridge coached horror artist Boris Karloff in radio technique when he was appearing on *Lights Out*.



MISS JANE ALVA JOHNSON

daughter of Mr. and Mrs. Andrew W. Johnson of Saint Louis

leads a vivid and interesting life

She is a distinguished horsewoman



Riding, hunting, and horse shows are "an old story" to Jane Alva Johnson. While at Fermata School, she was a whip in the Aiken drag hunts. Her horses have won many trophies and ribbons. And she has even run off a show of her own! Above, Jane chats with Olive Cawley (left). "I don't have to look to see what cigarette you're smoking, Jane. Camels again! Why is it that you smoke nothing but Camels?" asks Miss Cawley.

Jane's reply is quite emphatic: "Camels are delightfully different. They never tire my taste. I depend upon having healthy nerves — and Camels *never* jangle my nerves. They are always gentle to my throat too. In fact, in *so many* ways, Camels agree with me!"

One of the most attractive post-debutantes in Saint Louis is Jane Alva Johnson. She is whole-hearted in her enthusiasms — "loves" horse shows, entertaining, and smoking Camels. "Most of my friends smoke Camels, too," she says, "and they know I smoke nothing else. Even though I smoke quite steadily, I'm always ready for *another* Camel. Which is one of the nicest things I could ever say about a cigarette!"

A gracious hostess



...and a charming Veiled Prophet's Queen

Miss Johnson had the exciting experience of being chosen Queen of the Veiled Prophet's Ball—a signal honor in the social life of Saint Louis. Above, a fashionable artist's portrayal of Miss Johnson, regal in her court gown of lamé and sable. Throughout the excitement of parties, travels, and an active sports life, Jane turns to Camels: "When I'm tired, smoking Camels gives me a 'lift'! And that delicate Camel flavor always tastes just right."

Among the many distinguished women who find Camels delightfully different:

Mrs. Nicholas Biddle, Philadelphia • Mrs. Powell Cabot, Boston
Mrs. Thomas M. Carnegie, Jr., New York • Mrs. J. Gardner Coolidge
2nd, Boston • Mrs. Anthony J. Drexel 3rd, Philadelphia • Mrs.
Chiswell Dabney Langhorne, Virginia • Miss Alicia Rhett, Charleston
Miss Le-Bran Rhinlander, New York • Mrs. John W. Rockefeller, Jr.,
New York • Mrs. Rufus Paine Spalding III, Pasadena • Mrs. Louis
Swift, Jr., Chicago • Mrs. Barclay Warburton, Jr., Philadelphia

CAMELS ARE A MATCHLESS BLEND OF FINER, MORE EXPENSIVE TOBACCOS... TURKISH AND DOMESTIC

PEOPLE DO APPRECIATE THE
COSTLIER TOBACCOS
IN CAMELS

THEY ARE THE
LARGEST-SELLING
CIGARETTE IN AMERICA



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ONE SMOKER
TELLS ANOTHER

"Camels agree with me"



(Above) Bob Burns and Martha Raye do some fancy bull tossing in the *Tropic Holiday* fight sequence. This Ferdinand seems to have done all right, though. (Left) In rehearsing for the comedy combat, Bob posed as the bull for Matador Martha. Her costume is exactly like Rudy Valentino's in *Blood and Sand*.

COAST-TO-COAST PROGRAMS

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 the 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 DAYLIGHT SAVING TIME.

This means that for Eastern Standard and Central Daylight Time, you must subtract one hour. For Mountain Daylight and Central Standard Time, subtract two hours. For Pacific Daylight and Mountain Standard Time, subtract three hours. And for Pacific Standard Time, subtract four hours. For example: 11:00 a. m. EDT becomes 10:00 a. m. EST and CDST; 9:00 a. m. MDST and CST; 8:00 a. m. PDST and MST; 7:00 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.
- WBRW Baltimore, Md.
- WBRC Birmingham, Ala.
- WNAC Boston, Mass.
- WBEW Buffalo, N. Y.
- WMAQ Chicago, Ill.
- WTAM Cleveland, Ohio
- KOA Denver, Colo.
- KJL Des Moines, Iowa
- WYD Detroit, Mich.
- WTIC Hartford, Conn.
- WTWC Houston, Tex.
- WIRE Indianapolis, Ind.
- WDX Jackson, Miss.
- WDAF Kansas City, Mo.
- KFI Los Angeles, Cal.
- KMP Memphis, Tenn.
- WMC Minneapolis-St. Paul, Minn.
- CBM Montreal, Canada
- WEAF New York, N. Y.
- WMBB New Orleans, La.
- WOW Omaha, Neb.
- KYW Philadelphia, Pa.
- WGAE Pittsburgh, Pa.
- WGH Portland, Me.
- KGO Portland, Ore.
- WJAR Providence, R. I.
- WRCG Richmond, Va.
- KSD St. Louis, Mo.
- KDYL Salt Lake City, Utah
- WAFR San Francisco, Cal.
- WGY Schenectady, N. Y.
- KMO Seattle, Wash.
- KQO Spokane, Wash.
- WIC Washington, D. C.
- WDEL Wilmington, Del.
- WTAG Worcester, Mass.

NATIONAL BROADCASTING COMPANY—BLUE NETWORK

- WABY Albany, N. Y.
- WAGA Atlanta, Ga.
- KVOD Baltimore, Md.
- WJBO Baton Rouge, La.
- WSGN Birmingham, Ala.
- WBZ Boston, Mass.
- WFLC Bridgeport, Conn.
- WBRW Buffalo, N. Y.
- WMT Cedar Rapids, Iowa
- WENR Chicago, Ill.
- WLS Chicago, Ill.
- WHK Cleveland, Ohio
- KVOD Denver, Colo.
- KSO Des Moines, Iowa
- WXYZ Detroit, Mich.
- WVWV Erie, Pa.
- WVON Ft. Wayne, Ind.
- KXYZ Houston, Tex.
- WJTN Jamestown, N. Y.
- WTCH Lawrence, Kan.
- KECA Los Angeles, Cal.
- WMPS Memphis, Tenn.
- WTCH Minneapolis, Minn.
- CFWC Montreal, Canada
- WICC New Haven, Conn.
- WDSU New Orleans, La.
- WVLA New York, N. Y.
- KLO Ogdon, Utah
- KOIL Omaha, Neb.-Council Bluffs, Ia.
- WVBE Philadelphia, Pa.
- KDKA Pittsburgh, Pa.
- WVWF Plattsburgh, N. Y.
- KEX Portland, Ore.
- WEAN Providence, R. I.
- WRD Richmond, Va.
- WVBC Rochester, N. Y.
- KWK St. Louis, Mo.
- KFSD San Diego, Cal.
- WVBC San Francisco, Cal.
- KTMS Santa Barbara, Cal.
- KJWA Seattle, Wash.
- WVBC Spokane, Wash.
- WBZA Springfield, Mass.
- WSYR Syracuse, N. Y.
- WVBC Toledo, Ohio
- WVBC Washington, D. C.

NBC-SUPPLEMENTARY STATIONS

- May be on either RED or Blue networks)
- KOB Albuquerque, N. M.
 - KARM Bentonville, Ark.
 - KGNC Amarillo, Tex.
 - WVNC Asheville, N. C.
 - KERN Bakersfield, Cal.
 - KFDN Beaumont, Tex.
 - KGHL Billings, Mont.
 - KFYR Bismarck, N. D.
 - KIDD Boise, Idaho
 - KGIR Butte, Mont.
 - WCSC Charleston, S. C.
 - WSOC Charlotte, N. C.
 - WCFL Chicago, Ill.
 - WCKY Cincinnati, Ohio
 - WVCA Cincinnati, Ohio
 - KRKB Corpus Christi, Tex.
 - WIS Columbia, S. C.
 - WCOL Columbus, Ohio
 - WVBC Dallas-Ft. Worth, Tex.
 - WFAA Dallas, Tex.
 - WVBC Duluth, Minn.
 - KFSM El Paso, Tex.
 - WVBC Evansville, Ind.
 - WDAY Fargo, N. D.
 - WVBC Ft. Wayne, Ind.
 - WBAP Ft. Worth, Tex.
 - KMJ Fresno, Cal.
 - WVBC Grand Rapids, Mich.
 - WFBC Greenville, S. C.
 - KPFA Helena, Mont.
 - KGU Honolulu, Hawaii
 - WVBC Hot Springs, Ark.
 - WJAX Jacksonville, Fla.
 - WVBC Knoxville, Tenn.
 - WVBC Little Rock, Ark.
 - WVBC Louisville, Ky.
 - WVBC Madison, Wis.
 - WVBC Manchester, N. H.
 - WVBC Medford, Ore.
 - WVBC Miami, Fla.
 - WVBC Milwaukee, Wis.
 - WVBC Mobile, Ala.
 - WVBC Montreal, Canada
 - WVBC Nashville, Tenn.
 - WVBC Norfolk, Va.
 - WVBC Oklahoma City, Okla.
 - WVBC Oklahoma City, Okla.
 - WVBC Phoenix, Ariz.
 - WVBC Pittsburgh, Pa.
 - WVBC Pocatello, Idaho
 - WVBC Pueblo, Colo.

- WPTF Raleigh, N. C.
- KFBK Sacramento, Cal.
- WSUN St. Petersburg, Fla.
- WDAI San Antonio, Tex.
- KTBS Shreveport, La.
- KSDO Sioux Falls, S. D.
- KELO Sioux Falls, S. D.
- KGBX Springfield, Mo.
- KWG Stockton, Cal.
- WVBC Superior, Wis.
- WVBC Tampa, Fla.
- WBOW Terre Haute, Ind.
- WVBC Toronto, Canada
- KVOD Tulsa, Okla.
- KTFI Twin Falls, Idaho
- KVBC Weslaco, Tex.
- WVBC Wichita, Kans.
- WRGV Wilkes-Barre, Pa.
- WVBC York, Pa.

COLUMBIA BROADCASTING SYSTEM STATIONS

- WADC Akron, Ohio
- WVBC Albany, N. Y.
- WAIM Anderson, S. C.
- WGST Atlanta, Ga.
- WVBC Atlanta City, N. J.
- WRDW Augusta, Ga.
- Austin, Tex.
- WVBC Baltimore, Md.
- Bangor, Me.
- WVBC Birmingham, Ala.
- WVBC Birmingham, N. Y.
- WVBC Boston, Mass.
- WVBC Buffalo, N. Y.
- WVBC Charlotte, N. C.
- WVBC Chattanooga, Tenn.
- Chicago, Ill.
- WVBC Cincinnati, Ohio
- WVBC Cleveland, Ohio
- WVBC Colorado Springs, Colo.
- WVBC Columbus, Ohio
- KRLD Dallas, Tex.
- WVBC Davenport, Iowa
- WVBC Dayton, Ohio
- WVBC Denver, Colo.
- WVBC Des Moines, Iowa
- WVBC Detroit, Mich.
- WVBC Dubuque, Iowa
- Duluth, Minn.
- WVBC Durham, N. C.
- WVBC Elmira, N. Y.
- WVBC Evansville, Ind.
- WVBC Fairmont, W. Va.
- Fresno, Cal.
- WVBC Green Bay, Wis.
- WVBC Greensboro, N. C.
- WVBC Great Falls, Mont.
- Harrisburg, Pa.
- WVBC Hartford, Conn.
- WVBC Hibbing, Minn.
- Honolulu, Hawaii
- Houston, Tex.
- WVBC Indianapolis, Ind.
- WVBC Jacksonville, Fla.
- KVBC Kansas City, Mo.
- WVBC Knoxville, Tenn.
- WVBC La Crosse, Wis.
- Lincoln, Neb.
- KLRA Little Rock, Ark.
- KNX Los Angeles, Cal.
- WVBC Louisville, Ky.
- WVBC Macon, Ga.
- WVBC Mason City, Iowa
- WVBC Memphis, Tenn.
- WVBC Meridian, Miss.
- WVBC Miami, Fla.
- WVBC Mobile, Ala.
- WVBC Milwaukee, Wis.
- WVBC Minneapolis, Minn.
- WVBC Missoula, Mont.
- WVBC Montgomery, Ala.
- WVBC Montreal, Canada
- WVBC Nashville, Tenn.
- WVBC New Orleans, La.
- WVBC New York, N. Y.
- WVBC Oklahoma City, Okla.
- WVBC Orlando, Fla.
- WVBC Parkersburg, W. Va.
- WVBC Pensacola, Fla.
- WVBC Peoria, Ill.
- WVBC Philadelphia, Pa.
- WVBC Phoenix, Ariz.
- WVBC Pittsburgh, Pa.
- WVBC Pittsfield, Mass.
- WVBC Portland, Ore.
- WVBC Providence, R. I.
- WVBC Reno, Nev.
- WVBC Richmond, Va.
- WVBC Roanoke, Va.
- WVBC Rochester, N. Y.
- WVBC Sacramento, Cal.
- WVBC St. Louis, Mo.
- WVBC St. Paul, Minn.
- WVBC Salt Lake City, Utah

- KTSA San Antonio, Tex.
- KSFO San Francisco, Cal.
- WVBC Savannah, Ga.
- WVBC Scranton, Pa.
- WVBC Seattle, Wash.
- WVBC Shreveport, La.
- WVBC Sioux City, Iowa
- WVBC South Bend, Ind.
- WVBC Spokane, Wash.
- WVBC Springfield, Mass.
- WVBC Springfield, Va.
- WVBC Syracuse, N. Y.
- KVI Tacoma, Wash.
- WVBC Tampa, Fla.
- WVBC Topeka, Kans.
- WVBC Toronto, Canada
- WVBC Tucson, Ariz.
- WVBC Tulsa, Okla.
- WVBC Utica, N. Y.
- WVBC Virginia, Minn.
- WVBC Wheeling, W. Va.
- WVBC Washington, D. C.
- WVBC W. Palm Beach, Fla.
- WVBC Worcester, Mass.
- WVBC Wichita, Kans.
- WVBC Winston-Salem, N. C.
- WVBC Yonkers, N. Y.
- WVBC Yankton, S. D.
- WVBC Youngstown, Ohio

MUTUAL BROADCASTING SYSTEM STATIONS

- KXRO Aberdeen, Wash.
- KADA Ada, Okla.
- KVSO Ardmore, Okla.
- WVBC Augustana, S. D.
- KPMC Bakersfield, Cal.
- WVBC Baltimore, Md.
- Bangor, Me.
- KVOS Bellingham, Wash.
- WVBC Boston, Mass.
- WVBC Bridgeport, Conn.
- WVBC Buffalo, N. Y.
- WVBC Chicago, Ill.
- WVBC Cincinnati, Ohio
- WVBC Cincinnati, Ohio
- WVBC Cleveland, Ohio
- WVBC Cleveland, Ohio
- WVBC Coffeyville, Kans.
- Columbus, Ohio
- WVBC Dallas, Tex.
- WVBC Denver, Colo.
- WVBC Eugene, Ore.
- KXO El Centro, Cal.
- KVCR Eiad, Okla.
- WVBC Elmira, N. Y.
- WVBC Erie, Pa.
- WVBC Fall River, Mass.
- WVBC Ft. Worth, Tex.
- KVKA Greeley, Colo.
- WVBC Hartford, Conn.
- WVBC Honolulu, Hawaii
- WVBC Indianapolis, Ind.
- WVBC Kansas City, Mo.
- WVBC Laconia, N. H.
- WVBC Lincoln, Neb.
- KVHJ Los Angeles, Cal.
- WVBC Lowell, Mass.
- WVBC Manchester, N. H.
- WVBC Minneapolis-St. Paul, Minn.
- KDON Monterey, Cal.
- KVBI Muskegon, Okla.
- WVBC Nashville, Tenn.
- WVBC Newark, N. J.
- New Bedford, Mass.
- WVBC New London, Conn.
- KVOK Oklahoma City, Okla.
- Clyde, Wash.
- Omaha, Neb.
- WVBC Philadelphia, Pa.
- WVBC Pittsburgh, Pa.
- Ponca City, Okla.
- KALE Portland, Ore.
- WEAN Providence, R. I.
- Richmond, Va.
- KVNR Roseburg, Ore.
- KVWK St. Louis, Mo.
- WVBC Salem, Mass.
- KVXM San Bernardino, Cal.
- KVGB San Diego, Cal.
- KVRC San Francisco, Cal.
- KVOW Santa Ana, Cal.
- KVBE Santa Barbara, Cal.
- Seattle, Wash.
- WVBC Shawnee, Okla.
- KVGF Springfield, Mass.
- Stockton, Cal.
- KVMO Tacoma, Wash.
- WVBC Washington, D. C.
- WVBC Waterbury, Conn.
- WVBC Wenatchee, Wash.
- WVBC Wilkes-Barre, Pa.
- WVBC Windsor-Detroit, Mich.
- WVBC Yakima, Wash.

MORNING

8:00 NBC-Red: ORGAN RECITAL
NBC-Blue: PEERLESS TRIO

8:15 NBC-Blue: BENNO RABINOFF—violinist

8:30 NBC-Red: FOUR SHOWMEN—quartet
NBC-Blue: TONE PICTURES—Ruth Pepple, pianist; mixed quartet

8:45 NBC-Red: ANIMAL NEWS CLUB

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

9:15 NBC-Red: TOM TERRISS—speaker

9:30 NBC-Red: MELODY MOMENTS
CBS: ABAUDE FOR STRINGS

9:55 CBS: PRESS-RADIO NEWS



Sam Hearn



Evelyn



Bob Trout

Sundays

JUNE 5—12—19—26

10:00 NBC-Red: HIGHLIGHTS OF THE BIBLE—Dr. Frederick K. Roca
NBC-Blue: RUSSIAN MELODIES
CBS: CHURCH OF THE AIR

10:30 NBC-Red: MUSIC AND AMERICAN YOUTH
NBC-Blue: DREAMS OF LONG AGO
CBS: WINGS OVER JORDAN

11:00 NBC-Red: PRESS-RADIO NEWS
NBC-Blue: PRESS-RADIO NEWS
CBS: LEW WHITE AT THE CONSOLE
MBS: OLD TIME TUNES

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

11:15 NBC-Blue: NEIGHBOR NELL
MBS: REVIEWING STAND—world problems

11:30 NBC-Red: AMERICA ABROAD—Pattie Field
NBC-Blue: VOCALIST
CBS: MAJOR BOWES' CAPITOL FAMILY
MBS: THE STORY TELLER'S HOUSE—Richard Blondell

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

AFTERNOON

12:00 Noon NBC-Red: NBC HOME SYMPHONY
NBC-Blue: SOUTHERNAIRES—Negro male quartet
MBS: D. CHARLES M. CORBOIN—organist

12:30 NBC-Red: UNIVERSITY OF CHICAGO ROUND TABLE DISCUSSION—guest speakers
NBC-Blue: RADIO CITY MUSIC HALL ORCHESTRA—soloists
CBS: SALT LAKE CITY TABERNACLE CHOIR AND ORGAN
MBS: DEMOCRACY IN TRANSITION—round table discussion

12:45 MBS: DEMOCRACY IN TRANSITION—talks

1:00 NBC-Red: MADRIGAL SINGERS
CBS: CHURCH OF THE AIR
MBS: AMERICAN WILDLIFE—talk

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

1:30 NBC-Red: SILVER STRINGS
NBC-Blue: EMPIRES OF THE MOON—dramatization
CBS: FOREIGN NEWS BROADCAST
MBS: MUSICAL PROGRAM

1:45 CBS: POET'S GOLD—David Ross
MBS: CHARLIE AND JANE ENTERTAIN

2:00 NBC-Red: KIDOODLERS
NBC-Blue: MAGIC KEY OF R.A.—Frank Block's symphony orchestra, Milton J. Cross, Linton Wallis
CBS: WALDBERG BROWN STRING ENSEMBLE
MBS: THE LAMPLIGHTER—Jacob Tarshish

2:15 NBC-Red: VINCENTE GOMEZ guitarist
MBS: NOVELTY CHOIR

2:30 NBC-Red: SUNDAY DINNER AT AUNT FANNY'S—Fran Allison, Sid Ellstrom
MBS: NEW POETRY—A. M. Sullivan

3:00 NBC-Blue: CHARLOTTE LANSING AND GLENN DARWIN—songs
CBS: EVERYBODY'S MUSIC—Howard Barlow's orchestra
MBS: BILL BUTLER'S RODEO RAMBLERS

3:15 MBS: ON A SUNDAY AFTERNOON—varieties. Stokes' orchestra

3:30 NBC-Red: SUNDAY DRIVERS—Fields and Hall, Frances Adair

3:45 NBC-Blue: WILLIAM PRIMROSE—viola virtuoso
MBS: MUSICAL PROGRAM

4:00 NBC-Red: ROMANCE MELODIES—Ruth Lyon, Shield's orchestra
NBC-Blue: NATIONAL VESPERS—Dr. Harry Emerson Fosdick
MBS: BENAY VENUTA'S PROGRAM

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

4:45 NBC-Blue: VAGABONDS

5:00 NBC-Red: RY-KRISP PRESENTS MARION TALLEY—Koestner's orchestra
NBC-Blue: THERE WAS A WOMAN—sketch
MBS: MUSICAL STEELMAKERS

5:30 CBS: GUY LOMBARDO AND HIS ORCHESTRA
MBS: THEIR GREATEST STORIES—dramatization

5:45 NBC-Blue: THE MASTER BUILDER

EVENING

6:00 NBC-Red: CATHOLIC HOUR
NBC-Blue: JOSEF CHERNIAVSKY'S MUSICAL CAMERA
CBS: JOE PENNER—Roy Atwell, Gene Austin, Paul Gayle, Pollack's orchestra
MBS: 30 MINUTES IN HOLLYWOOD—George Jessel, Norma Talmadge, Tucker's orchestra

6:30 NBC-Red: A TALE OF TODAY—sketch
NBC-Blue: HAVEN MacQUARRIE PRESENTS
CBS: PHIL COOK'S ALMANAC—John Reed King, Block's orchestra
MBS: STAN LOMAX—sports commentator

7:00 NBC-Red: JELL-O PROGRAM—Jack Benny, Mary Livingston, Kenny Baker, Don Wilson, Sam Hearn, Andy Devine, Phil Harris' orchestra
NBC-Blue: POPULAR CLASSICS—H. Leopold Spitalny
CBS: JOAN AND KERMIT—dramatic serial
MBS: HAWAII CALLS

7:30 NBC-Red: INTERESTING NEIGHBORS—Jerry Belcher, interviewer
NBC-Blue: BAKERS' BROADCAST—Feg Murray, Harriet Millard, Ozzy Nelson's orchestra
CBS: PHIL BAKER—Beetle and Bottle, Bradley's orchestra
MBS: HOLLYWOOD WHISPER—George Fischer, commentator

8:00 NBC-Red: CHASE AND SANFORD PROGRAM—Don Ameche, Edgar Bergen, John Carter, Dorothy Lamour, Broad Twins, Armbruster's orchestra
NBC-Blue: SPY AT LARGE—dramatic serial
CBS: ST. LOUIS BLUES
MBS: THE WORK FORUM—S. Theodore Granik

8:30 NBC-Blue: SONGS WE REMEMBER—Gil's orchestra
CBS: LYN MURRAY'S MUSICAL GAZETTE
MBS: CHARIOTEERS

8:45 MBS: NEWS TESTERS—Leonard M. Leonard

9:00 NBC-Red: MANHATTAN MERRY-GO-ROUND—Rachel Carley, Pierre Le Kreun, Donnie's orchestra
NBC-Blue: HOLLYWOOD PLAYHOUSE—Tyronne Power, guests
CBS: FORD SUNDAY EVENING HOUR

9:30 NBC-Red: AMERICAN ALBUM OF FAMILIAR MUSIC—Frank Munn, Jenni Dickenson, Haenschen's orchestra
NBC-Blue: JERGENS PROGRAM—Water Winchell, news commentator
MBS: ORCHESTRA

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

10:00 NBC-Red: HOUR OF CHARM Phil Spaulny's All-Girl orchestra
NBC-Blue: NORMAN CLOSTER'S ORCHESTRA
CBS: GRAND CENTRAL STATION—dramatic sketch

10:30 NBC-Red: SYMPHONIC VARIATIONS—Walter Logan's orchestra
NBC-Blue: CHEERIO—talk and music
CBS: HEADLINES AND BYLINES—H. V. Kaltenborn, Bob Trout, Erwin Canham—news commentators

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

11:10 NBC-Blue: ORCHESTRA
CBS: ORCHESTRA

RADIO STARS

Mondays

JUNE 6-13-20-27

MORNING

- 8:00
NBC-Red: MALCOLM CLAIRE
—children's stories
NBC-Blue: NORSE MEN
QUARTET
- 8:15
NBC-Red: DOC SCHNEIDER
AND HIS TEXANS
NBC-Blue: WILLIAM MEEDER
organist
- 8:30
NBC-Red: WOMEN AND
NEWS
- 8:45
NBC-Red: DO YOU REMEM-
BER?
NBC-Blue LUCILLE AND
LANNY
- 9:00
NBC-Red: PIANO DUO
NBC-Blue: H E R A K F A S T
CLUB—variety program
CBS: DEAR COLUMBIA—fan
mail dramatizations
- 9:15
NBC-Red: PERSON TO PER-
SON—Frank Luther
- 9:25
CBS: PRESS-RADIO NEWS
- 9:30
NBC-Red: LANDT TRIO
CBS: JOYCE JORDAN, GIRL
INTERNE—sketch
- 9:40
NBC-Red: PRESS-RADIO
NEWS
- 9:45
NBC-Red: VOCALIST
CBS: BACHELOR'S CHIL-
DREN—sketch
- 9:55
NBC-Blue: PRESS-RADIO
NEWS
- 10:00
NBC-Red: MRS. WIGGS OF
THE CABBAGE PATCH—
sketch
CBS: PRETTY KITTY KELLY
—sketch
- 10:15
NBC-Red: JOHN'S OTHER
WIFE—sketch
CBS: MYRT AND MARGE—
sketch
- 10:30
NBC-Red: JUST PLAIN BILL
—sketch
NBC-Blue: ATTORNEY-AT-
LAW—sketch
CBS: HILLTOP HOUSE—dram-
atic serial
MBS: REMINISCING—Gene
Lavalle
- 10:45
NBC-Red: THE WOMAN IN
WHITE—sketch
NBC-Blue: VIENNESE EN-
SEMBLE
CBS: STEPMOTHER—sketch
MBS: BILL LEWIS—baritone
- 10:00
NBC-Red: DAVID HARUM—
sketch
NBC-Blue: STORY OF MARY
MARLIN—sketch
CBS: RUTH CARHART—songs
CBS: GET THIS TO MUSIC
- 1:15
NBC-Red: LORENZO JONES
—comedy sketch
NBC-Blue: PEPPER YOUNG'S
FAMILY—sketch
CBS: RICHARD MAXWELL
—tenor-philosopher
- 1:30
NBC-Blue: VIC AND SADE—
sketch
CBS: BIG SISTER—sketch
MBS: MUSICAL PROGRAM
- 1:45
NBC-Red: STORY OF MARY
MARLIN—sketch
NBC-Blue: GETTING THE
MOST OUT OF LIFE—talk
CBS: AUNT JENNY'S REAL
LIFE STORIES
MBS: MARCELLA HEN-
DRICKS—and organ

AFTERNOON

- 2:00 Noon
NBC-Red: DAN HARDING'S
WIFE—sketch
NBC-Blue: TIME FOR
THOUGHT
CBS: TALK RADIO COLUMBIA
—Mary Margaret McBride
—15
NBC-Red: THE O'NEILLS—
sketch
NBC-Blue: VOCALIST
CBS: THE GOLDBERGS—
sketch
MBS: RADIO GARDEN CLUB

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

- 12:45
CBS: OUR GAL SUNDAY—
sketch

- 1:00
NBC-Red: VOCALIST
MBS: THE HAPPY GANG

- 1:15
NBC-Red: ESCORTS AND
BETTY

- 1:30
NBC-Red: WORDS AND MUS-
IC—Larry Larsen, Ruth Lyon,
Harvey Hays
NBC-Blue: MOTHER-IN-LAW
—sketch

- 1:45
NBC-Blue: JACK AND LO-
RETTA—songs and patter
MBS: THE VOICE OF EX-
PERIENCE

- 2:00
NBC-Red: BETTY AND BOB
—sketch
NBC-Blue: ADVENTURE IN
READING—dramatization
CBS: MA PERKINS—sketch
MBS: HAROLD TURNER—
pianist

- 2:15
NBC-Red: HYMNS OF ALL
CHURCHES: BETTY CROCK-
ER, cooking expert
CBS: THE O'NEILLS—sketch
NBC-Blue: MARY'S "BE-
TWEEN THE BOOKS"

- 2:30
NBC-Red: ARNOLD GRIMM'S
DAUGHTER—sketch
CBS: CONSOLE MEMORIES
MBS: GIRL MEETS BOY

- 2:45
NBC-Red: VALIANT LADY—
sketch
MBS: THE QUIET SANCTU-
ARY

- 3:00
NBC-Red: MA PERKINS—
sketch
NBC-Blue: U. S. NAVY BAND
CBS: MANHATTAN MATI-
NEE
MBS: SONGLAND—Jimmy
Acree

- 3:15
NBC-Red: THE ROAD OF
LIFE—sketch
MBS: ORGAN RECITAL

- 3:30
NBC-Red: VIC AND SADE—
sketch
CBS: KATE SMITH—com-
mentator
MBS: JAM SESSION—Stokes'
orchestra

- 3:45
NBC-Red: THE GUIDING
LIGHT—sketch
CBS: NAN WYNN—songs
MBS: BILL LEWIS—baritone

- 4:00
NBC-Red: BACKSTAGE WIFE
—sketch
NBC-Blue: CLUB MATINEE
CBS: DEEP RIVER BOYS
MBS: ED FITZGERALD—talk

- 4:15
NBC-Red: STELLA DALLAS
—sketch
MBS: VOCAL DUO—Sylvia
Cydé, Raoul—duo

- 4:30
NBC-Red: RUSH HUGHES—
commentator
- 4:45
CBS: DORIS RHODES—songs
MBS: TALK
- 5:00
NBC-Red: DICK TRACY—
sketch
NBC-Blue: NIGHTBORN NELL
CBS: COLUMBIA CONCERT
ORCHESTRA

- 5:10
NBC-Blue: PRESS-RADIO
NEWS

- 5:15
NBC-Red: V A G A B O N D S
QUARTET
NBC-Blue: DON WINSLOW
OF THE NAVY—sketch

- 5:30
NBC-Red: YOUR FAMILY
AND MINE—dramatic serial
NBC-Blue: SINGING LADY—
children's program
CBS: MARCH OF GAMES—
children's program
MBS: SONGS TO REMEMBER

- 5:45
NBC-Red: LITTLE ORPHAN
ANNE—juvenile serial
NBC-Blue: ORCHESTRA
CBS: NEW HORIZONS—dram-
matization
MBS: JOHNSON FAMILY—
sketch, with Jimmy Scribner

EVENING

- 6:00
NBC-Red: SOLOIST
NBC-Blue: ORCHESTRA
CBS: PRESS-RADIO NEWS
MBS: GOLDEN JOURNEYS

- 6:15
NBC-Red: TOP HATTERS
ORCHESTRA
NBC-Blue: REVELERS QUAR-
TER
CBS: POPEYE THE SAILOR
MBS—sketch

- 6:25
NBC-Red: PRESS-RADIO
NEWS

- 6:30
NBC-Red: DAILY SPORTS
COLUMN—Paul Douglas
NBC-Blue: ORCHESTRA
CBS: BOAKE CARTER—news
commentator
MBS: THE SOPHISTICATED
LADIES—trio

- 6:45
NBC-Red: ROLLINI TRIO
NBC-Blue: LOWELL THOMAS
—news commentator
CBS: LUM AND ADBER—
sketch
MBS: BUDDY CLARK—Frank
Novak's orchestra

- 7:00
NBC-Red: AMOS 'N' ANDY—
sketch
NBC-Blue: MUSIC IS MY
HOBBY—guests
CBS: JUST ENTERTAIN-
MENT
MBS: FULTON LEWIS, JR.—
Washington news commentator

- 7:15
NBC-Red: UNCLE EZRA'S
RADIO STATION—Pat Gar-
rett
NBC-Blue: THE DEVIL
TAKE THE HINDMOST—
Dr. Joseph Jastrow
CBS: JACK SHANNON—songs

- 7:30
NBC-Red: SOLOIST
NBC-Blue: ROSE MARIE—
song stylist
CBS: CANTOR'S A CAMEL
CARAVAN—Benny Goodman's
quartet, Bert Gordon, Walter
King, Fairchild's orchestra

- 7:45
NBC-Red: MELODY IN RHY-
THM
NBC-Blue: STEINIE BOTTLE
BOYS

- 8:00
NBC-Red: BURNS AND ALLEN
NBC—Tony Martin, Garber's
orchestra
NBC-Blue: RUBY NEWMAN'S
ORCHESTRA
CBS: YOU SAID IT!—Connie
Boswell, Ted Husing, Himber's
orchestra
MBS: ORCHESTRA

- 8:30
NBC-Red: VOICE OF FIRE-
STONE—Richard Crooks, Mar-
garet Speaks, Wallenstein's
orchestra, guests
NBC-Blue: THOSE WE LOVE
—dramatic serial, Nan Gray,
Owen Davis, Jr., Richard
Cromwell, Donald Woods
CBS: PICK AND PAT—com-
edy and music
MBS: RAYMOND GRAM
SWING—commentator

- 8:45
MBS: ORCHESTRA

- 9:00
NBC-Red: MUSIC FOR MOD-
ERNS
NBC-Blue: NOW AND THEN—
orchestra
CBS: LUX RADIO THEATRE
—Fred B. D. Miller, guests,
drama
MBS: ORCHESTRA

- 9:15
MBS: JOHNSON FAMILY—
sketch, with Jimmy Scribner

- 9:30
NBC-Red: TALES OF GREAT
RIVERS
NBC-Blue: PAUL MARTIN
AND HIS MUSIC
MBS: THE WITCH'S TALE—
Alonzo Deen Cole, Marie
O'Flynn

- 10:00
NBC-Red: CONTENTED PRO-
GRAM—Opal Craven, Marek
Weber's orchestra
NBC-Blue: MAGNOLIA BLOS-
SOMS—Fisk Jubilee Choir
CBS: WAYNE KING'S OR-
CHESTRA

- 10:30
NBC-Red: FOR MEN ONLY
NBC-Blue: NATIONAL RAD-
IO FORUM—guest speaker
CBS: LET FREEDOM RING—
dramatizations
MBS: HENRY WEBER'S
PAGEANT OF MELODY



Jan Garber



Frances Carlon



Richard Maxwell

MORNING

- 8:00 NBC-Red: MALCOLM CLAIRE—children's stories
NBC-Blue: CHARIOTEERS
- 8:15 NBC-Red: DOC SCHNEIDER AND HIS TEXANS
NBC-Blue: DICK LEIBERT ENSEMBLE
- 8:30 NBC-Red: DO YOU REMEMBER?
CBS: POETIC STRINGS
- 8:45 NBC-Blue: VASS FAMILY
- 9:00 NBC-Red: WOMEN AND NEWS
NBC-Blue: BREAKFAST CLUB—variety program
CBS: MUSIC IN THE AIR
- 9:15 NBC-Red: PERSON TO PERSON—Frank Luther
- 9:25 CBS: PRESS-RADIO NEWS
- 9:30 NBC-Red: LANDT TRIO
CBS: JOYCE JORDAN, GIRL INTERNE—sketch
- 9:40 NBC-Red: PRESS-RADIO NEWS
- 9:45 NBC-Red: VOCALIST
CBS: BACHELOR'S CHILDREN—sketch
- 9:55 NBC-Blue: PRESS-RADIO NEWS
- 10:00 NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
CBS: PRETTY KITTY KELLY sketch
- 10:15 NBC-Red: JOHN'S OTHER WIFE—sketch
CBS: MYRT AND MARGE—sketch
- 10:30 NBC-Red: JUST PLAIN BILL—sketch
NBC-Blue: ATTORNEY-AT-LAW—sketch
CBS: HILLTOP HOUSE—dramatic serial
MBS: LOUIS RICH ENTERTAINERS
- 10:45 NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: VIENNESE ENSEMBLE
CBS: STEPMOTHER—sketch
- 11:00 NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: MARY LEE TAYLOR
MBS: GET THIN TO MUSIC
- 11:15 NBC-Red: LORENZO JONES comedy sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch
CBS: RICHARD MAXWELL—tenor-philosopher
- 11:30 NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch
- 11:45 NBC-Red: STORY OF MARY MARLIN—sketch
NBC-Blue: GETTING THE MOST OUT OF LIFE—talk
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: MUSICAL PROGRAM

AFTERNOON

- 12:00 Noon NBC-Red: DAN HARDING'S WIFE—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: THE GOLDBERGS sketch
- 12:30 NBC-Red: VOCALIST
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blaufuss' orchestra
CBS: ROMANCE OF HELEN TRENT—sketch

Tuesdays

JUNE 7-14-21-28

- 12:45 NBC-Red: THREE ROMEO'S
CBS: OUR GAL, SUNDAY—sketch
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE
- 1:00 NBC-Red: ORCHESTRA
MBS: ORCHESTRA
- 1:15 NBC-Red: ESCORTS AND BETTY
MBS: LUNCHEON DANCE MUSIC
- 1:30 NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays
NBC-Blue: MOTHER-IN-LAW—sketch
MBS: ORCHESTRA
- 1:45 NBC-Blue: ORCHESTRA
- 2:00 NBC-Red: BETTY AND BOB—sketch
CBS: MA PERKINS—sketch
MBS: PIANIST
- 2:15 NBC-Red: HYMNS OF ALL CHURCHES; BETTY CROCKER, cooking expert
NBC-Blue: LET'S TALK IT OVER—June Hynd
CBS: THE O'NEILLS—sketch
MBS: REVERIES
- 2:30 NBC-Red: ARNOLD GRIMM'S DAUGHTER—sketch
NBC-Blue: NBC MUSIC GUID
CBS: WALTZES OF THE WORLD
MBS: VOCAL DUO
- 2:45 NBC-Red: VALIANT LADY—sketch
MBS: THE QUIET SANCTUARY
- 3:00 NBC-Red: MA PERKINS—sketch
NBC-Blue: U. S. ARMY BAND
CBS: TIN PAN ALLEY PRESENTS—new songs, Freddie Rich's orchestra, Edith Dick
- 3:15 NBC-Red: THE ROAD OF LIFE—sketch
- 3:30 NBC-Red: VIC AND SADE—sketch
CBS: THE STORY OF THE SONG
- 3:45 NBC-Red: THE GUIDING LIGHT—sketch
MBS: GOOD HEALTH AND TRAINING
- 4:00 NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: CLUB MATINEE—variety program
CBS: ACADEMY OF MEDICINE
MBS: ED FITZGERALD—talk

- 4:15 NBC-Red: STELLA DALLAS—sketch
MBS: COCKTAILS IN SWING TIME
- 4:30 NBC-Red: RUSH HUGHES—commentator
CBS: VOCALIST
- 5:00 NBC-Red: DICK TRACY—sketch
NBC-Blue: THE FOUR OF US
- 5:10 NBC-Blue: PRESS-RADIO NEWS
- 5:15 NBC-Red: VAGABONDS QUARTET
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
- 5:30 NBC-Red: YOUR FAMILY AND MINE—dramatic serial
NBC-Blue: SINGING LADY—children's program
CBS: LET'S PRETEND
- 5:45 NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
NBC-Blue: ORCHESTRA
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

EVENING

- 6:00 NBC-Red: SCIENCE IN THE NEWS
NBC-Blue: ORCHESTRA
CBS: PRESS-RADIO NEWS
- 6:15 NBC-Red: VOCALIST
MBS: ORCHESTRA
- 6:25 NBC-Red: PRESS-RADIO NEWS
- 6:30 NBC-Red: DAILY SPORTS COLUMN—Paul Douglas
NBC-Blue: VOCALIST
CBS: BOAKE CARTER—news commentator
- 6:45 NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS—news commentator
CBS: MAXINE SULLIVAN—songs
MBS: ORCHESTRA
- 7:00 NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: EASY ACES—comedy, sketch
CBS: JUST ENTERTAINMENT
MBS: FULTON LEWIS, JR.—Washington news commentator
- 7:15 NBC-Red: VOCAL VARIETIES—choral singing
NBC-Blue: M. R. KEEN.

- TRACER OF LOST PERSONS—dramatic serial, Bennett Kilpatrick
CBS: HOLLYWOOD SCREEN-SCOOPS—George McCall
MBS: ORCHESTRA
- 7:30 NBC-Red: BY CANDLELIGHT
CBS: SECOND HUSBAND—serial, Helen Menken
MBS: HEADLINES—news dramatization
- 7:45 NBC-Blue: VIVIEN DELLA CHIESA—mezzo-soprano
- 8:00 NBC-Red: JOHNNY PRESENTS' RUSS MORGAN AND HIS ORCHESTRA—Jack Johnson's "Thrill of the Week"
NBC-Blue: ERIC MADRIGUERA AND HIS ORCHESTRA
CBS: BIG TOWN—Edward G. Robinson, Claire Trevor, dramatization
MBS: ORCHESTRA
- 8:30 NBC-Red: LADY ESTHER SERENADE—Wayne King's orchestra
NBC-Blue: IT MAY HAVE HAPPENED—dramatization
CBS: AL JOHNSON—Martha Raye, Parkyakarkus, Victor Young's orchestra, guests
MBS: THE GREEN HORNET—dramatization
- 9:00 NBC-Red: VOX POP—Parks Johnson, Wallace Butterworth
NBC-Blue: HERSAGE HEIDT AND HIS ALEHITE BRIGADIERS—Lysbeth Hughes, Young King
CBS: WATCH THE FUN GO BY—Feats, Nick Lucas.
MBS: ORCHESTRA
- 9:15 MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner
- 9:30 NBC-Red: FIBBER MCGEE AND MOLLY—Jim Jordan, Clark Dennis, Betty Winkler, Mills orchestra
NBC-Blue: NBC JAMBOREE—Don McNeill, Sylvia Clark, Fran Allison, Little Jackie Heller, Bill Thompson
CBS: BENNY GOODMAN'S SWING SCHOOL
MBS: MUSIC BY—guest artists
- 10:00 NBC-Red: BELIEVE IT OR NOT—Robert L. Ripley, Rolfe's orchestra
CBS: TIME TO SHINE—Hal Kemp's orchestra, Judy Starr
Bob Allen
- 10:15 MBS: CHARIOTEERS—male quartet
- 10:30 NBC-Red: JIMMIE FIDLER'S HOLLYWOOD GOSSIP
CBS: RAY HEATHERTON—songs
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: DEVELOPMENT OF MUSIC



Jack Johnstone



Yvonne King



Freddie Rich

MORNING

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

8:15 NBC-Red: DOC SCHNEIDER AND HIS TEXANS
NBC-Blue: WILLIAM MEEBEE—organist

8:30 NBC-Red: WOMEN AND NEWS

8:45 NBC-Red: DO YOU REMEMBER JOYCE JORDAN,
NBC-Blue: LUCILLE AND LANNY

9:00 NBC-Red: PIANO DUO
NBC-Blue: B R E A K F A S T CLUB—variety program
CBS: MADISON ENSEMBLE

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

9:25 CBS: PRESS-RADIO NEWS

9:30 NBC-Red: LANDT TRIO
CBS: JOYCE JORDAN, GIRL INTERNE—sketch

9:40 NBC-Red: PRESS-RADIO NEWS

9:45 NBC-Red: VOCALIST
CBS: BACHELOR'S CHILDREN—sketch
MBS: MARTHA AND HAL—songs and patter

9:55 NBC-Blue: PRESS-RADIO NEWS

9:00 NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
CBS: PRETTY KITTY KELLY—sketch

9:15 NBC-Red: JOHN'S OTHER WIFE—sketch
CBS: MYRT AND MARGE—sketch

9:30 NBC-Red: JUST PLAIN BILL—sketch
NBC-Blue: ATTORNEY-AT-LAW—sketch
CBS: HILLTOP HOUSE—dramatic serial

9:45 NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: VIENNESE ENSEMBLE
CBS: STEPMOTHER—sketch

9:00 NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: GREENFIELD VILLAGE CHAPEL
MBS: GET THIN TO MUSIC

9:15 NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch

9:30 NBC-Blue: VIC AND SADE—sketch
CBS: BIG SISTER—sketch
MBS: ORGAN RECITAL

Wednesdays

JUNE 1—8—15—22—29

11:15 NBC-Red: STORY OF MARY MARLIN—sketch
NBC-Blue: GETTING THE MOST OUT OF LIFE—talk
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: ELINOR SHERRY—songs

AFTERNOON

12:00 Noon NBC-Red: DAN HARDING'S WIFE—sketch
NBC-Blue: T I M E F O R T H O U G H T
CBS: THE RADIO COLUMNIST—Mary Margaret McBride

12:15 NBC-Red: THE O'NEILLS—sketch
NBC-Blue: KIDDOOLERS
CBS: THE GOLDBERGS—sketch

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

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

1:00 MBS: THE HAPPY GANG

1:15 NBC-Red: BENNETT AND WOLFEITON—piano duo

1:30 NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larson, Harvey Hays
NBC-Blue: MOTHER-IN-LAW—sketch
MBS: ORCHESTRA

1:45 NBC-Blue: JACK AND LORETTA—songs and patter
MBS: VOICE OF EXPERIENCE

2:00 NBC-Red: BETTY AND BOB—sketch
CBS: MA PERKINS—sketch
MBS: PIANIST

2:15 NBC-Red: HYMNS OF ALL CHURCHES; BETTY CROCKER, cooking expert
CBS: THE O'NEILLS—sketch
MBS: TED MALONE'S "BETWEEN THE BOOKENDS"

2:30 NBC-Red: ARNOLD GRIMM'S DAUGHTER—sketch
CBS: MELLOW MOMENTS
MBS: VOCAL DUO

2:45 NBC-Red: VALIANT LADY—sketch
MBS: THE QUIET SANC TUARY

3:00 NBC-Red: MA PERKINS—sketch
NBC-Blue: CONTINENTAL VARIETIES—Hornal's orchestra
CBS: ALL HANDS ON DECK
MBS: SONGLAND—Jimmy Aque

3:15 NBC-Red: THE ROAD OF LIFE—sketch
MBS: MOODS IN MUSIC

3:30 NBC-Red: VIC AND SADE—sketch
NBC-Blue: MAURICE SPITALNY'S ORCHESTRA
CBS: KATE SMITH—commentator
MBS: ORCHESTRA

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

4:00 NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: CLUB MATINEE—variety program
CBS: WEDNESDAY REVIEW
MBS: ED FITZGERALD—talk

4:15 NBC-Red: STELLA DALLAS—sketch
MBS: COCKTAILS IN SWING-TIME

4:30 NBC-Red: RUSH HUGHES—commentator
CBS: DEEP RIVER BOYS

4:45 CBS: DORIS RHODES—songs

5:00 NBC-Red: DICK TRACY—sketch
NBC-Blue: NEIGHBOR NELL
CBS: COLUMBIA CONCERT HALL

5:10 NBC-Blue: PRESS-RADIO NEWS

5:15 NBC-Red: V A G A B O N D S QUARTET
NBC-Blue: DON WINSLOW OF THE NAVY—sketch

5:30 NBC-Red: YOUR FAMILY AND MINE—dramatic serial
NBC-Blue: SINGING LADY—children's program
CBS: MARCH OF GAMES—children's program

5:45 NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
NBC-Blue: ORCHESTRA
CBS: EXPLORING SPACE
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

EVENING

6:00 NBC-Red: A M E R I C A ' S SCHOOLS
NBC-Blue: LITTLE VARIETY SHOW
CBS: PRESS-RADIO NEWS
MBS: ORCHESTRA

6:15 NBC-Red: TOP HATTERS ORCHESTRA
NBC-Blue: REVOLVERS QUARTET
CBS: POPPYE THE SAILOR MAN—sketch

6:25 NBC-Red: PRESS-RADIO NEWS

6:30 NBC-Red: DAILY SPORTS COLUMN—Paul Douglas
NBC-Blue: VOCALIST
CBS: HOAKE CARTER—news commentator
MBS: S T D I E S A N D SKETCHES IN BLACK AND WHITE

6:45 NBC-Blue: VOCALIST

6:55 NBC-Red: VOCALIST
NBC-Blue: LOWELL THOMAS news commentator
CBS: LUM AND ABNER—comedy sketch
MBS: BUDDY CLARK—Frank Novak's orchestra

7:00 NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: EASY ACES—comedy sketch
CBS: U S T ENTERTAINMENT
MBS: FULTON LEWIS, JR.—Washington news commentator

7:15 NBC-Red: UNCLE EZRA'S RADIO STATION—Pat Barrett

NBC-Blue: MR. KEEN, TRAINER OF LOST PERSONS—dramatic serial, Bennett Kilpatrick
CBS: A M E R I C A N VIEWS
MBS: ORCHESTRA

NBC-Red: TALES BY EDWIN C. HILL
NBC-Blue: ROSE MARIE—song stylist

7:15 NBC-Red: HAPPY JACK—songs
NBC-Blue: SCIENCE ON THE MARCH
CBS: HISTORY'S HEADLINES

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—guests, Voorhees' orchestra
MBS: ORCHESTRA

8:10 NBC-Red: RALEIGH AND KOOLSHOW—Tommy Dorsey's orchestra, Edythe Wright, Jack Leonard, Paul Stewart
NBC-Blue: H A R R I E T PARSONS—Hollywood commentator
CBS: BEN BERNIE—Lew Lehr, Buddy Clark
MBS: LET'S VISIT—Dave Deiscol, Jerry Danzig

8:45 NBC-Blue: BARRY McKINLEY—baritone

9:00 NBC-Red: TOWN HALL TONIGHT—Fred Allen, Portland Hoffa, Van Statten's orchestra
NBC-Blue: TUNE TYPES—variety program
CBS: ANDRE KOSTELANETZ—Deems Taylor, guests
MBS: ORCHESTRA

9:15 MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

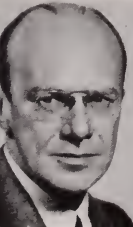
9:30 NBC-Blue: BOSTON "POP" CONCERT
CBS: THE WORD GAME—Max Eastman
MBS: JAZZ NOCTURNE—Helene Daniels, Stanley's orchestra

10:00 NBC-Red: KAY KYSER'S MUSICAL CLASS AND DANCE
NBC-Blue: C H O I R S Y M P H O N E T T E
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: EDGAR GUEST IN "IT CAN BE DONE"—Marion Francis Master's orchestra
MBS: MELODIES FROM THE SKY

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



Deems Taylor



Rose Marie



Pat Barrett

MORNING

Thursdays

JUNE 2-9-16-23-30



Robert Taylor

- 8:00 NBC-Red: MALCOLM CLAIRE —children's stories
NBC-Blue: SOUTHERNAIRES
- 8:15 NBC-Red: DOC SCHNEIDER AND HIS TEXANS
NBC-Blue: DICK LEIBERT ENSEMBLE
- 8:30 NBC-Red: DO YOU REMEMBER?
NBC-Blue: GRACE AND SCOTTY
- 9:00 NBC-Red: PIANO DUO
NBC-Blue: BREA KFAST CLUB—variety program
CBS: AS YOU LIKE IT
- 9:15 NBC-Red: PERSON TO PERSON—Frank Luther
CBS: PRESS-RADIO NEWS
- 9:25 NBC-Red: LANDT TRIO
CBS: JOYCE JORDAN, GIRL INTERNE—sketch
- 9:40 NBC-Red: PRESS-RADIO NEWS
- 9:45 NBC-Red: VOCALIST
CBS: BACHELOR'S CHILDREN—sketch
MBS: MARTHA AND HAL—songs and patter
- 9:55 NBC-Blue: PRESS-RADIO NEWS
- 10:00 NBC-Red: MRS. WIGGS OF THE CABBAGE PATCH—sketch
CBS: PRETTY KITTY KELLY—sketch
- 10:15 NBC-Red: JOHN'S OTHER WIFE—sketch
CBS: MYHT AND MARGE—sketch
- 10:30 NBC-Red: JUST PLAIN BILL—sketch
NBC-Blue: ATTORNEY-AT-LAW—sketch
CBS: HILLTOP HOUSE—dramatic serial
MBS: GOOD MORNING FROM CLEVELAND
- 10:45 NBC-Red: THE WOMAN IN WHITE—sketch
NBC-Blue: VIENNESE ENSEMBLE
CBS: STEFMOTHER—sketch
- 11:00 NBC-Red: DAVID HARUM—sketch
NBC-Blue: THE STORY OF MARY MARLIN—sketch
CBS: MARY LEE TAYLOR
MBS: GET THIN TO MUSIC
- 11:15 NBC-Red: LORENZO JONES—comedy sketch
NBC-Blue: PEPPER YOUNG'S COMEDY—sketch
- 11:30 NBC-Blue: VIC AND SADE—comedy sketch
CBS: BIG SISTER—sketch
- 11:45 NBC-Red: STORY OF MARY MARLIN—sketch
NBC-Blue: GETTING THE MOST OUT OF LIFE—talk
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch
MBS: VOCALIST

AFTERNOON

- 12:00 Noon NBC-Red: DAN HARDING'S WIFE—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: THE GOLDBERGS—sketch
- 12:30 NBC-Red: AL AND LEE REISBER—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 GAL SUNDAY—sketch
- 1:00 NBC-Red: ORCHESTRA
MBS: THE HAPPY GANG
- 1:15 NBC-Red: ESCORTS AND BETTY
- 1:30 NBC-Red: WORDS AND MUSIC—Ruth Lyon, Larry Larsen, Harvey Hays
NBC-Blue: MOTHER-IN-LAW—sketch
MBS: ORCHESTRA
- 1:45 NBC-Blue: VOCALIST
MBS: LEONARD WARREN—baritone
- 2:00 NBC-Red: BETTY AND BOB—sketch
NBC-Blue: VAGABOND'S QUARTET
CBS: MA PERKINS—sketch
MBS: PIANIST
- 2:15 NBC-Red: HYMNS OF ALL CHURCHES, BETTY CROCKER, cooking expert
NBC-Blue: LET'S TALK IT OVER—Lisa Sergio
CBS: THE O'NEILLS—sketch
MBS: TED MALONE'S "BETWEEN THE BOOK-ENDS"
- 2:30 NBC-Red: ARNOLD GRIMA'S DAUGHTER—sketch
NBC-Blue: DOT AND PAT
CBS: COLUMBIA SALON ORCHESTRA
- 2:45 NBC-Red: VALIANT LADY—sketch
NBC-Blue: VOCALIST
- 3:00 NBC-Red: MA PERKINS—sketch
NBC-Blue: PIANIST
CBS: RAY BLOCK'S VARIETIES
- 3:15 NBC-Red: THE ROAD OF LIFE—sketch
NBC-Blue: SILHOUETTES OF THE WEST
- 3:30 NBC-Red: VIC AND SADE—comedy sketch
NBC-Blue: ORCHESTRA
CBS: U. S. ARMY BAND
MBS: ORCHESTRA
- 3:15 NBC-Red: THE GUIDING LIGHT—sketch

- 4:00 NBC-Red: BACKSTAGE WIFE—sketch
NBC-Blue: CLUB MATINEE—variety program
CBS: SCIENCE SERVICE SERIES
MBS: ED FITZGERALD—talk
- 4:15 NBC-Red: STELLA DALLAS—sketch
CBS: ETON BOYS
MBS: COCKTAILS IN SWING-TIME
- 4:30 NBC-Red: RUSH HUGHES—commentator
- 5:00 NBC-Red: DICK TRACY—sketch
NBC-Blue: POUR OF US
MBS: LAWRENCE SALERNO—dramas
- 5:10 NBC-Blue: PRESS-RADIO NEWS
- 5:15 NBC-Red: SONGS BY BONNIE STUART
NBC-Blue: DON WINSLOW OF THE NAVY—sketch
- 5:30 NBC-Red: YOUR FAMILY AND MINE—dramatic serial
NBC-Blue: SINGING LADY—children's program
CBS: LET'S PRETEND
- 5:45 NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial
NBC-Blue: ORCHESTRA
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

EVENING

- 6:00 NBC-Red: GEORGE R. HOLMES—Washington commentator
NBC-Blue: ORCHESTRA
CBS: PRESS-RADIO NEWS
- 6:15 NBC-Red: ORCHESTRA
CBS: DORIS HODGES—news
MBS: MUSICAL PROGRAM
- 6:25 NBC-Red: PRESS-RADIO NEWS
- 6:30 NBC-Red: DAILY SPORTS COLUMN—Paul Douglas
NBC-Blue: TUNE TWISTERS
CBS: BOAKE CARTER—news commentator
MBS: THE SOPHISTICATED LADIES—trio
- 6:45 NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS—news commentator
MBS: RADIE HARRIS—Hollywood commentator



Amos

- 7:00 NBC-Red: AMOS 'N' ANDY—sketch
NBC-Blue: EASY ACES—comedy sketch
CBS: J U S T ENTERTAINMENT
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: OUTDOORS WITH BOB EDGE
- 7:30 NBC-Red: VOCALIST
NBC-Blue: VOCALIST
CBS: ST. LOUIS BILES
MBS: HEADLINES—news dramatization
- 7:45 NBC-Blue: STEINIE BOTTLE BOYS
MBS: ORCHESTRA
- 8:00 NBC-Red: ROYAL GELATIN PROGRAM—Rudy Vallee, guests
NBC-Blue: MARCH OF TIME—news dramatizations
CBS: KATE SMITH—Ted Collins, Miller's orchestra
MBS: ALFRED WALLENSTEIN'S SINFONETTA
- 8:30 MBS: THE GREEN HORNET—dramatization
- 8:45 NBC-Blue: PIANO DUO
- 9:00 NBC-Red: GOOD NEWS OF 1938—Robert Taylor, Fannie Brice, Frank Morgan, Willson's orchestra, guests
NBC-Blue: TORONTO PROMENADE CONCERT
CBS: MAJOR BOWES' AMATEUR HOUR
MBS: THE HARMONIAES
- 9:15 MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner
- 9:30 MBS: RAY SINATRA'S MOONLIGHT RHYTHMS—Sylvia Pross, Jack Arthur
- 10:00 NBC-Red: KRAFT MUSIC HALL—Bing Crosby, Bob Burns, Trotter's orchestra, guests
NBC-Blue: UNDER WESTERN SKIES
CBS: ESSAYS IN MUSIC—Victor Bay's orchestra, Margaret Dalm, Ruth Carhart, David Ross
MBS: DRAMATIZATION
- 10:30 NBC-Blue: NBC PROMENADE CONCERT
CBS: AMERICANS AT WORK
MBS: HENRY WEBER'S CONCERT REVUE
- 11:00 NBC-Red: SPORTS QUESTION BOX
NBC-Blue: ORCHESTRA
CBS: DUKE ELLINGTON'S ORCHESTRA
- 11:15 NBC-Blue: ELZA SCHAFFLIGER REVIEWS—previews, guests
MBS: THEATRE DIGEST



Irving Caesar

MORNING

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

8:15
NBC-Red: DOC SCHNEIDER
AND HIS TEXANS
NBC-Blue: WILLIAM MEE-
DER—organist

8:30
NBC-Red: WOMEN AND
NEWS

8:45
NBC-Red: DO YOU REMEM-
BER?

9:00
NBC-Red: PIANO DUO
NBC-Blue: B R E A K F A S T
CLUB—variety program
CBS: HETROPOLITAN PA-
RADE

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

9:25
CBS: PRESS-RADIO NEWS

9:30
NBC-Red: LANDT TRIO
CBS: JOYCE JORDAN, GIRL
INTERNE—sketch

9:40
NBC-Red: PRESS-RADIO
NEWS

9:45
NBC-Red: VOCALIST
CBS: BACHELOR'S CHIL-
DREN—sketch
MBS: MATHA AND HAL—
songs and patter

9:55
NBC-Blue: PRESS-RADIO
NEWS

10:00
NBC-Red: MRS WIGGS OF
THE CABPAGE PATCH—
sketch
CBS: PRETTY KITTY KELLY
—sketch

10:15
NBC-Red: JOHN'S OTHER
WIFE—sketch
CBS: MYRT AND MARGE—
sketch

10:30
NBC-Red: JUST PLAIN BILL
—sketch
NBC-Blue: ATTORNEY-AT-
LAW—sketch
CBS: HILITOP HOUSE—dra-
matic serial
MBS: REMINISCING

10:45
NBC-Red: THE WOMAN IN
WHITE—sketch
NBC-Blue: VIENNESE EN-
SEMBLE
CBS: STEPMOTHER—sketch
MBS: ORGAN RECITAL

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

11:15
NBC-Red: LORENZO JONES
—society drama
NBC-Blue: PEPPER YOUNG'S
FAMILY—sketch
CBS: RICHARD MAXWELL—
tenor-philosopher

Fridays

JUNE 3—10—17—24

11:30
NBC-Blue: VIC AND SADE—
sketch
CBS: BIG SISTER—sketch

11:45
NBC-Red: THE STORY OF
MARY MARLIN—sketch
NBC-Blue: GETTING THE
MOST OUT OF LIFE—talk
CBS: AUNT JENNY'S REAL
LIFE STORIES—sketch
MBS: PIANIST

AFTERNOON

12:00 Noon
NBC-Red: DAN HARDING'S
WIFE—sketch
NBC-Blue: T I M E F O R
THOUGHT
CBS: THE RADIO COLUM-
BIAN—Mary Margaret McBride

12:15
NBC-Red: THE O'NEILLS—
sketch
NBC-Blue: VOCALIST
CBS: THE GOLDBERGS—
sketch
MBS: RADIO GARDEN CLUB

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

12:45
CBS: OUR GAL, SUNDAY—
sketch

1:00
NBC-Red: PIANO DUO
MBS: THE HAPPY GANG

1:15
NBC-Red: ESCORTS AND
BETTY

1:30
NBC-Red: WORDS AND MU-
SIC—Larry Lathen, Ruth Lyon,
Harvey Ray
NBC-Blue: MOTHER-IN-LAW
—sketch
MBS: ORCHESTRA

1:45
NBC-Blue: JACK AND LO-
RETTA—songs and patter
MBS: VOICE OF EXPERI-
ENCE

2:00
NBC-Red: BETTY AND BOB—
sketch
NBC-Blue: U. S. Marine Band
CBS: PLANIST

2:15
NBC-Red: BETTY CROCKER
—cooking sketch
CBS: THE O'NEILLS—sketch
MBS: TED MALONE'S "BE-
TWEEN THE BOOKENDS"

2:30
NBC-Red: ARNOLD GRIMM'S
DAUGHTER—sketch
CBS: CAPTIVATORS
MBS: GIRL MEETS BOY

2:45
NBC-Red: VALIANT LADY—
sketch



Cesar Saerchinger

3:00
NBC-Red: MA PERKINS —
sketch
NBC-Blue: RADIO GUILD—
dramatization
CBS: BUFFALO SUMMER
THEATRE

3:15
NBC-Red: THE ROAD OF
LIFE—sketch

3:30
NBC-Red: VIC AND SADE—
sketch
CBS: KATE SMITH — com-
mentary
MBS: ORCHESTRA

3:45
NBC-Red: THE GUIDING
LIGHT—sketch
CBS: AL BERNARD'S MERRY
MINSTRELS
MBS: STUDIES AND
SKETCHES IN BLACK AND
WHITE

4:00
NBC-Red: BACKSTAGE WIFE
—sketch
NBC-Blue: CLUB MATINEE—
variety program
CBS: CHICAGO VARIETIES
MBS: ED FITZGERALD—talk

4:15
NBC-Red: STELLA DALLAS—
sketch
MBS: VOCALIST

4:30
NBC-Red: RUSH HUGHES—
commentary

4:45
MBS: THE ENGLISH—read-
ings

5:00
NBC-Red: DICK TRACY —
sketch
NBC-Blue: NEIGHBOR NELL
CBS: CROSS ROADS HALL—
varieties

5:10
NBC-Blue: PRESS-RADIO
NEWS

5:15
NBC-Red: VOCALIST
NBC-Blue: DON WINSLOW
OF THE NAVY—sketch
MBS: MUSICAL PROGRAM

5:30
NBC-Red: YOUR FAMILY
AND MINE—dramatic serial
NBC-Blue: LITTLE VARIETY
SHOW
CBS: MUSIC FOR FUN —
Howard Barlow's orchestra
MBS: DECIBELS

5:45
NBC-Red: LITTLE ORPHAN
ANNE—juvenile serial
NBC-Blue: WASHINGTON
CALLING
MBS: JOHNSON FAMILY—
sketch, with Jimmy Scribner

EVENING

6:00
NBC-Red: EDUCATION IN
THE NEWS—dramatization
NBC-Blue: MAUICE SPI-
TALNY'S ORCHESTRA
CBS: PRESS-RADIO NEWS

6:15
NBC-Red: PIANO TIME
NBC-Blue: REVELERS QUAR-
TET
CBS: POPEYE, THE SAILOR
MAN—sketch

6:25
NBC-Red: PRESS-RADIO
NEWS

6:30
NBC-Red: DAILY SPORTS
COLUMN—Pat Douglas
NBC-Blue: VOCALIST
CBS: BOAKE CARTER—news
commentator
MBS: ORCHESTRA

6:35
NBC-Blue: SOLOIST

6:45
NBC-Red: ORCHESTRA
NBC-Blue: LOWELL THOMAS
—news commentator
CBS: LUM AND ABNER—
sketch
MBS: BUDDY CLARK—Frank
Novak's orchestra

7:00
NBC-Red: AMOS 'N' ANDY—
sketch
NBC-Blue: THE FOUR OF US
CBS: J U S T ENTERTAIN-
MENT
MBS: FULTON LEWIS, JR.—
Washington news commentator

7:15
NBC-Red: UNCLE EZRA'S
RADIO STATION—Pat Barrett
NBC-Blue: STORY BEHIND
THE HEADLINES — Cesar
Saerchinger
CBS: VOCALIST
MBS: ORCHESTRA

7:30
NBC-Blue: TALES BY ED-
WIN C. HILL
CBS: VOCALIST

7:45
NBC-Red: THREE ROMEO
NBC-Blue: VOCALIST
CBS: SCIENCE AND SOCIETY

8:00
NBC-Red: CITIES SERVICE
CONCERT — Lucile Manners,
Frank Buckley's orchestra
NBC-Blue: MARYCE SPI-
TALNY'S ORCHESTRA
CBS: THE GHOST OF BEN-
JAMIN SWEET — dramatic
serial

8:30
NBC-Blue: DEATH VALLEY
DAYS—dramatization
CBS: PAUL WHITEMAN'S
ORCHESTRA—John Edwards
—speaker

8:45
MBS: ORCHESTRA

9:00
NBC-Red: WALTZ TIME—
Frank Munn, Lyman's orches-
tra
NBC-Blue: ROYAL CROWN
REVELE—Tim and Irene, Uncle
Happy, Graham McNamee,
Freda Gibson, George Olsen's
orchestra
CBS: HOLLYWOOD HOTEL—
Louella Parsons, Frances Lang-
ford, Frank Parker, Anne
Jamison, Ken Murray, Oswald,
Paige's orchestra
MBS: ORCHESTRA

9:15
MBS: JOHNSON FAMILY—
sketch, with Jimmy Scribner

9:30
NBC-Red: A. L. ALEXAN-
DER'S TRUE STORIES—dra-
matization
NBC-Blue: NBC SPELLING
BEE—Paul Wang
MBS: WLF OERETTA

10:00
NBC-Red: FIRST NIGHTER—
dramatization, Les Tremayne,
Barbara Luddy
NBC-Blue: PAUL MARTIN'S
ORCHESTRA
CBS: COLUMBIA SQUARE
MBS: BAMBERGER SYM-
PHONY ORCHESTRA

10:30
NBC-Red: JIMMIE FIDLER'S
HOLLYWOOD GOSSIP
MBS: CURTAIN TIME—dra-
matization

10:45
CBS: AMERICAN VIEW-
POINT

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



George Olsen



Frank Parker

MORNING

- 8:00
NBC-Red: MALCOLM CLAIRE
—children's stories
NBC-Blue: SOUTHERNAIRES
- 8:15
NBC-Red: DOC SCHNEIDER
AND HIS TEXANS
NBC-Blue: DICK LEIBERT
ENSEMBLE
- 8:30
NBC-Red: DO YOU REMEM-
BER?
- 8:45
NBC-Blue: JACK AND
LORETTA
- 9:00
NBC-Red: THE WISE MAN
NBC-Blue: B R E A K F A S T
CLUB—variety program
CBS: ETON BOYS
- 9:15
NBC-Red: SUNSHINE EX-
PRESS
CBS: RICHARD MAXWELL
—tenor-philosopher
- 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: LEW WHITE—organist
- 10:15
NBC-Red: CHARIOTEERS—
male quartet
NBC-Blue: VIENNESE EN-
SEMBLE
- 10:30
NBC-Red: MUSIC INTERNA-
TIONAL—Alexander Kirloff
NBC-Blue: THE CHILD
GROWS UP—Katharine Len-
root
CBS: JEWEL COWBOYS
- 10:45
NBC-Blue: SWING SERE-
NADE
- 11:00
NBC-Red: FLORENCE
HALE'S RADIO FORUM
NBC-Blue: VAUGHN DE
LEATH—songs
CBS: CINCINNATI CONSER-
VATORY OF MUSIC
MBS: GET THIN TO MUSIC
- 11:15
NBC-Red: FORD RUSH AND
SILENT SLIM
NBC-Blue: MINUTE MEN—
male quartet
MBS: ORCHESTRA
- 11:30
NBC-Red: H A L F P A S T
ELEVEN
NBC-Blue: OUR BARN—child-
ren's program, Madge Tucker
MBS: U. S. ARMY BAND
- 11:45
NBC-Red: SERVING THE
CONSUMER

AFTERNOON

- 12:00 Noon
NBC-Red: ABRAHAM CHASINS'
MUSIC SERIES
NBC-Blue: CALL TO YOUTH
MBS: THIS WONDERFUL
WORLD
- 12:15
NBC-Blue: SOLOIST
MBS: VARIETY PROGRAM
- 12:30
NBC-Red: ORCHESTRA
NBC-Blue: N A T I O N A L
FARM AND HOME HOUR
CBS: MELODY RAMBLINGS—
Marty Dale
- 12:45
CBS: ROMANY TRAIL
- 1:00
NBC-Red: ORCHESTRA
MBS: STEVE SEVERN'S PET
CLUB
- 1:15
CBS: RHYTHMAIRES
MBS: VOCALIST
- 1:30
NBC-Red: YOUR HOST IS
BUFFALO
NBC-Blue: ORCHESTRA
MBS: BUFFALO PRESENTS
MBS: ORCHESTRA
- 2:00
NBC-Red: MUSIC FOR
EVERYONE
CBS: VOCALIST
MBS: ORCHESTRA
- 2:15
NBC-Blue: KIDOODLERS
- 2:30
NBC-Red: CAMPUS CAPERS
NBC-Blue: ORCHESTRA
CBS: MOTOR CITY MELO-
DIES
- 3:00
NBC-Red: GOLDEN MELO-
DIES
NBC-Blue: SILHOUETTES OF
THE WEST
CBS: MERRYMAKERS
MBS: FROM LONDON
- 3:15
NBC-Blue: DOT AND PAT
- 3:30
NBC-Red: SWINGOLOGY
NBC-Blue: ORCHESTRA
CBS: GEITRUEDE LUTZI AND
JOHN STURGESS—songs
- 4:00
NBC-Red: CALLING ALL
STAMP COLLECTORS
NBC-Blue: CLUB MATINEE
CBS: CHARLES PAUL—org-
anist
- 4:15
NBC-Red: MEN OF THE
WEST
- 4:30
NBC-Red: ORCHESTRA
MBS: ORCHESTRA
- 4:45
CBS: FOUR CLUBMEN

Saturdays

JUNE 4—11—18—25



Barry McKinley



Vaughn de Leath

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.

- 5:00
NBC-Red: GREAT PLAYS
NBC-Blue: ORCHESTRA
CBS: EXPLORING MUSIC
MBS: ORCHESTRA
- 5:30
NBC-Blue: ORCHESTRA
CBS: ORCHESTRA
MBS: ORCHESTRA

EVENING

- 6:00
NBC-Red: EL CHICO SPAN-
ISH REVUE
NBC-Blue: TUNE TWISTERS
MBS: ORGANIST
- 6:05
CBS: COLUMBIA'S CHORUS
QUEST
- 6:15
NBC-Blue: THE MASTER
BUILDER
MBS: SCHEMES THAT SKIN
—dramatization
- 6:25
NBC-Blue: PRESS-RADIO
NEWS
NBC-Blue: PRESS-RADIO
NEWS
- 6:30
NBC-Red: DAILY SPORTS
COLUMN—Paul Douglas
CBS: ORCHESTRA
MBS: "JAM AND JIVE"
- 6:35
NBC-Blue: ORCHESTRA
- 6:45
NBC-Red: RELIGION IN THE
NEWS—Dr. Walter Van Kirk
- 7:00
NBC-Red: KALTENMEYER'S
KINDERGARTEN — Bruce
Kamman
NBC-Blue: MESSAGE OF IS-
RAEL—quest and music
CBS: SYNCOPATION PRIZE
MBS: ORCHESTRA

- 7:30
NBC-Red: TALES BY EDWIN
C. HILL
NBC-Blue: UNCLE JIM'S
QUESTION BEE
CBS: COLUMBIA'S WORK-
SHOP
MBS: ORCHESTRA
- 7:45
NBC-Red: BARRY MCKINLEY
—songs
- 8:00
NBC-Blue: MELODY SERE-
NADE
CBS: SATURDAY SWING
SESSION
MBS: ERNIE FIORITO'S
STUDIES IN CONTRAST—
Sylvia Froo, Jimmy Shields
- 8:30
NBC-Red: ORCHESTRA
NBC-Blue: ORIGINAL RADIO
PLAYS
CBS: JOHNNY PRESENTS
RUSS MORGAN AND HIS
ORCHESTRA

- 8:45
NBC-Blue: INK SPOTS
- 9:00
NBC-Blue: NATIONAL BARN
DANCE—Joe Kelly
CBS: PROFESSOR QUIZ—
Bob Trout
- 9:30
CBS: SATURDAY NIGHT SE-
RENADE—Mary Eastman, Bill
Perry, Hanscomb's orchestra
MBS: PAT BARNES AND HIS
BARNSTORMERS — Marcella
Hendricks, Jimmy Shields

- 10:00
NBC-Red: AL ROTH NBC
SYMPHONY ORCHESTRA
NBC-Blue: DESIGN FOR MUSIC
CBS: YOUR HIT PARADE
MBS: ORCHESTRA
- 10:30
NBC-Red: ORCHESTRA
NBC-Blue: ORCHESTRA

- 10:45
CBS: SPECIAL TALKS PRO-
GRAM

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

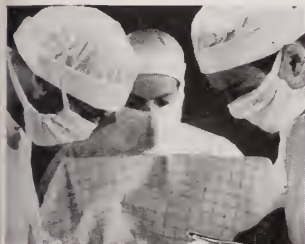


Walter Blaufuss



Jackie Heller

"SKIN-VITAMIN" SCORES HIT WITH WOMEN



Scientific findings in different countries awaken interest of leading hospitals. A certain vitamin is found to heal wounds, burns, infections, when applied direct to the skin!



New York! Tested in Pond's Cold Cream, the "skin-vitamin" brings definite results! Slides thrown on screen show skin of animals is rough, scaly, when diet lacks "skin-vitamin"—show skin smooth, healthy again, when Pond's Cold Cream containing "skin-vitamin" is applied daily.



Telephone calls and letters greet the first Pond's advertisement offering Pond's Cold Cream with beauty-giving "skin-vitamin" to women (October, 1937, magazines).



Young wife in Tarrytown-on-the-Hudson, N.Y., writes: "I have never used anything like this cream. Oh, my! In two weeks roughness was entirely gone, my skin felt velvety and smooth."



Society beauties tell of greater benefits from Pond's Creams with "skin-vitamin" — (reading down) FREDERICA VANDERBILT WEBB, now Mrs. David S. Gamble, Jr.; WENDY MORGAN, now Mrs. Thomas Rodd, III; MRS. ALEXANDER C. FORBES, grandniece of MRS. JAMES ROOSEVELT—"Texture finer." "Skin softer." "Color better than ever."



Druggists—answering increasing requests from women for Pond's Cold Cream with the "skin-vitamin" in it—explain to them that it comes in the very same jars, with the same labels, at the same price.

Announced nine months ago, the "Skin-Vitamin" was quickly accepted by Thousands of Beauty Seekers

Thousands of women have already tried Pond's Cold Cream containing the "skin-vitamin," special aid in maintaining skin health and beauty. New thousands are constantly learning of its increased benefits.

Women's satisfaction is recorded in the mounting sales of this widely known beauty aid. Today Pond's Creams, long famous as largest selling creams in the world, now with the beauty-giving "skin-vitamin" have reached the largest sales in their entire history!

Tune in on "Those We Love," Mondays, 8:30 P. M., N.Y. Time, N.B.C.

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(Continued from page 18)



BARBARA LEWIS famous fashion model says: "Before posing for photographs I always remove unsightly hair from arms and legs with NEET. No man likes hairiness."

UNSIGHTLY HAIR WASHES OFF QUICKLY with New Cream

In a bathing suit... evening gown... even through stockings... unsightly hair spoils your charm and drives away romance.

Now you can easily have lovely legs and arms—free of ugly hair. Just spread on NEET, as you would a cold cream. Then rinse off with water! NEET removes all hair—delays re-growth—leaves your skin petal-soft and satin-smooth.

Avoid Unpleasant Razor-Roughness

Say good-bye to rough skin and sharp, wiry hairs that grow in after shaving. No razor stubble to snag your stockings



Magnified view of sharp brittle hair after shaving. Snags stockings.

... no danger of cuts when you use the safe and easy NEET method.



NEET removes hair below skin surface—delays re-growth—no razor stubble.

Don't let summer romance pass you by. Shorter skirts, summer dresses and beach wear spotlight arms and legs as never before. See that yours are lovely. Do as millions of women do—remove unsightly hair with NEET. Get it today! At drug and dept. stores. Trial size at 10c stores.



NEET Just Rinse Off Unsightly Hair

coca-cola and a reefer for a quarter. And these children make up the main body of the swing fans; they are the jitter-bugs who dance in the aisles when Benny Goodman plays the Paramount; from them come many of the newer recruits to the ranks of swing musicians. This presents the conflicting picture of stories, unquestionably authentic, of horrible crimes committed while "reefered up," and the picture I got from many musicians who smoke an occasional reefer without becoming either addicted or dependent upon it . . . or so they say. And, if you'll bear with the writer's opinion, the answer to that probably is that, like alcohol, some can take it moderately and some cannot. Drunkenness has caused innumerable tragedies, many crimes. But everyone who takes a drink is not an intoxicated maniac, though the extreme cases are the ones that make the headlines. The dangerous difference between marijuana and alcohol is that while liquor's effects vary somewhat with individuals, the general effects are pretty much the same; whereas marijuana's reactions are never the same in two persons and often not the same any two times with the same person! For marijuana has as many different manifestations as it has names, the cigarettes, in which form it is mostly used, being known as *muggles*, (though that term is old hat now—definitely "corny"), *mootah*, *Mary Warner*, *hay*, *tea*, *mezz*, *brifo*, or *reefers*, all meaning the dried yellow buds of the Mexican hemp weed, *cannabis*.

And just what *does* this insidious stuff do? Well, after a few days you find a pleasant exultation pervading you. Everything becomes simplified to your mind; problems resolve themselves with crystal clarity, slight remarks become hilariously funny or intolerably depressing. You have all the power in the world and nothing is too difficult for you to do. Your mind goes racing on, ahead of your tongue, and you find yourself talking interminably, perhaps, annoyed with yourself as you hear

your own voice going on and on, failing, somehow, to make the point you are after and rambling endlessly without volition. Then, possibly, your brain sharpens—you see everything clearly; you are a master mind and you can settle any argument with sparkling and brilliantly pungent remarks. You are strong and agile and freed of any physical demands or limitations except that you become voraciously hungry. You may lean back in your chair and enjoy weird and exotic hallucinations; talk with non-existent beings, suffer delusions of grandeur. Perhaps you'll be surprised to find yourself leaping madly about, indulging in wild physical activity; dancing all night, fighting or merely coveting without fatigue. You may sink into a slough of despondency and suddenly realize, incontrovertibly, that the best thing to do is to throw yourself from a window. And if you feel that way you probably will throw yourself from a window. Or, you may as easily decide that your companion should be killed . . . and you'll kill him.

Eventually you'll fall into a profound sleep from which you cannot be awakened, and afterward, no matter what your reactions have been, you'll probably suffer an awful depression and be tortured by finding yourself in some strange circumstances, unable to recall quite what occurred. Or else you *will* recall some shocking occurrence and hate yourself for having done it.

Not you, of course. The foregoing are only a few of the possible reactions. The "tea" might as easily madden you to a homicidal frenzy, like that of the Filipino who runs amuck; it might make you a philosopher, a rapist or a thief. But, unlike any other narcotic, it has no legitimate use; it never did anyone one bit of good, whereas it has caused more tragedies, ruined more lives than any equivalent stimulant. It never helped a good musician, and it never, *never* made a good instrumentalist out of a poor one.

It's good stuff to stay far away from.



Marion Talley administers drastic punishment to Edgar Bergen for putting a pungent wasicrack in Charlie's mouth.

HERE'S
YOUR
*Perfect
Vacation!*



HOW *to go*

WHERE *to go*

Those long-awaited vacation days are here at last! And New Haven's great, modern fleet of day and night trains await your departure to Southern New England's delightful summer places! Over its network of 1900 miles of steel highways more than 100 trains daily will speed care-free vacationists to mountain, lake, and shore.

Join them! Why spend precious vacation hours crawling over blistering, traffic-laden highways? Instead, enjoy a cool, delightful trip aboard an air-conditioned New Haven train—actually a brief vacation in itself!

Low fares in fine, modern coaches buy luxury and conveniences found in no other popular travel method: deep, lounge-type seats . . . air-conditioning . . . scientific lighting . . . silent, smooth riding . . . beautiful interiors . . . and *safety!*

Plan your summer vacation and weekends NOW with the help of the free Resort Booklet described at the right . . . then choose a conveniently scheduled New Haven train and your perfect vacation has begun!

Preview the scenic beauties and delightful experiences that await you in charming old Southern New England. Free 1938 Resort Booklet is profusely illustrated with photographs of scores of vacation places; quaint fishing villages . . . Old Provincetown, the artist's paradise . . . Nantucket . . . Martha's Vineyard . . . Connecticut and Rhode Island's beautiful shores . . . mountains, lakes, and rolling hills . . . and many other glimpses of this ideal vacationland.

You'll find the answer to "where shall we go this summer?" in this handy complete Resort Booklet: lists Hotels, Inns, Boarding Houses, Camps, Golf Clubs, Rod and Reel Clubs, etc. Helps you with your vacation budget problem, too . . . gives resort rates.

Write now for your free copy of the 1938 booklet, "Southern New England Resorts and How to Get There." Address: Room 596, South Station, Boston, Mass.

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**The New Haven
R a i l r o a d**

MARY MARGARET McBRIDE'S RECIPES

**NO MORE
TOILET
ODORS
ON
HOT DAYS**



BEWARE of toilet odors during hot weather. Odors are a sign of insinuation. Germs are breeding there. Health is being threatened. Keep toilets spotless and safe—without nasty labor. Just sprinkle a little SANI-FLUSH in the bowl. (Follow directions on the can.) Flush the toilet, and the job is done.

SANI-FLUSH is made scientifically to purify toilets. It purifies the hidden trap that no other method can reach. The bowl glistens. SANI-FLUSH cannot injure plumbing connections. It 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

NO MORE EMBARRASSMENT



with
**Modern
Feminine
Hygiene**

You need no longer be embarrassed with greasy, difficult and annoying ways of feminine hygiene! Thousands of women are singing the praises of the new kind of dainty, graceless, easy-to-use suppositories, Zonitors. Look into it for yourself! You'll be delighted, too.

The good word spreads! Zonitors are free from harmful drugs, yet they kill germs. They are safe to use, no "burn" danger. They contain no greasy base to melt or run, and wash away completely with plain water. All ready for use, no mixing or applicator. Odorless, the perfect deodorant. Small, snow-white, in individual glass vials. \$1 for box of 12—only 8½¢ each. At all drug stores in U. S. and Canada. Full instructions in package. FREE booklet in plain envelope on request. Write Zonitors, 3711 Chrysler Building, New York City.

PINEAPPLE FESTIVITY FLUFF

- | | |
|------------------------------|--|
| 2 egg yolks | 1 cup canned crushed pineapple, well drained |
| 2 cups milk | 2 tablespoons pineapple juice |
| 3 tablespoons Minute Tapioca | 16 marshmallows |
| ¼ teaspoon salt | 2 egg whites, beaten |
| ¼ cup sugar | 2 tablespoons sugar |
| 1 tablespoon lemon juice | |

Place yolks in top part of a double boiler. Add a small amount of milk and mix together. Add remaining milk, tapioca, salt and the ¼ cup sugar. Place over rapidly boiling water and heat until scalded—approximately 5 minutes after water in bottom part of double boiler resumes boiling. Then cook 5 minutes longer, stirring frequently. Cool slightly. Add lemon juice; fold in drained, crushed pineapple. Cool. Meanwhile place marshmallows and 2 tablespoons of pineapple juice (drained from crushed pineapple) in a saucepan. Heat over low flame, folding over and over, until marshmallows are half melted. Remove from heat and continue folding until mixture is smooth and fluffy. Cool. Beat egg whites until stiff, add 2 tablespoons sugar gradually, beating constantly. Fold this meringue into cooled marshmallow mixture. Combine ½ of this marshmallow mixture with the cooled pineapple tapioca mixture. Turn this pudding into a heat resistant glass serving dish. Top with the remaining marshmallow meringue, put on in swirls. Place in very hot oven (450° F.) for a minute or two to brown lightly the meringue topping. Chill thoroughly before serving. Serves 6.

STRAWBERRY SUPREME

- | | |
|----------------------|---|
| 2 cups water | ¼ teaspoon salt |
| ½ cup Minute Tapioca | 1½ cups crushed strawberries, sweetened |
| ½ cup sugar | 1 tablespoon lemon juice |

Place water in the top part of a double boiler. Put over direct heat and bring to a boil. Combine tapioca, sugar and salt. Add gradually to water and bring to a brisk boil over direct heat, stirring constantly. Place immediately over rapidly boiling water and cook 5 minutes, stirring occasionally. Cool. (Mixture clears and thickens as it cools.) Crush berries, add lemon juice and sweeten to taste. Fold berries into slightly cooled tapioca mixture. Chill. Serve in sherbet glasses, garnished with whipped cream and a few whole berries. Serves 6.

MINUTE CREAM

- | | |
|------------------------------|----------------------|
| 1 egg yolk | ¼ teaspoon salt |
| 2 cups milk | 1 egg white, beaten |
| 3 tablespoons Minute Tapioca | ½ teaspoon vanilla |
| ¼ cup sugar | ½ cup cream, whipped |

Place egg yolk in top part of a double boiler. Add a small amount of the milk and mix. Add remaining milk, tapioca, sugar and salt. Place over rapidly boiling water and heat until scalded—approximately 5 minutes after water in bottom part of double boiler resumes boiling. Then cook 5 minutes longer, stirring frequently. Beat egg white until just stiff enough to hold shape. Fold a small amount of tapioca mixture into egg white; then add to remaining tapioca mixture. Cool. (Mixture thickens as it cools.) When slightly cool add flavoring. Chill thoroughly. Serve with whipped cream and whole berries as garnish. Also delicious with a fresh fruit sauce made of sweetened crushed berries or sliced peaches, to which lemon juice has been added to bring out the flavor.

MISSOURI PEACH COBBLER

- | | |
|---------------------------|--|
| Part 1 | |
| 2 cups cake flour | 3 tablespoons butter |
| 3 teaspoons baking powder | 3 tablespoons lard or vegetable shortening |
| ½ teaspoon salt | ½ cup milk |
| ¼ cup sugar | |
| Part 2 | |
| 6 large peaches | 1 tablespoon lemon juice |
| 2 tablespoons cornstarch | 3 tablespoons melted butter |
| 2 tablespoons cold water | ½ cup sugar |
| | cinnamon, whipped cream |

Part 1. Sift flour, measure. Add baking powder, salt and sugar. Sift again. Cut in butter until finely distributed throughout flour. Cut in lard (or vegetable shortening) coarsely, leaving quite large flakes. Add milk and stir vigorously until well mixed. Turn onto floured board and pat out to fit a square pan approximately 9" square and 2½" deep. Fit dough into this pan—which has been well greased—building dough up well around the sides.

Part 2. Pare peaches. Remove stones and cut into eighths. Lay peaches on top of dough, in pan, in parallel rows, pressing into dough slightly. Moisten cornstarch with water to a smooth paste. Add lemon juice, melted butter and sugar. Spoon this mixture over and around peaches. Sprinkle lightly with cinnamon. Bake in moderate oven (375° F.) 25-30 minutes, or until cobbler dough is a golden brown and peaches are soft. Serve hot or cold with slightly sweetened whipped cream.

THE RADIO HOSTESS

(Continued from page 11)

of herself as one of those "friends" and of Mary Margaret as the other.

Her listeners, and doubtless you are one of them, have the most personal interest in this radio friend of theirs. They—and you—laugh at her sallies and her confessed inability to pronounce long words without hesitating, feeling that such things as these supply that touch which "makes the whole world kin" indeed.

Above all, according to Miss McBride, listeners get a vicarious thrill out of following her around the city she has adopted as her own, into places many will never see, except through her eyes and through the description she gives of these city sights over the radio.

"Who else would ever describe a night club on the air?" she asked me, with conviction. "Well, I did and discovered that thousands of folks had never been in one and just loved hearing more about such places. Who would think that building a subway would be an item of sufficient interest to talk about? But, remember, lots of my listeners have never seen a subway or, if they have, then they never stopped to realize what marvels of engineering skill went into its construction. As an out-of-towner I'm thrilled by such things still, so I just go on taking it for granted that others will find them equally absorbing.

"You see," she continued brightly, "essentially I'm a reporter. So everything I do, every place I go, has story potentialities. It must have, in my eyes, if I am going to go on day after day broadcasting about the thousand and one things that make up life in the city. I am invited, for instance, one place for dinner. I enjoy the meal, or I love to eat, and then I tell about it and describe the house or restaurant where I dined. I don't tell people how to build that house or how to cook that meal. But think it is important to make people want to prepare and eat good food; then they'll seek some source of information on how to go about fixing up a meal like the one I highly praised.

"Of course, wherever I go," she went on, "I seek color, unusual or little known facts. Then, too, I love telling my radio audience about the funny things that happen in seeking material for my talks, even when I am the butt of the joke. But through it all I find I still have the small town person's sense of wonder, of excitement. You see, I was born on a farm, outside of Paris, Missouri. I was brought up in that town, moved on to State College and finally, like so many, landed in "the big city" as green as the grass on the campus. But even after years spent here in New York I'm sure I'll never acquire, nor would I wish to, the so-called city sophistication which so many out-of-towners feel they must wear in public, like a borrowed coat that never fits fine around the shoulders!

"I'm not ciftied, not meant for the city-like angle, I suspect. Even on Park Avenue I live a small-town life with none of the glitter or glamour that is supposed to

(Continued on page 81)

HE CARRIED HER

over the threshold



AND THEY LIVED HAPPILY EVER AFTER

SO BEGINS the story of many a happy married life. He goes out into the world to earn their living. She does the equally important job of keeping house. It's the world's oldest partnership—and the best.

The wise bride knows how important it is to be able to turn out appetizing and nourishing meals on her limited budget. What shall she do to make that cold meat left over from Sunday dinner into an appetizing dish for Monday night? Often she makes a combination dish with delicious savory Franco-American Spaghetti. Of course it goes big with husband—and her food money stretches just that much further. Franco-American with

salad and dessert makes a wonderful quick meal when you want to cut cooking time.

Later, bride will learn that when Junior and Sallie come home ravenous from school, Franco-American Spaghetti with milk and fruit makes an ideal children's meal—and they never tire of it. It's nourishing, savory—and on the table in a jiffy.

Yes, indeed! Franco-American is entirely different from ordinary ready-cooked spaghetti. It usually costs only ten cents for a big 1½-ounce can—that's less than 3¢ a portion. Get some Franco-American Spaghetti today at your grocer's. Watch your husband's eyes sparkle after the first delicious mouthful!

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



CAMPBELL SOUP COMPANY, DEPT. 67
Camden, New Jersey
Please send free recipe book: "30 Tempting Spaghetti Meals."

Name (print) _____
Address _____
City _____ State _____





**Who tossed that
BRIQUE?**

Paris tosses us Po-Go, its favorite rouge—in Brique, its favorite shade. And you'll toss your hat in the air when you try it!

Po-Go's so unusual! Has a remarkable, feathery texture, for it's handmade in France. Goes on as evenly as powder, then stays put for hours. And its exclusive Brique shade is the most exciting, most flattering you've ever tried. Perfect for blondes! Perfect for brunettes! Perfect for brick-tops! In fact, Brique tops them all!

Toss down only 55c at your favorite toiletry counter, for Po-Go Rouge, Brique shade. Or send 55c (stamps will do) to Guy T. Gibson, Inc., 565 Fifth Ave., N. Y. C.

The perfect shade, **BRIQUE**—only in

Po-Go ROUGE



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G. T. G. Inc.

**CAN
YOU
BARE
THEM?**

BY MARY BIDDLE

**If your feet aren't
lovely to look at
and free from pain,
better get busy—
summer's coming!**



NOW is the time for us to get in on the ground floor of beauty and pay some attention to our toes. Swimming and dancing, toeless sandals and sheer hose all call attention to the feet, which have been neglected and forgotten (unless there was a persistent ache!) all winter.

How the poor feet are abused! They carry us about on errands, take us to work and to pleasure. For this we give them, not the regular care they need and deserve, but only a little grudging attention when nerves shriek so loudly it is impossible to ignore them. Yet feet should be not only comfortable but beautiful!

Robert, whose magnificent Salon de Beauté on upper Fifth Avenue is visited by lovely ladies of radio and screen, says that feet are the very root of many beauty problems. They cause facial wrinkles and bad posture, when they're neglected. They ruin the disposition and take all the joy out of life when not cared for properly. Robert says that no number of trips to a beauty salon will erase the scowl-

ing lines that drape themselves over the face or that long-suffering look that comes into the eyes as a result of aching feet.

Russ Morgan, popular and talented bandleader on the *Johnny Presents* show, points out that in selecting singers to accompany his band, he has always watched not only for a pure, clear voice and "mike" personality, but also for the girl who can cross the floor gracefully before hundreds of fans in the studio. The entrance of a singer is particularly important if a favorable impression is to be formed of her before she sings. Morgan feels, too, that the girl whose feet are tired will also have a tired voice. Have you ever noticed that after a long day on your feet, shopping, dancing, walking or working, that your voice drags, whines or is high-pitched? That is because your feet are tired!

So let's concentrate on feet. Tonight when you slip off your shoes and stockings give your feet a thorough inspection. You'll prob-

(Continued on page 76)

HERE'S THE EASY
INEXPENSIVE
WAY TO

Lovely Hair

**1 —SET YOUR
WAVE WITH**

Dr. Ellis' Wave Set
Dr. Ellis' Wave Set gives you a soft, beautiful, lasting wave! Quick-drying, non-flaking... it's the world's most popular waving lotion!

**2 —GIVE IT
LUSTRE WITH**

Dr. Ellis' Brilliance
Try the new Dr. Ellis' Brilliance! It helps hold the wave, gives your hair a silky lustre and a delicate perfume.

**DR. ELLIS
SALES CO., INC.**
1125 PENN AVE., PITTSBURGH, PA.

EACH
10¢
HIGHER IN
CANADA

AT ALL 5 & 10'S AND DRUG STORES—CONST. TO COST



A home pedicure starts with a footbath and cuticle treatment. Next, cut the toenails straight across, but never too short.



File and smooth the nails with an emery board or file. Round the corners and remove any discolorations beneath the tips.



Prepare the toes with wads of cotton, then apply nail polish. A little wax base may be used to make the polish wear longer.

JIM LOVES TO DANCE WITH ME!

I ALWAYS BATHE WITH FRAGRANT CASHMERE BOUQUET SOAP! IT'S THE LOVELIER WAY TO AVOID OFFENDING!



THERE'S NOTHING LIKE A DANCE TO ROB A GIRL OF DAINTINESS! THAT'S WHY I ALWAYS BATHE WITH THIS LOVELY PERFUMED SOAP THAT GUARDS DAINTINESS SO SURELY AND IN SUCH A LOVELY WAY!



CASHMERE BOUQUET SOAP'S RICH, DEEP-CLEANSING LATHER REMOVES EVERY TRACE OF BODY ODOR...AND THEN ITS LOVELY, LINGERING PERFUME CLINGS TO YOUR SKIN! LONG AFTER YOUR BATH, IT KEEPS YOU ALLURINGLY FRAGRANT!



HOURS LATER—SURE OF DAINTINESS!

YOU'RE ADORABLE, ANN! STILL FRESH AS A FLOWER, AFTER HOURS OF DANCING!

TOO BAD ALL GIRLS DON'T KNOW ABOUT CASHMERE BOUQUET SOAP'S LOVELIER WAY OF GUARDING DAINTINESS!



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!



NOW ONLY 10¢

at drug, department, ten-cent stores

TO KEEP *Fragrantly Dainty* —BATHE WITH PERFUMED
CASHMERE BOUQUET SOAP

THEIR SECRET PASSIONS

(Continued from page 30)

a lasting memento. For Marilyn Cantor *kept* the glass out of which James Cagney drank!

Ben Bernie's love is not such a secret. During the past few years he has been broadcasting his adoration of Myrna Loy. And he drags Mrs. Bernie to all the Loy pictures, while he, to hear her tell it, "goes into a kind of goofy trance."

Actually, until he worked in Hollywood, making *Wake Up and Live*, Bernie never met Myrna Loy. Then, one evening, while dancing at the Trocadero, he felt a light tap on his shoulder. He turned around, to find himself face to face with his ideal, who smiled sweetly and said: "I just wanted to thank you, Mr. Bernie, for the compliments you gave me on the radio."

There followed a silence, while Ben, usually so quick with the quip, blushed scarlet. Finally he managed to stammer an embarrassed: "I'm glad to meet you."

"And now," says he, "I kick myself when I think of all the things I might have said."

Although he never met her, Phil Spitalny joins the crush brigade for Myrna Loy. This was surprising. I was sure Mr. Spitalny, being Russian, would prefer a foreigner.

But no. "Dietrich, Garbo, they are so affected," he exclaimed, making an exaggerated face. "Myrna Loy," he blew a kiss into the air, "she has charm, she has poise, she has grace, she has ease. The way

she carries herself, the way she talks!" He blew another kiss.

"I tell you something," he leaned forward. "Nobody knows this. Myrna Loy has had a great effect on my work, my music. I try to make the girls in the band play in a style echoing her personality. I try to broadcast music that has dignified charm. I am an idealist! You may not believe me, but every number I send out on the airwaves is my imaginative melodic interpretation of Myrna Loy!"

Madge Evans said she broke dates in order to listen to Charlie McCarthy, and when Sheila Barrett arrived in Hollywood, a friend of hers told me that Miss Barrett could hardly wait until she glimpsed Kay Francis in person.

Of the women, Kitty Carlisle had the most interesting story.

"Since a child I've been a hero worshiper," she admitted. "But I was ashamed of this trait—until after I came to know George Gershwin.

"I met him on the Vallee program," she added. "And I was very impressed! Later I noticed that he, too, was a hero worshiper. There was this difference, little boy-like, he was proud of it!"

"Yes, I know," I interrupted. "Gershwin used to treasure an autographed picture of Charlie Chaplin."

"And Toscanini," went on Miss Carlisle. "Gershwin worshiped Toscanini! Why, he once took a snapshot of him, and three

months later was *still* showing it off!

"Anyway," she continued, "I felt that if a man of Gershwin's talents worshiped fellow artists, then I could admit to my own fan tendencies.

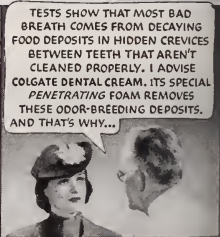
"It started in New Orleans, when I was a child, and my mother had a box at the opera. It began with Ponselle," she laughed. "Will I ever forget her? Ponselle, wearing a red velvet gown and carrying a red fan, and I, wanting to go backstage and apply for a position as her maid! Anything, just to be near a real live opera singer!

"Then came Grace Moore. When I first heard her sing, I was a schoolgirl, on vacation at Cannes. We were stopping at the same hotel. I made friends with her coach and I used to listen outside the door while she practiced. Later, in Paris, I was introduced to Grace Moore, and she very kindly invited me to a dinner party. I was much too young, and 'way out of place at that affair, but I certainly felt tremendously thrilled!"

"Years later a funny thing happened. After I had won my first Broadway part in *Champagne Sec*, and had met George Gershwin, he invited me to a party at Elsa Maxwell's. Everybody who was anybody in the entertainment world was there. I was scared stiff! Marilyn Miller, Clifton Webb—and Grace Moore, all of them present, and they all performed! Then Gershwin practically dragged me to the piano and, while he played his *Man I Love*, I, quaking, was obliged to sing it. Right afterwards Grace Moore called me over to her table. 'Child,' she cried, 'Child, it is you! What in the world are you doing?' And my answer came out, humble, brief,



Lovely TO LOOK AT ...BUT NO FUN TO KNOW!



COLGATE DENTAL CREAM COMBATS BAD BREATH

"You see, Colgate's special penetrating foam gets into the hidden crevices between your teeth that ordinary cleansing methods fail to reach. . . removes the decaying food deposits that cause most bad breath, dull, dingy teeth, and much tooth decay. Besides, Colgate's soft, safe polishing agent gently yet thoroughly cleans the enamel—makes your teeth sparkle!"

ONE MONTH LATER—THANKS TO COLGATE'S

"SORRY TO BREAK THIS UP, PHIL, BUT YOU CAN'T EXPECT TO MONOPOLIZE A POPULAR GIRL LIKE RUTH!"

NO BAD BREATH BEHIND RUTH'S SPARKLING SMILE!

"...AND NO TOOTH PAIN EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!"

WILL COLGATE RIBBON DENTAL CREAM

LARGE SIZE 20¢
GIANT SIZE 35¢
OVER THREE TIMES AS MUCH

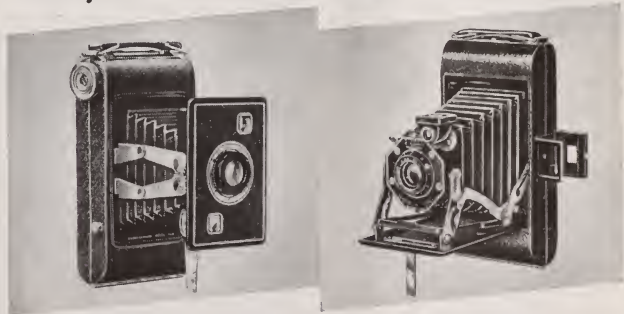
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Your skill steps up with a modern KODAK



PICTURE makers are going out with better cameras this year. Quicker on the trigger. More brilliant action. Dependable to the last degree. Smart to carry. You'll get a lot of satisfaction out of owning one of these Kodaks—and you'll bring back better pictures. Your skill steps up the minute your hands get the "feel" of the new improvements and refinements. Use a camera that's really modern. Bigger values than ever. Your dealer has Kodaks as low as \$5; Brownies from \$1... Eastman Kodak Company, Rochester, N. Y.

Only EASTMAN makes the KODAK



JIFFY KODAK SIX-20, Series II, gives you box-camera simplicity plus the style of the latest folding model. Touch one button—"Pop"—it opens. Touch another—"Click"—it gets the picture. Twindar lens, up-to-the-minute refinements. Pictures, $2\frac{1}{4} \times 3\frac{1}{4}$ inches. Price, \$9... Jiffy Kodak Six-16, Series II—\$9 **\$9**
 $2\frac{1}{2} \times 4\frac{1}{4}$ -inch pictures—\$10.

KODAK JUNIOR SIX-20, Series II (f.6.3)—opens at the touch of a button—closes at the touch of a one-finger release. Fast Kodak Anastigmat f.6.3 lens lets you make snapshots regardless of most weather conditions. Pictures, $2\frac{1}{4} \times 3\frac{1}{4}$ inches. Price, \$14. Kodak Junior Six-16, Series II (f.6.3). **\$14**
 $2\frac{1}{2} \times 4\frac{1}{4}$ -inch pictures, \$15.75.

but to the point. 'Why, I'm singing,' I said. And that was that!"

Walter O'Keefe is a different type of hero worshiper. O'Keefe, who has one of the keenest minds in radio, and who, in my opinion, is the only logical successor to Will Rogers, writes a daily column, syndicated in many newspapers.

"On the air, when I tell a joke," says he, "I know within five minutes whether it is good or bad. There is an instantaneous reaction. But this column business!" He shook his head. "You write and never really find out whether it is going over or not. For newspaper columns are a habit.

"I was raised in the Mencken-Nathan era. And now I'm a fan, in every sense of the word, of three people: Heywood Brown, whom I've been reading constantly for sixteen years, General Johnson and Westbrook Pegler."

What about Kate Smith? Well, a long time ago, Kate told me she never went to the movies because, as soon as the lights were turned on, the audience invariably recognized her and she was mobbed.

These days Kate willingly, eagerly, runs the risk of lights and crowds. Why? Because she's an ardent Paul Muni fan.

Like a schoolgirl she gushed: "I think he has brought to the screen a finesse that is more than acting. His rôles are not characters playing the part of Paul Muni, but Paul Muni submerging himself to give the parts their finest interpretations."

Then I talked to Guy Lombardo. At the start he was cagy. "If I tell you, and you print it, what'll I tell my wife?" he demanded. "I've been married eleven years, you know, and happily, too!"

So he tried to get me off the track. First he said he was a baseball fan. And next he acknowledged the thrill he felt years back in Chicago, when, for the first time, he met a star—Al Jolson. And he vividly recalled the one person he claims he has always wanted to meet.

"Damon Runyon. This was in nineteen-thirty. I had read his book and given away dozens of copies. Once, when I heard he was eating in Lindy's, I rushed down there at two in the morning, just so I could meet him."

"Very interesting. But that's not the sort of material I want," said I.

He parried: "When we play in Hollywood, my brother Vic doesn't care what tar walks into the restaurant—actress or baseball player, they're all the same to him. But Liebert and Carmen, they bawl me out if they don't think I've shown enough homage to the visiting celebrity. Look! Look! There's Myrna Loy! Why on't you smile at her!" they whisper, ut—"

"But what?"

"There's only one star for me—Marlene Dietrich," at last he grudgingly admitted. The odd part is, I've never really seen her in a good picture. But in person! When she used to come to the Grove while e played there! Well," his eyes sparkled, he certainly has glamour."

Then he jumped to his feet. "I shouldn't've said all this!" he exclaimed. "When e story comes out, what'll I tell my wife?"

I thought fast. I answered quickly. And said: "Tell her not to read it!"

REHEARSALS ARE SERIOUS

WHY ACTRESSES

USE A
**HOSPITAL-PROVED
CLEANSING CREAM!**

Go into the most famous dressing-rooms of Broadway and Hollywood... how often you'll see Albolene Solid used for removing make-up!

Actresses know they can trust Albolene Solid... because it's so pure and efficient that many hospitals have used it for over 20 years!

You'll be simply amazed to see how Albolene spreads and penetrates. Made of pure, bland, delicate oils... it dissolves readily... quickly loosens dirt. Albolene contains no gummy substances—it leaves your pores clean, your skin soft and silky.



ECONOMICAL!

What finer cleanser could you ask than one used *both* by leading hospitals and actresses? Get Albolene Solid now. Professional pound tin only \$1. Big jar, only 50¢.



ALBOLENE SOLID CLEANSING CREAM

CORNS REMOVED WITH CASTOR OIL PREPARATION

Say goodbye to clumsy corn-pads and dangerous razors. A new liquid, NOXACORN, relieves pain fast and dries up the pestiest 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. 35¢ bottle saves untold misery. Drugist returns money if it fails to remove corn.



Sensational FREE Offer!

SEND COUPON

FOR **3** LIPSTICKS
AND **2** FLAME-GLO
ROUGE COMPACTS



It's our treat! Let us send you 3 full trial sizes of the famous REJUVIA Lipsticks... None Better Made 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 two new shades of Flame-Glo Day Rouge Compacts, each complete with its own puff. You'll like the creamy smooth texture that gives a natural, youthful glow to your cheeks... that stays on because it clings! Just send 10¢ in stamps to cover mailing costs. For beauty's sake, send Coupon TODAY!

REJUVIA LIPSTICK

REJUVIA BEAUTY LABS.
DEPT. W.D.116W. 14th ST., N.Y.C.
Send me 3 trial size REJUVIA Lipsticks and 2 FLAME-GLO
Rouge Compacts, enclosed find 10¢ (stamps or Coin) for
mailing costs. (15¢ in Canada).

NAME _____
ADDRESS _____
ONLY 10¢
AT LEADING
5 & 10¢ STORES



Edgar Fairchild leads the orchestra on Eddie Cantor's Camel broadcasts. Like Eddie, he insists not upon guesswork but on getting everything perfect before a broadcast.

Adam Carroll joins Edgar Fairchild for the piano duets. Adam, too, works hard. His playing proves it.

Don't get the idea Eddie is a slave-driver. He keeps all in good humor, but at the same time gets results.



Eddie Cantor never takes his rehearsals lightly—strenuously getting a program into shape as he

BUSINESS . .



In whipping a program into shape, Eddie gives it all his enthusiasm and expects his cast to do likewise.

Walter King, Eddie's announcer, used his middle name, Woolf, in films, but Eddie likes the shorter version.



... works just as
... does in broadcasting it



Wherever you go
BEECH-NUT GUM
gives extra pleasure
and refreshment



WHENEVER YOU PLAY

... gum helps keep you "on your game"... it helps steady your nerves... keeps mouth and throat moist.

BEECHIES are the candy-coated individual pieces of gum... in three flavors... Peppermint, Peppin or Spearmint... select the kind you like best.



ALWAYS REFRESHING

Beech-Nut Peppermint Gum is so good it's the most popular flavor of gum in America

Beech-Nut Spearmint has a richness you're sure to enjoy.



"CHEW WITH A PURPOSE"

The use of chewing gum gives your mouth, teeth and gums beneficial exercise. Beech-Nut Oralgene is specially made for this purpose. It's firmer, "chewier"... helps keep teeth clean and fresh-looking.

Always worth stopping for.



GLORIFY YOUR HAIR! Shampooing is not enough—follow each cleansing with Colorinse to bring out glossy highlights that rival the sun!



COLORINSE IS LIKE MAGIC, the way it removes shampoo film. It makes your hair soft and easy to wave—alive with starry sparkle.

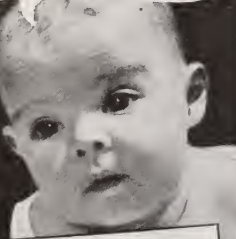
Complete every shampoo with Nestle Colorinse, the rinse-tint that is so simple and economical to use. It's pure and harmless — not a dye or a bleach.

Rinse youth into your hair with Colorinse. Faded or gray streaks are blended in with the enriched natural color. Waves last longer. Colorinse truly glorifies your hair!

There's a shade of Nestle Colorinse for every shade of hair. Consult the Nestle Color Chart at your toilet goods counter — today!
 10c for package of 2 rinses at 10c stores.
 25c for 5 rinses at drug and dept. stores.

Nestle COLORINSE

**PLE-E-EZE GIVE ME
THE BABY POWDER
THAT FIGHTS GERMS**



**MENNEN
BORATED POWDER**
Antiseptic
Recommended by more doctors
than any other baby powder



PEPPING UP TELEVISION

Toby Wing proves it isn't all technical

Toby watches her shapely self being televised. The camera on the left is transmitting her lovely image to the receiving set.





Philco's James M. Skinner points out to Toby Wing, stage and screen star, that there's considerable difference between a television camera and the movie camera with which she's familiar.

oby is a perfect television subject. The new electrically controlled Philco camera does away with the excessive make-up heretofore needed for television. Ordinary street make-up is sufficient. Blondes now televise clearly.



NEW-TYPE ICE DEODORANT Is greaseless and actually cooling —checks perspiration 1 to 3 days

NOW, a deodorant that has *everything*—an ICE DEODORANT! It's easy to put on! It's actually cooling! It's absolutely greaseless! Its own fresh odor evaporates immediately! It *checks perspiration!*

The wonderful new Odo-ro-no ICE is based on a brand-new principle. A gentle, cooling ICE deodorant that goes on like a vanishing cream and disappears completely. It is not greasy or sticky.

And here's another thing about this new ICE that will thrill you. It checks perspiration the instant you apply it... banishes worry over stained dresses and

offending odors up to three days! Its texture, too, is delightful. So light and easy to spread. And its clean, wholesome smell of pure alcohol disappears as soon as it's on, leaving you fresh, dainty—cool.

After the first application you'll understand why so many of the women who have tried it prefer the new Odo-ro-no ICE. You'll never have another moment's uneasiness about underarm odor or perspiration.

Try this sure, easy way of guarding your charm. Get a jar of the new Odo-ro-no ICE tomorrow... only 35¢ at all Toilet-Goods Departments.

● "Safe—cuts down clothing damage, when used carefully according to directions," says The National Association of Dyers and Cleaners, after making intensive laboratory tests of Odo-ro-no Preparations.



*Trade Mark Reg. U.S. Pat. Off.

*** ODO-RO-NO ICE**
COOLING—NON—GREASY

SEND 10¢ FOR INTRODUCTORY JAR

RUTH MILLER, The Odo-ro-no Co., Inc.
Dept. 7-E-8*, 191 Hudson St., New York City
(In Canada, address P. O. Box 2920, Montreal)
I enclose 10¢ (15¢ in Canada) to cover cost of postage and packing for generous introductory jar of Odo-ro-no Ice.

Name _____
Address _____
City _____ State _____

WHITE ROUGE



WHAT IS IT? An entirely new rouge whose color changes right on your cheeks . . . to the one warm, natural shade that glamorously flatters your individual complexion.



WHAT IT DOES: Instead of coating your cheeks as ordinary rouges do, White Rouge tints only the oils. Heightens natural skin-tone and gives cheeks a clearer, vibrant color . . . so life-like, it's mysterious!



WHAT IT MEANS: The correct shade of rouge though you are blonde, brunette or red-haired. One exquisite rouge for every costume . . . so amazingly adhering it lasts a full day. Marvelously waterproof, too!

Try White Rouge just once — you'll adore it always! Leading department and drug stores, 50c

10c size at most ten-cent stores

WHITE ROUGE

The Self-Blending Rouge



If unobtainable send 15c (5c added for postage and packing) direct to Clark-Milner Co., 666 St. Clair St., Dept. 30-G, Chicago. Sent only in U. S. A.



NIL

SAFELY CHECKS PERSPIRATION ODORS



Keep yourself dainty and fresh at all times with a tiny dab of NIL. You'll prefer NIL for six good reasons:

1. Large generous jar costs only 10c.
2. Safely checks perspiration odors. Carries the Good Housekeeping Seal of Approval.
3. Will not rub off or harm delicate fabric.
4. Soft, greaseless; dries instantly.
5. Non-irritating even after shaving.
6. Ideal for sanitary napkin use.

10c AT LEADING 10c STORES
NIL LABS., Toledo, Ohio

**SOFT, TENDER GUMS
MEAN IT'S HIGH
TIME
TO ACT!**



SEE your dentist at once if you have soft, tender bleeding gums. He'll give you expert care. But you must do your job, too.

Forhan's Does Both Jobs CLEANS TEETH • AIDS GUMS

Help your dentist keep your teeth sound and shining, your gums firm and healthy, by brushing teeth and massaging gums twice-a-day with Forhan's Toothpaste. Forhan's is different. It contains a special ingredient for the gums!



Helen Walpole, who is Frances on the *Lorenzo Jones* program, has chosen a two-piece cotton suit. Her beach accessories will emphasize the turquoise in the print. Note the fishnet sandals.

IN TUNE WITH THE

To be in the fashion swim you must dress up!

DON'T you love the excitement of dressing for a party? Almost half the fun of going to a dance is preparing for it—the judicious selection of the evening gown, the dainty slippers, the flowers for your hair, your jewelry, your graceful wrap, and the careful attention you pay to the very last detail, right down to which hankie you'll sprinkle with an appropriate scent and tuck into your evening bag.

No doubt you're wondering why on earth we've started out talking about evening clothes when this page is obviously going to be devoted to beach fashions. Well, the big idea is this—it's because you're going to feel exactly the same thrill when you dress for the beach this summer!

In the past, you probably "un-



Jantzen

B. F. D.



Nan Wynn's maillot is of satin lastex in royal blue and silver. She wears solid colors with it.

TIDES...

BY WENDY LEE

ressed" to go swimming, by which I mean that you slipped into your suit, snatched up any old robe or towel and your cap, and scampered down to the beach or pool. But no more of this casual attitude toward your beach costume! Not for summer, 1938!

If you're going to be "in the fashion swim" this summer, you're going to "dress up" for the beach, just as carefully as you assemble your costume for the most important cocktail date, with the same enthusiasm and careful thought you put into your most beautiful evening ensemble, so will

(Continued on page 72)

Dorothy Lowell, in a coral suit of worsted and lastex, joins her fellow CBS starlet at a pool.

REFRESH *the* BEAUTY
of YOUR HAIR * * * * *

"There's nothing like Marchand's to renew the highlights and sheen of your hair. I use Marchand's regularly to keep my hair radiant and lustrous."

says BEVERLY ROBERTS
attractive blonde Hollywood
Star. Appearing currently in
"Call of the Yukon"



60% of all women were born blonde!

DON'T LET TIME DARKEN YOUR HAIR
BRING OUT THE NATURAL HIGHLIGHTS

Marchand's Golden Hair Wash enlivens the hidden beauty of your hair . . . awakening lovely highlights and sunny, fascinating glints . . . refreshing your natural beauty. Marchand's is a scientific preparation that brightens and refines any shade of hair, harmlessly and effectively. It will not interfere with permanents. It's so safe . . . so simple . . . so sensible to use.

Brunettes, too, use Marchand's to rinse lovely, attractive highlights into their hair . . . adding to its charm and beauty.

Marchand's makes excess hair on arms and legs invisible. Stainless, odorless, leaves no stubble. Directions with every bottle.

MARCHAND'S

GOLDEN HAIR WASH

AT ALL DRUG AND DEPARTMENT STORES

STRAIGHT FROM THE COLD SHOULDER!

(Continued from page 21)



I notice the girls with lovely eyes are using WINX Mascara!

Says VIRGINIA JUDD, Recently voted the most beautiful model in America.

Thousands of women every day are changing to this better mascara... because WINX is different! It has a finer texture...clings closer... seems to be part of your lashes. Makes lashes dark, luxuriant, silky... accents the star-like beauty of your eyes in a more natural way. Try WINX today!

Approved by Good Housekeeping Bureau. Get WINX mascara, eye shadow and eyebrow pencil—in the GREEN PACKAGES—at all drug, department and ten-cent stores

Change to **WINX** the Finer Quality MASCARA

UNSIGHTLY HAIR WASHED AWAY



with **X-BAZIN** Cream

No more hair on legs or under arms. Leaves skin smooth and lovely. Giant size tube at drug and department stores. Trial size at all 10¢ stores.

OVER 10 MILLION TUBES SOLD!

TOUCH UP **GRAY STREAKS**

ANY COLOR LIGHT BROWN to BLACK

Gives a natural, youthful appearance. Easy to use in the clean privacy of your home, not greasy; will not rub off nor interfere with curling. \$1.35, for sale everywhere.



FREE SAMPLE

BROOKLINE CHEMICAL CO. Dept. M78
79 Sudbury Street, Boston, Mass.

Name.....
Street.....
City..... State.....
GIVE ORIGINAL HAIR COLOR

FARR'S FOR GRAY HAIR

GOOD. Hollace Shaw in the aforementioned Leo Fitzpatrick-CBS *Swing Session* vocal debate, Miss Shaw sings with ease and aplomb.

LET anyone neglect anything out of the ordinary to our big radio chains (aside from cultural activity like the NBC singing-mice debacle), and the powers-that-be freeze into negative attitudes.

Hendrik Willem Van Loon is quoted by Harry Hansen, the book critic, as saying: "... I was thinking about the two Dolfuss children... Why can't we Americans adopt them?... Well, I suggested making an appeal over a radio station and I was stopped. No broadcasting station will let me make that appeal. What do you make of that?"

It's typical, Mr. Van Loon, typical.

STRAIGHT FROM THE OLD MAILBAG

Mrs. E. Laurence White, from up Massachusetts way, writes in to say that Mr. Toscanini didn't get a decent break in this column. Be that as it may—let it be known, for Mrs. White's information, that a survey undertaken to test the Maestro's popularity gave him a rating of 4. A Mr. McCarthy, a dummy by structure, gets a rating of 40, and so it was perhaps for this reason that the Toscanini figures were withheld. It was also noted that the *Lucky Strike Hit Parade* enjoyed a higher rating when the Maestro was on at the same hour, but has fallen off since.

Miss Agnes G. McLeod thinks this department was crude in its remarks about Mary Margaret McBride-Martha Deane. She goes on to say that she, at least, is one person who appreciates the aforesaid double-lady. This may sound queer to Mrs. McLeod, but it's awfully hard to work up much sympathy for a \$50,000-a-year wage earner like McBride-Deane.

Miss M. Jayne Dunne, a long-time correspondent from Ohio, is worried lest Winchell, et al, think that this writer is going in for professional jealousy. Let Winchell, et al, take note here and now that no such jealousy exists, and that they can go right on from where they left off.

A Miss Goldie Benedict writes the most unusual letter—not a word of complaint in it.

Before we lock up the mailbag there remain notes from a Mr. Obert, who thinks that the Stroud Twins are good, and a Mr. Alvery, who believes that Sammy Kaye is not copying Guy Lombardo. It would be fun to agree with them...

LOU HOLTZ still gets livid at the thought of sponsor interference—even though he no longer has one. His departure from a featured spot on that Monday night show, however, cannot be blamed on said sponsor. Try as he would, Lou did not seem to make his particular brand of comedy click with air audiences. But that doesn't mean that Lou isn't a good comedian in other branches of entertainment.

Eddie Cantor's public-spirited (and aiding-Cantor-publicity) drive in support of

the President's March Of Dimes paralysis campaign, recalls the time when someone tried to get Holtz to mention a big campaign (by the American Legion-American Association of Advertisers for a million jobs), whenever he made a stage appearance. While people like Sophie Tucker and the late Jean Harlow did their part, Mr. Holtz couldn't be bothered. No one can say Eddie Cantor isn't smart that way!

SCRAWLS FROM THE BACKS OF OLD ENVELOPES

Arthur Godfrey is the only user of double-talk over the air. On his morning show he pretends that his mythical sponsor sells a product called "clavintrude" that comes in a "cloggin" box. Godfrey is okay but slightly raffish raffas... Those runners, Fenske and Venske, are the bane of radio sports announcers' lives... To show you how topsy-turvy radio still is: Over W/MCA a dance program we were listening to was suddenly interrupted in order to take listeners over to Philadelphia and backstage of the trying-out *You Never Know*, where Clifton Webb, Lupe Velez and Rex O'Malley were to be interviewed. Just when we had gotten over the abrupt switch, the announcer cut in again to say that we were to be favored by a one-minute transcription... Only after this were we taken back to Philadelphia and the show. To top it all, the interview was very sad, particularly since the interviewer didn't know Clifton Webb and Lupe by sight... There's a waitress in a Radio City drug-store, where all of radio has the coffee and cakes it is always complaining it works for, who can tell you plenty about radio's stars. She says there's a goodly percentage of bad tempers, a low percentage of decent tips... Alistair Cooke, one of radio's most intelligent critics of the drama, takes salt during his broadcast to ease his throat...

TOMMY RIGGS' mythical Betty Lou gets dozens of toys and dolls every week from listeners. A New York hospital gets them... Dell Sharbutt, the master of ceremonies, won't work on a program unless they will let him announce and handle it in his own fashion—which is sincere... Bandleader Eddy Duchin once tried (way back) to get a job with Ruby Newman's band but was turned down. Duchin is one of the pleasantest men in the business and Professor Newman is reputed to be shy and modest... Henry Burbig, the dialectician, has been on the air for fifteen years now. He thinks that television may be first recorded on film and then sent out over the air waves. That's so it could be shot a few feet at a time, saving the performers much memorizing. As far as that goes, most of them can't even read their lines now... Concerning their split-up, Stoopnagle, of the old Stoopnagle and Budd team, says that so many rumors were rampant about the split that he and Budd thought they'd better comply. And when they did break up they couldn't decide which of them would get the "and"—whether it would be "Stoopnagle and" or

RADIO STARS

"and Budd." To decide they tossed a coin into the air. It never came down. Aside from his cork, Colonel Stoopnagle says he's raising a few flowers and a bumper crop of weeds and fine stones. It's nice to be able to report that both of these swell-ish guys are working steadily. . . .

IT'S really funny when Vic, of *Vic and Sade*, calls his offspring "Pipeline," "Dry Rot" or "Lover" . . . Bill Stern has enormous respect for his associate *NBC* sports announcer, Clem McCarthy. . . . Clem, by the way, knows his oats when it comes to horses and broadcasting big races—but, oddly enough, he never places a bet on any of his equine turf friends. . . . Bob Burns once acted in the movies under the name of Jack Clifford. A Western, in which he played the sheriff and was killed in the fifth reel, is being revived with Burns' name featured above that of the nominal star, Ken Maynard. . . . Give Don Ameche credit for handling a diversified list of rôles with distinction. . . . What is there about a simple little radio script that scares the most competent performers, like Edward Arnold (subbing for C. B. De Mille on the *Lux* show), into stupid errors, such as saying *Noyd Nolan* for *Lloyd Nolan*? . . . A cigarette company ruled out a costume its comic intended to wear before the studio audience. The costume was that of a Russian Cossack and, when the sponsor spied the rows of big bullets across the front of it, he threw up his hands in horror, wailing: "They'd think the bullets were cigars!" . . . Letter No. 477, received by the *Philip Morris* people after a broadcast wherein a man

had described his unconscious ride in his carbon monoxide-filled truck cab, derived the man's story. No. 477 said it was quite impossible. Letter No. 478 (in the order of their reception) described an experience by its writer almost identical to the one dramatized over the radio.

A WRITER and an artist from *Vogue* were being shown through *NBC* by a publicity woman who wasn't much of a guide. To avoid a gang of sightseers, she took them up a back way that's little-known, little-used. They took twisting and turning passages until finally, when their guide was afraid that she was lost, the artist actually did get separated from the writer and guide.

There was a bad five minutes until the artist was found sitting on some stairs, quite unnoticed by it all. *Vogue's* writer couldn't forbear asking: "Dr. Livingstone, I presume?"

DEEMS TAYLOR, the Columbia Broadcasting Company's musical director, isn't the least bit stuffy.

For one thing, in his little intermission talks for the *New York Philharmonic Concerts*, Sundays, he doesn't get everyone all tangled up with a lot of highbrow musical talk that might depress musical low-brows—rather does he treat the whole thing with common sense.

Now the other Sunday he said that a good symphonic program was like a good dinner—a very apt comparison. It should have a beginning, a middle and an end—so—like a dinner. It should start out with something not too heavy, corresponding to oysters or soup, to warm up the diner or

listener. Then the entrée, or something a bit heavier. The main course to be the heavy dish which the diner-listener would now be ready for. This might prove tiring, so he would be inclined to relax with a salad and then end up with a sweet or some sharp cheese or its musical equivalent. That's stuff that can be understood.

He works on the theory that the audience gets tired, and backs it up by telling of his own experiences at *Tristan and Isolde*. He says the first act is so heavy that for years he was unable to stay awake through the second act. Only lately, since he has become accustomed to the first act, has he been able to keep his eyes open during the second. He has hopes, some day, of hearing the third.

And that's Deems Taylor. He writes magazine articles, composes operas, carpenters expertly and designs monograms that are the despair of Cartier's best artists. He once did a superb set of six of your correspondent's difficult W.L.V.

MR. DALE CARNEGIE again. A while back he had a man on his program who was over forty and in need of a job. Said Mr. Carnegie: "I'll help you get a job by telling you how."

Now that's very kind of Mr. Carnegie, if he really can help the man. But if he can't, and is only using the poor fellow as filler for his program, he should be wrist-slapped. On the other hand, if he is clever at getting jobs for people when they've about given up hope, he surely can't object to the suggestion that he let us know, via his radio program, just how these people made out after they had sat at the master's well-shod feet and applied his teachings.



A Bride Now...

Will she keep Romance?

"Don't let Cosmetic Skin develop—rob YOU of Love"

Claudette Colbert
PARAMOUNT STAR

I ALWAYS REMOVE COSMETICS THOROUGHLY WITH **LUX TOILET SOAP**. IT'S THE SAFE, EASY WAY TO KEEP SKIN SOFT AND SMOOTH

LOVELY SKIN WINS ROMANCE. SO WHY TAKE CHANCES WITH UNATTRACTIVE COSMETIC SKIN

COSMETIC SKIN DEVELOPS WHEN PORES ARE CHOKED WITH DUST, DIRT AND STALE COSMETICS. **LUX TOILET SOAP'S ACTIVE LATHER GUARDS** AGAINST THIS DANGER

LUX TOILET SOAP—9 out of 10 Screen Stars use it

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, odorless, vegetable hair rinse—one of the very few hair toiletries approved by Good Housekeeping Bureau. Package of 5 for 25¢ at drug and dept. stores. Two rinse size at 10¢ stores. (Or, any good beauty shop will Lovalon your hair.)



LOVALON

the 4 purpose hair rinse

Free for Asthma During Summer

If you suffer with those terrible attacks of Asthma when it is hot and sultry; if heat, dust and general mugginess make you wheeze and choke as if each gasp for breath was the very last; if restful sleep is impossible because of the struggle to breathe; if you feel the disease is slowly wearing your life away, don't fail to send at once to the Frontier Asthma Co. for a free trial of a remarkable method. No matter where you live or whether you have any faith in any remedy under the Sun, send for this free trial. If you have suffered for a life-time and tried everything you could learn of without relief; even if you are utterly discouraged, do not abandon hope but send today for this free trial. It will cost you nothing. Address:

Frontier Asthma Co. 207-C Frontier Bldg.
462 Niagara St. Buffalo, N. Y.



for your Stockings

To be certain you will continue to look as lovely as the minute you set out—carry RUN-R-STOP in your purse. One drop will stop a run or snag permanently. Once used you will never want to be without it. A HANDSOME RED & BLACK VANITY protects the tube in your purse. Ask for it at drug, department, shoe and 5 and 10¢ stores. **10c**

Guaranteed by Good Housekeeping as advertised therein

RUN-R-STOP

NEW FREE OFFER Send 10c for BATH-O-MILK. (Camille's new real milk beauty bath) and we'll also send FREE a purse-size case of Nail White in a new convenient form. Address Dept. M. CAMILLE INC. — 49 East 21st Street, N. Y. C.

THE BANDWAGON

(Continued from page 36)

make a band or ruin it. Arrangements make it possible for you to distinguish one outfit from another. They provide a style. An arranger starts with any tune and creates new, unusual effects with one or all the instruments.

The saga of Larry Clinton, now 29, begins when he was 14 and first tinkled the piano professionally. By 1933, when he was playing trumpet for Ferde Grofe, he had learned how to play every instrument in the band. He wasn't an expert on any one of them, though, and Grofe suggested that he try arranging. In 1934, Isham Jones had an orchestral house-cleaning and hired Larry to do his orchestrations. That started it. He went from Isham Jones to Casa Loma and arranged most of their famous specialties. He was also very busy with the Dorsey Brothers' band when Tommy and Jimmy were still music-stand partners.

When Tommy formed his own band, Larry contributed many of the orchestrations that made T. Dorsey the No. 1 maestro he is today.

In June, 1937, Clinton made a weird discovery—he could write songs! He turned out *Whoa! Babe, Study in Brown, Satan Takes A Holiday* and sealed his fate with *Dipsy Doodle*. Tommy introduced that epic and played it 14 times before Larry would let any other leader touch it.

To give you a rough idea of the sort of thing Larry likes to toy with, take a look at the titles of some of his compositions: *Zig Zag, Midnight In A Madhouse, Shades of Hades, Waddlin' At The Waldorf, Prove It, The Big Dipper, Campbells Are Swinging, College Humor, Stop! And Reconsider—well, you get the idea. Seems that it takes him only a couple of hours to write a song, but at least a week to find a title. Every time he gets a title and a tune matched, he's sure to find a publisher waiting for it.*

So the saga marches on, and in December he organized his own band and Victor signed him immediately to make records. It wasn't until January, though—on the night of the President's Birthday Ball—that the nervous Clinton lads faced a ball-room audience for the first time. Larry subbed for Glen Gray at the Hotel New Yorker the night of the ball while Casa Loma journeyed to Washington. Clinton, personally, had had enough experience watching other maestri at work so he didn't have much trouble that night.

So now Clinton is solidly established. He neither starved nor slaved to reach the gold bank. But he is grateful. Particularly to Tommy Dorsey to whom, more than to any other musician, he gives thanks for his success.

And Larry thinks that Fate slipped in a fast one when it was arranged that his first real engagement be at the Glen Island Casino, in New Rochelle, New York. For it was at the Glen Island Casino that Clinton first went to work for a couple of lads whose last name is Dorsey.

Larry Clinton's Five Favorite Bands:

Tommy Dorsey
Casa Loma
Red Norvo
Bob Crosby
Isham Jones

THE KING STEPS DOWN

One of the funniest sights around the studios this month was at the CBS Playhouse where Benny Goodman rehearses his Tuesday show. On this particular afternoon, Eddie Cantor was expected at the rehearsal—he was Goodman's guest for the night. Cantor hadn't arrived yet, but his entourage had.

Eddie planned to sing a song on the program. There had evidently been some doubt as to the ability of the Benny Goodman band to provide the accompaniment, so three violinists from the Cantor orchestra had been dispatched to supply auxiliary forces. When I walked in, rehearsal had begun on the Cantor song. Benny was standing by looking a little glum—for the first time in his skyrocket career he was listening to the combined sounds coming from three violins and what is reputed to be America's hottest band.

What's worse, the Goodman men had to play every note as it was written for them in the special arrangement. After an hour and 25 minutes, I left. They were still rehearsing the same number. That business of playing as they read may have been responsible.

THE GYPSY IN THEM

What with Gene Krupa and three or four others leaving Goodman, Bud Freeman nodding bye-bye to Dorsey, and additions and subtractions to other orchestral crews, the time seems ripe to point out that musicians are, at heart, nomadic souls. But the time seems even riper to remark that it all depends on your point of view. Take the Lombardos, for instance. The average time of service in that organization is about thirteen and a half years. No Royal Canadian has ever quit or been fired.

Sammy Kaye, who takes after Lombardo in more ways than one, feels the same way about it. Eight of his eleven men attended Ohio University with him. He's never fired a band-member, either.

MARK WARNOW

Mark Warnow is quite a character. What's more, he's one of the finest musicians in America. He has more sponsors on the string continually than almost any other conductor. You never know where he's going to turn up next—conducting a symphonic group, a large dance orchestra or a nice cozy jam session.

As far as popular music is concerned, he is an important pioneer. He encouraged his younger brother, Raymond Scott, and was the first to play the Scott tunes. Even more interesting, though, is his connection with swing and the classics.

RADIO STARS

A lot of good words and more white space have been wasted lately discussing the sins of swingsters who convert the classics into swing tunes for the benefit of the jitter-bugs. But Mark Warnow beat them all to the punch. Several years ago he really started something by taking swing tunes and converting them into classics! One of his best works was *Tiger Rag* played in Mozart's classical form.

His men think the world of Mark. Probably the reason for that is his sense of humor. One of his most quoted remarks is usually heard at rehearsal when the musicians aren't getting together properly. Mark will rap his baton on a music stand and say: "Gee, I wish you boys would kiss and make up."

SWING'S PAPA

If you feel like tracing present-day swing kings to their source, you'll end up with Ben Pollack as one of the most responsible parties. Ben is now conducting the orchestra for Joe Penner over CBS on Sundays. But he is also credited with having prepared for their future eminence such orchestra bright lights as Tommy Dorsey, Benny Goodman, Jimmy Dorsey, Glenn Miller, Harry Goodman, Bud Freeman and Gil Rodin.

ARTIE ART

Before Art Shaw decided to become a bandleader, he was in greater demand for various classical and popular radio orchestras than any other clarinetist. Howard Barlow, for example, regularly featured Shaw solos on his CBS symphony pro-

grams. But Art abandoned classical work to become, of late, the swing trade's top licorice-stick man. On a trip to New York recently, he stopped by for a chat with Barlow. They talked of this and that and Barlow finally asked if Shaw had done any serious composing.

Artie enthusiastically replied: "Sure, I've called my latest work *Shoot The Likker To Me, John Boy!*"

That tune, incidentally, has a story of its own. After much rehearsal, Shaw and the band were all set to play *S. T. L. T. M., J. B.* on one of their network dance programs. But the station production man looked at the title and said: "Nope, we can't have a title and lyrics like that go out over the air. Why not change it to *Shoot The Ice Cream Soda, etc.?*"

Actually, the title has nothing to do with alcoholic beverages. It's another bit of jive slang meaning: "Let me take a solo on the next 'lick,' or musical phrase."

PRACTICE, JUNIOR!

You've missed half the fun of living if you haven't, at one time or another, heard a fond parent say: "If you want to play well, you must practice." Bunny Berigan is a good example of what happens when you really work at it.

Bunny's first memories include a violin stuck under his chin. At 8, he was playing first fiddle in Grandpa Berigan's orchestra. He worked hard at pulling the bow across the strings, and at 16 he had already been selected as the future Fritz Kreisler. At

18 he went to college, took along his violin—but somebody lent him a trumpet. Today Berigan is a *Crown Prince*—at least—of that instrument.

Now, Junior, will you practice?

STICK-TAPPING TO STICK-WAVING

Gene Krupa's decision to stop beating the drums for somebody else and form his own band adds him to the ever increasing number of stick-tappers turned stick-wavers. Skinny Ennis left Hal Kemp to buy a baton. Chick Webb, George Olsen, Ben Pollack, Abe Lyman, Phil Harris are all ex-drummers.

GREENER FIELDS

For many fruitful years Victor Arden has been a successful bandleader. But his work has been limited to conducting or playing in studio orchestras. And now Arden has begun to feel that the radio band which plays good music, but has no particular style is getting old-fashioned.

Figuring that there is really big money in a good dance band, Arden is now forming one. He intends to start by playing one-night stands throughout the country.

Organizing an orchestra is an expensive and risky proposition. You have to lay out a large sum for arrangements and orchestration. Musicians have to be paid during rehearsal. In the beginning, you usually accept engagements at a loss. But Arden feels that the return on the investment is worth the gamble. Al Goodman is another studio conductor who's thinking of it.

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MAVIS TALCUM

IN TUNE WITH THE TIDES

(Continued from page 67)



Do you get "poodle permanents"? Hair all frizzy? Brittle, dry hair is usually the cause. You can overcome this by a simple home treatment. First, stop using all alkaline, sudsing chemicals. Instead try proved oil and scalp tonic treatment. Try Admiration Soapless Shampoo. It not only cleans the hair safely and thoroughly but does not steal the natural scalp oils that keep your hair strong, elastic and healthy. Easy to use, Admiration is a beauty treatment approved by thousands of beauticians. If you'd like to have a sample, send three 3-cent stamps. ADMIRATION LABORATORIES, HARRISON, N. J.

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Stop polish from splitting and drying your nails. Sav-a-Nail, protective cushion (colorless, not creamy) keeps polish from touching nails. Protects nails from household wear and tear. One minute treatment. Dries instantly. Encourages nail growth. Polish goes on smoother—stays on longer. Makes every manicure a success. End your nail troubles! 10c
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That "come hither" complexion, irresistible to men... envied by all girls... heretofore exclusive with screen stars, can be yours with the new MINER'S THEATRICAL MAKE-UP. A startling new make-up that imparts natural satin-smoothness to your skin... velvety... luminous... lasts hours. Use it and have a "star's" complexion of your own.

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Enclosed find 10c for Miner's Theatrical Make-up for street wear.

Name _____
Address _____
Check shade desired: PEACH RABBIT BRUNETTE

you step out on the sands to present a smartly coordinated fashion picture, harmoniously colorful from top to toe.

And perhaps the greatest joy of all, in this business of dressing up for the beach, is the fact that all the attractive gadgets and accessories are so very inexpensive! So just give your imagination and creative genius full play when you assemble your bathing and sunning costume from all the attractive things you are being offered this season.

First of all, there's your swim suit which, like your evening gown, is the basis upon which you'll build your ensemble. By far the most popular type of form-fitting suit (and if you've anything but the most difficult type of figure you can wear one) is the elastic satin, with varying degrees of skirt to suit individual preferences.

The monotone satin lastex suits this year are more beautiful than ever, with the lovely gleaming satin in delicious seascape colors. The sands will be dotted with figures in shining turquoise, flesh pink, royal blue, or black or white, and if you wear one of these suits in any of these colors, you can be sure that you'll fit perfectly into the fashion picture.

On the other hand, if you're one of those independent souls who likes to be "different" and at the same time as smart as your sisters, you'll like a satin lastex suit in a gay, original design.

And here's a new one for you! Men can now obtain their brief swimming trunks in the same fabrics and designs as the ladies. Consequently you and your summer beau can become matching "sweethearts in swim suits." I'm sure he'll be charmed with the idea. Incidentally, these suits are very moderately priced, as are the others pictured or discussed here.

Now, let's take a look at two CBS stars, Nan Wynn and Dorothy Lowell, playing hooky from the studios. They are enjoying an hour's relaxation at the gorgeous swimming-pool of the American Woman's Club, favorite haunt of many of CBS' feminine contingent all year 'round.

Here we see the smart satin lastex mailot, worn by Nan Wynn, whose charming voice is heard every Sunday on *Lyn Murray's Musical Gazette*. The design is a royal blue fishnet pattern on a shining, silvery background, a lovely foil for Nan's brunette beauty. The strap arrangement on this suit is a very good one, called the "dual control" because it not only supports the suit at the front, but also holds it firmly at the back, drawing it snugly across the bust and preventing any possibility of sagging or gaping at the armhole.

The classic favorite of the conservative, of course, is the knitted suit. Dorothy Lowell, CBS' actress, is smart and comfortable in a one-piece skirted model of worsted woven with lastex. This new fabric, which in this suit is appropriately called "wis-p-o-weight," is a feature of most of the wool suits this year. It enables them to achieve perfection of fit and line, and banishes that old trouble of having your wool suit stretch and sag when it dries on the figure. Dorothy's suit is in a lovely shade of deep coral, which sets off to per-

fection her honey-colored hair and wide, dark-lashed gray eyes.

Then there are the cotton bathing suits in many styles and colors (even more moderately priced than the satin or wool suits), each one equally as attractive as the next. Much in demand by the younger set this year is the printed shirred cotton lastex mailot, so charming on a youthful figure. The cotton dressmaker suit, with less revealing lines and more feminine details, is very easy to wear and is kind to "problem figures." Or, if you really are going in for a suntan in a big way, you'll want a two-piece bra and shorts suit of printed cotton, like the one Helen Walpole of *NBC* is telling the world about. But be sure you do a few bending exercises to melt away that spare tire you may be wearing around your waist!

And we haven't said a word yet about the new rubber suits, which have made great strides toward perfection. For one thing, they are being introduced this season in attractive printed patterns in a wide range of colors. They vie with cottons in beauty of styling and design, and in solid colors which look like wool, yet they mold and fit like an extra layer of skin and positively work wonders for your figure. While rubber suits have a tendency to restrain and confine, a new adjustable bra feature now enables you to achieve the fashionable high bustline without "binding."

If you've always shied off from rubber suits because they seemed too revealing, you can have one this season in a skirted princess line with separate shorts underneath, allowing more comfort and coolness on the beach and greater freedom of movement in the water. One of the most attractive of these is a white princess-style suit with gay butterflies appliqued on the rubber, striking and colorful in effect.

Once you've decided upon the most important item—your suit—which, as we said, is going to be the basis of your costume, you then can go to town in choosing the accessories to go with it. There are just two or three fundamental principles to bear in mind. Gay and colorful you must be, but don't overdo it. For instance, don't mix several prints in one ensemble—the effect will be one of chaos. With printed suits wear monotone accessories, and vice versa. To illustrate this, let's take the suits shown here and see what accessories will be worn with them.

Nan Wynn will wear solid color accessories with her fishnet design suit, combining brilliant blue and the palest silvery beige. A blue terrycloth robe with beige piping and buttons, a wide-brimmed hat of blond rough straw tied on with blue cotton streamers, and a volunuous basket-shaped bag of the same straw with bright blue cotton top, will make a colorful picture under the sun. Paprika red jewelry adds a dash of contrast. Please note particularly the smart cork-soled clogs both Nan and Dorothy were wearing when we snapped them at the pool. Nan's clogs have pale, natural leather tops to harmonize with the rest of her costume. You may not

think so to look at them, but the inch-and-a-half-thick soles are extremely comfortable to walk on, and you'll make a pair of these clogs a "must" on your summer shopping list if you really intend to look your smartest at the beach.

Since Dorothy Lowell's suit is a skirted wool model, she would not be comfortable in slacks or shorts, so over it she wears a cotton dirndl beach dress in a gay flowered print whose tones of palest yellow and sky blue complement the soft coral shade of her suit. Her clogs are topped in blue and yellow linen, and on her head she wears a little peasant bonnet in the same print as her beach dress. Her beach bag, shaped like a sand pail, is in coral to match her suit.

Knowing that nothing flatters a summer tan quite so much as white, over her cotton suit Helen Walpole will wear a knee-length beach coat of dazzling white shark-skin, belted and buttoned in turquoise to match the principal color in the geometric print of the suit. This same color scheme is carried out in her beach bag and her French peasant hat of white straw embroidered with turquoise flowers. Since she plans to do quite a bit of sailing, her sandals are the white fishnet type, rubber soled, which are best for running around on wet, slippery decks.

The beach ensembles of these stars will give you an idea of the limitless possibilities there are for making yourself one of the most attractive figures on the beach this summer. First of all, choose your bathing suit—get a good one, with a reliable name, and be sure to try it on before you buy it. Then, with this as your basis, work out your accessory scheme and complete



Mutual's Benay Venuta is one of radio's best-dressed women. Benay, like most feminine stars, wears a new creation at every audience broadcast.

your costume. And when I say *complete*, I don't mean any old helter-skelter arrangement.

Follow the principles suggested by these three smart stars, and a little imagination, an eye for harmonious blending of colors,

should make you a welcome addition to the seascape—a lovely fashion picture on the sands from the topmost curl which you will protect with your flattering beach hat, to the tip of your brightly tinted toes peeping from your smart beach sandals.

Lucky the Bride

WHO KNOWS THIS CHARM SECRET

Lovely women are like flowers — and flower perfumes are the very essence of feminine appeal. The girl who wins her man — and keeps him! — knows the lure of these odors. Park & Tilford presents "Lilac," the breath of fragrant spring; and "Cherish," a new floral odeur as spicy as a coquette's glance. Let blossom-time surround you — always!



Delightful, delicate, lingering — sweet "Lilac" and spicy "Cherish" are now at all ten-cent stores in smart tuckaway sizes 10c



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Bob Hope is now a Dr. of Croon. Bing Crosby presented him with the impressive scroll as Dixie Crosby watched.



Penny, aged three months, is pretty important to the story of *One Man's Family*. Here the entire cast has a peek at her.

The latest low-down on air artists working and playing in California's perfect clime

BY LOIS SVENSRUD

A WELL-KNOWN movie star who thinks Robert Taylor is just too, too wonderful, wangled her way into the control booth at the M-G-M radio show the other day so she could watch Bob at close range. Imagine her delight when Bob looked up and smiled entrancingly at her as the program started. And kept right on looking up and smiling all through the program. The movie siren was so thrilled she could barely breathe—until she happened to turn around and see Barbara Stanwyck quietly standing behind her, returning the Taylor smiles.

WHICH reminds us about Robert Taylor and The Sheik. Rudolph Valentino's picture was revived one evening in a Hollywood theatre, but unfortunately it was shown on the same evening as Bob's broadcast. He begged the theatre to put on a special performance for him the next day. He and Barbara attended, held hands through the performance, and admitted that the seventeen-year-old technique of that screen lover, Valentino, was hard to beat.

MOST popular studio in town is Universal, since Edgar Bergen and Charlie McCarthy moved over there for the picture, *Letter of Introduction*. There's always a crowd standing around the set when these two perform—directors, extras, prop men, stars. Many times the "gallery" is from other pictures, and even from other (Continued on page 82)

CHATTER



Tito Guizar, famous air and opera singer, plays his first featured rôle in *Tropic Holiday*, a musical.

Jack Benny and Zoe Dell Lantis are determined to be two of the Big Noises of 1938 this Fourth.



GLAMOUR OF *Gardonia*

Like true glamorous gardenia, so thrillingly dramatic, there is that about Gardonia Perfume which stirs romance. Created by Duchess of Paris, it is clinging, lasting, so true to the flower it represents. To be feminine, fragrant . . . a woman no man can resist . . . use the new Duchess of Paris Gardonia Perfume. Heady, sophisticated, an elusive perfume of exquisite appeal.

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BOTTLE OR TUBE . . . 10c & 25c SIZES

Gives a "new shoe" finish because it cleans as it whitens . . . whitens whiter and will not rub off. Absolutely neutral . . . safe and easy to apply.

CAN YOU BARE THEM?

(Continued from page 58)



At Druggists, Barbers
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FOR HAIR and SCALP

LUCKY TIGER can be depended upon to do a better job of cleaning up dandruff and checking excessive falling hair. If you are troubled with that miserable scalp itching you will be delighted with the quick relief. Lucky Tiger stops scalp irritations, beautifies the hair and helps you keep it looking its best. Costs little at druggists or barbers. Sold with money-back guarantee.

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Mercolized Wax Cream flakes off the surface skin in tiny, invisible particles. Reveals the clear, soft, smooth, young looking underskin. This simple, all-in-one cleansing, softening and beautifying cream has been a favorite for over a quarter century with lovely women the world over. Bring out the hidden beauty of your skin with Mercolized Wax Cream.

Use Saxeolite Astringent Daily
This tingling, antiseptic astringent is delightfully refreshing and helpful. Dissolve Saxeolite in one-half pint whisky hazel and apply.

Try Phelacine Depilatory
For quickly removing superfluous hair from face. Sold at cosmetic counters everywhere.

ably realize then how much you have neglected them. They most likely need not only pedicuring for "prettiness," but also special attention for callouses, bunions, corns or crooked toes, all of which affect the general health as well as the appearance of the feet. There are certain good corn cures on the market, you know, that really work. There are bunion pads, arch-supporters and all manner of appliances that actually relieve and correct foot troubles.

Robert believes there are several causes of mishappen feet. One is the wearing of improper shoes—shoes that offer the foot no support; or ones that are too tight; shoes with heels so high they force the foot into an unnatural position and put the entire spine out of place. If you would like to be able to exhibit your feet with pride this summer, take this beautician's advice and start right in today to beautify your feet. Here's one case where beauty, comfort and health work hand in hand.

Then, stockings that are too short curl up the toes and cramp the foot just as surely as a shoe that is too tight. Stockings that are too long wrinkle at the toe or heel. Thus they rub the skin, irritating it and sometimes causing callouses. Stockings play a big part in the well-being of feet, aside from the fact that they must be kept clean and whole by washing after each wearing.

Here are some exercises to strengthen the arches and the feet, thereby benefiting both your posture and health as well. One of the best, but most difficult, of these exercises is done barefooted. Stand with the feet parallel and curl up the toes tightly just as though they were grasping a marble. Then roll the feet over until you are standing on the outer edges of the feet. Walk around the room this way. At first you may be able to take only a few steps, but your feet will strengthen with practice.

While your shoes are off, try this exercise: Seat yourself in a chair and extend leg forward. Now point the toes forward in a line with the leg. Then curl the toes under as far as they will go. Now turn the toes up and point them toward the ankle as far as possible.

One more barefooted exercise for your routine is performed seated. With the toes pleat a towel that you have placed under your bare feet. This exercise is difficult, but the results are well worth the effort.

There are several home treatments for your feet which will help a lot in improving their appearance and their feelings—for the feet, just like the complexion, need and respond to special "pick-up" treatments. One of these, and it is often overlooked, is the footbath. Soak your feet in warm water which contains a water-softening bath preparation or a special foot soap. Let the feet soak for about ten or fifteen minutes while you relax your weary body and face. Then scrub the feet briskly with a good footbrush to stir up the sluggish circulation and soften the skin. A pumice stone may be used at this time to loosen callouses and smooth rough spots on the

back of the heel.

Dry the feet thoroughly after the footbath. Then massage them with a footbalm or good cream. Massage firmly and smoothly, working over the feet and under them and giving special attention to the arch and to the toes.

The bath and massage described above will make your feet feel years younger—so young, in fact, that you'll have to restrain yourself from tuning in the radio and whirling to Russ Morgan's liting "Music in the Morgan Manner."

When it comes to "prettifying" the toes, you will find the home pedicure infinitely more fascinating and easier than the home manicure, for you have both hands free to work with. Gather around you the necessary requisites of nail nipper, long flexible file, orange-wood sticks, basin, cuticle remover, pumice powder, nail brush, nail polish, absorbent cotton, cuticle oil, talcum powder.

The pedicure routine employed by the attendants at Robert's Fifth Avenue salon may be followed by you at home, too.

First, scrub your feet with a brush dipped in sudsy water. Push back the cuticle gently with an orange stick tipped with cotton and dipped in cuticle remover. If your nails are long, cut them straight across, then file and smooth them down with your file. Always leave the nail long enough to protect the end of the toe from pressure and irritation. Don't cut the corners back deep or make the nail real short—this practice often is the cause of ingrown nails. When the nails on one foot have been trimmed, soak that foot in warm water while you work on the other foot.

Second, dry the feet thoroughly and push back the cuticle again with the orange-wood stick dipped in cuticle remover. At the same time clean under each nail to remove any discolorations under the tips of the nails. Try to be as gentle as possible to prevent soreness later.

Third, with a cuticle pusher, remove scales from the surface and cuticle edges of the nail, working gently with a rotary movement. With a towel, wipe and push back the cuticle as you go along. Do not cut the cuticle. Apply oil or cream on the base of each nail, and allow that to be absorbed while you work on the next one.

Then, scrub the toes with a brush. Brush from the base to the tip.

Next, separate the toes with wads of cotton and apply nail polish. And here I am going to digress and tell you about the grand new wax base that is especially recommended for the manicure—and it is so inexpensive that you would not feel extravagant in giving your toes the same "treat." This base keeps polish from touching your nails (finger or toe) and so encourages nail growth and makes the polish wear longer. It is not a polish itself, but is a cushion for your polish. It is recommended to help create a smoother nail surface and to help prevent the natural oils in the nails from drying out. A little of this wax base may be added to your polish remover at home to soften the action of the polish remover and increase efficiency.

After the polish is removed, the wax cushion is applied, then a fresh polish. Write me for the name of this polish saver so you may have it for your next manicure and pedicure.

When the polish is dry, massage the feet and legs with a lotion to make them soft and smooth. Knead the back and sides of the ankle gently, stroking up and down. Last of all, dust with talcum powder.

Your toes are completely charming now, but what about your legs? You certainly cannot afford to allow them to show even a trace of superfluous hair this bare-legged and sheer-hos season. The depilatory you have used on occasion all winter is put to regular and frequent use this summer to

assure personal daintiness. There is one depilatory that I particularly like because of the ease with which it is applied and the efficacy of its action. I'll be glad to share the name with you if you will write to me. It is a cream depilatory that comes all ready for use. It is applied directly from the tube with a spatula, left on for a few minutes and then rinsed off. The same company has for many years made a powder depilatory that has long been a favorite with women. The powder is mixed with water and then applied directly to the legs.

Now, you can truly step with beauty into the summer season and bare your feet and legs with pride!

RADIO RAMBLINGS

(Continued from page 25)

No one gave a thought to the fact that all the large Radio City studios were on upper floors. They give it thought now, however, with corridors jammed full of impatient patrons waiting for elevators.

These are typical of the errors in judgment. No one is blamed, of course. Radio simply changes too rapidly. But it's funny to watch one of the world's leading radio brain trusts involved in these mistakes that now seem so easy to avoid.

NOTES on a few of radio's strange voices—Andy Devine speaks like that all the time. So does the program's valet, Jack Benny's Rochester, and he really is colored. Joe Penner's funny laugh is just for the program. Offstage, he laughs quietly, as you or I might.

All the voices on a Fred Allen program come from seven people—Fred, Portland, Harry von Zell and a cast of two men and two women. Each of them will have four or five parts in the various news reels and sketches. The exception is Portland, who does only her own lines with Fred. Al Pearce's Tizzie Lish is a man dressed up in crazy women's clothes.

The Shadow was the voice of Orson Welles until his Shakespearean work became important enough this season to enable him to drop his eerie laughter.

KAY KYSER certainly has been zooming into success in story-book fashion these past six months. From conducting a small orchestra out in the Middle-West, he suddenly landed a commercial program of his own on a major network and moved his band into one of New York's more important hotel dining-rooms.

The change, of course, is due to the inspiration that started his question and answer contests and became *Kay Kyser's Musical Klass*. That was inspiration, but a lot of perspiration flowed before the band started along its present pleasant pathway.

Along with leading the music, Kyser has turned himself into a comedian. He dons dignified scholastic cap and gown and then cavorts all around the studio, doing funny dances, eagerly exhorting his contestants and cutting up generally.

O. HENRY had nothing of the sort in mind, but he certainly did a great favor for Bert Lytell when *Alias Jimmy Valentine* sprang from the O. Henry pen. Bert's

career has had ups and downs, but whenever it seemed to be slipping *Jimmy Valentine* usually popped up in some new form to bring back prosperity.

Most readers have forgotten that O. Henry did not even call his story *Alias Jimmy Valentine*. His title was *A Retrieved Reformation*. An unimportant playwright, Paul Armstrong, sensed the dramatic values of the short story, paid O. Henry \$500 for stage rights and wrote a play that rolled up a fortune.

Lytell tramped the play up and down the country for years and also did it in pictures. His work on *Jimmy* finally seemed to have ended, but last winter a sponsor wanted to revive the old character for a test on radio. During the test period, the program was recorded and broadcast mostly on minor stations. Its success was so marked that the program quickly was given a spot on an ABC chain and Bert was launched on a new career as radio actor.

Only the name of O. Henry's character survived in the radio version. New plots had to be added to keep the story going week after week as a radio serial. *Jimmy Valentine* was transformed into a helpful crusader, cleaning up bad situations wherever he found them.

(Continued on page 84)



with Wigder EYEBROW CONTROL

FOR charm and beauty, it's most important to keep your eyebrows trim and shapely. And it's easy, too. Just "tweeze" away those stray hairs and heavy outlets with Wigder Tweezers—especially constructed with raised shoulders and carefully set jaws for positive grip.

Don't neglect this essential beauty care! Get Wigder Tweezers today at any drug or 10-cent store 10c



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REMOVE HAIR without razor, liquid or powder 25c

Baby Touch Hair Remover is the new, amazing way to remove hair from arms, legs and face—quickly and safely. Used like a powder puff. Odorless, gentler, better than a razor. Baby Touch gives the skin that soft, white appearance of youth and beauty. Satisfaction guaranteed. At drug and department stores or send 25c for one or \$1.00 for five of the Baby Touch Pads. Baby Touch Wipers (two sides) 35c each. 3 for \$1.00. Will last about 3 months.

BABY TOUCH HAIR REMOVER CO. St. Louis, Mo.
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Blue Waltz

BLUE WALTZ PERFUME • FACE POWDER • LIPSTICK • BRILLIANTINE • COLOGNE

IT'S MY HUMBLE OPINION—

(Continued from page 14)

CLEAN YOUR FACE
Any Time or Place



A STA-RITE PRODUCT

With
Ginnie-Lou
FACIAL CLEANSING PADS

A tiny beauty shop right in your purse. "Minute facials" ready to cleanse and revive your face whenever, wherever you want them. Compact size—easy to use as a powder puff—and so very beneficial for your skin. Carry Ginnie-Lou Cleansing Facial Pads always for early morning use—throughout the day—at night before retiring. Get Ginnie-Lou Facial Pads today. 10¢ to 5¢ at cosmetic counters.

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Ginnie-Lou
Nail Polish Remover Pads
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STA-RITE CO., SHELBYVILLE, ILL.

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. Easily applied; remains firm. No effect on nail growth or cuticle. Removed at will. Set of Ten, 20¢. All 5c and 10 stores
NU-NAILS ARTIFICIAL FINGER NAILS
NU-NAIL CO., 4042 W. LAKE ST., CHICAGO, ILL.

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 35c box of GOLD MEDAL Haarlem Oil Capsules today—the original and genuine—right from Haarlem in Holland—Don't accept a counterfeit—Ask for and get GOLD MEDAL.

script work with the recent *Lucky Strike* Monday night air show.

And don't forget—after having made a point of listening carefully between 8 and 9 o'clock on Thursday over *WEAF*—let us, in your next issue, have the benefit of your criticism. Though, in all likelihood, I will have realized our short-comings long before they find their way into print. Remember that sometimes it is a matter of budget, time and other factors that makes it impossible to do very much about it.

★
THAT lovely Hollywood star, Miss Joan Crawford, doesn't need publicity, especially the stupid kind, such as that which appeared with her photograph in connection with the New York World's Fair of 1939. A high-pressure publicity man, either her own or connected with the World's Fair (to whom she must have owed a debt of gratitude), probably convinced her that this was an excellent way to return any favors. Otherwise, I am sure Miss Crawford, who has always been so intelligent and dignified in her publicity, would never have done this.

If Grover Whalen has accomplished such miracles as this, there is no question but what the World's Fair will be an even more glorious success than most of us expect it to be.

The publicity:
"In order to be a successful hostess," said Miss Crawford, "one should always strive to present as attractive a table as possible. Spoons are most important, and I'm constantly on the lookout for the most eye-arresting silverware. When I first saw this 1939 World's Fair souvenir spoon," she continued, "I could hardly believe tableware could be so beautiful. I think they're so charming that, in the future, we will use nothing but these souvenirs in my home."

WHY

Why must stage people, trained in the theatre, say "fi-gah" for "figure?"

MIX UP

In Chicago, large red signs plastered all over town told a recession-wearied world that it was *National Car Week*. Yet, in other cities along the same route the same week, they were informed that it was *National Egg Week*, thereby leaving a perplexed world in a state of confusion as to just what to have, a half-dozen scrambled fenders or a dozen soft-boiled Fords. We cleaned up our personal problem by putting all our eggs in one chassis!

LIGHTS OUT

I have, for a long time, pondered a possible explanation that would satisfactorily explain just how the ultra-conservative, staid and dignified National Broadcasting Company could have brought itself to sponsor a program of the eerie, macabre quality which is the essence of the Wednesday night, 12:30, NBC-Red Network broadcast called *Lights Out*. It is so com-

pletely opposed to the policy of the National Broadcasting Company that it is inconceivable that this organization, which has always been so extremely deliberate and conservative in its attitude toward its sustaining programs, could offer such an unearthly, blood-curdling, detective story and Diamond Dick type of broadcast as this one, which has emanated from Chicago for many years.

I think I am a good common denominator and, therefore, justified in believing that there are thousands of people who, like myself, have made it a point to be near their radio loud-speakers at 12:30 of a Wednesday evening, to listen to this weird concoction of fantasy which knows no limitations or boundaries in its treatment of the diabolical, the horrible and the supernatural. Among my friends are those who listen to it and who then find themselves unable to sleep the rest of the night. Then there are those I know who are afraid to listen to it alone, and yet there are many who, like myself, thrill to every minute of this program even while our nervous systems are undergoing spine-tickling sensations.

Arch Oboler, who has contributed several sketches for our Thursday night show, has written the best of this Wednesday night series. NBC recently engaged Boris Karloff to play the leading role in five of Oboler's best *Lights Out* efforts. Therefore, it would seem that this unusual NBC program must have then attracted even more listeners. It is amazing to me that to date no sponsor has yet come to the front to endow this show.

True, it is a dangerous and controversial type of program. There are those who would perhaps qualify it as "diabolical," "unnecessary" and a "bad influence on people, especially children." Yet, so was the Shadow, when it first appeared on the air-waves, and now it has become one of the most successful of broadcasts. As regards the children, I think we can safely assume that they are in bed at this hour—and as for the grown-ups, there is no question but that we human beings like having "the hell scared out of us" every so often when we know we are safe or when we know that no harm can come to us. Witness the vast popularity of the various Crime Clubs, crime books and broadcasts and pictures of the Van Dine type.

Even though the hour of 12:30 is usually assumed to be an hour at which most sensible people have retired, it is my honest conviction that this air show would prove a tremendous success for a sponsor who dared utilize its peculiar qualities.

★
AMONG my clippings from the Coast is one that strikes me as extremely asinine and worthy of the title, "Bug-House Fable No. 42."

In the corner of the program given the spectators at the American Legion Tuesday and Friday Night prize fights—held in a hall where all the stars and extras, who can afford to, make it a ritual to see these extremely interesting, and honest-to-



Bea Wain, Larry Clinton's vocalist, became Mrs. Andre Baruch on May 1.

God, exhibitions of the art of boxing—is this sad and archaic injunction:

POSITIVELY NO BETTING. NO ABUSIVE LANGUAGE OR UNGENTLEMANLY CONDUCT WILL BE TOLERATED. BY ORDER OF THE STATE ATHLETIC COMMISSION OF CALIFORNIA.

Truly a Golden State blue-law if ever there was one!

ODDITY

At one of the swank clubs in Miami Beach are three little statuettes made of cast iron standing two feet high in the sand. The bathers use them as posts in throwing rubber quoits—the game being to ring the statuettes. Intrigued by the appearance of the figures, close inspection revealed them to be the Messrs. Mussolini, Hitler and Stalin.

MY office and I have become accustomed to all sorts of ruses and hoaxes perpetrated in attempts to obtain photographs, tickets for the broadcast, auditions and interviews. But perhaps the most unique was a letter which was, obviously, an attempt by an extremely clever person to secure tickets for our broadcast. Believing that even a nefarious bit of chicanery should be rewarded when well done, the young lady was sent a pair of tickets. However, I assure you that your letter will have to surpass hers in ingenuity to accomplish the same results!

The letter:
"Dear Mr. Vallee:
"Last week I exaggerated by telling some of my friends that I knew you. It had ever made me say that, is something I'm still trying to figure out. I must have said it a little convincingly, 'cause they had me promise them that I would get two tickets to see your radio broadcast.

"If you would be kind enough to get me out of this mess, I would greatly appreciate it.

"I will also like to include, that I did not embarrass you in any way, when I said that you and I were friends.

"If you grant me this favor, I will pick the tickets up myself. I would like to see you and thank you personally. I am not one of your fans, so please don't think that this letter was written for an excuse.

"Thank you, and please forgive me for being so impertinent. Beg to remain,

"Respectfully yours,"

WHAT is wrong with audiences today? Whether they be audiences who go to see a picture, stage show or athletic event, they have changed. Time was when people went to enjoy themselves, to be entertained. Nowadays, from the remarks I've heard and from those appearing in print, I've come to believe that most people go with the attitude that a show is bad until proven good.

This I say in all seriousness. Our American public is rapidly becoming over-critical and much too demanding in its expectations.

Performers and producers say that the public has become educated, or, as they put it, "wised up." But it is the public remarks of smart entertainers, managers and producers which have made audiences think it is smart to tear a radio program, a show or a picture, literally, to pieces. It gets so that they go to the theatre simply to look for boners and imperfections. There will always be plenty of these in any show. But for the American audience to judge a show by the two percent total of imperfections is sheer stupidity and can only result in eventual dissatisfaction with all forms of entertainment.

The phrase, "What is wrong with motion pictures?" and so on, *ad nauseam*, can only serve as a bug-bear and insurmountable obstacle for those of us who are doing our level best to find the utmost in talent and material to suit our abilities and to make our product as perfect as possible. Perhaps all of this is an off-shoot of the depression and recession. When people are morose and troubled in mind, they fail to understand that the theatre is a panacea for this unhappiness, but it can be a panacea only if they approach it in the right frame of mind.

Why not allow that our radio shows, pictures and legitimate productions are excellent until proven otherwise?

OUT in Los Angeles, the theatres presenting musical comedies and legitimate shows raise the curtain at 8:15.

Inquiry into this, on my part, evoked the information that this deviation of twenty to forty minutes permits the film stars to retire just that much earlier. Intermissions are never over the specified time, and generally a little under. It is not a bad idea at all because, personally, the late finish, the too-long intermissions, coupled with the bad air in the usual small theatre has resulted in my approaching an evening in the legitimate theatre with a feeling that can only be described as completely opposed to what lies before me.

I H.A.I'E previously commented on the inability of the average feminine mind to retain the simple knowledge of the musical key in which a composition is most adaptable to her voice. It often results in the embarrassment of semi-professional and professional singers when called upon to perform in public places. Usually the songstress is responsible for a stage-wait while much hectic experimentation at the piano ensues in an effort to discover the preferred key. So it happens that, after failing to find exactly the correct signature, she finds herself groping for high or low notes much beyond her range.

After having conducted several auditions
(Continued on page 84)

DON'T BE A



***DISFIGURING BLEMISHES NOW SO EASILY CONCEALED!**

SKIN BLEMISHES need no longer be embarrassing. Untold numbers of smart girls have learned this simple secret of always having clear-looking, lovely skin despite unexpected or permanent blemishes. **HIDE-IT** conceals pimples, birthmarks, freckles, scars and all discolorations. Waterproof—won't easily rub off—lasts all day until removed. Four flesh shades. Cream or Stick \$1 at Department and Leading Drug Stores. 10c size at Ten Cent Stores.

MAKE THIS SIMPLE TEST
Apply **HIDE-IT** on the blemish. Let dry. Dust with powder, apply usual make-up.

Now! See how completely blemish has been concealed. See how marvelously clear and flawless your skin looks! You'll never be without **HIDE-IT!**



Clark-Millner Co., Dept. 15-G, 666 St. Clair St., Chicago
Please send me free Story Booklet "Marked Girl," Lenclose 10c (Canada 15c) for sample. Cream Stick. Check shade: Light Medium Brunette Sun Tan.

Name _____ Town _____
Address _____ State _____

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Executive Accountants and C. P. A.'s earn \$2,000 to \$15,000 a year. Thousands of firms need them. Only 16,000 Certified Public Accountants in the U. S. We train you directly at home in spare time for C. P. A. examinations or executive accounting positions. Previous experience unnecessary. Personal training under supervision of staff of C. P. A.'s, including members of the American Institute of Accountants. Write for free book, "Accountancy: The Profession that Pays."
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CORIS Here's proof Blue-Jay removes corns Root and All



Famous model removes painful corns this easy way

IF YOU suffer from painful corns read what Miss Jerry Harding says:
"For the past 3 years I have been paring my corns. They always came back bigger, harder, more painful than ever. I decided to try Bauer & Black Blue-Jay. Blue-Jay was marvelous—the pain stopped instantly and then in just 3 days the corn lifted out Root and All! Blue-Jay is scientific, easy to use, 25¢ for 6. Same price in Canada.

BAUER & BLACK BLUE-JAY CORN PLASTERS
REMOVE CORNS ROOT AND ALL

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

The most EXPENSIVE

SHOE IS SOMETIMES BABY'S WORST ENEMY

X-Ray of baby's foot in expensive shoe which mother wouldn't throw away.

The worst enemy of baby's foot is an outgrown shoe. Babies outgrow shoes long before they wear them out. When mothers buy expensive shoes and then make baby wear them longer they are too short, baby's precious feet are RUINED.

Buy inexpensive Wee Walkers and change to new ones often. They have every practical feature you find in expensive shoes. Full-sized, roomy, correctly proportioned. Live-model lasts give real barefoot freedom. Soft, pliable leathers—good-looking styles. Distributed at low cost through nation-wide stores maintaining a small profit policy. The stores listed here or will gladly get the size and style you want. See them—compare them—in the Infant's Wear Department. For baby's sake accept no substitutes.



W. T. Grant Co. S. S. Kresno Co. J. J. Newberry Co.
 W. L. Green Co., Inc. Sears, Roebuck & Co., Charles Street
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WEE WALKER shoes

LOOK FOR THIS TRADEMARK

MORAN SHOE CO. CARLYLE, ILL.

ROUND WATCH INCLUDED FREE WITHOUT EXTRA CHARGE. SMART! TINY! RICH!

Simulated diamonds set in Lifetime Sterling (U.S. Gov't. Standard) Rich 1/30, 14k Gold.

1939 Queen Quality Watch. Dial small as a dime. Jeweled Accuracy Guaranteed.

Watch included FREE with every ring ordered during SALE and paid for on our easy two monthly \$2 payment plan (total only \$4). No extra charge for the watch. Wear 10 days ON APPROVAL! Send NO Money. Mail postcard now. We pay postage. We trust by RETURN MAIL. GOLD STANDARD WATCH CO. Dept. C-327. Newton, Mass.

BACACHE- Leg Pains May Be Danger Sign

Of Tired Kidneys—How To Get Happy Relief

If backache and leg pains are making you miserable, don't just complain and do nothing about them. Nature may be warning you that your kidneys need attention.

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 druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from the blood. Get Doan's Pills.

• PLATTER PATTER •

By JERRY MASON

JUNE and all the things, including moon, that rhyme with it have a powerful effect on us susceptible mortals. Which is a roundabout way of saying that even the hottest of the platter artists have slowed down a bit in order to give heed to the savory smell of orange blossoms. Romance—and the necessary accompanying music—is back in style. For that moonlit feeling try starting off with Lombardo's dreamy waltz offering of *Down By The Old Mill Stream* (Victor) . . . Follow it with Jimmy Dorsey's lovely *Love Walked In* and *At A Perfume Counter* (Decca) . . . Then Ruby Newman's soft and persuasive, but not particularly distinguished, *You Couldn't Be Cuter* and *Just Let Me Look At You*.

Larry Clinton's highly rhythmical *Romance In The Dark* paired with A Gypsy *Told Me* (Victor) should help . . . Particularly if you follow up with that special piece of work performed by Jack Jenny on I've Gone Romantic On You and In The Shade Of The New Apple Tree (*Vocalion*)—and, incidentally, it is Gene Krupa's drum you hear pounding in the Jenny background . . . By this time Rudy Vallee's crooning of *Love Is The Sweetest Thing* (*Bluebird*) should come in handy . . . And then Ted Weems may propose, with Elmo Tanner lending his whistle, *A Shuck In The Back Of The Hills* (Decca) . . . You needn't pay much attention to the other side, which is *Swingin' In The Corn* . . . If *Martha Wilson's* plea of *Please Be Kind*, paired with B. Goodman's stirring rendition of *Ti-Pi-Tin* (Victor), doesn't do the trick there is one current recording that will . . . Tommy Dorsey's *Deed I Do* (Victor). The other side is the clincher, though. It is the old-timer, *Yearning*, done in the platter-choral style of Marie and Who.

SWINGING YOUR LADY

There's Fats Waller's great work on *Don't Try To Cry Your Way Back To Me* and *Something Tells Me* (Victor), for example . . . Andy Kirk really proves to be a little cloud of joy in *Little Joe From Chicago* and *The Key To My Heart* (Decca) . . . Some of the best swing in months is revealed by Red Norvo on *Tea Time* and *Jeanine* (Brunswick) . . . For that tired feeling there's no surer cure than Bob Crosby as he and his boys commit swing on the English classic, *Do Ye Ken John Peel*, and perform *Grand Terrace Rhythim* (Decca).

The Duke's work is still astounding. Don't miss the Ellington *Screwch*, *Riding A Blue Note* and *Braggin' In Brass* (Brunswick) . . . Not to be missed, either, is T. Dorsey's *Comin' Thro' The Rye* and *I Never Knew* (Victor). Far below Tommy's standard, though, is his *Moonlight On The Purple Sage* and *Good-Night Sweet Dreams* . . . Teddy Wilson, of the Goodman Quartet, dishes up a sugar-coated piano lesson in *Miss Brown To You* and *Sweet Lorraine* (Brunswick).

Larry Clinton gets this business of swinging the classics down to bare essentials with a scintillating arrangement of *Dance Of The Hours* and *Gavotte* from

Mignon (Victor). *Bea Wain* does the gavotting . . . *Cab Calloway* lets his titles speak for him: *I Like My Music Hot* and *Three Swings And Out* (*Vocalion*) . . . *Savagely good swing* are *Count Basie's* *Every Tub*, *Now Will You Be Good*, *Georgianna* and *Blues In The Dark* (Decca) . . . *Toots Mondello* again proves to be one of the best recording bands in I'll See You In My Dreams and At Sundown (Brunswick) . . . *Chick Webb* is right there, too, with *Squeeze Me* aided by *If Dreams Come True* (Decca). *Ella Fitzgerald* combines with *Chick* on *I Got A Guy*. *He solos* on *Harlem Congo* . . . *Bunny Berigan's* trumpet is a potent weapon in *Downstream* added to *Sophisticated Swing* (Victor) . . . A bit contradictory, but mighty swell material, are *Hudson-Delange's* *I Never Knew* and *I Know That You Know* (Brunswick) . . . If you're curious, try *Reefer-Man's* *Dream*, nightmares by *Sammy Butler's* *Night Owls* (*Vocalion*).

ODDITIES

In the midst of this bountiful sacrilege, you might try a dash of lavender and old lace as the Old Timer's Orchestra tenders it in two favorite waltzes: *The Curse Of An Aching Heart* and *Take Me Out To The Ball Game* (*Bluebird*) . . . As an antidote there's *Bob Crosby* making his *Bob Cats* yowl with *You're Driving Me Crazy* and *Can't We Be Friends* (Decca) . . . *Dick Stabile's* *John Peel* and *You Call It Madness* (*Bluebird*) are very pleasant. . . So is *Ray Noble's* *Vilia* with a swing-like *Crazy Rhythim* (Brunswick) . . . and for the kids you should get *Decca's* *Album of French Folk Songs*. *Baritone Louis Chatter* sings them.

VOCALS

Maxine Sullivan was creating so much fuss with that unusual voice of hers that *Victor* gobbled her up. Her first effort for them, *Please Be Kind* and *Moments Like This*, is a dud. But her second one isn't. It consists of *Dark Eyes* and a very odd interpretation of *It Was A Lover And His Lass*, a *Shakespearean* song. *Fine*, too, are her *It's Wonderful* and *You Went To My Head* (*Vocalion*) . . . *Ked Evans* is back with us in two very good works: *Prove It* and *A Shuck In The Back Of The Hills* (Victor) . . . Another "must" is *Connie Boswell's* *Gypsy Love Song*, accompanied by *Ah! Sweet Mystery of Life* (Decca). *The Crosby Bob Cats* assist her.

One of the best of all current vocal efforts is *Mildred Bailey's* *Week End Of A Private Secretary* (Brunswick). She deserves a crown for her *Lover Come Back To Me* and *From The Land Of The Sky Blue Water* (*Vocalion*) . . . Still not up to the Boswells, but good, are the *Andrews Sisters*, especially on *Joseph! Joseph!* and *Ti-Pi-Tin* (Decca) . . . One of the best colored quartets I've ever encountered—the *Golden Gate Quartet*—sings *Travelin' Shoes* and *Motherless Child* (*Bluebird*) . . . If you like *Gus Van* you'll like his *Shake Hands With A Millionaire* and *Oh! Ya! Ya!* (*Bluebird*).

LARRY CLINTON CIRCUS SONG TITLE CONTEST

3RD PRIZE

A complete set of Larry Clinton's latest Victor releases!

The judges will be Larry Clinton, Lester Grady, Editor of Radio Stars, and Jerry Mason.

As soon as the title is selected, Larry's song and the title will be published. It will be played on the air for the first time by Larry and he will announce the name of the winner over a national network. After that, his song and your title will be recorded on a Victor record.

RULES

All entries automatically become the property of RADIO STARS MAGAZINE, unless accompanied by a self-addressed, stamped, return envelope. Send in as many titles or entries as you wish. Bear in mind the title is for a song of the circus. The contest is closed to all members of Larry Clinton's orchestra, as well as employees of the Dell Publishing Company. The contest ends June 30th, 1938, at midnight.

1ST PRIZE

A membership in the RCA-Victor Record Society! You'll not only get an RCA-Victor record player—which you can attach to your radio and have a complete phonograph-radio set—but six dollars worth of any Victor records you want! What's more, your membership entitles you to a discount of 10% on every \$15 worth of records you buy.

2ND PRIZE

An RCA-Victor record player!

THE RADIO HOSTESS

(Continued from page 57)

go with that street. Radio, which has brought me some measure of success, has taught me contentment, has given me a real satisfaction. So I've stopped trying to be 'important' to myself or to 'impress' people I meet. They must accept or reject me as is."

"It's pretty much 'as is' that she comes to you over the air waves, too, I realized, as I watched her that day in her home. Her voice, unlike so many, is not changed by radio, nor is her personality. Only a small town could produce a Mary Margaret McBride with her fresh viewpoint and homely philosophy; only a big city could urnish the wide scope necessary for such unbounded energy as hers.

"Now how about some recipes?" I asked, when we had finished with the *personality* art of our interview. "Some summer dessert suggestions would be especially welcome, right now," I went on, feeling sure that a Middle-Westerner would have many worthwhile ideas on sweets.

"Summer desserts mean fruit desserts, I always think," replied this friendly Misurian, who then went on to show me what interesting things she had to suggest.

"Naturally, as always, I have been trying out different versions of my sponsor's product. I never 'take on' a new one, you know, until I have thoroughly familiarized myself with its performance as well as its 'omies. And right now, for that very reason—as well as because I'm so fond of—you will find a fruit tapioca dessert on a y lucheon tray. This particular one is ade with strawberries and without milk,

but has a dash of whipped cream on top to set it off in fine style. You'll surely want to have this for your readers."

"I surely would," I agreed with enthusiasm, having previously sampled this very same sort of dessert up at the broadcasting studio where Miss McBride, during her broadcasts, actually eats the foods she describes over the air!

"Then there is a Minute Cream recipe I'm partial to, especially as an accompaniment for peaches, blackberries and raspberries," she went on. "I often fold some of the whipped cream into the pudding.

"Speaking of whipped cream reminds me of the bowls full of thick, yellow cream we used to have on the farm. I often think of that lavish display. We ate well and home, my mother being a marvelous cook. Her Fresh Peach Cobbler, served hot and simply smothered under a whipped cream blanket, is something to rave about. Come to think of it, I can give you directions for duplicating it."

Still another fruit ending for a summer meal, as suggested by Miss McBride, starts off our recipe collection on page 56. "Festivity Fluff" aptly describes this leather-light, delicate, pineapple flavored treat which deserves to be classed as a "company dessert." And just wait until you taste that marshmallow meringue topping, put on in swirls as directed and tinged to a golden brown by a visit to the oven.

So be sure to try this pudding and the other recipes as well, say I, before echoing Miss McBride's familiar closing salutation: "Good-bye, you all!"

SMOOTH DRY SKIN NEW HOLLYWOOD WAY

With Same Cream
the Stars Use . . .

TAYTON'S CREAM

APPROVED
BY

*As You Cleanse, It
Melts Away Dry,
Worn Out Skin Cells
That Cause Roughness*
—Shine

CYNTHIA WESTLAKE ★

The lovely star playing with Barbara Stanwyck in "A Love Like This" says—"It's Tayton's Cream for me. It's so kind for cleansing and keeping the skin smooth and soft."



Test This Thrilling Beauty Cream UNDER MONEY BACK GUARANTEE

Make your skin smoother—more youthful looking like the stars do. Dissolve those dry, rough, powder-catching, scaly skin cells with each cleansing. This wonderful new TAYTON'S CREAM releases precious triple-whipped emollients that not only cleanse deeper, but also lubricate dryness, smooths and softens. Beauty editors are writing about it. Thousands praise it. Get a jar of TAYTON'S CREAM at your 10c store or drug store and make your own dry skin test. Cleanse with it, also use it as a night cream for dryness and roughness. If your skin is not smoother, softer, fresher, younger looking after first application, your money will be refunded. Try it today.

At 10c stores—if your dealer is not yet stocked, ask for manager, or send your order with 25c to use, address below.

FREE New glamour lipstick and face powder the stars use. Send label from jar of Tayton's Cream and 3c stamp with your name and address to Tayton Company, Dept. 1, 111 West 74th St., New York, N. Y. Get all of all five shades of powder and also lipstick will be sent you. State lipstick color.

Use D.D.D. Prescription

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EXTERNALLY CAUSED SKIN TROUBLES
STOPPED QUICKLY AT ALL
DRUGGISTS 35¢ • 60¢ • 1.00

Sensational FREE Offer

SEND COUPON
FOR 3 LIPSTICKS
AND 2 FLAME-GLO
ROUGE COMPACTS



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 two new shades of Flame-Glo Dry Rouge Compacts, each complete with its own puff. You'll like the creamy smooth texture that gives a natural, youthful glow to your cheeks. . . that stays on because it clings! Just send 10c in stamps to cover mailing costs. For beauty's sake, send Coupon TODAY!

Flame-Glo TRIPLE INDELIBLE

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Send me 3 trial size FLAME-GLO Lipsticks and 2 FLAME-GLO Rouge Compacts, enclosed (incl 10c. Stamps or Cash for mail) (no. conts. 10c in Canada)

NAME _____
ADDRESS _____

10c, 20c and 25c
AT LEADING
5 & 10c STORES

LESS WORK ON WASHDAY with Staley's STARCH CUBES

Fine laundry starch in exact-measure CUBES. No guess. No choice of clothes being too stiff, too flimsy. No sticking iron. No spots or scorched streaks. Saves $\frac{1}{3}$ ironing time. Next washday, use Staley's Starch CUBES—avoid needless fatigue and vexation.



A. E. Staley Mfg. Co.
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Light Blondes! Ash Blondes!
Sandy Blondes! Brown Blondes!

AT LAST! A NEW SHAMPOO FOR ALL BLONDES!

A New Easy Way to Bring Out the Full Radiant Loveliness of Blonde Hair . . . Keep It Soft, Fluffy, Lustrous.

Here at last is a shampoo and a special rinse that brings out the lustuous beauty, the alluring sheen and highlights that can make blonde hair so attractive. Whether you are light blonde, ash blonde, sandy or brown blonde, try this amazing Blonde Hair Shampoo and Special Rinse. Costs but a few pennies to use and is absolutely safe. Used regularly, it keeps hair lighter, lovelier, gleaming with fascinating lustre. Get New Blondex today. New combination package, shampoo with separate rinse—for sale at all stores.



after every bath

use Hush and be Sure

Your bath is only half of keeping fresh and sweet. To complete your toilette get the HUSH Habit. You'll stay "nab-fresh" for hours longer. Wins girls and uses for all 3 convenient types.
CREAM—Pure, soothing to skin, harmless to dress fabrics.
LIQUID—Instant, protects 24 hours. Best for 1 to 3 days.
POWDER—Ideal for Sanitary Napkins. Keeps feet and shoes fresh.



25c 50c—10c size at 10c counters

WEST COAST CHATTER

(Continued from page 74)

studios. Charlie's script called for him to slide down the bannisters for a scene the other day. He took the slide okay, then turned to Bergen. "Don't look now," he whispered hoarsely, "but I think I've picked up a splinter."

If Bergen blows up in his lines, Charlie's sure to turn on him with a, "Why don't you study your script, Bergen?" or "Tsk, tsk, can't you pronounce those big words, Bergen?"

THAT Georgian house of the Jack Bennys is almost ready for occupancy now. The architecture was Jack's idea, while the interior ideas are all Mary's. Except for the projection room—that was Jack's gift to his wife. "Sure, it was expensive," says Jack, "but worth it at twice the price. Mary's so crazy about movies that it's the only way I could figure out to spend my evenings at home."

"Why, that girl's so crazy about pictures," Jack said the other day, "that she'll see a B picture twice." Mary wandered in at this point. "I'm even crazier than that," she put in. "I saw Jack's last picture through to the end."

YOU can't get a word in edgewise with Bob Burns these days. And you don't even hear about the bazooka any more—just about Babs. Plans for the new daughter are filling every waking moment of Bob's life. He's already started a biography of her short life, including all pictures that have been snapped to date. His first question to photographers who want the youngster to pose is: "Do I get a copy—and how soon?" However, he says he's not going to let Barbara Ann find out who he is until she's a little stronger.

AL JOLSON is through with pictures, and definitely. But there's one little entertainment item he'd like to clear up before he retires. Al would like to make a bow before the operatic footlights! Not that Al believes he's opry material, exactly, but that picture he did some years ago—a little number called *The Jazz Singer*—Al says, would make a fine American opera. He'd like to play his original movie part, with an opera score written in for all other roles.

"CORA," that grand gal who's the mother of the Lane sisters, was in her element recently. She had her five daughters under her wing for the first time in ten years. Leota is here at present to go into a picture at Warners with Rosemary, Lola and Priscilla. And Martha, the one who's married to an Illinois U. prof., is here on a trip with her small daughter, Millicent. According to Mrs. Lane, all she needs to be deliciously happy is to have husbands for the rest of her daughters and lots more grandchildren for herself.

out at the Beverly Wilshire lately to listen to the strains of Harry Owens' Hawaiian band. He used to play in the Islands—and it was while there that Harry composed a song in honor of his new daughter, Leilani. Incidentally, all the royalties for the song go to Sweet Leilani Owens herself.

YOU can find them doing the following things immediately before their broadcasts: Jack Benny—worrying about the sound effects; Rush Hughes—hurriedly reading last-minute private news flashes to make sure he hasn't missed a tremendous story; Fred Allen—sipping a cup of scalding coffee; Bing Crosby—talking about Fred Allen's broadcast the night before; Burns & Allen—worrying over the script and worrying over the new hat, respectively; Phil Baker—checking to see that his accordion hasn't been left at home, as it once was; Tony Martin—scanning the audience to spot Mrs. T. Martin; Amos 'n' Andy—swapping stories; Lum 'n' Abner—wandering into the studio.

IT may be pure propaganda, but there's a rumor afoot that Jack Benny has had his new spring suits made with zippers on all the pockets. The reason, also rumor, so's he can outfumble Phil Harris for dinner checks.

CHET LAUCK'S race horse stables have become headquarters for many of Hollywood's radio stars since the arrival of his three new colts. On an average evening Chet, who's Lum of Lum 'n' Abner, you know, will entertain a dozen or so friends while he teaches the colts to beg for sugar lumps. Mrs. Lauck goes out often, too, because she likes to see her husband once in a while.

WHEN a radio announcer instructs his audience to laugh and applaud during a broadcast, that's not news. But when a member of the audience laughs so hard and lustily that the producer has to come out of the control-room and ask her to mute the hilarity, that's unusual. It happened during a recent Jack Benny broadcast. A lady in the front row laughed so hard that she was distorting the show's balance on the air, despite every effort of the control engineer to tune her out by closing the audience mike. Finally, the producer crept over to the lady and whispered to her. "I can't stop laughing," she gurgled. "Why, Jack Benny's so funny I even laugh out loud when I eat Jell-O."

TIPS to fans with bank accounts—Edward G. Robinson collects the finest operatic records from all over the world; Claire Trevor goes in for Dresden china dancing dolls; Raymond Paige dotes on miniature boats; Jean Hersholt has an enviable collection of first editions; Joan Bennett has a houseful of salt and pepper shakers, and would like another houseful; Cecil B. De Mille gathers up old books of a religious nature; Frances Langford has

ALL the radio stars have been hanging



WHAT A DIFFERENCE
IN EYE MAKE-UP WHEN NEW LOTION
CLEAR'S EYES
 Eye make-up beauty is doubled when you change dull, red, veined eyes (due to fatigue, late hours, exposure, etc.) to clear, white, sparkling loveliness with just two drops of Eye-Gene. Formula of two eye specialists. Approved by Good Housekeeping. Soothing - refreshing! Purse size at all 10c stores. Economy size at all drug stores. **EYE-GENE**

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Clean!
 RET works like magic - soaks teeth pure and clean - no brushing. Get RET today! At all drug and ten cent stores - or send 10c for liberal sample.
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500 TRICKS
 Mystify and Entertain! 500 Amazing Pocket and Parlor Tricks, from 25c up. Write for FREE Catalog. Big Catalog Stage Magic 25c.
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 IT'S BEAUTIFUL - IT'S NEW - IT'S DIFFERENT
 NO OTHER FOTO RING LIKE IT
 It's all contained in one elegant ring - photograph and mount it in this new and beautiful adjustable ring. White and yellow gold line finishes. Size which you prefer. Send no money. Mail photo or snapshot with name and address. Also size necessary for ring is advised. The possibilities are almost unlimited. Fifty cents plus postage. If you wish to save the cost of postage mail to: Do, clearance mail. Fifty cents with order to the:
FOTO ART STUDIO, Dept. P. O. Box 1275 Milwaukee, Wis.



Lovely Arlene Francis, who is now featured on *What's My Name?*

watches from every corner of the globe; Bing Crosby's boys will fall heir to an amazing stamp collection which their father's been getting together for years; Harriet Hilliard dotes on odd perfume bottles, with or without contents.

—
THERE'S such a thing as being too good, thinks Raymond Paige. The Hollywood maestro, a first-class yachtsman, entered a spring regatta recently and was off to a big lead before his rivals got well under way. But just when Ray was chortling with glee, he ran smack into a localized calm. The other racers were far enough to the rear to be able to change their courses and sail around the dead area. They finished while Paige and crew were still up to their necks in slack canvas. Next time, the music conductor declares, he'll take along a tuba player for auxiliary power.

—
HORACE MacMAHON, regular member of the cast of *Big Town*, plays only tough rôles in the radio drama, but away from the mike he's a romantic soul. Ask Louise Campbell, pretty motion picture actress, who thinks the Gable type of romancing is pretty tame stuff compared to Horace's. They're going to hop off to Yuma any day.

—
 THERE are all sorts of ways to start a singing chorus, but the "Sophisto-Cats, recently on the late Jack Oakie show and now working in *Alexander's Ragtime Band* at Fox, probably have the most original. Four of them, then known as the *Esquires*, were doing songs in the Bing Crosby film, *Double or Nothing*. Another group, called the Three Rhythm Kings, were doing the same thing. It gave John Huddleston, one of the former, an idea. "This *Double or Nothing* is a good omen," he said. "Let's form an octet." One of the Rhythm Kings objected that there were only seven. "You're right," admitted John, "but say—I know a girl named Jo Stafford who sings. I'll get her." There were objections again. "She won't stick," argued the boys. "Leave that to me," said John. "I'll fix it." And he did. He married her.

—
RADIO Romances, Old and New: Jeanette MacDonald and Gene Raymond took a second honeymoon. The only facts we could get before they left were that Jeanette wanted to go to New York, but Gene's baggage was filled with fishing equipment; Priscilla Lane is spending all her leisure hours learning how to aquaplane at Malibu. Teacher is Wayne Morris; Ken Murray and Shirley Ross are together every evening, in popular night-spots and cozy out-of-the-way restaurants; Barbara Stanwyck and Bob Taylor have been spending their Sundays cultivating alfalfa on Bob's ranch; Dorothy Lamour's spending every evening at the Cocoanut Grove, where husband Herbie Kay plays. She's had gorgeous evening gowns fashioned after her screen sarong numbers; Tyrone Power admits that he's that mad about Janet Gaynor, and from all appearances it's mutual; Joan Bennett's small daughter, Melinda, came to the coffee show when her mother was on the program, and is reported to be simply silly over Charlie McCarthy—from all appearances it's mutual, too.

TEETH HARD TO BRAYEN?
REMOVE STUBBORN STAINS—even smoke stains.
 Thousands with teeth hard-to-brayen are changing to Iodent No. 2. Specially compounded to polish teeth to a brilliant lustre—to protect enamel—to stimulate gums. Also comes in No. 1 texture for teeth easy-to-brayen. Get Iodent today—made by a Dentist to clean teeth safely.

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

REPAIR THINGS!
 Toys, Books Furniture China, Wood Glassware Paper, Tile Porcelain
10c At Hardware, Drug & 10c-Stores
McCormick's RON GLUE
 BOUGHT BY MILLIONS EVERYWHERE

SUFFERERS FROM PSORIASIS (ESPECIALLY SHIN TRABLE)
MAKE THE ONE SPOT TEST
DERMOIL
 Prove it yourself! No matter how long you have suffered or what you have tried. Beautiful look on skin. Psoriasis and Dermoil with amazing speed. Phenol-sulfuric acid. No pain. No FREE.
SEND FOR GENEROUS TRIAL SIZE FREE
 Don't mistake oozing for the stubborn, ugly, embarrassing, scaly skin disease psoriasis. Apply non-staining Dermoil. Thousands do. Grateful users, often after years of suffering, report the scales have gone, the red patches gradually disappeared and they enjoyed the thrill of being skin again. Dermoil is tested by a government in a week of money is refunded without question. Generous trial bottle sent FREE to those who send the briefest name and address. Make our famous "One Spot Test" yourself. Write today for your test bottle. **PHENOL-SULFURIC ACID**. Results may surprise you. Don't delay. Sold in Liggett and Wadsworth Drug Stores.
 Lake Laboratories, Box 6, Northwestern Station, Dept. 607, Detroit, Mich.

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 Without Calomel—And You'll Jump Out of Bed in the Morning
YOUR LIVER BILE
 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 pink. A mere bowel movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to set these two pounds of bile flowing freely and make you feel "top 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.

RADIO RAMBLINGS

(Continued from page 77)

CONNIE BOSWELL'S radio popularity really is phenomenal, considering how seldom she has been heard on the radio during the past few years. Until she began her recent Monday evening series with Richard Himber's orchestra, Connie had not been on the air regularly since the days of her old trio, the Boswell Sisters. Their last big program was with Stoopnagle and Bidd and the Casa Loma orchestra four years ago.

Since then, Connie has had guest star engagements and the stations that use phonograph records have used many a Boswell recording. She is the only singer of the past few years able to achieve and hold popularity without regular engagements in either radio or pictures.

Oddly enough, both of radio's two famous sister teams left behind one soloist to carry on the name. What with marriages, etc., neither the Pickens nor Boswell sisters are ever likely to assemble professionally again. Jane Pickens and Connie Boswell are the only members of the trios who decided to go on singing.

HARD to realize that this should be—but radio's two "corniest" dealers in sentimental hokum are the pair who have had the most decisive influence on the development of air programs in the past two or three years. I refer, of course, to Phil Lord and Major Bowes.

The Bowes *Amateur Hour* brought a whole new style of informality into radio, setting the example for all the programs that carry on conversations with members of the studio audience or invite guests who have figured in news headlines and odd incidents. Phil Lord's *We, the People* was the first program to execute the idea, and since then the schedules have been deluged with various forms of imitation.

Phil Lord's career takes extremes, anyway. Jumping from *Seth Parker to Gang Busters*, from hymn singing to crime drama, is an example.



Betty Lou Gerson has been playing a wide range of dramatic rôles on NBC since June, 1934. She was born in Chattanooga, Tennessee.

DIDJA KNOW: That Kemy Baker's spare time is spent casting into the swimming-pool in his back-yard and dreaming about trout . . . that 250-pound Don Wilson bought himself a horse, after hearing that Andy Devine has a horse which can hold him up . . . that Marion Talley's new home has a room with only Chinese furnishings in it . . . that Edgar Bergen bought Charlie's complete wardrobe from

the studio after *Goldwyn Follies* . . . that Irene Rich gets more fan mail about her rabbit-raising than about her radio broadcasts . . . that during the flood, *Andy*, of *Amos 'n' Andy*, brought provisions to isolated Banning in his plane . . . that Jimmie Fidler has donned grease-paint for *Garden of the Moon*, and that he made his first start in pictures in 1921 with Wallace Reid, during the silent days.

IT'S MY HUMBLE OPINION—

(Continued from page 79)

on the Coast, at the request of friends, we found that the average aspirants (again the feminine singers), rarely bring with them the proper music. If they do, it is in the wrong key, or again, it is a composition with which the aforesaid aspirant is not familiar or has never seen.

Recently a young friend of mine tried out for Gus Edwards, and wanted Mr. Edwards to listen to him sing with a phonograph record. Mr. Edwards would have none of such unusual procedure on the part of this young man. The whole thing resulted in dire failure, as the pianist failed to know any of the songs in the young man's repertoire—and if he knew them, knew them in keys quite difficult for the young man to sing.

Perhaps the most common mistake people make is in trying to audition when laboring under the handicap of a severe

cold. I have found the procedure to be invariably the same after the audition. The aspirant always feels that he or she is not going over so well as a result of the cold. That leads to the natural question—why, then, attempt an audition when so handicapped?

It would seem to me, that anyone to be auditioned should make the most careful and complete study of his material and condition, making sure that everything that might be in his favor is an accomplished fact before attempting this first step up the ladder.

MY FAVORITE DISH—
CHERRIES JUBILEE

At the Clover Club, Café Lamaze, and other unusual bistros throughout the country, you will find this among the unusual palate-tickling foods.

The recipe:

Take enough large, black Bing cherries (canned), with some of the syrup from the can, to cover the bottom of a chafing dish. See that the cherries are covered and then apply heat, adding several ounces of brandy and Cointreau. Perhaps the easiest way to gauge the correct amount of these liqueurs is to shake them from bottles of the bitter-bottle type, making four revolutions around the dish with your shaking.

When the cherries are well heated, light the brandy and pour the contents of the chafing dish over a deep dish of vanilla ice cream that has been covered with several spoonfuls of cherry syrup and plenty of cherries. One thing—prepare the dish of ice cream by packing crushed ice around it.

It is truly one of the most delicious flavors your correspondent has ever known.

The Rising Tide

A furious drama of two young lovers . . . torn apart by the seething cross-currents of war!

Recklessly they went their separate ways. Norma to absorb the sordid drabness of her life in the dangerous paths of espionage—Marco to take up arms for the Spanish earth, the Spanish people he loved so well.

But they meet again—victims of Fate—amidst the scream of star shells—the reek of black powder—and the frightened cries of women and children.

Adventure, cruelty and compassion combined in the greatest love story to emerge from the present Spanish Civil War! "Rising Tide", starring Madeleine Carroll and Henry Fonda, is a mighty saga of human emotions. Don't miss it!



Screen Romances

LY ISSUE

• • • • •

16 STORIES OF MOVIE HITS

Spirit
of '38

fall in with the army
of happy smokers who know
that *Chesterfield's* milder and
better taste *really satisfies*



Chesterfield

... the right cigarette for
MORE PLEASURE