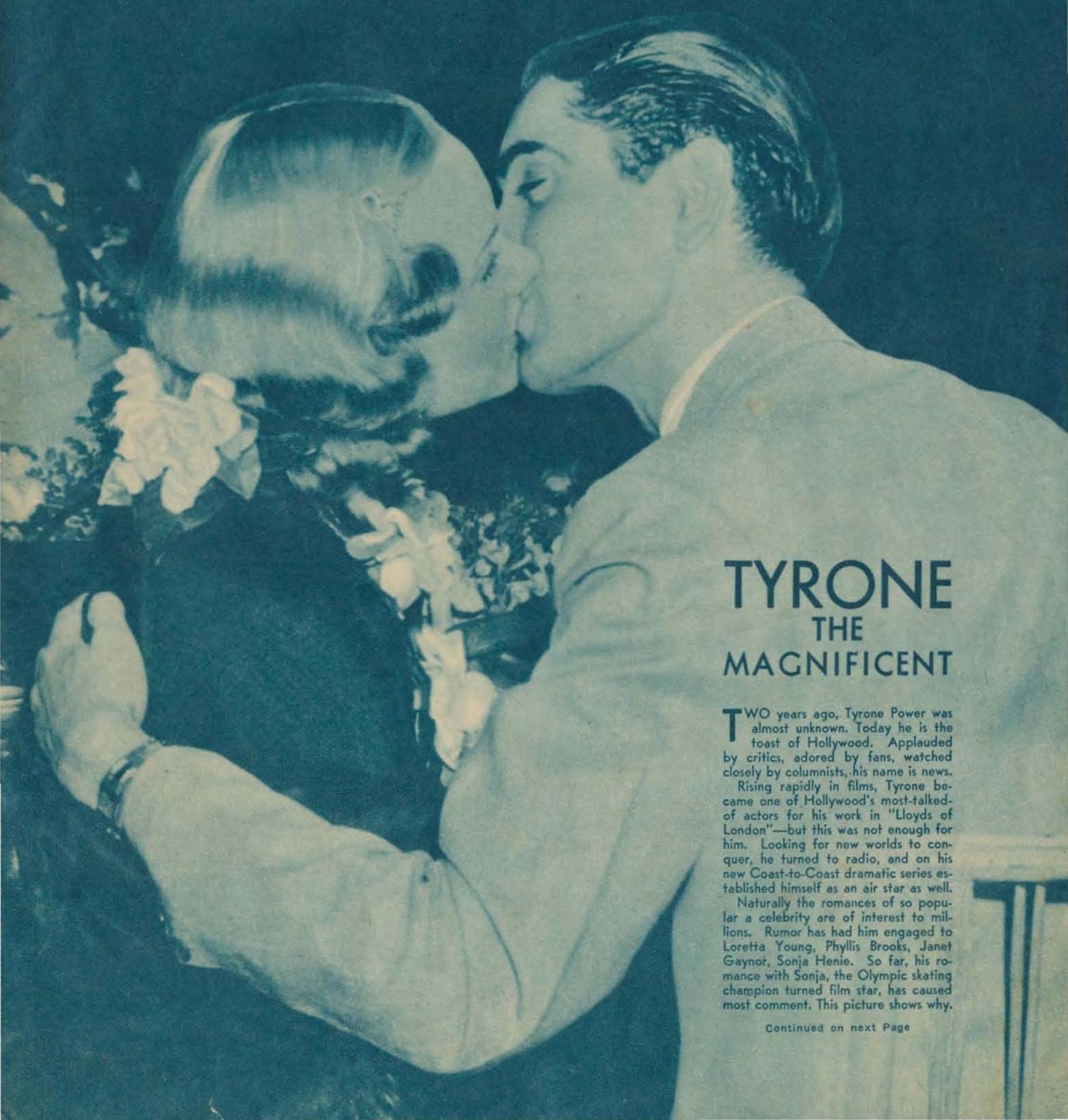


PHOTO · CARNIVAL

Radio Guide's thrilling picture magazine-within-a-magazine



TYRONE THE MAGNIFICENT

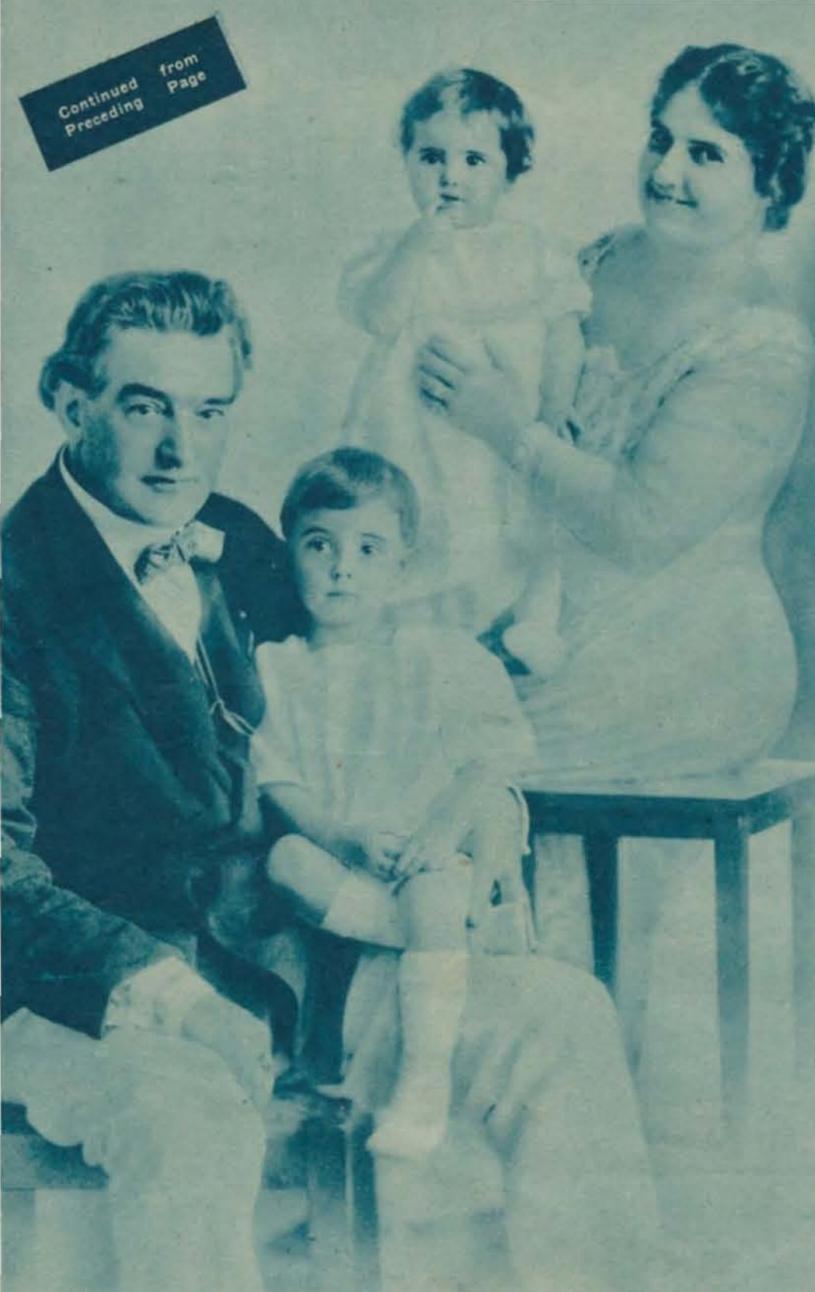
TWO years ago, Tyrone Power was almost unknown. Today he is the toast of Hollywood. Applauded by critics, adored by fans, watched closely by columnists, his name is news.

Rising rapidly in films, Tyrone became one of Hollywood's most-talked-of actors for his work in "Lloyds of London"—but this was not enough for him. Looking for new worlds to conquer, he turned to radio, and on his new Coast-to-Coast dramatic series established himself as an air star as well.

Naturally the romances of so popular a celebrity are of interest to millions. Rumor has had him engaged to Loretta Young, Phyllis Brooks, Janet Gaynor, Sonja Henie. So far, his romance with Sonja, the Olympic skating champion turned film star, has caused most comment. This picture shows why.

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1 Left: Mr. and Mrs. Tyrone Power, Sr., famed actors of 20 years ago, with Son Tyrone, Jr., and (behind him) Daughter Ann. Above: Mrs. Patia Power today

2 Tyrone was born in Cincinnati May 5, 1914. Was a year old (above) when the family went to Hollywood



3 Above: Tyrone is shown at the age of 2, when he was wading at Coronado Beach, near San Diego, California. At that time Ann was only 7 months old

4 Tyrone (above, with Ann) was a frail child. After moving the family to New York, Patia had to bring him back to California again



5 Tyrone, at 7 (above), as he appeared in the "Mission Play" at San Gabriel, California. His mother had the leading role in the same play



6 Above: Soon after, Tyrone was in another such play. Was acclaimed in the Los Angeles papers as a "miniature hit"—a few years ended that



7 By 1923 Tyrone was healthy enough to leave California. Patia then moved back to Cincinnati, placed the children in school. Week-ends Tyrone was an usher (above, arrow) at the Orpheum Theater. After his father's death he worked at the soda fountain in a local drug store



8 After many discouraging tries, Tyrone finally got on the stage. In 1935 he played in Katharine Cornell's "St. Joan" (above, arrow), was seen by a 20th Century-Fox scout—and was promptly awarded a 7-year contract

THERE are many reasons why Tyrone Power should have failed to become a film star: until two years ago his life of acting was mostly one of disappointments and refusals. But there is one reason why he didn't fail: Tyrone had perseverance. Fully convinced he had ability and could prove it, he persisted—today he far overshadows most of the stars he envied.

Tyrone was born in Cincinnati 24 years ago, the son of Tyrone and Patia Power, but during his early years he knew many places as home. By the time he was 7, little Tyrone was on the stage, too, soon scored several hits. The boy actor was somewhat of a sensation, but as a youth he was just another actor looking for something to do. Repeated rounds of the Hollywood studios were without success. Later he moved to Chicago, worked with a Shakespearian troupe at the Chicago Civic Auditorium, played with such big names as Fritz Lieber, Helen Menken. Turning to radio, he landed in Don Ameche's "Grand Hotel." In 1934 he went to New York, understudied Burgess Meredith in a play starring Katharine Cornell, was spotted by a film scout, signed up. On October 3, Tyrone, sponsored, assumed the leading role in an NBC Coast-to-Coast drama series, "Hollywood Playhouse"—became radio's newest sensation.



9 Tyrone's first movie part was in "Girl's Dormitory." This was followed by "Ladies in Love." Then he was starred with Madeleine Carroll (above) in "Lloyds of London." All this inside of a year!



10 This year Tyrone has been in "Love Is News," "Cafe Metro-pole" (with Loretta Young, left) and "Thin Ice." Before he entered movies, Tyrone met Don Ameche in Chicago, appeared on his program. Today both (above) are with the same studio!



11 Above: Several months ago Jimmie Fidler, well-known Hollywood critic, predicted Tyrone's success. He chose Tyrone, Frances Farmer as the two best young stars



12 Above: Tyrone, Sonja Henie, Don Ameche. Tyrone (right) has had his name linked with many of Hollywood's most beautiful stars, but the most persistent rumors of serious romance are about Sonja



13 Tyrone has admitted his fondness for Sonja, is seen with her often—but he says they are not thinking of marriage. However, there does seem to be some good reason for thinking they are (see page 21)

SITTING PRETTY

AS DORIS KERR POSES,
HIDDEN CAMERAS SHOW
YOU HOW RADIO GUIDE
PICTURES ARE TAKEN





1 Doris Kerr, sustaining CBS songstress, arrives for a morning of picture-taking



2 Doris puts on a dressing-gown. Jess Queen begins his make-up work with a grease-paint base



3 Next he plucks her eyebrow. It takes fifteen minutes and is rather painful



4 Lip-stick, held in a tiny brush, is used to color, shape her lips

MAKING photographs is a regular routine for the networks—and one of the ways in which a radio star is born.

Seldom do radio performers spring into the spotlight overnight. Instead, they usually work as sustaining artists, under contract only to the network. During this period, they are heard on the air, become known to listeners. Meanwhile, the networks issue much publicity about them, about their work, their lives. All this so that talented artists will come to be in demand, will get sponsored programs—and the pay that goes with them.

Such an artist is Songstress Doris Kerr. She's a tall, slender, talented brunet, and probably it won't be long before she's sponsored. When she arrives at the 16th-floor studios in the CBS Building at 485 Madison Avenue, New York, no page carries her bag, no maid helps her. But she does her part, CBS does its part—one of these days she'll be a star!



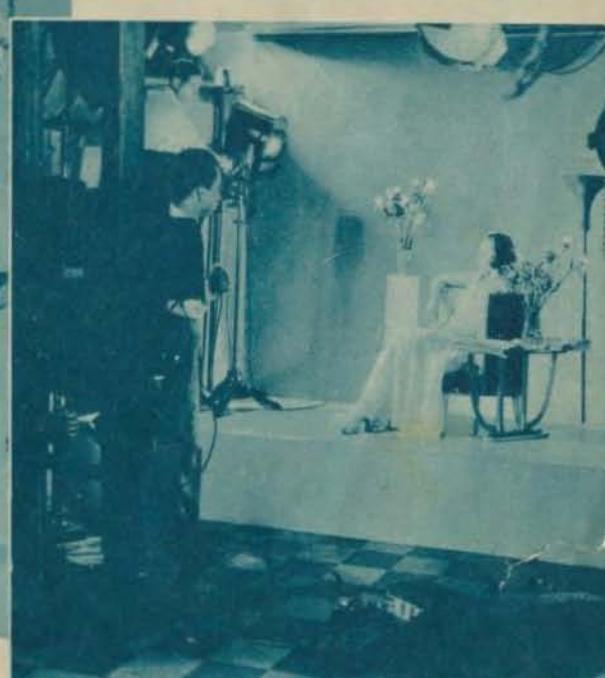
5 Afterwards the lips are blotted on tissue. Then Doris dresses



6 Doris is ready and the cameramen arrange the background, lighting



7 By making slight changes, having Doris change her position, a number of different pictures are taken



8 This shows the rearrangement necessary for the picture at left



9 After the picture-taking is completed, the negatives are developed by Paul Kirsch, then put into a hypo bath. This process takes thirty minutes

10 Herman Weber and Kay Knox retouch films with special lead-pencils to remove unwanted shadows, blemishes, and film defects

11 Films are placed in contact with sensitized paper, which is exposed for two seconds in this photo-printing machine run by Jerry Urgo



12 After the prints are developed, and "fixed" in hypo, Dick Schroeder dries them on cloth by heat & air in this machine

13 Meanwhile, former Newspaperwoman Helen Nolan of the CBS publicity department writes the captions

14 Stencils of the captions are cut, run off on a mimeograph by Edith Schroeder — at the rate of 174 sheets per minute



15 Four girls in the mailing-room then paste the captions on the pictures, put them in envelopes, sort them according to their destinations. This step is necessary because some pictures apply to programs which are heard only in certain sections of the country

16 A number of the pictures are filed at CBS for future reference. All others are mailed to editors everywhere. These three pictures of Doris were sent to Radio Guide



Above: Frank Butler (left) has been with the "Death Valley Days" cast for five years—Jack MacBryde, since its first broadcast in 1930

DEATH VALLEY DAYS

ONE of radio's oldest programs is "Death Valley Days," a cycle of dramatic episodes about California in the prospecting days of the past. This pioneer drama went on the air seven years ago over an NBC-Blue network in the East which reached as far west as Cincinnati. On May 13, 1934, it became Coast-to-Coast when, with another cast in San Francisco, it was put on the Pacific Coast Red network. It is still broadcast in this dual fashion today.

"Death Valley Days" follows its original style closely. Yet its pattern is so flexible that much variety enters the program. Last Friday, when the Mt. Whitney-Death Valley highway was opened with considerable pageantry, The Old Ranger gave a complete preview of the 3-day dedication.



Harry Humphrey (above) is the Old Ranger of "Death Valley Days," is a veteran of more than 1,500 hours on the air. Also a playwright, he has had plays on Broadway and in London

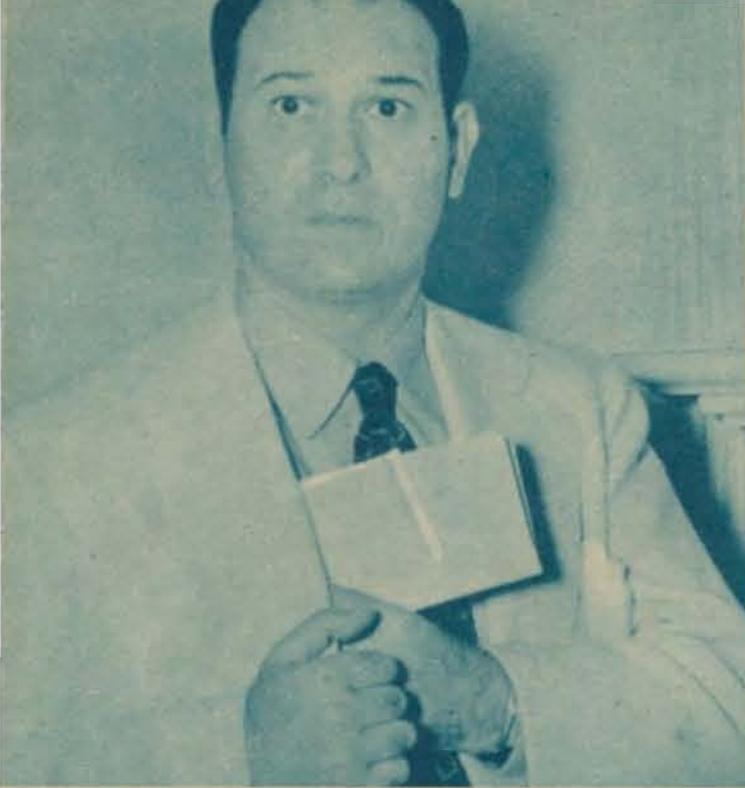
Music for the "Death Valley Days" program is provided by the Melodeers (left). In this quartet are Claude Reese, Taylor Buckley, Charles Robinson and Henry Shope



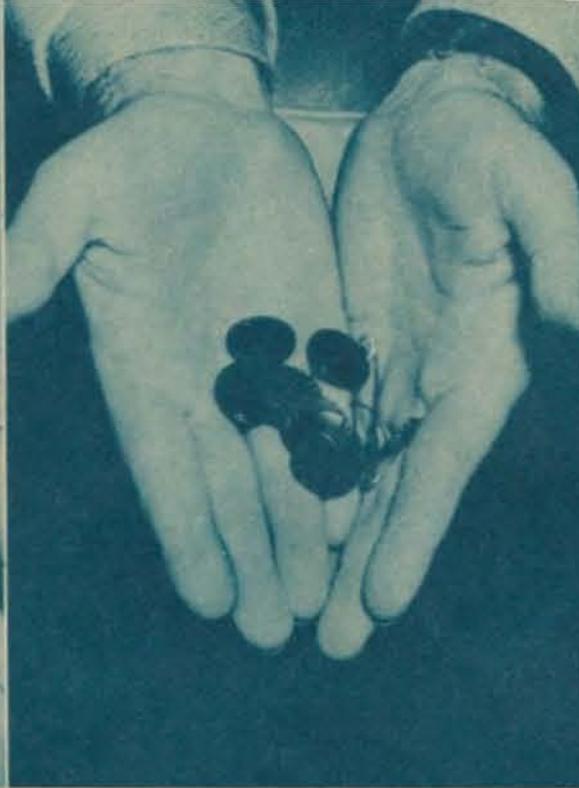
Above: Milton Herman, who, like Jack MacBryde, has been in the cast since the program began, and Jean King, who is the heroine of these dramatic episodes



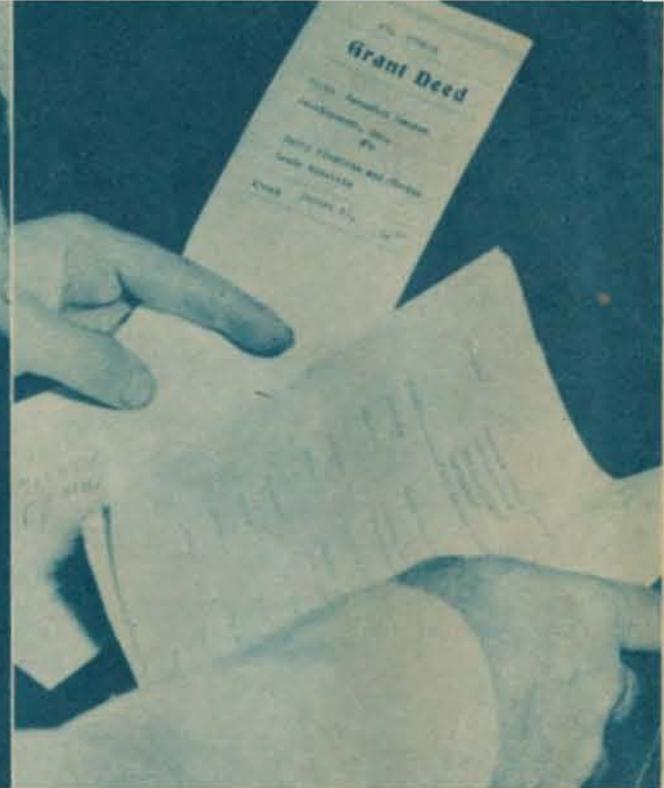
Above: While Geoffrey Bryant (right) studies his script, Richard Barrows (left) and Paul Nugent take time out for a moment's relaxation. All three come from the legitimate stage. In the East "Death Valley Days" is heard on 23 stations, on the West Coast, 5



EINSTEIN GIVES UP! Harry "Parkyakarkus" Einstein, who dislikes being photographed, finally surrenders to Radio Guide's cameraman, gets his pockets picked



STILL A BACHELOR AT HEART—Einstein, though recently married, hasn't yet got out of the habit of carrying extra buttons, safety pins



MARRIED MAN. Harry's inside coat pocket reveals: a deed to his new Beverly Hills home, a letter he forgot to mail, a radio script



SUPPRESSED DESIRE of Parkyakarkus is to be another Borah Minnevitich. He often plays the little harmonica he carries in his right hand hip pocket

SURRENDER!

IT'S NOT Harry Einstein's fault that his name isn't Parkyakarkus. In February of 1936 he tried to have his name legally changed. The judge refused, so Harry did the next best thing. He had the name registered in Washington, and now it is his personal property. Although his real name remains Einstein, most people call him just plain Parkyakarkus.

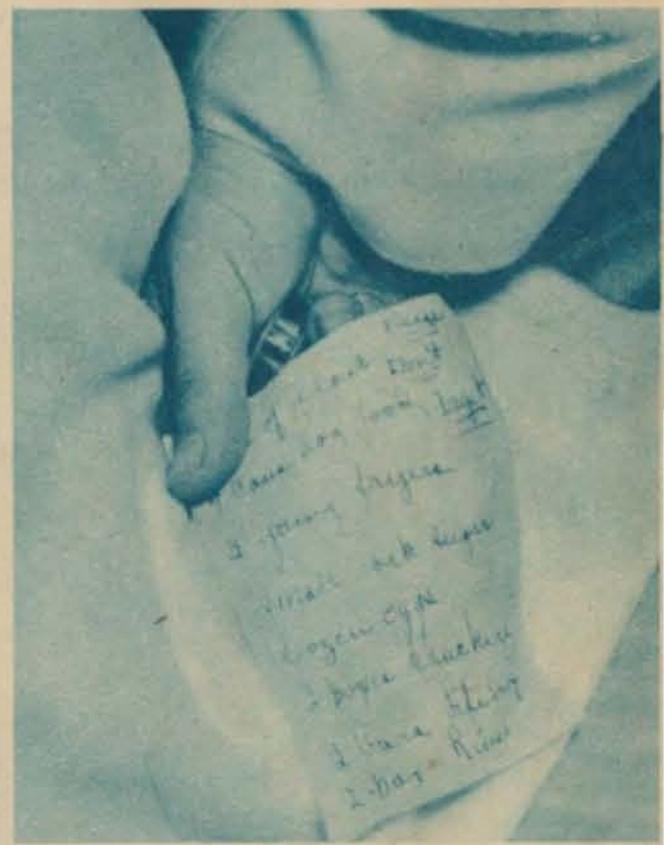
In fact, few know that Parkyakarkus is the former Boston business-man who in 1935 was reputedly the highest salaried retail advertising executive in New England.

Shortly after his high school graduation in 1923, Einstein became a space salesman for a Boston newspaper. By 1935 he was employed as advertising manager for a chain of 17 furniture stores.

Harry began in radio in 1923, clowning on the air for fun—and without pay. He became a favorite in Boston, Eddie Cantor heard him, promptly made him an offer. Harry accepted without hesitation.

By 1937 Parkyakarkus had become so popular that he had many offers for his own program. But after considering them, he decided to join Al Jolson's variety show.

Photos by Jack Albin



DOMESTIC LIFE of the comedian is reflected by the grocery list his wife, Thelma, has given him. He tried to hide the list—unsuccessfully



CALIFORNIA BOOSTER—Harry always carries this post card folder. He also has an electric razor, handkerchief, coins, sun glasses, thread, and even more matches!

ODDS AND ENDS fill his pockets. With his billfold are matches, a telegram from the Modern Order of Ancient Greeks, a tape measure he's carried 2 years!



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