

Your New Fan Fare—100% RADIO!

RADIO

Fan Fare

JULY 14, 1944



**JOHNNY MERCER:
TOP SONG WRITER
...PLAYS THE PIANO
WITH ONE FINGER!**



FROM D-DAY TO

★ 9 distinguished KHJ commentators—in 50 broadcasts a week—analyze and interpret the fast-changing war story for you. Keep this convenient list by your radio.

★ **BOAKE CARTER**

9 a.m. Monday thru Friday

★ **GLENN HARDY**

10 a.m. and 9 p.m.
7 days a week

★ **CEDRIC FOSTER**

11 a.m. Monday thru Friday
7 p.m. Sunday

★ **GORDON BURKE**

5:45 p.m.
Monday thru Saturday

★ **GABRIEL HEATTER**

6 p.m. Monday thru Friday
5:45 p.m. Sunday

★ **HENRY GLADSTONE**

7 p.m. Monday & Thursday

★ **LOWELL THOMAS**

7:15 p.m.
Monday thru Friday

★ **CECIL BROWN**

9:15 p.m.
Monday, Wednesday, Friday

★ **REX MILLER**

9:15 p.m.
Sunday, Tuesday, Thursday

KFRC

★ **610 ON YOUR DIAL**

and all Northern California
Don Lee Mutual Stations

The Ear Inspires the Pen

John Ingle, 6937 Valmont Street, Tujunga, Calif.

Sirs: In my opinion it seems the "Henry Aldrich" program is rapidly fading in popularity. With each broadcast the situations which arise seem to become more boresome. At one time the show was very amusing, but in the last few months it has lost much of its magnetism. The episodes which aim to portray the life of an average American boy are overdrawn and instead of being ludicrous have become silly and have lost their mirth-provoking quality.

Apparently the majority of radio listeners do not agree with you. The ratings for the first three months of this year show "The Aldrich Family" to be in seventh place of radio's top ten shows.

★

Mary Orsen, 3923 Lugo, Lynwood, Calif.

Sirs: Don't you think it rather silly for Hollywood to call every actress "Miss" rather than by her legitimate name? Why not Daisy Smith instead of Miss Smith when she's been married eight times?

Recently a news item told us: "Miss So-and-So returned from a bond-selling campaign and was met by her husband and six children."

We get your point and agree that it sometimes sounds silly, but it is nevertheless customary. It is often necessary to include a title before the professional name. And you must admit that both Mrs. Hedy Lamarr and Mrs. John Loder might, to some persons, sound pretty unromantic.

★

Miss Ann Salisbury, 1125 South Fifth Street, Alhambra, Calif.

Sirs: Thank you so much for writing an article about Frank Sinatra's fans that actually made us sound like human beings instead of a new type of animal. We are really pretty sensible kids; in fact, very few of us scream any more. We did scream a little at first, but now we know that Frank doesn't like it, so we are quiet.

★

Mrs. Sue Page, 12551 Telfair Avenue, San Fernando, Calif.

Sirs: A woman writes that our children are being taught how to "strangle, stab, drown, shoot or poison a person." I'm not too sure just how far a small child could think through a thing, but I think that our murder mysteries prove as conclusively as possible that the cleverest of criminals make mistakes. How could anyone listen to the programs without taking in, along with the methods, the results of the fictional murders?

I am a murder mystery fan. I listen to all that I possibly can, but believe me, if it teaches me methods of murder, it teaches just as much that there are men around smarter than I to figure out the answers.

I think murder mysteries are good escape programs. What can take

one's mind off the war faster than trying to figure out a "whodunit?" Enough clues are given to find the answers if a person is observant and alert.

Anyway, just look at your log and you will see that there is drama, music (popular and classical), comedy, news, and even a mind reader on at the times that murder-mysteries are heard, so that everyone's taste can be pleased.

Announcement

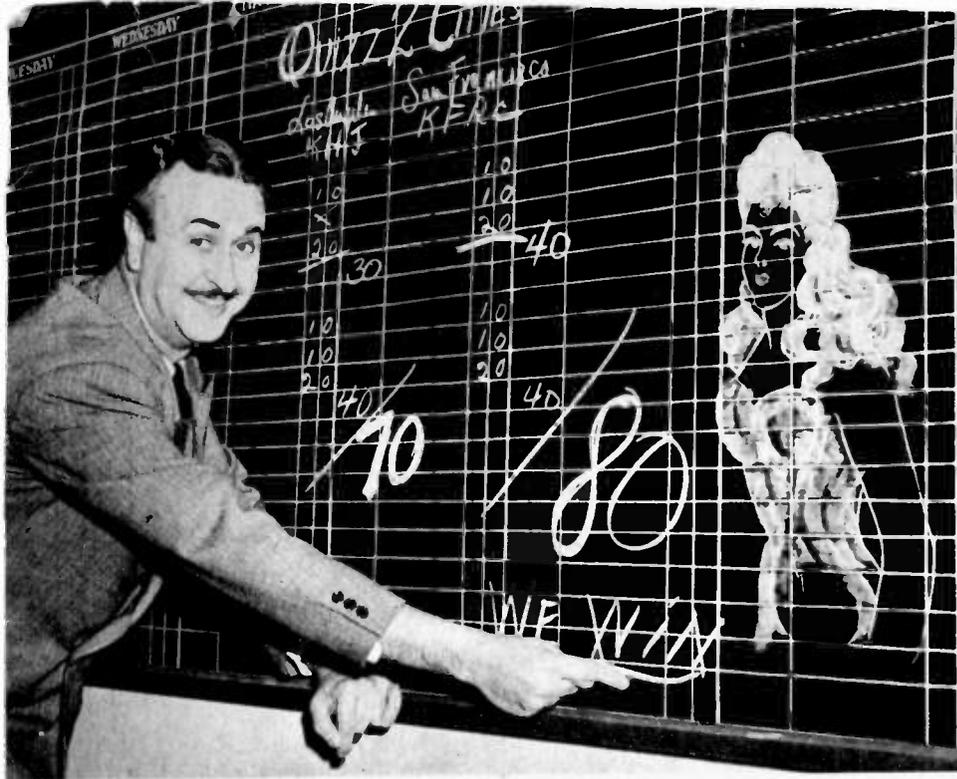
This week, as you've already noticed, Radio Fanfare has blossomed into being as an exclusive radio magazine. It is now to be compiled in Hollywood by the editors of Radio Life magazine. Many of you are probably familiar with Radio Life, for it has been in popular circulation in Southern California markets for four and a half years and has gained an enviable reputation among fans and the radio industry alike for its forthright, behind-scenes reporting on radio and its stars. Now, Radio Fanfare is to enjoy the benefits of this first-hand intimate reporting, supplemented by candid pictures of your favorite air programs and personalities.

Arrangements have also been made whereby advertising can be purchased at an advantageous combination rate in both Radio Life and Radio Fanfare. This thus enlarges the magazines' influence to the entire state of California and affords advertisers the only state-wide circulation in a market publication circulated through independent grocers.

We want all of you to like the new Radio Fanfare and we want you to feel, right off the bat, that it is your friend. If you have some questions about radio, please ask us and we'll do our best to answer you. If you want us to dig out some special story, just drop us a line and we'll break our necks. AND, if you have a pet peeve, yes, even then, please feel free to get it off your chest by writing us a letter. On this page are a few of the letters sent to Radio Life by fans. We are printing them as typical of the subjects that listeners like to discuss and of the type which we always enjoy receiving. Won't you write us and give us your reaction to the new Radio Fanfare? Or discuss any other radio subject close to your heart. Remember, it's all in the Radio Fanfare family, so let yourself go. Address us Radio Fanfare, 333 Montgomery St., San Francisco, 4, Calif.

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◀ **SAN FRANCISCO'S BOB BENCE** emcees the northern portion of "Quiz of Two Cities." He became a Bay City resident when he was a child, refers to himself as a "pre-bridge San Franciscan."

favorites for personal appearances, and each year Stu and Bob compare their lineups for club luncheons, civic drives and public welfare campaigns.

Then, as we've already noted, the two men are identified with old programs with which they are no longer associated. This is a cue to the personality of each man. Each has a way of taking over the program on which he is heard and stamping it with his own personal charm. Which may be a little hard on successors, but is fine for Stu and Bob—and for "Quiz of Two Cities."

Bags of Tricks

Because each fellow is a home town man, that, too, is fine for the inter-city programs. If Bob, for example, makes some claim for San Francisco that leaves the Angels gasping with hurt pride, Stu is perfectly capable of reaching into his knowledge of Southern California achievements to bring his supporters back to normal.

Now, about the differences between Stu and Bob. Physically, they're great although Bob seems to be crowding Stu's record for skinniness. Stu is about 5-10 and about "that" big around—as he himself says meat was rationed for him a long time before the war began. Bob is 6-2, and a few months ago got a pretty definite reaction when he stepped on the scales. He's dropped off about 40 pounds lately, though, but still outdoes Wilson by a long way.

The Los Angeles man has a newspaper background for his radio career. He combined work in the advertising department with the writing of a column and for a long time after he went on the air the newspaper benefited from the association of his name with his broadcasts. That he was immediately popular as a radio man is proved by the fact that his first Saturday "Rise and Shine" broadcasts, aired from 6:00 a.m. to 7:45 a.m., drew audiences from 50 to 200 persons, and his first "Rise and Shine" picnic, held at a more popular hour in a public park in Los Angeles, was attended by 35,000 fans.

"Wretched Rancho"

Vocal talents are not Stu's only accomplishments, however. He writes, too. Currently he's doing a "Time Out" broadcast on KHJ, which he narrates, and on which he uses human interest stories that he collects as he takes part in about 15 other programs a week. Stu is married, has two youngsters, and a home in North Hollywood. The home is really a hobby, for it's a ranch with chickens, ducks, gardens, and a goat. You can be sure that his "Quiz of Two Cities" listeners hear plenty about "Wretched Rancho," both from Stu, and not so flatteringly from Bob.

Switching controls to Bence, we
(Continued on Page 12)

◀ **LOS ANGELES' STU WILSON** has charge of the other part of the program. Wilson's talk about his home, "Wretched Rancho," supplies the program with many laughs.

S. F. vs. L. A.

*Rivalry Between Two Metropolises
Typified by Emcees Wilson, Bence*

Friday, 8:00 p.m.
KFRC

THE TWO fellows who do California's "Quiz of Two Cities," to keep seething a very real rivalry between Los Angeles and San Francisco are Stu Wilson and Bob Bence. If you talk to a Los Angeles radio fan and mention the "Quiz of Two Cities," he'll probably say, "Oh, yeah, with Stu Wilson—I know Stu, KHJ's 'Rise and Shine' guy."

Stu hasn't been on "Rise and Shine" for three years.

Likewise, if you talk to a radio fan from the San Francisco area, and mention "Quiz of Two Cities," he'll undoubtedly say, "Oh, yeah, with Bob Bence—remember when he was

"Bob Bounce" on KFRC's 'Hodge Podge Lodge'?"

That program went off the air seven years ago.

Either by coincidence, or because such are the qualifications for the emcees on "Quiz of Two Cities," there are a great many similarities between Stu of Los Angeles and Bob of San Francisco. They're both old timers in radio, though both are still a few years shy of 40. They've both done about every kind of radio job in the book—announcing, writing, producing, emceeing, even the thirty-second chorus for a singing commercial. Both have worked only for one station, both are associated with the Don Lee network. Both are great





JOHNNY MERCER AND JO STAFFORD. The lovely-voiced Jo will appear as singer on the tunesmith's new "Chesterfield Music Shop" program

The Unpredictable Mr. Mercer

*Top Tunesmith Is An Absent-Minded,
Lovable Fellow Prone to Think He's
Through But Possessing the Ability
To Wring from Life What He Wants*

By Evelyn Bigsby

Monday-Friday, 8:00 p.m.
NBC-KPO

JOHNNY MERCER, lately-installed headman of "Chesterfield Music Shop", has written more than 500 songs but he plays the piano with one finger. Creator of more than half a hundred hits, proud composer to have had four songs simultaneously on the "Hit Parade" ("Blues in the Night", "Skylark", "I Remember You", and "Tangerine") Mercer, according to his vivacious, understanding wife, is constantly thinking he's through.

"It happens regularly", Ginger Mercer remarked of her husband's periodic despair, "Yet," she broke into a smile, "Johnny gets whatever he wants. I remember when he came to New York and I was dancing in the Garrick Gaieties. I'd have another date, but Johnny would appear from nowhere and I'd find myself in a taxi with him, starting out for the evening. We were married fourteen years ago."

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Although Mercer's rise to tunesmith fame holds much of interest, the shy almost-35-year-old musician's history takes a back seat to his own personal charms and those of his wife and five-year-old daughter, Amanda. So we may presume, although we have heard from Johnny's own lips the tale of his success, to skip lightly over his first song, "Sister Susie Strut Your Stuff", written when he was fifteen, and his first hit, "Out of Breath and Scared to Death of You" . . . mention in passing his contribution of the words for "Lazy Bones", "Jeepers Creepers" "You Must Have Been a Beautiful Baby" . . . his writing of both words and music for such songs as "I'm an Old Cowhand", "Strip Polka", "G. I. Jive" . . . also his work with Paul Whiteman, his collaboration with Harold Arlen, Jerome Kern, Harry Warren, and other great composers and his success in writing songs for the movies. All these things Mr. Mercer has accomplished since about

the time he was twenty-one.

The Real Chap

What we saw in Johnny Mercer and would like to share with our readers is the chap. Mercer . . . modest, but definite, admittedly lazy and absent-minded, worrisome yet pacific, thoroughly unpredictable, utterly lovable.

According to Mrs. Mercer, who recognized him from the word "go" as a definite personality, Johnny is so absent-minded that people often label him as downright rude. "He goes to sleep in everybody's house when there's a party", she remarked without the least trace of stigma. "He has a perfect record. We usually find him under the piano with his feet sticking out. He thinks people won't see."

He always remembers anniversaries. It may be at the last minute, but he always remembers: then, he'll rush into the store and ask to look at something like handbags. The clerk produces several, and Johnny always winds up saying "I'll take that, and that, and that."

"He goes to get one bag and usually ends up with three or four", his wife laughed. "He always forgets, too", she added, "to tell me until the last minute that he's leaving for New York the next day." She has to pack bags like mad, but she's used to it now. At least that's easier to stand than losing return trip tickets from New Orleans to New York, a trick Johnny pulled several years ago, much to the Mercers' dismay.

Out in the comfortable Hollywood home which the couple have, order is evident at every hand. "But Johnny's very untidy", sighed Mrs. M. "Yet, he often admits he couldn't bear to live with anyone not neat as a pin."

His Clothes

It seems he only owns seven or eight suits and doesn't like to bother about buying any more. He owns a couple hundred ties and has an astounding collection of summer hats. His tastes are very simple and he hates shoes and getting them shined. Someone once observed that Mercer had the "most informal feet in the world." Other appellations which have been bestowed on him include "Pecks Bad Boy", given him by Harry Warren. "The Absent-Minded Professor", and "The Colonel"—the latter name being tied to him when he first came to New York from Savannah, his birthplace, and was wont to go about the big city in a seersucker suit and a floppy panama hat.

"Johnny thinks he's a great cook", admitted his wife. "He displays great dash in a kitchen. Never measures anything and gets out all the pots and pans. Leaves all the cupboard doors open. But he does make good chicken and spaghetti and dreams up a crab bisque."

Ask Mercer where he likes to eat and he says, "Any place with a clean tablecloth."

He likes to sleep late—until 10 or 11, and when possible, goes in for a game of golf. He shoots in the high 80's or low 90's. He is also fond of swimming and plays a little tennis. Johnny believes that a game of golf

RADIO fanfare



▲ **THE THREE MERCERS**—Johnny, five-year-old Amanda, and Mrs. Mercer (Ginger). Johnny's wife, an ex-dancer in Garrick Gaities, is one of the most charming ladies we've had the pleasure to meet. She has her feet on the ground, shows a real interest in her home, and an uncommon understanding of her brilliant husband.

helps him compose. "A good song is pretty spontaneous", he observed. Many of his ideas come while he's riding in his car, a dusty grey convertible Cadillac. Sometimes the whole song spills right out. Take "G. I. Jive," for example. He thought it up one night after dinner in about an hour, then whistled it and picked it out on the piano with one finger. Ginger often helps him, because she reads music sufficiently to play lead sheets.

"I've been around Johnny so much I can be critical", she remarked. "But sometimes I think I'm a jinx. I don't inspire song hits", she said. "Of course I sometimes think up little snatches, but I'm in such fast company. I don't believe what I think up wasn't stolen."

She Is Inspiration

Despite what Mrs. Mercer claims, she has inspired no less a lovely number than "You Grow Sweeter As the Years Go By", for which Johnny wrote both lyrics and music and which was played at the Coconut Grove specially for the Mercer's tenth wedding anniversary. "I danced to it with tears running down my face," confessed the sentimental lady.

Another song that made Mrs. Mercer cry was "Mandy Is Two," which was inspired by the couple's pert, blond daughter. It wasn't until Johnny whipped up some limerick lyrics that made Mrs. Mercer laugh that she was able to stand the haunting beauty of this number. Mandy, now five, has always heard her song with the placid assurance of small children. In fact, she thinks all her daddy's pieces are written about her, especially the G. I. Jive one. As she sings it, it's "This is the G. I. Jive, Amanda live!"

July 14, 1944

Incidentally, speaking of Mrs. Mercer's help to Johnny, she was the one who thought up the title for "You Must Have Been a Beautiful Baby."

In addition to his new radio chores, his composing, golf, and social life, Johnny likes to read (Daily News, Citizen News, Examiner, Time, Life, New Yorker) and listen to the radio. His favorite air shows are Fred War-

ing (!) whom he has just replaced. "Duffy's," Fred Allen, and he used to like Glenn Miller when he was broadcasting. The Mercers are avid record collectors, owning about 2,000 discs which Ginger has meticulously catalogued both by composer and title.

Johnny appears to live in the mod-

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▼ **MERCER GOES OVER** a script with his orchestra leader, Paul Weston, one of the cleverest in the business. That worrisome look on Johnny's face is one which might be seen there any time. According to Mrs. M., he frets about everything, even as to being "through" as a composer.





▲ **VYOLA AND HANLEY STAFFORD** in the living room of their beautiful home, high atop a Hollywood hill, look out over the entire city. From their vantage point they can see Mt. San Gorgonio on the east and the ocean to the west.

Home Is Not Really Like That

By Marcia Sinclair

A Peek Into Hanley and Vyola Staffords' Delightful Abode Contradicts Their Air Roles Of Siren and Pestered Daddy



ONE DAY ABOUT five and a half years ago, Joe E. Brown opened his cavernous mouth and didn't put his foot into it. Instead, he introduced Hanley Stafford to the beautiful radio actress, Vyola Vonn. That was all Joe needed to do, because Cupid took over from there on, and four years ago, Vyola and Hanley were married.

As they form one of radio's most interesting Mr. and Mrs. twosomes, Radio Fanfare recently took a CBS camera man out to the Stafford estate high up on a hilltop overlooking Sunset boulevard's strip. The resulting pictures tell, far better than words, the story of Hanley's and Vyola's home life. In them we see Baby Snook's tormented daddy (and the beleaguered Mr. Dithers of "Blondie" fame) as a devoted spouse, and the lovely Vyola, who has helped sing the Rinso commercial for four years, who is always "the other woman" on "Maxwell House" and who introduces sex interest on "Blondie" as a domesticated house wife.

For several months past, Vyola has been doing all the work in the pair's ten room house. "I adore cooking", she enthused, "and right now I'm in the throes of Chinese dishes. I'm trying something special out on twelve of the family next Sunday. Yes, I've learned about cooking since I was married. Mother never let me putter around because I messed the kitchen up too much. When Hanley married me, all I could make was a marble cake—the pink, brown, and white kind."

Was Career Girl

Vyola, whose mother was a specialty dancer and whose father's father was an Austrian baron, started in show business when she was five, did parts on Uncle John's "Children's Hour", worked in vaudeville singing, dancing, and playing the ukelele. She attended John Marshall high school, studied French and is able to sing in that language. Later on, she sang with Larry Lee's band at the Beverly Wilshire, at the Paradise in New York with Paul Whiteman, and with Vincent Lopez' and Gus Arnheim's orchestras. During 1937 and 1938 she played Mademoiselle Fifi on the Eddie Cantor radio program, later enacted romantic parts on "Big Town". She is usually cast in a Carmen Miranda type of role, but sighs, "Golly, I'd love to get away from accents and into straight dramatic parts!"

Vyola provides Hubbie Hanley with an extremely photogenic home-movie model. The Staffords are energetic 16 mm. fans and love to shoot scenes in their beautifully landscaped garden. Hanley takes the pictures and splices them, Vyola is the actress and projects the finished film.

Camera Addicts

They're likewise still camera addicts, but they hadn't the slightest

▲ **OUT ON THEIR PAVED TERRACE,** CBS' "Maxwell House" star and his wife play gin rummy while their canine pets snuggle contentedly. Dogs are Wendy and Cammy, latter of whom is named after the Cameron Highlanders, Hanley's regiment in World War I.
CBS—Ted Allan Photos

RADIO fan fare



▲ **THE LIVING ROOM** where Hanley and Vyola play backgammon is distinctive with lovely wall paper featuring Chinaman In the Swing motif in green. Same pattern is repeated in twin love seats, upholstered in chintz. CBS comedian, Fanny Brice, noted for her interior decorating skill, assisted in furnishing the home.



▲ **VYOLA IS A PROFICIENT COOK**, here serves appetizing cold meats to hubby in the dining room of their home. She has learned all her culinary accomplishments since marriage, only knew how to bake a marble cake when she became Mrs. Stafford. Dinnerware is stunning Spode, which incidentally comes from Hanley's home town.

conception of photographic artistry or skill when they purchased a camera upon starting wedded life. At the insistence of radio actor Frank Nelson, the newly-weds bought an instrument and shot pictures during their honeymoon at Yosemite. The scenes turned out so magnificently that Hanley attempted to capture Billy Rose's aquacade at the San Francisco fair. Vyola, who kept insisting, "Don't waste your film. You'll never get anything in this dark place!" had to admit later that her hubby's lensing was definitely good.

On trips taken since then, the cameras, both still and movie, have always accompanied the couple. "We're typical tourists", remarked Vyola. "When we visited Mexico, we piled out of bed at six in the morn-

ing, we were so anxious to see the sights."

When the Staffords are at home, their garden supplies background for pictures.

It embraces not only effective planting close to the house, but an idyllic formal plot which terminates in a grape arbor 150 yards from the residence. The grounds, comprising two and a half acres, run two-thirds of the way down into the canyon, but the house and picturesque arbor section are on level ground. "We brought in 97 loads of top soil and I shovelled it all myself", Hanley says proudly.

The Staffords' flowers do more than afford luscious bloom and color about their home. They also furnish Vyola with her hats! Strolling outside be-

fore she is scheduled to appear for a broadcast, she picks a few chosen blossoms that will blend with her costume and fashions them into a devastating chapeau. So famous has she become for her creations that her studio appearance is always anticipated with the question, "Wonder what she'll whip up today?"

Hats Galore

To date, Vyola has concocted more than 250 hats from flowers out of Hanley's garden. "Annuals are too perishable to use", she explained. "Perennials like hibiscus and pelargonium are better. None of my hats is ever made over a frame. Before real half-hats came in vogue, I used to make my own out of flowers. Then, I created a pill box type to go with an unswept hair-do, a

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▼ **VYOLA ARRIVES AT CBS** wearing one of the flower hats of her own design of which Hanley is obviously proud. She has made more than 250 such clever creations, never uses a frame.



▼ **THE FORMAL GARDEN**, carved out of a niche in the mountainside, involved bringing in 97 loads of top soil which Hanley shoveled. Garden ends in an attractive grape arbor, where the Staffords like to entertain on warm days.



Home On the Range

What's Cooking on the
Stoves of Radio Stars



Andy & Virginia

▲ **1. FIRST THING TO DO** when making good lemon pie is to gather fresh eggs from your own yard. Here Andy Mansfield, Blue network star, coaxes hen fruit from one of the New Hampshires on his and wife Virginia's Bar Nothing Ranch. Andy and Virginia have 75 chickens.

Mon., Wed., Fri., 4:30 p.m.
Blue-KGO

Make a Pie

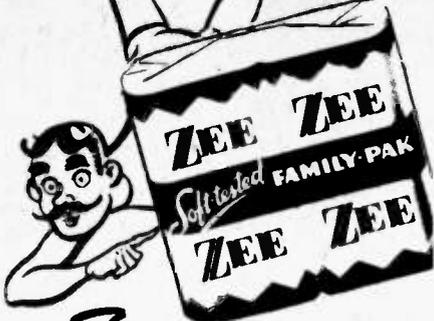
▼ **2. VIRGINIA DOES HER PART** by plucking plump, juicy lemons from one of her own trees. The Blue network songstress and Andy recently built a grape arbor (in background) and put in their customary garden. Last year their table was amply supplied with home-grown produce.

▼ **3. VIRGINIA MARCHES INTO** kitchen to start her pie, but finds Andy occupying the rolling board as he tinkers with one of his model trains. Assembling such miniatures is one of Andy's hobbies. So far he has built fifteen.



LOOK

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TOILET
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LONDONDERRY

835 Howard Street, San Francisco 3, Calif.

LESLIE



**LARGEST SELLING SALT
ON THE PACIFIC COAST**

FINER-
GRAINED

SALT



5. **THE PASTRY SHELL** comes out of the oven (10-15 minutes, 475 degrees) and Virginia pours the lemon filling. Andy beats the egg whites for the meringue, whistling while envisioning the final product.



6. **"YUM!" EXCLAIMS ANDY**, as he licks the spoon which stirred the luscious lemon filling. Meringue whipped stiff, but not dry, the pie goes into the oven for browning.

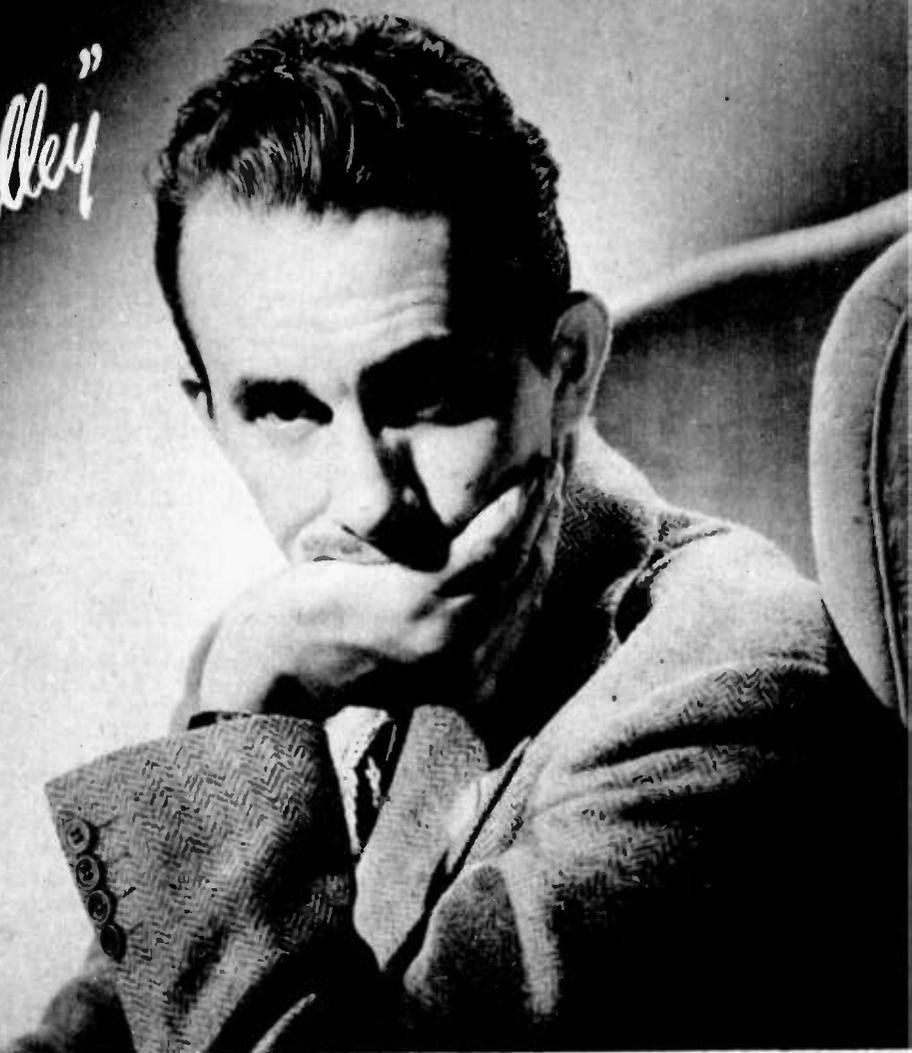
7. **WHILE THE DOG, PAT,** looks intently, the Blue's clever Andy sits himself down to a wedge of hot-out-of-the-oven pie while even the cookie jar mammy seems to beam approval.

Blue-Bob Crawford Photos



The Man Who Wrote "San Fernando Valley"

By
Shirley
Gordon



*It Took Him Eight Months to Find a Word
To Rhyme with "Home," He Was Ready to
Desert the Valley When Song Scored Hit*

*Tuesday 9:00 p.m.
NBC-KPO*

FOR eight months, I couldn't think of a word to rhyme with 'home,' chuckled Gordon Jenkins when we asked him for the story behind his hit song, "San Fernando Valley."

Jenkins says he wrote both the words and music of the tuneful little melody, the first sixteen bars one afternoon as he was returning from a trip to Palm Springs, and the remainder eight months later when he was recovering from a severe case of the "galloping hives."

"I got up out of bed the next day," he related. "I was still pretty 'lumpy,' but I went down town to sell my song."

In the past he has had notable success composing such popular tunes as "P.S. I Love You," which he wrote with Johnny Mercer. "We wrote it and had it sold in just a couple hours time," smiled Gordon. Then, among others, they wrote "When a Woman Loves a Man," which they thought would be a sure-fire hit, but it just didn't click.

Now the gifted Gordon Jenkins is

distinguishing himself further in the realm of more serious music.

The day we decided to bring you the story of this man behind the baton, we found him looking pretty glum. He had failed to break 100 in his golf game that afternoon. So we quickly turned the conversation toward more pleasant subjects, such as his NBC summer show with Dick Haymes. He was plenty happy about that and told us so.

"It's been such a long time since I've done a musical show," he pointed out. During the past season, he has handled the beautiful musical scoring for the Ronald Colman, Arch Oboler presentation on "Everything for the Boys." He likes doing the musical background for Oboler dramas, because, he says, Oboler appreciates the full value of an extensive musical score and makes use of it.

One of the most remarkable facts about the talented Mr. Jenkins is that he has never had a lesson in his life. He played the piano by ear at the tender age of four, and acquired a reasonable amount of skill on almost every other instrument during his early youth. He quit high school to play with a dance band.

In the early days of radio broadcasting, he applied his varied talents to being a one-man staff of a radio station. He would open a day's broadcasting, being Gordon Jenkins at the piano for fifteen minutes, then introduce himself as Joe Doakes, the Ukulele Whiz or Senor Somebody, the Accordion Virtuoso. He would keep up this broadcasting marathon until somebody else showed up at the studio to relieve him. His salary then was fifteen dollars a week.

But playing with dance bands earned him much more. Then, in 1933, his talent for arranging was uncovered and during the following four years, he did the arranging for every leading eastern airshow, including the much-lauded Andre Kostelanetz program.

Jenkins came to west coast in 1937, and has handled the music on many then, as well as having been NBC's of Hollywood's leading shows since Musical Director for three years. But before the breaks came, things were tough.

"It was like the two times I tried for a break in Chicago," he explained. "I starved—or came as close to it as I ever want to."

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The Man Who Wrote 'San Fernando Valley'

(Continued from Page 11)

He comes from a musical family. His father was once Dean of the American Guild of Organists. His mother, however, was the only non-musical member of a family of thirteen children.

Jenkins considers Martha Tilton the best girl vocalist and the incomparable Bing as the tops of the male crooners. "I've yet to meet somebody who *doesn't* like Crosby," he remarked.

Gordon Jenkins is married and has three children, all of whom are musically-minded. Aged four, five and eight, their names are Page, Susan Ann and Gordon Jr. They all play the piano.

Gordon has his own studio in the rear of his home, where he is working on his serious symphonic arrangements. His first finished work is now in the hands of conductor Frank Black who intends to use it on a future broadcast. Currently, Jenkins is reorchestrating the score he did for one of the outstanding Oboler productions called "The Fountain of the Dancing Children."

"It's just about ready now," he told us, adding with a modest smile, "but it will probably end up being stacked behind my piano."

Since the spectacular success of "San Fernando Valley," Gordon Jenkins has been made an honorary member of the North Hollywood Chamber of Commerce, and—yes, his home is in the San Fernando Valley.

"But," he maintained jokingly, "when the song became a success, I was going to take the money and move back to New York!"



LISTEN TO BUDDA'S AMATEUR HOUR EVERY SATURDAY 7 P.M. K.F.R.C.

S. F. vs. L. A.

(Continued from Page 3)

find that he went to work at KFRC, the Don Lee San Francisco station, about 1930. He, too, was a "Rise and Shiner," but gained his greatest renown with the comedy variety show, "Hodge Podge Lodge," which was on the air for years up to 1936. Chinese dialects were Bence's favorites, and the plural in intentional. One of Bob's gags was to wear a two-sided Chinese hat, and as he carried on a two-way routine between a Chinaman from Canton and one from Peking, he'd turn the hat with each change of character. His audiences loved it, and still talk of it, though Bence has given up dialect work for straight scripts.

Before he took up the microphone, Bob was a salesman. He still is, of course, but for years he used the salesman-to-secretary-to-client method. Born in Placerville, California, Bob went to "the city" (as Los Angeles people do not refer to San Francisco) when he was a youngster, and today knows nearly every business man there. He calls himself a pre-bridge San Franciscan. He calls Stu Wilson a pre-bridge Angeleno, too.

A City Man

Married, Bob is a city man. He lives in an apartment, doesn't go in for pets, has no children. Something of a pianist himself, Bob is often host to San Francisco's musicians, and likes all kinds of music. Though he can almost match Stu Wilson's radio background, Bob can also identify himself with more elaborate productions. He took part in the "Don Lee Breakfast Club" broadcasts made famous on the coast by Jack Kirkwood. He has been announcer on many of the symphonic series on the network, and is host on many of the famous Don Lee dance remotes.

On "Quiz of Two Cities" the traditional battle between those who live in the Bay City area and those who call themselves the "real Californians" is personified by Stu and Bob. The insults that the more or less reserved and well-mannered guests refrain from saying are glibly tossed back and forth by the two emcees. Bob complains because Stu talks too much, Stu complains because Bob has nothing to say. These personal comments make no ill feeling, however, because to those listening know Bob is San Francisco and Stu is Los Angeles.

Loyal Fans

Sometimes the two get a little confused about the score. The audience is sure to straighten them out, for the side that has been short changed on points rises to protest immediately and loudly.

Since the teams used on "Quiz of Two Cities" are chosen to fit identical patterns—firemen from each city, insurance salesmen, copy writers, etc., four from Los Angeles and four from San Francisco, the scores keep on a pretty even keel. But no matter what the total may read, each emcee always claims a victory, moral or actual, on the grounds that the other can't add, and besides "we had to tell them all their answers any-

The Unpredictable Mr. Mercer

(Continued from Page 5)

est manner befitting his personality. He seems to have dim ideas about money, is lavish with gifts of furs and jewelry for Mrs. Mercer. Said he of his childhood: "Materially, my parents gave me everything I wanted except a gun and a dog." He still hasn't the gun.

Are Refreshing

After one comes in contact with blase Hollywood and some of its ennuied famous, of which radio, thank goodness, has only a few, meeting an unobtrusive, likeable young man like Johnny Mercer is a heart-warming experience. He is so sweetly simple, so bunglingly human he can never go high hat. His gracious wife, who has a deep understanding for her genius husband, would prevent any such thing if the unpredictable Mr. Mercer ever should reverse his outlook.

When little Amanda recently came down with the measles, Johnny was rather distressed about the prospects. He was worried, and according to Ginger, couldn't remember whether or not he had ever had the disease. But this was only usual procedure, according to her. "He always has a symptom," she laughed. "When Johnny really wakes up feeling good, you know it. He always says 'I feel almost normal today.'"

way." In fact, "Quiz of Two Cities" has been going on now for about 145 weeks, and not even the producers on the show know the actual score, Stu and Bob keep them that confused.

Food Fights For Freedom

SALT SOME AWAY



WHEN IT RAINS IT POURS

Kill...
SNAILS
SLUGS
CUT-
WORMS
with



BUG-GETA
FOR AMAZING RESULTS

SOLD BY DEALERS EVERYWHERE

Home Is Not Really Like That

(Continued from Page 7)

Chinese effect, and a beanie completely made of passion flowers."

Inside, the Stafford home reflects uniqueness with taste. Fanny Brice, who plays Hanley's irascible Baby Snooks on CBS, who, in personal life, is a noted decorator and collector of antiques, helped Hanley and Viola furnish their place. Full advantage is taken of the magnificent view, large windows opening vistas of scenic grandeur from practically every room. "Yet we're only twelve minutes from Sunset and Vine", Hanley pointed out. "We don't have to have a week-end kit to go into town, but usually slip back home between rehearsals to freshen up." Most charming corner of the house is the den which the Staffords designed. "It's the room we live in", they chorused, "and has a cuckoo clock everybody forgets to wind."

Pets around the place are two Cairns—a female, Wendy, 16 months old, and a male, Cameron, or "Cammy" for short, six months old. "Cammy" is named after the Cameron Highlanders, Hanley's regiment in World War I.

"Both dogs are a couple of Ferdinands", the Staffords sigh. "The other day we caught them eating up our yellow violas."

For Hanley and Viola their dogs, photography, cooking, and their home connote a contented existence quite

News and Comment

A.M. Network	Program	Days
6:00 CBS	At Home & Abroad	Sunday
6:00 CBS	News	Mon. thru Sat.
6:30 BLUE	News	Mon. thru Sat.
7:00 MBS	News	Mon. thru Sat.
7:00 NBC	News Digest	Mon. thru Sat.
7:30 CBS	Bill Haworth	Mon. thru Sat.
7:30 BLUE	James Abbe	Mon. thru Fri.
7:45 CBS	News	Mon. thru Sat.
7:45 NBC	Sam Hayes	Mon. thru Sat.
7:45 CBS	Nelson Pringle	Mon. thru Fri.
7:45 CBS	Chet Huntley	Saturday
8:15 NBC	T. J. Blakiston	Mon. thru Fri.
8:30 MBS	Frank Hemingway	Mon. thru Sat.
9:00 MBS	Roake Carter	Mon. thru Fri.
9:05 NBC	Edward Jorgenson	Mon. thru Fri.
9:15 NBC	Lary Smith	Mon. thru Fri.
9:30 NBC	Major H. S. Turner	Mon. thru Fri.
9:45 NBC	Peter de Lima	Mon. thru Fri.
10:00 NBC	Alvin Wilder	Sunday
10:00 BLUE	John B. Kennedy	Sunday
10:00 BLUE	Gil Martin	Mon. thru Fri.
10:00 MBS	Glenn Hardy	Mon. thru Sun.
10:30 CBS	Bernadine Flynn	Mon. thru Fri.
10:45 NBC	Art Baker	Mon. thru Fri.
10:45 CBS	Ed. R. Murrow	Sunday
11:00 MBS	Cedric Foster	Mon. thru Fri.
11:00 BLUE	Bankage Talking	Mon. thru Fri.
11:30 CBS	The World Today	Sunday

P.M.	Program	Days
12:00 MBS	News	Mon. thru Sun.
1:00 MBS	Walter Compton	Mon. thru Fri.
1:00 BLUE	World Wide News	Mon. thru Fri.
1:30 CBS	Time Views News	Mon. thru Fri.
2:15 MBS	Newsreel	Mon. thru Fri.
2:45 CBS	Wm. L. Shirer	Sunday
3:30 MBS	Upton Close	Sunday
3:00 CBS	Quincy Howe	Saturday
3:45 BLUE	Leon Henderson	Saturday

3:45 CBS	The World Today	Mon. thru Sat.
3:55 CBS	Joseph Hirsch	Mon. thru Sat.
4:00 MBS	Fulton Lewis, Jr.	Mon. thru Fri.
4:00 CBS	Invasion News	Sunday
4:15 NBC	News of the World	Mon. thru Fri.
4:15 CBS	Bob Andersen	Mon. thru Fri.
4:15 BLUE	General Pierce	Sunday
4:30 MBS	World's Front Page	Mon. thru Fri.
5:00 MBS	Last-Minute News	Mon. thru Sat.
5:00 NBC	O.K. for Release	Mon. thru Fri.
5:30 CBS	Harry W. Flannery	Mon. thru Sat.
5:45 MBS	Gordon Burke	Mon. thru Sat.
5:45 MBS	Gabriel Heatter	Sunday
5:45 NBC	Louisa Lochner	Wed. thru Sat.
5:45 CBS	Truman Bradley	Sun. thru Sat.
5:45 BLUE	Drew Pearson	Sunday
5:55 CBS	Bill Henry	Mon. thru Fri.
6:00 MBS	Gabriel Heatter	Mon. thru Fri.
6:00 BLUE	News	Mon. thru Fri.
6:00 BLUE	Walter Winchell	Sunday
6:15 BLUE	Peter de Lima	Mon. thru Fri.
6:15 BLUE	Henry Gladstone	Mon. & Thurs.
7:00 MBS	Royal Gumbson	Wed., Sat.
7:00 MBS	Cedric Foster	Sunday
7:15 MBS	Lowell Thomas	Mon. thru Fri.
7:30 NBC	March of Time	Thursday
8:00 BLUE	Watch World Go By	Mon. thru Sun.
8:15 NBC	Fleetwood Lawton	M., T., W., F.
8:30 BLUE	Press Soldiers	Saturday
9:00 MBS	Glenn Bardy	Mon. thru Sun.
9:15 MBS	Cecil Brown	M., W., F.
9:15 MBS	Rex Miller	T., Th., Sun.
9:30 MBS	Fulton J. Lewis, Jr.	Mon. thru Fri.
9:30 CBS	Edwin C. Hill	Tuesday
10:00 NBC	Richfield Reporter	Sun. thru Fri.
10:00 NBC	News	Saturday
10:00 CBS	News	Sun. thru Sat.
11:00 CBS	Bob Andersen	Mon. thru Fri.
11:00 MBS	News	Mon. thru Fri.

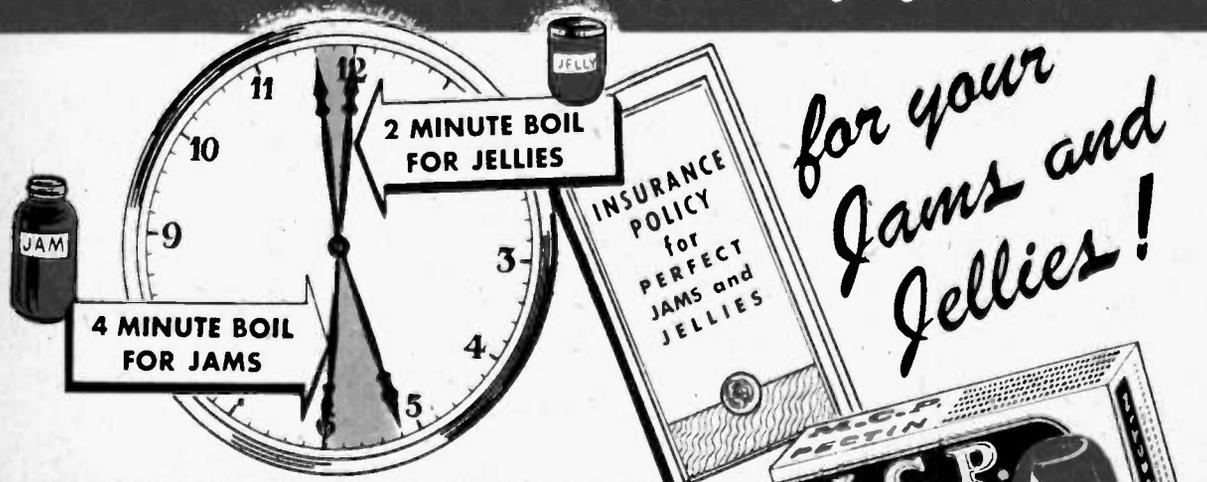
in contrast to their radio roles of siren or harassed daddy. Oh, yes. And there are the lovely flower hats, themselves a venture in home gardening and millinery.

Viola may wear the devastating

hibiscus and the soft blue plum-bago, but as for Hanley, he likes to do his gardening in a ragged piece of straw headgear.

"I call it his Jeeter Lester-hat", rippled Viola.

IT'S LIFE INSURANCE-



For jams and jellies to keep perfectly, be sure they're boiled long enough. *Too short a boil is dangerous.* Tested M.C.P. PECTIN recipes assure keeping qualities—prevent fermentation and spoilage—by recommending a 2-minute boil for jellies, a 4-minute boil for jams. This is long enough for proper sterilization without "boiling away" fruit, sugar, and flavor. Energy-rich, homemade jams and jellies are an important part of wartime food supplies...make sure yours keep well by using M.C.P. PECTIN.

HOME MADE JAMS AND JELLIES HELP ON THE HOME FRONT—Make all you can!

SAVE FOOD—BUY WAR BONDS

JELLS MORE FRUIT OR JUICE AND SUGAR THAN ANY OTHER PECTIN YOU CAN BUY

7:30 p.m.—Grand Ole Opry, NBC
 8:00 p.m.—Downbeat Derby, MBS
 9:00 p.m.—Hit Parade, CBS
 9:30 p.m.—Noah Webster, NBC
 10:30 p.m.—Barry Dance, CBS

DRAMA

8:05 a.m.—Let's Pretend, CBS
 9:00 a.m.—Theatre of Today, CBS
 10:00 a.m.—Grand Central, CBS
 10:00 a.m.—Here's to Youth, NBC
 1:00 p.m.—The Colonel, CBS
 2:00 p.m.—Casey, Photoz., CBS
 4:30 p.m.—Mrs. Miniver, CBS
 7:30 p.m.—Red Ryder, BLUE
 7:45 p.m.—Story Teller, CBS
 8:30 p.m.—Able's Irish Rose, NBC

TALKS, FORUMS

9:15 a.m.—Consumers Time, NBC
 11:30 a.m.—Gratland Rice, NBC
 4:00 p.m.—American Story, NBC
 9:45 p.m.—Don't Believe It, CBS

SERVICE SHOWS

2:00 p.m.—Navy Bulletins, MBS
 4:30 p.m.—Winter Field, MBS
 9:00 p.m.—Winged Soldiers, BLUE
 11:00 p.m.—Army Sv. Forces, BLUE

MUSIC

6:30 a.m.—Reveille Roundup, NBC
 4:30 p.m.—America's Best, BLUE
 6:00 p.m.—Chicago Theatre, MBS
 8:00 p.m.—Early American, BLUE
 10:15 p.m.—Connie Boswell, BLUE
 11:30 p.m.—Sophisticated Swing, NBC

DANCE

10:30 p.m.—Pancho Orch., NBC
 10:30 p.m.—Sinfonietta, MBS

SUNDAY VARIETY, QUIZ

6:15 a.m.—Coast to Coast, BLUE
 7:30 a.m.—Words and Music, NBC
 10:30 a.m.—Bobby Hookey, MBS
 11:30 a.m.—Thomas Nesbitt, NBC
 1:00 p.m.—Al Pearce, BLUE
 2:00 p.m.—Mary Small, BLUE
 3:00 p.m.—Paul Whiteman, BLUE
 3:30 p.m.—America in Air, CBS
 4:00 p.m.—Hit Parade, NBC
 4:30 p.m.—Eddie Cantor, CBS
 5:00 p.m.—Gracie Fields, NBC
 6:00 p.m.—Conrad Nagel, CBS
 6:15 p.m.—Basin Street, BLUE
 6:30 p.m.—James Melton, CBS
 7:00 p.m.—Take or Leave It, CBS
 7:30 p.m.—Les Tremayne, NBC
 8:30 p.m.—Quiz Kids, BLUE
 8:30 p.m.—Romance Ranchos, CBS
 9:30 p.m.—Art Linkletter, NBC
 10:00 p.m.—In Focus, Blue

DRAMA

11:00 a.m.—Dangerously Yours, CBS
 12:00 m.—Listen, the Woman, BLUE
 1:30 p.m.—The Weird Circle, NBC
 2:00 p.m.—Green Valley, MBS
 2:30 p.m.—Hot Copy, BLUE
 2:30 p.m.—Mystery Traveller, MBS
 3:00 p.m.—Silver Theater, CBS
 3:00 p.m.—Star and Story, CBS
 5:30 p.m.—One Man's Family, NBC
 8:00 p.m.—Whistler, CBS
 8:00 p.m.—Crime Doctor, CBS
 9:00 p.m.—Deadline Drama, BLUE
 9:00 p.m.—I Was There, CBS
 10:30 p.m.—Prophecy Marches, CBS
 10:30 p.m.—Pacific Story, NBC

SERVICE SHOWS

8:15 a.m.—Bluejacket Choir, CBS
 10:45 a.m.—G. I. Legal Aid, CBS
 12:30 p.m.—Army Hour, NBC
 3:00 p.m.—Roosty of AAF, MBS
 8:30 p.m.—Sky Riders, MBS

TALKS, FORUMS

8:30 a.m.—Invit. to Learning, CBS
 5:00 p.m.—Mediation Board, MBS
 6:45 p.m.—Jimmie Fidler, BLUE
 7:15 p.m.—Goodwill Hour, MBS

RELIGION

7:00 a.m.—Bible Highlights, NBC
 7:00 a.m.—Message of Israel, BLUE
 3:00 p.m.—Catholic Hour, NBC
 7:15 p.m.—Goodwill Hour, MBS
 10:00 p.m.—Old Revival, MBS

MUSIC

8:00 a.m.—Rhapsody Rockies, NBC
 9:30 a.m.—Stradivari Orch., NBC
 11:30 a.m.—Remember, BLUE
 11:55 a.m.—Songs of America, CBS
 12:00 m.—N. Y. Philharmonic, CBS
 1:30 p.m.—Pause Refreshes, CBS
 1:30 p.m.—World of Song, BLUE
 2:00 p.m.—Symphony, NBC
 2:00 p.m.—Family Hour, CBS
 4:00 p.m.—Hit Parade, NBC
 6:00 p.m.—Merry-Go-Round, NBC
 6:30 p.m.—Music Album, NBC
 7:00 p.m.—Hour of Charm, NBC
 8:25 p.m.—Song of the Week, CBS
 8:30 p.m.—Standard Hour, NBC
 11:15 p.m.—Dream'd Bridge, BLUE
 11:30 p.m.—Music in Night, NBC

DANCE

11:00 p.m.—St. Francis' Orch., NBC

Current Radio Humor

Heard on the Judy Canova Show:

Pedro: Oh, Miss Judy, my father was killed by a weasel.

Judy: Why, Pedro, how could a weasel hurt anyone?

Pedro: My father was sitting on the railroad track, and deed not hear the weasel!

★

Heard on "Let Yourself Go":

Milton Berle: Do you like dogs?

Contestant: No.
 Berle: But you're kind to dumb animals, aren't you?

Contestant: Well, I'll be nice to you.

★

Heard on "Breakfast at Sardi's":

Uncle Corny: Why do folks always call you Skeleton Breneman?

Tom Breneman: I don't know. Why do they?

Corny: Because you always get under their skin.

★

Heard on Burns and Allen:

Gracie: I bought two cases of maple syrup from Sears and Roebuck.

George: Gracie! Why did you buy two cases?

Gracie: I bought one case from Sears, so I had to buy one from Roebuck, too, because I didn't want to hurt his feelings.

★

Heard on Joan Davis show:

Penny Cartwright: I've been asked to the officers' mess.

Joan: What's the matter? Do they want you to clean it up?

★

Heard on Johnny Mercer's Music Shop:

Johnny: Bob, I heard you were in a couple o' bombing raids over there. Were you scared? Did you dig a fox hole?

Bob Hope: I wasn't exactly scared, but someone yelled "Messerschmitt," and between "Messer" and "schmitt," I passed two gophers!

★

Heard on "Can You Top This?":

Two boys, coming from Sunday school were discussing the lesson. One said to the other, "Do you believe in the devil?"

"No," replied the second boy, "it's like Santa Claus. It's your father."

Heard on the Dinah Shore show:

Ransom Sherman: Vera, darling, sugar zero, sugar zero, sugar zero.

Vera Vague: Ransom, what are you saying?

Ransom: Oh, I'm just whispering sweet nothings in your ear.

★

Heard on Fibber McGee and Molly:

Fibber: Why did your daddy call you Martini when you were a baby?

Little girl: He said I never was dry enough to suit him!

★

Heard on "Breakfast at Sardi's":

Corny: Do you know why the Japanese Navy is so well-seasoned?

Tom Breneman: No, Corny. Why is the Japanese Navy so well-seasoned?

Corny: Because our "salts" are always pepperin' them!

★

Heard on the Bob Hope show:

Vera Vague: You know, Bob, I always like servicemen. I guess I must have a one-track mind.

Hope: Yes, and there's a troop train running on the track.

★

Heard on "Breakfast at Sardi's":

Bobby: Why are Irish potatoes like your eyes?

Tom Breneman: Why are Irish potatoes like my eyes?

Bobby: Because they come in great big bags.

★

Heard on the Eddie Cantor show:

Cantor: It's winter, so you'll have to wear this G.I. underwear.

Carole Landis: "G.I.?" What does that mean?

Cantor: Good 'n itchy!

★

Heard on the Abbott and Costello show:

Hedda Hopper: This hat at fifty dollars was a good buy.

Costello: You should have said, goodbye fifty dollars!

★

Heard on the Bob Hope show:

Hope: You know you are my favorite pin-up girl.

Vera Vague: I thought Gypsy Rose Lee was your favorite pin-up girl.

Hope: How can she be my favorite pin-up girl, when she doesn't have anything to pin up.

Heard on the Red Skelton show:

Daisy June: What is that paper you are delivering?

Clem: The "California Sun." It comes out once a week.

★

Heard on the Frank Sinatra show:

Bert Wheeler: I was going to open a hand laundry.

Frank Sinatra: Why didn't you?

Wheeler: Because I found out that most people wash their own hands.

★

Heard on "Can You Top This?":

A man and his wife went to see the Leaning Tower of Pisa. When they arrived there, the husband stayed down while his 270-pound wife went up to the top of the building. When she had reached the top, her husband called up to her, "Come down from there. You are bending the building!"

★

Heard on the Abbott and Costello show:

"Mrs. Niles": Costello is so dumb that when he saw a sign in front of the post-office that said "Murderer Wanted," he went in and applied for the job.

★

Heard on Fibber McGee and Molly:

Fibber (after playing a tune on his mandolin): Well, how did you like that, Doc?

Doc Gamble: McGee, I've heard better music from a beer truck running over a manhole cover.

★

Heard on the Bob Burns show:

Toby: Did you write a book, Bob?

Bob: Sure I did. Gypsy Lee wrote a book, and if she can bare all why can't I?

★

Heard on the Jack Benny show:

Dennis Day: I went up with a flyer here today, first 10,000 feet, then 20,000 feet, and then...

Jack Benny: Go on, kid. Dennis: Oh, I don't know. I dropped my tape measure.

★

Heard on the Bob Hope show:

Bob: There sure are a lot of sailors here. You all know what a sailor is. He's a wolf in ship's clothing.



8576



8454



8506



8572



8560

SUMMER WASHABLES

8576—Blouse with pantie attached or blouse with slip attached. Sizes 12, 14, 16, 18, 20, 40, 42. Size 14, short sleeves, blouse-pantie, requires $3\frac{1}{4}$ yards 35-inch material; blouse-slip, short sleeves 4 yards.

8454—Play shorts and blouse. Sizes 10, 12, 14, 16, 18, 20. Size 12 shorts, requires $2\frac{1}{8}$ yards 39-inch material; blouse, $2\frac{1}{8}$ yards; overalls, $3\frac{1}{8}$ yards.

8506—Nightie and matching bed jacket. Sizes 12, 14, 16, 18, 20; 40, 42. Size 14, gown, requires $3\frac{7}{8}$ yards 39-inch material; jacket, $1\frac{1}{2}$ yards.

8572—Brazier-type slip is in sizes 12, 14, 16, 18, 20; 40, 42. Size requires $2\frac{5}{8}$ yards 39-inch material; panties, $1\frac{1}{4}$ yards.

8560—Built-up straps on a slip designed for older women is in sizes 36, 38, 40, 42, 44, 46, 48, 50, 52. Size 38 slip requires $4\frac{1}{8}$ yards 39-inch material; matching panties, $1\frac{3}{8}$ yards.

8624—Tailored lingerie set to make up in silk rayons satins or fine cottons. Sizes 34, 36, 38, 40, 42, 44, 46, 48, 50. Size 36 slip requires 3 yards 39-inch material; panties, $1\frac{1}{2}$ yards.

8613—Capped-shoulder house dress with ruffling trim. Sizes 12, 14, 16, 18, 20; 40. Size 14 requires 3 yards 39-inch material.

8613C—Capped play dress for sizes 3, 4, 5, 6, 7, 8 years. Size 4 requires $1\frac{7}{8}$ yards 39-inch material.



8613C

8613

There are enough sewing ideas to keep you busy all Spring and Summer in the new 52-page catalog of patterns called "Fashion." Let this book be your guide to wartime sewing. Price 25 cents.



To obtain any pattern on this page and step-by-step sewing instructions send 15 cents (plus 1c postage) in coin, your name and address, the pattern number and size to Fan Fare Advance Pattern Service, 709 Mission Street, San Francisco, 3, California.

8624