

THE CANDID PICTURE MAGAZINE OF RADIO!

# Radio Stars

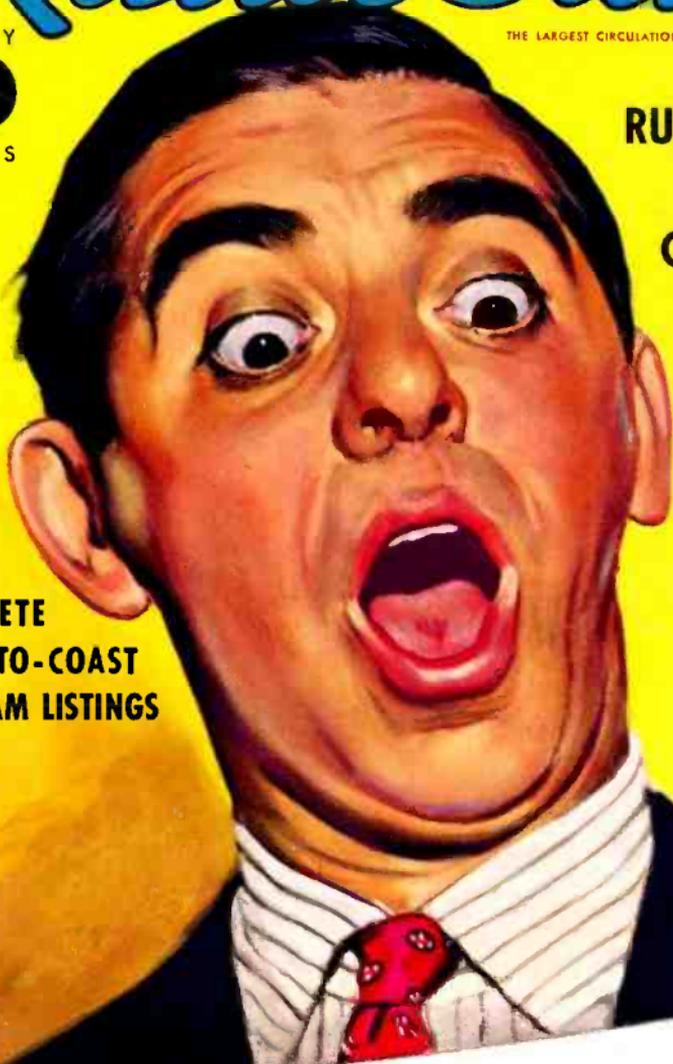
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10

CENTS

THE LARGEST CIRCULATION OF ANY RADIO MAGAZINE

**RUDY VALLEE'S  
AMAZING  
CONFESSION**



**COMPLETE  
COAST-TO-COAST  
PROGRAM LISTINGS**

EDDIE  
CANTOR

*For  
Chris?*



# Irresistible

Romantic as your first rose...thrilling as your first bouquet... **IRRESISTIBLE PERFUME**, patterned from a blend of flowers, is romance woven into fragrance. Buy Irresistible Perfume if you want to be pursued. Men adore fragrant hair, fragrant lips, and soft fragrant skin.

Use Irresistible Perfume tonight. To be completely fascinating, use all of the Irresistible Cosmetics...each has some special feature that gives you glorious new loveliness. Laboratory tested and approved.

10c Each at 5 and 10c Stores



**BE IRRESISTIBLE TONIGHT WITH IRRESISTIBLE PERFUME**

**Unhappy Sally!** She is good-looking, good company—yet many an evening she spends alone, reading magazines! (Men won't call the girl who has a dull, unattractive smile!)



**Only seven**—but Janet could tell Aunt Sally how easy it is to have a lovelier smile! (Janet knows more than lots of grown-ups—she's learned in school the value of gum massage.)



**Sally's life** could be so happy! She'd have plenty of dates, she'd win romance—if she'd learn how irresistible men find a radiant smile! (Sally should try Ipana with massage, for dental science teaches that gums as well as teeth need special care.)



*Does your mirror tell you...*

**"A Lovelier Smile would make you more attractive!"**

A GAY, friendly smile, revealing sparkling teeth, is so appealing. The girl who has a lovely smile can't help but win! Tragic that so many girls lose this charm through carelessness—tragic that they neglect the warning of "pink tooth brush"—let teeth that are lustreless and dull actually spoil their own good looks!

If you've seen a tinge of "pink," see your dentist. It may be nothing serious, but let him decide. Usually, however,

he'll tell you that it's only another case of gums deprived of exercise by our modern, creamy foods. And, as so many dentists do, he'll probably advise more work and resistance—the healthful stimulation of Ipana and massage.

For Ipana, with massage, is especially designed to help keep gums healthy, as well as keep teeth sparkling. Every time you brush your teeth, massage a little extra Ipana into your gums. As circulation in the gum tissues increases,

gums tend to become firmer, more resistant to trouble.

Change to Ipana and massage—and change today! Let this very practical dental health routine help you to have firmer gums, brighter teeth—a lovelier smile!

**DOUBLE DUTY**—Ask your druggist for Rubberser's Double Duty Tooth Brush, designed to massage gums effectively as well as to thoroughly clean teeth.



Change to  
**Ipana**  
and Massage

# Cruel Words

... but she knew she deserved them



She knew that frequent headaches and lack of pep had begun to get on her nerves. But she didn't quite realize how irritable she had become, how hard to get along with—until one night her fiancé lost his temper and threatened to break their engagement. She was frightened, but she still could hardly believe that her constipated condition was back of it all. Then—

## A friend advised — and the world looked brighter



What a wonderful thing for this girl that on a friend's advice she got FEEN-A-MINT promptly! This famous laxative in delicious chewing gum relieved her constipation and the troubles it caused—gently, effectively, and easily. She found, as you will too, that no other type of laxative CAN do exactly what FEEN-A-MINT does. FEEN-A-MINT is so thorough, so dependable — so different.

### You get ALL THREE of these important benefits in FEEN-A-MINT

- ★ **NO STOMACH UPSET**—With FEEN-A-MINT you don't swallow a heavy, bulky dose; there is nothing to further burden an already overburdened digestion.
- ★ **CHEWING AIDS DIGESTION**—The chewing stimulates the flow of the same natural alkaline fluids that help food digest.
- ★ **ACTS WHERE YOU NEED IT**—FEEN-A-MINT's tasteless laxative ingredient does not affect stomach action. It passes to the intestine and does its work where it should—easily, pleasantly, comfortably.

FEEN-A-MINT won't gripe or nauseate you—won't disturb sleep. Your whole family will appreciate this modern laxative—children especially. 16 million people have already changed to FEEN-A-MINT—do you? Get a favor and get FEEN-A-MINT today! At all druggists, or write for generous FREE trial package, Dept. 07, FEEN-A-MINT, Newark, N. J.



# RADIO STARS

LESTER C. GRADY, Editor  
 ABRIL LAMARQUE, Art Editor

## BROADCASTING

IT'S MY HUMBLE OPINION	6
THE RADIO HOSTESS	8
NONCHALANT AND HANDSOME	10
RADIO RAMBLINGS	12
AWAY FROM THE MIKE WITH THE MAJOR	14
FOR DISTINGUISHED SERVICE TO RADIO	19
STRAIGHT FROM THE COLD SHOULDER	20
IT JUST HAS TO BE GOOD!	22
IN THE RADIO SPOTLIGHT	24
CANDIDS	26
MARTHA AND THE TEMPERAMENTAL "MIKE"	28
CANDIDS	30
KEEP YOUR EYE ON THE SHUTTLECOCKI	32
BIRTHDAY PARTY	34
BETWEEN BROADCASTS	36
BANDLEADER'S HOLIDAY	38
FATHER AND SON	40
EGG ARTIST	42
COAST-TO-COAST PROGRAM GUIDE	45
BEAUTY AT YOUR FINGERTIPS	54
THE BANDWAGON	58
WEST COAST CHATTER	60
INDOOR SPORTS AND OUT WITH JANE PICKENS	62
SOUNDS IN THE NIGHT	68
SWING SINGER	70
MANNERISMS AT THE MIKE	72
HEADING THE EASTER PARADE	74
DOG SHOW	76
SIGNS OF SPRING CLEANING	86
PLATTER PATTERN	100

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They're yours..in a heart-walloping love story !

The King and Queen of the Screen, with the star of 'Captains Courageous', bring you love and adventure that will set your nerves a-tingling!



Laughter too... as Clark makes Spencer act as Myrna's stand-in! Spencer's willing but not able...if you get what we mean.

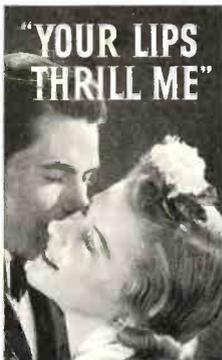
**CLARK GABLE · MYRNA LOY  
SPENCER TRACY**

*In* VICTOR FLEMING'S *Production*

# TEST PILOT

WITH **LIONEL BARRYMORE**  
SCREEN PLAY BY VINCENT LAWRENCE AND WALDEMAR YOUNG  
ORIGINAL STORY BY FRANK WEAD · PRODUCED BY LOUIS D. LIGHTON  
DIRECTED BY VICTOR FLEMING · A METRO-GOLDWYN-MAYER PICTURE





*Men are Tempted*

—by the lure of Tangee Lips with their appealing softness. They don't a "painted look." Tangee contains no paint—never coats the lips with ugly red grease. It gives a lovely glow that best suits your natural color—whether blonde, brunette or red head.

Tangee looks orange in the attic...but changes on your lips to a warm blush-rose shade, blending perfectly with your complexion. Its special cream base keeps lips soft and smooth. Try Tangee, 39¢ and \$1.10. For a natural matched appearance, use Tangee Face Powder and Tangee Rouge.

- Untainted**—Lips, full untouched are apt to have a faded, painted look.
- Grossly painted lips**—Don't use the painted look. Men don't like it.
- Tangee favors lips**—Tangee fits natural color, ends that painted look.

**World's Most Famous Lipstick**  
**TANGEE**  
ENDS THAT PAINTED LOOK

**Beware of substitutes!** There is only one Tangee—don't be deceived. Look for the name on each tin and ask for TANGEE NATURAL. If you prefer more color for evening wear, ask for Tangee Theatrical.



**4 PIECE MIRACLE MAKE-UP SET and FREE CHARM TEST**

The Great W. L. L. Co. 411 Third Ave. N. Y. C. Please rush "Miracle Make-Up Set" of 4 pieces Tangee Lipstick, Make-Up Cream, Cream Rouge and Face Powder. I enclose the (stamp or coin) like in enclosed. I also will receive Tangee Charm Test. Check above of  Plain  Bechel  Light  Other (specify)

Name: \_\_\_\_\_ (Please print)  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_



Rudy, in Hollywood to make *Goldiggers* in Paris, chats with Betty Grable Coogan.

**IT'S MY HUMBLE**

On the set of *Bluebeard's Eighth Wife*, he meets Ernst Lubitsch and Gary Cooper.



Rudy airs his views in print on a variety of subjects. His comments are sincere and to the point

I AM amused by the well-meant, well-intentioned remarks of various writers who comment on the fact that Vallee is still "top."

Why "still?"  
**OBVIOUSLY** these writers wish to confer on me the dubious compliment of still being a favorite, of having survived and having lasted. But the name of such a phrase has, of course, unconsciously accepted a major premise that long ago I should have fallen by the wayside. Such an amazed remark, that a certain thing or person is still successful, connotes a basic supposition that if, or he, was not expected to last or be successful very long.

It is, therefore, with some joy that I have been able to confound those

**OPINION**

**BY RUDY VALLEE**

who have been predicting, month after month, year after year, that I cannot continue to be popular with a certain portion of the public—when apparently I have been... My feeling is, perhaps, one of egotistical joy, but nevertheless a paradoxically savage one.

When I find more apparently that I am no longer popular—which, in the opinion of these critics, will be best evidenced by the non-renewal of contracts—then at last these individuals may exultingly rub their hands together and crow: "I told you so!"

If you believe that my amusement at their use of the word "still" is as yet unjustified, then reflect for yourself. Try to recall a single instance of the word "still" ever having been used in connection with Al. Jolson, Eddie Cantor, Sophie Tucker, Harry Richman, Belle Baker, Paul Whiteman, and so many other successes in (Continued on page 81)

**ONLY NICE GIRLS WANTED  
NO OTHERS NEED APPLY**



Just one hint of underarm odor, and a girl misses out with men

Eleanor's got everything—at least that's what men think. And yet she's not the prettiest girl in the world...not the very best dancer. Why then is she so popular? Why is it always Eleanor who dances every dance?  
Any man could tell you one reason why! Eleanor is always neat, nice to be near... Eleanor never risks underarm odor!

And Eleanor would tell you: "I take a daily bath, of course, but I never think it's enough! A bath takes care only of just perspiration—it can't prevent odor

to come. Underarms must have special care. So after every bath, and before every date, I always use Mum!"

Simply and surely, Mum makes perspiration odor impossible. Protect your charm, your popularity—with Mum. **MUM IS SURE!** No matter how long or how late you dance, trust Mum to keep you fresh. Just a dab under each arm—and you're safe.

**MUM IS QUICK!** Just half a minute to use. Apply Mum even after you're dressed. It will not harm fabrics.

**MUM IS SAFE!** Mum does not stop healthful perspiration, but it does stop every trace of odor. Even after underarm shaving, it actually soothes the skin!

**NO WORRIES FOR THE GIRL WHO USES MUM**



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



**MUM**

TAKES THE ODOR OUT OF PERSPIRATION



Photos by George Strech

(L. to R.) Host bandleader Bob Armbruster, Charlie in all his glory, Mrs. Armbruster and Edgar Bergen prepare to do justice to Mrs. A.'s superlative lemon pie.

"I WANT to meet Charlie McCarthy!"

You still hear it every place you go in Hollywood, where, like folks the country over—from city penthouses to shacks in the remotest hamlets—they acclaim Charlie as "the man of the year."

Unfortunately, however, those Hollywood hostesses who plan to assure the success of their slim-digs by socially presenting the reclinable McCarthy to their guests, have but the slimmest chances of succeeding; for Bergen makes it a rule to refuse all such invitations for his young "ward." Imagine, then, my delight and surprise when, through a series of fortunate circumstances, I recently had an opportunity to "meet" these two at the home of the Armbrusters.

Bob Armbruster, you'll recall, is the orchestra leader of Charlie's program. However, it is not as a radio personality and as an accomplished musician that I wish to introduce Maestro Armbruster to you here. No, nor even as the butt of Charlie's wisecracks over his unusual name; but rather as the host of as gay and unusual a dinner party as I've ever attended. The sort of evening which lingers long and pleasantly in any guest's memory. And one that, besides being in the nature of a social "scoop," particularly delighted this food ed-

itor's soul, because it resulted in a collection of knockout recipes of Swedish inspiration and unusual appeal! Said recipes, by the way, appear on page 56, and should be of real value to any housewife interested in serving grand dishes. They are just "different" enough to banish monotony, without being too great a strain either on the pocketbook or the cook's

in order. But, presuming upon a friendship of long standing, I stood my ground, and as Bob didn't show any signs of having heard me the first time, I repeated my request with even more emphasis.

"Meet Charlie?" replied my courteous victim with a smile, "easiest thing imaginable! Just come on to the house tonight for dinner. He and Bergen will be there, around six."

"Well!" I replied with my most doubting-Thomas sort of facial expression, "to what, exactly, do you credit this feather in your social cap? Something original in the line of costume parties?"

"No," was the reply, "just chalk up one for Swedish mectry."

Then, as Mr. Armbruster went on his way, I recalled that both Edgar Bergen and Bob's wife, Gerda, are of Swedish parentage. Both even speak their parents' native tongue with ease. And, I thought hopefully,

they both doubtless also share a real interest in Sweden's exceptionally fine cookery. So this was probably to be a Swedish dinner, I decided. A very special occasion, no doubt, to which Charlie would probably contribute his mischievous presence and thereby provide that best of all appetizers, laughter!

At least that was my guess, and it proved to be a good one as you already know. So I set out that evening



It was a Swedish dinner except for the Lemon Puff Pie, which, in any nationality, is as delicious as it looks.

skill, so be sure to try them.

It all came about, as I started to tell you, through that very phrase with which I began this article: "I want to meet Charlie McCarthy!" A simple statement of an incontrovertible fact with which I greeted Bob Armbruster on a glorious spring morning when I jumped into him on the Boulevard. Music, pipe and a preoccupied expression indicated that orchestra rehearsals, and not conversation, were

# THE RADIO HOSTESS

BY NANCY WOOD

Charlie McCarthy and Edgar Bergen are entertained at a superb Swedish dinner by Mr. and Mrs. Bob Armbruster



Edgar finds the silver in Charlie's pocket. He was just starting a collection, since everyone else had a hobby.

on a most welcome assignment to do my culinary duty as Radio Hostess for RADIO STARS MAGAZINE."

Charlie and Bergen had not arrived when I got there. In fact, after some time had passed and they still hadn't appeared, it was thought wise to phone them, since we feared that Bergen, just back with Charlie from a flying trip to Frisco, might have forgotten the engagement. Depressing thought!

"What!" came back Charlie's unmistakable voice at the other end of the line. "Isn't that guy Bergen there yet? Never heard of such a lack of consideration. Well, you look around the corner and I'm sure you'll find him tearing over."

And sure enough, before you had time to say "Dorothy Lamour," there they both were at the door. Edgar in the casual attire so highly favored in Hollywood for almost all occasions, but Charlie dressed in impeccable evening attire.

"Couldn't get Bergen to climb into dinner clothes," stated Charlie on entering. Right here I think that I should make one important point clear, and that is that you'll just have to think of Charlie as we did, not as Bergen's dummy but as his "diminutive little chum"—and a thoroughly alive youngascal.

"Yes, I really must apologize for Bergen," Charlie went on. "But then I see Bob didn't dress for dinner, either. Well, well, they're just like Skinny Dugan. I fear. No finesse, no éclat. We'll just have to overlook it. Yes that's (Continued on page 37)



**MATILDA:** There! That's why the bride's having plenty of grief, Susan—look what's in her box of groceries!

**SUSAN:** Never mind, Matilda, pick up your skirts and run! I don't think that dog likes old ladies.



**MATILDA:** But, Susan, you know it's that weak-kneed soap the bride buys that leaves dirt sticking in her clothes. She'll never get rid of tattle-tale gray—if we don't show her the right kind of soap to use.



**SUSAN:** But the dog!

**MATILDA:** Don't be a 'fraidy-cat—I'll take care of the dog. You take that laxy soap out of the bride's groceries and put in our bar of Fels-Naptha Soap.



**SUSAN:** Nice doggie! We're only trying to be helpful. We're only trying to show the bride how to get whiter washes.

**MATILDA:** Yes, doggie. Fels-Naptha's richer golden soap and lots of sapha get clothes so clean, tattle-tale gray simply has to scamper.



COPYR. 1934, FELS & CO.

**BANISH "TATTLE-TALE GRAY" WITH FELS-NAPHTHA SOAP**

They do wonders! Try the new Fels-Naptha Soap Chips, too!

# ...NONCHALANT AND

Robert Taylor, master of ceremonies on Good News of 1938, grabs a bite during rehearsal.



(Right) Bob's ability as m.c. has improved no end since first taking over the job.



# HANDSOME

Bob's pleasing personality on the air has blasted the rumor that he is a handsome "ham."



(Below) His nervousness before the mike is gone, but he insists on his scripts being right.



Promise yourself the breath-taking Beauty of a "Camera Skin" Like HEATHER ANGEL'S

Give your complexion this germ-free care which helps safeguard lovely "Camera Skin" from needless faults

Unless a blenist appears, do you just add a shade "more make-up to hide the flaw? But you can't be indifferent to the germs that may be the cause!

Young Hollywood stars are faithful to a two-way beauty plan. Simple foods, lots of rest; and daily use of Woodbury's Germ-Free Cold Cream.

free Cold Cream, to keep the skin clear. "How sensible", you'll say, when you admire a "Camera Skin" like Heather Angel's. Then include Woodbury's Cold Cream in your plan to be a lovelier woman! This cream helps protect your skin from blemishes. No blenist-germs defile its purity! Woodbury's invigorates skin, too. It's rich in skin-stimulating Vitamin D.

For "Camera Skin", follow the stars! This beauty cream. \$1.00, 50¢, 25¢, 10¢.

## Woodbury's Germ-Free Cold Cream

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



Heather Angel and Allan Lane in the Republic picture "The Duke Comes Back". She says: "Naturally I want clear camera skin. Woodbury's Cold Cream has given me a flawless complexion."

Send for Trial Tubes of Woodbury's Creams  
John H. Woodbury, Inc., 6789 Alford Street, Canton, Ohio  
(in Canada) John H. Woodbury, Ltd., Park, Ontario

Please send me trial tubes of Woodbury's Cold and Facial Creams, germ-free Woodbury Facial Soap, 7 tubes of Woodbury's Facial Powder, 1 tube. Sheer water-masking cream.

Name: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_

# FOR BURNS



Because it relieves Pain



Because it's Antiseptic-



Because it's Soothing

Unguentine takes the fire out of a burn and the burning pain out of a cut; it relieves the itching of eczema... and provides lasting antiseptic protection. It is the antiseptic in soothing form.

Never, never be without an adequate supply of Unguentine. Big tube 50¢; economical family size jar, \$1. At drug stores.



Just put on some Unguentine

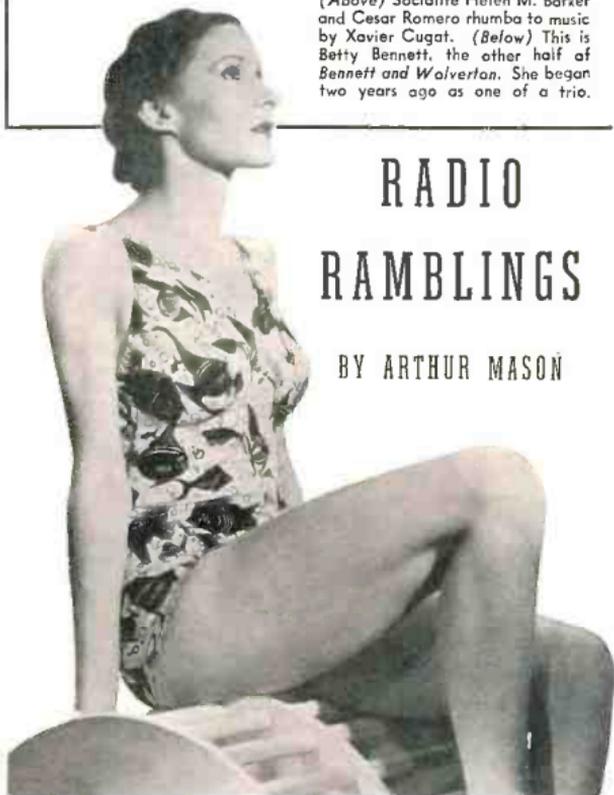




*The Calendar said:*  
**"CALL IT OFF"**  
**MIDOL**  
*said: "LET THEM COME"*



(Above) Socialite Helen M. Barker and Cesar Romero rhumba to music by Xavier Cugat. (Below) This is Betty Bennett, the other half of Bennett and Walverton. She began two years ago as one of a trio.



## RADIO RAMBLINGS

BY ARTHUR MASON

DO you still let pain take precedence to pleasure certain days each month? If you do, you should know doctors have discovered severe or prolonged periodic functional pain is not natural to most women—and that thousands of women have discovered it is *not necessary*. For unless there is some organic disorder demanding a physician's or surgeon's attention, Midol helps most women who try it.

Why not give Midol a chance to help you—to render dreaded days as care-free as others? Midol is made for this purpose. It acts quickly, and in all but unusual instances brings relief. A few Midol tablets should see you comfortably through your worst day. Your druggist has Midol in convenient purse-size tins.



ON THE COUNTER AT DRUGSTORES

NOW that Molly, of the *Fibber McGee and Molly* program, is well on her way to recovery, the story of the illness that kept her out of radio all this season may be told. Insomnia and a spell of ill health led to a very severe nervous breakdown. Poor Molly was unable to shake off a mood of deep melancholy, so intense that she became irrational at times. Complete rest over a long period was absolutely necessary.

Her illness was no secret to their friends in radio and its journalistic branches, but none of them breathed a word of it. Besides being partners in a radio act, they are a devoted couple, this Jim and Marian Jordan. Beneath the *Fibber McGee* swagger, Jim's heart was breaking. If Jim wanted the cause of his bravely concealed unhappiness kept out of newspapers and magazines, his friends eagerly sprang to that task.

Molly will not rejoin the radio act for months, although she might be able to try it again now. Her rest will continue at least until this fall, to make sure her recovery is complete.

*CHARLIE MARTIN'S* departure from radio to the more lucrative Hollywood fields brings up again one of radio's most ludicrous stories. Charlie, you know, has been the author of the thrill dramas heard on the Philip Morris program with Russ Morgan's orchestra twice a week during the past year.

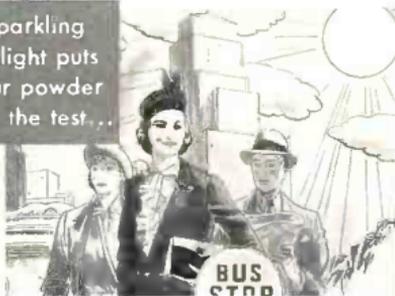
The dramas usually have a basis in fact, and Charlie is constantly on the track of people who know of suitable incidents around which to weave some of the dramas. A strolling mine of those stories is James Street, who writes tales of the South for various magazines.

A friend arranged an appoint- (Continued on page 16)



Marlyn "Mama, that man's here again" Stuart won fame through her mimicry of Betty Boop, Garbo and Crawford. She's still with Ken Murray.

Sparkling  
sunlight puts  
your powder  
to the test...



"Glare-Proof"  
Powder

reflects only  
the softer  
rays of light—  
looks soft  
and fresh in  
brightest light

THOSE first bright mornings search out every little fault of your face!—Powder showing up—features sharpened! Are you afraid of looking "all powdery"?

Not if you soften that sunlight—with Pond's "glare-proof" shades. Pond's Powder shades are blended to reflect only the softer rays of light. They give a soft lovely look to your face in any light. And do not show up "powdery."

Use Pond's daytime and under evening lights. True skin tones, uniformly blended. Special ingredients keep Pond's soft and clinging for hours. Decorated screw-top jars, 35¢, 70¢. Big boxes, 10¢, 20¢.



"... Pond's Rose Cream is just the greatest powder! It gives my skin a soft, bright look—and never shows up chalky!"



MISS SARA CLUCAS, New York Debutante

Free 5 "GLARE-PROOF" SHADES

Pond's, Dept. 915-PS, Clinton, Conn. Please rush, free, 5 different shades of Pond's "Glare-Proof" Powder, enough of each for a thorough 5-day test. (This offer expires July 1, 1938.)

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

"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 some 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 (once 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 512 New Brunswick, New Jersey U. S. A.



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



AWAY FROM THE MIKE WITH THE MAJOR



The Major spends his mornings dictating letters to his secretaries. There are 45 rare paintings in his office, 5 clocks, 6 radios and a phonograph.



The Major's car is custom-built, equipped with writing desk, bar and thermal unit. His license is Maryland 1.



Having jotted down notes for the next day while being driven home, he forgets work and plays solitaire.

An inside glimpse of Major Bowes' off-the-air life, showing what he is interested in and what he does, besides conducting his Amateurs



His fourteen-room apartment, atop the Capitol Theatre, is full of priceless paintings of which he is justly proud.



Formerly an auto racer, he now uses an "Erecycle" to keep fit. He starts his 12-hour day with a morning ride.

Women on the go

DEMAND A SANITARY NAPKIN THAT LIVES UP TO ITS PROMISES!

When you buy Kotex\* you can be sure that:

- \* Kotex stays Wondersoft—for it's cushioned in cotton.
- \* Kotex can't chafe, can't fail, can't show.
- \* Kotex can be worn on either side—no risk of using a pad with a non-absorbent side.
- \* You get full value for your money . . . the most efficient, comfortable sanitary service that 18 years of experience can produce.
- \* Only Kotex offers three types—Regular, Junior and Super—for different women on different days.

Use Quasi\* with Kotex . . . the new positive deodorant powder developed especially for sanitary napkins—softening, completely effective and only 35¢ for large 3-ounce size.

YOU GET WHAT YOU PAY FOR—WHEN YOU BUY

KOTEX<sup>®</sup> SANITARY NAPKINS

(\*Trade Mark Reg. U. S. Patent Office)

## RADIO RAMBLINGS

(Continued from page 13)



your skin never says  
"Winter" when you use  
Armand Blended Cream

## A BEAUTY SECRET REVEALED!

For dry skin, the aftermath of winter, use Armand Blended Cream, by Armand, creator of cosmetics that glorify natural loveliness.

This fluffiest of creams, rich in delicate oils, gently aids to soften harsh, dry and weathered skin. Surprisingly soon, your skin is clean, soft and supple, glowingly fresh, relaxed and refreshed. A modern type of cream, with the fragrance of fresh cut roses, it is free from wax and grease. You can use it five different ways, for in one jar, you have the effect of five facial aids, both convenience and economy.

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ment between Martin and Jimmy, and Jimmy told a couple of the stories. Charlie sat in ominous silence and Jimmy began to be annoyed. Finally Martin spoke.

"Young man," he said, "you may not know much of the radio business. You may not know that one thing we never tolerate is plagiarism. Both of those stories you told me have been written in a book I have right here in my desk."

It was James Street's turn to be silent. Charlie produced the book and Jimmy helped turn to the title page. There, in clear type, was the name of the author: "By James Street."

AFTER all their years of bawling Chicago's windy winters, Amos 'n' Andy have now devoted their career to following the sun—and taking their radio program right with them. They have moved their permanent headquarters to Hollywood to keep under the warm California sun. They don't even stay, however, to brave the mild chills of Hollywood's rainy season. As time for that rolls around, they pick up their microphone and head for Palm Springs, out in the desert a few hours away, where it remains dry and warm all winter. They have another home there, and nearby a complete radio studio has been equipped solely for the daily adventures of Amos 'n' Andy.

They have no designs on filmdom's gold. No use moving out to California

to catch the sun and then working in sunless movie studios all day. Not for those boys!

FOLLOWERS of Kay Kyser's *College of Musical Knowledge* may have been puzzled about the program's changing its name when a sponsor bought the show recently and moved it out of its midnight hour. Moving into an early evening network spot, the program became *Kay Kyser's Kampus Klaxx*.

The explanation is simple. The new sponsor was *Lucky Strike*. For two years the rival cigarette, *Camels*, has been broadcasting *Jack Oakie's Colley*. With rivalry so keen, no one wanted any confusion. Now that *Oakie* is off, Kyser takes the place of *Your Hollywood Parade* under the name of *Kay Kyser's Musical Colley*.

FRED ALLEN was talking about a radio writer who has been doing well in the market lately.

"Yes, he's a big man in Hollywood now," Fred droned, "a very big man. Probably the biggest joke thief they have out there."

THE Rudy Vallee hour still is one of the most popular programs on the air, but it has slipped farther back in the rankings this season than ever before. Possibly the explanation may lie in the unusually long stay it had in Hollywood this winter.

(Continued on page 18)



Bandleader Richard Himber is surprisingly expert as a card manipulator, especially before an appreciative audience. He's also a practical joker.

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- 211 Modern Sexual Morality
- 212 Burial Funeral Oration
- 213 Judge Infidelity
- 214 Nature of General Dis-
- 215 Kind of Artistic
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- 218 and Women
- 219 Book of Light Forces
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- 223 Good Habits and How to
- 224 Form Them
- 225 First Aid for Inventors
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- 229 Body
- 230 Association Tests in Psycho-
- 231 Analytic
- 232 Life of P. S. Marriage
- 233 and Divorce Laws
- 234 A Rapid Calculator
- 235 Facts on Hints and Sexual
- 236 Dreams
- 237 Boundaries of Life
- 238 Sexual Questions
- 239 Hinduism's Mysteries
- 240 How to Change Habits
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- 301 How to Build Vocabulary
- 302 Sins of Good People
- 303 President Harding's Illegiti-
- 304 Daughter
- 305 "Flesh and the World"
- 306 The Civilization Drea-
- 307 Sexes?
- 308 Forces of Evil
- 309 Are the Clergy Honest?
- 310 Good Habits
- 311 Confessions of a Gold Miner
- 312 Instantaneous Personal
- 313 My Prison Years
- 314 Stories of Texas Life
- 315 My Prison Years
- 316 Personalities
- 317 How to Get a Divorce
- 318 Pool Wrecks (Serialized)
- 319 Personal Love Affairs
- 320 Common Sense of Sex
- 321 How to Think Clearly
- 322 Simple Beauty Hints
- 323 Amusing Pump
- 324 Jeopardy Explained
- 325 Memory: How to Use It
- 326 Facts and Health Treas-
- 327 Spanish-English Dictionary
- 328 Facts About Alcohol
- 329 Simple Beauty Hints
- 330 Amusing Pump
- 331 Jeopardy Explained
- 332 Memory: How to Use It
- 333 Facts and Health Treas-
- 334 Spanish-English Dictionary
- 335 Facts About Alcohol
- 336 How to Build Vocabulary
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- 338 President Harding's Illegiti-
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- 343 Forces of Evil
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- 347 Instantaneous Personal
- 348 My Prison Years
- 349 Stories of Texas Life
- 350 My Prison Years
- 351 Personalities
- 352 How to Get a Divorce
- 353 Pool Wrecks (Serialized)
- 354 Personal Love Affairs
- 355 Common Sense of Sex
- 356 How to Think Clearly
- 357 Simple Beauty Hints
- 358 Amusing Pump
- 359 Jeopardy Explained
- 360 Memory: How to Use It
- 361 Facts and Health Treas-
- 362 Spanish-English Dictionary
- 363 Facts About Alcohol
- 364 How to Build Vocabulary
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- 366 President Harding's Illegiti-
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- 369 The Civilization Drea-
- 370 Sexes?
- 371 Forces of Evil
- 372 Are the Clergy Honest?
- 373 Good Habits
- 374 Confessions of a Gold Miner
- 375 Instantaneous Personal
- 376 My Prison Years
- 377 Stories of Texas Life
- 378 My Prison Years
- 379 Personalities
- 380 How to Get a Divorce
- 381 Pool Wrecks (Serialized)
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- 385 Simple Beauty Hints
- 386 Amusing Pump
- 387 Jeopardy Explained
- 388 Memory: How to Use It
- 389 Facts and Health Treas-
- 390 Spanish-English Dictionary
- 391 Facts About Alcohol
- 392 How to Build Vocabulary
- 393 Sins of Good People
- 394 President Harding's Illegiti-
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- 396 "Flesh and the World"
- 397 The Civilization Drea-
- 398 Sexes?
- 399 Forces of Evil
- 400 Are the Clergy Honest?
- 401 Good Habits
- 402 Confessions of a Gold Miner
- 403 Instantaneous Personal
- 404 My Prison Years
- 405 Stories of Texas Life
- 406 My Prison Years
- 407 Personalities
- 408 How to Get a Divorce
- 409 Pool Wrecks (Serialized)
- 410 Personal Love Affairs
- 411 Common Sense of Sex
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- 413 Simple Beauty Hints
- 414 Amusing Pump
- 415 Jeopardy Explained
- 416 Memory: How to Use It
- 417 Facts and Health Treas-
- 418 Spanish-English Dictionary
- 419 Facts About Alcohol
- 420 How to Build Vocabulary
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- 422 President Harding's Illegiti-
- 423 Daughter
- 424 "Flesh and the World"
- 425 The Civilization Drea-
- 426 Sexes?
- 427 Forces of Evil
- 428 Are the Clergy Honest?
- 429 Good Habits
- 430 Confessions of a Gold Miner
- 431 Instantaneous Personal
- 432 My Prison Years
- 433 Stories of Texas Life
- 434 My Prison Years
- 435 Personalities
- 436 How to Get a Divorce
- 437 Pool Wrecks (Serialized)
- 438 Personal Love Affairs
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- 440 How to Think Clearly
- 441 Simple Beauty Hints
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- 443 Jeopardy Explained
- 444 Memory: How to Use It
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- 447 Facts About Alcohol
- 448 How to Build Vocabulary
- 449 Sins of Good People
- 450 President Harding's Illegiti-
- 451 Daughter
- 452 "Flesh and the World"
- 453 The Civilization Drea-
- 454 Sexes?
- 455 Forces of Evil
- 456 Are the Clergy Honest?
- 457 Good Habits
- 458 Confessions of a Gold Miner
- 459 Instantaneous Personal
- 460 My Prison Years
- 461 Stories of Texas Life
- 462 My Prison Years
- 463 Personalities
- 464 How to Get a Divorce
- 465 Pool Wrecks (Serialized)
- 466 Personal Love Affairs
- 467 Common Sense of Sex
- 468 How to Think Clearly
- 469 Simple Beauty Hints
- 470 Amusing Pump
- 471 Jeopardy Explained
- 472 Memory: How to Use It
- 473 Facts and Health Treas-
- 474 Spanish-English Dictionary
- 475 Facts About Alcohol
- 476 How to Build Vocabulary
- 477 Sins of Good People
- 478 President Harding's Illegiti-
- 479 Daughter
- 480 "Flesh and the World"
- 481 The Civilization Drea-
- 482 Sexes?
- 483 Forces of Evil
- 484 Are the Clergy Honest?
- 485 Good Habits
- 486 Confessions of a Gold Miner
- 487 Instantaneous Personal
- 488 My Prison Years
- 489 Stories of Texas Life
- 490 My Prison Years
- 491 Personalities
- 492 How to Get a Divorce
- 493 Pool Wrecks (Serialized)
- 494 Personal Love Affairs
- 495 Common Sense of Sex
- 496 How to Think Clearly
- 497 Simple Beauty Hints
- 498 Amusing Pump
- 499 Jeopardy Explained
- 500 Memory: How to Use It
- 501 Facts and Health Treas-
- 502 Spanish-English Dictionary
- 503 Facts About Alcohol
- 504 How to Build Vocabulary
- 505 Sins of Good People
- 506 President Harding's Illegiti-
- 507 Daughter
- 508 "Flesh and the World"
- 509 The Civilization Drea-
- 510 Sexes?
- 511 Forces of Evil
- 512 Are the Clergy Honest?
- 513 Good Habits
- 514 Confessions of a Gold Miner
- 515 Instantaneous Personal
- 516 My Prison Years
- 517 Stories of Texas Life
- 518 My Prison Years
- 519 Personalities
- 520 How to Get a Divorce
- 521 Pool Wrecks (Serialized)
- 522 Personal Love Affairs
- 523 Common Sense of Sex
- 524 How to Think Clearly
- 525 Simple Beauty Hints
- 526 Amusing Pump
- 527 Jeopardy Explained
- 528 Memory: How to Use It
- 529 Facts and Health Treas-
- 530 Spanish-English Dictionary
- 531 Facts About Alcohol
- 532 How to Build Vocabulary
- 533 Sins of Good People
- 534 President Harding's Illegiti-
- 535 Daughter
- 536 "Flesh and the World"
- 537 The Civilization Drea-
- 538 Sexes?
- 539 Forces of Evil
- 540 Are the Clergy Honest?
- 541 Good Habits
- 542 Confessions of a Gold Miner
- 543 Instantaneous Personal
- 544 My Prison Years
- 545 Stories of Texas Life
- 546 My Prison Years
- 547 Personalities
- 548 How to Get a Divorce
- 549 Pool Wrecks (Serialized)
- 550 Personal Love Affairs
- 551 Common Sense of Sex
- 552 How to Think Clearly
- 553 Simple Beauty Hints
- 554 Amusing Pump
- 555 Jeopardy Explained
- 556 Memory: How to Use It
- 557 Facts and Health Treas-
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- 559 Facts About Alcohol
- 560 How to Build Vocabulary
- 561 Sins of Good People
- 562 President Harding's Illegiti-
- 563 Daughter
- 564 "Flesh and the World"
- 565 The Civilization Drea-
- 566 Sexes?
- 567 Forces of Evil
- 568 Are the Clergy Honest?
- 569 Good Habits
- 570 Confessions of a Gold Miner
- 571 Instantaneous Personal
- 572 My Prison Years
- 573 Stories of Texas Life
- 574 My Prison Years
- 575 Personalities
- 576 How to Get a Divorce
- 577 Pool Wrecks (Serialized)
- 578 Personal Love Affairs
- 579 Common Sense of Sex
- 580 How to Think Clearly
- 581 Simple Beauty Hints
- 582 Amusing Pump
- 583 Jeopardy Explained
- 584 Memory: How to Use It
- 585 Facts and Health Treas-
- 586 Spanish-English Dictionary
- 587 Facts About Alcohol
- 588 How to Build Vocabulary
- 589 Sins of Good People
- 590 President Harding's Illegiti-
- 591 Daughter
- 592 "Flesh and the World"
- 593 The Civilization Drea-
- 594 Sexes?
- 595 Forces of Evil
- 596 Are the Clergy Honest?
- 597 Good Habits
- 598 Confessions of a Gold Miner
- 599 Instantaneous Personal
- 600 My Prison Years
- 601 Stories of Texas Life
- 602 My Prison Years
- 603 Personalities
- 604 How to Get a Divorce
- 605 Pool Wrecks (Serialized)
- 606 Personal Love Affairs
- 607 Common Sense of Sex
- 608 How to Think Clearly
- 609 Simple Beauty Hints
- 610 Amusing Pump
- 611 Jeopardy Explained
- 612 Memory: How to Use It
- 613 Facts and Health Treas-
- 614 Spanish-English Dictionary
- 615 Facts About Alcohol
- 616 How to Build Vocabulary
- 617 Sins of Good People
- 618 President Harding's Illegiti-
- 619 Daughter
- 620 "Flesh and the World"
- 621 The Civilization Drea-
- 622 Sexes?
- 623 Forces of Evil
- 624 Are the Clergy Honest?
- 625 Good Habits
- 626 Confessions of a Gold Miner
- 627 Instantaneous Personal
- 628 My Prison Years
- 629 Stories of Texas Life
- 630 My Prison Years
- 631 Personalities
- 632 How to Get a Divorce
- 633 Pool Wrecks (Serialized)
- 634 Personal Love Affairs
- 635 Common Sense of Sex
- 636 How to Think Clearly
- 637 Simple Beauty Hints
- 638 Amusing Pump
- 639 Jeopardy Explained
- 640 Memory: How to Use It
- 641 Facts and Health Treas-
- 642 Spanish-English Dictionary
- 643 Facts About Alcohol
- 644 How to Build Vocabulary
- 645 Sins of Good People
- 646 President Harding's Illegiti-
- 647 Daughter
- 648 "Flesh and the World"
- 649 The Civilization Drea-
- 650 Sexes?
- 651 Forces of Evil
- 652 Are the Clergy Honest?
- 653 Good Habits
- 654 Confessions of a Gold Miner
- 655 Instantaneous Personal
- 656 My Prison Years
- 657 Stories of Texas Life
- 658 My Prison Years
- 659 Personalities
- 660 How to Get a Divorce
- 661 Pool Wrecks (Serialized)
- 662 Personal Love Affairs
- 663 Common Sense of Sex
- 664 How to Think Clearly
- 665 Simple Beauty Hints
- 666 Amusing Pump
- 667 Jeopardy Explained
- 668 Memory: How to Use It
- 669 Facts and Health Treas-
- 670 Spanish-English Dictionary
- 671 Facts About Alcohol
- 672 How to Build Vocabulary
- 673 Sins of Good People
- 674 President Harding's Illegiti-
- 675 Daughter
- 676 "Flesh and the World"
- 677 The Civilization Drea-
- 678 Sexes?
- 679 Forces of Evil
- 680 Are the Clergy Honest?
- 681 Good Habits
- 682 Confessions of a Gold Miner
- 683 Instantaneous Personal
- 684 My Prison Years
- 685 Stories of Texas Life
- 686 My Prison Years
- 687 Personalities
- 688 How to Get a Divorce
- 689 Pool Wrecks (Serialized)
- 690 Personal Love Affairs
- 691 Common Sense of Sex
- 692 How to Think Clearly
- 693 Simple Beauty Hints
- 694 Amusing Pump
- 695 Jeopardy Explained
- 696 Memory: How to Use It
- 697 Facts and Health Treas-
- 698 Spanish-English Dictionary
- 699 Facts About Alcohol
- 700 How to Build Vocabulary
- 701 Sins of Good People
- 702 President Harding's Illegiti-
- 703 Daughter
- 704 "Flesh and the World"
- 705 The Civilization Drea-
- 706 Sexes?
- 707 Forces of Evil
- 708 Are the Clergy Honest?
- 709 Good Habits
- 710 Confessions of a Gold Miner
- 711 Instantaneous Personal
- 712 My Prison Years
- 713 Stories of Texas Life
- 714 My Prison Years
- 715 Personalities
- 716 How to Get a Divorce
- 717 Pool Wrecks (Serialized)
- 718 Personal Love Affairs
- 719 Common Sense of Sex
- 720 How to Think Clearly
- 721 Simple Beauty Hints
- 722 Amusing Pump
- 723 Jeopardy Explained
- 724 Memory: How to Use It
- 725 Facts and Health Treas-
- 726 Spanish-English Dictionary
- 727 Facts About Alcohol
- 728 How to Build Vocabulary
- 729 Sins of Good People
- 730 President Harding's Illegiti-
- 731 Daughter
- 732 "Flesh and the World"
- 733 The Civilization Drea-
- 734 Sexes?
- 735 Forces of Evil
- 736 Are the Clergy Honest?
- 737 Good Habits
- 738 Confessions of a Gold Miner
- 739 Instantaneous Personal
- 740 My Prison Years
- 741 Stories of Texas Life
- 742 My Prison Years
- 743 Personalities
- 744 How to Get a Divorce
- 745 Pool Wrecks (Serialized)
- 746 Personal Love Affairs
- 747 Common Sense of Sex
- 748 How to Think Clearly
- 749 Simple Beauty Hints
- 750 Amusing Pump
- 751 Jeopardy Explained
- 752 Memory: How to Use It
- 753 Facts and Health Treas-
- 754 Spanish-English Dictionary
- 755 Facts About Alcohol
- 756 How to Build Vocabulary
- 757 Sins of Good People
- 758 President Harding's Illegiti-
- 759 Daughter
- 760 "Flesh and the World"
- 761 The Civilization Drea-
- 762 Sexes?
- 763 Forces of Evil
- 764 Are the Clergy Honest?
- 765 Good Habits
- 766 Confessions of a Gold Miner
- 767 Instantaneous Personal
- 768 My Prison Years
- 769 Stories of Texas Life
- 770 My Prison Years
- 771 Personalities
- 772 How to Get a Divorce
- 773 Pool Wrecks (Serialized)
- 774 Personal Love Affairs
- 775 Common Sense of Sex
- 776 How to Think Clearly
- 777 Simple Beauty Hints
- 778 Amusing Pump
- 779 Jeopardy Explained
- 780 Memory: How to Use It
- 781 Facts and Health Treas-
- 782 Spanish-English Dictionary
- 783 Facts About Alcohol
- 784 How to Build Vocabulary
- 785 Sins of Good People
- 786 President Harding's Illegiti-
- 787 Daughter
- 788 "Flesh and the World"
- 789 The Civilization Drea-
- 790 Sexes?
- 791 Forces of Evil
- 792 Are the Clergy Honest?
- 793 Good Habits
- 794 Confessions of a Gold Miner
- 795 Instantaneous Personal
- 796 My Prison Years
- 797 Stories of Texas Life
- 798 My Prison Years
- 799 Personalities
- 800 How to Get a Divorce
- 801 Pool Wrecks (Serialized)
- 802 Personal Love Affairs
- 803 Common Sense of Sex
- 804 How to Think Clearly
- 805 Simple Beauty Hints
- 806 Amusing Pump
- 807 Jeopardy Explained
- 808 Memory: How to Use It
- 809 Facts and Health Treas-
- 810 Spanish-English Dictionary
- 811 Facts About Alcohol
- 812 How to Build Vocabulary
- 813 Sins of Good People
- 814 President Harding's Illegiti-
- 815 Daughter
- 816 "Flesh and the World"
- 817 The Civilization Drea-
- 818 Sexes?
- 819 Forces of Evil
- 820 Are the Clergy Honest?
- 821 Good Habits
- 822 Confessions of a Gold Miner
- 823 Instantaneous Personal
- 824 My Prison Years
- 825 Stories of Texas Life
- 826 My Prison Years
- 827 Personalities
- 828 How to Get a Divorce
- 829 Pool Wrecks (Serialized)
- 830 Personal Love Affairs
- 831 Common Sense of Sex
- 832 How to Think Clearly
- 833 Simple Beauty Hints
- 834 Amusing Pump
- 835 Jeopardy Explained
- 836 Memory: How to Use It
- 837 Facts and Health Treas-
- 838 Spanish-English Dictionary
- 839 Facts About Alcohol
- 840 How to Build Vocabulary
- 841 Sins of Good People
- 842 President Harding's Illegiti-
- 843 Daughter
- 844 "Flesh and the World"
- 845 The Civilization Drea-
- 846 Sexes?
- 847 Forces of Evil
- 848 Are the Clergy Honest?
- 849 Good Habits
- 850 Confessions of a Gold Miner
- 851 Instantaneous Personal
- 852 My Prison Years
- 853 Stories of Texas Life
- 854 My Prison Years
- 855 Personalities
- 856 How to Get a Divorce
- 857 Pool Wrecks (Serialized)
- 858 Personal Love Affairs
- 859 Common Sense of Sex
- 860 How to Think Clearly
- 861 Simple Beauty Hints
- 862 Amusing Pump
- 863 Jeopardy Explained
- 864 Memory: How to Use It
- 865 Facts and Health Treas-
- 866 Spanish-English Dictionary
- 867 Facts About Alcohol
- 868 How to Build Vocabulary
- 869 Sins of Good People
- 870 President Harding's Illegiti-
- 871 Daughter
- 872 "Flesh and the World"
- 873 The Civilization Drea-
- 874 Sexes?
- 875 Forces of Evil
- 876 Are the Clergy Honest?
- 877 Good Habits
- 878 Confessions of a Gold Miner
- 879 Instantaneous Personal
- 880 My Prison Years
- 881 Stories of Texas Life
- 882 My Prison Years
- 883 Personalities
- 884 How to Get a Divorce
- 885 Pool Wrecks (Serialized)
- 886 Personal Love Affairs
- 887 Common Sense of Sex
- 888 How to Think Clearly
- 889 Simple Beauty Hints
- 890 Amusing Pump
- 891 Jeopardy Explained
- 892 Memory: How to Use It
- 893 Facts and Health Treas-
- 894 Spanish-English Dictionary
- 895 Facts About Alcohol
- 896 How to Build Vocabulary
- 897 Sins of Good People
- 898 President Harding's Illegiti-
- 899 Daughter
- 900 "Flesh and the World"
- 901 The Civilization Drea-
- 902 Sexes?
- 903 Forces of Evil
- 904 Are the Clergy Honest?
- 905 Good Habits
- 906 Confessions of a Gold Miner
- 907 Instantaneous Personal
- 908 My Prison Years
- 909 Stories of Texas Life
- 910 My Prison Years
- 911 Personalities
- 912 How to Get a Divorce
- 913 Pool Wrecks (Serialized)
- 914 Personal Love Affairs
- 915 Common Sense of Sex
- 916 How to Think Clearly
- 917 Simple Beauty Hints
- 918 Amusing Pump
- 919 Jeopardy Explained
- 920 Memory: How to Use It
- 921 Facts and Health Treas-
- 922 Spanish-English Dictionary
- 923 Facts About Alcohol
- 924 How to Build Vocabulary
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- 927 Daughter
- 928 "Flesh and the World"
- 929 The Civilization Drea-
- 930 Sexes?
- 931 Forces of Evil
- 932 Are the Clergy Honest?
- 933 Good Habits
- 934 Confessions of a Gold Miner
- 935 Instantaneous Personal
- 936 My Prison Years
- 937 Stories of Texas Life
- 938 My Prison Years
- 939 Personalities
- 940 How to Get a Divorce
- 941 Pool Wrecks (Serialized)
- 942 Personal Love Affairs
- 943 Common Sense of Sex
- 944 How to Think Clearly
- 945 Simple Beauty Hints
- 946 Amusing Pump
- 947 Jeopardy Explained
- 948 Memory: How to Use It
- 949 Facts and Health Treas-
- 950 Spanish-English Dictionary
- 951 Facts About Alcohol
- 952 How to Build Vocabulary
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- 994 My Prison Years
- 995 Personalities
- 996 How to Get a Divorce
- 997 Pool Wrecks (Serialized)
- 998 Personal Love Affairs
- 999 Common Sense of Sex
- 1000 How to Think Clearly

1965 Paris About Nations  
1966 Statistics: How to Under-  
stand Them  
1967 Nations: See: How  
1968 Paris About Nations  
1969 Paris About Nations  
1970 Paris About Nations  
1971 Paris About Nations  
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1981 Paris About Nations  
1982 Paris About Nations

(Continued from page 16)

One of the keys to the hour's success has been the sprightly new talents and ideas it has uncovered and introduced to radio. Other programs simply sat back and debated about unconventional performers, but the Vallee show brought them right in for a trial. New York's theatres and night clubs offered abundant ideas.

Hollywood has no such material—or very little of it, at least. The directors do not want to make it merely another program of movie cast stars, so during its Hollywood stay, the program leaned mainly on old vaudeville troupers, hanging around Hollywood in semi-retirement or out there on the chance of an occasional movie bit. They don't fit into either radio or the Vallee hour's youthful, fresh spirit very well.

NOW that Norman Corwin has become one of the important Metropolitan Opera fixtures, it might not be too impudite to wonder about the renaisance thoughts of a Columbia network executive who had a little experience with Norman just four years ago. Norman had had a brief series on Columbia, and the executive tried to be fatherly and kind as he summarized the young baritone to the other.

"Norman," he said, "while you're still young, why don't you try to get out of this business and make a real career for yourself? I hate to say this, but you never will be any sort of success as a singer."

Just a year later the name Corwin appeared on the Metropolitan roster.

Each season radio seems to draw in one established comedy act that seems ideal for the new medium—and then crushes the performers in difficulties that threaten to destroy a career. Last season it was Victor Moore and Helen Broderick, two of the funniest persons on stage or screen, and a deplorable failure in radio. This year it is Jack Haley.

He has the debonair, jovial air that should be perfect on radio. He has engaged writers with successful records in both movies and other radio programs. The combination has turned out one of the year's least worthwhile radio programs.

A recent scene in his studio illustrates how the program is floundering.

"What does a hen say when she lays an egg," the joke began, and some one cackled. "A square egg!" was the next line.

"She says, 'Ouch!'" was the snapper to that.

Most comedians would drop that without a struggle. Haley's show that day was in such straits for laughs, even small ones, that he protested when the NBC censor department suggested that he drop the joke because it had a trace of vulgarity. The compromise settlement was as ludicrous as the argument.

He was allowed to keep the joke but instead of "Ouch," he promised to say, "Woo, woo."

THE most expensive, and probably the most ingenious, practical jokes of the season belongs to Richard Himber. Buddy Clark works with Himber's orchestra on the air and in movie shorts, and the two carry on an endless diet of jovial, friendly insults. At previews, Clark would invariably give out a loud raspberry as

(Continued on page 97)

# FRESHNESS!

..that's what the world wants  
in Movie Stars.. and Cigarettes



## Her Freshness Wins

A favorite of the London stage, Ida Lupino's freshness caught the eye of a Paramount talent scout. She was whisked to Hollywood and starred in "The Gay Desperado," "King of the Green," "Artists and Models," "Our Hairy Afternoon," "Fight for Your Lady," and the freshness of this young star wins fresh applause!

THE fear of going stale keeps half of Hollywood awake nights. For the brightest star becomes a falling star... once freshness fades.

That's equally true of cigarettes. Staleness often makes a "hus hus" of a cigarette that ought to be in the prime of stardom. Staleness can transform the mildest cigarette into a harsh irritant and rob it of all flavor.

That's why we run no risks with our delightful young star... Old Gold. Every pack of Old Golds carries its own freshness right with it... dandy sealed-in by 2 jackets of stale-proof Cellulphane.

At the peak of freshness, wherever and whenever you smoke it, every Old Gold gives a perfect performance in the role of America's most appealing cigarette. The price of one pack admits you to this year's biggest smoking hit... "Old Gold Freshies of '38".

TURN IN an Old Gold's Hollywood Rejuvenation, Tone, and Taste, nights, Columbia Network, Coast-and-out



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



Illustration: © 1938 by J. Loveland Co., Inc.



## FOR DISTINGUISHED SERVICE TO RADIO

No bandleader ever enjoyed a more loyal and enthusiastic following than Benny Goodman, whose *Swing School* is presented each Tuesday at 9:30 p.m. EST by Camel Cigarettes over the Columbia Broadcasting System. No matter in which section of the country it's heard, Benny's unique style of swing music receives long, loud and record-breaking ovations led by the younger dancing set which, you'll readily admit, is best qualified to determine what constitutes good dance music.

Radio, unquestionably, is responsible for the amazing popularity of Benny Goodman. Dancers hearing him on the air, naturally storm the spot where they can see and hear him in person.

His *Swing School* is a program which appeals not only to swing addicts, but to dance lovers in general. The reason is simple enough. The Goodman style awakens and stimulates the desire to dance, to be gay and have fun. It offers a chance to express oneself.

Personally, Benny Goodman is an unassuming, easily embarrassed fellow who looks quite unlike what you'd expect of the "King of Swing." But beneath his deceiving appearance is Benny's keen rhythmic sense and ability to pick musicians who can best interpret his individual style of dance music. He works harder than any man in his band, has complete mastery of the clarinet, besides a thorough knowledge and sound judgment of dance music.

To Benny Goodman, for the joy and happiness he's brought to the millions and millions of dance lovers, Radio Stars Magazine presents its Award for Distinguished Service to Radio.

Later C. Grady

EDITOR.



# STRAIGHT

In which roses and raspberries are

AL JOI-SON has extremely laid radio manners.

As an example, consider the treatment of John Barrymore when that gentleman appeared on the mammy singer's radio stilt.

We are somewhat accustomed to verbal fisticuffs being exchanged over the air waves, but there are limits to the amount of kidding that can be indulged in before the borderline of decency is reached. And Jolson, Kaye and Parkyakarkus whizzed right by those limits when they laid the unfortunate Mr. Barrymore within range of their guns. He was unmercifully jibed at for alleged bags under eyes, double chins and the other paraphernalia usually associated with dissipation and old age.

# FROM THE COLD SHOULDER

handed out to air programs and personalities, in surprisingly frank fashion BY WILLIAM L. VALLEE

Jolson makes a habit of exchanging banter with his "guests," but ordinarily it is fairly well restrained. In this instance, however, his procedure lacked both humor and good taste.

We're not through with Mr. J. Let's examine his humor under our microscope. For his allegedly funny material he collects a sizable fee, therefore it is worthy of our scrutiny—and besides we have to listen to it.

*Fica:* He has been writing letters to a little girl whom he suspects of putting on airs. Her name is Jessica, so he can't resist the opportunity to panic his audience by adding "ica" to every word. Thus, a line would read: "Jessica haiceo beemica naughtica andica. Haiceo is sozeical!" Passing over

this hysterically funny bit, let's look at a sample gag. Al kills the audience, and squeals Parkyakarkus at the same time, with this very funny line: "You couldn't whip a pint of cream with an outboard motor!" Later, after half of the audience has been carried out, exhausted from laughing, the estimable Mr. Parkyakarkus—digging up the old fashioned he and she type of joke from his long-undisturbed grave—forces "Mr. Jolson" to ask him why his grandmother is like a ferry-boat. It's all Parkyakarkus can do to tell him that his grandmother resembles a ferry-boat because she has trouble getting into her slip. Someone might tell the sponsor that he's not getting his money's worth. And tell Al to hire better writers. . . .

Apart from all of this, but surprisingly like a clap of thunder on a clear day, is the fact that Jolson—amidst a hoede of movie-people denunciations of the redoubtable Jimmie Fidler—has just written a song entitled *And I Do Mean You*.

AS an example of really funny carrying-on, tune in *Uncle Jonathan*, any day but Wednesday, at 3:15 on W'AAT. Orth Bell plays Junatlian and a bevy of humorous characters. He writes his own stuff and he guaranteed.

Coitness should be restricted to the cradle and pretty girls, where it rightfully belongs, and not appropriated by

(Continued on page 79)



**ALLIE LOWE MILES**  
... she herds a bunch of women together and holds a little radio clam-bate . . .

**FRED ALLEN**  
... he's good in the same way at the same times week in, week out . . .

**ED. G. ROBINSON**  
... in an only fair piece, Big Town, his performance is nearly perfect . . .

**MARY ASYOR**  
... one of the very few women whose voice rests comfortably on ears . . .



**JEAN DICKENSON**  
... a coloratura soprano who isn't annoying . . .

**AL JOI-SON**  
... his procedure lacked both good taste and humor . . .

**WALTER O'REEFE**  
... he might do well to consider the matter of flexibility . . .





Rehearsals for the Ben Bernie program push toward perfection, as maestro and cast toil tirelessly.

The Old Maestro confers with three of his script writers. (Left) Albert Miller and Park Levy. (Right) Allen Lipscomb.

Jane Pickens, soloist on the Bernie show and former prima donna of the Ziegfeld Follies, takes a snack between numbers.

Jane can toss off an aria, or render a blues song with equal skill. She first won fame as one of the singing Pickens Sisters, from Georgia.





## IT JUST HAS TO BE GOOD!

Announcer Ralph Edwards, born in Merino, Colo., began in radio in San Francisco. He once autographed a biscuit for a dining-car waiter.

When you hear that smooth broadcast, Wednesday evenings at 9:30, EST, you'd never suspect how many headaches went into building it!

A concert violinist at fourteen, later in vaudeville, radio lifted Ben Bernie to the heights of fame. A good friend. A swell guy. Yawsah!

Lew Lehr, "crazier than ten monkeys," known to movie fans for his comic *Newsettes*, splutters his nightmare nonsense on the Bernie show.





1934 World

Romantic rumors fly about Janet Gaynor and Tyrone Power, who are often seen together. Will they marry?

## IN THE RADIO

Who's this behind the mask? Nelson Eddy monoes fair Jeanette MacDonald, in *The Girl of the Golden West*.



A threat to Sonja Henie? Kate Smith, teen on the ice at Lake Placid, is a skilled, graceful skater.

At *Watch the Fun Go By*, Dinty Doyle (right), newspaper columnist, joins Al Pearce in a hearty laugh.



Once singing m.c. of *Hollywood Hotel*, Dick Powell then did the same rôle on *Your Hollywood Parade*.

## SPOTLIGHT

When President Franklin D. Roosevelt broadcasts, he faces a besieging battery of cameras and microphones.

Dorothy Lamour shows a lei of white and golden blossoms, sent her from Java by a Javonese ruler.

Diminutive baritone Ray Heatterton's favorite hobby is riding. He also likes tennis, boxing and swimming.



1934 World



"I don't want to be a glamour girl," says lovely Dorothy Lamour, still a bit dazed by her success in movies and on the air.



## CANDIDS



She is married to Gene Raymond now. But, "I'm superstitious about discussing my happiness," says Jeanette MacDonald, making up for *The Girl of the Golden West*.



An armful of innocence for Jack Oakie! The baby lamb made its debut with him in *Radio City Revels*, so Jack has adopted it. Jack has made over half a hundred movies.

Just a bit of buffoonery on a movie set. Between scenes in Paramount's *Dr. Rhythm*, Bing Crosby shows Comedienne Bea Lillie a sample of Hollywood love-making.



(Left) Martha Raye and Lynne Overman, at *The Big Broadcast of 1938*, in an impromptu battle. Looks as if Martha's winning! Her first film rôle was in *Rhythm on the Range*.



Wistful wizard of Waukeegan, Worrier Jack Benny! He writes most of his lines himself, but he still worries about it all.



Phil Harris, whose manly charm is Jack Benny's despair, with his mother. His wife is Marcia Ralston, formerly in the movies.



Voted the most versatile man in his class at Yale, popular tenor Lanny Ross is a candid camera fan.



You wouldn't suspect the microphone of temperamental Martha Raye, rehearsing a scene for *The Big Broadcast of 1938*, gets a great surprise!



As the first notes of her song come forth, suddenly "Mike" draws away from her.

"I guess I can hold my audience without your help!" thinks she, pushing him off.

## MARTHA AND

That doesn't seem to help. She whips him around her neck, starts to "swing it."

"After all, we're both trying to make a living!" she pleads, as he coils snottily.



But the script calls for "Mike," so, with a scornful grimace, Martha fiercely yanks him back.

She tries a gentle ballad, in soft, caressing tones, but "Mike" remains aloof and unyielding.

## THE TEMPERAMENTAL "MIKE"

"Maybe—if I'd whistle—" thinks Martha, as a last resort. Down on the floor, amid the cobra-like coils of the recalcitrant and temperamental "Mike," she makes a last desperate effort to put over her song. "Maybe I ought to be temperamental, too!"



Now down to the floor they go! "Mike" writhing and twisting Martha cajoling, persisting.

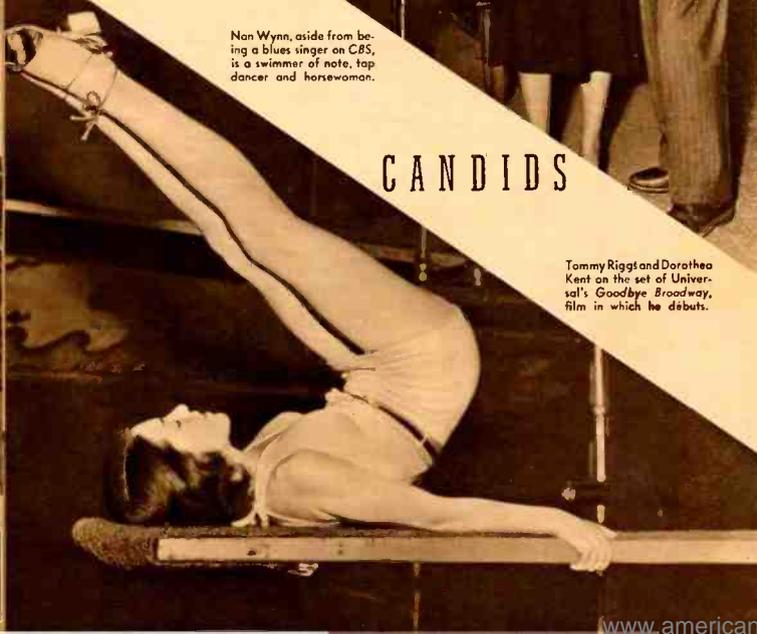




CBS air columnist Mary Margaret McBride and announcer Ken Roberts test sponsor's product.



Nan Wynn, aside from being a blues singer on CBS, is a swimmer of note, tap dancer and horsewoman.



## CANDIDS

Tammy Rigg and Doratheia Kent on the set of Universal's *Goodbye Broadway*, film in which he debuts.



Buddy Rogers, happy spouse of Mary Pickford, talks to A. C. Blumenthal and June Lang, rumored romantics.



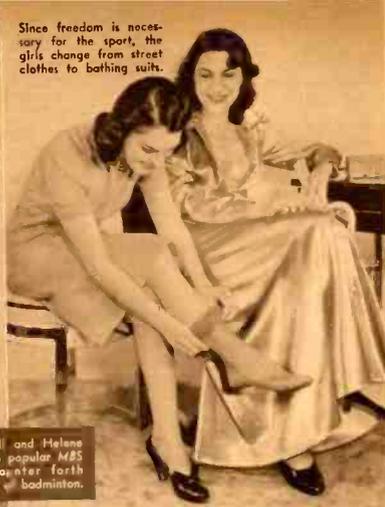
Lum and Abner, having a new sponsor, are heard on Monday, Wednesday, Friday, 6:45 p.m. EST.



Loretta Poynton made her radio debut as a baby imitator. Now she's Donna in *Dan Harding's Wife*.



Joan Merrill and Helene Daniels, two popular MBS vocalists, enter forth for a game of badminton.



Since freedom is necessary for the sport, the girls change from street clothes to bathing suits.



Joan's timing may be a bit off, but she's fast on her feet and has a lot of pep and endurance.



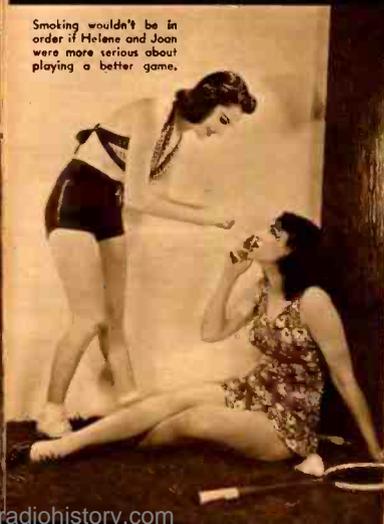
Helene is just learning, but puts up a good fight. She's developing a nifty backhand to baffle Joan.

# KEEP YOUR EYE ON

# THE SHUTTLECOCK!



Badminton being a great deal more strenuous than tennis, the girls need refreshment between games.



Smoking wouldn't be in order if Helene and Joan were more serious about playing a better game.



Joan's the winner! The girls rehash the match while preparing to get back to their rehearsals.



# BIRTHDAY PARTY



On the 35th anniversary of the old Hollywood Hotel, Warner Bros. gave a party at the Trocadero for the cast of the film, *Hollywood Hotel*, the CBS air-show, and stars of long ago. Hobart Bosworth watches as Beverly Roberts signs the guest book. William and James Cagney, Dick Powell and Joan Blandell (above).

Edmund Goulding, master of ceremonies, introduced famous folk of the past. One was Carrie Jacobs Bond, who once sang for her room and board at the hotel. (Left) James Cagney and Jack L. Warner. (Below) William Farnum, Lala Lane, Jack L. Warner and Jean Hersholt foregather to chat of old times and new.

Above are Rudy Vallee, Frances Langford, Jean Actor Valentino, Louella Parsons, who introduces the film guest stars on the *Hollywood Hotel* radio program, and Jack L. Warner. Later Frances Langford sang a song of her own composition, *Must We Say Goodbye?* Dick Powell, Rosemary Lane and others also sang.

Hugh Herbert, who is in the film, *Hollywood Hotel*, chats with Joan Blandell. Looks as if they might be playing "Handies!"



(Below, left) Rudy Vallee congratulates Hugh Herbert on his work in the movie. (Right) Louella Parsons listens to Announcer Ken Niles, as the celebration is broadcast from coast to coast over the Columbia network. Among old favorites, present were Flora Finch, Mory Carr, Betty Blythe and Herbert Rawlinson.





Here is Peter Paul Lyanich, ten-year-old piano genius and protégé of Jose Iturbi, shown with him. Peter made his New York debut at Town Hall recently.

Mary Lou, who would be the "best bet" in any beauty contest, is featured vocalist on the Hollywood Showcase, broadcast over CBS, Thursdays.



Wide World



Margot and Stuart, Phil Baker's lively youngsters, are his favorite audience.



Les Lahr provides a lively audience for Betty Johnson, at the new Radio show.



Ray Black, whose CBS show, *Ray Black's Varieties*, is heard Thursdays, and his charming vocalist, young PatH Chapin.

BETWEEN  
BROADCASTS



Wide World

Radio's new Table Tennis champ, Andre Boruch, receives from Kate Smith the Lambert Award recently won. Ted Collins (left) is Kate's manager.

# BANDLEADER'S HOLIDAY

What does a band leader do in his spare time? Eddy Duchin finally finds the time, between his radio and dance engagements, to make the rounds in New York



First, a dinner at The Paradise, with Taby Wing, the featured singer there.



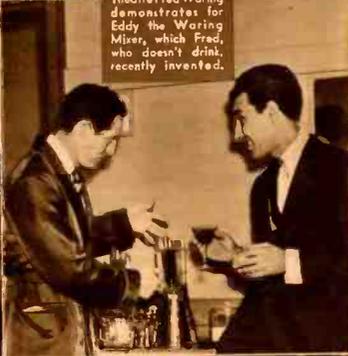
Then he drops in on his old friend, Kate Smith, and enjoys her broadcast.



Next Eddy greets Francis Lederer, who was guest star on Kate's program, and his wife, Margo.



He drops in at the Hotel Roosevelt to visit with Guy Lombardo, playing the piano for him, as the boys sing.



At the Paramount Theatre Fred Waring demonstrates for Eddy the Waring Mixer, which Fred, who doesn't drink, recently invented.



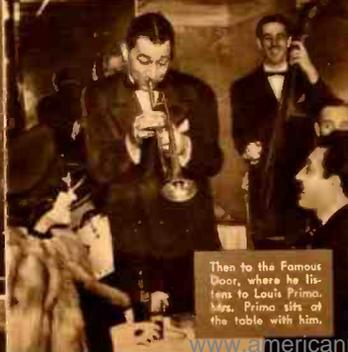
At the Commodore, he changes places with Tommy Dorsey, playing the slide trombone, as Tommy tackles the piano.



Now he listens to Walter Winchell's Jergens broadcast.



Eddy sits in, at The Biltmore, with Horace Heidt and the King Sisters.



Then to the Famous Door, where he listens to Louie Prima sing. Prima sits at the table with him.



At Leon & Eddie's, he chats with the former heavyweight champion, James Braddock (right) and Joe DiMaggio.



And later, still at Leon & Eddie's, he has some fun with Eddie Davis, one of the proprietors of the gay night club.

Bob Burns, teller of tall tales on the Bing Crosby Kraft Music Hall program, is a pal to his son, Bob Jr. They share a mutual enthusiasm for sports and sciences. (Above) Getting fishing tackle in order. (Left) Checking over their guns as their dog watches hopefully.



## FATHER AND SON

(Below) Music also is one of their shared hobbies. And across the page the two work with a microscope projector. Bob's first wife, young Bob's mother, whom he met while touring with a carnival, died just as he began to achieve fame and fortune. Last May Bob married Harriet Foster, who had been his secretary.

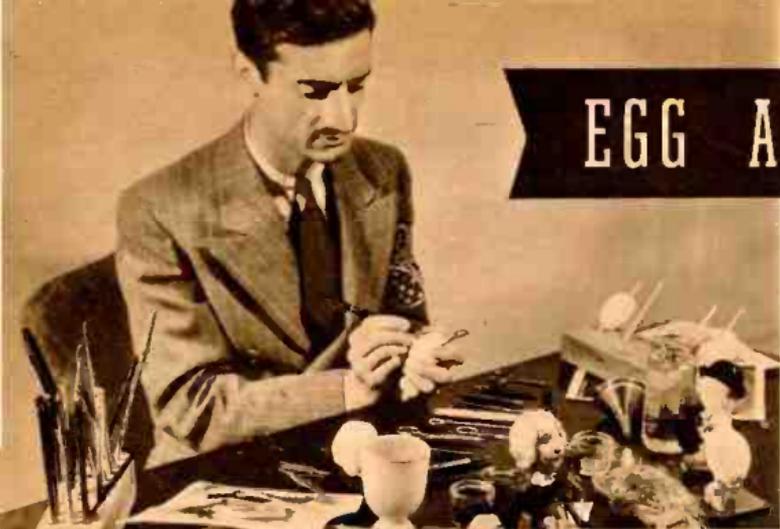
—Gene P. Peters



An evening's game of chess (left) absorbs them. In the basement of their Hollywood home is their Hobby Room, where they work at astronomy, bacteriology, and other hobbies.



# EGG ARTIST



An unusual hobby, but an interesting one and easy to learn, this of painting portraits on eggshells says Graham Dale, 23-year-old art student, who started making his "eggataons" while still in his 'teens.



Before he begins to paint, he drains the eggs. Ordinary water-colors blur on an egg-shell, so Dale had to develop his own points as well as instruments. The latter include a variety of odd-shaped brushes, stylus points and calipers. He gets real hair from the corner barber shop, for the hair and eyebrows. Ears are fashioned of cardboard composition. Cellophane is used for eyeglasses, which have celluloid frames. He can turn out an "eggatoon" in an hour, but sometimes works longer on a more painstaking portrait.



After appearing on Dave Elman's *Hobby Lobby*, Dale made an "eggatoon" of Elman, shown here enlarged. Beyond is a photograph of Elman. The *Hobby Lobby*, which started on the Mutual network, now is broadcast over CBS each Wednesday at 7:15 p.m., EST, and on WOR at 10:30.

# "...but what is this difference you notice between Camels and other Cigarettes?"



...Kathleen Williams asks Alma Nicoll, debutante daughter of De Lancy Nicoll, Jr., of New York and Middleburg, Virginia.

And here is Miss Nicoll's answer:

"Do I find Camels different from other cigarettes? Yes, definitely! For instance, after hours in the saddle, I'm quite weary. Smoking Camels gives me a delightful "lift"! And Camels never jangle my nerves—another way they are different! I smoke as many Camels as I please...and they never tire my taste. Camels are mild...gentle on my throat. And so you see, in so many ways, Camels agree with me."

It is not surprising that smokers are so enthusiastic about Camels. Camel spends millions every year after year, to assure a finer, more delicate quality for Camel smokers.



THE Nicoll family have occupied positions of prominence here since Matthias Nicoll crossed to these shores in 1664. Alma Nicoll (above, right) is a fine horsewoman, devoted to the life of the Long Island and Virginia hunting country. She has traveled in England, on the Continent, and in the Near East. At right, Miss Nicoll poses before dining out. She is typical of the younger crowd in her enthusiasm for Camels. "At all the parties," she says, "I notice that Camels are served. Between courses...and, of course, after dessert, I smoke Camels—for digestion's sake!" Camels add to mealtime pleasure."



Among the many distinguished women who find Camels mild and refreshing:

Mrs. Nicholas Biddle, Philadelphia • Mrs. Powell Cabot, Boston • Mrs. Thonnie M. Carnegie, Jr., New York • Mrs. J. Caroline Coolidge End, Boston • Mrs. Anthony J. Dirosi End, Philadelphia • Mrs. Clouston Dalany Laughton, Virginia • Mrs. Nicholas C. Pennington III, Baltimore • Mrs. John W. Rockefeller, Jr., New York • Mrs. Hubert Paine Spaulding III, Pasadena • Mrs. Louis Swift, Jr., Chicago • Mrs. Barclay Warburton, Jr., Philadelphia • Mrs. Howard F. Whitney, New York

ONE SMOKER TELLS ANOTHER

*"Camels agree with me!"*

Copyright, 1938, by J. Keweenaw Tobacco Co., Winston-Salem, N. C.

# COAST-TO-COAST PROGRAM GUIDE

The regular programs on the four coast-to-coast networks are here listed in a day-by-day time schedule. The National Broadcasting Company Red-Network is indicated by **NBC-Red**; the National Broadcasting Company Blue-Network is indicated by **NBC-Blue**; the Columbia Broadcasting System by **CBS**; and Mutual Broadcasting System by **MBS**. All stations included in the above networks are listed below. Find your local station on the list-and tune in on the network specified.

**ALL TIME RECORDED IS EASTERN STANDARD TIME.** This means that for Central Standard Time you must subtract one hour from the listed time. For Mountain Standard Time subtract two hours; and for Pacific Standard Time, three hours. For example: 11:00 A. M. EST becomes 10:00 A. M. CST; 9:00 A. M. MST; and 8:00 A. M. PST. At a particular time, no network program is listed, that is because there is no regular program for that time, or because the following program continues into that period.

## NATIONAL BROADCASTING COMPANY—RED-NETWORK

- WSE Atlanta, Ga.
- WFRB Birmingham, Ala.
- WVAC Boston, Mass.
- WBEW Buffalo, N. Y.
- WMAQ Chicago, Ill.
- WTAM Cleveland, Ohio
- KOA Denver, Colo.
- WHO Des Moines, Iowa
- WVJ Detroit, Mich.
- WTIC Hartford, Conn.
- KPRR Houston, Tex.
- WIRE Indianapolis, Ind.
- WDX Jackson, Miss.
- WDAF Kansas City, Mo.
- RFI Los Angeles, Cal.
- WMC Memphis, Tenn.
- KSTP Minneapolis-St. Paul, Minn.
- CBM Montreal, Canada
- WNY New York, N. Y.
- WSNB New Orleans, La.
- WYV Omaha, Neb.
- KYW Philadelphia, Pa.
- WCAE Pittsburgh, Pa.
- WCSH Portland, Me.
- WJAR Providence, R. I.
- WMBG Richmond, Va.
- KSD St. Louis, Mo.
- KIDL Salt Lake City, Utah
- KGO San Francisco, Cal.
- WPG Schenectady, N. Y.
- KOMO Seattle, Wash.
- KRC Spokane, Wash.
- WRE Washington, D. C.
- WDO Worcester, Mass.

## NATIONAL BROADCASTING COMPANY—BLUE-NETWORK

- WABY Albany, N. Y.
- WAGA Atlanta, Ga.
- WABD Baltimore, Md.
- WIBO Baton Rouge, La.
- WGBN Birmingham, Ala.
- WRE Boston, Mass.
- WICC Bridgeport, Conn.

- WEER Buffalo, N. Y.
- WMT Cedar Rapids, Iowa
- WENR Chicago, Ill.
- WISN Chicago, Ill.
- WHK Cleveland, Ohio
- KVOD Denver, Colo.
- KANS Des Moines, Iowa
- WXYZ Detroit, Mich.
- WLEU Erie, Pa.
- WOWO Ft. Wayne, Ind.
- KXYZ Houston, Tex.
- WITN Jamestown, N. Y.
- WISN Kansas City, Kan.
- KECA Los Angeles, Cal.
- WMPG Memphis, Tenn.
- WTCN Minneapolis, Minn.
- CFCF Montreal, Canada
- WISN New Haven, Conn.
- WCCO New Orleans, La.
- WICZ New York, N. Y.
- KLO Ogden, Utah
- KOIL Omaha, Neb.—Council Bluffs, Ia.
- WFIL Philadelphia, Pa.
- KDKA Pittsburgh, Pa.
- KEX Portland, Ore.
- WEAN Providence, R. I.
- WRTD Richmond, Va.
- KGBL St. Louis, Mo.
- WVBC St. Louis, Mo.
- KFKD San Diego, Cal.
- WBEW San Francisco, Cal.
- KJMS Santa Barbara, Cal.
- KJRM Seattle, Wash.
- KGA Spokane, Wash.
- WBEA Springfield, Mass.
- WYSR Syracuse, N. Y.
- WSPD Toledo, Ohio
- WRAL Washington, D. C.

## NBC-ADJUTANT STATIONS (May be on either RED or BLUE networks)

- KOB Albuquerque, N. M.
- WSAN Allentown, Pa.
- KGAN Annville, Tex.
- WBBG Asheville, N. C.
- WVNC Bakerfield, Cal.
- KFDM Bangor, Me.
- KGHL Billings, Mont.
- KFYR Bismarck, N. D.
- KIDD Boise, Idaho
- WVTV Butte, Mont.
- WCSG Charlotte, N. C.
- WSOC Charlotte, N. C.
- WCTI Chicago, Ill.
- WSAI Cincinnati, Ohio
- WFLY Cincinnati, Ohio
- WLVW Cincinnati, Ohio
- WCLF Clearwater, Fla.
- WIS Columbia, S. C.
- WVTV Columbus, Ohio
- KRIS Corpus Christi, Tex.
- WFAA Dallas, Tex.
- WVBC Dalton, Minn.
- KTSM El Paso, Tex.
- WGBF Evansville, Ind.
- WVLY Fargo, N. D.
- WBAP Ft. Worth, Tex.
- WVTV Fresno, Cal.
- WVOD Grand Rapids, Mich.
- WFCB Greenville, S. C.
- WVBC Honolulu, Hawaii
- KTTH Hot Springs, Ark.
- WJAX Jacksonville, Fla.
- WRDL Knoxville, Tenn.
- WVTV Little Rock, Ark.
- WVBE Louisville, Ky.
- WVBE Madison, Va.
- WVTV Manchester, N. H.
- Meadowdale, Ore.
- WVOD Miami Beach, Fla.
- WVTV Milwaukee, Wis.
- CBF Montreal, Canada
- WVSM Nashville, Tenn.
- WVTV Norfolk, Va.
- WVTV Oklahoma City, Okla.
- KTAR Phoenix, Ariz.
- KOBI Pittsburgh, Pa.
- KGHF Pueblo, Colo.
- WPTF Raleigh, N. C.
- WVTV Sacramento, Cal.
- WSUN St. Petersburg, Fla.
- WDAI San Antonio, Tex.
- WVTV San Diego, Cal.
- KSOO Sioux Falls, S. D.
- KELO Sioux Falls, S. D.
- WVTV Springfield, Mo.
- KWC Stockton, Cal.

- WEBC Super, Wis.
- WFLA Tampa, Fla.
- WROW Terre Haute, Ind.
- CBL Toronto, Canada
- KVOD Tulsa, Okla.
- KRCV Tulsa, Okla.
- KANS Wichita, Kan.
- WBRE Wilkes-Barre, Pa.
- WORX York, Pa.

## COLUMBIA BROADCASTING SYSTEM STATIONS

- WABC Akron, Ohio
- WABC Albany, N. Y.
- WAIM Anderson, S. C.
- WGST Atlanta, Ga.
- WFO Atlantic City, N. J.
- WRDH Augusta, Ga.
- KNOW Austin, Tex.
- WCAD Baltimore, Md.
- WABC Bangor, Me.
- WAPI Birmingham, Ala.
- WABC Birmingham, N. Y.
- WABC Boston, Mass.
- WGR Buffalo, N. Y.
- WKBW Buffalo, N. Y.
- WABC Butte, Mont.
- WABC Charlotte, N. C.
- WDD Chattanooga, Tenn.
- WABC Chicago, Ill.
- WVCR Cincinnati, Ohio
- WABC Colorado Springs, Colo.
- WVBC Columbia, Ohio
- WBAL Dallas, Tex.
- WVBC Dayton, Ohio
- KRDL Denver, Colo.
- WVBC Denver, Colo.
- WHIO Denver, Colo.
- WVBC Denver, Colo.
- WVBC Detroit, Mich.
- WVBC DeWitt, Iowa
- WVBC Duluth, Minn.
- WVBC Durham, N. C.
- WVBC El Paso, Tex.
- WVBC Evansville, Ind.
- WVBC Fairmont, W. Va.
- WVBC Fresno, Cal.
- WVBC Great Falls, Mont.
- WVBC Green Bay, Wis.
- WVBC Greenville, N. C.
- WVBC Great Falls, Mont.
- WVBC Harrisburg, Pa.
- WVBC Hartford, Conn.
- WVBC Hibbing, Minn.
- WVBC Honolulu, Hawaii
- WVBC Houston, Tex.
- WVBC Indianapolis, Ind.
- WVBC Jackson, Miss.
- WVBC Jacksonville, Fla.
- WVBC Kansas City, Mo.
- WVBC Knoxville, Tenn.
- WVBC La Crosse, Wis.
- WVBC Lincoln, Neb.
- WVBC Little Rock, Ark.
- WVBC Los Angeles, Cal.
- WVBC Louisville, Ky.
- WVBC Macon, Ga.
- WVBC Madison, Wis.
- WVBC Memphis, Tenn.
- 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 Montgomery, Ala.
- WVBC Philadelphia, Pa.
- WVBC Phoenix, Ariz.
- WVBC Pittsburgh, Pa.
- WVBC Portland, Ore.
- WVBC Norfolk, Va.
- WVBC Reno, Nev.
- WVBC Richmond, Va.
- WVBC Sacramento, Cal.
- WVBC St. Louis, Mo.
- WVBC St. Paul, Minn.
- WVBC Salt Lake City, Utah
- WVBC San Antonio, Tex.
- WVBC San Francisco, Cal.
- WVBC Savannah, Ga.
- WVBC Scranton, Pa.
- WVBC Seattle, Wash.

- KWKK Shreveport, La.
- KSCJ Sioux City, Iowa
- WVBC South Bend, Ind.
- KFFY Spokane, Wash.
- WVBC Springfield, Mass.
- WVBC Springfield, Va.
- WVBC Syracuse, N. Y.
- KVLI Tacoma, Wash.
- WVBC Tampa, Fla.
- WVBC Toledo, Kans.
- WVBC Toronto, Canada
- KGAR Tucson, Ariz.
- WVBC Tulsa, Okla.
- WVBC Ufa, N. Y.
- WVBC Virginia, Minn.
- WVBC Waaco, Tenn.
- WVBC Washington, D. C.
- WVBC W. Palm Beach, Fla.
- WVBC Wheeling, W. Va.
- WVBC Wichita, Kan.
- WVBC Wichita Falls, Tex.
- WVBC Winston-Salem, N. C.
- WVBC Worcester, Mass.
- WVBC Yankton, S. D.
- WVBC Youngstown, Ohio

## MUTUAL BROADCASTING SYSTEM STATIONS

- KXRO Aberdeen, Wash.
- WVBC Ada, Okla.
- KVRO Ardmore, Okla.
- Augusta, Me.
- WVBC Bakerfield, Cal.
- WVBC Baltimore, Md.
- WVBC Bangor, Me.
- WVBC Bellingham, Wash.
- WVBC Boston, Mass.
- WVBC Bridgeport, Conn.
- WVBC Cedar Rapids, Iowa
- WVBC Chicago, Ill.
- WVBC Cincinnati, Ohio
- WVBC Cleveland, Ohio
- WVBC Cleveland, Ohio
- WVBC Coffeyville, Kans.
- WVBC Dallas, Tex.
- WVBC Dallas, Tex.
- WVBC Denver, Colo.
- WVBC Des Moines, Iowa
- WVBC Elk City, Okla.
- WVBC Eugene, Ore.
- WVBC Eureka, Cal.
- WVBC Fairfield, Conn.
- WVBC Ft. Worth, Tex.
- WVBC Greeley, Colo.
- WVBC Hartford, Conn.
- WVBC Honolulu, Hawaii
- WVBC Indianapolis, Ind.
- WVBC Kansas City, Mo.
- WVBC Lacombe, N. H.
- WVBC Lincoln, Neb.
- WVBC Los Angeles, Cal.
- WVBC Lowell, Mass.
- WVBC Manchester, N. H.
- WVBC Minneapolis-St. Paul, Minn.
- WVBC Monterey, Cal.
- WVBC Muskogee, Okla.
- WVBC Nashville, Tenn.
- WVBC Newark, N. J.
- WVBC New Bedford, Mass.
- WVBC New Haven, Conn.
- WVBC Oklahoma City, Okla.
- WVBC Olympia, Wash.
- WVBC Omaha, Neb.
- WVBC Philadelphia, Pa.
- WVBC Pittsburgh, Pa.
- WVBC Portland, Ore.
- WVBC Portland, Ore.
- WVBC Providence, R. I.
- WVBC Richmond, Va.
- WVBC Roseburg, Ore.
- WVBC St. Louis, Mo.
- WVBC Salem, Ore.
- WVBC San Bernardino, Cal.
- WVBC San Diego, Cal.
- WVBC San Francisco, Cal.
- WVBC San Jose, Cal.
- WVBC Santa Ana, Cal.
- WVBC Springfield, Mass.
- WVBC Seattle, Wash.
- WVBC Shawnee, Okla.
- WVBC Springfield, Ill.
- WVBC Stockton, Cal.
- WVBC Tacoma, Wash.
- WVBC Washington, D. C.
- WVBC Waterbury, Conn.
- WVBC Wenatchee, Wash.
- WVBC Windsor-Detroit, Mich.
- WVBC Yakima, Wash.

# RADIO STARS

## MORNING

5:30  
NBC-Red: WILLIAM MEE-  
DER—organist  
NBC-Blue: PEEKLESS TRIO

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

8:30  
NBC-Red: KIDDOOLERS  
NBC-Blue: TONY PICTURES  
—Ruth Peppie, pianist; mixed  
quartet  
CBS: SALON MUSICALE



Lyn Murray

8:15  
NBC-Red: ANIMAL NEWS  
CLUB  
CBS: MICHEL ROSCOE—  
pianist

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

9:15  
NBC-Red: TOM TERRISS—  
speaker

9:30  
NBC-Red: MELODY MO-  
MENTS

9:35  
CBS: PRESS-RADIO NEWS

10:00  
NBC-Red: THE RADIO PIL-  
DIT—Dr. Ralph W. Beckman

NBC-Blue: RUSSIAN MELO-  
DIES  
CBS: CHURCH OF THE AIR

10:30  
NBC-Red: MADRIGAL  
SINGERS  
NBC-Blue: DREAMS OF LONG  
AGO  
CBS: WALTER BROWN  
STRING ENSEMBLE

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

11:35  
NBC-Red: SILVER FLUTE  
NBC-Blue: ALICE REMSEN  
—contralto

11:45  
NBC-Blue: NEIGHBOR SELL  
MRS: FAULINE ALPERT—  
pianist

11:50  
NBC-Red: ANGLER AND  
HINTNER—Raymond R. Camp  
speaks with  
NBC-Blue: PELIX KNIGHT-  
singer  
CBS: MAJOR DOWNS' CAP-  
TIVE FAMILY  
MRS: THE STORY TELLER'S  
HOUSE—Richard Bondell



APRIL 3—10—17—24

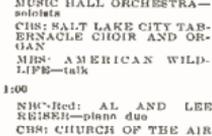
11:45  
NBC-Red: NORSE MEN  
QUARTET  
NBC-Blue: BILL STERN'S  
SPORT SCRAPS

## AFTERNOON

12:00 Noon  
NBC-Red: NBC HOME SYM-  
PHONY  
NBC-Blue: SOUTHERNAIRES  
—Saxophone quartet  
MRS: DR. CHARLES M.  
CORBIN

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

1:00  
NBC-Red: AL AND LER  
REHBEH—piano duo  
CBS: CHURCH OF THE AIR



Lucille Ball

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

1:30  
NBC-Red: TUSKEGEE INSTI-  
TUTE CHOIR CONCERT  
NBC-Blue: THERE WAS A  
WOMAN—soprano  
CBS: FOREIGN NEWS  
BROADCAST

1:45  
CBS: POET'S GOLD—David  
Rosen  
MRS: GOTHAM STRING  
QUARTET

2:00  
NBC-Red: CHATS ABOUT  
DOGS—Rob Becker  
NBC-Blue: MAGIC KEY OF  
RCA—Frank Glack's symphony  
orchestra, Milton J. Cross,  
Lantou Wells  
CBS: BORIS MORROS'  
STRING QUARTET

2:15  
NBC-Red: VAGABOND  
QUARTET

2:30  
NBC-Red: THATCHER FOLT  
STORIES—dramatic serial  
CBS: JIL CHRISTIAN—  
soprano, starring Jean Harlow  
MRS: NEW POETRY HOUR  
—A M Sullivan

2:00  
NBC-Red: RADIO NEWS-  
REEL—Paris Johnson, Wal-  
lace Butterworth  
NBC-Blue: ON BROADWAY—  
dramatization  
CBS: NEW YORK PHIL-  
HARMONIC SYMPHONY OR-  
CHESTRA  
MRS: ON A SUNDAY AFTER-  
NOON—varieties, Stokes' or-  
chestra

2:30  
NBC-Red: SUNDAY DRIVE-  
WAY—Florida and Hall, Frances  
Adair  
NBC-Blue: ARMO BAND—  
Frank Simon, conductor

3:15  
MRS: TRAIL BLAZERS—  
hillbilly music

4:00  
NBC-Red: ROMANCE MELO-  
DIES—Ruth Lyon, Shield's  
orchestra  
NBC-Blue: NATIONAL VES-  
PERS—Dr. Harry Emerson  
Frankist

4:15  
MRS: COURT OF HUMAN  
RELATIONS

4:30  
NBC-Red: THE WORLD IS  
YOUNG—dramatization  
NBC-Blue: MUSICAL CAM-  
BRIA—Josef Cherniavsky  
MRS: LUTHERAN HOUR

4:45  
NBC-Blue: RANCH BOYS  
QUARTET

5:00  
NBC-Red: RY-KRIST PRE-  
SENTS MARGO PALLEY—  
Kovatur's orchestra  
MRS: LUTHERAN HOUR

5:15  
NBC-Red: MICKEY MOUSE  
THEATRE OF THE AIR—  
Walt Disney, Felix Mills' or-  
chestra  
NBC-Blue: SUNDAY AFTER-  
NOON WITH ED MCCONNELL  
CBS: GUY LOMBARDO AND  
HIS ORCHESTRA

5:45  
NBC-Blue: VOCALIST

6:00  
NBC-Red: MANHATTAN  
MERRY-GO-ROUND—Roch  
Carlay, Pierre Le Krecun,  
Lannie's orchestra  
NBC-Blue: HOLLYWOOD  
PLAYBOYS—Tyronne Power,  
guests  
MRS: FORD SUNDAY EVEN-  
ING HOUR  
MRS: HAWAII CALLS

6:15  
NBC-Red: AMERICAN AL-  
BUM OF FAMILIAR MUSIC—  
Frank Munn, John Dickenson,  
Hawthorn's orchestra  
NBC-Blue: JERGENS PRO-  
GRAM—Walter Winchell, news  
commentator  
MRS: THE BROWN SISTERS  
— trio

6:30  
NBC-Blue: WELCH PRE-  
SENTS IRENE RICH—drama-  
tization  
MRS: HOLLYWOOD WHIS-  
PERS—George Fischer, com-  
mentator

7:00  
NBC-Red: RISING MUSICAL  
STARS—Arlis Havnilla, Smul-  
son's orchestra, etc.  
NBC-Blue: PAUL MARTIN'S  
ORCHESTRA

7:30  
NBC-Red: CLOTIER'S OR-  
CHESTRA  
NBC-Blue: CHERIO—talk  
and music  
CBS: HEADLINES AND BY-  
LINES—news commentators  
MRS: OLD FASHIONED RE-  
VIVAL

8:00  
NBC-Red: PIANO DUO  
NBC-Blue: PRESS-RADIO  
NEWS  
CBS: ORCHESTRA  
MRS: ORCHESTRA

8:15  
NBC-Blue: OREESTRA  
CBS: OREESTRA

8:30  
NBC-Red: CATHOLIC HOUR  
NBC-Blue: SENATOR FISH-  
FACE AND PROFESSOR  
FIGHTBOTTLE  
CBS: JOE FENNER—Gene  
Austin, Grier's orchestra  
MRS: 20 MINUTES IN  
HOLLYWOOD—George Jessel,  
Talmadge, Tucker's or-  
chestra

8:45  
NBC-Red: RANCH BOYS  
QUARTET

9:00  
NBC-Red: MANHATTAN  
MERRY-GO-ROUND—Roch  
Carlay, Pierre Le Krecun,  
Lannie's orchestra  
NBC-Blue: HOLLYWOOD  
PLAYBOYS—Tyronne Power,  
guests  
MRS: FORD SUNDAY EVEN-  
ING HOUR  
MRS: HAWAII CALLS

9:15  
NBC-Red: AMERICAN AL-  
BUM OF FAMILIAR MUSIC—  
Frank Munn, John Dickenson,  
Hawthorn's orchestra  
NBC-Blue: JERGENS PRO-  
GRAM—Walter Winchell, news  
commentator  
MRS: THE BROWN SISTERS  
— trio

9:30  
NBC-Blue: WELCH PRE-  
SENTS IRENE RICH—drama-  
tization  
MRS: HOLLYWOOD WHIS-  
PERS—George Fischer, com-  
mentator

10:00  
NBC-Red: RISING MUSICAL  
STARS—Arlis Havnilla, Smul-  
son's orchestra, etc.  
NBC-Blue: PAUL MARTIN'S  
ORCHESTRA

10:15  
NBC-Blue: OREESTRA  
CBS: OREESTRA

6:30  
NBC-Red: A TALE OF TO-  
DAY—sketch  
NBC-Blue: HAVEN MacQUAR-  
RIE PRESENTS  
CBS: DOUBLE EVERYTHING  
—Al Shaw, Stan Lee  
MRS: NEWS TESTERS—  
Leonard M. Leonard

6:45  
MRS: CHARIOTEERS—male  
quartet

7:00  
NBC-Red: JELLO-O PROGRAM  
—Jack Benny, Mary Living-  
stone, Kenny Baker, Don Wil-  
son, Sam Hearn, Andy Devine,  
Pho Hattie orchestra  
MRS: THE WOR FORUM—  
R. Theodore Granik

7:30  
NBC-Red: INTERESTING  
NEIGHBORS—Jerry Belcher,  
Interviewer  
NBC-Blue: BAKER'S BROAD-  
CAST—Fox Murgas, Harriet  
Hilliard, Ozta Nelson's or-  
chestra  
CBS: PHIL BAKER—Beale  
and Butler, Lucille Ball, Al  
Gay, Bradley's orchestra  
MRS: ORCHESTRA

8:00  
NBC-Red: CHASE AND SAN-  
BORN PROGRAM—Don  
Ameeche, Edgar Bergen, John  
Dorothy Lambert,  
Stroud Taina, Armbruster's  
orchestra  
NBC-Blue: DETECTIVE  
SERIES  
CBS: ST. LOUIS BLUES  
MRS: THEIR GREATEST  
STORIES—dramatization

8:30  
NBC-Blue: CALIFORNIA  
CONCERT—Gips' orchestra  
CBS: LYN MURRAY'S MUSI-  
CAL GAZETTE  
MRS: SAMMY KAYE'S OR-  
CHESTRA

9:00  
NBC-Red: MANHATTAN  
MERRY-GO-ROUND—Roch  
Carlay, Pierre Le Krecun,  
Lannie's orchestra  
NBC-Blue: HOLLYWOOD  
PLAYBOYS—Tyronne Power,  
guests  
MRS: FORD SUNDAY EVEN-  
ING HOUR  
MRS: HAWAII CALLS

9:15  
NBC-Red: AMERICAN AL-  
BUM OF FAMILIAR MUSIC—  
Frank Munn, John Dickenson,  
Hawthorn's orchestra  
NBC-Blue: JERGENS PRO-  
GRAM—Walter Winchell, news  
commentator  
MRS: THE BROWN SISTERS  
— trio

9:30  
NBC-Blue: WELCH PRE-  
SENTS IRENE RICH—drama-  
tization  
MRS: HOLLYWOOD WHIS-  
PERS—George Fischer, com-  
mentator

10:00  
NBC-Red: RISING MUSICAL  
STARS—Arlis Havnilla, Smul-  
son's orchestra, etc.  
NBC-Blue: PAUL MARTIN'S  
ORCHESTRA

10:15  
NBC-Blue: OREESTRA  
CBS: OREESTRA



David Ross

## EVENING

8:00  
NBC-Red: CATHOLIC HOUR  
NBC-Blue: SENATOR FISH-  
FACE AND PROFESSOR  
FIGHTBOTTLE  
CBS: JOE FENNER—Gene  
Austin, Grier's orchestra  
MRS: 20 MINUTES IN  
HOLLYWOOD—George Jessel,  
Talmadge, Tucker's or-  
chestra

8:15  
NBC-Blue: WELCH PRE-  
SENTS IRENE RICH—drama-  
tization  
MRS: HOLLYWOOD WHIS-  
PERS—George Fischer, com-  
mentator

8:30  
NBC-Red: RISING MUSICAL  
STARS—Arlis Havnilla, Smul-  
son's orchestra, etc.  
NBC-Blue: PAUL MARTIN'S  
ORCHESTRA

8:45  
NBC-Blue: OREESTRA  
CBS: OREESTRA



MORNING

8:00 NBC-Red: MALCOLM CLAIRE—children a scoria  
NBC-Blue: CHARLOTTERS

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

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

8:45 NBC-Blue: GRACE A AND SCOTT  
CBS: FRED FEIBEL—organist

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

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

9:25 CBS: PRESS-RADIO NEWS

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



Tom Slater

9:40 NBC-Red: PRESS-RADIO NEWS

9:45 NBC-Red: DAN HARDING'S WIFE—sketch  
CBS: HAZELOR'S CHILDREN—sketch

9:50 NBC-Blue: PRESS-RADIO NEWS

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

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

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

10:45 NBC-Red: THE WOMAN IN WHITE—sketch  
NBC-Blue: KITCHEN CAVIAR—Crosby Gaskie  
CBS: MA PERKINS—sketch  
MBS: LOUIS RICH ENTERTAINERS

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

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

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

Tuesdays

APRIL 5—12—19—26

11:45 NBC-Red: MYSTERY CHEF  
NBC-Blue: EDWARD MACFARLANE—The Gospel Singer  
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch  
MBS: MUSICAL PROGRAM

AFTERNOON

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

12:15 NBC-Red: THE O'NEILL—sketch



Lysbeth Hughes

NBC-Blue: VOCALIST

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

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

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

1:15 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKER, coaching expert  
MBS: MICROPHONE IN THE SKY—Tom Slater, interviewer

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

1:45 NBC-Blue: ORCHESTRA  
CBS: VALIANT LADY—sketch  
MBS: VOICE OF EXPERIENCE

2:00 NBC-Red: FUN IN MUSIC—Dr. Joseph E. Maddy

2:15 NBC-Blue: LET'S TALK IT OVER—June Howard  
CBS: THE O'NEILL—sketch  
MBS: KEVINIAN

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

2:45 NBC-Red: ARCHAIC QUARTETS—sketch  
MBS: MUSIC FOR THE SCHOOL

3:00 NBC-Red: PEPPER YOUNG'S FAMILY—sketch  
NBC-Blue: U. S. MARINE BAND  
MBS: LEN SALVO—organist

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

3:30 NBC-Red: VIC AND SADE—sketch  
CBS: HOLLACE SHAW—songs

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

4:00 NBC-Red: LORENZO JONES—comedy sketch  
NBC-Blue: CLUB MATINEE—Variety Program  
CBS: ACADEMY OF MEDICINE  
MBS: ED FITZGERALD

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

4:30 NBC-Red: RUSH HUGHES—commentator  
CBS: THE GOLDBERGS—sketch  
MBS: JOHNSON FAMILY—sketch, with Jimmy Esler

4:45 NBC-Red: THE ROAD OF LIFE—sketch  
CBS: CURRENT QUESTIONS BEFORE THE HOUSE  
MBS: DOK A WEEK—Margery Gutham

5:00 NBC-Red: DICK TRACY—sketch  
NBC-Blue: THE FOUR OF US  
MBS: ORGANIST

5:10 NBC-Blue: PRESS-RADIO NEWS

5:15 NBC-Red: TERRY AND THE PERATES—sketch  
NBC-Blue: DON WINSLOW OF THE NAVY—sketch  
MBS: HAROLD TURNER—pianist

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

5:45 NBC-Red: LITTLE ORPHAN ANNIE—juvenile serial  
NBC-Blue: TOM MIX STALWART SIGHTSEER—juvenile serial  
CBS: HILLTOP HOUSE—dramatic serial  
MBS: JOHNSON FAMILY—sketch, with Jimmy Esler

EVENING

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

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

6:30 NBC-Red: PRESS-RADIO NEWS  
NBC-Blue: VOCALIST  
CBS: BOAKE CARTER—news commentator

6:45 NBC-Red: ORCHESTRA  
NBC-Blue: SOLOIST

6:55 NBC-Blue: LOWELL THOMAS—news commentator

CBS: SELECTIONS FROM LIGHT OPERAS  
MBS: ORCHESTRA

7:00 NBC-Red: AMOS 'N' ANDY—sketch  
NBC-Blue: AMOS ACES—comedy sketch  
CBS: POETIC MELODIES—Jack Fulton, Franklin MacCormack, Kelsey's orchestra  
MBS: PULTON LEWIS, JR.—Washington news commentator

7:15 NBC-Red: VOCAL VARIETIES—choral singing  
NBC-Blue: M. R. K. E. N. TEACHERS OF LOST PERIONS—dramatic serial  
CBS: HOLLYWOOD SCREENSCOPES—George Micala  
MBS: ORCHESTRA

7:30 NBC-Red: DICK CASPERRE'S ORCHESTRA  
NBC-Blue: PEOPLE IN THE NEWS—Dorothy Thompson, commentator  
CBS: SECOND HUSBAND—serial, Helen Menken  
MBS: HEADLINES—news dramatization

7:45 NBC-Blue: VIVLEN DELLA CHIESA—mezzo-soprano



Dale Carnegie

8:00 NBC-Red: JOHNNY PREBENT'S RUSS MORGAN AND HIS ORCHESTRA  
NBC-Blue: THOSE WE LOVE—dramatic serial, Nan Grey  
CBS: BIG TOWN—Edward G. Robinson, Claire Trevor, dramatization

8:20 NBC-Red: LADY ESTER BERNERADE—Wayne King's orchestra  
NBC-Blue: EDGAR CHEST IN "IT CAN BE DONE"—Masters' orchestra  
CBS: AL JOHNSON—Martha Raye, Parlaykarkus, Victor Young's orchestra, guests

8:45 MBS: MUSICAL PROGRAM

9:00 NBC-Red: VOX POP—Paris Johnson, Wallace Rutterworth  
NBC-Blue: HORACE HELD AND HIS ALEMITE BRIGADE—Lysbeth Hughes, Yvonne King  
CBS: WATCH THE FUN GO—Fred Allen, Nick Lucas, How's orchestra  
MBS: ORCHESTRA

9:30 NBC-Blue: ALIAS JIMMY VALENTINE—dramatic sketch  
CBS: BENNY GOODMAN'S SWING SCHOOL  
MBS THE WITCH'S TALE—Alonso Dean Cole, Marie O'Byrne

10:00 NBC-Blue: NBC JAMROES  
MBS: HOUR OF ROMANCE—Buddy Duchin's orchestra

10:30 NBC-Red: JIMMIE TIDLER'S HOLLYWOOD GOSSIP  
CBS: HOWARD PHILLIPS—haritone  
MBS: ORCHESTRA

10:45 NBC-Red: DAME 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

MORNING

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

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

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

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

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

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

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

9:45 NBC-Red: PRESS-RADIO NEWS  
NBC-Red: DAN HARDING'S WIFE — sketch  
CBS: BACHELOR'S CHILDREN — sketch

10:00 NBC-Blue: PRESS-RADIO NEWS  
NBC-Red: MRS WIGGS OF THE CABAGE PATCH — sketch  
NBC-Blue: MARGOT OF CASTLEWOOD — sketch  
CBS: PRETTY KITTY KELLY — sketch

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

10:30 NBC-Red: MRS WIGGS OF THE CABAGE PATCH — sketch  
NBC-Blue: MARGOT OF CASTLEWOOD — sketch  
CBS: PRETTY KITTY KELLY — sketch

10:45 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

11:00 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

11:15 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

11:30 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

11:45 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

12:00 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

12:15 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

12:30 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

12:45 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

1:00 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

1:15 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

1:30 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

1:45 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

2:00 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

2:15 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

2:30 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

2:45 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

3:00 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

3:15 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

3:30 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

3:45 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

4:00 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

4:15 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

4:30 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

4:45 NBC-Red: JOHN'S OTHER WIFE — sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR — variety sketch  
CBS: MYRT AND MARGE — sketch

Weaknessdays

APRIL 6-13-20-27

AFTERNOON

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

12:15 NBC-Red: THE O'NEILLS — sketch  
NBC-Blue: KIDDOGGLERS  
MRS: RAULD NAUVAU — baritone

12:30 NBC-Red: CAMPUS KIDS  
NBC-Blue: NATIONAL FARM AND HOME HOUR — Walter Hogue's orchestra  
CBS: ROMANCE OF HELEN TRIENT — sketch  
MRS: ORGAN RECITAL

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

1:00 NBC-Red: BETTY AND BOB — sketch  
MRS: THE HAPPY GANG

1:15 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

1:30 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

1:45 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

2:00 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

2:15 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

2:30 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

2:45 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

3:00 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

3:15 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

3:30 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

3:45 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

4:00 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

4:15 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

4:30 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

4:45 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

5:00 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

5:15 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

5:30 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

5:45 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

6:00 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

6:15 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

6:30 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

6:45 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

7:00 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

7:15 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

7:30 NBC-Red: ESCORTS AND BETTY  
CBS: HYMNS OF ALL CHURCHES: BETTY CROCKETT, looking expert  
MRS: CAUTION ROBISON AND HIS BUCKAROOS

2:45 MRS: TED MALONE'S BENTWIKEN THE BOOKENDS

3:00 NBC-Red: PEPPER YOUNG'S FAMILY — sketch  
NBC-Blue: CONTINENTAL VARIETIES — Stopak's orchestra

3:15 CBS: ALL HANDS ON DECK  
MRS: MUSICAL PROGRAM

3:30 NBC-Red: MA PERKINS — sketch

3:45 NBC-Red: VIC AND SADE — sketch  
NBC-Blue: LITTLE VARIETY SHOW  
CBS: DEEP RIVER BOYS

4:00 NBC-Red: THE GUIDING LIGHT — sketch  
CBS: CURTIS INSTITUTE OF MUSIC  
MRS: GOOD HEALTH AND TRAINING

4:15 NBC-Red: LORENZO JONES — comedy sketch  
NBC-Blue: CURE MATINEE — variety program  
MRS: ED FITZGERALD

4:30 NBC-Red: THE STORY OF MARY MARLIN — sketch  
MRS: VOCAL DUO

4:45 NBC-Red: RUSH HUGHES — commentator  
NBC-Blue: NATIONAL CONGRESS OF PARENTS AND TEACHERS' ASSOCIATION  
CBS: THE GOLDBERGS — sketch  
MRS: JOHNSON FAMILY — sketch, with Jimmy Scribner

5:00 NBC-Red: THE ROAD OF LIFE — sketch  
MRS: BOON A WEEK — Margery Graham

5:15 NBC-Red: DICK TRACY — sketch  
NBC-Blue: NEIGHBOR NELL  
MRS: VOCALIST

5:30 NBC-Blue: PRESS-RADIO NEWS

5:45 NBC-Red: TERRY AND THE PIRATES — sketch  
NBC-Blue: TON WINSLOW OF THE NAVY — sketch  
MRS: PIANIST

6:00 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

6:15 NBC-Red: LITTLE ORPHAN ANNIE — juvenile serial  
NBC-Blue: P O M I X STRAIGHT SHOOTERS — juvenile serial  
CBS: HILLTOP HOUSE — dramatic serial  
NBC-Blue: JOHNSON FAMILY — sketch, with Jimmy Scribner

6:30 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

6:45 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

7:00 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

7:15 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

7:30 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

7:45 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

8:00 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

8:15 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

8:30 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

8:45 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

9:00 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

9:15 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

9:30 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

9:45 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

10:00 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

10:15 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

10:30 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

10:45 NBC-Red: JACK ARMSTRONG — juvenile serial  
NBC-Blue: SINGING LADY — children's program  
CBS: STEPMOTHER — sketch

CBS: LUM AND ABNER — comedy sketch

7:00 NBC-Red: AMOS 'N' ANDY — sketch  
NBC-Blue: EAST ACRES — comedy sketch  
CBS: POETIC MELODIES — Jack Fulton, Frankie MacCormack, orchestra  
MRS: FULTON LEWIS, JR. — Washington news commentator

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

7:30 NBC-Red: HENDRIK WILLEM VAN LOON — talk  
NBC-Blue: MARIO COZZI — baritone

7:45 NBC-Red: CHIEF R. U. P., AMERICA — Henry Burbee, Ray Mackay, Frank Novak's orchestra  
NBC-Blue: SCIENCE ON THE MARCH  
CBS: ADULT EDUCATION PROGRAM

8:00 NBC-Red: ONE MAN'S FAMILY — sketch  
NBC-Blue: ROY SHIELDS' REVUE  
CBS: CALYCADE OF AMERICA — guests, Voorhees' orchestra  
MRS: U S MARINE BAND

8:15 NBC-Red: RALEIGH AND KOOL SHOW — Tommy Dorsey's orchestra, Eddy's Wright, Jack Leonard, Paul Stewart  
NBC-Blue: HARRIET PARSONS — Hollywood commentator  
MRS: JAZZ NOCTURNE — Helene Daniels, Stanley's orchestra

8:30 NBC-Blue: JIMMY KEMPER — song starlet



Nan Wynn



Mario Cozzi



Grace Moore

EVENTS

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

6:15 NBC-Red: TOP HATTERS ORPHETRA  
CBS: PRESS-RADIO NEWS

6:30 NBC-Red: PRESS-RADIO NEWS

6:45 NBC-Blue: ORGANIST  
CBS: BOAKE CAREER — news commentator

7:00 NBC-Red: VOCALIST  
NBC-Blue: VOCALIST

7:15 NBC-Red: VOCALIST  
NBC-Blue: LOWELL THOMAS — news commentator

6:00 NBC-Red: TOWN HALL TONIGHT — Fred Allen, Portland Hoffa, Van Heeden's orchestra  
NBC-Blue: GLENSVILLE AND SYMPHONY ORCHESTRA  
CBS: GRACE MOORE — contemporary orchestra, Decca Taylor, guests  
MRS: ORCHESTRA

6:15 CBS: BEN BERNIE — Low Lehr, Buddy Clark, Jane Fickett  
MRS: LET'S VISIT — Dave Driscoll, Jerry Danzig

6:30 NBC-Blue: CHORAL SYMPHONY  
CBS: GANG BUSTERS — crime dramatization, Col. H. Norman Schwatkinson  
MRS: ORCHESTRA

6:45 NBC-Blue: SOLOIST

6:50 NBC-Blue: NBC MINUTEMAN SHOW — Gene Arnold, orchestra  
CBS: NAN WYNN — sketch  
MRS: ORCHESTRA

7:00 NBC-Red: DANCE MUSIC  
NBC-Blue: DANCE MUSIC  
CBS: DANCE MUSIC  
MRS: ORCHESTRA

MORNING

8:00  
NBC-Red: MALCOLM CLAIRE  
--Chick's series  
NBC-Blue: SOUTHERNAIRES

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

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

8:45  
NBC-Blue: GRACE AND  
NEDDY

9:00  
NBC-Red: WOMEN AND  
NEWS  
NBC-Blue: BREAKFAST  
CLUB--variety program  
CBS: AS YOU LIKE IT



APRIL 7-14-21-28

11:45  
NBC-Red: THE MYSTERY  
CHERRY  
NBC-Blue: EDWARD MAO-  
HUGH--The Gospel Singer  
CBS: AUNT JENNYS REAL  
LIFE STORIES--sketch  
MBS: VOCALIST

AFTERNOON

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

12:15  
NBC-Red: THE O'NEILLS--  
sketch  
NBC-Blue: VOCALIST

12:30  
NBC-Red: AL AND LEL  
REISER--plane duo  
NBC-Blue: NATIONAL PARK  
AND HOME HOUR--Walter  
Simpson's orchestra  
CBS: ROMANCE OF HELEN  
TRENT--sketch

12:45  
NBC-Red: CONCERT EN-  
SEMBLE  
CBS: OUR GAL, SUNDAY--  
sketch

1:45  
NBC-Red: A R M C E A I R  
QUARTET  
NBC-Blue: VOCALIST  
MBS: TED MALONE'S "BE-  
TWEEN THE BOOKENDS"

2:00  
NBC-Red: PEPPER YOUNG'S  
FAMILY--sketch  
NBC-Blue: PIANIST  
CBS: RAY BLOCK'S VA-  
RIETTES  
MBS: ORGANIST

3:15  
NBC-Red: MA PERKINS--  
sketch  
NBC-Blue: EASTMAN  
SCHOOL OF MUSIC

3:30  
NBC-Red: VIC AND SADE--  
comedy sketch  
CBS: U S ARMY BAND

3:45  
NBC-Red: THE GUIDING  
LIGHT--sketch  
MBS: GOOD HEALTH AND  
TRAINING

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

4:15  
NBC-Red: THE STORY OF  
MARY MARLIN--sketch  
(CBS: ETON BOYS  
MBS: SONGLAND)

4:30  
NBC-Red: RUSH HUGHES--  
commentator  
CBS: THE GOLDBERGS--  
sketch  
MBS: JOHNSON FAMILY--  
sketch, with Jimmy Scribner

4:45  
NBC-Red: THE ROAD OF  
LIFE--sketch  
CBS: DANCE TIME  
MBS: BOOK A WEEK--  
Margory Graham

5:00  
NBC-Red: DICK TRACY--  
sketch  
NBC-Blue: FOUR OF US

5:15  
NBC-Blue: PRESS-RADIO  
NEWS

5:30  
NBC-Red: BENNO RABIN  
OF--violins  
NBC-Blue: DON WINFORD  
OF THE NAVY--sketch  
MBS: ORGAN RECITAL

5:45  
NBC-Red: JACK ARMSTRONG--  
juvenile serial  
NBC-Blue: SINGING LADY--  
children's program  
CBS: STEPMOTHER--sketch  
MBS: ALICE IN WONDER-  
LAND--dramatization

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

EVENING

6:00  
NBC-Red: GEORGE R  
HOLMES--Washington com-  
mentator  
NBC-Blue: ORCHESTRA  
CBS: LET'S PRETEND  
MBS: ORCHESTRA

6:15  
NBC-Red: ORCHESTRA  
NBC-Blue: HAROLD TURNER--  
pianist

6:30  
NBC-Red: PRESS-RADIO  
NEWS  
NBC-Blue: ORGANIST  
CBS: WAKE CARTER--news  
commentator

6:30  
NBC-Red: JOAN EDWARDS  
--songs  
NBC-Blue: TUNE TWISTERS

6:45  
NBC-Red: ORCHESTRA  
NBC-Blue: LORELL THOMAS  
--news commentator  
MBS: RADIE HARRIS--Hol-  
lywood commentator

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

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

7:30  
NBC-Red: THROUGH THE  
YEARS  
NBC-Blue: ORCHESTRA  
CBS: WE, THE PEOPLE--  
Gabriel Heatter  
MBS: HEADLINES--new  
dramatization

7:45  
MBS: ORCHESTRA

8:00  
NBC-Red: ROYAL GELATIN  
PROGRAM--Rudy Vallee  
Kwela  
NBC-Blue: MARCH OF TIME  
--news dramatizations  
CBS: KATE SMITH--Ted Col-  
lier's orchestra  
MBS: ALFRED WALLEN  
STEIN'S SINFONETTA



Ruth Carhart

8:30  
NBC-Blue: VOCALIST  
MBS: SAMIT KAYE'S OR-  
CHESTRA

8:45  
NBC-Blue: MILESTONES IN  
AMERICAN MUSIC--Rochester  
Philharmonic Orchestra

9:00  
NBC-Red: GOOD NEWS OF  
1939--20-M stars, Willson's  
orchestra  
CBS: MAJOR BOWEN'S AME-  
TEUR HOUR

9:30  
NBC-Blue: AMERICA'S  
TOWN MEETING OF THE  
AIR--speakers  
MBS: ORCHESTRA

10:00  
NBC-Red: KRAFT MUSIC  
HALL--Bliss Crosby, Bob  
Burns, Trotter's orchestra  
guests  
CBS: ESSAYS IN MUSIC--  
Victor Bay's orchestra, Mar-  
garet Damm, Ruth Carhart,  
David Ross  
MBS: HOLLYWOOD SERE-  
NADE

10:30  
NBC-Blue: NBC NIGHT CLUB--  
Hanson Sherman, Kagan's  
orchestra  
CBS: HOLLYWOOD SHOW-  
CASE--Lud Gluskin's orches-  
tra, guests  
MBS: HENRY WEBER'S  
MUSICAL REVUE

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

11:15  
NBC-Blue: ELZA SCHAL-  
LETT REVIEWS--previews  
guests  
MBS: THEATRE DIGEST

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

9:30  
CBS: PRESS-RADIO NEWS

9:45  
NBC-Red: FRANCES ADAIR  
--songs  
CBS: THE ROAD OF LIFE--  
sketch

10:10  
NBC-Red: PRESS-RADIO  
NEWS

10:15  
NBC-Red: DAN BARDING'S  
WIFE--sketch  
CBS: BACHELOR'S CHILD-  
REN--sketch

10:30  
NBC-Blue: PRESS-RADIO  
NEWS

10:45  
NBC-Red: MRS. WIGGS OF  
THE CABRAGE PATCH--  
sketch  
NBC-Blue: MARGOT OF CAS-  
LEWOOD--sketch  
CBS: PRETTY KITTY KELLY  
--sketch

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

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

10:45  
NBC-Red: THE WOMAN IN  
WHITE--sketch  
NBC-Blue: KITCHEN CAVA-  
LADE--Crosby Gaine  
CBS: MA PERKINS--sketch  
MBS: GOD MORNING  
FROM CLEVELAND

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

11:15  
NBC-Red: BACKSTAGE WIFE  
--sketch  
NBC-Blue: PEPPER YOUNG'S  
FAMILY--sketch

11:30  
NBC-Red: WOMEN MAKERS  
EXCHANGE--Eleanor Howe  
NBC-Blue: VIC AND SADE--  
comedy sketch  
CBS: BIG SISTER--sketch



Eleanor Howe

10:00  
NBC-Red: ORCHESTRA  
CBS: BETTY AND BOB--  
sketch  
MBS: THE HAPPY GANG

10:15  
NBC-Red: ESCORTS AND  
JETTY  
CBS: HYMN S OF A L L  
CHURCHES: BETTY CROCK-  
ER, cooking expert  
MBS: MICROPHONE IN THE  
SKY--Tom Slater, interviewer

10:30  
NBC-Red: WORDS AND MU-  
SIC--Ruth Lyon, Larry Lar-  
son, Harvey Hays  
NBC-Blue: SUE BLAKE--  
sketch  
CBS: ARNOLD GRIMM'S  
DAUGHTER--sketch  
MBS: ORCHESTRA

10:45  
NBC-Blue: VOCALIST  
CBS: VALIANT LADY--  
sketch  
MBS: VOICE OF EXPERI-  
ENCE

11:00  
NBC-Red: NBC MUSIC GUILD  
NBC-Blue: RANCH BOYS  
CBS: LYRIC SERENADE

11:15  
NBC-Blue: LET'S TALK IT  
OVER--Lina Sergio  
CBS: THE O'NEILLS--sketch  
MBS: DIVIDERS

11:30  
NBC-Red: VOCALIST  
NBC-Blue: THE PAT PAT  
CBS: AMERICAN SCHOOL  
OF THE AIR--primary music  
and literature

Lud Gluskin

11:45  
NBC-Blue: LET'S TALK IT  
OVER--Lina Sergio  
CBS: THE O'NEILLS--sketch  
MBS: DIVIDERS

12:00  
NBC-Red: VOCALIST  
NBC-Blue: THE PAT PAT  
CBS: AMERICAN SCHOOL  
OF THE AIR--primary music  
and literature

MORNING

8:30 NBC-Red: MALCOLM CLAIRE—children's stories  
NBC-Blue: FOUR SHOWMEN—quartet

8:15 NBC-Red: MI BOYS  
NBC-Blue: WILLIAM MEE—organist

8:30 NBC-Red: DO YOU REMEMBER  
NBC-Blue: FRED FEIBEL—organist

8:15 NBC-Blue: LUCILLE AND LANNY

8:00 NBC-Red: WOMEN AND NEWS  
NBC-Blue: BREAKFAST CLUB—variety program  
CBS: METROPOLITAN PARADE

8:15 NBC-Red: PERSON TO PERSON—Frank Luther

8:25 CBS: PRESS-RADIO NEWS

8:30 NBC-Red: ALICE JOY—songs  
CBS: THE ROAD OF LIFE—sketch

8:25 NBC-Red: PRESS-RADIO NEWS

8:45 NBC-Red: DAN HARDING'S WIFE—sketch  
CBS: RACHELOR'S CHILDREN—sketch

8:55 NBC-Blue: PRESS-RADIO NEWS

9:00 NBC-Red: MRS. WIGGS OF THE CABBAAGE PATCH—sketch



Marge of 'Myrt and Marge'

NBC-Blue: MARGOT OF CASTLEWOOD—sketch  
CBS: PRETTY KITTY KELLY—sketch

8:15 NBC-Red: JOHNS OTHER WIFE—sketch  
NBC-Blue: AUNT JEMIMA ON THE AIR—varieties  
CBS: MYRT AND MARGE—sketch

8:30 NBC-Red: JUST PLAIN BILL  
NBC-Blue: ATTORNEY-AT-LAW—sketch  
CBS: GET TERN TO MUSIC

8:15 NBC-Red: THE WOMAN IN WHITE—sketch  
NBC-Blue: KITCHEN CAVALLADE—songs  
CBS: MA PERKINS—sketch  
MBS: ORGAN RECITAL

8:00 NBC-Red: DAVID HARCUM—sketch  
NBC-Blue: THE STORY OF MARY MARLIN—sketch  
CBS: RUTH CARTART—songs  
MBS: REMINISCING

8:15 NBC-Red: MACK STAGE WIFE—sketch  
NBC-Blue: PEPPER YOUNG'S FAMILY—sketch

8:30 NBC-Red: HOW TO BE CHARMING—sketch  
NBC-Blue: VIC AND SADE—songs  
CBS: BIG SISTER—sketch

# Fridays

APRIL 1—8—15—22—29

11:35 NBC-Red: HELLO PEGGY—sketch  
NBC-Blue: EDWARD MACFARLAN—The Gospel Singer  
CBS: AUNT JENNY'S REAL LIFE STORIES—sketch  
MBS: VOCALIST

## AFTERNOON

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

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

12:30 NBC-Red: ORCHESTRA  
NBC-Blue: NATIONAL FARM AND HOME HOUR—Walter Blufbaum's orchestra  
CBS: ROMANCE OF HELEN CREENT—sketch  
MBS: STUDIOS IN BLACK AND WHITE

12:45 CBS: OUR GAL, SUNDAY—sketch

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

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

1:30 NBC-Red: WORDS AND MUSIC—Larry Larsen, Ruth Lyon, Harvey Hays  
NBC-Blue: SUB BLAKS—sketch  
CBS: HAROLD GRIMM'S DAUGHTER—sketch  
MBS: ORCHESTRA

1:45 NBC-Blue: JACK AND LORRETTA—songs and patter  
CBS: VALIANT LADY—sketch  
MBS: VOICE OF EXPERIENCE

2:00 NBC-Red and NBC-Blue: NBC MUSIC APPRECIATION HOUR—Dr. Walter Damrosch  
MBS: DON'T LOOK NOW—Lavalie and Sands, comedians, orchestra

2:15 CBS: THE O'NEILLS—sketch

2:30 CBS: AMERICAN SCHOOL OF THE AIR—Vocational Guidance, Science Club of the Air  
MBS: WORLD TRAVELER—voice and organ

2:45 MBS: TED MALONE'S "BETWEEN THE BOOKENDS"

2:00 NBC-Red: PEPPER YOUNG'S FAMILY—sketch  
NBC-Blue: RADIO GUILD—dramatization  
CBS: U. S. MARINE BAND

2:15 NBC-Red: MA PERKINS—sketch

2:30 NBC-Red: VIC AND SADE—sketch  
CBS: CURRENT QUESTIONS BEFORE THE SENATE

2:45 NBC-Red: THE GUIDING LIGHT—sketch  
CBS: DEEP RIVER BOYS  
MBS: GOOD HEALTH AND TRAINING



Rush Hughes

4:00 NBC-Red: LORENZO JONES—comedy sketch  
NBC-Blue: CLUB MATINEE—variety program  
CBS: MUSIC FROM THE GOLD COAST  
MBS: ED FITZGERALD

4:15 NBC-Red: THE STORY OF MARY MARLIN—sketch  
MBS: BLACK ON WHITE

4:30 NBC-Red: RUSH HUGHES—commentator  
CBS: THE GOLDBERGS—sketch  
MBS: JOHNSON FAMILY—sketch, with Jimmy Scribner

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

5:00 NBC-Red: DICK TRACY—sketch  
NBC-Blue: NEIGHBOR NELL  
MBS: ORCHESTRA

5:10 NBC-Blue: PRESS-RADIO NEWS

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

5:30 NBC-Red: JACK ARMSTRONG—juvenile serial  
NBC-Blue: ORCHESTRA  
CBS: STEPMOTHER—sketch

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

## EVENING

6:00 NBC-Red: EDUCATION IN THE NEWS—dramatization  
NBC-Blue: ORCHESTRA  
CBS: PRESS-RADIO NEWS

6:05 CBS: MUSIC FOR FUN—Howard Barlow's orchestra

6:15 NBC-Red: RHYTHMAIRES

6:30 NBC-Red: PRESS-RADIO NEWS  
NBC-Blue: ORGANIST  
CBS: BOULE CARTER—news commentator

6:35 NBC-Red: PIANO TIME—concert  
NBC-Blue: SOLOIST

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



Irene Noble

CBS: LUM AND ADNER—sketch  
MBS: MUSICAL PROGRAM

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

7:15 NBC-Red: UNCLE EZRA'S RADIO STATION—Pat Barrett  
NBC-Blue: STORY BEHIND THE HEADLINES—Caesar Searchinger  
CBS: ARTHUR GODFREY  
MBS: ORCHESTRA

7:30 NBC-Red: HENDRIK WILHELM VAN LUON—sketch  
NBC-Blue: DINNER CONCERT  
CBS: HOLLACE SHAW—songs

7:45 NBC-Red: BUGHOUSE RHYTHM  
NBC-Blue: VOCALIST

8:00 NBC-Red: CITIES SERVICE CONCERT—Lionel Lincoln, Frank Bischoff's orchestra  
NBC-Blue: GRAND CENTRAL STATION—dramatic sketch  
MBS: STUDIES IN CONTRAST—Ernest Florida's orchestra, Sylvia Froese

8:30 NBC-Blue: DEATH VALLEY Dramatization  
CBS: PAUL WHITEMAN'S ORCHESTRA  
MBS: VOICE OF THE DAY—Gerald Barry

9:00 NBC-Red: WALTZ TIME—Frank Mann, Lyubov's orchestra  
NBC-Blue: ROYAL CHOWN RHYTHM—Tim and Irene, Uncle Happy, Graham McNamee, Freda Gibson, George Olsen's orchestra  
CBS: HOLLYWOOD HOTEL—Louis L'Amour, Frances Langford, Jerry Cooper, Anne Jackson, Ken Murray, Oswald Tiger's orchestra

9:30 NBC-Red: A. L. ALEXANDER'S TRUE STORIES—dramatization  
NBC-Blue: NBC SPELLING BEE—Paul Winch  
MBS: BAMBERGER SYMPHONY ORCHESTRA

10:00 NBC-Red: FIRST NIGHTER—dramatization—Les Tremayne, Barbara Luddy  
NBC-Blue: PAUL MARTIN'S ORCHESTRA  
CBS: COCA-COLA SONGSHOP  
Road Kennedy, Alice Cooney, Harcourt's orchestra  
MBS: TWENTY YEARS AGO AND TODAY—news dramatization

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

10:45 NBC-Red: PEOPLE IN THE NEWS—Dorothy Thompson, commentator

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

# RADIO STARS

## MORNING

6:00  
NBC-Red: MALCOLM CLAIRE—children's stories  
NBC-Blue: SOUTHERNAIRES

8:15  
NBC-Red: HI BOYS  
NBC-Blue: JACK LEIBERT  
RNSRMDIE

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

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

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

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

9:30  
CBS: FIDDLER'S FANCY

9:40  
NBC-Red: PRESS-RADIO NEWS

9:45  
NBC-Red: LANDT TRIO

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

10:00  
NBC-Red: VOCALIST  
NBC-Blue: SWEETHEARTS OF THE AIR—May Sing! Herb Foster de Ross  
CBS: FRED FEIBEL—orchestra

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

10:30  
NBC-Red: MANHATTEN  
NBC-Blue: THE CHILD DROWS UP—Katharine Lampert  
MBS: GET THEM TO MUSIC

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

11:00  
NBC-Red: MLOHENCE HALLS RADIO FORUM  
NBC-Blue: VOCALIST  
CBS: CINCINNATI CONSERVATORY OF MUSIC  
MBS: VARIETY PROGRAM

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

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

11:45  
NBC-Red: VOCALIST



APRIL 2-9-16-23-30



Professor Quiz



"Uncle Jim" McWilliams

## AFTERNOON

12:00 Noon  
NBC-Red: ABRAM CHASIN'S MUSIC SERIES  
NBC-Blue: FALL TO YOUTH  
MBS: PARENTS' MAGAZINE OF THE AIR

12:15  
NBC-Blue SOLOIST  
MBS: THIS WONDERFUL WORLD

12:30  
NBC-Red: ORCHESTRA  
NBC-Blue: NATION & L FARM AND HOME HOUR  
CBS: GEORGE HALL AND HIS ORCHESTRA  
MBS: STUDIES AND SKETCHES IN BLACK AND WHITE

12:45  
MBS: STEVE SEVERN'S PET CLUB

1:00  
NBC-Red: ORCHESTRA  
CBS: ORIENTALE

1:15  
CBS: RHYTHMAIRES  
MBS: MICROPHONE IN THE SKY—Tom Slater, interviewer

1:30  
NBC-Red: ORCHESTRA  
NBC-Blue: CLUB MATINEE  
CBS: BUFFALO PRESENTS  
MBS: ORCHESTRA

2:00  
NBC-Red: CAMPUS CAPERS  
CBS: MADISON ENSEMBLE  
MBS: BENAY VENUTA'S PROGRAM

2:30  
NBC-Red: YOUR HOST IS BUTFALO—orchestra, soloist  
CBS: MOTOR CITY MELODIES  
MBS: MUSICAL PROGRAM

3:00  
NBC-Red: GOLDEN MELODIES  
CBS: MERRYMAKERS

3:30  
NBC-Red: ORCHESTRA  
CBS: WALTZES OF THE WORLD  
MBS: ORCHESTRA

4:00  
NBC-Red: CALLING ALL STAMP COLLECTORS  
CBS: ANN LEAF—orchestra  
MBS: INTERNATIONAL HOUSE

4:15  
NBC-Red ORCHESTRA  
CBS: ORTRUIDE LUTZI AND JOHN STURRESS

4:30  
NBC-Red: ORCHESTRA  
MBS: ORGANIST

4:45  
MBS: BOOKSHELF SPOTLIGHT

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

### NOTE:

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

## EVENING

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

6:15  
MBS: MUSICAL PROGRAM

6:25  
CBS: PRESS-RADIO NEWS

6:30  
NBC-Red: PRESS-RADIO NEWS  
NBC-Blue: PRESS-RADIO NEWS  
CBS: SYNCOPATION PIECE  
MBS: "JAM AND JIVE"

6:35  
NBC-Red: SPORTS QUESTION BOX  
NBC-Blue: ORCHESTRA

6:45  
NBC-Red: RELIGION IN THE NEWS—Dr. Walter Van Kirk

7:00  
NBC-Red: KALTENMEYER'S KINDERGARTEN—Bruno Kohnau  
NBC-Blue: MESSAGE OF ISRAEL—events and music  
CBS: SATURDAY SWING SESSION

7:30  
NBC-Red: ALISTAIR COOK commentary  
NBC-Blue: "UNCLE JIM" QUESTION BOX  
MBS: ORCHESTRA

7:45  
NBC-Red: JEAN SABLON—songs

8:00  
NBC-Red: BELIEVE IT OR NOT—Robert L. Ripley, Ripley's orchestra  
NBC-Blue: ORCHESTRA  
CBS: COLUMBIA WORKSHOP  
MBS: PAT BARNES AND HIS JAZZ FORMERS—Marcella Hendricks, Jimmy Shields

8:30  
NBC-Red: JACK HALEY'S LOG CABIN—Virginia Verrill, Warren Hall, Wendy Barrie, P. O. Rito's orchestra  
CBS: JOHNNY PRESENTS JUBS MORGAN AND HIS ORCHESTRA  
MBS: MUSICAL PROGRAM

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

9:30  
NBC-Red: AMERICAN PORTRAITS—dramatization  
CBS: SATURDAY NIGHT SERENADE—May Eastman, Bob Perry, Haaschen's orchestra  
MBS: SYMPHONY ORCHESTRA

10:00  
NBC-Red and NBC-Blue: NEW SYMPHONY ORCHESTRA  
CBS: YOUR HIT PARADE

10:45  
CBS: SPECIAL TALKS PROGRAM

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

# Nourishes as well as Cleanses



"IT'S WONDERFUL TO HAVE such a grand nourishing cream and cleanser in one. Pond's new Cold Cream does so much more for my skin."

Mrs. A. J. DIXEEL, III

"KEEPS MY SKIN FINER... Pond's new Cold Cream keeps my skin finer and softer in spite of all my sports."

JOAN BELMONT, Mrs. Ellsworth N. Bailey



"SMOOTHS OUT TIRED LINES... Pond's new 'skin-vitamin' Cold Cream gives my skin a livelier, more glowing look—smooths out tired lines."

THE COUNTESS DE LA FALAISE

## Today—more and more women are using this new cream with "Skin-Vitamin"

THE first announcement of Pond's "skin-vitamin" Cold Cream brought almost immediate response. Hundreds of women tried the new cream.

And steadily your demand has increased for this new cream that brings to women such important new aid to skin beauty.

For years, leading doctors have known how this "skin-vitamin" heals skin faster when applied to wounds or burns. And also how skin may grow rough and subject to infections when there is not enough of this "skin-vitamin" in the diet!

Then we tested it in Pond's Creams! In animal tests, skin that had been rough, dry because of "skin-vitamin" deficiency in diet became smooth and supple again—in only 3 weeks!

Use this new cream in your regular way for cleansing and before make-up. Pat it in. Soon you, too, will be agreeing that the use of the new "skin-vitamin" cream does bring to your skin something active and essential to its health—gives it a livelier, more glowing look!

*Same jars, same labels, same price*

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



"SKIN YOUNGER... The new Pond's Cold Cream with 'skin-vitamin' has made my skin smoother and younger, the colour fresher—within just a few weeks."

LADY MARGARET DOUGLAS-HOME

**SEND FOR THE NEW CREAM!**

**TEST IT IN 9 TREATMENTS**

Pond's, Dept., 938-C8, Clinton, Conn. Rush special tube of Pond's "skin-vitamin" Cold Cream, enough for 9 treatments with samples of 2 other Pond's "skin-vitamin" Creams and 3 different shades of Pond's Face Powder. Enclose 10c to cover postage and packing.

Name

Street

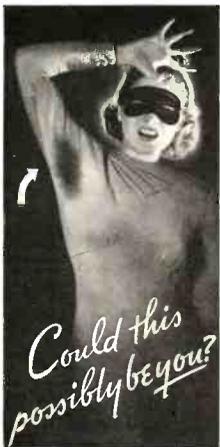
City  State

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Tune in on "THOSE WE LOVE," Pond's Program, Mondays, 8:30 P.M., N.Y. Time, N.B.C.

# ... BEAUTY AT YOUR

Are your hands as beautiful as Lucille Manners'? They can be, if



After polish has been applied, buffing increases the lustre.

Lucille's lovely hands accompany her Cities Service songs.



BY MARY BIDDLE

"ONLY a lucky few," said Lucille Manners, as she energetically buffed her nails, "are born with beautiful hands. However, all the rest of us can make our hands appear beautiful. It doesn't make much difference, today, what size or shape the hands are. It is the way they are cared for that counts. Nor would it be truthful to say that the hands of famous beauties are always white and useless, since they are usually sustained in the summer and capable of running a career and a home all year 'round. The hands we admire are well-groomed — smooth and beautifully manicured."

The moons lend shapeliness to the nail. Don't point over them.

This was such a heart-warming and interesting statement that I persuaded Lucille to work with me on a simplified program which would put beauty at your fingertips, with a minimum of effort and a maximum of pleasure.

The stress that is laid on grooming these days makes it imperative that all of us should have clean, healthy and nicely manicured nails. An experience has taught us that adding the extra "umph" to their beauty is a more complex affair than occasional sessions with the soap, water and nail file!

Don't file your nail to sharp points. Ovals are more fashionable.



# FINGERTIPS

you'll follow her suggestions



Don't fail to soften cuticle before using the orange-stick.

"Cleanliness is the beginning of beautiful hands," emphasized Lucille. "I mean, by that, proper cleansing. A dash of water and a spot of soap, followed by a perfunctory pat with the towel, rubs the hands of beauty. The hands should be thoroughly washed with soap (twice in succession if they are the least bit gritty!), a nail brush used, and the hands rinsed thoroughly with clear water to remove all traces of soap. Then dry the hands carefully. Most of the roughness, redness and dryness that detracts so from the complexion of the hands is due to careless drying. A hand lotion or cream is the solution."

You don't have to worry what lotion or cream to use, as ninety-eight out of a hundred hands suffer from dryness, not oiliness. For the daytime, select one that will leave your hands smooth, soft and protected. If the hands are inclined to be moist or clammy, a few drops of liquid deodorant will be helpful — or a bit of Eau de Cologne on the palms. At night all hands are ready for a rich nourishing cream massaged in with a "pulling on gloves" movement. Wear gloves all night to keep the cream from rubbing off.

A little fresh lemon juice added to your over-night cream will give it bleaching qualities and help the skin maintain its normal, slightly acid condition. A two-once jar of cream requires only a teaspoonful of fresh, strained lemon juice.

Of course, the hand treatment should extend as far as possible up the arm, even to the elbow. Fashion calls for sleeves above the elbow with round. (Continued on page 91)

# Gerald Wright at 4 months



Somebody's coming with a bowl and a spoon. Jerry knows what that means — he's been having Clapp's Baby Cereal for a month. He's one of the small citizens of a New Jersey community who is contributing pictures and growth records to a study of infant feeding. Clapp's Strained Vegetables will go on his five list soon.

# Gerald Wright at 8 months



Jerry's mother doesn't have a worry except that his blood hair won't lie down. For he's growing steadily and putting on some good solid pounds. Besides Clapp's Vegetables, Jerry has been having Clapp's Strained Soups and Strained Fruits lately. Smooth, finely strained, but not too liquid — these foods have the exact texture that doctors approve.

# Gerald's husky at 11 months



Vitamin-rich Clapp's Foods, pressure-cooked to hold in food value, have built Jerry into a hefty little rascal, weighing 23 pounds. His steady progress is typical of all the Clapp-fed babies in the east. And so is his freedom from food dislikes. Clapp's Foods really do taste better!

# how he got his head start...



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

Free Booklet! Photographs and records of 12 Clapp-fed babies. Available free. Write to Herald H. Clapp, Inc., Dept. 687, 777 Mount Road Blvd., Rochester, N. Y.

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

# Clapp's Strained Baby Foods

25¢ and up



Prices slightly higher on the Pacific Coast and in Canada.

# Kleinert's

"E. M. Reg. U. S. Pat. Off."  
DRESS SHIELDS

TORONTO • NEW YORK • LONDON

## POPULAR SWEDISH RECIPES

SMORGÅSDORD (HORS D'OEUVRES)  
SCANDINAVIAN GRILL

Cut slices of rye bread into "fingers," each the right length and width to hold a sardine. Toast lightly on both sides. Place a slice of cheese (Swiss, Gruyere, American, or any preferred cheese that slices well) on each piece of toast. Top each with a smoked Norwegian sardine. Sprinkle with a few drops of vinegar or lemon juice. Place under broiler flame until cheese starts to melt and sardine skins start to "crackle." Serve hot.

## EGGS GERDA

Cook 6 eggs 10 minutes in boiling water. Peel. Cut each egg in half crosswise (not lengthwise). Remove a thin slice from both ends of eggs so that they will stand upright. Slip out yolks, add to them 2 teaspoons anchovy paste, 1/2 teaspoon sugar, salt and pepper to taste, and mayonnaise to moisten. Pound well until thoroughly smooth and blended. Stuff egg whites with this mixture. Stand eggs upright on a bed of very finely shredded red cabbage. Top each with a rolled anchovy, each held in place with a tiny colored tuffed toothpick, which serves as a garnish and facilitates serving and eating.

## HAM TARTLETS

12 tiny pastry shells  
2 eggs, slightly beaten  
1/2 teaspoon pepper  
1/2 teaspoon baking powder

1 cup cooked ham, chopped fine  
1/2 cup grated cheese  
1/2 teaspoon Worcestershire Sauce  
1/4 cup milk

Roll out rich, well-chilled pastry very thin. Cut into small rounds. Fit each round over the back of muffin cups of the very smallest size procurable. Prick pastry with a fork and bake 8 minutes in very hot oven (475° F.). Remove shells carefully to a flat baking pan. Combine slightly beaten eggs with pepper, baking powder, ham, cheese and Worcestershire. Add milk, mix well. Fill shells with this mixture. Bake in hot oven (450° F.) until filling is cooked (about 10 minutes). Serve hot as hors d'oeuvres. Delicious also with salad for a Sunday night supper treat.

## KÖTTBULLAR

1 pound round steak, ground 4 times  
1/2 pound pork, ground 4 times  
1/2 cup cracker (or fine bread) crumbs  
1 teaspoon salt  
1/2 teaspoon pepper

1/2 teaspoon nutmeg (scant)  
1/2 cup tomato ketchup  
2 tablespoons French salad dressing  
2 eggs, beaten  
1 small onion, minced fine

## 1 cup boiling water

Combine the ground meat and bread crumbs. Add seasonings, ketchup, salad dressing, beaten eggs and minced onion. Blend together thoroughly. With floured hands, shape prepared meat into small balls about the size of golf balls. Roll in flour and fry in butter until brown on all sides. Add boiling water, cover tightly and cook gently for 15 minutes. Remove meat balls to hot platter. Make gravy of liquor remaining in pan, thickening it slightly with a little flour which has been mixed with water to a smooth paste. Season to taste, pour over meat balls and serve immediately.

## RED RICE RING WITH VEGETABLES

To 2 cups boiled rice add 4 tablespoons chopped pimiento, 1 teaspoon Worcestershire sauce, 1 teaspoon grated onion, 1/2 teaspoon salt, a few grains pepper. Blend in 1/4 cup salad oil. Beat 2 eggs well, add 1/2 cup milk and combine with rice mixture. Turn into very well greased ring mold. Stand mold in a pan of hot water. Place in moderate oven (350° F.) and bake 1 1/2 hours. Unmold onto large circular platter. Fill center of ring with creamed lima beans.\* Place small bundles of hot asparagus tips at equal intervals around the rice ring, laying a strip of pimiento across each bundle. Between asparagus bundles place either sliced tomatoes or slices of hard cooked egg. Garnish attractively with sprigs of parsley and serve immediately.

\*As a main course dish, instead of as a meat accompaniment, the center of the rice ring may be filled with creamed sea food (salmon, shrimp), crab meat or lobster).

## LEMON PUFF PIE

1 cooked, rich, pastry shell  
1 tablespoon cornstarch  
1 cup sugar  
1/2 teaspoon salt

4 egg yolks, slightly beaten  
1/4 cup hot water  
1 lemon, rind and juice  
4 egg whites, beaten stiff

Bake pastry shell in hot oven until lightly browned. Cool. Mix cornstarch with one half of the sugar. Add salt and egg yolks. Gradually add hot water. Turn into top of double boiler and cook over boiling water until thick (about 10 minutes), stirring constantly. Remove from heat, add lemon rind and juice, cool slightly. Beat whites until stiff, beat in one half of remaining 1/2 cup sugar. Fold in the rest of the sugar lightly. Combine one half of this egg white mixture with the prepared lemon mixture. Turn into baked pie shell. Pipe remaining egg white meringue lightly on top. Bake in slow oven (345° F.) until firm and lightly browned (about 15 minutes). Chill before serving.

How to be a  
Good Homemaker  
and your Husband's  
Pal, too

DON'T work so hard over your home that you're exhausted when your husband wants to go out! Learn the labor-saving ways of doing things and you will be astonished at the time you save.

Imagine a delicious, nourishing food that all your family will enjoy, that costs only 3 cents a portion, and that you can put on the table, piping hot, in less than ten minutes! That's Franco-American — America's largest selling ready-cooked spaghetti.

Give it to the children for lunch, with milk and fruit. It will keep them going strong all afternoon. Other days for dinner serve Franco-American Spaghetti as a main dish, or use it to make left-overs go further. This delicious spaghetti combines wonderfully with other foods, because of its eleven-ingredient sauce with its unforgettable and savory flavor.

Franco-American is entirely different from ordinary ready-cooked spaghetti. Get some at your grocer's today! Serve your family delicious meals and have time for your husband, too!

Franco-American  
SPAGHETTI

Made by the Makers of Campbell's Soups

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



THE FRANCO-AMERICAN FOOD COMPANY, Dept. 65  
Camden, New Jersey Please send me your free recipe  
book: 30 Tempting Spaghetti Meals.

Name (print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# THE RADIO HOSTESS

(Continued from page 9)

what we'll have to do, Mrs. Armbruster. You and I, alone, will have to uphold the social amenities," as Clarence Stroad would say. Or would he?

From that point on it was a riot of fun, with Charlie the center of attention. He occupied the seat of honor at the head of the table, as you can see from our photograph. He threw the maid into utter confusion with his merry quips; exchanged puns with our host and complimented our hostess on the excellence of the dinner.

But not even the company and the continuous laughter could make me entirely neglect my duties, or cause me to overlook the grand foods that were being served. So, shortly, you will find the complete menu which I managed to write down between laughs, and for which the recipes—later procured from Mrs. Armbruster—are presented here, also, as previously promised.

In our menu, you'll notice, I'm giving both the Swedish and American names for some of the dishes, but in every instance, one name or two, only a trial can do any of them justice. Or begin to convince you how easy they are to make. This, then, was our delightful meal, with explanations of the various unusual treats that we enjoyed, given in detail further along. In this way I think you'll get a pretty good idea of the recipes before trying them, and you can then decide whether or not you wish to include just one or two of these Armbruster dinner favorites on one of your regular dinner menus; or serve the following meal—prepared in honor of Edgar Bergen—exactly as it was served to us, course by course:

**Smörgåsnord**

(Swedish Hors D'Oeuvres)

Köttbullar

(Meat Balls)

Red Rice Ring with Vegetables

New Hill Pickles, Relishes

Swedish Bread, Sweet Butter

Kalsallad

(Cabbage Salad)

Lemon Puff Pie

Coffee

The Smörgåsnord—that most popular and widely accepted of all Swedish food suggestions—was arranged on the buffet for all to help themselves before dinner. The choice of five viands, accompanied by bread and butter, was a staggering one. Sliced cold meats, cheese (particularly the popular Swedish goat cheese), pickles, fish, eggs and salads tempted one to forget that a full course dinner was to follow. Among the most tempting of all the edibles were three for which I secured recipes—Ham Tartlets and Scandinavian Grill, both served hot; and Eggs Gerda, as pretty and tasty a combination as you could imagine. Try them, all three, for your next buffet. Why yes, of course I'm giving you the recipes!

The little meat balls that followed were of a smoother, firmer consistency than the

(Continued on page 90)



**I'M GOING TO A DANCE!**

THAT'S WHY I'M BATHING WITH FRAGRANT CASHMERE BOUQUET SOAP...IT'S THE LOVELIER WAY TO AVOID OFFENDING!



THIS LOVELY PERFUMED SOAP DOES MORE THAN MAKE YOU SWEET AND CLEAN! FIRST, ITS DEEP-CLEANSING LATHER REMOVES EVERY TRACE OF BODY ODOR...



AND THEN, LONG AFTER YOUR BATH, CASHMERE BOUQUET'S LOVELY, LINGERING PERFUME CLINGS TO YOUR SKIN...MAKES YOU SO MUCH MORE GLAMOROUS!



HOW NICE TO KNOW THIS ALLURING PERFUME IS KEEPING YOU FRAGRANTLY DAINTY! CASHMERE BOUQUET SOAP CERTAINLY IS THE LOVELIER WAY TO AVOID OFFENDING!

**MARVELOUS FOR COMPLEXIONS, TOO!**

You'll want to use this pure, creamy-white soap for both face and bath.

Cashmere Bouquet's lather is so gentle and caressing. Yet it removes 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**

# Dr. Scholl's for EVERY FOOT TROUBLE



Hollywood's  
secret of Foot  
Care. No more pain-  
ful feet and  
ugly foot  
blemishes.

Famous Hollywood Stars take no chances with their feet, for faulty posture and ugly foot blemishes can easily ruin their careers. At the first warning twinges of foot pain, many of them use DR. SCHOLL'S for they know that

### When Your Feet Hurt You Hurt All Over

Follow the Stars! If you have corns, callouses, bunions, tired, aching feet, swollen arches, burning or itching feet, ingrown nails—or any other foot trouble—go at once to your Drug, Shoe, Department or Toy Store and get Dr. Scholl's Relief for it.

#### CORNS—SORE TOES

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



#### CALLOUSES

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



#### BUNIONS

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



#### SOFT CORNS

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



#### ACHING, TIRED FEET

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



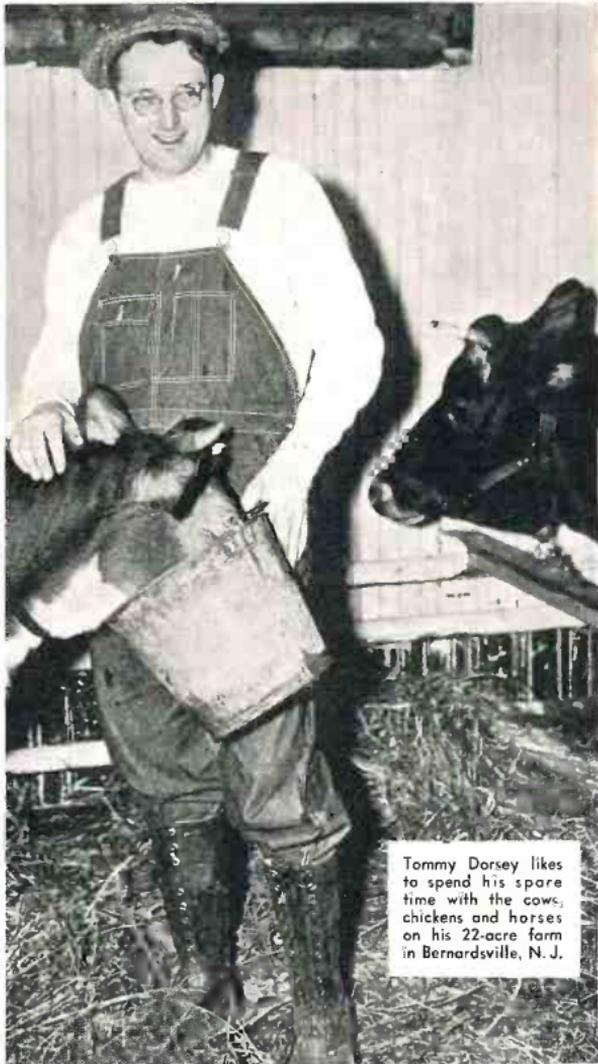
#### EASES FEET

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



#### TENDER FEET

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



Tommy Dorsey likes to spend his spare time with the cows, chickens and horses on his 22-acre farm in Bernardsville, N. J.

# THE BANDWAGON

By JERRY MASON

A verbal jam session about today's leading orchestras and their maestri, with this month's laurels going to the Tommy Dorsey lads

## Dr. Scholl's

FOR ALL FOOT TROUBLES  
REMEDIES—PADS—PLASTERS—ARCH SUPPORTS

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

Name \_\_\_\_\_  
Address \_\_\_\_\_

IF you travel thirty-eight miles out of New York City to a little town in New Jersey called Bernardsville, and walk into one of the local grocery stores, you'll see a sign that will surprise you. It reads: "Tommy Dorsey Eggs."

The 140 chickens roosting in the Dorsey hen-houses laid those eggs. And, in case you didn't know, Farmer Dorsey, as a sideline, conducts an orchestra.

**FARMER DORSEY**, when he's not busy with his chickens and his orchestra, has still another activity. He builds model trains. Practically the entire third-floor of his eighteen-room farmhouse is given over to tracks, signals, engines, freight cars. He has four railroad systems: a freight line, a work train, a stream-lined passenger service and the usual passenger line. Right now, between tours and dance-sets, Engineer Dorsey is trying to design a lay-out for four lines that will win him the thousand dollar monthly prize awarded by the Model Railroad Builders' Association.

IN between times, as I said, Farmer-Engineer Dorsey conducts an orchestra. And it is an orchestra which I'd like to go on record as calling the best band in the land. The reason? It can swing—swing that is as colorful, as original, as exciting as any produced. It can play sweet—smoothly, softly, uniquely—something that most top swing bands have never been able to do.

Those two probably account for this very interesting fact: Phonograph records made by the Dorsey outfit outsell all other orchestra platters. Tommy sells twenty-five percent more records than Benny Goodman, for instance. You can judge the popularity of a band by the number of people who will plunk down cold cash to get one of its recordings.



Upon learning that Buddy Rogers was forming a new swing band, Tommy invited him to New York, presented him with a new trombone.

THE important reason for (Continued on page 98)

# WHAT'S BECOME OF THAT NICE MAN?

**POOR TUFFIE! YOU MISS JOHN, DON'T YOU? LISTEN! THERE'S THE PHONE! MAYBE THAT'S JOHN NOW!**

**NO TUFFIE—JUST THE DENTIST'S OFFICE CALLING ABOUT MY APPOINTMENT, SAY! THAT REMINDS ME OF THOSE BAD BREATH ADS! I WONDER...**

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

**COLGATE DENTAL CREAM COMBATS BAD BREATH**

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

**TWO WEEKS LATER—THANKS TO COLGATES**

**NOW LOOK WHAT'S HAPPENED! THERE SHE GOES WITH THAT JOHN MAN AGAIN!**

**NOW—NO BAD BREATH BEM... HER SPARKLING SMILE!**

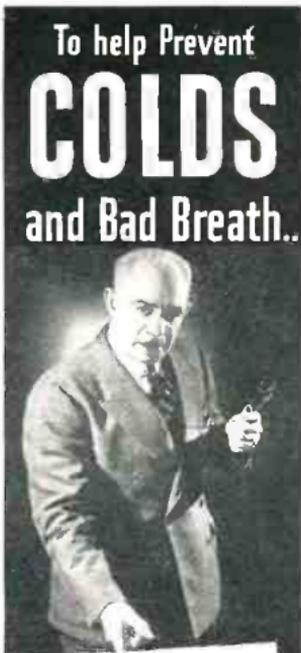
**...AND NO TOOTHPASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!**

**LARGE SIZE 20¢**  
**QUART SIZE 35¢**  
**OVER TWELVE PER MONTH**

# WEST COAST CHATTER

BY LOIS SVENSRUD

Jane Rhodes, aged sixteen, has sung on radio for seven years. Now she's in pictures as well.



Use  
**PEPSODENT**  
ANTISEPTIC

...the 10-Second  
*Germ-Killer!*

In Germ-Killing  
Power . . . One  
bottle Pepsodent  
Antiseptic equals  
three bottles of  
ordinary kinds



Even when diluted with 2 parts water, still kills germs in seconds...Lasts 3 times as long!

**MAKES YOUR MONEY GO  
3 TIMES AS FAR!**



Amos 'n' Andy move to Palm Springs in winter, and broadcast from there.

(L. to R.) Grace Moore, Madame Valentina, dress designer, Gladys Swarthout and Gloria Swanson, her clients.

A GOOD time is always had by all at the *Good News* of 1938 rehearsals. The other day it looked like the show might not go on because everyone was having 100 good a time. It was the afternoon that Fannie Brice, Robert Taylor, Allan Jones and Frank Morgan spent on all fours practicing that "Wool-Wool" scene. Everything would finally get under way, according to script, when Fannie or Frank would drop an irrelevant remark which would again disrupt proceedings. Fannie was wearing tin curlers in her hair. "Though why I try to improve on myself, heaven knows," she said. "Curled or uncurled, I still look like Fannie Brice."

(Continued on page 93)



Notes, amusing and otherwise, on air stars' doings in Hollywood. What they are up to, on the air and off, plus personality paragraphs about a number of favorites



Walt Disney rode to fame on a mouse. Now he's on the air.

Tommy Riggs, turned film actor, still airs his Betty Lou skit.



• "You poor baby lamb! Still got on long woolen underwear! And your mother says she can't help it, you have to wear it. Dear-dear! You'd think you were a black sheep, the way they treat you!"



• "Wait—see that beautiful woman over there in the apron? Well, that's my mother! You only have to mention in her hearing that you're somewhat hot and sticky, and she reaches for the Johnson's Baby Powder..."



• "Next thing you know, something soft and downy goes tickle-tickle down your back—chee-ee! After that, you can say phony to rashes and chafes and prickly heat, and play Run, Sheep, Run with the best of them!"



• "Did you ever notice how smooth Johnson's Baby Powder is? That must be why it keeps my skin just perfect!" Perfect skin condition is a baby's best protection against skin infections, Mothers. So guard your baby's skin with Johnson's Baby Powder, the kind that's made of finest imported talc—noorris-root... Also important for the bath-basket: Johnson's Baby Soap and Baby Cream, and Baby Oil for tiny babies... safe, soothing, stainless, and it cannot turn rancid. *Johnson & Johnson*

**JOHNSON'S BABY POWDER**

COPYRIGHT, 1930, JOHNSON & JOHNSON

# LIGHT-PROOF FACE POWDER

The make-up improvement  
that has proved a sensation



Try Luxor Powder. It's light-proof. Your face won't shine. Try it! We will send you a box for a DIME.

• At parties, do you instinctively avoid certain lights that play havoc with your complexion? All that trouble with fickle make-up will be overcome when you finish with powder whose particles do not glisten in every strong light.

### Seeing is believing

With light-proof powder, your complexion will not constantly be light-struck. In any light. Day or night. Nor will you have all that worry over shine.

We will send you a box of Luxor for ten cents. Or you can buy a large box anywhere without waiting, and have your money back if it doesn't please.

Test it in all lights, under all conditions. See how it improves your appearance. See the lovely softness and absence of shine. See how such powder subdues those high lights of cheekbones and chin, and nose.

A large box of Luxor light-proof powder is 55c at drug and department stores; 10c sizes at the five-and-ten stores . . . Or mail coupon below enclosing a silver dime.



LUXOR, Ltd. M. M. 5-38  
Chicago

Send me a trial box of Luxor light-proof powder, postpaid. I enclose 10c (silver dime).

Flesh  Rachtel  Rose Rachtel  
 Rachtel No. 2  Brunette

Name.....

St. & No.....

P. O. .... State .....

(This offer not good in Canada)



Jane Pickens, singer on the Ban Bernie show Wednesdays at 9:30 p.m. EST, CBS, steers her Packard whenever she is outdoors going places.



Indoors, Jane finds a run in her stocking before leaving to broadcast. That is anything but fun in any girl's life.

Photos by Jack Hanley

But a run on the roof of her apartment, outdoors, is Jane's method of keeping in good physical shape. This is a daily routine with her in clear weather.





A bit domestic, she steers a carpet sweeper at home.

## INDOOR SPORTS AND OUT WITH JANE PICKENS

When it rains, she uses a gymnasium running machine instead.

(Continued on page 64)



## Your choice is right with BEECH-NUT GUM

for flavor and refreshment



### WHEN WORK PILES UP

...the use of chewing gum helps lessen fatigue, improve alertness and mental efficiency.

BEECHIES are the "candy-coated" variety in your choice of flavors... Peppermint, Pepsin or Spearmint.



### 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

**LIVE A  
COLORFUL  
LIFE  
ON 15¢**

Have you had the fun and adventure of changing drab frocks to gay ones, making linergic sparkle? Then hurry out for Rit—its amazing new formula contains "neomerpin"... makes cloth soak up color evenly, beautifully, without boiling. You'll find dozens of uses for Rit, all so easy you'll "DYE" LAUGHING!

**RIT  
TINTS & DYES**

Never say "Dye"—say RIT!

**MY DENTIST TOLD ME THAT HEALTHY GUMS MEAN BRIGHTER TEETH! FORHAN'S AND MASSAGE HELP ME KEEP MY GUMS HEALTHY!**



Even my dentist was delighted at the improvement in my teeth and my gums!

Forhan's gum massage makes teeth brighter and helps make gums healthy. For a trial tube, send 10¢ to Forhan's, Dept. 521, New Brunswick, N. J.

**Forhan's**  
DOES BOTH  
CLEANS TEETH • AIDS GUMS



Indoors, Jane uses ice on her face as a beauty aid. Though she requires very little beautifying, she contends that ice closes the pores, acts as an astringent and imparts a new freshness to the skin.

Outdoors, it's more fun to use the ice for skating. Jane and her sister, Grace, are both quite proficient at the art. It was with Grace and Helen that she first sang in a trio. When Patti grew up, she took Grace's place, and the latter became the Pickens Sisters' manager.

**INDOOR SPORTS AND OUT WITH**



Jane likes to play ball with Terry, her wire-haired terrier, when she's at home. Terry seems to enjoy the sport even more than his lovely mistress.

But a game of catch in the gym gives her more exercise. Jane indulges in golf too, when her hectic schedule permits.

(Continued on page 66)



**JANE PICKENS**



**Is this  
Your Lucky Day?**



**You'll say "YES" when you find your lucky color among my 10 thrilling new face powder shades! See it bring you new radiance—breathe new life into your skin!**

Wouldn't you say this was *Your Lucky Day* if you found a way to win extra compliments—extra attention—extra admiration? A way that can bring out the sparkle in your hair—the dancing lights in your eyes?

The prize I'm talking about is the one flattering shade of face powder that can create a new "you"... your one and only "Lucky" color. For you know as well as I do that the wrong powder can actually hide your best points instead of bringing them out and giving you a lift.

Perhaps you're saying—"This doesn't concern me. My powder color seems all right!" But are you sure? Are you certain you have found the face powder color that is 100% right for you—the one that is so true that it blends into your skin—so natural that it seems as if the color comes from within? The day you find that color will indeed be a lucky day for you. That's why I'm so anxious to have you try all 10 of my face powder colors. Because I am

sure that your special color is among them.

**My gift to you**

I've helped many others, and I'll gladly help you, too. If you'll send me your name and address, I'll mail you all ten of the glorifying new shades of Lady Esther Face Powder free and postpaid.

When my gift arrives—try on every shade. Try each one carefully. Then STOP at the one and only color which whispers, "I am yours, see what I do for you. Look how I make your eyes shine. And how dreamy soft and radiant I leave your skin!" See how the color seems so natural, so lifelike, so much a part of you.

**Have you a lucky penny?**

Here's how a penny postcard will bring you luck. It will bring you FREE and postpaid all ten shades of Lady Esther Face Powder, and a generous tube of Lady Esther Four-Purpose Face Cream. Mail the coupon today.

(You can paste this on a penny postcard!)

(5)

Lady Esther, 7110 West 65th Street, Chicago, Illinois

I want to find my "lucky" shade of face powder. Please send me your 10 new shades free and postpaid, also a tube of your Four-Purpose Face Cream.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

(If you live in Canada, write Lady Esther, Toronto, Ont.)

**THE EASIEST  
WAY TO KEEP  
A TOILET  
CLEAN  
IS THE  
BEST WAY**



No AMOUNT of unpleasant scrubbing and scouring can keep a toilet bowl *really* clean. Because you cannot reach the hidden trap, under the bowl. SANI-FLUSH is made scientifically to clean toilets better —and without any work.

Just shake a bit of SANI-FLUSH in the bowl. (Follow directions on the can.) Flush the toilet, and the job is done. SANI-FLUSH has no odor. It removes stains. It kills germs. It cannot injure plumbing connections. SANI-FLUSH is also effective for cleaning auto radiators (directions on can). Sold by grocery, drug, hardware, and five-and-ten-cent stores. 25c and 10c sizes. The Hygienic Products Co., Canton, Ohio.



**Sani-Flush**

CLEANS TOILET BOWLS WITHOUT SCOURING

**LAW STUDY AT HOME**  
With travel prospect and money.  
Learn more, save time, see future  
potential. Including complete volume  
Law Library. Express of U.S. & over-  
seas. Low cost, easy terms. Get  
your valuable diploma. See "Evidences"  
by Lindbergh and "Evidence"  
by Lindbergh.  
**LASALLE EXTENSION, Dept. 5114 Chicago**

**STOPS  
SWEEPERS FROM  
DISTURBING  
SLEEPERS!**

Oil your carpet sweeper, vacuum cleaner, sewing machine and other household mechanisms with 3-In-One Oil. Lubricates, cleans, prevents rust. At hardware, drug, grocery, 10¢ stores.

**3-IN-ONE OIL**



Singing into the mike is old stuff for Jane. She's been doing it for over five years.

The habit's so strong that, outdoors in the snow, she uses a ski pole as a substitute.

**INDOOR  
SPORTS  
AND OUT  
WITH JANE  
PICKENS**

Dressing for an evening date, La Pickens slips into a fragile excuse for a sandal.

But in the wide open spaces she dons skis and ski boots, which are far from dainty.

Work over, Jane spends a quiet night with her mother, who takes her for a "ride" at a game of cards.





But the next morning, the electric horse takes Jane for a more strenuous "ride."



I KNOW THIS CREAM DEODORANT WILL COME OFF ON MY DRESS TONIGHT!



THANK HEAVENS FOR ODORONO ICE — IT NEVER COMES OFF ON MY CLOTHES — CHECKS PERSPIRATION 1 TO 3 DAYS

## New Cooling ICE Deodorant goes on like a vanishing cream—checks perspiration instantly

**I**T'S HERE AT LAST! The perfect answer to the complaints of fastidious women about old-fashioned cream deodorants. An ICE DEODORANT that vanishes without leaving the slightest trace of grease or stickiness! Yet checks perspiration the minute you put it on!

The new Odorono ICE is based on an entirely new principle. It's actually *cooling* and *refreshing* to the skin! Dainty and easy to use. Smooth it on—it liquefies and vanishes as you apply it! With-

out fuss or bother, you've checked under-arm odor and dampness for 1 to 3 days.

It leaves no greasy film to come off on your clothes—no musty "giveaway" odor. Its own fresh smell of pure alcohol evaporates immediately. No wonder 80% of the women who have tried it prefer it to any other deodorant they have ever used! Don't risk offending. The new Odorono Ice is only 35¢ at all Toilet-Goods Departments. Get a jar TODAY!

● "Safe and effective—cuts down chafing damage, when used according to directions," says The National Association of Driers and Cleaners, after making intensive laboratory tests of Odorono preparations.



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

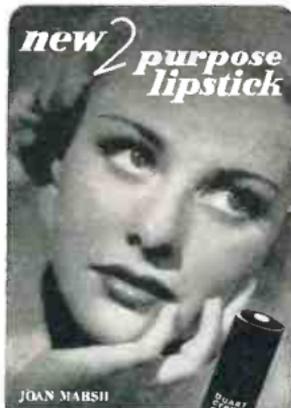
**ODO-RO-NO ICE**  
NON-GREASY

SEND 10¢ FOR INTRODUCTORY JAR

RUTH MILLER, The Odorono Co., Inc., Dept. 1, P.O. 101 Hudson St., New York City (Its Canadian address P.O. Box 127, Montreal)

I enclose 10¢ (13¢ in Canada) to cover cost of postage and packing for necessary introductory jar of Odorono Ice.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



JOAN MARSH

Want a lipstick that's permanent? . . . keeps your lips soft too?

Then here is the lipstick for you . . . The color stays on, yet this new kind of lipstick keeps your lips smooth, youthfully moist.

**ROMANTIC CALIFORNIA COLORS**

WINE is a dark vibrant color for brunettes with dark skin. SPANISH is a daring red styled for the complexion of a flashing senorita. DESERT FLAME is a brilliant youthful color for blondes. CINEMA a new shade styled in Hollywood for wear under artificial light.

Large regular size for 60c at all Drug and Dept. Stores and 25c size at Dime Stores.

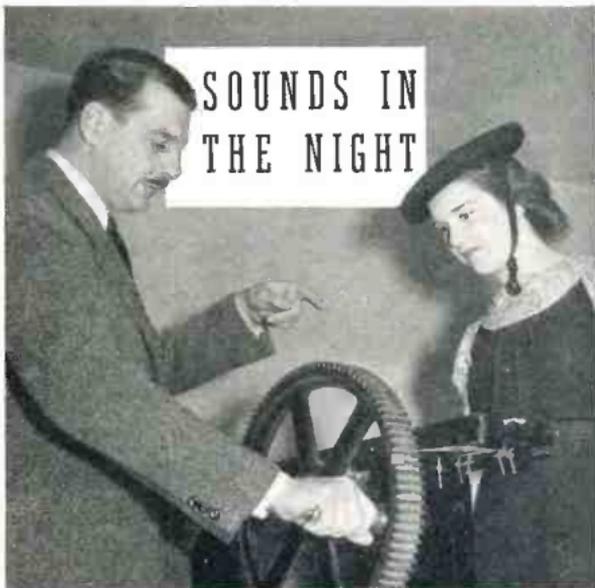
**DUART lipstick**

**TEETH Hard TO BRYTEN?**

**HAVE YOU FAILED** to remove ugly stains? Use Iodent No. 2. Specially compounded by a Dentist to safely remove stains from teeth hard-to-bryten. Specially made to polish dull teeth to a beautiful lustre. Made also in No. 1 feature for teeth easy-to-bryten. Try Iodent today! Enjoy its pure, minty flavor.

**IODENT**

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



Zale Dillon, Supervisor of NBC's New York Sound Effects Division, explains the gear panel to Patricia, his daughter. It's used for imitating sounds made by heavy machinery.

Here are the inside workings of a splash box. A crank turns the wooden paddles over water, which produces a realistic splashing noise on the air.

When you hear an automobile door opened or closed during a program, this is what is used. A special material is put inside the box to prevent a too hollow sound from being recorded.



This is called a chain windlass machine. As the crank is turned, heavy chains make noises like those of a docking ship or ferry.

● If you should enter the laboratory of the CBS sound effects department, you would be startled by an array of strange objects. Such things as piles of rocks, a huge cured steer hide, a cell door, or a small switchboard.

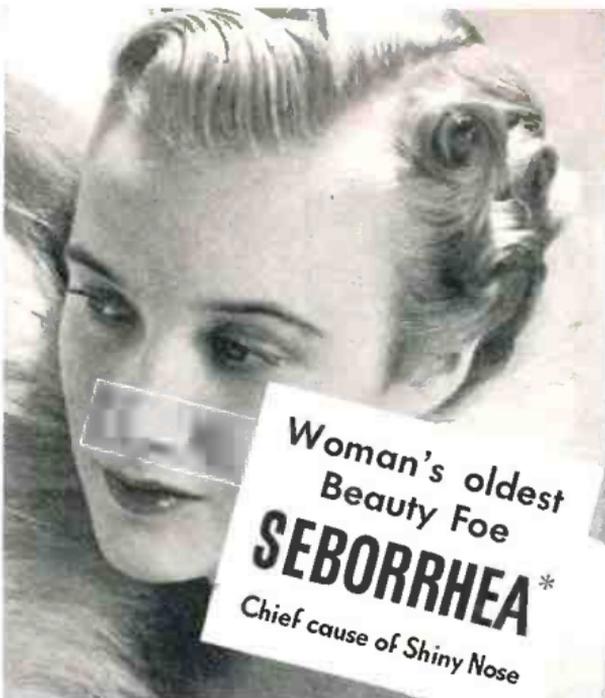
● These were experimented upon or invented by some of the sixteen-odd sound effect engineers, whose business it is to find articles which will duplicate, on the air, certain everyday noises. Many of them were engineers before picking this radio field, and their past training is invaluable from the mechanical standpoint.

● They often speak of "sound perspective." This refers to the position of sound, whether it is close by, a short distance away, or far off. Each must be represented differently.

● Field work is done in order to perfect noise imitations. One engineer spent days trying to duplicate the minute difference in hoof beats as a horse was ridden past him. They are not yet satisfied with the door they've been working on for five years, and are still experimenting.

● An average program can manage with one sound make and one engineer, but some shows use as many as five.

● Great credit is due the sound men and the effects they produce, for it is their work which adds illusion and realism to most of today's shows.



\*Oiliness results in unflattering shine. Dermatologists identify excessive oiliness as Seborrhea. Germs aggravate this condition. Woodbury's Powder retards germ-growth, helps subdue nose shine.

EVER since Eve, women have complained about Shiny Nose . . . until Woodbury skin scientists perfected a germ-free face powder, which helps subdue this age-old enemy of beauty!

**Germs May Aggravate Shiny Nose**

All very simple how noses come to shine like Callophane! Dermatologists say the excessive oiliness that makes the nose shine is often due to a condition called Seborrhea. Germs tend to aggravate this unwholesome skin condition.

Vital, then, to use face powder that is free from harmful germ-life! That's how Woodbury's Facial Powder helps inhibit ugly germ-induced shine. In tests, Woodbury's was the only one among 20 leading brands that was germ-free before use and still germ-free after contact with a germ-laden powder puff!

You'll love the shades of this exquisite beauty powder, too. Seven in all, covering the whole range of skin types. See the new Windsor Rose, styled in Paris, gloriously flattering to almost every woman.

Woodbury's Facial Powder comes in the new blue box at \$1.00, 50¢, 25¢, 10¢. And to complete your make-up, try Woodbury's Germ-proof Rouge and Lipstick.

Send for 7 Thrilling Youth-Blend Shades  
John H. Woodbury, Inc., 5129 Alfred St., Cincinnati, Ohio  
(In Canada) John H. Woodbury, Ltd., Perth, Ontario  
Please send me 7 shades of Woodbury's Facial Powder;  
trial tubes of two Woodbury's Beauty Creams; germ-free  
Woodbury's Facial Soap. I enclose 10¢ to cover mailing costs.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



# "STEP

## ALONG MISTER!"



"DON'T rush me, woman! I'm in no party mood—but I'll brighten up in a hurry if you'll share that package of Beeman's! You know that flavor's a real joy reviver. It's got a frisky freshness, a tingly tang—in short, it's great.

If you don't know, the package is sealed airtight to keep all that luscious freshness inside. I'll stop on the way. We need a fresh package."

# Beeman's

**AIDS DIGESTION...**

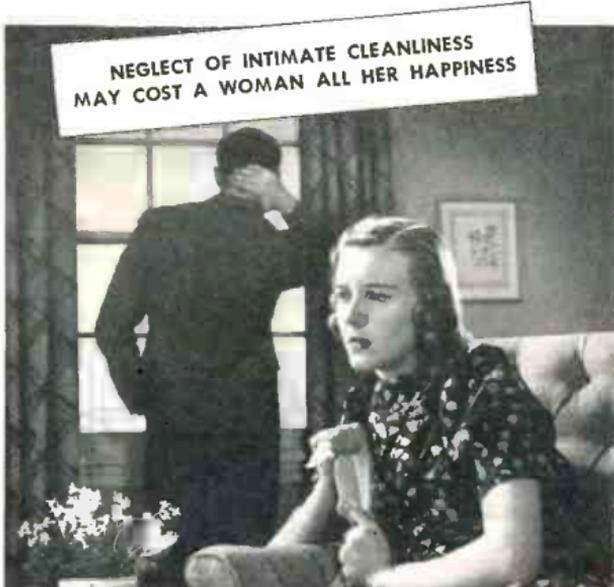


## SWING SINGER

Jerry Colonna, of *College Swing*, demonstrates the latest methods of swing singing. 1. He's found the perfect number for his voice. 2. Boy, has he got volume, or something! 3. Now it must be soft and sweet, just so. 4. Anything wrong? Could it be a sour note? 5. High C must be hit with a vengeance, and gestures. 6. A steal from the birdies' whistle. 7. Another miss! 8. But he finishes with a flourish.



# HELP WANTED...WOMEN!



## "Lysol" gives greater assurance of intimate cleanliness

WOMEN... any woman... YOU... are foolish to risk offending by neglect of personal cleanliness. Your happiness and even the security of your home may rest on a dependable method of intimate feminine hygiene. Use the "Lysol" method.

Often the very nicest and loveliest women are at fault. No one warns you. The offense is too personal. Yet so many women would benefit by giving this subject honest thought. Ask any experienced family doctor.

The fact often is—your fussiest bathing, your loveliest beauty aids, just cannot make you completely clean, *sweetly* nice. People may notice: your husband *surely* will. And may think you are carelessly neglectful. To be sure of not offending, use the wholesome, efficient method many

doctors and nurses recommend—"Lysol" in the proper dilution with water.

You can buy "Lysol" disinfectant in any drug store—with detailed directions for use on every bottle.

*Six reasons why "Lysol" is recommended for your intimate hygiene—to give you assurance of intimate cleanliness.*

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



*Lysol*  
Disinfectant

FOR FEMINE HYGIENE

What Every Woman Should Know  
SEND THIS COUPON FOR "LYSOL" BOOKLET  
LEHN & FINK Products Corp.  
Dept. 5-B, E. Bloomfield, N. J., U. S. A.  
Send me free booklet "Lysol vs. Germs" which tells the many uses of "Lysol".

Name: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_

Copyright 1936 by Lehn & Finck Products Corp.

For large, soft, natural looking curls

**NEW!**

WE asked women everywhere...in homes, in beauty shops, in stores and offices...and they said "Give us a curler that will make large, soft, natural-looking curls." So we designed the **HOLLYWOOD GIANT**, patented here in actual size. Comb made an inch big cylinder looks softer, more natural. They comb without becoming frizzy. And they give the large, full curls so favored in the new hair styles. The **HOLLYWOOD GIANT** is easy to use...rolls smoothly, uses quickly, withdraws without pulling out. They're 2 for the at dime stores and notion counters.

**ACTUAL SIZE**  
3 inches by 1 1/2 inches  
U.S. PATENT 2,000,000

**GIANT HOLLYWOOD CURLERS**  
Rapidly  
AT 5¢ AND 10¢ STORES & NOTION COUNTERS

HOW YOU CAN REMOVE CORNS ROOT AND ALL

**IT'S THERE** **IT'S GONE**

**ACTUAL PROOF**  
PHOTOGRAPHS

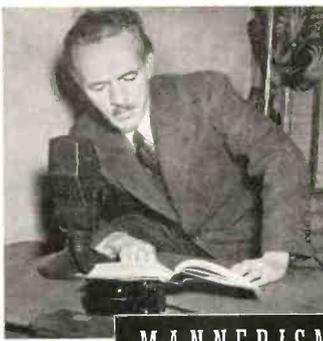
**New Modern Method safer—easier!**

Now you can remove corns easily, quickly, *harmlessly*, without dangerous old-fashioned pasting that only affects the surface, lets the root to come back blavier, earlier. The new, double-action Blue-Jay strips out moisture, and then by its gentle medicated action, removes corns root and all. In just 3 short days (functionally waterproof cases may require a second application).

Blue-Jay is a tiny medicated plaster. Easy to use everywhere. Safe, scientific, quick-acting...25¢ for 6. Same price in Canada.

**BLUE-JAY CORN PLASTERS**

\*A plus of direct relief—no time to form and position. If left on, never cut, avoid, trim. (See enclosed instructions.)



David Ross makes himself comfortable at the mike. He draws up one leg until he is half out of his chair. His reading paucity on a *Poet's Gold* show. David's sonorous voice won him the Academy Award for excellent mike diction.

**MANNERISMS AT**

Announcer Bert Parks has a peculiar nervous mannerism upon addressing the mike. He smooths an unruly eyebrow with two fingers while he grasps his script with the free right hand.



Frank Gallop, announcer for the *Philharmonic and American School of the Air* broadcasts, is a paper-tearer and crumbler. He's not absent-minded about it, though. He just tears used pages.

Andre Baruch, announcer for Kate Smith's program, likes to twist a key ring while reading his lines. His is the only dangerous mannerism, for the sound is apt to be carried by the mike.



Dan Seymour, who announces on Benny Goodman's programs, has a hair-smoothing mike habit.



Ralph Edwards' mannerism is a common one. He runs a finger under his collar as he talks.



**FIRED: REHIRED—** when she found out how to correct her *Marjorie Makeup*

"Just fired the last trouper... even had this girl hand her... stand her personal case."

"It's not your work, dear—it's that make-up. Why don't you do something about it?"

"Miss Roberts, I guess I ought to know. I've done this girl's make-up as long as you want it."

*Avoid Marjorie Makeup...*

**"CHOOSE YOUR MAKEUP BY THE COLOR OF YOUR EYES"**

SAYS *Ann Dvorak*

Featured in *Mel Roubin-MGM Picture* "MERRILY WE LIVE"

MISSING OUT on jobs, on dates, on fun? There might be a reason... *misses makeup*... those unrelated cosmetics that clash, that can't possibly look well together... or on you. Easy to correct—with *Marvelous Eye-Matched Makeup*. For here's... face powder, rouge, and lipstick... eye makeup, too... in color-harmonized sets. And here's makeup that matches you... for it's keyed to your true personality color, the color that never changes, the color of your eyes.

**NOW YOU CAN BE SURE** your skin, your hair, your eyes look their loveliest, because you're following Nature's color plan for your Stage and screen stars, beauty editors, fashion experts endure *Marvelous Eye-Matched Makeup*. Thousands of women who have tried it agree it's the way to *immediate new loveliness*. **THE PRICE IS LOW.** Start now to land your matched set. Buy that lipstick... rouge, face powder, eye shadow, or mascara... in *Marvelous Eye-Matched Makeup*... only 55¢ each (Canada 65¢). Your drug or department store recommends this makeup, *always*.

If you're **BLUE**... wear **DIAMOND** type  
If you're **GREEN**... wear **PATRIOTAN** type  
If you're **BROWN**... wear **PARISIAN** type  
If you're **HAZEL**... wear **CONTINENTAL** type

**YOU'RE EAGER** for success... in work, in life, in love! In the life you wear makeup that matches... makeup that matches you!

COPYRIGHT 1935, BY FREDERICK MURPHY

**MARVELOUS EYE-MATCHED MAKEUP** by Richard Hudnut

Try it!

Mail coupon NOW for *Marvelous Eye-Matched Makeup*... the famous color key to the most beautiful you'll be with makeup that matches... and matches you!

Richard Hudnut, Dept. M, 401 N. 3rd St., Philadelphia, Pa. 19106

I enclose \$1.00 to help cover mailing costs. Send my 10¢ tax (if that's correct) to the distributor, please, and lipstick for my type as checked below:

My eye color Name \_\_\_\_\_  
 Blue  Brown Address \_\_\_\_\_  
 Gray  Hazel City \_\_\_\_\_ State \_\_\_\_\_

Hormonesque LIPSTICK POWDER ROUGE 55¢ each



**Calling all CHEEKS!**

Attention! Go at once to your favorite toiletry counter. Get a box of Po-Go Rouge, Brique shade. Touch it to your cheeks and see how well you look!

Po-Go's remarkable rouge. Comes only 55c, yet it's hand made in Paris. It's soft, fine, feathery—goes on and blends as easily as powder, sticks fast and lasts!

And this Brique shade is unusually flattering. It lends an invisible glow to your cheeks before you see Po-Go. Brique. Try it! If your store can't serve you, send 55c. (Checks will do) direct to GAYL E. LINDENBAUM, 165 Fifth Ave., N.Y.C.

The perfect shade, BRIQUE—only in

**Po-Go ROUGE**



MADE IN FRANCE

**WOMEN'S IAR** and GET YOUR OWN DRESSES FREE

**\$23 WEEKLY**

NO CASHING IN. NO INVESTMENT. NO RISK.

FASHION PRODUCTS, INC. DIVISION OF THE GAYL E. LINDENBAUM CO.

**ONE SICK HEADACHE AFTER ANOTHER**

BUT THAT IS ALL OVER NOW

I FEEL grand since I began taking the ALL-VEGETABLE Laxative, Nature's Remedy FOR TAILORS. One NIT Tablet convinced me so mild, thorough, refreshing, invigorating, dependable relief from sick, headachy, bilious spells and that tired-out feeling, when caused by or associated with constipation.

Without Risk, get a 5c box of NIT from any druggist. Use for a week. If not more than pleased, return the box and we will refund purchase price. This is fair.

Try it—NIT Tonight!

**Nature's Remedy** TABLETS



Margery Kolley's black eartwheel with violets.

**HEADING THE EASTER PARADE**

Flowers and fruit give colorful touches to spring bonnets



Jean Yewell pins her colorful corsage on the lapel of her smart suit.

Vivian della Chiesa's choice is a straw panache hat in a soft violet shade, set off by cerise flowers.

Elizabeth Wragge, NBC actress, is in favor of red pappies atop a chin-strap bonnet of green felt.



EASTER! From the time you were able to walk, Easter and spring have meant one thing above all others to you—a brand new outfit and a new hat! Remember how, even when you were a tiny thing, you went forth bravely in your new finery to march in the Easter parade, rain or shine, snow or sleet? For it wouldn't have seemed like Easter at all if you couldn't wear your new clothes or, at least, that splendid new Easter bonnet! And you might as well accept the fact that you'll never outgrow this attitude.

Easter! The season when the feminine contingent from five to seventy-five puts aside all humdrum, everyday problems and concentrates upon the one question which is uppermost in the mind of every woman at the first sign of spring—the Easter bonnet!

Women everywhere—young and old, in classrooms and offices, in shops and kitchens—have a far away look in their eyes, a slight frown creasing their lovely brows, and it's a sure bet they're thinking: "What kind of a hat do I want this spring? A straw or a felt? A sailor, turban, bonnet or cartwheel? What color shall I choose? What sort of trimming?" But there are two things they're all definitely settled on. The Easter bonnet must be in the latest. (Continued on page 72)

**PARADE BY WENDY LEE**



Betty Glenn wears gobs of cherries on a pert white toyo bonnet type.

**A BEAUTY SECRET FROM NOBILITY AND SCREEN**

*To Double Your Attractiveness!*

"Marchand's Golden Hair Wash lightened my hair simply and effectively... and I recommend it to any woman to restore her natural loveliness." ...SAYS

Countess Eleonora Colaredo-Munzfeld  
Born in nobility, the Countess is descended from the house of Prince Peter Ernst Munzfeld, 17th Century Ruler of The Netherlands.



"If your hair has become dark and dull, take a tip from me! Use Marchand's, as I do, to keep your hair naturally light and radiant!"

...SAYS Barbara Pepper  
One of Hollywood's loveliest blondes admired for the golden radiance of her hair... appearing currently in "Hollywood's Stadium Mystery" A REPUBLIC PICTURE



**60% OF ALL WOMEN WERE BORN BLONDE!**

... But time dulls the radiance of any shade of hair

If your hair is darker now than it was when you were a child, there is new loveliness in store for you. Let Marchand's Golden Hair Wash restore the natural sunny highlights of your hair. It is as though a miracle takes place... your whole personality is spot-lighted. Try a bottle of Marchand's Golden Hair Wash today... follow simple directions... and double your attractiveness, overnight.

**MARCHAND'S GOLDEN HAIR WASH**



AT ALL DRUG AND DEPARTMENT STORES

**30%  
SAVE  
BABY FEET**

**Don't  
buy Baby  
Shoes by  
Guess!**



Stores listed  
begin use this  
measuring  
device.

You can be sure  
of the correct  
size, provided  
you buy Wee Walker  
Shoes. If it is incon-  
venient to bring baby with you, simply bring  
along an outline of baby's stocking foot, taken  
while standing. The store, with the aid of the  
measures, will give you the exact size needed.

**WARNING:** Measure is accurate only for Wee Walker Shoes.

Wee Walkers have every practical feature of ex-  
pansive shoes, yet cost very little. For baby's sake  
change to new ones often, as baby feet grow very  
rapidly. The price is low because they are the  
product of America's largest exclusive  
infant shoe makers and are sold  
in stores with very low selling cost.



Look for them in the Infant's Wear  
Department of the following:  
W. T. Grant Co. S. S. Kresge Co. J. S. Newberry Co.  
H. L. Grant Co., Inc. J. & W. Grand Stores, Home Store and  
Hess, Metropolitan Chain Stores, Inc. Charles Store  
C. S. Harvey Co., Inc. Sears, Roebuck  
Schultz-United Stores, Lincoln Stores, Inc.



LOOK FOR THIS  
TRADE-MARK  
**MORAN SHOE CO.**  
CARLYLE, ILL.

**This Beautiful, Lifelike  
PHOTO RING**

NEAREST GENERAL STORE  
SEND NO MONEY  
FIRST send any  
magazine or photo  
and we'll return  
size 1 1/2 inch  
photo ring. Show  
marked postage  
paid. Price 50c  
plus 10c for  
postage. **THE JORDAN KING CO.**  
Dept. 1000, Cleveland, Ohio.

**I MEAN IT! I WANT  
THE BABY POWDER  
THAT FIGHTS GERMS**

**MENNEN  
BORATED POWDER**  
*Antiseptic*

Recommended by more doctors  
than any other baby powder



**DOG  
SHOW**

Genghis Kahn, Great Dane,  
belongs to rhythm singer  
Betty Grable and her new  
husband, Jackie Coogan.



A radio fan gave Marion Talley  
this huge, snow-white Samoyed, a  
Siberian sled-dog, named Toz. He  
accompanies her on daily walks.



Martha Raye, who's heard on the  
Al Jolson program, is more than  
fond of her sad-eyed Irish set-  
ter, also a swimming enthusiast.



Robert L. Ripley has many valuable possessions in his Mamaroneck, N. Y., home, but he prizes his cocker spaniel above all.



Trouble, B. A. Rolfe's wire-haired fox terrier, has acquired his master's love for music. He and B. A. often have song-fests.

(Continued on page 78)

## "Dainty Girls Win Out"



DAINTINESS IS A CHARM THAT ALWAYS WINS. NO SMART GIRL NEGLECTS IT



A LUX TOILET SOAP BEAUTY BATH IS THE BEST WAY I KNOW TO INSURE DAINTESS



ACTIVE LATHER MAKES YOU SURE  
 \_LEAVES SKIN REALLY SWEET  
 \_DELICATELY FRAGRANT!

HOLLYWOOD'S beauty bath makes you sure of daintiness. Lux Toilet Soap's ACTIVE lather carries away from the pores stale perspiration, every trace of dust and dirt. Other lovely stars such as Bette Davis, Irene Dunne, Joan Blondell tell you that they use Lux Toilet Soap as a bath soap, too, because it leaves skin smooth and fragrant.

9 OUT OF 10 HOLLYWOOD SCREEN STARS USE LUX TOILET SOAP

www.americanradiohistory.com

## 2 SHORT CUTS TO BEAUTY!



### Twin Sisters CLEANSING PADS

*Non-drying Instant Facials—Anytime . . . Anytime!*  
Little pads of cloth saturated with a special non-drying lotion. You hurry them in purse or pocket for a refreshing, skin-soothing facial after shopping, motoring or sports . . . at the dance, theatre or office. Softens skin, removes make-up and zests perfectly. Excellent powder base, too. You'll agree they're handy as a hanky . . . indispensable as a lipstick. Compact and 15 Pads, 10c. Refills of 60 Pads, 25c.

### Twin Sisters REMOV-O-PADS

*Removes Nail Polish—Lubricates Nails*

A new nail-beauty treatment! You merely dab your ten nails with a Twin Sisters Remov-O-Pad and off comes the polish—slick and quick! Lubricates nail and cuticle and prevents peeling or cracking. Dainty's perfume. Convenient—nothing to spill and waste. Contains no acetone, non-drying. At leading five and ten cent stores. Try them! 15 Pads 10c.

**AT MOST 5c AND 10c STORES**

*If available, send 1c. Cash 2c to each item for postage (and packing). Clark Milliner Co., 606 St. Clair St., Dept. 80-F, Chicago. Sent only in U. S. A.*

## WHAT A POWDER PANIC SHE IS!

**POLITENESS PREVENTS  
TELLING YOU THAT  
WRONG SHADE POWDER  
IS SOCIALLY TABOO—**

YOU simply can't wear a hard-base powder and escape criticism in this day of beautiful women. A hard-base powder is bound to show up chunky in one light—dusky in another . . . because hard-base powders are made that way.

Lovely Lady Face Powder is winning new friends by thousands, because it contains BALMITE, an exquisite new SOFT-BASE—blends out to harmonize with all these daily variations in light—never looks chalky or muddy in any light.

The one powder for important occasions—when you must know that you're just gloriously beautiful!  
Try it—today. Choose your favorite shade. See how evenly and smoothly Lovely Lady goes on—how silky-soft it feels to your skin—and really, how much longer it banishes troublesome shine. You'll adore it! At any 10c store—take this coupon with you.

Lovely Lady, Chicago.

**FREE  
OF 10c COUPON**

Take this coupon to any 10c store for beautiful color-mixed Compact absolutely FREE with purchase of 10c or 20c box of new Lovely Lady Face Powder. If out, ask for store manager—he can get yours for you.



Helen Lynd, CBS songstress, believes in pets in pairs. A terrier-fancier, she has a wire-haired and an Irish.

Erno Rapee, famous Hungarian conductor, is proud of this German police dog, who is quite camera-wise.



Bob Burns has been trying to teach his collie-shepherd to hunt, but the poor animal seems to be gun-shy.



## DOG SHOW

Gabriel Heatter, besides being an authority on news, is one on dogs. He and his Scottie are best friends.

Dale Carnegie, who is a big man here, full of ideas about winning friends and influencing people.

This complaint is about something he said on his chatty recent program. Mr. Carnegie, one night, suddenly launched into an extemporaneous account of the worth of the product his show sponsors. This was perfectly legitimate, but he went on to say that the company didn't know that he was going to talk at all the evening. He was so crazy about it himself that the words just sprang from his heart or throat and by accident, he was surprised.

That is a cute radio program such as there are calculated right down to the nearest ten fraction, with room for many a spontaneous comment. They must be, if they are to come out in time. It may be difficult to see that a show runs and a that show which hadn't been set down in black and white on a score of immemorial copies. Anyone less well-versed than I could say that Carnegie was lying to his audience.

An interesting note comes to hand—it says that Carnegie simply cannot remember the name of a constant radio associate, and at rehearsals he persistently gets the man's name wrong. That must have been before Carnegie heard himself give an air talk on "Four Ways To Remember Names."

NELSON EDDY once worked for the advertising firm of N. W. Ayer and Son, in their Philadelphia office. He labored in the publicity department but his boss said

## STRAIGHT FROM THE COLD SHOULDER

(Continued from page 21)

he sang too much, so he fired Nelson Eddy.

At the end of the *Edward G. Robinson* Tuesday night dramas—there are only four pieces played perfectly by Edward G. and Claire Trevor—he asked several people standing about if they thought his just performed show was a little better.

It being that in the show, the two who had failed to testify in a case that mistake was made a friend, because at that time the tough guy had been eating crumpets in a restaurant and he didn't want the mob to be in about it. Crumpets to him, he said, were like boys to some men. It was fantastically stupid—unhappy, my eye!

Robison claimed he thought it was perfectly plausible.

IF YOU want a ticket to see the *Campbell Soup* show, you've got to send them six labels. That's the nearest approach to selling a ticket that anyone's arrived at yet.

It would be encouraging to spy one small change in certain of our big, expensive shows. For too long it's been the dull habit of sponsors and producers, once they found

a routine that made someone laugh or applaud, to stick to it everlastingly thereafter, with only the most minute variations.

Take the *Fred Allen* show. I've got to yourself that you know the routine of the show by thinking for, let's say, a minute and a quarter. There, you remembered that the show opens—every week—with a crowd of assorted characters who are dropping everything to tune in the show. Fred confides *Madge White's* latest observations, the screen is lit down for the *Tommy Hall News*, that goes nothing, then we all, and we're off with a set program that includes the *Mighty Allen Jet Players* and "guest stars" who, by a miracle, are changed weekly. Not that Allen isn't the best of the comedians, but he's good in the same way at precisely the same times, week in, week out. He isn't hit on 'em when they ain't!

Allen has made a few additions, such as the *Man You Didn't Expect To Meet*, who is a person with an unusual occupation; *Lucille and Larry*; and orchestra leader *Peter Van Steeden's* return of the music that was lost at the station break. They're pleasing additions and Fred expects to make more use of *Van Steeden* as a stooge, but after a few weeks they, too, will become a fixed part of the show.

WALTER O'KEEFE was just as bad on his last show. He had sad-eyed men who appeared every week, a news reel and a horrible and unfunny weekly skit performed by what he called "dramateurs."

# Romance Everywhere

## with Adventure

### PARK & TILFORD'S New Perfume Sensation





Every moment sparkles with gay romance when you wear Adventure perfume. Spicy, provocative, lingering — its caressing fragrance whispers of love, the supreme adventure!

Begin today to live with a new, intoxicating glamour — keyed to the thrill of Park & Tilford's Adventure.

Smart tuckaway size at all ten-cent stores . . .

**10c**



# PARK & TILFORD

FINE PERFUMES FOR HALF A CENTURY

*Perfumes*

MADE IN U.S.A.

# DRY SKIN SOFTENED NEW HOLLYWOOD WAY

WITH THE SAME CREAM  
THE STARS USE



Here's That Amazing New Cream with Skin Softening Emollients That's Thrilling All America

## TAYTON'S CREAM

Plants Away Dirt. Dissolves Dry, Rough Skin. Smooths—Softens. Powder Stays On

### ★ EVELYN DAW

The Lovely star with Jimmy Cagney in "Something to Sing About," says—"I use Tayton's Cream to cleanse and keep my skin smooth and youthful looking."

### Test This Thrilling Beauty Discovery UNDER MONEY BACK GUARANTEE

Make your skin smooth and alluring like the Stars do. . . . TAYTON'S CREAM releases precious triple-whipped emollients that cleanse and also dissolve dry, scaly skin cells that cause roughness, your powder to flake off, skin to shine, look tanned and old. Lubricates dryness. Flashes blackheads. Removes all blemishes. Helps bring out new, live, fresh skin. Thousands praise it. Get TAYTON'S CREAM at your drug store, Drug and Dept. Store. Cleanse with it also use it as a night cream. If your skin is not smoother, fresher and younger looking after first application your money will be refunded.

**FREE** Also send TAYTON'S new glorious tone powder the stars love. Novel shoe cream and more and more to you from Griffin Company. Write to: Griffin Company, Dept. 100, 1111 First St., Los Angeles, Calif. and enclose stamped address of your first so you can choose your exact delivery address and if you also want the new magazine limited edition the mailing cost.

**GEE WHIZ!**  
YOU LOOK BETTER WITH A SHINE!

**TAKE YOUR PICK**

Buy any GRIFFIN C.C.C. item in this ad. Buy one, two, three, four, or more. No matter what you buy, you will save 10¢. It's the GRIFFIN C.C.C. plan.

or, GRIFFIN C.C.C. Buy 10¢ in any GRIFFIN C.C.C. item in this ad. Buy one, two, three, four, or more. No matter what you buy, you will save 10¢. It's the GRIFFIN C.C.C. plan.

10¢

MADE BY  
**GRIFFIN**  
THE GREATEST MADE IN S. CALIF.

# STRAIGHT FROM THE COLD SHOULDER

(Continued from page 79)

These were amateurs reputedly picked at random from the audience. Amateurs, yes; picked at random from the audience, no. Rather, they were selected in advance, usually from friends of the band or organization. Nelson Heese, O'Keefe's manager, and Walter's brother, were regular performers.

Allen, O'Keefe and plenty of others might do well to consider the matter of flexibility. And if Allen can't think of a new formula, he might at least stick Hodge White in last.

## THE WOMEN OF THE MONTH IN RADIO

*THE following ladies were exceptional:*  
**GOOD.** Jean Dickenston—a coloratura soprano who isn't annoying. Most people don't appreciate the work a coloratura goes through to make those noises. This girl worked her way up through the medium of Lily Pons and Hollywood Hotel. Further proof that she is good is the news that she has been re-signed by her American Album of Folk Music show for thirteen more weeks.

**BAD.** Allie Lowe Miles. She herds a bunch of women together and holds a little radio clam bake which she laughingly calls a club meeting. Into these meetings she manages to inject a dozen or three commercials in a sweetness-and-light show that seems to say: "My, my, how did that commercial get in here?" The good ladies who attend, and obligingly raise the roof whenever the sponsor's products are mentioned, can't be so dull as to fail to realize that they are being exploited. But then, of course, they do get a chance to talk over the air!

**GOOD.** Mary Astor. One of the very few women who has a voice that rests comfortably on the ear-drums. It is pitched low and has a vibrant, sincere quality that definitely discourages the reproving twist of the wrist at the dial.

ON one of his Sunday Arno shows soon, Maestro Frank Simon is going to play the coronation music written by Sir So-and-So for Edward the VIII's coronation—the one that never came off. The music has not been played in England. . . . An English teacher at the Berlitz School of Languages was engaged to teach Tina Rossi, the singer, English lyrics. The first song she brought her was Bei Mir Bist Du Schoen, and she had to dig up a shipping clerk to teach her. . . . Artists shouldn't stoop to pleading with the listener to rush out and buy their sponsor's product so that they can stay on the air. . . . Alice Corvett, of the Coca-Cola show, sings at the Bonwey Mission, regularly. . . . Eddy Duchin has been giving lose lurch lessons in hot piano. . . . There's a bit of humor in the announcement that precedes Hollywood commentator George McCall's airing. The sponsor wants it understood that he is not responsible for what McCall says. Funny because McCall, unlike the virtuoso

Fidler, goes in for mild, press-release chatter. . . . Phil Baker wants to stay West because he thinks the movies have a crying need for him. . . . S. S. Van Dine is writing a murder-mystery movie for radio's Gracie Allen. . . . Roy Noble is returning to England in April for the summer, and so one of the world's best stages is gone. Jan Garber will probably attempt to replace him. . . . Be prepared to see lots of shoes go off the air this summer if business hasn't picked up by spring. . . . Jimmy Durante is a "guest artist" who always sounds the same. He could use fresh material. . . . Arlene Harris, of the Al Pearce show, is probably the only radio artist who doesn't use a script. She leaves her lines in nothing flat.

**RADIO** has a curious, hypocritical way of dubbing the extra performers hired to work on a show, "guest stars." They're no more guests than you are the guest of the man you work for.

That's why it's so silly for radio people to "oh" and "ah" at the perfectly divine way Josephine Dookes gave up her parties to rush over and help Al or Bing—when, in all probability, her agent had to fight for two hours to get the paltry \$2,000.

When is a guest not a guest? When Irvn Murray's seven-piece chorus made their eighth appearance as guest stars on Al Pearce's show, they tell out of the visiting class with a bang. Al was almost entitled to permanent possession, and we're entitled to say they weren't guests—they were haunting the program!

Hollywood shows are going in too heavily for vicious mention of local spots that don't mean much to us. The Brown Derby, the Trocadero and Pomona may be the big thing in California, but to the country-at-large they mean little.

## BIOGRAPHY IN BRIEF

**ARCH OBOLER:** He has been writing scripts for the air for the past four or five years with more than considerable success. His most notorious effort was a piece called *Adam and Eve*, and it was played by a blonde named West and an actor named Ameche, with sound effects by irate listeners and program notes by the FCC.

He is a Chicago boy who took up the pen when he was ten. He didn't exactly take the world by storm with those pristine efforts, but he did gain some local fame as a naturalist.

This activity aroused his father to take up a stout paddle that he had lying around for just such an emergency—a wise precaution, since the young naturalist kept a small colony of turtles, tortoises, frogs, toads, salamanders and snakes in his bedroom. It was the little dears' foraging expeditions into Papa Oboler's bed that prompted the active use of the paddle.

Like most people, Oboler studied just exactly the opposite of what he intended doing after school. He majored in engineering, ended up writing. He modestly

says: "... or should I say, ended down writing?"

He has a collection of two hundred Arch Oboler short stories and a novelized biography of the late Tex Rickard. Also a whale of a lot of top-notch air script work that first got him national notice when he did one for Freddie Bartholomew, Billy Halop and Lester Jay (it was called *Kid Kid*) that proved instantly successful over the *Fleischmann Hour*. He did a popular Irene Rich series that offered a definite contrast to a lug and spooky series of his that kept the Mid-West frightened, but calling for more.

He collects NBC page boys' names because he says names for his characters are hard to find. He is about twenty-nine, a graduate of the University of Chicago and is married to Eleanor Helford, a Chicago co-ed, who consented to a honeymoon to be spent touring haunted houses.

You hear his work on all of the best programs. His latest piece was a Lincoln story called *Bright World*, to Walter Huston.

*It was just a year ago that Richard Humber, who insists on being called "Mr.," wrote a tune called Farewell To Swing, and accompanied it with a rousing prediction that "swing" was dead. The science Professor Goodwin conducted at Carnegie Hall must have given him a ghostly chill.*

THAT worthy maestro, Erno Rapee, says that in his 14,000 mile mission hike over the country, he found that our leading symphony societies are: 1. Growing; 2. Financially sound; 3. Appreciated; 4. In-



Joe Penner may be quite the clown on the air, but he's far from it in the kitchen, since he's an excellent cook.

debted to radio for this happy state of affairs.

It's due not only to the big symphonic shebangs put on by NBC and CBS, but

also to the efforts of Dr. Joseph E. Maddy, who teaches a comparatively small class of 200,000 via the radio, and Mr. Ernest La Prade, who invites people and groups sitting at home to play along with him while he and his orchestra delineate the classics.

This is one phase of the more-or-less laughing problem of radio educational activities that has been well solved.

*A friend of ours—through the kindness of a friend of his who was a friend of the fight promoter—was allowed to pay \$11.50 for a third-row seat at a Madison Square Garden fight.*

*But most of us unlucky dogs had to be contented with the solid comfort of a big easy chair, glass in hand and slippers on feet—had to content to pass up the jumping, pushing Garden crowds and, of course, to save that \$11.50.*

*Then, perhaps, we saw the fight films next day to check up on what we had heard the night before. That's radio for you!*

The Stroud Twins are still bad.

EDDIE Cantor makes an impassioned plea to the Boy Scouts of America to remember that they're the backbone of the nation, and permits Jimmy Wallington to slip in effeminate, lavender bits.

*Radio listeners to Mr. Hendrik Willem Van Loon should be grateful for two things—his interesting, intellectual discourses, and his inability to draw pictures over the air.*

## Most proposals happen in the

# Spring!

### Be especially careful about daintiness NOW

Romance is in the air now! So be careful to avoid the fault that kills romance... perspiration odor from underthings.

Everybody perspires, especially in warm weather. Undies absorb odor... but we needn't offend.

**AVOID OFFENDING:** Lux lingerie after every wearing. Lux whisks away perspiration odor. Keeps colors and fabrics new looking, too!

Avoid soaps with harmful alkali and cake-soap rubbing. Lux has no harmful alkali. Safe in water, safe in Lux. Buy the economical big box.

#### SEASONS FOR PROPOSALS



The above chart is based on a recent survey among a representative group of young women. However, romance may come at any season to the girl who is truly charming.

removes odor—keeps colors lovely

www.americanradiohistory.com





like Betty's. You will readily see that a hat with so elaborate trimming as this could not be worn very often before everyone would recognize you blocks away. But, underneath its present weight of cherries, it's really a basic hat, readily adaptable to other trimmings of feathers, flowers or fruit, and would even be charming without anything.

Many of you will fall so in love with a certain hat that you'll build your entire spring ensemble around it. If this is the case, I only hope that the hat you become enamored of will be suitable for your type; that if you're tall, you'll choose a brimmed model; if you're short you'll take one none that won't dwarf you by its bigness (surely, much as you liked *Snow White's* seven little pals, you wouldn't want to look like one, would you?)

The new up-swept brims are especially becoming to short girls, giving an illusion of height and allowing you a brim without its seeming to press you down into the pavement. The sailor, spring's old favorite, will be found in a variety of forms, so that it can be worn by all types. There's the tiny Gibson Girl sailor, particularly fetching when trimmed with a veil which ties under the chin in a large bow, good for the half-pint. Tall girls will favor the Spanish sailor with its wide brim, gently tilted, being shown with a chin strap to hold it firmly on the head. Lovely Lucille Manners, *NBC* singing star, has a navy blue regulation sailor of rough paillasson, simply trimmed with a blue grosgrain ribbon. Lucille wears this slightly back on her head, with the veil coming down



Announcer Thomas Freebairn-Smith and Conductor Josef Pasternack at a spaghetti party recently given by Jeanette MacDonald, who cooked the food.

under her chin and tied in back, giving her a charming little-girl look.

If you're buying your hat to go with your costume, be sure that it fits in with the spirit of your ensemble. For a tailored suit, choose a turban, a rolling brim, a sailor, or tri-corne. Have your colored trimmings, by all means, but don't let them be too elaborate. Dressier ensembles, the costume suit, fur-trimmed coat, or tuxedo coat worn with a fur scarf, call for the various forms of the bonnet, the pancake,

the wide-brimmed hat. If you're only going to have one hat for this costume, better not get one that's too big. A modified version of the cartwheel won't bore you so quickly. If you go in for especially striking trimming, be sure that you can remove it later on and substitute a new one.

Buying your Easter bonnet is certainly going to be great fun this year. And wearing it will be even more enjoyable for the tips from these stars will put you right at the head of the Easter parade!



I WAS SO PROUD OF YOU TONIGHT, DARLING!

HOW WISE! THE WIFE WHO GUARDS AGAINST "MIDDLE-AGE" SKIN!

WHAT HAVE YOU DONE TO YOUR COMPLEXION, LATELY? IT'S SO MUCH LOVELIER, SO SOFT AND SMOOTH! I REMEMBER, A FEW WEEKS AGO, HOW UPSET YOU WERE BECAUSE YOUR SKIN WAS SO DRY...

NOT ONLY DRY, BUT LIFELESS AND COARSE-LOOKING! I REALLY WAS GETTING "MIDDLE-AGE" SKIN! THEN HELEN SAID MAYBE I WAS USING THE WRONG SOAP. SHE SUGGESTED CHANGING TO PALMOLIVE, AND...

PALMOLIVE? HOW COULD IT MAKE SUCH AN IMPROVEMENT?

BECAUSE PALMOLIVE IS MADE WITH OLIVE OIL... A SPECIAL BLEND OF OLIVE AND PALM OILS, NATURE'S FINEST BEAUTY AIDS! THAT'S WHY IT'S SO GOOD FOR DRY, LIFELESS SKIN. IT SOFTENS AND REFINES SKIN TEXTURE! CLEANSSES SO THOROUGHLY, TOO... LEAVES COMPLEXIONS RADIANT!

MY HUSBAND'S RIGHT! IT PAYS TO USE ONLY PALMOLIVE, THE SOAP MADE WITH OLIVE OIL TO KEEP SKIN SOFT, SMOOTH, YOUNG!



WELL, MY ADVICE IS, STICK TO PALMOLIVE!



## IT'S MY HUMBLE OPINION

(Continued from page 7)

You'll Enjoy  
MANICURING!with  
**Ginnie-Lou**  
VITAMIZED  
FINGER NAIL CLEANSING PADS

You'll enthuse about these handy new ready-prepared pads which remove old nail polish in a jiffy—no liquid, no fumes, no mess. These unique pads also contain Vitamin "F" and oils to condition your nails against brittleness.

Get a handsome jar of pads today and start manicuring the easy way that saves your time.

10¢ and 25¢  
PACKAGES

STAR-RITE CO., SHELBYVILLE, ILL.

**REMOVE  
HAIR** without  
razor, liquid 25¢  
paste or powder

Baby Touch Hair Remover is the new, scientific way to remove hair from armpits, legs and face—quickly and safely. Used like a powder puff. Goggles, palette, letter than a razor. Baby Touch leaves the skin soft, white and restores youth and beauty to the skin. Satisfaction guaranteed. At drug and department stores or mail \$25 for one or \$1.00 for five of the Baby Touch Pads. Baby Touch Mittens (Two pairs) \$35 each, \$2 for 10.

BABY TOUCH HAIR REMOVER CO., St. Louis, Mo.  
2922 Olive**Many Never  
SUSPECT  
Cause of  
Backaches**

This Old Treatment Often Brings Happy Relief  
Many sufferers receive negative backache medicine, once they discover that the real cause of their trouble may be tired kidneys.

The kidneys are Nature's chief way of taking the excess acids and waste out of the blood. Most people give up about 3 points a day or about 3 pounds of weight. Frequent or weary passages of this stinging and burning waste (there may be something wrong with your kidneys or bladder).

An excess of acids or poisons in your blood, when due to functional kidney weakness, may be the cause of nagging backache, rheumatic pains, leg pain, loss of pep and energy, getting up nights, swelling, painless blurring of the eyes, headache 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 million of kidney tubes dump out poisonous waste from your blood, Get Doan's Pills.



Harmony for two—Tito Guizar and Mitchell Leisen, director of Paramount's *The Big Broadcast of 1938*, do some impromptu harmonizing between scenes. Tito seems to have forsaken radio for pictures. He's now scheduled to be in *St. Louis Blues*, which also will feature George Raft and Charles Butterworth.

the field of entertainment. Perhaps the simple explanation for hostile feeling toward me is that I was one of the first to demonstrate the power of radio; that the circumstances attendant on my success were so unorthodox that it is difficult for my confederates in the entertainment world, and those of the Fourth Estate, to reconcile themselves to the fact that one so apparently untalented, so irregular in type, should, through an entirely different method and procedure, become popular with a portion of the public, and remain so.

## MEMORIES

LOOKING through an old diary (it was more of an address book than a diary), I ran across the names of Tommy Dorsey and Bunny Berigan; the former listed under "trombone," the latter under "trumpet." Beside their home addresses their ability classification was listed as "Double A."

Those were the days when the boys played for me as instrumentalists (and first-rate ones they were), little realizing that they were both to become leaders of two outstanding American bands.

## A FIRST THRU

When I received my first book of checks with my name printed on each one—simple but gratifying.

## PROBLEM

A MOMENTOUS decision, facing all of us who live by our vocal cords, is whether or not tonsils should be removed.

There are many physicians and surgeons who say "yes," that when a tonsil is badly infected, filled with pus, it should be removed. The other school is equally vociferous in its belief that under no circumstances should a tonsil be taken out of the throat. That school says that they are there for a purpose, i.e. to act as a filter to prevent dust, bad air and impurities from going into the system. This school contends that if one had a boil filled with pus, on the arm, one would not remove the arm itself.

But perhaps the most serious part of the problem is the question of whether the removal of tonsils affects the muscles of the vocal cords, thereby shortening the vocal register. I have often wondered whether or not my vocal range might be superior to what it is today had I not had my tonsils removed some sixteen years ago.

This decision confronted a young lady singer whom I know, and when she appealed to me for advice I sent her to physicians representing both schools of thought. I felt that the final decision should be hers.

## TO A BUDDING MASTER OF CEREMONIES

ALTHOUGH audiences are receptive, even enthusiastic, about such stock words as "swell," "terrific," etc., one may secure the admiration, respect and attention of an audience by the use of good English and good grammar.

There are those who would have you

believe that, in these modern times, only the "fuzzy" type of introduction or comment—with the use of omnibus\* words such as "swell" and "terrific"—finds favor with the public.

*Meaning that they take in everything and are used in place of many other words: swell show, swell girl, swell foul, swell music, swell perfume, swell car, swell wine, and so on, when they might much better have used: delightful show, charming girl, delicious foul, intoxicating perfume, powerful car, thrilling game.*

Personally, I am of the belief that the same audience which passively accepts this type of introduction, jargonologically, has increased respect and admiration for the individual who shares phrase his thoughts in good grammar and words of more varied and exact meaning.

In other words, the audience at Loew's State Theatre might have apparently rejected the introduction previously made by a master of ceremonies and spoken as follows: "This, Ladies and Gentlemen (it's always 'Ladies and Gentlemen'), is a time which we introduced from this stage. We think it's swell, and your terrific ravens about it have made it a hit."

This same audience would have increased respect and admiration for the man or woman who dared to speak something like this: "This composition (note the absence of the customary 'Ladies and Gentlemen'), due to its unusual construction and intriguing qualities together with your enthusiastic reception of it, has become the most popular song of today."

I AM listening at this very moment to an introducer who says: "A man who has written some of the most terrific hits in years, take a bow, will ya, Al?"

THERE are those who would have you believe that today it is not wise to use the King's English. My plea to any individual who is capable of expressing himself intelligently, colorfully and in a grammatically correct fashion, is not to be ashamed of your knowledge of better grammar and English because of an apparent demand for "talksy" and slangy speech!

TIP TO SONG WRITERS (AMATEUR)

Too many amateur song writers have been encouraged by the fact that their friends left the theatre after the hour-town musical play humming their songs, especially the last one. Upon investigating the phenomenon that the audience invariably hums or whistles upon leaving the theatre, it is found that the last song heard seems to impress itself indelibly upon the audience. This is an obvious psychological observation. The last musical composition we have heard seems to linger longer.

UNIMPORTANT NOTE

It is not particularly important, but it might be interesting to know that many of the musicals you see, especially those produced by Warner Brothers, have office doors bearing the names of actual Warner executives, especially those who have New York offices. Sometimes they are used

correctly and accurately, but sometimes they denote the office of the man in an entirely different profession, but belonging to the organization.

There have been several Warner Brothers productions where the actual writers of the picture's songs were the ones who played them for the man enacting the role of producer or director.

In one of Alice Faye's 20th Century-Fox pictures, two of the song writers, who wrote the songs in the film demonstrated them to her in the story.

So, note carefully the names which appear on doors in office sequences. If you know the names of actual Eastern executives, such observations should amuse you.

GOOD "VARIETY" HEADLINE

"CLOSE Tab On Gab"—meaning close supervision of the commentators who have been giving the public the "low-down" on studios, artists and executives.

INCONSISTENCIES

ATHLETICS, in general, have always stood for cleanliness and all that is fine, clean and noble. Yet why is it that, at most indoor athletic conferences, cup presentations and meetings not actually for the performance of the game itself, the bad ventilation rivals that of poorly-ventilated night clubs?

Only recently I attended the awarding of a cup to an outstanding football player. The window was closed tight in the gymnasium where it took place. Nearly everyone was smoking. The air was blue

(Continued on page 88)



Now—with the active  
"Skin-Vitamin"  
it NOURISHES Skin, too

A CREAM that is powder base and nourishing cream in one! The new Pond's Vanishing Cream is a revelation to many women.

It is positively not a grease cream . . . It positively does not come out again in a "sm" . . . It holds your powder faithfully . . . And—it contains that blessed "skin-vitamin" which nourishes the skin and improves its texture!

The new Pond's Vanishing Cream with "skin-vitamin" in it is grand as ever for melting away little roughnesses and smoothing your skin for powder. And is never drying! Use it for overnight after cleansing and in the daytime under your powder. Now

Pond's Vanishing Cream with "skin-vitamin" is nourishing your skin while it is holding your powder! Its use helps to make skin finer and lovelier, fresher.

Same jars, same labels, same price . . .

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



Miss Margaret Biddle

"I always did love Pond's Vanishing Cream for powder base. But now so nourishing cream, it is too perfect for words. Such a light, greaseless cream to use on your face at night!"

SEND FOR THE NEW CREAM!

TEST IT IN 9 TREATMENTS  
Pond's, Dept. 9185 A.S., Clinton, Conn. Rush prepaid tube of Pond's new "skin-vitamin" Vanishing Cream, enough for 9 treatments, with samples of 2 other Pond's "Skin-Vitamin" Creams and 5 different shades of Pond's Face Powder. 1 enclosure 10¢ to cover postage and packing.

Name \_\_\_\_\_  
Street \_\_\_\_\_ State \_\_\_\_\_  
City \_\_\_\_\_

Copyright, 1934, Pond's Extract Company

Tune in on "THOSE WE LOVE," Pond's Program, Mondays, 8:30 P.M., N.Y. Time, N.B.C.



(Above) Bette Wragge, who plays Peggy Young in *Pepper Young's Family*, takes down the winter drapes. (Below) Curtis Arnall, who is Pepper Young, owns a country store in real life. He is preparing for a spring sale.



(Above) Jack Roseleigh, Father Sam Young, isn't too happy at the prospect of beating rugs and packing away shoes, et al. (Below) Betty is putting her winter clothes in mothballs, preparing for spring.

SIGNS OF  
SPRING  
CLEANING



RADIO STARS



The Roseleigh workshop is equipped with tools for all manner of purposes. Jack must hurry to finish those bird houses for spring.

Out comes the old fishing tackle, and a broad smile on Jack's face. Soon the trout will be biting and Jack's mind will wander from his air work.

Marion Barney, who plays Mother Young, vacuums furniture with a vengeance. The whole *Young Family*, it seems, is ready for spring.



HOW DO  
MOVIE STARS KEEP  
IN SHAPE?

THEY FIGHT **FATIGUE**  
BY KEEPING WEIGHT DOWN  
AND ENERGY UP

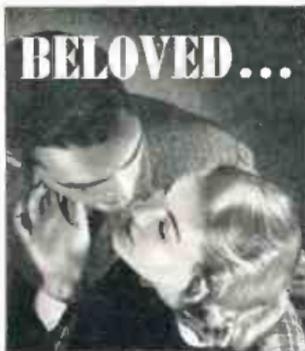
Energy-yielding foods fortify the body against fatigue. Baby Ruth, the big, delicious candy bar, is a concentrated energy food; it is rich in pure Dextrose, called "muscle" sugar by doctors. And pure Dextrose is utilized by the body as energy, when needed, rather than stored as fat. That's why Baby Ruth is the preferred candy of movie stars, athletes, active people everywhere. It's chock-full of energizing goodness.

CURTISS CANDY CO., OTTO SCHIEBER, Pres.  
CHICAGO, ILLINOIS



IT'S HOLLYWOOD'S  
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WOW! MY STOMACH FEELS LIKE IT'S ON FIRE FROM ACID INDIGESTION.

HERE, CHEW A COUPLE OF TUMS. THEY FIX ME UP QUICK WHEN MY STOMACH FEELS LIKE THAT.

## HERE'S AMAZING RELIEF FROM ACID INDIGESTION

YES—TUMS, a remarkable discovery brings amazing quick relief from indigestion, heartburn, sour stomach, gas, and constant burning caused by excess acid. For TUMS work on the true basic principle. Act unbelievably fast to neutralize excess-acid conditions. Acid pains are relieved almost at once. TUMS contain no laxatives; no harmful drugs. Guaranteed to contain no soda. Over 1½ billion TUMS already used—proving their amazing benefit. Try TUMS today. Only 10¢ for 12 TUMS at candy mints. Get a handy 10¢ roll today, or the three roll economy package with metal container for only 25¢.



While Rudy was on the Coast, Priscilla and Lola Lane watched him sign the famous Hollywood Hotel register. Notice that Rudy writes with his left hand.

(Continued from page 85)

with the resultant smoke, and the acrid and pungent odor, which is a result of its being expelled from the lungs with carbon dioxide.

For years, miners, on entering a coal mine, have taken along a canary in a cage. The canary, being extremely sensitive to bad air containing gases, reacts instantly. I have often believed that I could have been used as a human barometer to warn people when the air they were breathing was unsuitable. So sensitive a throat and nose lining have I, that it is only necessary to take a sniff or two to conjecture the probable effects of a room's air.

Even when the exposure is short-lived, breathing bad air has a deleterious effect upon the human system. An hour's exposure to a room filled with hot, smoky, impure air has resulted in almost the complete loss of my singing voice on several occasions.

We are told about the bad air at the Versailles Conference where, for the most part, old fossils who had over-eaten and imbibed freely of wines, made matters worse by puffing on pipes, cigars and cigarettes until it was impossible to see a man five feet away because of the lack of ventilation. Their empty heads, already drained of blood which had rushed to the stomach to aid in digesting the excess contents, were addled enough, but the impure air put the finishing touch on their half-wake minds.

Of course, we would expect this condition at a World Peace Conference. The food and smokes cost them nothing, and they were only engaged in parcelling up the world.

But one would naturally expect that, no matter what might be the case elsewhere, scenes of athletic events would be models of hygienic perfection—but I found that they were not!

### STUPID

THE sign inside a New York taxi: "Rely On Your Brakes Instead Of Your Horn!"

Frankly, if I had to choose, I would rather rely on my horn. To me the wise driver is he who uses plenty of horn, despite Father Knickerbocker's anti-noise campaign, and who depends less on his brakes. Many accidents, especially at intersections, might be avoided if each motorist would let the other know by generous use of the horn that he is approaching. To be honest, I have often wondered why automobile manufacturers put horns in cars any more. Most of my friends rarely use them, much to my annoyance and disgust. The horn has a specific purpose, and I decry this stupid taxi injunction.

### CRIME

THE headlines in the California papers concerning the bombing of Detective Raymond—in charge of the clean-up of vice here in Southern California—and subsequent revelations, conclusively demonstrate the fact that organized crime is really organized.

I am indebted to one of my fan clubs for the gift of a book at Christmas time, which expresses more perfectly than anything I had previously read, the organized crime situation with which our country is confronted at present.

COURTNEY RILEY COOPER in his summary of the fall of the United States to the racketeer and criminal. Here's to Crime, has written the finest epic of its kind. Further than that, he has had the courage to lay the fault at the door of those who are truly to blame. And that door is yours, Mr. & Mrs. Public, because of your quality toward racketeering and crime in general.

He mentions names, specific instances, cities and officials. He dares to charge

them, in no uncertain terms, with whatever fault or crime that may be accurately laid at their door. It is, indeed, as the publisher says, a complacency-destroying book for self-satisfied and smug American citizens, who believe the United States is well policed and free from crime. This book, its fast-moving description of every type of vice and crime known to the depravity of man, should shake to the foundation every honest and righteous, law-abiding reader.

IT is a pity, indeed, that our PWA and WPA Projects could not be enlarged to accomplish something much more worthwhile than many of them have to date. By aiding in the distribution of this book to millions of people throughout the country; by compulsory teaching of it in grammar or high school, they would accomplish more than all the money spent upon that hapless slogan, "Crime Doesn't Pay," has ever done. In the language of Cooper, who is an authority on his subject, crime doesn't pay for the punk or the small fellow who hasn't the wherewithal to secure an expensive lawyer; to tamper with the jury and to fix all of those who can be fixed. But for the big shot, who is able to do all these things, crime does, indeed, pay.

ROSCOE ATES tells of his experience in an English theatre during a performance he was giving. It seems that Roscoe, on noticing anyone walking out during his act, always yelled at them as they walked up the aisle: "Hey! Where do you think you're going? You can't walk out on me like that!" But on one occasion, to his intense embarrassment, when he had hurled his usual phrase all in fun at a man and woman going up the aisle, the man turned and said, in an apologetic tone: "I'm sorry, sir, but we have three children and they are waiting for us to put them to bed early, but another night we will leave them with a neighbor and come back."

TURNABOUT

THE annoyance of Mr. Richard Watts (New York Herald-Tribune dramatic critic) on seeing, under his own name in his own newspaper, a review of a show written by someone else. I honestly thought the review was better than Mr. Watts' own review of that show.

Most embarrassing of all, it was a mistake made by an employee of his own paper. Perhaps Mr. Watts now knows and appreciates how the layman feels when he finds something in the newspaper written about himself which is completely untrue and about which nothing can be done.

ABSURDITY

SIGN in a California gasoline station: "Don't Pay Cash—Pay On Your Own Terms."

Such an illogical statement as this is comparable, in its asinine stupidity, only to the plowing under and destroying of crops.

DON'T forget that I look forward to reading your reactions to my opinions, which may not coincide with yours. After all, the very title of this column tells its own story—"It's My Humble Opinion!" Address me care of RADIO STARS MAGAZINE. Adios!

# Stunning Shelving STILL 5¢

ALMOST EVERYTHING you buy costs more these days...but you can still trim and protect shelves with beautiful Royledge for a nickel! And this strong, double-edge shelving lasts a whole season, doesn't frizzle, curl up, catch dust or get limp. No laundry costs either; once up, stays up.

Your nearest 5-and-10¢, neighborhood or department store has sleeves of smart new Royledge patterns and colors, decorator approved, at 5¢ for the 9-ft. package. (10¢ sizes, too.) Millions of thrifty women use it...many who could afford extravagant, fussy shelving. Try Royledge once; you'll never change. Royledge, 99 Gold St., Bklyn, N.Y.



9 FT. 5¢ "FEEL THE EDGE" **Royledge** SHELVE S. REG. U.S. PAT. OFF.



After many encouraging experiments, NBC hopes for success this spring in broadcasting its "talking parrots."

Don't Worry Over **GRAY HAIR** BRUSH IT AWAY THIS EASY WAY

At home—quickly and safely you can tint those streaks of gray to lustrous shades of blonde, brown or black. A small brush and BROWNATONE does it. Guaranteed harmless. Active coloring agent is purely vegetable. Cannot affect waving of hair. Economical and lasting—will not wash out. Imparts rich, beautiful, natural appearing color with amazing speed. Easy to prove by tinting a lock of your own hair. BROWNATONE is only 50¢—at all drug or toilet counters—always on a money-back guarantee.

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 deterioration. Waterproof.

Easy applied; removes firm. No effect on nail growth of cuticle. Removed at will. Set of Ten, 20¢. All 5¢ and 10¢ stores.

**NU-NAILS** ARTIFICIAL FINGERNAILS CHICAGO, ILL.

So natural they even have a "half" moons.

NU-NAIL CO. 5249 W. MADISON ST.

# RADIO HOSTESS

(Continued from page 57)

usual "hamburgers" with which we are, alas, all too familiar. You'll find these a welcome change, therefore, as well as a tasty main course dish.

With the meat was served a most colorful Rice Ring which also featured several vegetables. The Swedes are great on color, I was told, and pride themselves on the appearance of their food as well as on its fine quality. "Nothing but the best is considered good enough for one's guests," Mrs. Armbruster informed me as the dinner progressed. A fact which the meal itself continued to prove beyond any possible doubt.

The salad, for instance, which was served on separate plates along with the meat course, combined red and white cabbage to add an effective color contrast to the appeal of the crisp, finely shredded vegetables and the smooth, tasty salad dressing. Here is the recipe:

## KALSALLAD (Cabbage Salad)

Select two small firm heads of cabbage, one white, one red. Cut both heads in quarters and shred very fine into separate bowls. Cover with ice water and let stand for an hour. Drain well, dry thoroughly between folds of clean towel. Melt 2 tablespoons butter over hot water. Add 2 teaspoons flour, 1 teaspoon salt, ½ teaspoon white pepper, 1 tablespoon sugar and ½ teaspoon dry mustard. Blend well. Beat the yolks of 3 eggs with ¾ cup cream. Add slowly to mixture in double boiler. When thoroughly blended, add ½ cup (scant) vinegar. Cook over boiling water until thick, stirring constantly. Cool. Moisten white and red cabbage, separately, with this dressing. Serve in lettuce cups, one with white cabbage, another with red for each person. Or mold white cabbage into a ring, filling the center with the red cabbage and sprinkling both with finely chopped chives or parsley for an especially attractive appearance.

The dessert—also pictured on page 8—was in the nature of a concession to more American traditions, since it was in the form of a pie. But whatever its nationality, the feather-light, lemon-flavored filling supplied just the right touch to top off the meal.

When the pie made its proud appearance, Charlie decided then and there that he wished to be photographed eating it. But, alas, in the course of so doing he covered himself not only with meringue, but with confusion. For it was noted that he had no fork! No, nor any spoon for his coffee. In fact, all silver within his reach had mysteriously disappeared. Then it was that Bergen approached him (I do wonder if Edgar is a sleight-of-hand artist as well as a ventriloquist!) and with the photographer right there to snap the evidence, removed a goodly supply of the Armbruster flatware from inside the coat of his young friend's dress suit!

"Charlie, Charlie," said Bergen, "did you take these?"

"Well, you see, Bergen, well now . . . well, yes, I did!" came the familiar, hesi-

**wont slip out**  
**STRONGER SPRING**  
**TIGHTER GRIP**

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MADE BY GOOD HOUSEKEEPING  
It is certified to last

**TOUCH UP GRAY STREAS**

**ANY COLOR**  
**LIGHT BROWN to BLACK**

Gives a natural, youthful appearance. Easy to use in the clean privacy of your own home; will not rub off nor interfere with curling.

\$1.35, for sale everywhere.

**FARR'S FOR GRAY HAIR**

**DANISH DANGER OF LOOSE WIGS with JUSTRITE PUSH CLIPS**

It's help, add, tie, secure. SAFE and sure—off the porch. JUSTRITE PUSH CLIPS are to hold your wig in place. They work loose with ordinary clips. Buy at 10¢ each. Buy 10 for \$1.00. All Free in the Store.

## 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, and happier life are turning to GOLD MEDAL Hasleem 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 burning 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 35¢ box of GOLD MEDAL Hasleem Oil Capsules today—the original and genuine—right from Haarlem in Holland—Don't accept a counterfeit—Ask for and get GOLD MEDAL.

**BUT ISN'T ALL MASCARA JUST ALIKE?**

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**FINER TEXTURE . . . LOOKS MORE NATURAL . . . KEEPS YOUR LASHES SOFT AND SILKY!**

For more beautiful eyes, be sure to get WINX -- mascara, eye shadow and eyebrow pencil. Look for the GREEN PACKAGES.

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At all drug, department and 10¢ stores.

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*the Finer Quality*  
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**U.S. GOVERNMENT JOBS!**

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Get ready immediately  
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**HOT STARCH**  
**IN 30 SECONDS**

Ready in No Time!  
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## Makes Ironing Easy

No "married look" to collars and cuffs starched this easy way. Just cream this ready mixed powder in a little cold water . . . then add hot. That's all. A wonderful invention. Your iron fairly glides. Send now for free sample packet.

**THANK YOU . . .**

THE HUBINGER CO., No. 518, Keokuk, Ia.  
Your free sample of QUICK ELASTIC, please.  
"That Wonderful Way to Hot Starch."

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tating, yet brash reply: "I figured that since Armbruster collects musical scores, Mrs. A. collects antiques, the Radio Hostess collects recipes and you collect my salary, I ought to collect something. So I'm starting to collect silver!"

This was the signal for us all to leave the table and adjourn to the living-room for music and still more laughs. And here we have to leave our gay dinner companions—Edgar Bergen and Gerda Armbruster discussing the books of Selma Lagerlöf, with Bob Armbruster supplying an appropriate Scandinavian background by playing his favorite Greig concerto; while from his perch on the piano Charlie frequently shouted skott!

"Just to keep things Swedish, but not too serious, you know," he informed me, when I bade him a reluctant goodbye and went off with my collection of fine recipes and pleasant memories.

## BEAUTY AT YOUR FINGERTIPS

(Continued from page 55)

smooth arms and hands to set them off. Now that the romantic influence is so thoroughly upon you, it would be too, too bad to spoil the picture! The creams or lotions used after washing should be applied to wrists and lower arms. Finishing preparations should be used to keep unattractive "shininess" from arms and elbows and give them a smooth, even texture. Last of all, apply quantities of the same rich nourishing cream that you massaged into your hands at night.

Even elbows, which are so far gone that they seem "rusty," respond to daily gentle massage with a pumice stone. Have one near your tub and use it each time you bathe. Follow this with an application of cream or lotion.

A combination bleaching and softening treatment for elbows is the lemon cup and olive oil method. Cut a lemon in half and scoop the pulp and juice out. Then fill these cups with olive oil. Place elbows in the cups and let them soak for fifteen or twenty minutes. This treatment may be repeated beneficially as often, each week, as you have the time and patience for administering it.

The actual manicure is a real pleasure if all necessary "tools" are available and in good condition. The essential materials are emery board, orange-wood stick, cotton, cuticle remover, polish remover, liquid polish, and a cuticle oil or brittle nail cream. To this may be added nail scissors (for an extreme bangnail only), nail white and a buffer.

Of course, the lazy way to keep your fingertips beautiful is to have a professional manicurist do them once a week. But why not be ambitious and try doing it all yourself with the thoroughness and finish of an expert? Besides, you won't be so inclined to neglect the "in-between" manicure retouchings when you care for your nails yourself. I'm sure you have read correct instructions for a home manicure countless times in beauty articles, and full directions

**SPRINGTIME IS  
Lilac TIME**

Like the true, sweet fragrance of lilacs wafted on a springtime breeze, there is that about Lilac Buds Perfume which stirs romance. Created by Duchesse of Paris, it is young, tender as first love. Each exquisite drop makes you seem fresher, daintier—adds to your desirableness—what's more, it lasts and lasts. Try Lilac Buds Perfume today. On sale at 5 and 10c stores. 10c.

*Duchesse of PARIS*  
Other famous perfumes • Singapore Nights • Gardenia • Mischief • 10c. each

## DEUBENER'S No. 20 Basketlyke Carrier—10c



Makes it, Oh—so easy to shop for that Easter outfit. And these attractive, snappy Carriers in the distinctive basket weave design not only look right but save you money. So useful for sewing or knitting too. Join the growing throngs of smart women who carry them.

## DEUBENER'S No. 1 Leatherlyke Shopping Bag - 5c

"America's Standard" Shopping Bag. The ropes around the bottom give extra wear and carrying capacity. Look for the Deubener name on bottom and get extra value at YOUR Favorite Store.



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**What a DIFFERENCE!**

With Lovely **CLOPAY Lentone WINDOW SHADES** at 15c EACH

\*Lentone texture looks like expensive linen. Exclusive CLOPAY process.

YEARS of use in millions of homes show that CLOPAY 15c window shades don't crack, don't peel, wear amazingly. And the new Lentone finish gives them a lovely linen-like texture that looks like \$1-50 instead of 15c. No wonder millions of women now replace shabby shades with 15c CLOPAYs... and have beautiful, durable new window shades for less than the cost of cleaning old ones. See CLOPAYs in 5c and 10c and neighborhood stores every where.

**NEW! WASHABLE Shades, Only 35c**  
A way has been found to apply a special oil-finish to both sides of amazing CLOPAY Lentone material. Makes washable new CLOPAY WASHABLE Shades. Can actually be scrubbed with soap and water. Don't stretch, curl or watermark. Yet cost only 35c each complete on rollers, for 36" x 6' also. Many attractive colors, selected by the lovely Lentone texture. Send 3c stamp for color samples of both types of shade. Write CLOPAY CORPORATION, 1689 York Street, Cincinnati, Ohio.

100% Washable



## WEST COAST CHATTER

(Continued from page 60)

**ROBERT TAYLOR** always shows up looking like the *Ironcat* star lad. But before half an hour's rehearsal has gone by, Bob's star is unbuttoned, then his tie is flung wide, his coat goes after it, and finally the old shirt sleeves are rolled up. Ask anyone who's ever worked with Bob, and they'll tell you he's tops for good nature. In spite of rehearsing and appearing on two radio shows and getting up at six o'clock for studio work every day, the Taylor disposition remains untrifled. When he finds time to see Barbara Stanwyck remains one of the mysteries. But rumor says they're still in earnest.

**BOB TAYLOR** really got even with Jack Benny on the *Jell-O* show the other day. Having suffered plenty at Jack's hands, over the violin-cello duet on a former broadcast, he decided to make Mr. Benny squirm a little. So when the show went on the air, and Bob was supposed to kiss Mary Livingstone, he took full advantage of the opportunity. The kiss lasted twenty-eight seconds—by the time-keeper's own count.

The charming *Bromo-Seltzer* broadcaster is the *NBC* prop man's biggest headache. He never knows what Harriet



Mr. and Mrs. Edward G. Robinson. He's always better than his material.

Parsons will want in the way of a microphone. And neither does she. Sometimes Harriet prefers to deliver her talks while standing at an upright mike; other times she likes to sit in an easy chair and talk into a "goose-neck" mike, and sometimes she draws up a straight-back chair to a table mike. Then she may decide to use all three. The prop man has finally decided to have three microphones set up for every broadcast so Harriet can drift from one to another. "It isn't temperamental," declares Harriet, "it's just that I can't make up my mind."

**EDDIE CANTOR** is a firm believer in following the doctor's orders. "They're smart guys in the first place," he says, "and in the second you pay 'em good money for their advice, so why not follow it?" Consequently, when the medicals ordered Eddie to stay in bed until noon every day, following his recent illness, Eddie didn't put up a single objection about not going to his business. But what the doctors didn't know is that Eddie's business came to him. Until noon every day his bedroom was filled with script writers, musicians and various members of the cast for his new show, rehearsing diligently with the star, who presided from his bed.

WHEN *The Big Broadcast* of 1938 was previewed, W. C. Fields took all honors. Not only on the screen, but after the show when autograph fiends passed up the other stars present and swarmed around Bill. Fields agrees that he's a new man since following the doctor's orders and giving up demon rum. But says he still hasn't given up lemon meringue pie and, what's more, doesn't intend to.

INCIDENTALLY, you'll be seeing more and more of Mr. Fields. He's just signed a contract that gives an Eastern manufacturing company the right to turn him out in miniature. The famous Fields schmozzle will be a red rubber eraser, one half for ink, the other for pencil. "And that," says W. C. complacently, "is fame."

**MARLENE DIETRICH**'s sweetest act is one of sweetness and light. Since her Para-

# Here's a Queer Way for Many Skinny Girls to Become Glamour Girls

THOUSANDS HAVE DISCOVERED THAT BY ADDING TWO SIMPLE ELEMENTS TO THEIR DAILY FOOD THEY EASILY GAINED WEIGHT AND Naturally Alluring Curves

THERE'S real hope today for thousands of thin, scrawny-looking girls who have almost despaired of ever having the naturally attractive curves and happy pep that often bring "glamour," popularity and success. For new food discoveries have helped thousands of others to quickly gain just the pounds of firm flesh they needed, new health, strength and joy in life.

### How it is done

You see, scientists have discovered that great numbers of people are thin and rundown only because they do not get sufficient Vitamin B and iron in their daily food. Without these vital elements you may lack appetite and not get the most body-building iron out of what you eat. But when in such cases these two simple food elements are properly supplied, the quick gains in weight, strength, and pep are often astonishing.

Today you can get these exact missing food elements in the new Ironized Yeast tablets. They're made by a new

costly process from one of the richest sources of health-building Vitamin B—the special rich yeast used in making English ale. This yeast is highly concentrated, then combined in a new formula with pasteurized English ale yeast and three kinds of blood-strengthening iron.

The result is these marvelous new Ironized Yeast tablets which have already helped thousands of the thinnest, most unattractive girls who needed these elements quickly gain just the normal pleasing curves they needed, naturally clear skin, new pep and new glamour.

### Make this money-back test

Get Ironized Yeast tablets from your druggist today. If with the very first package you don't begin to eat better and get more enjoyment and benefit from your food—if you don't feel better, with more strength and pep—if you are not convinced that Ironized Yeast will give you the pounds of

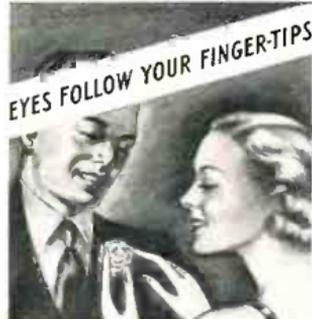
normally attractive flesh you need—the price of this first package will be promptly refunded. So start today.

### Special Offer!

To test Ironized Yeast get up their best price today. We make this special offer: purchase a package of Ironized Yeast tablets at once, cut one loose on the box and mail it to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body." Remember, results with the very first package—or money refunded. At all druggists, Ironized Yeast Co., Inc., Dept. 35, Atlanta, Ga.



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**"KEEP NAILS SHAPELY THE Wigger WAY" . . . .**

MEN love to see a girl's fingertips well-groomed. Keep them always lovely-to-look-at with the daily use of a Wigger Nail File. The triple-cut teeth file faster, more smoothly; the special Improved Clearer Point safeguards the tender skin under the nail. Ask for the WIGGER Nail File

On sale at all drug and 10-cent stores **10c**



**REMOVED WITH CORNS CASTOR OIL PREPARATION**

Safeguards to eliminate corns and dangerous warts. A new liquid, NOXACORN, relieves pain fast and cures the most stubborn corns, warts and warts. Contains six ingredients including pure castor oil, iodine, and the substance from which aspirin is made. Absolutely safe. Give directions in package. See how easy and painless. Money refunded, return money if it fails to remove corns.



**KILL THE HAIR ROOT**

Remove the hair permanently, safely, painlessly at home, following simple directions with proper care. The Mather Method powerfully prevents the hair from growing again. The delightful ointment with long particles, free from all acids and greater surface, kills the roots of most and greater surface, kills the roots. Also used by professional. See the full advertisement. TODAY for the Mather Method. D. J. Mather Co., Dept. 382, Providence, R. I.



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 FOR STREET WEAR**

A startling new make-up that imparts natural satin-smoothness to your skin...velvety...luminous...lasts hours. Use it and have a "star" complexion of your own.

HANDY STICK in all 10¢ stores or mail coupon



MINER'S, 12 E. 20th St., Dept. 442, New York 10, N.Y.  
 Enclosed find 10¢ for Miner's Theatrical Make-up for street wear.  
 Name \_\_\_\_\_  
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 Check strictly against: PACIFIC SOUTHERN BROS. CO.



Eddie Cantor, and wife Ida, leave California for New York, temporarily.

mount troubles, she has evidently decided that it pays to be human. When appearing on the Chase and Sanborn show, La Dietrich posed willingly for studio stills and candid cameras, and bestowed warm smiles on everybody present, including the press. She even forgot the glamour gal business in her costume. She wore no hat and a simple, dark dress without a single star sapphire.

SIMPLICITY of attire seems to be the vogue among radio stars for the moment. At the Lux Theatre the other evening, Joan Crawford wore a black crepe suit, with only a simple white collar as a decorative note. Ginger Rogers, the following week, had on a gray jersey dress of the shirtmaker type, with a bright scarf at the neck and no hat, while Madeleine Carroll's dress, on another Lux Theatre show, was of green wool with only a narrow pigskin belt and beige hat to relieve the plainness of her costume. Of all the programs, Hollywood Hotel is the one on which the stars seem to "dress up" the most. Perhaps the "Orchid Room" has something to do with this, for each star who appears as guest is gifted with a tremendous corsage of purple orchids, which need considerable "dressing up to."

IT'S STILL "Mayor Johnson." Yes, Al's been re-elected to head the town of Encino for the third successive year. Al's already managed to get paved streets and lighting for the town and now he's trying to wangle a post-office from the government. Encino sounds like pretty much of a hick town, but in reality it's one of the choice spots

in Southern California, with some 2000 inhabitants and most of them radio and movie racket-owners.

THE most "specialized" musicians in radio, according to Walt Disney, are the members of Donald Duck's "Webfoot Sextet" featured on the Mickey Mouse Theatre of the Air. "Certainly they're the most specialized," says Walt, defending his latest brain-wave. "They have to be, to get swing rhythms out of some old pipe, baby rattle, water-filled bottles and wooden blocks."

WHEN their dad's birthday rolled around last month, Sandra and Ronnie Burns decided to do something extra-special by way of celebration. So they made him a birthday cake. Fallen in the middle, but brave with candles and an inch-thick layer of icing, the cake made its appearance at the breakfast table on the festive day. The children carefully watched George and Gracie each down a large, soggy slice, but insisted that all they cared for was buttered toast.

SAM "SCHLEPPERMAN" HEARN almost incapacitated Jack Benny at a recent broadcast when he leaned over and pointed out three women sitting in the front row of the broadcasting studio. All were wearing the latest Parisian spring chaparris, 191-heavy with feathers and flowers. "Say, Jack," hissed Sam, "how's a poor comedian supposed to get laugh when women give us all that competition?"

## RADIO STARS

**PHIL BAKER'S** pride and joy used to be the swimming-pool in his back-yard. But no more—not since that friend from New York visited him. He took a look at the diminutive dunking place, and said admiringly: "Gee, what a swell bird-bath!"

**RAYMOND PAIGE** is still spending all his spare time down at Santa Monica with his eight-meter championship sloop, *Prelude*. The other day he entered a race, and one of his crew had a rather unique experience. The race, it seems, is supposed to start and finish with the same crew of six men. This particular day the weather was on the rough side, and one sailor in the prow was pitched out, unnoticed by all except a Swede in the stern of the craft. As the boat overtook the unfortunate floundering one, the Swede held out a big hand and hauled the other man in by the seat of the pants. "Hey, vot's de idea?" he shouted, shaking him up good and plenty. "You know vell, py golly, that we got to finish dis race with you on deck!"

**RAY PAIGE'S** enthusiasm proved infectious to Dick Powell, for the other day he went out and bought himself a racing yacht. Already he's challenged Ray to a race off Los Angeles Harbor.

**DICK**, by the way, is happy over everything these days. The main reason, of course, being that Powell heir on the way. Another cause for happiness is that all those troubles with his radio sponsor and studio seemed to be smoothed over. And for another thing, Dick has thrown away his glasses—after years of wearing them. He's found a new system of eye exercise which he's convinced can do away with anyone's specs.

**THINGS** are in bad shape at the Winslowe home when Paula (she's appeared on practically every important radio show, chiefly *Big Town*, *Lux Radio Theatre*, *Tyrone Power's show* and the *West Coast Thrills*) breaks into a sad part in the script. For Paula still has her Southern mammy as cook—and she's an excellent cook, too, except during the sad parts. Then she goes into hysterics, and sob's until Paula comes home. It's very hard on the roast chicken.

**JOE PENNER** and his wife have become so fond of 13-year-old Bernard Sharkey, who presented Joe with that award from 23,000 Gotham youngsters, that they wanted to adopt him. Bernard stayed at the Penner home while in Hollywood, saw all the sights in town, even to night clubs, premières and Palm Springs. Just before leaving for home, Bernard confessed that what he liked the very best was the banana splits and beating Joe at billiards.

**DIDJA KNOW:** That Jack Benny and Mary Livingstone are letting daughter Joan Naomi have the final say-so regarding nursery furniture in their new home . . . that Phil Harris' best disciplinary method is to threaten his orchestra with a series of one-night stands . . . that Frances Langford's pet raccoons are infatigating



**BLUE**

*now dreams come true*

When it's swingtime and dancetime, she'll never be lonely again. What a difference since she discovered Blue Waltz Perfume! There's something actually tantalizing about its lovely, floral bouquet. Perhaps you'd find greater happiness, too, if you'd remember to say "Blue Waltz" when you buy perfume and cosmetics.



**Blue Waltz**  
10c at 5 and 10c stores.

BLUE WALTZ PERFUME - FACE POWDER - LIPSTICK - BRILLIANTINE - COLOGNE



Rush Hughes, dark and handsome young commentator, was greeted by Helen Kleebe and Ruth Sprague, of the NBC staff, on arriving in San Francisco.

# THE AWFUL PRICE YOU PAY FOR BEING NERVOUS



QUIVERING nerves can make you old and haggard looking, cranky and hard to live with—can keep you awake nights and rob you of good health, good times and jobs.

Don't let yourself "go" like that. Start taking a good, reliable tonic, made especially for women. And could you ask for any whose benefits have been better proved than the famous Lydia E. Pinkham's Vegetable Compound?

Let the wholesome herbs and roots of Pinkham's Compound help Nature tone up your system, and thus calm twitching nerves, help lessen distress from female functional disorders and give you more strength.

For over 3 generations one woman has told another how to go "amiling thru" with Pinkham's Compound. Why not let it **HELP YOU!**

*Lydia E. Pinkham's*  
VEGETABLE COMPOUND

## NEURITIS Relieve Pain In Minutes

To relieve the torturing pain of Neuritis, Rheumatism, Neuralgia or lumbago in five minutes, get **NURITO**, the Doctor's formula. No opiates, no narcotics. Does the work quickly—must relieve worst pain to get relief. In 10 minutes or money back at Druggist's. Don't suffer. Get trustworthy **NURITO** today on this guarantee.

## Sensational FREE Offer

SEND COUPON

FOR 3 LIPSTICKS

AND REJUVIA MASCARA CREAM

It's our treat! Let us send you 3 full size of the famous **FLAME-GLO** Triple Indelible Lipsticks **FREE**... each in a different fascinating shade, so you can discover the color most becoming to you. To introduce our newest achievement, we will also send you a tube of **REJUVIA** Mascara Cream, with brush. It's Guaranteed Waterproof and Smear-proof, positively Harmless! Just send 10c in stamps to cover mailing costs. For beauty's sake, send coupon **TODAY!**

### Flame-Glo TRIPLE INDELIBLE

REJUVIA BEAUTY LABS  
DEPT. BN, 118 WEST 11TH ST., N. Y. C.  
Send me 3 full size FLAME-GLO Lipsticks and 1 tube of REJUVIA Mascara Cream, enclosed (val. 10c) (Stamp or Cash for mailing cost) (See in Canada)  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CHECK MASCARA COLOR DESIRED:  10c AND 20c  BLUE  BLACK  ROSE  BROWN  RED  
GET THESE 8 & 10c STORES



Humorist Arthur Godfrey never works from a script, never bothers to rehearse any of his programs and once the show gets under way no one knows where it's going, what it's about, or how it will stop.

... that next summer Paul Whiteman plans to conduct the Philharmonic Symphony Orchestra in the Hollywood Bowl

... that Deanna Durbin has achieved Hollywood immortality. Her footprints are now in the Grauman's Chinese Theatre forecourt, along with the rest of the town's famous ... that Jean Hersholt spends his spare time at rehearsals sketting members of the cast in charcoal ... that Jack Hasty, writer of *Dr. Christian* series, reads over 750 small-town newspapers a month for true-to-life happenings

... that George McCall used to be a lion-tamer with the Al G. Barnes Circus ... that Rosemary DeCamp, nurse of *Dr. Christian*, and Frances Langford are meeting soon to try for the Hollywood Women's Golf Championship. They both break 100 on the course ... that Marion Talley has turned down a Broadway stage offer, a play based on the life of Gilbert and Sullivan. She likes radio too much ... that Larry Ross is really Lancelot Patrick Ross ... that Jimmy Wallington is practicing jiu jitsu holds on the cast of the Cantor show. He's just been made a detective lieutenant in the Santa Monica police department ... that you have to wear dark glasses around Ken Niles, on account of his sports coats ... that Jeanette MacDonald has major mention in a new book, *Leading Women of America* ... that Georgie Stoll has the finest collection of first editions of music in Hollywood ... that the Edward G. Robinson-Joe Penner golf feud is in earnest ... that the Stroud Twins, though unmarried, live in separate apartments ... that Mrs. Penner has Joe on a weekly allowance ... that the new Columbia Broadcasting Studio in Hollywood cost \$2,000,000 and that *NBC* is determined to have their new studio cost just as much ... that the Bob Burdnes are expecting an heir, ...

## QUICK WAY TO REMOVE CORNS

no cutting . . . no pads



### RELIEVE CORN PAIN QUICKLY

If you want to remove those aching corns just get a bottle of **FREEZONE** from any druggist. Put a drop or two on the corn. The pain is quickly relieved. Then in a few days the corn gets so loose you can lift it right off with your fingers.

A bottle of **FREEZONE** costs a few cents at any drug store and is sufficient to remove most hard corns, soft corns and calluses. Try it!

## FREEZONE

DON'T MISS NEXT MONTH'S STRAIGHT FROM THE COLD SHOULDER!

MORE STARTLING THAN EVER

*New approved formula*

## REMOVES FRECKLES WHILE YOU SLEEP

Whether you have a few freckles or many, fade them out quickly and gently while you sleep. Get a jar of **Nadinala Freckle Cream** today and apply at bedtime. Day by day skin becomes clearer, freckles. Usually freckles disappear in 5 to 10 days. So do other blemishes. **Nadinala Freckle Cream** is guaranteed by a famous laboratory with 16 years' experience in this type of skin treatment. Only 60¢ at drug and toilet counters; 10c size at Ten Cent Stores. \* Or send a time for trial package, NAD 1120-A, Dept. 134, Paris, Tenn.

## NADINALA Freckle Cream

## New! ... A 7 DAY SHAMPOO FOR BLONDES

You Keep the Brilliance, Lustre and Loveliness this Shampoo Gives Blonde Hair For a WHOLE WEEK!

*Ends Dull, Bitten-Shampoo Look!*  
A single wash with this amazing new type shampoo instantly removes the dull, dingy oil and dirt-laden film that leaves blonde hair lifeless, sunken-colored and "old" looking, and enables you to keep that "JUST SHAMPOOED" look, all week. Done in a few minutes and at a cost of but a few pennies, **New Blonde** gives your hair that glorious, lustrous, shimmering radiance that usually comes only in childhood. All shades of blonde and New Blonde leave your hair lighter—even. Start **BLONDEX** today. New combination package—shampoo with separate rinse—all stores



**NEW! STARCH IN CUBES**

Just count  
cubes for  
perfect starching

**EXACT MEASURE**

Cuts my  
ironing time  
 $\frac{1}{3}$

**QUICKER, EASIER**

**STALEY'S  
STARCH  
IN CUBES**

A. E. Staley Mfg. Co., Decatur, Ill.

**ASK YOUR GROCER**

**GIRLS! MORE  
MILEAGE FROM  
YOUR STOCKINGS**



There's nothing like **RUN-R-STOP** to give more mileage per pair! As soon as a run or snag appears apply **RUN-R-STOP** to save your stockings—will not wash out, **HANDSOME RED & BLACK VANITY** protects tube to purple.—10c Ask for it at chain department and shoe stores.

Guaranteed by Good Housekeeping as advertised there. **10c**

**RUN-R-STOP**

**FREE**—We will send you a handy game size can of **Red White** in a new convenient form. Simply mail the instructions sheet from a package of **Run-R-Stop** to Dept. M., **CAMILLE INC.—49 East 21st Street, N.Y.C.**

*If you have one single*  
**GRAY HAIR**  
*mail this Free Test*

Now—before others think of you as "older"—is the time to touch up those first gray streaks. Millions—both men and women—have discovered this way to color fading strands. Just combing clear liquid through hair brings color: black, brown, auburn, blonde. Entirely **SAFE**... Hair stays soft and lustrous. Get a bottle from your druggist on money-back guarantee.



**Test it FREE**  
We'll send Complete Test Package Free. Snap lock from hair. Try first on this. No risk this way. State color of hair. Write Mary T. Goldman Company, Dept. 108 Goldman Bldg., St. Paul, Minn.

**THE BANDWAGON**

(Continued from page 59)

the rise of the Dorsey outfit is Tommy himself. Because he's the kind of a guy he is, his band is the kind of a band it is.

LAST September, Benny Goodman was doing a series of one-night stands on his way back to New York from Hollywood. He was in Baltimore when something happened to one of his trombone players. Trying to find a solution, Benny finally called Tommy in New York and asked him if he could find a trombonist and send him down to Baltimore in time to play the dance that night. Tommy didn't bother searching for a musician good enough to sit-in with the Goodman band. He took his own second trombonist, put him on the train for Baltimore and found a substitute to play in the Dorsey orchestra that night.

TWO years ago September, Tommy organized his band. Most of his men have been with him from the beginning. He cares nothing about the reputation or background possible members might be able to supply. If they have talent, he wants them. For example, his new trombonist, Earl Hagen, is exactly eighteen years old! Freddie Strue, one of his saxophonists, made a trip East with the Southern Methodist University band, asked Tommy for a job—and got it!

HIS chief arranger, Paul Wetstein, is a Phi Beta Kappa graduate of Dartmouth. He sent Tommy a few samples, and now he's turning out some of the finest swing arrangements in all these many states. Edythe Wright was a sophomore in college when she substituted one night for the regular singer in Frank Dailey's band at a summer resort. Tommy happened to hear her, and she went to work immediately.

ALL this collegiate influence may be responsible for the fraternity-house atmosphere surrounding the Dorsey band. The best evidence of it comes with spring. The sixteen members of the organization divide into two sections. One is called **Big Freeman's** (he's the king of the tenor sax) "Giants." The other is known as Tommy Dorsey's "Midgets." The idea behind all this is a baseball game, and when the boys start examining their hats—well, after all, they really can swing their saxes and trumpets and trombones. You can't expect too much!

**FACES ON THE CUTTING-ROOM FLOOR**

I thought you might be interested in parts of a letter written by Raymond Scott from Hollywood. The missive was produced just after he and the Quintet finished work on **Happy Landings**, the last Sonja Henie picture:

"We'll probably go down in Hollywood history as being billed in more pictures that we weren't in than anyone else in Hollywood.

"For instance, we got swell billing in **All Baba** (Eddie Cantor's last picture), but were practically unseen behind beards. Selznick was so pleased with the bit of recording that we did for **Nothing Sacred**, that we received marvelous billing again, even though we weren't photographed.



**MERCOLIZED WAX CREAM**  
KEEPS YOUR SKIN  
*in Perfect Condition*

Mercolized Wax Cream flakes off the surface skin in tiny, invisible particles. Reveals the clear, soft-smooth, young looking under-skin. 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 Saxolite Astringent Daily**  
THIS tingling, antiseptic astringent is delightfully refreshing and helpful. Dissolve Saxolite in one-half pint, witch hazel and apply.

**Try Pelachine Depilatory**  
For quickly removing superfluous hair from face. Sold at cosmetic counters everywhere.

**SUFFERING FROM PSORIASIS**  
TREAT IT WITH **DERMOIL**

**THE ONE SPOT TEST**

Do you have a red, scaly, itchy rash on your face, neck, chest, arms, or legs? If so, you may have psoriasis. Dermoil is the only medicine that cures psoriasis. It is a natural product of the sea and is completely safe. It is the only medicine that cures psoriasis. It is a natural product of the sea and is completely safe. It is the only medicine that cures psoriasis. It is a natural product of the sea and is completely safe.

**SEND FOR GENEROUS TRIAL SIZE FREE**

Lake Laboratories, Box 6, Northwestern Station, Dept. 855, Detroit, Mich.

**One Spot Flea Killer**

**KILLS**

- Lice
- Flies
- Beetles
- Crickets
- Cat Fleas
- Ear Squeezers
- Leaf Hoppers
- Caterpillars
- Box Woodlice
- Cabbages
- Worms
- Beetles
- Beetles

• If your store can't supply you send 25c or 50c to One-Spot Co., Elkridge, Md. •

**CRO-PAX FOOT AIDS**  
For Every Foot Ailment

**Instant RELIEF for 10¢**

Go to your nearest ten cent store and insist on **CRO-PAX Corn Pads**, waterproof, with medicated discs for safe, sure, quick relief.

Accept No Substitute

Price slightly higher in Canada  
**CRO-PAX PRODUCTS, CLEVELAND, O.**

**AT YOUR 5 & 10c STORE**

**"I USE SITROUX TISSUES... they're softer!"**

...says beautiful Mary Russo, starring in Columbia's new picture "EXTORTION"

**TWO SIZES 10¢ and 20¢**

**SITROUX CLEANSING TISSUES**

MADE IN U.S.A. by SIT-TRU, INC.

"And because most pictures are three or four thousand feet too long, our number, *Powerhouse*, had to be cut out of *Love and Hissie*. But if many thousands of feet don't have to be cut out, you may see a favorable presentation of the Quintet in *Happy Landing*."

And there you have an inside picture of what goes on—or should it be "out"—in Hollywood.

**WUXTRA! WUXTRA!**

At long last here is the truth about "singing titles." Rumor has it that Kay Kyser and Sammy Kaye are feuding as to who stole the idea from whom. But the truth, at least as the Sammy Kaye side presents it, is this:

In 1927, as you may remember, Sammy was leading a collegiate dance band at Ohio University. That year, Gus Arnheim made a record. On that record, for the first time in the memory of musicians, Gus tried a new trick. He had one of his vocalists sing the title of a song as an announcement. He used it that one time and forgot about it. But Sammy heard the record, thought the idea was swell for his orchestra, and immediately began to use the singing title technique.

Then Mr. Kaye graduated and took his band out into the cold world. Kay Kyser, already an established and popular orchestra leader, heard the unknown ex-collegiate band, liked their unique title announcement idea and adopted it.

The discussion as to who started the whole thing didn't amount to much until Kaye rivaled Kyser in popularity. But now it's a favorite feud subject.

So that's Sammy's side. Got an answer, Kay?

**THOSE DAYS ARE GONE FOREVER?**

*Naxadays you hear no talk about the sudden discovery of a new star on a sustaining program, and the immediate contract for a sponsored program that is offered him or her.*

But in the early days of radio the story was different. There wasn't a big name you could mention that didn't become a star via the sustaining route. Morton Downey was CBS's first great personality. He was presented on an afternoon sustaining program, the makers of Camels heard him, and Morton became star of the biggest program that the then-new Columbia network had sold. Bing Crosby followed the same road.

And Downey, incidentally, was responsible for putting radio's No. 1 girl singer on the air. When he gave up his sustaining program to begin the new commercial, William S. Paley, president of CBS, asked him to select one of the three possible girl singers to take over his afternoon spot. *Alfort* picked Kate Smith.

**ATTENTION: FOREIGN DEPARTMENT**

England's favorite bandleader is Bert Ambrose. Also, most Americans' favorite British bandleader is Ambrose. The usual way, both here and there, to express approval of him is to say: "He sounds as good as the best American band."

It may interest you to know that Ambrose is one of dance music's pioneers. He began playing rag-time over twenty years ago, competing with such gentlemen as Vincent Lopez, Emil Coleman and Paul

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 headful, youthful glow it gives your hair.

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

Package of 5 for 23¢ at drug and dept. stores. Trial size at 10¢ stores. (Or, any good beauty shop will Lovalon your hair.)



**LOVALON**

the 4 purpose hair rinse

**"My Secret of Eye Make-Up"**

by **GENEVIEVE TOBIN**  
Lovely Star of Stage and Screen



FIRST—USE NEW LOTION TO MAKE EYES CLEAR, WHITE, LARGER LOOKING!

"DON'T forget the most important step in eye make-up... clear, white eyes," says Genevieve Tobin, popular film star. Dull, tired eyes can ruin the effect of the most careful eye make-up. That's why thousands begin eye make-up with two drops of Eye-Gene, an eye specialist's formula. It makes eyes that were red-lined, veined, dulled by late hours, reading, fatigue, exposure, so clear and sparkling white... and therefore larger looking! Try Eye-Gene. Double eye beauty! Purse size at all 5 and 10¢ stores. Economy size at all drug stores.



**STARS of stage and screen, and fastidious girls everywhere, prefer Sitroux Tissues, because they're soft as a flower petal, yet so much stronger they won't "come apart" in the hand. Give your skin better care with these delightful, fine-quality tissues. Look for the attractive gold-and-blue box!**

At Your 5 and 10¢ STORE!

**Do This For BLACKHEADS**

**They Fall Right Out!**  
BLACKHEADS persist because they are literally trapped in your skin! Locked there by a film of sticky, surface skin! You can't wash them away! But you can release them! Golden Peacock Bleach Creme will lift away the film of congested surface skin—dissolving it in tiny invisible particles. Blackheads are released. They blow away! out! Surface pimples, too—in fact, all blemishes in the surface skin! You discover your own finer skin—smooth, utterly clear, alluringly white! All in just 6 days! Discover Golden Peacock Bleach Creme! At drug and department stores—or send 50¢ to Golden Peacock Inc., Dept. B-294, Paris, Tenn.

If You Do Not Agree With JERRY MASON'S opinions in **THE BANDWAGON** LET'S HEAR FROM YOU! RADIO STARS, 149 Madison Ave., N.Y.C.



**WAKE UP YOUR LIVER BILE...**

Without Calomel—And You'll Jump Out of Bed in the Morning! Rin' in to Go  
The liver should pour out two pounds of fluid bile into your bowels daily. If this bile is not flowing freely, your food is not digested. It sits in the bowels. Gas builds up your stomach. You get constipated. You are all swollen in pain and you feel sour, rank as if the world looks pink. A mere bowel movement gets because. It takes those good, old-fashioned Liver Pills to get those two pounds of bile flowing freely and make you feel "up" again. They are gentle, yet amazing in power. Ask for Carter's Little Liver Pills. Get at all drug stores. Stubborn

Whiteman. Where did he do it? Why, right in New York City at the Grand Central Palace. For, you see, Ambrose, England's favorite British bandleader, is an American!

#### OH, PROMISE ME

All the rumors have been safely laid to rest, and now it can be told with safety. On May 28, Andre Baruch, one of Columbia's ace announcers and current table tennis champ, will take a his lawfully wedded wife lovely Bea Wain, Larry Fontana's particularly talented vocalist.

#### ON THE SENTIMENTAL SIDE

One of the blindest moments in the life of an orchestra leader is his up-close view of a new spot, particularly when that spot is New York's very ultra Rainbow Room. Recently the Ruby Vescovan orchestra replaced Al Duane in the Rainbow Room. But on opening night, Ruby couldn't make his own party because he had the flu. After much wild guesswork, a substitute was found. Al Duane returned to the roof of Radio City for one night—to conduct Ruby Vescovan's orchestra.

#### STRICTLY STAG

Who said men can't get along without women? Take a look at the names of some of the important baton-wavers who refuse to hire girl vocalists: Guy Lombardo, Sammy Kaye, Glen Gray, Cab Calloway, Ray Noble and George Olsen.

Don't you think, Miss Perkins, that it is your job, as our only feminine Secretary of Labor, to do something about this?

#### HOME-MADE

The Kidoolers are the four young men whose work with toy instruments deserved an investigation. Here are the results of that looking-into. It will show just what you should keep away from the children.

To make music, the Kidoolers use: A bicycle built-for-one—cost, \$50; a siren—\$15; dodec bell—\$49; raspberry horn—\$1 (so expensive because it's adjustable for other sounds); baby's bell rattle—\$10; toy piano (key of F)—\$98; toy dinner bell—\$85; toy wa-board—\$25; thimble—\$85; cuckoo—\$25; kazoo—\$10; toy clarinet—\$39; toy cymbals, edged with stove bolts—\$44.

Well, I think that's enough to give you a rough idea of what goes on when the Kidoolers take the air.

#### THE NEW MAESTRO

Ben Bernie doesn't bother much about leading his orchestra these days. The Old Maestro is devoted himself to comedy and song. Al Evans, his assistant, is busy just about all the baton-waving there is to be done over the Benie orchestra on their Wednesday night broadcast. And Jane Pickens remains star of that show, in addition to doing her own vocal arrangements, practically conducts the orchestra herself when it comes time for her to sing.

The report is that Ben much prefers being just an executive.

#### "HORSE TRADE"

Oddest coincidence of the month concerns Tommy Dorsey and Red Norvo. Dave Tough, the Dorsey drummer, left Tommy to join Norvo. Maurice Pertill, the Norvo drummer, left Red to join Dorsey. Tommy left New York's Commodore Hotel to go on a road tour. Red

## THE BANDWAGON



Martha Raye and Bob Hope reverse the accepted order in *College Swing*.

left a tour to follow Dorsey into the Commodore.

Who said orchestras aren't just one big, happy family!

#### NEW DISCOVERIES

You may have noticed how, suddenly, a lot of big-name hands were missing from the late evening air-lanes when you tuned in for dancing. The reason is simple:

As the *Bandwagon* has noted, Chicago has always been a hot-bed of good jazzicians. But a month or so ago, a ruling was passed that all Chicago hotels' broadcasting dance bands would have to pay one hundred dollars a week for the privilege—and, whom! off went the bands.

As a result, the networks began listening to orchestras in every city in the country. New talent new names, new organizations from Buffalo, Memphis, San Francisco, and any other likely spot, are being given their break. The chances are good that within a year, because of the Chicago ruling, there will be at least five new name bands "discovered."

#### UNITY

One of the joys of radio listening has always been the Andre Kostelanetz orchestra. There are numerous explanations for the Kostelanetz excellence. Among them have been the high standards he sets for his men, and the unity with which they work. Fitting that last explanation are five of Andre's musicians: Johnny Call, artist; Paul Prinz, bass violin, Phil Wall, piano; Herb Quigley, drums; and Johnny Lunn, sax. At one time, all five worked together as a very successful society orchestra under the direction of Emil Coleman.

#### CURIO

The oddest job in the music industry is that of Isaac A. Cary. He is the trade's number one baton-maker. He turns out thousands of the birchwood wands annually for many of the most particular

customers in the world: Andre Kostelanetz, Rudy Vallee, Freddie Rich, Fletcher Henderson, Ozzie Nelson, Jimmy Lunceford.

Cary has to make a different type baton for each of these conductors. He offers them a choice of nine varied hand grips—from a black, hard-rubber handle to a light-weight cork grip. The biggest one he makes is Jimmy Lunceford's thirty-six-inch. Paul Whiteman's comes next with thirty-two inches.

Andre Kostelanetz is Cary's most exacting customer. Each of Andre's batons costs \$1.20—more than the price paid by any other leader—and he orders a dozen at a time.

Cab Calloway leads every other stick-waver in breakages. His baton casualties average two a week—a hundred a year. The explanation for that, though, is not temperament. Cab sometimes splits batons as part of his act.

Cary's greatest difficulty was with the leaders who liked to use their hands to conduct. Freddie Rich was one of those until Cary made him the lightest-weight baton in the profession.

Cary began his present profession as a hobby. He tried the world's finest woods until he found the perfect medium for his craft. Now he makes all his batons from the wood of birch trees. His closest competitor in the wood-carving field is a chap who made a fortune out of a second-hand tree. A tree called Charlie McCarthy.

## PLATTER PATTERN

#### IN DANCE TEMPO

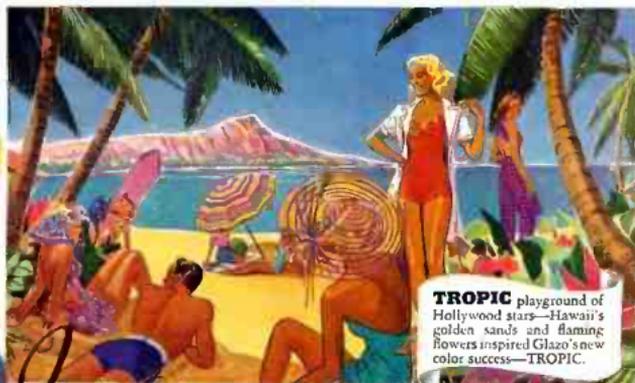
The spotlight this month belongs on Art Shaw, whose band has everything Benny Goodman's has. In a few months, I think it will have a great deal more. Brunswick presents the new Shaw band with Art's magnificent clarinet in *White Heat*, *You Work and One Song*. In sweet swing tempo is their *Good Night Angel* and *There's a New Moon Over the Old Mill*. Very good. . . . But still tops among all recording orchestras is T. Francis Dorsey's. Edythe Wright's *You Couldn't Be Cuter* harks back Leonard's *Just Let Me Look at You* (Victor). The Dorsey *Big Dipper* and *Smoke From a Chimney* are probably the best versions you'll ever hear of those two numbers. . . . For contrast, you might try listening to Horace Heidt's *Toy Trumpet* and *History of Sweet Saxing* (Brunswick). Mr. Heidt should listen to Shaw and Dorsey and learn a little history.

STILL supplying the best in Dixieland rhythm is Bob Crosby. For a perfect example of his work see Decca's new 12-inch South Rampart Street Parade and Hog Town Blues. Both numbers are written by members of that band from Dixie. . . . Harry James turns in still another swell job on One O'clock Jump and It's the Dreamer in Me (Brunswick). New reasons why James is the industry's best trumpeter. . . . The *Konjicho* is called Duke—last name, Ellington—offers Black Butterfly and Harmony in Harlem (Brunswick) in his best manner. . . . Costie Williams and his Kora Cutlers cut up in Jubilee and *Parsons and Peppers* (Columbia). Don't let the titles scare you.

# TROPIC

**NEW COAST-TO-COAST**

**NAIL POLISH COLOR SENSATION**



**TROPIC** playground of Hollywood stars—Hawaii's golden sands and flaming flowers inspired Glazo's new color success—TROPIC.

Joan Bennett, Charming star of "I Met My Love Again," a Walter Wanger Production.

*I love it,* SAYS **JOAN BENNETT**

I'VE adopted this gorgeous new Glazo shade for my very own," exclaims Miss Bennett, known for her flawless taste as well as her beauty. "Tropic is the most exciting nail polish creation in years!"

TROPIC brings flattering warmth to every skin-tone—a subtle accent to smart spring costume colors. And, because it is Glazo's new Perfected Polish, TROPIC wears perfectly for days!

TROPIC is sweeping the country! Warm, provocative, glowing—it is the essence of spring—a prophecy of exciting new clothes, new places.

As Joan Bennett says: "Find out for yourself what fun it is to wear!"

Your approval of Glazo's shades will include not only Tropic, but also the new Congo, Spice and Cabafia. Vary them with fashion-approved Thistle, Suntan, Old Rose, Russet, Dalia, Flame, Shell and Natural.

### Lead Fashion—Wear **TROPIC** Now

Your favorite toilet goods counter—in every city and town from coast-to-coast—is featuring Glazo's latest color sensation. See how TROPIC adds new beauty to your hands and a new zest to your life!

For a perfect manicure, apply TROPIC after using Glazo Polish Remover and Cuticle Remover. Extra-large sizes at all drug counters, 25¢.

# GLAZO

*The Smart Manicure*

## GLAZO'S *New* Perfected Polish

New Glazo gives you these three conclusive points of superiority:

- 1 LONG WEAR**—the New Glazo wears for days and days without peeling, chipping or fading! Slightly heavier for extra "coverage," it meets the demand for a polish that really clings to the nails!
- 2 EASE OF APPLICATION**—every drop in the bottle goes on easily, evenly. It will not streak or run; dries quickly.
- 3 BRILLIANT LUSTRE**—won't fade in sun or water.

Glazo's Perfected Polish gives all 3 points of excellence to these new shades:

- TROPIC**—lovely with all spring costume colors.
- CONGO**—perfect for bright shades and prints.
- SPICE**—wear it with grey, pastels and all blues.
- CABAFIA**—gay with beige, yellow, green, black.



*— and my new cigarette  
is Chesterfield*

*Chesterfields are made of  
mild ripe tobaccos ... rolled in  
pure cigarette paper ... the best  
ingredients a cigarette can have*

*For You...there's MORE PLEASURE  
in Chesterfield's milder better taste*

*They Satisfy*