

**LUXEMBOURG
NORMANDY
PARIS : LYONS : EIREANN
PROGRAMMES
Mar. 26—April 1**

RADIO PICTORIAL, March 24, 1939. No. 271
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**CASH
PRIZES
for
LISTENERS**
NO ENTRANCE FEE
See Page 25

RADIO PICTORIAL

THE ALL-FAMILY RADIO MAGAZINE

EVERY
FRIDAY

3^D



Should
**PARLIAMENT
BE
BROADCAST?**

asks the Rt. Hon.
J. R. CLYNES, M.P.

Intimate Interview
with

FLORENCE DESMOND

**MY STAR
PROPHECIES**

by Madame Arcana

Variety's Popular
Conductor

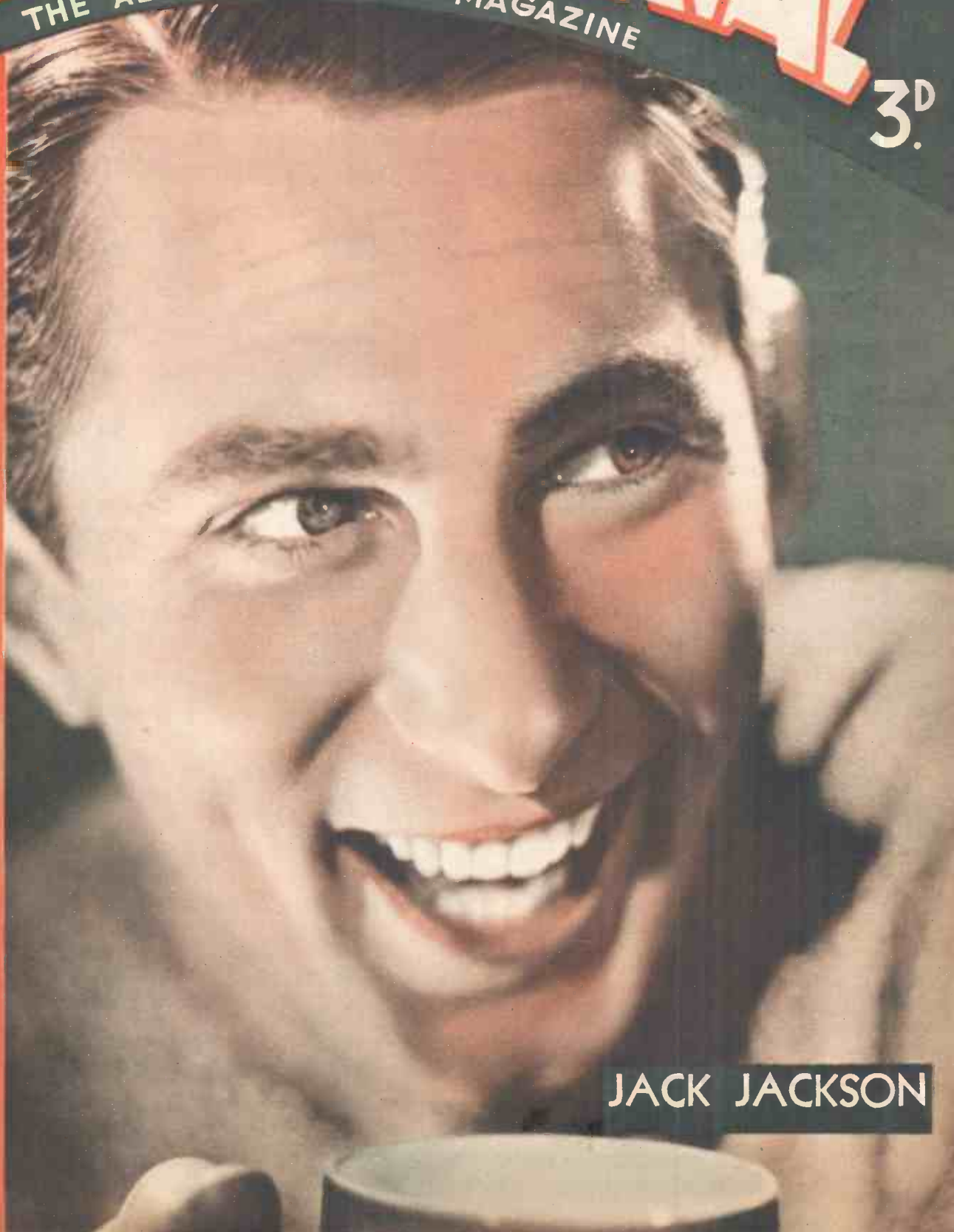
CHARLES SHADWELL

Talks about his career

Specially featured :

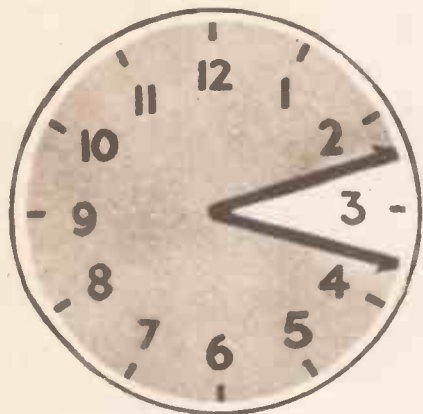
**BINNIE HALE
OLIVER WAKEFIELD
HARRY TATE
YOLLANDE TERRELL**

**B.B.C.
PROGRAMME
GUIDE**



JACK JACKSON

THE WONDER HOUR IN WIRELESS



MONDAY to FRIDAY

2:30 to 3:30 P.M.

***A Solid Star-Studded Hour
Internationally Famous Attractions***

BACKSTAGE WIFE

BACKSTAGE WIFE—2.30 - 2.45

The drama of Mary Noble, a provincial girl who married Brian Noble, London's most handsome and popular star, dream sweetheart of a million other women. Hers is the story of struggle to hold the love of her famous husband; of what it means to be the wife of a famous star; of the intrigues, the joys and sorrows that face one in the complicated life Backstage.

Presented By
"Dr. Lyon's Tooth Powder"

YOUNG WIDOW JONES

YOUNG WIDOW JONES

—2.45 - 3.00

The moving human story of a woman's heart and a woman's love. Living in the small town of Appleton, Peggy Jones, in her twenties, with two children to support, ponders long on the question of what she owes to her children and what she owes to herself. A story of joy and despair, life and love as we-all know it.

Presented By "Milk of Magnesia"

SWEETEST LOVE SONGS EVER SUNG

**SWEETEST LOVE SONGS
EVER SUNG—3.00 - 3.15**

Tenderly, sweetly played by celebrated orchestras, sung by world-famous stars, your favourite love songs will thrill you—perhaps bring a smile—a memory—a tear to the eye. For here is music of enchantment. A lovely interlude in your day—a programme to cherish and look forward to.

Presented By
"Phillips' Dental Magnesia"

STELLA DALLAS

STELLA DALLAS—3.15 - 3.30

A continuation on the air of the world-famous story of a mother whose love for her daughter was the uppermost thought in her life. For Stella Dallas saw her daughter Laurel marry into wealth and high society and realising the difference in their social worlds was too great, gave her up and then went out of her life.

Presented By
"California Syrup of Figs"

MARMADUKE BROWN

And
MARMADUKE BROWN—4.45 - 5.00

The story of Marmaduke Brown and his devoted wife, Matilda. Marmaduke is a lovable character . . . lovable but so impractical. The world is full of men like him. His impractical inventions make everyone smile, except Matilda. She has faith . . . and she loves him . . . and while he lives in day-dreams, she struggles for security.

Presented By
"Phillips' Magnesia Beauty Creams"

**THE
WONDER
HOUR**

RADIO LUXEMBOURG

2:30 - 3:30 P.M. Mon. Tues. Wed. Thur. Fri.

No. 271


RADIO PICTORIAL

The All-Family Radio Magazine

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MANAGING EDITOR.....K. P. HUNT
ASST. EDITOR.....JESSIE E. KIRK

THERE'S LAUGHTER IN THE AIR!



THE Cockney humour of Syd Walker," says a critic, "is warm and fluid and full of spirit." Is he talking about Syd or Johnnie?

A Scottish bandsman tells us he took the little croonette home in a taxi the other night. But the trouble was he found her so attractive he could hardly keep his eyes on the meter.

1ST. THEATRICAL PRODUCER: How have the shows been doing, old man?

2ND PRODUCER: I'm so much out of pocket, I feel like a billiard-ball!

There's no doubt about Spring being really here. A Scottish comedian has just taken down his Christmas decorations.

TALKING of Scots, McTavish invited McVitie to hear his new radio, and after an evening's entertainment, McTavish said, "Isn't it marvellous, mon? Dance-bands, crooners, plays, operas, talks, news, all for ten bob a year!"

"Aye, nae sae bad," said McVitie, "but, mind ye, ye don't get any acrobats."

Daughter, But She's Got In A Very Bad Set."

"VICAR'S ATTACK ON MUSIC-HALL LANGUAGE," our paper tells us.

Has somebody been swearing like an old troupier?

THE producer went up to the comedian just before the latter went on and said, "Bad news for you, Charlie. Your wife has left you, your house has been burned down, and after this week I'm cutting your salary. Now hurry up and get on—and please be a bit funnier than you were last night."

FROM an interview with a yodeller: "Actually, yodelling should be performed only on the summit of a mountain." We're with you there, pal!

1ST PLAYWRIGHT: Did you have any luck when you sent some scripts to the radio producer?

2ND DITTO: You bet. I sent him three scripts, and he sent back my own three and six others.

LATEST FROM AMERICA THEY'VE been trying out some novelty broadcasts in America. A contralto broadcast from a submarine under water, and now calls herself a Deep C Diva.

A hot trumpeter was broadcast while playing at the bottom of a coal-mine. And, apart from the broadcast, the idea was a good one.

QUESTION FROM LADY READER: How do you tune these swing instruments?

ANSWER: You don't, lady.

1ST PLAYWRIGHT: How's your marriage working out?

2ND DITTO: Great! I've already written four plays around my wife's past.

WHICH reminds us that an actress has had a cigarette named after her. The point is, will it draw?

"THE swing orchestra is top radio favourite in America," says a writer. Well, you can't keep a Goodman down.

HE: As I was coming through the B.B.C. hall, I saw your double.

SHE: What did she look like?

HE: Terrible.

A MAN laughed so much while listening-in to a variety programme that he collapsed and died. An open verdict was returned at the inquest, because what he had found to laugh at was a mystery.

1ST ACTOR: No, my son isn't following in my theatrical footsteps. He starts up shortly as a surgeon.

2ND ACTOR: Where is he opening?



"Funny, Major—I can't think of a thing to say!"

"COMEDIANS FIGHT OVER RADIO SCRIPT" (Headline).

Maybe they'll put it on the air and call it "Scrap-Book"?

"Can't you read that music without spectacles?"

"No, I've been wearing spectacles for a month."

"But they've got no glass in them!"

"I know. I took the glass out—it didn't make any difference."

STAINLESS STEPHEN has his initials S.S. on his car. But that's nothing. Arthur Askey has his initials on thousands.

BLOWN

"I NEVER see anything of that handsome crooner now."

"You should've married him when you had the chance."

"I did."

LOOK THAT GRILLS

"Why does this croonette call herself a hot singer?"

"It's not her voice, it's her melting glances."

SHALL WE DISJOINT THE LADIES?

DANCER: You know, I've always wanted to meet a magician who can saw a woman in half.

MAGICIAN: Then come up to my place. I'll be delighted to halve you.

A TELEVISION EXPERT said to Kitty,

"Your face, my dear, is hardly pretty...."

Of course, you don't mind it because you're behind it.

It's the people in front you should pity."

One thing we liked about a drama on the radio the other night was that it had a happy ending.

We were all glad when it finished.

A CROONER tells us he comes from a long line of singers.

We know. We saw him queuing up.

"DOES my voice remind you of a nightingale?"

"No, it sounds like a gale in the night."

ALTO SILLY FOR WORDS

Said a bass, "When I sang in the choir My voice was considerably hoir."

One day my voice rose, Or so the tale goes,

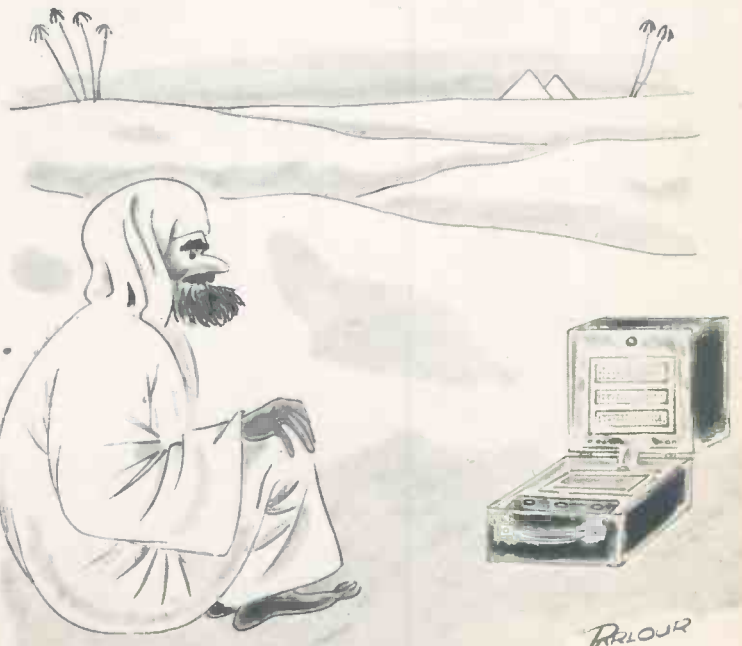
Till it stuck on the top of the spoir."

YOU can say one thing for the average radio joke—it's stuff that has stood the test of time.

A COUPLE of comic-song titles going free:

"She Was Only A Fireman's Daughter, But She Knew All The Bright Sparks In Town."

"She Was Only A Dentist's



"—And if you could manage to get a little sand anywhere it would help these plants tremendously."

"One Night of Love" on the Air

HOUSEBREAKERS have made a thorough job of pulling down those fine old mansions in Duchess Street and Portland Place to make room for the million pounds extension to Broadcasting House. Since we listeners are paying for it, we should take a personal interest in this demolition!

I was watching the pneumatic drill experts the other day when I saw Sir Stephen Tallents, who, if you don't know it, is the man whose job it is to keep the B.B.C. on good terms with you and me. Controller of Public Relations is his official title.

He is a trim, middle-aged gentleman with a trim moustache—and is at the top of his profession. We drove down to a certain fashionable hotel in the Strand together and I had first-hand evidence of Sir Stephen's skill as a raconteur. Sir Stephen was the guest of honour at a luncheon given by the radio manufacturers—the men who make the sets we listen on, whether they are handy portable instruments or those wonderfully appointed walnut cabinets that cost as much as an average man's motor-car.

SIR STEPHEN was in great form and trotted out story after story that captivated his hard-boiled audience.

One concerned the listener who telephoned a certain B.B.C. headquarters to give a tip about the Aurora Borealis, which, as you know, has been gate-crashing the news recently. The message was taken by a commissionaire, who did not trouble to report the call until Monday morning. When asked why, he retorted that he thought it was a tip for the Grand National!

I liked his story about the stove-manufacturer who had been complaining bitterly to the B.B.C. because the announcers would announce that we were in for a spell of "milder weather"!

BIG plans for making Radiolympia, 1939, the finest and most attractive radio show ever staged anywhere in the world were revealed at this luncheon.

Emphasising the ambitious nature of the plans for this year's show, which will open on August 23, Sir Stephen said that the B.B.C. was already hard at work, in collaboration with the organisers, the Radio Manufacturers' Association, devising new attractions which would demonstrate to the public in a way which had never been done before the tremendous range of entertainment offered by modern broadcasting.

It was too early yet to give details of the lines on which they were working, but the B.B.C. looked forward to Radiolympia as their great opportunity to take a large

Inspector Hornleigh takes a rest from investigating. He is, of course, S. J. Warming-ton, the actor, seen here with his wife and two friends



Young Beryl Davis, daughter of the Romany Band's guitarist, is in the news again—we hear she's been deputising for Stella Moya, Nat Gonella's vocalist, who has, unfortunately, been ill

and interested public behind the scenes of sound and vision broadcasting.

Radiolympia, 1939, would, of course, show the world the very latest developments in British radio and television but it would do very much more than that. Visitors would be able to find a whole day's entertainment, whether by witnessing the dramatisation of broadcasting technique and personnel or in the many other features that were being planned, of a kind that could not be seen or heard anywhere else.

RADIO film "musicals" have got the public on its toes. The B.B.C. is going all out to get as many first-rate screen "best-sellers" as possible, and I hear on good authority that we shall soon hear "One Night of Love," dished up in the best B.B.C. manner.

This is different from our previous "Top

Hat" and "Dancing Times," for it has an operatic quality about it—and Stanford Robinson will probably conduct a specially augmented orchestra, on April 23. Whom do you fancy in the Grace Moore part?

IT looks as though Turner Layton has hit upon another song-hit. Archibald Haddon, the music-hall expert, was sitting at home during a family re-union when somebody looked round, sighed with pleasure and said: "Well, home is best."

Haddon pondered awhile, then retired to his study and wrote the lyric for the new song, "Home is Best." It was introduced a day or two ago by Scott-Comber and is being featured by Layton—who wrote the music himself—to-morrow, March 25, in "Music Hall."

CYRIL FLETCHER was wearing a worried look when I met him in that draughty little entrance-hall vestibule at St. George's Hall. He had lost the celebrated soldier's cap he wears in his popular "Dreamin' of Thuc . . . ce . . ." sketch. It had vanished into the traffic inside a taxi-cab. Luckily it was returned, but "I wouldn't have lost it for anything," said Cyril.

As a matter of fact, he's thinking of insuring it—for it narrowly escaped being thrown away when he left it in an agent's office the other day.

Cyril, with his amusing "refained" style, has been a busy young man lately. He is among that still small band of comedians who have really and truly been "made" by radio. He hit the public fancy in his broadcasts, got television engagements—and then the music-halls awoke to his existence.

Cyril is with us again in the "Fol-de-Rols" broadcasts, which, as Greatrex Newman says, are designed for high-brows, low-brows and no-brows!

BIG BILL CAMPBELL is full of plans for his new series, "Cabin in the Hills"—yes, cabin not cabaret. He has persuaded John Watt that it would be a good plan to do a fortnightly

**THIS WEEK'S
GOSSIP**
By STUDIO REPORTER

One of "Band Waggon's" New Voices, Peggy Thompson is being "tipped" for "Band Waggon's" successor "Fol-de-Rols." She's only twenty-two and is a born singer



series, a kind of Western scene—or "shayna," as we say in the business.

The setting for the shows is a backwoods general store and post office in the foothills of the Rockies. And it is run by a gentleman what's known as Honest John James. To the store come all kinds of tough, companionable folk—rangers and traders who come to trade furs, to receive their mail and to wind up the day with a general sing-song.

Well, that's fine. It's as good an excuse as most, and Big Bill is one of the nicest people in private life you can imagine. . . . We'll look in to see him in his cabin in the hills.

SO, as we rather imagined, Lionel Gamlin the Announcer has become Lionel Gamlin, Staff Comper of the Variety Department.

I was amused to note that his first job was to introduce an old colleague of his, "Bobbie" MacDermot. "Bobbie" qualified for "Youth Takes a Bow" by reason of having two first nights in a row. He and his wife Diana Morgan wrote sketches for George Black's Revue "Black and Blue"; and for "The Gate Revue," which started its run at the Ambassadors the following night.

Gamlin—a Birkenhead boy—has been going great guns for more than a year now. Whenever there has been a first-class variety show, authors and producers have always said: "Can't we have Gamlin to comper?"

He tells me that as soon as his appointment to the Variety Department was announced, hundreds of people wrote to Broadcasting House demanding that he should be retained as the "In Town To-night" interviewer. This, of course, is inevitable. He has made a niche for himself on Saturday night—and we shall still hear his pleasant voice and those natural interjections of his: "Oh—really—well, I can quite believe you—"

Gamlin started in the Variety Department on March 13.

"Thirteen really is my lucky number," he said to me this week. "Everything pleasant that has ever happened to me has happened on the 13th!"

INSPECTOR HORNLEIGH makes his bow to you this week with a picture on these pages. He is, of course, S. J. Warmington, who created that gruff, friendly and infallibly shrewd gentleman from "the Yard." You have heard him week after week in "Monday Night at Seven."

See if you can recognise him in another type of part altogether—on March 27, when he is in the Royal Matinee at the London Coliseum. The King and Queen are to see a thousand performers taking part in a big show to help the King George's Pension Fund for Actors.

S. J. Warmington has the part of Captain Chevillon in one item "Little Father of the Wilderness."

"Warmy," as his hundreds of friends call him, has a very distinguished career as an actor. He acted with the famous Lewis Waller and was a personal friend of that celebrated matinee idol.

IF you listen to the "Melody of Rhythm" broadcasts from the Midland studios, the name of Stan Martini will be familiar to you, for his Hawaiian Quartet holds its own with any combination of this type on the air to-day.

Stan is very confident that there is a great future for the Hawaiian guitar, which is far more popular than many people imagine. The fact that Stan has forty pupils on this instrument gives you some indica-

We are always glad to hear lovely Anna Lee's voice on the air, though films take up most of her time these days—when daughter Joanna, now one year old, allows her to work, that is!



tion. He had great difficulty in forming his present combination, and could never find a satisfactory bass player until he singled out one of his aptest pupils on the guitar, bought him a double bass and taught him to play it.

And that's how seventeen-year-old Charlie Shale became a regular broadcaster.

GOOD news for admirers of Harold Ramsay, who is to be heard on the air rather more often in the near future.

About a year ago, Harold hit upon his "Radio Rodeo" idea, which proved so much to the public liking that he has been touring the show ever since, complete with his own Laflaur organ.

Now Harold has decided to resume as a solo act, and as soon as the news became known, he received four months' solid bookings. However, he is arranging matters so that he will be able to visit the B.B.C. studios more regularly, and will not in future experience the disappointment of having to turn down one date after another on the Theatre Organ.

WHAT happens to the discoveries brought to the mike by Carroll Levis? Many find success.

Most famous is John McHugh, aged 25, former Wolverhampton wood-pattern maker, who trained in Italy at a listener's expense, has broadcast five times and is considered to have a great future in opera.

Sydney (Garry) Gowan, aged 22, Fulham painter, and Lynn Davies have joined famous dance bands; Gunner Grahame Andrews, comedian, has left the Army to tour in Carroll's road-show. Babs Dudley, Greenford dressmaker, and Pearl Venters, 14-year-old rubber mill girl, are also singing with Carroll.

Mary Lyle, soprano has been with the Carl Rosa opera company and had other good engagements and Audrey Banfield, Hammersmith waitress, now a West End Club singer, are some who have made good, and are earning large salaries.

ON Monday, April 3, in the National programme, will be given, for the first time in this country, a broadcast of a major orchestral work by the late George Gershwin—"The Cuban Overture."

This was originally orchestrated for a full symphonic orchestra, but for the recordings by Paul Whiteman, to be heard in the broadcast, passages have been re-scored to feature the piano.



Famous pianist Turner Layton plays his own song "Home is Best"—for which Archibald Haddon wrote the lyric—in Music Hall to-morrow, March 25.

ON OUR COVER THIS WEEK

YOU will, of course, have recognised tall, debonaire Jack Jackson. One of the most genial handleaders in the business, Jack is "personality" personified.

The new Oxydol programme is going strong, and Jack takes part week by week, making it a rare treat for the listener. Tune in every Sunday to Luxembourg at 2.45 p.m., and Normandy at 5.30 p.m.

BINNIE HALE, star of Eric Maschwitz's romantic musical show "Magyar Melody," can be heard in the De Reszke programme from Radio Luxembourg on Sunday, March 26, at 5.15 p.m.





THE great majority of the voting public knows very little about its respective members in the House of Commons. For democratic Britain that is unfortunate. Newspapers do their best. Inevitably they remain biased. And inevitably a large part of Parliamentary business gets little or no attention.

Parliament should broadcast. When wireless has been put to so many diverse and useful purposes in modern life, it is amazing that this, the most obvious, has been overlooked.

Possibly B.B.C. technical advisers could dig up many objections to the idea. More possibly there are many M.P.s who would not like it one little bit, but the fact remains that it would serve a more than useful purpose.

Broadcasting should be done from the House itself, on a special wavelength. Technicians may foresee difficulties, but I don't think they would be insuperable. Highly trained commentators would divide the day into sections and explain any particularly involved issue at stake. For instance, any new bill put forward by the most obscure member would be briefly explained before the actual debate was broadcast. Similarly, involved points of economics or foreign affairs would be given a preliminary survey.

I do not suggest that specific speeches alone should be broadcast. We have already seen how biased that can become. During the last General Election in 1935 the Labour Party was given only four broadcasts against the Government's five. In 1929 there were eight broadcasts between April 8 and May 3, four of which went to the Government speakers and two each to Labour and Liberal. The Government were given twice the opportunity of any other party to state their case.

The trouble over the Gold Standard brought out even worse bias. The Government gave six wireless talks. The Opposition—none!

Following that, you may remember, came another General Election. Once more the Labour Party was given only three out of eleven broadcasts.

The public has a right to know what is going forward in the House at any given moment. I can only imagine that party considerations have prevented it in the past. We should sweep party considerations aside now.

Let the whole country know what Labour, Liberal, Opposition and Government, are



The Rt. Hon. J. R. CLYNES

Member of Parliament for the Platting Division of Manchester, from 1905—1931 and since 1935, makes a spirited plea for full broadcasts of Parliamentary debates

doing and saying. Let Parliamentary business be open to the ears of the country.

It would stimulate matters in two ways. The public would at last have an opportunity of following the activities of their own particular members, and of getting to know them. Instead of remaining just a name, each particular member would take on a definite personality.

The public gallery of the House can accommodate only a limited number. Pressure of other

business makes it impossible for a large percentage even of the London public to visit the House. Throughout the rest of the country, distance prohibits more than one visit a year—at the most. Bring the voice and work of politicians right into the private homes of the wireless public, and they will listen. They are anxious to know more about the men who represent them. They should know more.

From the politician's point of view, he has everything to gain by general broadcasts. Moreover—in certain cases—apathy and laxity would no longer be possible.

When you are merely addressing the House and a handful of people, you are apt to remember how hardened they have become to normal Parliamentary procedure. If you knew you were addressing the whole country you would give of your best. In short—with the thought of constituents hanging on their every word, men and women who have put them where they are—politicians would be kept up to scratch.

Many strange things happen in the House to-day which seldom reach outside ears. Much time is wasted. Certain members do not justify their election. All that would change with this broadcasting system.

The Americans are streets ahead of us with political broadcasting. President Roosevelt long ago set the world a perfect example by his intimate heart to heart talks from the White House. Certainly Chamberlain, in recent months, has made far more use of radio than any other British Prime Minister but, normally, he seems to wait for peak moments in public or international affairs before he comes to the microphone.

Again, by comparison with America, these talks are biased. In the States, members of any party are invited to put over the air just precisely what they think. Party propaganda is given full scope. There are few, if any, restrictions. Inevitably the general atmosphere is much healthier.

The B.B.C. might learn a lot from American methods just at the moment. They go to the trouble of appointing special advisory councils for music, religion, charities, and science, but they completely ignore the equally important sphere of politics. There is no advisory board for parliamentary matters, no one to see fair play amongst party broadcasts. In consequence, they remain decidedly biased.

Please turn to page 36

FLORENCE DESMOND

She's a born impersonator before the mike or on the stage but at home she's a born decorator—



There's an old-world air about Florence's home—note the original cushion with a map on it

FLORENCE'S great hobby is interior decoration.

"I think if I'd ever taken up any career but the stage it would have been interior decorating," she told me. "I'm just mad about it. I adore designing new schemes, thinking out how I can make the best of an ugly or awkwardly shaped house, and how to lighten cold rooms that face north and make tiny rooms look big—oh, everything to do with it. Interior decoration gives you the grandest scope for all the ingenuity you've got."

Florence's idea of bliss is to take a house, turn out every scrap of decoration and fittings that may be there already, and re-model it from top to bottom. And before she's lived there more than a year or so, she moves.

I asked if she didn't hate leaving, when she'd made her home so nice.

"No, because it is such fun to decorate another one!" said Florence.

She doesn't mind a bit living in the midst of a welter of painters, plumbers, and paperhangers, as she likes to see the scheme grow to perfection before her eyes.

"Doesn't all this moving and re-decorating make your hobby a very expensive one?"

"On the contrary," said Florence, with a smile, "it's always proved very profitable!"

I suppose so. A home decorated in the Desmond style isn't something you come across every day.

Her present house is so enchanting that even

Most of Florence's furniture is hand-painted, the walls and carpet are cream and she's fond of collecting antiques

she can't bear to leave it. She did put up a board TO BE SOLD, but decided to take it down again, as this house really seems all that anyone could desire in the way of beauty, comfort, and charm.

Florence Desmond has lived here since her marriage, eighteen months ago. You know she's married to Charles Hughesdon, don't you? He's an exceedingly handsome young man who works in the city. The trouble is, though, that he and Florence see very little of each other. He has to leave the house early in the morning and doesn't get home till dinner time. Florence is very frequently working at a music-hall, theatre, or night club, has to leave her home early in the evening and doesn't get back till late, when her husband should by all accounts be safely tucked up in bed.

"He very often fetches me from wherever I happen to be working," said Florence, "but really he shouldn't, because that means he gets to bed late, which is bad for him. You can't burn the candle at both ends, whatever some people may

assert. It's a hard life, isn't it, because he's such a darling and I love being with him.

"Our best time is at the week-end, but there again, he's madly keen on flying, and spends Saturday afternoon and most of Sunday instructing other people in how to master the intricacies of a plane, so even at week-ends I don't get very much time alone with him."

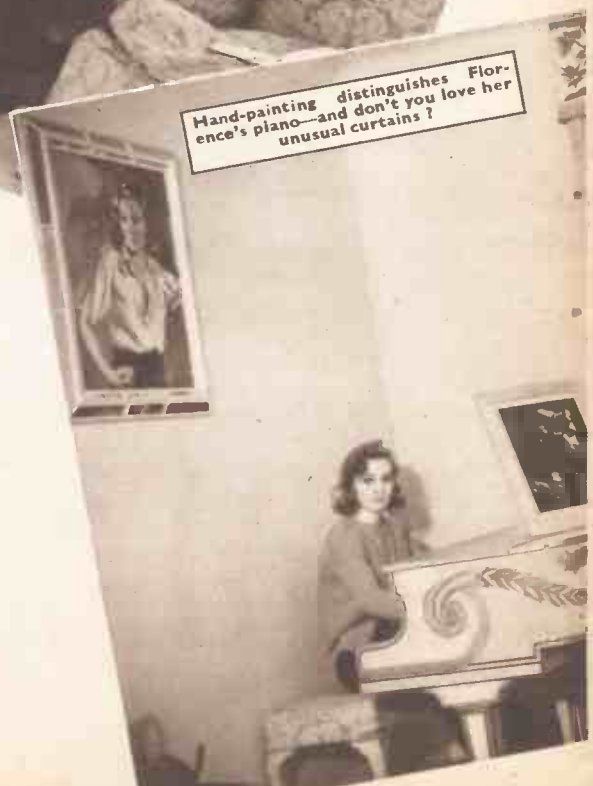
That's the worst of being a working woman—especially when your job is the stage. It leaves you very little time for rest or play, and absolutely none for a private life.

The third member of the family is Bonzo, a very large Airedale, aged ten, who rules the household with a rod of iron. Bonzo is very fierce and doesn't care for strangers. He gave me a particularly dirty look and barked most ferociously, so much so that I was politely requested to go into the next room and shut the door, whilst Bonzo was spirited away to other regions.

To return to the house. It's in a very quiet part of St. John's Wood, and has a small garden front and back. It's painted cream, with turquoise blue doors and window frames—Florence's favourite colour.



Hand-painting distinguishes Florence's piano—and don't you love her unusual curtains?



MAKES A HOME

—with a flair for furnishing and planning a house—reveals **VERITY CLAIRE** in this week's intimate interview

Florence Desmond is not only keen on interior decoration but is an expert on antiques, too. She has a wonderful flair for picking out good pieces of Staffordshire china, for instance, and also for old furniture of all kinds. Some of the bargains she's secured in out-of-the-way places are simply wonderful.

She got her first bargain when she was fourteen. She was appearing in a pantomime at the time, and earning £5 a week.

One day when she was out she saw a table in an antique shop. She fell for it and decided she *must* have it. The owner of the shop said his price for the table was £5. Florence, showing a good business head even at that early age, beat him down to £4 10s., which was his rock-bottom price, and then, trembling with apprehension, said she

had only got 10s. Would he take that on deposit and let her pay the remainder when she received her salary?

He did, and Florence went home in a state of great anxiety, and moped about so miserably that at last her mother persuaded her to tell what was the matter. Florence confessed, there were no recriminations, the table was duly paid for at the end of the week, and Mrs. Desmond has it to this day!

And so began a passion for antiques and collecting that has never left her.

Only the other day she stopped at a little shop in the country and bought a pair of beautiful figures. When she came to pay she found she only had 5s. with her.

Again she pleaded to be allowed credit, and got away with it, and the figures are now turned into a lovely pair of lamps for the drawing-room.

and daffodils, growing in moss. The effect is enchanting.

This year she has developed a mania for bulbs and has pots of them in every conceivable corner. Wherever there's an inch of space, there goes a pot of bulbs.

Outside the dining-room there is a little court or balcony on the roof of the kitchen. They have all their meals there in the summer. The three sides of it open to the air are lavishly adorned with window-boxes, now crammed to bursting point with hyacinths.

The dining-room itself is charming. The carpet is cream, and the floor of parquet. Cream walls, as usual. The chairs—cream again, with gold paint—have padded seats of satin, caught down at intervals with cream buttons. These seats are reversible, one side nigger brown, the other light navy.

"That," said Florence, "is because I have two sets of glass, one deep burgundy red, and the other

Florence loves her home, but she believes in comfort first and foremost and if she wants to curl up on the settee—well, she does!

Another passion of Florence's is map-collecting. Here you see her with a sixteenth century one of Africa



There is another pair in her bedroom, crusaders on horseback.

"There's something lovely about them, isn't there?" said Florence. "I think they go so well with modern furniture. They always remind me of the Oliver Messel and Zinkeisen style of decoration."

The bedroom is delightful, mostly pink, with pinky-beige carpet. The bed has pink blankets, sheets, and eiderdown, and the curtains are of pink satin, becomingly draped. Behind the bed head, which is of pink satin, too, is a mirror, and the bedside cupboard tables are pink, topped with glass. The dressing-table is also of mirror, with a ribbed front. Florence is very wise in her use of mirror, which makes this really quite small room look twice as big.

At the foot of the bed is the loveliest old chest, of pale blue, with hand-painted figures all over it, medieval ladies in flowing gowns, and gentlemen with their dogs. The inside of the lid is of quilted pale blue satin to match.

Most of the furniture in Florence's home is hand-painted, a great deal being dull creamy colour, with some little design, stripe, or posy in dull gold. Some is old, some new, but most of it is painted somewhere.

The stairs are hung with old prints, picked up at odd moments, and on a shelf halfway down stands a model of an old Roman galley, originally of polished walnut, but stripped to Florence's orders, lined with zinc, and filled with hyacinths

blue. So we use the brown chair seats for the red glass, and turn them over for the blue."

Florence has a great liking for maps of all kinds. She has one of Africa in the 16th century. It's an enchanting piece of work, with little drawings of camels, elephants, and so on. Its interest and artistic merit are great, but it is wildly inaccurate, the shape of Africa being very far removed from its actual contours as known to-day.

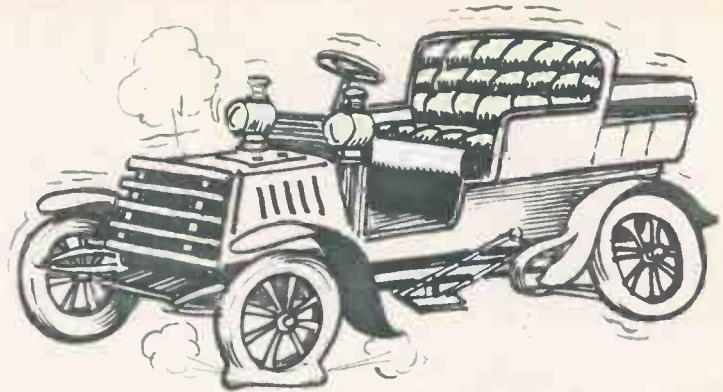
In the hall are two other maps, both very old, one of Russia and the other totally unrecognisable as any part of the known world. But they're extremely decorative, and that's the main point.

Florence Desmond is devoted to the theatre and goes to shows as often as she can, which isn't as often as she'd like, because she herself is nearly always working.

In her spare time she plays a few games—she says she's tried them all and is bad at every one, but she likes tennis and squash best. She drives a car, too.

She used to have a country cottage in Hertfordshire, a lovely little place, but she sold it. She rather wishes now that she hadn't, but I expect it's only a matter of time before she finds some frightful, tumbledown little cottage and in a few months turns it into the most delectable place conceivable.

That's how she is about life. Never satisfied, and always seeking to improve something, both in her work and in her home. To the outside observer it doesn't seem possible that either of them could be bettered, but to Florence there is always room for improvement.



HARRY TATE GOES MOTORIN'

RADIO'S Motoring Inexpert gives you some ideas for what not to do on your holiday this year . . . if you want to come back alive!

HULLO — hullo — hullo! Don't get behind my car. I'm just as likely to go backwards as forwards. Yes, I prefer to reverse. I hate seeing a ditch ahead and not knowing what gadget or sprocket to fiddle about with to keep out of it.

I've just finished reading all the free booklets I picked up at the last Motor Show. What a collection!

And if you can't believe I collected that number of booklets—well, just wait until I've got my new motor car ready. I could explain all the ideas I'm fixing to it in three words—if I had my blue-prints here. I've got 'em somewhere. I know they're handy, because I never throw anything away—it might come in useful.

Well, I can't just put my hands on the prints at the moment, so I'll give you my valuable advice on how to take a motoring holiday. Don't go away, sir, this is a free-for-all.

Let's have a friendly little chat. Sit down and make yourself comfortable. **SIT DOWN!** D'you want me to knock your block off?

I'll suppose you want to take your car on a tour of the British Isles. All right, all right, we won't tell the railways. Your first job will be to make sure the car is in good condition. Y'know, nothing gone bad inside the dickey seat and no important parts being used in your wireless set, f'rinstance.

Make sure the engine is somewhere about. There's nothing so silly as a man setting off for a motoring holiday without an engine in the car. Oh, I know, I know. I've tried it.

Can't be done, heh? Oh yes, it can. The first

time I began my tour without an engine was when I lived on a hill. It wasn't until I'd coasted down a one in four gradient for about five miles that I found I had to go back for the works.

Hot work for a holiday! Still, I'm not complaining. It took me the rest of the fortnight to fix it—and another two men three weeks at the garage to rearrange it properly.

Of course, you'll want some petrol. This is stuff that looks just like water—except for the smell, taste and the fact that it doesn't put out fires. It is possible to buy it in tins or have it squirted into your tank—provided the moth holes are bunged up with corks—from a petrol pump.

Having an engine and petrol you might as well set off. Though it's just as well to tell the wife get in first. She can make it so awkward for you when you have to come back at the end of the tour.

Oh, I see, you don't intend to come back. Nothing like facing things. Now, I always intend to come back, but somehow—apart from the times I don't start—I get held up somewhere.

Always engine trouble, my boy, always engine trouble.

That's my excuse and, like my car, I'm stuck with it!

I'm going to suppose you've managed to make a start. The engine ticking over and the wife ticking off. All you have to do is drive the thing and keep to the left hand side of the road. Nothing easier, unless you have a car like mine. The trouble I find with a tour of the British Isles in my car—not a straight eight, by the way,

but a crooked nine—is the continual corners. I've no sooner got the speedometer up to a hundred and four in the shade—a fast walking pace, judging by the small boys alongside—than I find there's a corner looming up under my left wing.

Of course, I fly along. The Menace of the Macadam, they call me, in places as far apart as our street and the next.

If you have as much difficulty in getting round the bends as I have, here's a tip for you. Fix a couple of moderate-sized bomb-proof shelters along the sides of the con-four—contraption and you'll scrape through somehow.

Any spare brick walls and bits of fence you pick

up will come in very handy for something or other

Now we come to the extra bits that are found on cars. No, I don't mean spare tyres and nuts—to you—and bolts you pick up in the road. I mean gadgets. For instance, I've a button on my car that does the work of three strong men.

Theoretically speaking, one push on the button lowers the windows, pulls back the hood, and whips off the bonnet for engine inspection. Three men's work, you'll agree.

But what actually happens when I push the button—why should it happen to me?—is that the windows fall down and crack. The radiator is emptied into the dickey. And the kick-start flywheel computator—a little thing of my own—mucks up the works.

And, once again, it's a job for three strong men to clear up.

A little while ago I had the brainwave to clean the upholstery by vacuum cleaner principles. You know how that works. Get a space full of nothing and, for reasons I've not been able to fathom, all the dirt rushes into it.

By long periods of observation I noticed the exhaust spouted large amounts of hot air. Ah-ha, if all that comes out there can't be much left where it comes from, I thought. So I fixed up a gadget from the exhaust pipe and—still the same brainstorm—wave—put the car in reverse.

You follow my argument? If air puffs out when I'm going forward in an A to B direction, then when I reverse air should be sucked in. With the gadget, pipes, brushes, etc., all from the kitchen-cleaning department I put the chassis in reverse to clean the loose fittings.

Well, if you can't guess what happened, I'll tell you. **One of my underlying theories was wrong. With that and a loose board in the engine room I was badly let down. In fact, I am still being decontaminated.**

So if you still want my advice—it is—**DON'T!**



ONLY NATURAL

"I'm picking up five hundred a week at singing."

"Gee! The Prime Minister doesn't get that much!"

"Well, the Prime Minister can't sing, can he?"

A picture of grace and beauty, Yollande Terrell relaxes for a few brief minutes.



OFF DUTY WITH YOLLANDE

CHARMING Yollande Terrell, brilliant actress of stage and radio, appears in many of the "Mr. Keen, Tracer of Lost Persons" serials from Luxembourg Mondays, Tuesdays and Wednesdays, at 2.15 p.m. for Anne French Cleansing Milk, and can be heard in the current story of "The Father Who Crept into Darkness"



The inside of a car holds no mysteries for energetic Yollande.



Winter or summer, spring or autumn, Yollande can always be found putting in a few hours of tennis.



And when she's not driving, broadcasting, or on the stage, you will find her in the garden.



Work, however, is frequently held up by a ball game with her dog, which could go on for ever and ever—if the dog had his way.

LUXEMBOURG'S NEW ANNOUNCER



VALENTINE BROOKE

who took over his new duties at the Luxembourg studios on March 3, recalls some of his amusing experiences in this interview with
**NEWNHAM
MACKENZIE**

HAVE you spotted a new voice announcing the Luxembourg programmes? It's a cheerful, colourful voice, and belongs to Valentine Brooke, who took over his new job at the Luxembourg studios on March 3.

I met Valentine Brooke only a few days before he left this country. Previously, I had heard of him as Valentine Rooke, and for his excellent work on the west end stage and at the Open Air Theatre, Regent's Park.

If you like his friendly voice, you would like Val even better.

There's something about his Jack Hulbert chin, his frank smile, his quick way of talking about everything and anything, the amusing trick of the hand as it flies to his face when he recalls something unpleasant, that would appeal to you.

All his life he has been doing unusual things, meeting unusual people, and playing unusual parts in life and on the stage.

Life itself has given him the most unusual roles, even when he was at school.

"I used to wear a tooth plate," he confided. "It was a fearful thing designed to keep my teeth in place."

"In case the other boys at school should jeer at my misfortune, I was allowed to wash it down stairs in the boiler room."

"Every day I went down there and spent five minutes in a youthful heaven—the place was full of fascinating taps and valves."

"One day my curiosity got the better of me and I turned on taps and generally messed about with everything within sight."

"I didn't know it at the time, but afterwards I found out that, had the boilers been alight, I and the rest of the school would have been blown to little pieces. I had turned off the safety-valve."

"But being blown up wouldn't have worried me very much. When I was a nipper of five or so I was being taken for a walk along Broadstairs front."

"It was during the war days, and suddenly an aeroplane appeared over the sea."

"It's a German!" I cried excitedly.

"Don't be silly," replied my nurse. "It's English."

"A few seconds later it dropped a bomb right in the road only thirty yards away from where we stood."

"It was a German 'plane.'"

FOR Valentine, life has not always gone according to plan. While at school he studied hard for the Diplomatic Corps, but just before he left, financial difficulties arose, and the completion of the expensive training became impossible.

Val was at a loss as to what to do. It was his headmaster who suggested he should take up a theatrical career.

This idea appealed to young Valentine, and for the next eighteen months he studied hard at the Royal Academy of Dramatic Art.

On leaving the R.A.D.A. in 1931 he went as Sir Johnston Forbes-Robertson's understudy in "Twelfth Night" at the New Theatre.

During the run Forbes-Robertson was taken seriously ill, and Val had to take his part. While he was still in this role he was privileged to be one of the first actors to perform in the Open Air Theatre, Regent's Park.

Since that time he has appeared in numerous plays and comedies, and in each case he has received splendid Press notices for his fine performances.

It was while he was appearing with George Carr in *The Country Wife* at the Ambassadors Theatre that he had one of his most amusing experiences.

George Carr possessed an extremely old and expensive mandolin, and Val, taking a fancy to the instrument, asked if he could borrow it after a matinée.

That evening he entertained a friend in his dressing-room, who kept asking that the window be opened. Val opened the window.

Later in the evening, when he was sitting facing the window, he saw a hand appear. It came into the room, lifted the mandolin, and disappeared.

Val, stunned for a moment, did nothing. Suddenly realising what had happened, he sprang up and dashed to the door—a glass-panelled one. Instead of turning the knob, he pushed his head and shoulders through the quarter-inch plate glass.

Valuable seconds were lost, his hands were badly cut, but he managed to get outside just in time to see George Carr himself disappearing round the corner with the mandolin tucked beneath his arm!

On the stage that night, Valentine had to wear white gloves to cover up the ugly bandages—becoming a target for all Fleet Street's wise-cracking critics.

Val is not very keen on drinking, and when he was staying in on the Rhine he was invited out by a party of Germans who boasted they could out-drink him.

Val was just about to refuse.

"Then I remembered I was British," he told me, "so I took them on."

He outdrank everyone by two pints.

The next morning Val wasn't well!

Before he returned home from that trip he learnt the trick of punching solid objects without hurting his hand.

"I was outside the house where I was staying," he said, "and I saw a plaque on the wall. It looked like a steel one, so I struck it with my fist as hard as I could to demonstrate the trick to someone else."

"It wasn't steel after all. It was plaster, and it broke into thousands of pieces."

"Naturally, mine hostess wasn't pleased. In fact, she was mad. So I promised to buy her a new one."

"Well, I tried all over the town to get one like it, but nobody seemed to keep them."

"In the end I was forced to buy a plaque of Hitler. It's on the wall to this day, and the woman is very proud of it—fortunately."

If you spent a complete day with Valentine he would tell you many amusing stories of his travels.

Yes, you'd like Valentine Brooke a lot. Now see if you can spot his voice over Radio Luxembourg.



BORN LIKE IT

ASPIRANT: "I've been here twenty times for an audition, and each time you've been out. How's that?"

PRODUCER: "I suppose I'm just lucky."

ADVENTURES AT THE B.B.C.

AN agonised shriek—and presently a young man came tumbling out of one of those little studios in Broadcasting House where the Hornleigh cameos are enacted.

He sauntered along the narrow corridor to the artistes' waiting-room, just outside the main BA studio, and sat glumly on the edge of the green leather seat that trails round the bright cream walls, surmounted by glistening metal rods, tubular lighting and the inevitable clock. Broadcasting House, dominated so implacably by the time element, is full of clocks!

"This is the seventh time I've been murdered in three days," he announced wistfully to me.

And, somehow, it epitomised in a flash the whole fantastic miracle of the broadcast world. Within these white, towering walls lay a mighty organisation of power and human endeavour, a breathless, throbbing interplay of scientific control, creative planning, art, talent and money . . . and all designed, at that particular moment, to send a cry of anguish into 9,000,000 homes where families, over their Monday evening meal, responded to the full dramatic sense of it.

I want to take you round with me, among the studios, offices and control rooms, so that I may communicate something of the thrill and wonder of it.

We will first explore that quaint, jumbled rabbit-warren of a place where variety is born—St. George's Hall, once the home of the great Maskelyne.

When they talk of variety in the B.B.C., they do not mean simply a Saturday night vaudeville show. The word embraces all the different forms of light entertainment for which this department is responsible—dance music, Music Hall, *Monday Night at Seven*, *In Town To-night*, *Lucky Dip*, *Band Waggon*, floor shows and the rest of them.

The auditorium of St. George's Hall remains pretty well intact—for here shows are still given to the public—but elsewhere the place has been converted, with such thoroughgoing efficiency, into a suite of offices (in which only the presence of a piano reminds you that you are not among stockbrokers and insurance gentlemen) that you are apt to forget it was once a theatre.

There are nineteen producers in those offices—I've included Doris Arnold, by the way—three special script writers—Leslie Baily, Max Kester and Anthony Hall—the two dance music officials, Leslie Perowne and Philip Brown, and their numerous secretaries and assistants.

The various productions which flower from this complex organisation begin with the all-important Idea—with a capital I. The Idea may originate inside the offices. Or it may come from an outside source.

It is formally submitted to John Watt or his astute right-hand man, Charles Brewer, by the producer into whose hands (or brain) it has fallen.

As soon as an idea receives the tentative benedictions of the Variety Department, it is included in the quarterly schedule and submitted, with all the other items, to Mr. Siepmann, the Director of Programme Planning, across at Broadcasting House.

Of course, there is a multitude of possible objections to a programme, however good it may be in itself. It may resemble a current or recent programme too closely; it may cost too much money to put on; it may throw the existing programme arrangements out of balance—or a hundred-and-one other things.

"We have to cater for all brows," said Charles Brewer to me recently, "and we haven't a fourteen hour day."

As soon as the schedule is passed, John Watt and Charles Brewer discuss the question of which producers shall take charge of the various items; these points decided, it is then necessary to go into the matter of studio accommodation.

Several things have to be dove-tailed here. Programme planning is a colossal jig-saw, and while clashes of every conceivable sort have to be avoided in the allocation of a studio, it must be seen, further, that an orchestra and possibly a chorus is available at the date and time.

The producer, who knows exactly what the

COME with SAM HEPPNER on a tour of the B.B.C.'s studios, offices and control rooms in this new series of articles. This week he turns the spotlight on St. George's Hall, home of Variety, Music Hall, and all kinds of Light Entertainment.

show requires, has to mobilise all the necessary resources; perhaps musical "arrangers" have to be called in, the effects staff may have to be approached to conjure a specific type of sound out of their weird contraptions, and it is quite likely that Sandy Macpherson will be wanted on the organ.

The studios generally in use for Variety purposes are St. George's Hall, Maida Vale, 8A, 3A, 6A, BA and occasionally one or two of the others.

Go into that one-time theatre of Mysteries, where much that now goes on is still obscure and magical, and see the producers, musicians and officials, each in his little office, working steadily—and calmly—to make his own tiny contribution to the corporate whole of B.B.C. light entertainment.

Wander through those tortuous passages and

peep in at every door. You will see John Sharman trying to make up a bill for six weeks ahead; if you remark that it looks easy, he will probably tell you what he once told me:

"Someone once came to me after the show and said 'It was dreadful. Why don't you get the best acts in the country?' I invited him to compile an ideal programme. Afterwards I had to point out that two of the star turns were abroad, two were on tour, and the remaining one was too expensive."

On the next floor, Harry S. Pepper is trying to dove-tail two or three acts between stock *Monday at Seven* features like *Youth Takes a Bow* and Inspector Hornleigh; John Watt, seated at the largest desk in the B.B.C., watches, like a presiding deity, over the whole process of light programme building.

While, from his little office farther up, sleek, urbane Mike Meehan is busily making contact with human oddities in all parts of the country for "In Town To-night," now in its sixth year. He surely has one of the strangest jobs in the world, and I can think of no one more suitable to appear in "In Town To-night" than Mike Meehan himself!

Further B.B.C. Adventures Next Week.



“... conducted by Charles Shadwell”



“Good old Charlie,” as the comics call him, tosses a nifty pancake

D'YOU recognise the name by any chance, customers?

I think you do, unless you happen to be still in napkins and swaddling clothes. For there's no doubt about it, Charlie must be one of the busiest boys working up at the Big Factory.

“I average eighteen to twenty broadcasts a month,” he says, “and sometimes seven a week.”

Believe me, with rehearsals from morn till night, that's no hay-ride.

I'd been trying to get Charlie at home for a fortnight. For a whole fortnight every hour of his every day had been booked-up, solidly. And then at last we found one little hour, to chat in that laughter-filled home of his at Wembley Park, not far from London.

Three daughters came in from school while we were talking. Sheila, aged fifteen; Hazel, aged thirteen; and Daphne the baby, who's eleven. Joan, aged nineteen, was at work in her office. But there still seemed to be a lot of people, rushing about laughing, when those three girls came in. And Charlie and Minnie, they were rushing about, too, and laughing. Oh yes, and tossing pancakes!

Minnie is Mrs. Shadwell. She works as hard as Charlie, maybe harder. And, like Charlie, she loves it.

“There's breakfast for the children at 7.30 a.m.,” she explained, “then breakfast for Joan, then Charlie—in fact, this meal goes on till 10 a.m. After that the place looks as though a whirlwind has struck it! And then, of course, the children are always bringing their school-friends in.”

Charlie nodded and smiled. “Her hours are longer than mine,” he said, “and she never goes to bed before me, no matter what time I get in.”

They make a grand partnership, these two.

“We met as boy and girl, in York,” reminisced Charles. “I played the piano, she sang, at our parents' houses. Then came the War. I joined up, and we got married. I thought: ‘I'm going out there, anything might happen.’ So we got married. We were eighteen.”

Things did happen, too.

Charlie got his commission. Then a big shell went off, and he found himself buried in a collapsed dug-out for half an hour. His heart was shifted out of place by half an inch by that experience.

Nevertheless, if ever a heart was in the right place, it's Charlie's. But it wasn't he that made the song about it!

When he'd recovered, he joined the Northern Command at Ripon, and a colonel gave him the job of managing the concert party.



And his wife became the leading lady of that concert-party.

Charlie was invalided out of the Army in May, 1918.

“And then the struggle began,” he confessed. “I had no money. I just had my gratuity and nothing else. The idea before the War was that I should follow my father's footsteps and become a doctor. But now what?”

“Well, I'd studied music as a hobby, and now I wanted to go on with music. I went back to the Academy and started studying again.

“And my wife, bless her, went out and got herself a job as a secretary, to help earn the house-keeping money. I went out in the evenings sometimes to do ‘gigs’. My first job after the War was to play at a dance at the old Acton Baths.

“I went with a lot of academic training and no practical experience. Result, at times I was playing different pages to the rest of the band!

“Hard going—yes, but we had fun. Lots of fun. It's no good expecting to get a position without having to go through the mill yourself.

“I even toured with what was called a ‘Film Travel Company.’ We travelled about in a lorry (Guildford was our first stop) and then they put up

a screen in an old tin hut. And then I sat behind the screen in the dark, while the pictures were put on, and merrily vamped in E flat till I was exhausted!

“I think the audience consisted of three men and a dog.

“Then we went on with our travelling film show to a big tent at Reading. By the end of three days—three men and a dog in the audience each day—we had no money. So back I came to London, broke again.

“Then I joined a theatrical company as musical director. They offered me a staggering salary for those days—about eight pounds a week. My band consisted of a piano, violin, cornet, and drummer.

“I got my money at the end of the first week—but after that. . . .

“Anyway, I got half my salary in the end. Then we had a week out of work, after which we were told we were playing at Maidenhead. We arrived to find we were playing in a tin shed, an old derelict cinema. For this booking I had a specially augmented orchestra—one extra ‘cellist!

“But—after my experience on the previous pay-day—I went to the manager before the last house on Saturday night, and said—‘What about some money?’

“Not yet,” he said. ‘I've got to get the second house in before I pay you.’

This is one way of keeping fit, but we prefer to watch Charlie doing it!



As you may have guessed, Charlie is a popular figure among staff and artistes at Broadcasting House—maybe that's why they're always pulling his leg! Not that Charlie minds, he's the most good-natured man in the world

THE popular leader of the B.B.C. Variety Orchestra works so hard that he doesn't get much time at home, but **BUD FORDER** and "Radio Pictorial's" camera-man contrived to get these "off duty" shots for you

"In that case," I said, "I refuse to conduct the show."

"O.K.," he retorted, "my leader knows the show, we can do it without you."

"He's very clever," I agreed. "But if he can do it without the music, he's cleverer than I thought!"

"What do you mean?" he asked.

"I then explained that I had hidden all the music."

"Where is it?" he demanded.

"That's my secret," I told him. "After all, why should I tell him I'd carefully tucked it under a heap of tarpaulin just outside the stage-door!"

"Very well," said the manager, "I'll give the audience their money back, and tell them what's happened."

"Then he walked away, towards the stage. He was half-way up the hall, and I was just about to give way and tell him where the music was, but just as I was about to call him back, he turned round and came back to me."

"Will you conduct," he said, "if I give you half your salary now?"

"O.K.," I told him—and went to dig the music out from the hiding place. He followed me in case anyone else ever hid it there!

Well, I didn't get the rest of the money, neither did the cast. Going back in the train I had to lend them some cash—and arrived home to my wife broke again!"

Minnie laughed.

"Ah well," she said, "I was keeping the home fires burning!"

And presently Charlie got his first break. It was in *The Round-Up* of 1923, with Chick Farr, Harry and Burton Lester. Charlie conducted, and played the piano with "The Ten Cowboy

RADIO PICTORIAL



Mrs. Shadwell is well fitted to add her word of advice, for she appeared as leading lady in concert party during the war



Mr. and Mrs. Shadwell with three of their daughters — Sheila, aged fifteen; Hazel, aged thirteen and Daphne, who's eleven



Syncopators"—the first big stage band over here. And who do you think was the leading lady in that outfit?

Why, none other than Minnie—the missis!

"She's the only leading lady I've known," cracks Charlie, "who daren't get temperamental with me!"

Fortune, at last, was smiling on this brave partnership.

The *Round-Up* gave them eighteen months' work. Then for five years they toured with revues (the Harry Day company); then to Archie Pitt shows for a while; and then the renowned George Black engaged Charlie as musical director for the Hippodrome, Portsmouth; from there he went to the Hippodrome, Brighton, for two years.

After that—Coventry Hippodrome, where radio first launched him into the limelight. His first broadcast was on December 24th, 1932.

"I was absolutely terrified," admits Charlie. But it went over well, and over 250 broadcasts followed during the five years he was at Coventry.

One day the B.B.C. advertised for "a musical assistant in the Variety Department."

"They advertised in a paper which I never had time to read," says Shadwell—sometimes referred to as "Charlie"! "But my father's bank-manager saw it, and sent it to my father, who sent the advert. on to me. I applied, my application was acknowledged, then after a few months I gave it up as hopeless.

Please turn to page 36



OLIVER WAKEFIELD

Radio's Inconsequent Comic who is appearing in Horlick's Picture House from Luxembourg, Normandy and Paris on Sunday, March 26

Meet the

Hungaria Gipsy Band

ASK any Englishman or woman exiled abroad what, to them, is most typical of England. Ten to one they will answer "Piccadilly Circus."

You couldn't have anything more English than the heart of London's West End—and yet, within a stone's throw of the statue of Eros, you are in Hungary, as completely and utterly as if you were in Budapest.

From the moment you reach the gaily painted doors of the Hungaria Restaurant in Lower Regent Street you forget all about England, unless, perhaps, you are with English friends.

Leader of the band is Hungarian Bela Bizony



Alexander Howard arranges the parties, invites the guest artistes and introduces each item

WELL-LOVED by listeners for their colourful and harmonious Tea Party broadcasts, the Hungaria Gipsy Band can be heard in the Freezone programme on Saturdays at 9.30 a.m. from Normandy; Sundays at 10.30 a.m. from Luxembourg and on Wednesday, March 29, National.

European countries at many of the smartest hotels and restaurants, including the Königin in Berlin, the Kobenzl in Vienna, the International Sporting Club at Monte Carlo, and the Imperatrice in Paris.

Bizony has played before many of the kings and queens of Europe, including the King of Sweden and ex-King Alfonso of Spain, and at a party given at Londonderry House just after the Coronation he had the honour of

Alexander Kolompar plays the cimbalom, an important part of the band



You see Hungarian decorations, you hear Hungarian—as well as many other languages—spoken all round you, for the Hungaria is a very popular and most cosmopolitan meeting-place. You eat Hungarian food and drink Hungarian wine—and how good they both are!—to the music of the Hungaria Gipsy band.

And that is where broadcasting comes in. The Hungarian gipsy parties, relayed straight from the Hungaria, are among the most popular afternoon broadcasts, and have also been included in the evening programmes on several occasions. But the parties are mostly broadcast on alternate Wednesday afternoons, and it is the stay-at-homes who are lucky enough to hear them.

Everyone in London knows that the Hungaria is open for lunch and in the evening, but not everyone knows that on these alternate Wednesday afternoons, and on no other days, its doors are flung open to the public, when the gipsy party takes place. For the absurdly small sum of 2s. 6d. you can go to the Hungaria—worth a visit in itself—eat a large and beautifully served tea and hear the gipsy band, in fact, you can be part of the party.

The Hungaria gipsy parties started in 1937, though the band had been broadcasting, just like any other outside band, for some time—since 1933, in fact. Alexander Howard thought it was a waste for them to play to empty spaces, and suggested to Eric Maschwitz, then Director of Variety, that the band should be presented with all the appropriate local colour, with explanatory notes about the music and the country of its origin, and altogether that the whole show should be given a specific Hungarian and gipsy character.

Eric Maschwitz, who is very keen on all things Hungarian, was most enthusiastic, but he left the B.B.C. shortly after the idea was mooted. However, John Watt was equally in favour of it, and in October, 1937, the first Hungarian gipsy party went on the air.

It was a success from the start, and the parties seem to grow in favour with listeners as the years go by.

The secret of their success is that they are different from the ordinary tea-time musical programmes. You won't find Bela Bizony and the Hungaria Gipsy Band playing any old music, selections from musical comedies, popular dance tunes, and so on. No, they are billed as "The Hungaria Gipsy Orchestra," and a Hungarian gipsy orchestra they remain.

The band, led by Bela Bizony, has two second violins, viola, cello, bass, piano, clarinet, accordion and cimbalom, and the players are attired in blue Hungarian Hussar coats, lavishly adorned with gold braid.

Bizony is a hundred per cent. Hungarian and speaks very little English. He is a wizard with the violin and can draw sounds from it that are almost magical.

He was a pianist in his very early youth, and then came the event that changed his life—or so he says.

At the age of six he fell in love with a little girl called Olga. But alas, he had a rival, a young violinist, and one day when he went to call on his Olga he found her listening entranced to his rival's violin playing. Bizony was furious, and went home in a rage, refused to touch the piano again and made life miserable for himself and his family.

Nothing would soothe him until his father promised to buy him a fiddle. The fiddle bought, the little Bela immediately began to take lessons from the leader of the local gipsy band, and practised night and day to regain the love of the faithless Olga.

Never mind what happened afterwards, but be grateful to Olga for starting Bizony on a career which has proved so successful.

He went on to study at the Franz Liszt Academy, in Budapest, and since then has played in most

playing to King George and Queen Elizabeth.

Only a few weeks ago he flew specially to Paris to play at a party at the Ritz, given in honour of the Duke and Duchess of Windsor, at which he was the only solo artiste.

The Hungarian composers, Franz Lehár and Emmerich Kálmán, always visit the Hungaria when they are in London. The great Strauss came once, and was so impressed by the band that he stood up and began to conduct it in a medley of his own waltzes.

Bizony loves broadcasting and says that his nerves tingle with excitement when he faces the microphone and he feels that he can play better than usual, with the added incentive that the knowledge of a vast unseen audience gives to him.

He is not the only Hungarian member of the band. There is Alexander Kolompar, the cimbalom player.

You don't know what a cimbalom is? Neither did I until it was explained to me. It is one of the early forerunners of the piano, but small and portable and able to be slung round the neck, to suit the nomad habits of the gypsies.

The cimbalom is an indispensable feature of a good Hungarian gipsy orchestra. Kolompar was a cimbalom soloist with a Berlin gipsy orchestra at the age of eight, and has been playing the instrument ever since. He has a wonderful memory, and although he cannot read a note of music, once a tune has been played to him he never forgets it. He

Please turn to page 33



CRACKED

"THIS announcer seems to have a broken English accent."
"That's through dropping his voice."

YOUR Beauty Editress, Georgina Strange, introduces you to the exciting new Spring colours and make-ups to match in her Lesson in Radio Glamour.



The "Yankee prima donna" is what they call Ruby Mercer, who sings in Hollywood broadcasts for the National Broadcasting Company

experts have come to the conclusion that wool fits so well, even the shapeless figure will look attractive on the sea-shore.

IN your search for the modern colour combination, don't forget your make-up. It's imperative that it harmonises with the rest of your scheme.

There are three very different types of make-up that are going to be popular. One is the peaches-and-cream variety to suit the feminine "Edwardian," then there is the sun-tan, which you will simply have to use once you are a lovely golden tan—and lastly, there is the very modern make-up of mauve tinges.

Some of the most delightful shades I have seen and tried are cyclamen, clover, fuchsia and burgundy. An added attraction is that you can get nail polishes to match all these various shades.

I'll send you an individual make-up, if you like. Just send me a stamped addressed envelope and I will suggest one for you, but don't forget to give details of your own

GOING GAY WITH THE SPRING

FIRST of all, up with the hems of your skirts! Fashion demands that they shall be nineteen inches from the ground or just below the knees. Flared and gathered skirts are definitely in, and watching a fashion show the other night, I came to the conclusion that short dresses are much more sensible than long ones for summer wear.

Floral designs are going to be the rage and so are flowers—on your hat, belt, handbag, shoulders and even little posies on the backs of your gloves!

For evening wear, pin a spray in your hair, a bunch on the toes of your shoes, and step out in a gaily coloured dress that reminds you reminiscently of the South Sea Islands.

If you're the Dresden China type, keep to off-the-shoulder flimsy gowns in pastel blues, greens and pinks; but if you're the out-of-doors type with yellow hair and a brown skin, or black hair with two lovely black eyes, go in for the heavier, big floral patterns of cyclamen shades with Oxford blues and white.

Most important of all, if you are young, with a figure that does you credit, make your summer dresses with gathered or ruched waists—this gives the fullness to the skirt, of course.

Cut the necks low and fit in dainty little pouched sleeves like the one in the picture above. A perky straw hat that tilts up at the back and slopes down to touch your nose will complete the picture, if you attach a bunch of flowers in the same colours as the flowers in your dress, on the crown.

For the older woman, I would suggest a bigger designed material, not quite such a low neck, and

with slightly longer sleeves—make them elbow length. Wear over this a plain coloured, hip-length swagger coat that fastens up with just one button at the top. An "original" hat will set off the picture. If you've got a spider's web veil, wear it, too, and see that it comes right down past your chin.

OF course, you're all looking forward to Easter just now, and if you want to give someone an unusual Easter Egg, make it a length of non-shrinkable washable crêpe in gay pastel shades. This fashion show I was at the other night was sponsored by a well-known firm of crêpe manufacturers and they have invented a special "ingredient," which they incorporate with the material to prevent it from shrinking in the wash.

For two-and-eleven-pence a yard you can get the newest, gayest patterns that are guaranteed not to shrink, and, to my mind, one of the most refreshing ranges is the "Lavanelle" line. If you would like further details of these soignée fabrics, just drop me a line, and I'll let you know of a stockist, so that you can send for some patterns.

Beach wear for the summer season is being made by all the big dress houses in light-weight woollen.

Don't run away with the idea that they're going to be terribly hot, for summer woollens are very different from winter woollies. Fashion

colouring, will you? You might tell me what colours you intend wearing this year, too, as they should be included when thinking out the ideal colour harmony.



You can be gay and shower-proof at the same time if you choose a transparent broly and mackintosh like Frances Langford's, star on the W.A.B.C.-Columbia network.

YOUR BEAUTY PROBLEMS SOLVED

Write to Georgina Strange, c/o "Radio Pictorial," 37-38 Chancery Lane, London, W.C.2, enclosing a stamped addressed envelope for her reply

Premature Greyness

"I had a lovely head of hair, but just recently I find it is beginning to go grey at the sides. Is there anything you know that I can use to stop this? I am only 34 and do not want to go grey yet."

"I have been very run down after a great deal of illness and worry, but if you could help me in any way, I should be most grateful."—"Brownie 34."

I FEEL quite sure your illness and worry is the cause of your hair going grey. As your general health improves, matters will right themselves. To help matters along, shampoo your hair once a fortnight with an olive oil shampoo, massage a good tonic into your scalp at night and get an internal tonic from your doctor.

Falling Lashes

"Please come to my rescue, Georgina. Every now and then my eyelashes fall out wholesale. Nothing I do seems to stop the trouble."—"Annette."

I AM afraid there is nothing you can do to stop your lashes falling as it is quite a natural process. You see, the average life of an eyelash is only about six weeks and it is then pushed out and a new one takes its place. If you would like a special pomade to thicken their growth, then write to me for the name.

Figure Trouble

"I would very much like to know whether my figure is out of proportion or not. My bust is 32, waist 23, and hips 37. I am 19 years of age, five feet four inches in height and weigh eight and a half stone."—Patsy Jenkins (Durham).

JUDGING by your measurements, I should say your hips are spoiling the picture, Patsy; they should be a couple of inches smaller. Lie on your back, raise your legs in the air and keeping them together, circle them round and round, first clockwise and then anti-clockwise. Keep this up for a few minutes, then roll from side to side fifty times.

Beauty Secrets

"I am about to be engaged and I want to look my best for my fiancé's sake. All the girls we meet seem to be so soignée and I know my boy admires them. I don't know much about make-up as my parents have been very strict and not allowed me to use it up till now. I have rather mousey hair, brown eyes and medium-coloured skin."—"Laurie's Girl."

USE a peach shade of powder to brighten up your skin and the new cyclamen shade of rouge and lipstick. Get a nail polish to match, too, unless you prefer the colourless variety. A touch of mascara on your lashes and brows would improve your eyes. Choose either medium or dark brown shade.

Change your hair—do it the Edwardian style and to keep it "put" pin in little fancy combs. Wear a spray of artificial camellias on the lapel of your coat and add a drop of perfume to them to make them seem more real. In the evening, put the flowers in your hair.

RADIO FAN CLUB NEWS

Eastbourne branch for Billy Cotton Club :: Good news for Anne Lenner fans :: Club for Gwen Jones :: New branch for Bebe Daniels and Ben Lyon Club

WELL, we hope secretaries have given plenty of thought to the suggestion that branches or representatives should be established in every big town in the British Isles.

This is the only way a club can be run really successfully. Unless members in all parts of the country can be given the same advantages as those living in the district from which the club is run, they will lose interest.

In other words, every member—no matter where they live—must be able to take part in all the activities, and attend meetings weekly or fortnightly.

Club secretaries working from London will probably find it a little difficult to get people enthusiastic enough to take over the jobs as representatives in various towns. So if anyone is willing to do this please write to us, or to the secretary direct.

Once you have got the branch running smoothly you'll find it a fascinating spare-time job.

BILLY COTTON fans who live in Eastbourne will be glad to learn that the Club has started a branch in that district. The branch secretary is Mr. William Watkins of 12 Martello, Eastbourne, Sussex, who would be glad to hear from any Cotton admirers who live in his area.

This is a good sign. We hope to hear about a few more branches of the Billy Cotton Club before long.

ANNE LENNER'S vast army of fans must have been wondering why there has not been a club in her honour. We've been wondering, too.

Well, here's the good news. The official Anne Lenner Fan Club has now been inaugurated, and the secretary, Mr. R. Watters, 10 Parkfield Road, Willesden, London, N.W.10, is all set to launch things in a really big way.

He wants every one of Anne's admirers in the country to write to him. He tells us that he has had Anne's full permission to go right ahead with the project, and that he has an excellent programme planned.

So write to Mr. Watters to-day, and please enclose a stamp for a reply.

INCIDENTALLY, one or two secretaries have been asking us whether it is possible for all the clubs to hold a mass meeting at the Royal Albert Hall. The idea is certainly an ambitious one. But there's no reason why it shouldn't be arranged at some future date.

What a show it would be, too!

HAD a chatty note from Miss Megan Lewis (18 Dunblane Road, Eltham, S.E.9), secretary of The Little Club, telling us that particulars of the first competition run by her club have now been issued.

Two tickets for Gordon Little's new revue at the Little Theatre are being awarded to the person who gets the most members to join the club by May 1.

Now is the time to rope in all your friends.

Miss Lewis also tells us that the latest news sheet contains letters written by several well-known radio personalities. Ought to make interesting reading.

BIRMINGHAM Section of the Brian Lawrance Fan Club are now meeting every fortnight,

SAX-O'-FUN

"MY saxophone is a real bargain. I'm only paying four shillings a month for it."

"How many months?"

"I never thought to ask them."

"My saxophone is very rare. It belonged to Bach."

"Don't be silly. They never had saxophones in Bach's time."

"That's what makes it so rare."

and members are turning up in considerable numbers.

The next trip has been fixed for May 7—this time as guests of the Brian Lawrance Social Circle. The party will be travelling by coach, and it looks as if this outing is going to be thoroughly enjoyable.

Anyway, the secretary, Miss Cath Edwards (34 Nursery Road, Bloxwich, Nr. Walsall, Staffs) has promised to let us have further particulars later.

MR. ROBERT JONES of "Dunedin," 35 Charlemont Road, Clontarf, Dublin, is anxious to start a club for Eddie Carroll's charming little crooner, Gwen Jones. He would like to hear from any of Gwen's admirers, and although he will be running the club from Clontarf, he will

be establishing branches in the rest of the British Isles when things get going.

JUST heard that the Bebe Daniels and Ben Lyon Fan Club have started a branch for the Richmond and Kingston district.

They are starting off with a swing as they have their own band, which is also attached to the London branch, and is called the Masqueraders Radio Band. Led by Eric Howlett, the band played for a dance run by the new branch yesterday (March 23) at the Castle Ballroom, Richmond.

The dance was a great success and everyone had a really wonderful time. A bouquet must go to the energetic hostess, Miss Phyllis Andrews, who organised the dance and arranged everything herself.

Have a
CAPSTAN
- they're
blended better

MEDIUM STRENGTH
CAPSTAN
Navy Cut
CIGARETTES
W.D. & H.O. WILLS
BRISTOL & LONDON

11½
FOR 20
6 FOR 10
PLAIN OR
CORK TIPPED

THE DEMAND FOR CAPSTAN INCREASES DAILY

My Star Prophecies

"A star fell out of heaven . . ."
SO runs the popular song. If only it happened to be true. If only ready-made stars did fall from the blue! But in my experience it does not often happen.

What does happen is the arrival of potential star-material. That star-material has to be harnessed, nursed and then brought out at the psychological moment, and, behold, where there was a chrysalis is now a butterfly; where there was a raw beginner is now a front-page name.

For some time it has been both my job and my pleasure to keep my eyes and ears open for such promising material. I like to spot it when it is quite unknown and work to give it the break that its talent merits.

I can claim to be successful. In this article and the two to follow, I shall tell you of some of the well-known radio names for whom I was instrumental in getting the chance that has since rocketed them to the heights.

How does one discover promising new artistes? It is difficult to say. It needs a flair, the ability to separate the dross of rawness from the pure gold of talent. It needs endless patience.

So often young people fail to fulfil their early promise. It needs a certain toughness to withstand the disappointments caused by ingratitude. And, above all, it needs genuine sympathy for a young struggler seeking a break.

Perhaps I've developed the latter quality, at least, through my own life being far from a bed of roses. During the past few years I have known what it is to have to fight the world single-handed; to keep one's eyes firmly on an objective and allow nothing to swerve one from the chosen path; I've known what it is to be hungry and on the brink of poverty; I've experienced the misery of seeing one's carefully laid plans swept ruthlessly aside by some freak of mischance.

Yes, I can see deeper than the shabby clothes, the haunted eyes, the wan cheeks of some of the people who come to see me hoping to make the big-time.

Nineteen-fifteen. Suddenly the world of a certain young married woman crashed around her. After being used to a life of luxury, a lovely house, servants, she found herself with two small children, no money and no obvious means of earning any. The young woman was myself.

I had never had to work for a living. I was trained for nothing. But I had to get a job. How I should go about it and what type of job to look for was a problem. A nagging problem.

It was this worrying problem that was occupying my mind one wet and cold afternoon as I walked down West Street, Brighton.

I found myself outside the studio of a prominent phrenologist. What whim prompted me to go inside? I was lonely and depressed and I decided to have my bumps read more from amusement than because I believed in it.

and how they
 came true

by MADAME ARCANA
 famous manager, agent,
 coach, teacher, friend and
 and confidante of the stars

But that decision was really the turning-point in my life.

The phrenologist assured me that I had the power to make a fine career for myself.

"You could tackle practically anything," he said. "You are artistic, but, above all, you have the instincts of a magnificent business woman."

Unconsciously that man's words gave me fresh hope, an inward urge and determination.

The local Maternity Hospital at Brighton was advertising for an Appeal Secretary. I was immediately interested. I hadn't the faintest inkling of what the duties of an Appeal Secretary were, but nevertheless I took a chance and applied for the position. Moreover, I got it.

There followed a most interesting period during which I learned, very successfully, the gentle art of getting money out of people—an art which I have since practised just as successfully when it has come to getting plays backed!

I kept the job for four years despite frequent little squabbles with the committee who, despite results, were constantly trying to persuade me to do the job *their* way instead of my own. But the work got too heavy, too worrying. I resigned.

I was sitting on Brighton front one day when an acquaintance of mine—a teacher of singing—came up to me, and after some desultory conversation said: "Why don't you take up your singing again?"

I had always had a fairly useful singing voice and at one time sang at parties and "At Homes." But I had always regarded my voice as a pleasant little drawing-room talent.

So I resumed lessons with this teacher. After five lessons he turned to me and said: "I can't teach you any more—you're a teacher yourself!"

I stared at him in amazement, but he assured me that he was speaking the truth.

"Go and find yourself a pupil," he said, "you have a career ahead of you."

Bewildered, I thought over his words. Then I decided to take a chance on what he said. But how did one get pupils? Then Fate stepped in again and provided the answer.

I was shopping one day when a woman whom I knew slightly came up to me.

"Excuse me," she said, "but I know you are

interested in music. Can you recommend a music-teacher for my daughter?"

"I'm afraid not," I began. And then I thought swiftly. "As a matter of fact it has been suggested that I should become a teacher myself."

Hey presto! I had got my first pupil. From that small beginning I built up a big connection and a considerable reputation as a singing and piano teacher in Brighton. For many years I taught and staged successful charity concerts. Then gradually my pupils began to grow up and marry and I found my connection dwindling.

As usual I made a swift decision. I decided to tackle London and I came to town to live and—I hoped—work. But for quite a long while I merely existed. London was a tough taskmaster and it took me nearly two years before I could claim one *regular* pupil.

Meanwhile I lived in a small back room and struggled on, still hoping that my luck would turn. Gradually things improved. Pupils began to be more frequent and about seven years ago a young man came to be coached in singing. He already had an excellent reputation on the stage but, burningly enthusiastic, he was eager to improve his singing voice.

He was Patrick Waddington, one of the first of the many now well-known radio stars I have had the privilege of teaching.

Patrick Waddington later brought along two other young people with whom he was contemplating a cabaret and radio act. They were William Walker and Anne de Nys.

When Patrick introduced me to Anne and William I realised that "That Certain Trio" was a first-rate idea and I pestered Mr. Cecil Gillott, then of H.M.V., though now a B.B.C. official, so much that the act was given an audition and became a first-rate recording proposition.

To complete the story I must tell you that about four years ago a young insurance clerk came to me for singing lessons. Soon I realised that as a singer he was not in the same street as he was as a piano player. He had a grand touch for jazz and I advised him to abandon singing in favour of the piano.

To some extent he took my advice, for though he does sing pleasantly, it is as a pianist and composer that he is of most use to the present "Certain Trio." His name was Rupert Ingrams. Now he is known as John Ridley.

One of my most successful discoveries was Paddy Browne, the brilliant little comedienne who is at present in the Prince of Wales' show.

You've heard her in *Carl's College* and in various other radio floor shows. First credit for helping Paddy must go to Nerina Shute, who used to write for RADIO PICTORIAL.

She rang me up about eighteen months ago and told me that she was sending round a girl who had an idea that she'd like to go on the stage.

So this slim, amusing girl came round.

John Ridley, Anne de Nys and Patrick Waddington, who have made such a success as "That Certain Trio."

Popular entertainer Eric Barker also went to Madame Arcana when he wanted to put on a new solo act.





Remember peppy Paddy Browne in the B.B.C. series "Cad's College," with the Western Brothers? She's a well-known stage comedienne now, with Madame Arcana's help.

***T**his is the first instalment of Madame Arcana's own 'Reminiscences'—next week she recounts stories about more of your Radio Favourites*

Janet Lind, now one of Radio's best-known singers, was once an acrobatic dancer.

Albert Arlen, the Australian pianist, who owes some of his success to Madame Arcana.



"What do you do?" I asked her. A little taken aback by my frankness, Paddy rather diffidently said: "I write lyrics."
 "Tell me some," I replied. "But I must have a piano," she insisted.
 "Nonsense! Just recite them."
She did recite them. And she made me laugh.

I realised at once that here was a splendid new find—a comedienne who was fresh, vital, different.
 "If you do just as you're told I can make you a star," I told her, and she agreed to put herself in my hands.

I rang up Mr. Van Dam at the Windmill Theatre.

Well, you all know the story of Paddy. She went into the Windmill show at six pounds a week. The papers acclaimed her next morning and she became London's new comedy sensation. Mr. Van Dam gave her a twelve months' contract on a rising scale, and she finished her year earning twenty pounds a week.

That's how stars are born.

Now let me tell you of how I "killed" one girl and, in her stead, built up a new person who became a star. The girl I "killed off" was Reita Nugent and in her place reigned Janet Lind, that dainty girl who is deservedly popular with radio listeners for her work with Louis Levy's Orchestra.

Reita Nugent was introduced to me by Albert Arlen, a young Australian pianist, who, incidentally, I successfully teamed up with Bruce Sievier.

I had heard Reita once on an Empire broadcast but knew her better as an acrobatic dancer. Well, I heard Reita sing and told her that in my opinion she had a good voice.

"I hear that Frances Day is leaving the cast of *Jill, Darling* at the Saville," said Reita, "I'd love a chance of taking her place."

Nothing venture, nothing gain... so I took her along to the Saville Theatre in response to the manager's invitation. But before Reita had a chance to show what she could do, he said to me: "Is this a joke? We need a singer. That girl's Reita Nugent, an acrobatic dancer."

Later I got Reita an audition with Cochran, but exactly the same thing happened. She was pigeon-holed in the theatre-folks' minds as an acrobatic dancer and nothing could persuade them that she might have other talents.

But I had faith in the girl, so one morning as we were walking down Bond Street I said to Reita: "It's no good, dear, Reita Nugent must die." And before the end of that walk we had devised the name Janet Lind and Janet was all set for her new career.

I coached her patiently and then got her an audition with Gordon McConnell, Stanford Robinson, Doris Arnold and Mark Lubbock.

She sang one song and Mr. Robinson said: "This girl's grand. Wait a moment."

He rang up Eric Maschwitz's office and asked him to listen-in. And that's how Janet Lind became a radio success. It's the way things go in the show-business.

A young man walked into my office and said that he had done a bit of acting in repertory but wanted to get a break as a solo artiste.

"What do you do?" I asked.

"Well, I write a bit," he replied.

"Have you got an act?" I inquired.

"No..." and he seemed a bit bewildered. I explained that it was useless to introduce him to a manager unless he had something original to sell.

"Oh..." thoughtfully. "Can I see you to-morrow?" he asked. He left my office and as far as I knew that would be the last I would see of him. But somehow I had a hunch that he would be back, and I can usually tell if a person has anything worth while in them.

Next morning at 9.30 sharp Eric Barker (for it was he) came back to my office. Overnight he had written and learned an act which was his impression of how Noel Coward, Ramsay MacDonald, Lloyd George and others "would try to sell a refrigerator."

Maybe you recall that fine act? That's the story of its birth.

I took Eric Barker along to the Windmill and once again Mr. Van Dam rubbed his hands with glee at a new discovery.

For two-and-a-half years Eric was a firm favourite at the Windmill. He is now well-known on both radio and television.

Another grand instalment next week.



THE YOUNG LISTENERS

HOW ABOUT THIS ONE?

I'm very partial to Howard Marshall

wish to take part in a broadcast, but so far he has not achieved his ambition by fair means, though he has made one or two extremely unexpected "appearances" where he was definitely not expected.

His latest adventure is no exception to the rule. Lying underneath the carpet in the studio, he became violently interested in a mystery play which was being rehearsed.

He hardly left his home, so anxious was he to hear the end of the play, and having heard it, he listened to the rehearsals again and again until he knew everyone's lines off by heart.

Having reached this stage, he began to grow a shade critical, and there were one or two spots in the show where he felt things might definitely be improved.

For instance, there was the part where the narrator said: "The night was silent save for the distant hoot of an owl... till the old village clock struck two."

"Now there," thought Mick, "is a chance for an 'effect.' The clock ought to strike two!"

He gazed longingly at a row of tubular bells which stood tantalisingly right over his head. It would be the easiest thing in the world to pop out and "strike two."

For several rehearsals he was on the point of doing it, but at the last moment lacked the courage.

But one night the temptation was so very strong, that almost before he was aware of it he had jumped out, grabbed the stick with the fascinating knob on the end, and just as the narrative reached "till the old village clock struck two," BOOM! BOOM! went the clock, and not content, continued with CRASH! BANG! WALLOP! PING! BANG! BOOM! PONG...

Horrified artistes stared in dismay and forgot their lines. Someone rushed into the studio waving his arms about in between tearing his hair.

The clock had now struck fourteen, and listeners were sitting up and wondering whether the mystery was really a comedy—for Mick the Micrognome, in his haste and excitement, had not realised that this was not a rehearsal, but an actual broadcast!

It was only when he suddenly caught a glimpse of the red light that he became aware of the full extent of his crime.

In two ticks he was back underneath the carpet, quite pale at the thought of his offence.

The damage was done, however, and worried officials are now trying to answer all the queries that have arrived by post.

Another Mick adventure next week.

HELLO, EVERYONE!
To-day I have great pleasure in introducing our double page for young listeners, and I hope "teens" will enjoy their section as well as the younger ones seem to enjoy theirs. The competition is a joint one and, as you see, there are some valuable prizes to be won. I hope to see many entries, and shall always be happy to receive and answer letters from all my readers, who automatically become members of RADIO PICTORIAL'S "big family" on writing to me. Let me know how you like the "Radio Ray" adventures, the affairs of Syd Scatt and his Boys, and all the other features designed for your enjoyment.

Affectionately,

Auntie Muriel

ADVENTURES OF A MICROGNOME

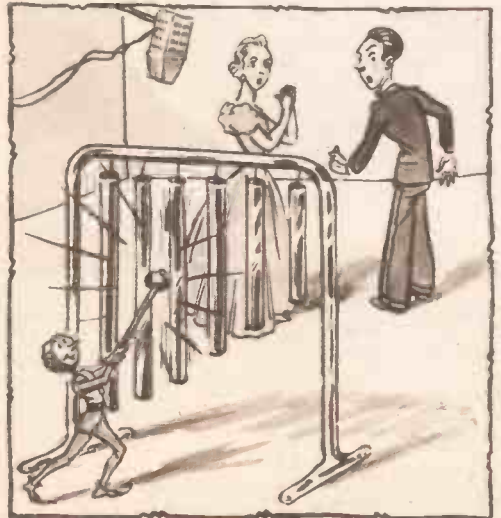
MICK GOES "ON STRIKE"

IF the Micrognome does not take more care, I have an idea that Inspector Hornleigh will be called in to find out what is causing all the mysterious happenings in a certain studio at Broadcasting House!

Mick may be very clever, but perhaps his wits would not match those of a detective, and this week's piece of mischief has certainly made everyone sit up and take notice.

There are some who even feel a shade uneasy, and others who go into the studio with an eerie feeling, not knowing what may happen there next.

As you know, it has always been Mick's dearest



Right in the middle of a broadcast, Mick struck some tubular bells, and were the artistes horrified?



"Yes, my boy, they're sending pictures by wireless now." "What, ready framed?"

COMPETITION

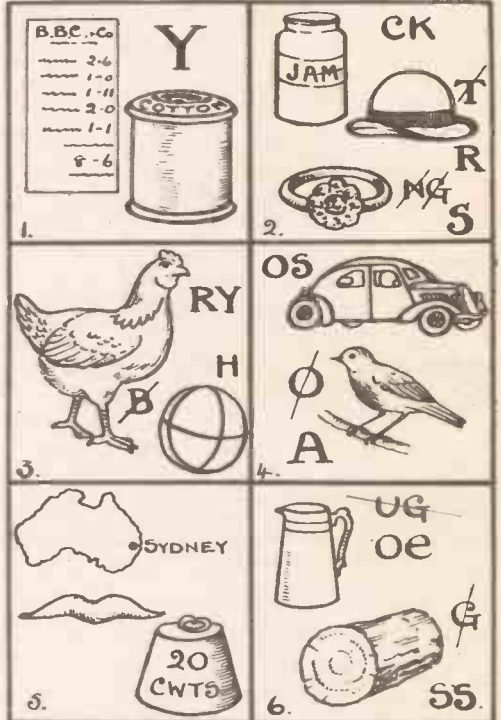
NAME THE BAND LEADERS

THE six pictures represent the names of six well-known dance-band leaders. Can you solve them? For the first correct solution received in the neatest handwriting, I will award

A First Prize of Ten Shillings, A Second Prize of Five Shillings, and Ten Prizes of Two-and-sixpence.

Entrants must write on postcards only and give full name, age, and address. Post to AUNTIE MURIEL, RADIO PICTORIAL, 37 CHANCERY LANE, LONDON, W.C.2, to reach me not later than March 30.

Age will be taken into consideration.



AWFUL CHILDREN

JOSEPH was an awful one. Although it simply isn't done, He ate the currants from his bun, And left the plain part on his plate; So you may guess poor Joseph's fate— He's not been asked to tea of late, And probably he never will, For manners bad make people ill.

RESULT OF AUNTIE MURIEL'S COMPETITION

FIND THE COMEDIAN

Cheques have been sent to the following prize-winners:

First prize of ten shillings: Robert Burrows (age 13), Mintlaw, Park Street, Bagshot, Surrey. (Frimley and Camberley School.)

Second prize of five shillings: Renee Woodards (age 8), 20 Hartington Road, Edmonton, London, N.9. (All Saints School.)

Ten prizes of half-a-crown: Doreen Rogers (age 7), Hull; Barbara May Van Cuylenburg (age 12), Torquay; Ivy Pyle (age 9), Durham; Poppy Price (age 12), Knighton; Mary Vasey (age 9), Ebberston; Roy Evans (age 9), Guildford; Frank Bellis (age 8), Ashton-under-Lyne; Barrie Barnes (age 6), Rothley; W. George Thurlow (age 14), Stowmarket; Walter Feakin (age 10), Rothwall.

ERIC'S CORNER

CONDUCTED BY AUNTIE MURIEL,



Here is your own Auntie Muriel.

FOR over eighteen months Auntie Muriel has been conducting *The Children's Corner* with increasing success. Every week Auntie Muriel receives hundreds of letters from children between the ages of six and twelve. The page opposite was designed to appeal to these children. So many requests have come in from young people in their early 'teens, however, asking for features which will appeal to them, that from this week onwards this new page will be included in *The Young Listener's Corner*.

The opposite page will be conducted in exactly the same way as it always has been, but the competition will be open to young readers of both sections.

And don't forget, Auntie Muriel would like all of you to enter for the weekly competitions.

BOB WRITES HOME *Letters of a schoolboy to his sister.*

DEAR KITTEN,
Here's a marvellous idea for doing your homework. Try it to wireless! You can do a fine bit of nature stuff to "The Dicky Bird Hop," and tunes from *The Mikado* help you no end with an essay on Japan.

I tried it, and it was great, only I fell asleep when they played "Two Sleepy People" and, of course, I was too tired to do my geometry when I woke up. I explained this to Mr. Tipper, but he didn't appreciate my musical temperament, and now wireless is forbidden except for talks to schools! Still, there's nothing to stop you having a go at it.

No other news.

Love, BOB.

P.S.—Can you smuggle any more treacle toffee? I'll swap my lizard for some.

MR. TALKER WANTS TO KNOW?

MARY says her uncle is an old sea-dog, but she has never heard him bark. What would your answer be? Mr. Talker wants to know.
(See foot of centre column.)

ADVENTURES OF PAULINE AND ERIC

AN EXCITING SERIAL STORY OF A BROTHER AND SISTER AND A STRANGE RADIO RAY

BY night the face of the radio shone in the dark room. Eric Collin and his fifteen-year-old sister, Pauline, stared at it, fascinated. The names on it were so exciting: Budapest, Paris, Lisbon, Rome, Tiflis, Moscow, Berne . . .

Pauline's gaze was suddenly drawn towards the window.

"Look!" she exclaimed. "Did you see that? A huge ray—from the tower over there. There it is again, shining on the river!"

"Wouldn't it be marvellous if that ray were connected with our radio and could take us to see some of these places," Eric whispered. "If all we had to say was 'Radio Ray, please take us to Switzerland!' and hey, presto!"

"I say!" he called out. "The light's getting very bright, isn't it?"

It was so strong that it hurt their eyes. A moment or so ago all had been dark, but now a sheet of white lay everywhere.

"Snow!" shouted Eric. "I can't believe it! We're actually in Switzerland!"

"But how, what, where?" Pauline began.

"The Radio Ray!" he explained excit-

edly. "We asked it to bring us here—and here we are!"

Pauline looked about her. The snow was powdery and lay in an even carpet as far as she could see. Fir trees weighed down with snow led to a "toy" village, with snowy roofs. Above, a hot sun blazed down from a sky as blue as a sugar bag.

Eric looked at his thin shoes and Pauline's silk dress.

"All the same, I wish the Ray had given us a real outfit. You know, skis, ski suits, and so on."

"What are you grumbling at?" laughed Pauline. "You are in a ski suit—and so am I."

Eric blinked and looked again.

"So we are! And here are our skis. This is all much too good to be true."

They both gazed in fascination at the village ahead of them.

"Tell you what," Eric suggested. "We'll fix our skis on and I'll race you to those houses. Ready? Go!"

More next week. *The Radio Ray takes Eric and Pauline all over the world.*

Answer To Mr. TALKER.—Sea-dogs only bark on the dog-watch, Mary!

WHY NOT MAKE THIS PERISCOPE?

Do you know how a periscope is made? This is an easy way to make one.

You will need two mirrors the same size, two pieces of wood about 18" long, and some stiff cardboard.

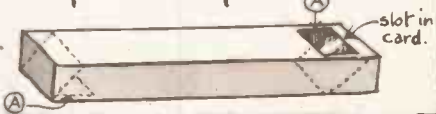
Cut or file two slots in each piece of wood —



Now fit your two mirrors, and tack the cardboard to the edges of the wood, and cover the ends,



Cut a slot on each side to face the mirrors, and your Periscope is complete.



SYD SCATT AND HIS SERENADERS



The Serenaders were in a playful mood before their broadcast. "Let's play a trick on Syd, our noble leader," they chortled.



That night, when ye merrie redde lighte went on, you should have seen Syd Scatt's face when he picked up his baton.



The boys had substituted one made of candle-grease, and did that baton melt! Syd's heart didn't, though. No cream in the coffee that night for the boys.

**HIGHLIGHTS OF
THIS WEEK'S B.B.C.
PROGRAMMES**

SUNDAY, MAR. 26

Plays, Talks, Features, etc.

NATIONAL: C. H. Middleton. *The Passion To-day*, by Rev. Father Vincent McNabb. *The Cross Triumphant*, feature by Geoffrey Dearmer. *Les Miserables*. *Stoke Bendle Win The Cup*, short story written and read by L. A. G. Strong. Regional: *Music of the Week*, talk by Sir Adrian Boult. *Films* by Buckley Hargreaves. *The Thin Red Line*, history of the Royal Welsh Fusiliers.

Services, etc.

National: Church of England service from studio, by Rev. Canon H. Anson, Master of the Temple. Evening service from St. Andrew's Presbyterian Church, Eastbourne by the Rev. James Reid, D.D. Regional: Church of England service from the House of the Sacred Mission, Kelham, conducted by Rev. R. H. Tribe.

Music

National: Ernesco Quintet, with Webster Booth *This Symphony Business*, with James Denny, George Nash and the B.B.C. Northern Ireland Symphony Orchestra. Falkman and his Apache Orchestra, with Isabelita Alonso. Cedric Sharpe, 'cello recital. The Luton Band. B.B.C. Orchestra. Engleman's Quintet, with Harry Porter. B.B.C. Military Band. *Orchestre Raymond*. Sandy Macpherson on the B.B.C. Theatre Organ. Leslie Jeffries' Orchestra. Regional: Palladium Orchestra, conducted by Clifford Greenwood. Music for Guitars, recital by Matilde Cuervas and Emilio Pujol. Sunday Evening Concert by B.B.C. Orchestra.

MONDAY, MAR. 27

Variety

NATIONAL: *Monday Night at Seven*, with Marie and Patricia Burke, Hughie Green, Richard Golden, Three Chimes, Inspector Hornleigh. *Youth Takes a Bow*, Raymond Newell and Jane



Professor Bill Bennett conducts another "Almost an Academy" on Thursday, National.

Graham. Patricia Rossborough, syncopated pianist. *At the Pig and Whistle*. Dudley Beaven on the Welling Granada organ. Regional: *Trolley Bus*, with Kenway and Young, Flora Ashe and Cyril Fletcher. Carroll Gibbons' *Floor Show*. *Musical Games*, by Reginald Burston, and with B.B.C. Midland Revue Orchestra.

Plays, Talks, Features, etc.

National: *Deep River Boys*, feature. Reading of *Pickwick Papers*. *Savanorola Brown*, play by Max Beerbohm. Regional: *A Good Bag*, short story written



FIRST COMIC: I had the audience in fits of laughter.

SECOND COMIC: Your funny bone must have been showing.

FUN WITH THE FOL-DE-ROLS

WEDNESDAY, MAR. 29, AFTERNOON AND EVENING (REG).

and read by J. D. Beresford. *Week on Wall Street*, by H. P. Elliston.

Dance Music

Late music by Van Straten on National and Van Straten and Eddie Carroll on Regional.

Sport

Regional: Boys' boxing at the Stadium Club, commentary by Tommy Woodrooffe.

TUESDAY, MAR. 28

Variety

NATIONAL: Percy Waterhouse (clarinet and sax), James Moody (piano), and Stan Matchett (drums). Arthur Sandford (syncopating pianist). *Midnight and Other Follies*, devised by Clifford Whitley. Regional: Henry Croudson on the Ritz, Birkenhead, organ. *Alpine Hut*. Jack Payne band production, *The Music Box*.

Plays, Talks, Features, etc.

National: *Adventures of Alonzo McTavish*, with Nicholas Hannen. *Town and Country*, by F. G. Thomas. Regional: Reading of *Alice in Wonderland*. *Midland Parliament*.

Dance Music

Late dance music by Sydney Lipton and his band.

WEDNESDAY, MAR. 29

Variety

NATIONAL: Reginald Porter-Brown on the Southampton Forum organ. The Three Nomads in close harmony. Eric Smith on the Bedford Granada organ. Denis O'Neil (tenor) and Mario Lorenzo (harp) in Irish songs. Regional: Stanley Van Raalte (syncopating pianist). *Fol-de-Rols* (afternoon and evening), with Cyril Fletcher, Frederick Gregory, Irene North and Ernest Arnley. *Alpine Hut*. Variety from the New Theatre, Northampton, with Anona Winn, Cavan, O'Connor ("The Vagabond Lover"), Ivan Huckerby and the Aston Hippodrome Orchestra, and Jack Wilson and Harry Engleman, syncopating pianists.

Plays, Talks, Features, etc.

National: Reading of *Pickwick Papers*. *The World Goes By*. Regional: *At the Black Dog*. *I Photograph—Sport and Action*, talk by Bernard Alfieri, Jun. *Miners' Wives*, feature programme by Olive Shapley

Dance Music

National: Syd Millward and his Nit Wits. Regional: Lou Preager and his Band. Late music by Jack Jackson and his Band.

THURSDAY, MAR. 30

Variety

NATIONAL: *Lucky Dip*. Mr. Muddlecombe, J.P. Professor Bill Bennett in *Almost an Academy*. Sidney Torch on the Kilburn Gaumont State organ. Regional: Tom Jenkins on the Swansea Plaza organ: Dorothy Summers, entertainer. *Lucky Dip*. *Midnight and Other Follies*. (Repeat.)

Plays, Talks, Features, etc.

National: *Under the Greenwood Tree*, reading by V. Clinton Baddeley. *Farming To-day*, talk by Anthony Hurd. *Mainly About Manhattan*, by Alistair Cooke. *Pacific*, East and West. Regional: *World's Speed Record*, talk by Capt. G. E. T. Eyston. *Surgical Emergency*, feature programme. *Round the Courts*.

Dance Music

Regional: Geraldo and his band. Late dance music, Harry Roy and his band.

Sport

Regional: Commentary by G. Phipps Hornby, on the Worcestershire Hunt Point-to-Point race for Lady Dudley's Cup.

FRIDAY, MAR. 31

Variety

NATIONAL: Rene Pougnet and Clive Richardson on two pianos. Regional: Sydney Gustard on the Ardwick Apollo organ. Rehearsal of to-night's

broadcast from Alexandra Theatre, Hull. Sandy Macpherson on the B.B.C. Theatre Organ. Alexandra Theatre, Hull, variety excerpt. Alan Walker, syncopating pianist.

Plays, Talks, Features, etc.

National: Empire Exchange. *Last Words to All*, comedy. *The Week in Westminster*, by Wilfred Roberts, M.P. *Australia Speaks*, No. 6. Music and the Arts, by Walter Murdoch, C.B.E. Regional: *Round the World in Eighty Days*, adaptation in play form of Jules Verne's novel, by the Oxford Repertory Company.

Dance Music

National: pre-lunch by Sydney Kyte and his band. Late music from Earls Court, the Empress Hall. "Star" Ball and Championship Finals, music by Oscar Rabin and his Romany Orchestra and Joe Loss and his band, with Lionel Gamlin, as compere.



Charming Pat Burke will be heard in "Monday Night at Seven," National.

SATURDAY, APRIL 1

Variety

NATIONAL: *Music Hall*, with Murgatroyd and Winterbottom, Len Young, Billy Leonard. Regional: *Music from the Movies*, Louis Levy and the Augmented Variety Orchestra, with Eve Becke.

Plays, Talks, Features, etc.

National: *In Town To-night*. Raymond Gram Swing's *American Commentary*. Regional: Bassoon Factory, feature programme.

Dance Music

National: Mantovani and his dance orchestra. Late music, Jack Harris and his band.

Sport

National: International Cross-Country Championships from Cardiff, commentary by Harold Abrahams. Motor Racing at Donington Park, commentary on the Empire Trophy Race by F. J. Findon and Alan Hess

Our Great Weekly Competition

ENTER TO-DAY and MAKE LISTENING PAY!

Competition No. 17 Results : Prizewinners' Names and Addresses : by The Editor

COMPETITORS in our Listening Competition No. 17 awarded "The Open Road" programme, sponsored by Carters Little Liver Pills, a marking of 7.53 out of a possible 10, which accordingly is our Figure of Merit for this programme.

The relatively high marking noted to this programme probably will surprise a number of

ing type. The programme is very unpretentious—there are no famous names to dazzle the eye—but I should imagine it achieves its purpose quite satisfactorily.

"Carters Little Liver Pills presents 'The Open Road.' They could not have a more appropriate heading for their programme. Neither could they do better than to have the Carters Cavaliers to play their still more appropriate music. I thoroughly enjoyed their selections, and thought how well chosen they were."

"It seemed that all concerned had gone 'all out' to make the programme a success."

"It sets your feet a-trampin' to the music!" Said one of my neighbour listeners."

In regard to the advertising value of the programme, competitors were equally enthusiastic, and we append a further selection from typical letters:—

"From first to last the sub-conscious mind of the listener imbibes the impression that Carters Little Liver Pills do create a joyous, rollicking mood, no matter what the weather, the worry, or the work."

"I liked the drama from real life; it was so real, and if one advertises it always makes things more interesting if one can prove what one is talking about. This advert. was given just at the right time, just gave a little break to the show, excellent advertising."

"I thought the short sketch in this programme was outstanding. One can readily visualise its taking place in any home. Those taking part did a good job of work. It is seldom a commercial sketch is put over so clearly and without a lot of eyewash."

"The mid-programme dramas from real life, etc. (Paris and Luxembourg had different ones) were both, as usual, loud and gave the impression that if one didn't feel happy, whether it be because they couldn't make ends meet, a cat had scratched up their bulbs or through the death of a relative—Carters Little Liver Pills would end the trouble."

"Acceptable entertainment—brisk and breezy, briefly summarises 'The Open Road,' one of the very few programmes in sponsored radio, where the broadcast actually conveys the nature and purpose of the product! Because of this fact alone, the programme succeeds—it succeeds in educating and entertaining its listeners as to the value of Carters Little Liver Pills perfectly."

"The life and sparkle which they put into the numbers—'Round the Marble Arch,' 'Start Cheering,' 'Live, Laugh and Love,' 'Sussex by the Sea' and 'The Rif Song'—were remarkable, and proved an excellent indirect advertisement for Carters Little Liver Pills."

"The vigorous marches and lively songs are truly the 'music of good health,' and serve to drive home the message of the sponsors."

To sum up, here is a programme which demonstrates without question that simple, inexpensive material can be just as effective in selling goods over the air provided it is presented by a producer who really understands his work. In our opinion and that of the numerous entrants to this competition, "The Open Road" is a notable example of expert showmanship and effective radio advertising, and we have forwarded a copy of this page with our congratulations to the producer and sponsors.

MUST BE WON

FIRST PRIZE £5

£1 SECOND PRIZE

and

TEN PRIZES OF 5/-

HOW TO ENTER

THE subject we have chosen this week, for Listening Competition No. 20, is—

THANKS FOR THE MEMORIES

This programme will be broadcast on Sunday, March 26, from Radio Luxembourg at 12.45 p.m.

Listen to this programme and make up your mind the number of marks out of 10—any number from 0 to 10—which you award. By the number of marks you award the programme you will record your verdict as to its general value as an entertainment and an advertisement.

Whatever figure you decide upon, write it in the dotted square on the entry form at the foot of this page.

Then, on a separate piece of paper, write your general criticism of the programme, not exceeding 250 words.

Remember—what the Editor values most is a candid and unbiased criticism giving praise or blame where it is due.

Separate cash prizes are awarded each week, and these will be awarded to the competitors who, in the Editor's opinion, submit the best criticisms.

Post your criticism and form below to the Competition Editor, RADIO PICTORIAL, 37/38 Chancery Lane, London, W.C.2. Entries must be received not later than first post on Thursday, March 30, 1939.

Names and addresses of prizewinners in Listening Competition No. 20, together with a summary by the Editor of the criticisms submitted, will be published in RADIO PICTORIAL, dated April 14, 1939.

RULES OF THE COMPETITION

ENTRIES must be submitted on the entry form provided in RADIO PICTORIAL. The competitor's name and address must be written in ink in block letters, or typed.

The written criticism must be submitted on a separate piece of paper headed "Listening Competition No. 20," and must bear the name and address of the competitor. The criticism must not exceed 250 words in length.

Entries must be posted in an envelope bearing a 1½d. stamp. No entrance fee is required.

Each competitor may submit one entry only. If several members of a family enter the competition, each entry must be made on a separate entry form taken from RADIO PICTORIAL.

The Editor does not hold himself responsible for any entry form or criticism lost, mislaid, or delayed.

No correspondence can be entered into regarding the competitions, and the Editor's decision is final and legally binding in all matters relating to the contest.

Employees of Bernard Jones Publications, Ltd., are not allowed to compete.

CUT OUT AND POST THIS COUPON

LISTENING COMPETITION No.20

To the Competition Editor,
"Radio Pictorial,"
37-38 Chancery Lane, London, W.C.2.

I award the
THANKS FOR THE MEMORIES
programme marks.
(maximum 10 marks)

Attached hereto is my criticism of the programme. I agree to observe the rules of the competition.

Please write in block letters.
Name
Address

people who believe it is necessary to spend several hundred pounds on an elaborate production in order to interest the radio public.

Below we are pleased to publish literal extracts from readers' letters:—

"This programme is a veritable breath of fresh air amongst a number of closely congested quarter-hour programmes, a show that definitely lives up to its name by providing exhilarating entertainment for the family."

"'The Open Road' is surely one of the brightest and breeziest sponsored programmes on the air. Everything throughout is conducted in such a manner that it inspires one to wake up and live."

"The most bracing of all the sponsored programmes. From the first strains of the introductory song about Carters Little Liver Pills 'The Open Road' shows us a vista of health, energy and happiness. Especially energy. In fact, they could almost dispense with the stereotyped advertising in the middle of the programme, because the whole atmosphere is such an enviably healthy one. An advertisement in itself."

"I formed the impression that the programme was hearty, robust musical entertainment, performed in a manner which was a welcome change from the many dance bands one hears."

"'The Open Road' programmes are quite pleasant entertainment. Although, I believe, they are on the air more than any other, they seem to have a different kind of brightness that makes them always worth tuning in to."

"The whole tone of this programme was well in accord with the mood in which a dose of Carters Little Liver Pills puts—or should put—one, and the songs and melodies broadcast were of a cheery and stimulat-



THE "OPEN ROAD"

THE "Open Road" programme, sponsored by Thomas Marns, Ltd., manufacturers of Carters Little Liver Pills, is a J. Walter Thompson Company, Ltd. production. Each broadcast is specially recorded with a brass band of military type and vocalists. The band, under the direction of Harry Karr, is always recognisable by the special xylophone arrangements used. The announcer is Alan Keith.

ON the left you see Mr. N. T. ("Bill") Sansom of the J. Walter Thompson Company Limited radio department who produces the "Open Road" broadcasts. He has been a producer of cabarets and is himself a composer, concentrating mainly on the writing of ballet music which has been performed in London and Paris.

ON the right is Mr. Thomas Marns, managing director of Thomas Marns, Ltd., who takes a close personal interest in the devising and producing of the "Open Road" broadcast programmes.



★ FRANCES DAY

*is one of the judges in the
Meltonian Radio Competition*



**THERE IS A
MELTONIAN
DRESSING
FOR EVERY TYPE
OF SHOE**



Listen to **JOE LOSS** and his Orchestra in the Meltonian Radio Programme from: —

RADIO LUXEMBOURG

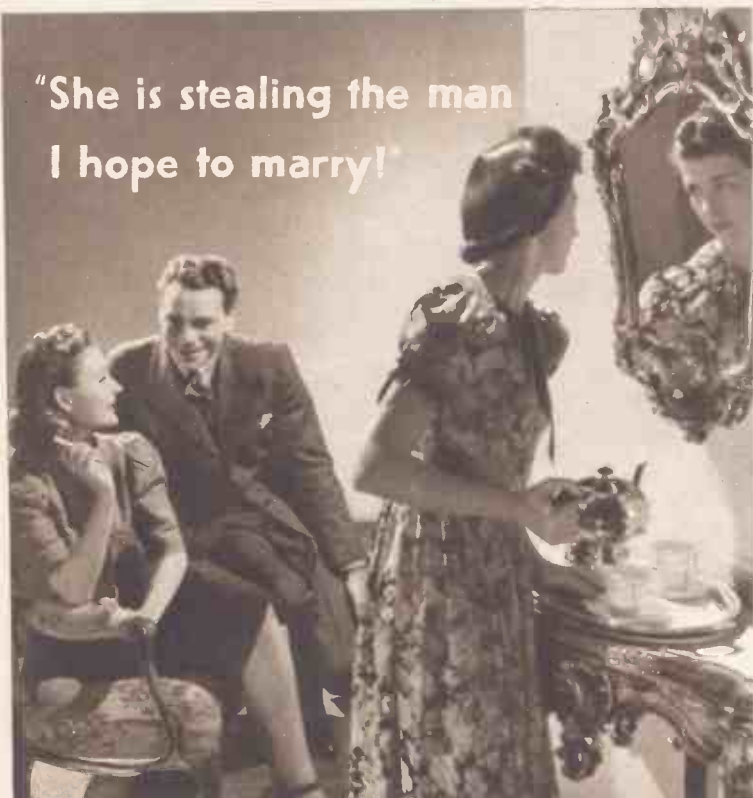
On Thursdays at 9.0 - 9.15 a.m.

RADIO NORMANDY

On Tuesdays at 7.45 - 8.0 a.m.

Transmissions from Radio Normandy arranged through the I.B.C. Ltd.

**"She is stealing the man
I hope to marry!"**



"What shall I do?"

A beautiful girl has come to the little Lancashire town where Mary lives and is stealing the love of Mary's fiancé. "I'm sick with misery. Shall I go away?" asks Mary's letter to Stella Wayne, the personal-problem expert who speaks every Sunday in the Pond's programme. That's only

one of the problems answered next Sunday in the Pond's half-hour. You'll also hear song numbers by Helen Clare and Bill Clayton, and music by the big Pond's band led by Van Phillips.

Broadcast from Normandy at 3 p.m., Luxembourg at 10 p.m. (Transmission from Radio Normandy through I.B.C. Ltd.)



*A pageant of
variety*

**17 different kinds
of Huntley & Palmers
Biscuits in this delicious
collection.**

That is Welcome Assorted! You get wafers, shortcake, creams, chocolate biscuits. There's a favourite for everyone — and plenty of them too. Welcome Assorted cost only 1/- a lb. They're amazing value and they are made by Huntley and Palmers — so you know they're the best.

In Dry packs and beautifully decorated Tins. Order some from your grocer or confectioner today.

**HUNTLEY & PALMERS
WELCOME ASSORTED
1/- per lb. Drum as illus. 2/6**

LISTEN TO **LESLIE HENSON** in Huntley and Palmers' Programme from Luxembourg every Sunday at 12.45 p.m., and **BEST OF EVERYTHING** every Tuesday at 4.30 p.m.

Carroll Levis's most popular

DISCOVERY

On Sunday, Mar. 12th
was
GEORGE CARRADICE

singing

"Moonlight on the Prairie"

This artiste received the greatest number of votes from listeners to the programme presented by the makers of Quaker Oats.

Don't miss CARROLL LEVIS and his latest RADIO DISCOVERIES next week!

AND DON'T FORGET YOUR VOTE. IT MAY MEAN A STAGE CONTRACT FOR ONE OF THESE "UNKNOWN'S."

NORMANDY 5.15 p.m. SUNDAY <small>Transmission through I.B.C. Ltd.</small>	POSTE PARISIEN 6.15 p.m. SUNDAY
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LUXEMBOURG (12 noon) SUNDAY

LISTEN TO RADIO LUXEMBOURG

1,293 metres

Announcers: Mr. Derek Baker and Mr. Valentine Brooke

SUNDAY, MAR. 26

8.45 a.m. "I've Brought My Music."
A programme of piano solos and songs at the piano by Harry Jacobson.

9.0 a.m. Reginald Foort at the Organ

9.15 a.m. The New Cavalcade of Melody, with Michael Flome and His Band and Paula Green.

9.30 a.m. The Saucy Boy

9.45 a.m. THEATRE OF THE AIR
Presents "Showland Memories," with Elena Danieli, Robert Irwin and Percival Mackey and His Orchestra.—By the courtesy of California Syrup of Figs.



Brian Lawrance, seen here with Lu Anne Meredith and Billy Dwyer in a recent film, will be heard in the Stork Radio Parade on Wednesday, at 10 a.m.

10.0 a.m. Old Salty and His Accordion

10.15 a.m. INSTANT POSTUM
Presents "No. 7 Happiness Lane," with Big Bill Campbell and His Hill-Billies.

10.30 a.m. "A GYPSY TOLD ME."
(Memoirs of a Traveller in the lands of Romany.) A programme of gypsy music, introducing the famous Hungaria Band.—Sponsored by Freezone Corn Remover.



Margaret Eaves' charming voice will delight you on Tuesday, at 8.15 a.m.

10.45 a.m. Professor Bryan Michie—"The Riddle Master."

11.0 a.m. The Circus Comes to Town
George Buck, Philip Wade, Jack Train, and Jeanne de Casalis, with the Augmented Circus Band.

11.15 a.m. THE OPEN ROAD
Presented by Carters Little Liver Pills.

11.30 a.m. Luxembourg Religious Talk (in French).

12.0 (noon) QUAKER QUARTER HOUR
Featuring Carroll Levis and his Radio Discoveries
Lena Gordon (soprano), Fred Finch (playing rifle barrel), Billy Cook (cowboy song), Celia Martell (accordionist), Reginald Sydney (crooner). From the stage of the Odeon, Leicester Square.—Presented by Quaker Corn Flakes.

4.0 p.m. HORLICKS PICTURE HOUSE
Master of Ceremonies: Howard Clancy. With Gina Malo, Romney Brent, Oliver Wakefield, Dorothy Alt, The Cavendish Three, The Mayfair Men, Bryan Quinn, and The Horlicks All-star Orchestra under Debroy Somers.—Presented by Horlicks.

5.0 p.m. Ray of Sunshine Programme

5.15 p.m. DE RESZKE PERSONALITIES—No. 12
Binnie Hale. Listen to the Star of No. No. Nanette, and Mr. Cinders, with Leslie Mitchell and the De Reszke Orchestra.—Presented by De Reszke Minor Cigarettes.

5.30 p.m. Harry Hemsley and Orchestra

6.0 p.m. The Radio Gang Show
Featuring Ralph Reader.

6.30 p.m. RINSO RADIO REVUE
Featuring Billy Bissett and His Band, Bebe Daniels and Ben Lyon, Tommy Handley, Alice Mann, Sam Browne, Eve Becke. Compered by Ben Lyon.—Presented by Rinso.

7.0 p.m. Another episode in the thrilling adventures of
INSPECTOR BROOKES
and his son, Dick, of Scotland Yard. Inspector Brookes is played by D. A. Clarke-Smith.—Presented by Milk of Magnesia.

7.15 p.m. Nothing But the Truth
A collection of amazing facts told to you by O'Donegal, with music by Chappie d'Amato and His Orchestra.

7.45 p.m. COOKEEN CABARET
With Helen Clare. Guest Artistes: The Five Herons and Madeleine Racklin. Presented by Cookeen Cooking Fat.

8.0 p.m. PALMOLIVE PROGRAMME
With Eddle Pola, Olive Palmer, Paul Oliver and The Palmolivers.

8.30 p.m. Luxembourg News (in French)

9.0 p.m. Highlights on Parade
With Alfred Van Dam and His State Orchestra, and Robert Irwin.



Famous 'cellist, Reginald Kilbey, comes to the microphone on Tuesday, at 3.30 p.m.

10.0 p.m. PONDS' SERENADE TO BEAUTY
brings you Stella Wayne, discussing some human problems. The dance orchestra is led by Van Phillips. Announced by Michael Riley.—Presented by Pond's Extract Co., Ltd.

10.45 p.m. Denny Dennis
Sings for you to music by Don Barrigo.

11.0 p.m. Young and Healthy
A programme of modern snappy dance rhythm and swing.

11.15 p.m. Dance Music

12.15 p.m. J. J. Blakemore
Astrologer, with Jack Cooper and Orchestra—"Love Songs in Rhythm."

12.30 p.m. "Sing As We Go."

12.45 p.m. "THANKS FOR THE MEMORIES."
The story of Leslie Henson's Twenty-five Years of West End Stardom.—Presented by Huntley & Palmers, Ltd.

1.0 p.m. Radio Theatre
Featuring Alan Howland, Gwen Jones, Ivor Davis and Hughie Diamond, with Orchestra directed by Eddie Carroll.

1.30 p.m. Programme of Melody and Song.

2.0 p.m. Billy Cotton
Featuring Ted Ray with Phyllis Robins, Alan Breeze and Peter Williams.

2.30 p.m. YOUR OLD FRIEND DAN
In "Songs of Safety." A programme of Safety-first for Parents and their Children.—Presented by Johnson's Wax.

2.45 p.m. The Makers of Oxydol
proudly present
JACK JACKSON AND HIS BAND
in a new and unusual entertainment with an all-star cast: The Three Jacks, Helen Clare, Jack Cooper, Jack Hunter.

3.0 p.m. CARSON ROBISON
AND HIS PIONEERS
continue their popular Hill-Billy broadcasts.—Presented by Fairy Soap.

3.15 p.m. THE NEW "WALTZ TIME"
With Tom Sheppard and His Orchestra, and the golden voices of Jerry Roberts and Mary Monroe.—Presented by Phillips' Dental Magnesia.

3.30 p.m. David and Margaret
With Orchestra.

3.45 p.m. Music in the New Sweet
Manner, with "The Ace of Hearts"
Orchestra (directed by Monia Litter), featuring your Singer of Romantic Songs. A programme of music for Sweethearts.



Bram Martin and his Orchestra play in Horlicks "Music in the Morning" on Monday, Wednesday, Thursday and Saturday, at 8.15 a.m.

9.15 p.m. CADBURY CALLING!
Let's meet at the Organ. Sidney Torch entertains his friends at the Organ. This week: Tessa Deane singing "My Hero," Mario (Harp) Lorenzi, Peter Dawson singing "Phil the Fluter's Ball."—Presented by Cadbury's, the makers of "Roses" Chocolates.

9.30 p.m. Sunday Night Excursion

9.45 p.m. On the Air
With Carroll Gibbons and the Savoy Orpheans, Anne Lenner and George Melachrino.

11.30 to 12.0 (midnight) Request Programme
Please turn to next page

CASH PRIZES FOR LISTENERS

See page 25

RADIO LUXEMBOURG'S PROGRAMMES

Continued from page 27

MONDAY, MARCH 27

- 8.0 a.m. **MELODIES FROM THE AIR**
Presented by Kolynos Tooth Paste.
- 8.15 a.m. **MUSIC IN THE MORNING**
Featuring Gloria Brent, Bob Howard and Marilyn, with Bram Martin and His Orchestra.—*Presented by Horlicks.*
- 8.30 a.m. An All-Scottish Programme
- 8.45 a.m. **THE OPEN ROAD**
Presented by Carters Little Liver Pills.
- 9.0 a.m. Station Concert
- 9.30 a.m. Sunlight on Monday
"Songs of the People" played by Terence Casey at the Organ of the Gaumont Cinema, Chelsea
- 9.45 a.m. Keeping House With Elizabeth Craig
- 10.0 a.m. **THE COOKEEN PROGRAMME**
With Carroll Gibbons and His Boys, Anne Lenner, George Melachrino. Guest Artists: The Five Herons and Madeleine Racklin.



Summer will soon be here, and charming Tessa Deane's voice will bring sunshine into your life in the Cadbury Calling programme, on Sunday, at 9.15 p.m.

- 10.30 a.m. **PLAIN JANE**
Presented by Rinso.
- 2.15 p.m. **A SERIAL STORY**
"Mr. Keen, Tracer of Lost Persons."
Presented by Anne French Cleansing Milk.
- 2.30 p.m. **"BACKSTAGE WIFE"**
Presented by Dr. Lyons' Tooth Powder.
- 2.45 p.m. **"YOUNG WIDOW JONES"**
Presented by Milk of Magnesia.



Your old friend Big Bill Campbell brings his Hill-Billies to the Instant Postum programme on Sunday at 10.15 a.m., and Friday at 5 p.m.

- 3.0 p.m. **"THE SWEETEST LOVE SONGS EVER SUNG"**
Presented by Phillips' Dental Magnesia.
- 3.15 p.m. **"STELLA DALLAS"**
Presented by California Syrup of Figs.
- 3.30 p.m. **STARS ON PARADE**
A programme of Movie Memories.
Presented by Puffed Wheat and Puffed Rice.
- 3.45 p.m. **Crime Reporters**
Featuring Norman Shelley, Phillip Wade and Ivan Sampson.
- 4.0 p.m. **Concert of Light Orchestral Music.**
- 4.15 p.m. **"The Charm School"**
Featuring Kay Lawrence. A programme mainly for women.
- 4.30 p.m. Station Concert
- 4.45 p.m. **MARMADUKE BROWN**
The lovable, eccentric inventor and his patient wife, Matilda.—*Presented by Phillips' Magnesia Beauty Creams.*
- 5.0 p.m. **KITCHEN WISDOM**
Presented by Borwick's Baking Powder.
- 5.15 to 5.30 p.m. Request Programme

TUESDAY, MARCH 28

- 8.0 a.m. **MELODIES FROM THE AIR**
Presented by Kolynos Tooth Paste.
- 8.15 a.m. Herman Darewski and His Orchestra, with Margaret Eaves and Gerald Arthur as vocalists. Britain's most popular composer-conductor in a musical variety.
- 8.30 a.m. Household Hints by Mrs. Able
- 8.45 a.m. **CADBURY CALLING**
and presenting "Songs to Make You Sing." With Charlie Kunz at the Piano and Alice Mann and Gordon Little to sing to you.—*Presented by Cadbury Bros.*
- 9.0 a.m. **A PROGRAMME OF CHARACTER**
Presented by Pan Yan Pickle.
- 9.15 a.m. The Mansion of Melody
With Eric Anderson, Dorothy Carless and Harold Ramsay at the Organ.
- 9.30 a.m. Film Star Recipes from Hollywood.
- 9.45 a.m. "We Bring You a Love Song"
With Jack Wilson and His Versatile Five, Denny Dennis and Esther Coleman.
- 10.0 a.m. "Ask the Doctor!"
With music by The Arcadian Octet.
- 10.15 a.m. Doctor Humankind
Gives you a slice of life from his casebook of humanity.
- 10.30 a.m. **PLAIN JANE**
Presented by Rinso.
- 2.15 p.m. **A SERIAL STORY**
"Mr. Keen, Tracer of Lost Persons."
Presented by Anne French Cleansing Milk.
- 2.30 p.m. **"BACKSTAGE WIFE"**
Presented by Dr. Lyons' Tooth Powder.
- 2.45 p.m. **"YOUNG WIDOW JONES"**
Presented by Milk of Magnesia.
- 3.0 p.m. **"THE SWEETEST LOVE SONGS EVER SUNG"**
Presented by Phillips' Dental Magnesia.



Graceful and lovely Phyllis Robins will be singing with Billy Cotton on Sunday at 2 p.m.

- 3.15 p.m. **"STELLA DALLAS"**
Presented by California Syrup of Figs.
- 3.30 p.m. Reginald Foort at the Organ
Special Guest Artiste: Reginald Kilbey.
- 4.0 p.m. Cavalcade of Melody
- 4.15 p.m. **GOOD AFTERNOON**
A visit from Albert Whelan, bringing a song, a smile and a story.—*Presented by Andrews Liver Salt.*
- 4.30 p.m. **HUNTLEY & PALMERS**
Present "The Best of Everything." A programme arranged and compered by Christopher Bouch.
- 4.45 p.m. **MARMADUKE BROWN**
The lovable, eccentric inventor and his patient wife, Matilda.—*Presented by Phillips' Magnesia Beauty Creams.*
- 5.0 p.m. On the Air
With Carroll Gibbons and the Savoy Orpheans, Anne Lenner and George Melachrino.
- 5.15 to 5.30 p.m. **THE OPEN ROAD**
Presented by Carters Little Liver Pills.
- 4.15 p.m. **"LOVE IN AN ATTIC"**
Presented by Lavona Hair Tonic.
- 4.30 p.m. Household Hints by Mrs. Able
- 4.45 p.m. **MARMADUKE BROWN**
The lovable, eccentric inventor and his patient wife, Matilda.—*Presented by Phillips' Magnesia Beauty Creams.*
- 5.0 p.m. **CARSON ROBISON AND HIS PIONEERS**
continue their popular Hill-Billy broadcasts.—*Presented by Fairy Soap.*

WED., MARCH 29

- 8.0 a.m. **MELODIES FROM THE AIR**
Presented by Kolynos Dental Cream.
- 8.15 a.m. **MUSIC IN THE MORNING**
Presented by Horlicks.
- 8.30 a.m. Four-Star Feature
- 8.45 a.m. **GOOD MORNING**
A visit from Albert Whelan, bringing a song, a smile and a story.—*Presented by Andrews Liver Salt.*
- 9.0 a.m. Problem in Music
Station Concert
- 9.15 a.m. Radio Favourites
- 10.0 a.m. **THE STORK RADIO PARADE**
Peter Yorke and His Concert Orchestra present "The Story of the Dance," with Brian Lawrence, Alan Keith and your friend, "The Man in the Street." Announcer: Bob Walker.—*Presented by Stork Margarine.*
- 10.30 a.m. **PLAIN JANE**
Presented by Rinso.
- 2.15 p.m. **A SERIAL STORY**
"Mr. Keen, Tracer of Lost Persons."
Presented by Anne French Cleansing Milk.
- 2.30 p.m. **"BACKSTAGE WIFE"**
Presented by Dr. Lyons' Tooth Powder.
- 2.45 p.m. **"YOUNG WIDOW JONES"**
Presented by Milk of Magnesia.
- 3.0 p.m. **"THE SWEETEST LOVE SONGS EVER SUNG"**
Presented by Phillips' Dental Magnesia.
- 3.15 p.m. **"STELLA DALLAS"**
Presented by California Syrup of Figs.
- 3.30 p.m. Station Concert
- 4.0 p.m. **THE GLYMIEL JOLLITIES**
With Bettie Bucknelle, Tessa Deane, Dorothy Carless, Clarence Wright, Monte Rey, Campbell Copelin, and the Glymiel Orchestra, with your Announcer Neal Arden.—*Presented by Glymiel Jelly.*



Sweet Dorothy Alt will add to the sparkle of the Horlicks Picture House on Sunday at 4 p.m.

- 5.15 p.m. **THE OPEN ROAD**
Presented by Carters Little Liver Pills.
- 5.30 p.m. Cow & Gate Knitting Competition Result.

THURS. MARCH 30

- 8.0 a.m. **MELODIES FROM THE AIR**
Presented by Kolynos Dental Cream.
- 8.15 a.m. **MUSIC IN THE MORNING**
Presented by Horlicks.
- 8.30 a.m. **THE OPEN ROAD**
Presented by Carters Little Liver Pills.
- 8.45 a.m. **GOOD MORNING**
A visit from Albert Whelan, bringing a song, a smile and a story.—*Presented by Andrews Liver Salt.*

Please turn to page 30

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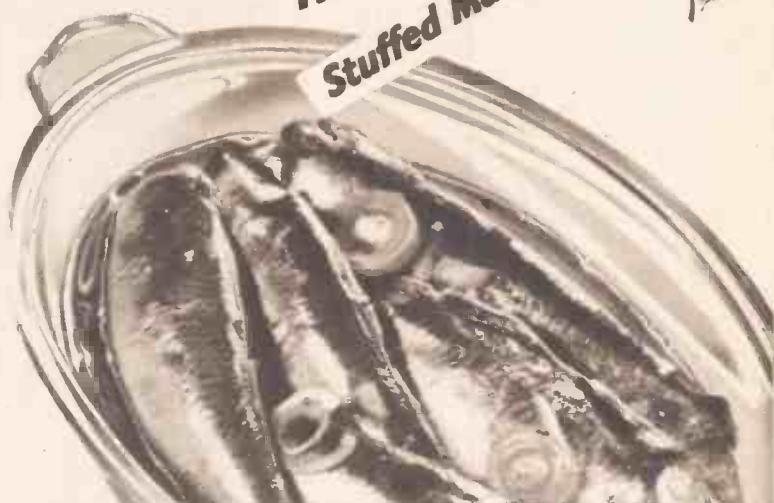
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meat recipes. But "Meals that are
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 "THE FOOD OF ROYAL BABIES"

RADIO LUXEMBOURG'S PROGRAMMES

Continued from page 28

- 9.0 a.m. THE MELTONIAN PROGRAMME OF DANCING MOODS
 With Joe Loss and His Band, Chick Henderson and Dick Bentley. The Meltonian Factory's own Orchestra will take part in the programme. Featuring a Dance Romance every week. This week: The Quickstep.—Presented by Meltonian Shoe Dressings.
- 9.15 a.m. MUSICAL CONSEQUENCIES
 Presented by Bisurated Magnesia.
- 9.30 a.m. Film Star Recipes from Hollywood.
- 9.45 a.m. Keeping House with Elizabeth Craig.
- 10.0 a.m. The Living Witness
 Fascinating episodes from the lives of men and women around you.
- 10.15 a.m. Station Concert
- 10.30 a.m. PLAIN JANE
 Presented by Rinso.
- 2.15 p.m. THE MELODY LINGERS ON
 Presented by Kolynos Denture Fixative.
- 2.30 p.m. "BACKSTAGE WIFE"
 Presented by Dr. Lyons' Tooth Powder.
- 2.45 p.m. "YOUNG WIDOW JONES"
 Presented by Milk of Magnesia.
- 3.0 p.m. "THE SWEETEST LOVE SONGS EVER SUNG"
 Presented by Phillips' Dental Magnesia.
- 3.15 p.m. "STELLA DALLAS"
 Presented by California Syrup of Figs.
- 3.30 p.m. "STARS ON PARADE."
 A Programme of Movie Memories.—Presented by Puffed Wheat and Puffed Rice.
- 3.45 p.m. Geraldo in Play
 Nurse St. John
 On First Aid Treatment in the Home.
- 4.0 p.m. Tea Time
 With Cyril Fletcher in "Odd Odes and Music."
- 4.15 p.m. Tea Time
 With Cyril Fletcher in "Odd Odes and Music."
- 4.30 p.m. YOUR OLD FRIEND DAN
 In "Songs of Safety." A programme of Safety-first for Parents and their Children.—Presented by Johnson's Wax.
- 4.45 p.m. MARMADUKE BROWN
 The lovable eccentric inventor and his patient wife, Matilda.—Presented by Phillips' Magnesia Beauty Creams.
- 5.0 p.m. Station Concert
- 5.15 to 5.30 p.m. SANDY POWELL
 In the exciting series of fun and adventure—"Around the World with Sandy Powell."—Presented by Axora Shredded Beef Suet.



Esther Coleman's lovely voice will be heard on Tuesday at 9.45 a.m.

- 5.0 p.m. INSTANT POSTUM
 Presents "No. 7 Happiness Lane." with Big Bill Campbell and His Hill-Billies. Request Programme.
- 5.15 to 5.30 p.m. "Music for a Dancing Mood"
- 11.0 p.m. Dance Music
- 11.30 p.m. "Daydreams" at Midnight.
- 12.0 (midnight)
- 12.15 to 1.0 a.m. Dance Music

SAT., APRIL 1

FRIDAY, MARCH 31

- 8.0 a.m. MELODIES FROM THE AIR
 Presented by Bisodol.
- 8.15 a.m. "I Hear England Calling"
- 8.30 a.m. Mrs. Cambridge
 (Christine Barry).
- 8.45 a.m. Out of the Blue
 With Quentin Maclean at the Organ.
- 9.0 a.m. Broadcast Magazine
 "Brighter Homes." Other People's Homes. This week: The Rancee of Sarawak.
- 9.15 a.m. Simon the Singer
- 9.30 a.m. THE OPEN ROAD
 Presented by Carters Little Liver Pills.
- 9.45 a.m. Concert
- 10.0 a.m. Station Concert
- 10.30 a.m. PLAIN JANE
 Presented by Rinso.
- 2.15 p.m. THE MELODY LINGERS ON
 Presented by Kolynos Denture Fixative.
- 2.30 p.m. "BACKSTAGE WIFE"
 Presented by Dr. Lyons' Tooth Powder.
- 2.45 p.m. "YOUNG WIDOW JONES"
 Presented by Milk of Magnesia.
- 3.0 p.m. "THE SWEETEST LOVE SONGS EVER SUNG"
 Presented by Phillips' Dental Magnesia.
- 3.15 p.m. "STELLA DALLAS"
 Presented by California Syrup of Figs.
- 3.30 p.m. PALMOLIVE PROGRAMME
 With Eddie Pola, Olive Palmer, Paul Oliver and the Palmolivers.
- 4.0 p.m. David and Margaret
 With Orchestra.
- 4.15 p.m. The Saucy Boy
- 4.30 p.m. The Family Circle
- 4.45 p.m. MARMADUKE BROWN
 The lovable, eccentric inventor and his patient wife, Matilda.—Presented by Phillips' Magnesia Beauty Creams.

- 8.0 a.m. MELODIES FROM THE AIR
 Presented by Bisodol.
- 8.15 a.m. MUSIC IN THE MORNING
 Presented by Horlicks.
- 8.30 a.m. The Circus Comes to Town. George Buck, Philip Wade, Jack Train and Jeanne de Casalis, with the Augmented Circus Band.
- 8.45 a.m. CADBURY CALLING
 "You call the tune!" Have you a favourites tune? Reginald Dixon is playing listeners' requests each week in his programme of organ music.—Presented by Cadbury Bros.
- 9 a.m. CADBURY CALLING
 "The Cocomac Radio News." A Radio Magazine for boys and girls edited by Jonathan. With a thrilling Red Indian serial by Chief Os-ke-non-ton, tales by Old Peter, the Petshop Man, boy and girl entertainers and the Cadbury Cow-boys.—Presented by Cadbury's on behalf of their Bournville Cocoa.
- 9.15 a.m. Station Concert
- 9.30 a.m. Film Star Recipes from Hollywood.
- 9.45 a.m. Keeping House with Elizabeth Craig.
- 10.0 a.m. FAVOURITE MELODIES
 Presented by Freezone Corn Remover.
- 10.15 a.m. Station Concert
- 10.30 a.m. Concert
- 5.15 p.m. The Reporter of Odd Facts
- 5.30 to 6.0 p.m. All the Association Football Results.
- 11.0 p.m. "Music for a Dancing Mood"
- 11.30 to 12.0 (midnight) Dance Music
- 12.0 (midnight) Midnight in Mayfair
- 12.15 a.m. The Smarty Show
 Bringing you four of the smartest performers around Town.
- 12.30 to 1.0 a.m. Dance Music

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SUNDAY, MAR. 26

- 7.0 a.m. Radio Reveille
Time Signals, 7.15, 7.30 and 8.0 a.m.
- 8.0 a.m. Studio Service
Conducted by the Rev. C. Ross, of All Saints' Church, Rouen.
Time Signal, 8.15 a.m.
- 8.15 a.m. Sing Song
- 8.30 a.m. French News Bulletin
- 8.40 a.m. "YOUR MESSAGE FROM THE STARS"
Murray Lister, The Radio Normandy Astrologer.—Presented by Anne French
Cleansing Milk.
- 8.45 a.m. "IVORY CASTLES"
A Grand Musical Adventure.—Presented by Gibbs Dentifrice.
Time Signal, 9.0 a.m.
- 9.0 a.m. "COOKEEN CABARET"
With Helen Clare and Guest Artistes Madeleine Racklin, The Five Herons. Compered by Russ Carr.—Presented by Cookeen Cooking Fat.
- 9.15 a.m. "I Hear England Calling"
The Long-range Weather Forecast for to-day and to-morrow.
- 9.30 a.m. Musical Moods
With Gerry Fitzgerald, Paula Green, Arthur Young.
- 9.45 a.m. Sports Review
Pat Donoghue, Bossy Phelps, Arthur Dobson. Interviews, Forecasts, Gossip, Guidance, presented by Bruce Anderson.
Time Signal, 10.0 a.m.
- 10.0 a.m. "I've Brought My Music"
A Programme of Piano Solos and Songs at the Piano, by Harry Jacobson.
- 10.15 a.m. CARSON ROBISON
and His Pioneers.—Presented by Fairy Soap.
- 10.30 a.m. Nothing But the Truth
A Collection of Amazing Facts told to you by O'Donoghue, with music by Chappie d'Amato and His Orchestra.
- 10.45 a.m. GEORGE FORMBY
With a Strong Supporting Cast, including "Beryl." A Terrific Series of Laughter and Song Programmes.—Presented by Feen-a-Mint.
Time Signal, 11.0 a.m.
- 11.0 a.m. DONALD PEERS
Cavalier of Song. Supported by The D.D.D. Melodymakers.—Presented by D.D.D. Prescription, and Compered by Roy Plomley.



Comper of comperes, Douglas Byng, will be featured on Sunday at 10.30 p.m.

TIMES OF TRANSMISSIONS

All Times stated are Greenwich Mean Time

SUNDAY:

- 7.0 a.m.—11.45 a.m.
- 1.30 p.m.—7.30 p.m.
- 10.0 p.m.—1.0 a.m.

†Friday, Saturday, till 2.0 a.m.

WEEKDAYS:

- 7.0 a.m.—11.30 a.m.
- 2.0 p.m.—6.0 p.m.
- †12 (midnight)—†1.0 a.m.

- 11.15 a.m. THE NEW STORK RADIO PARADE
With Peter Yorke and His Orchestra, Brian Lawrance, The Man in the Street. Comper: Allan Keith. Announcer: Bob Walker.—Presented by Stork Margarine.
- 11.45 a.m. Programmes in French
- 1.30 p.m. Radio Theatre
Featuring Alan Howland, Gwen Jones, Ivor Davis, Hughie Diamond, and Orchestra directed by Eddie Carroll.
Time Signal, 2.0 p.m.
- 2.0 p.m. Billy Cotton
Featuring Ted Ray and Phyllis Robins, Alan Breeze and Peter Williams.
- 2.30 p.m. Teaser-time
An entirely unrehearsed Battle of Knowledge between two teams of listeners. Compered by Wilfrid Thomas.

- 5.15 p.m. QUAKER QUARTER-HOUR
Featuring Carroll Levis and His Radio Discoveries. Lena Gordon (Soprano), Fred Finch (Playing Rifle Barrel), Billy Cook (Cowboy Song), Celia Martell (Accordionist), Reginald Sydney (Crooner) From the stage of the Odeon Theatre, Leicester Square.—Presented by the makers of Quaker Corn Flakes.
- 5.30 p.m. The Makers of Oxydol proudly present JACK JACKSON AND HIS BAND in a New and Unusual Entertainment with an All-star Cast: The Three Jacks, Helen Clare, Jack Hunter and Jack Cooper.
- 5.45 p.m. The Saucy Boy
Featuring Paula Green, Johnny Johnston and Dance Band directed by Tommy Kinsman.



Here is the cornet section of the Harlesden Salvation Army Band, who can be heard on Thursday at 2.30 p.m.

- 2.45 p.m. THE OPEN ROAD
Featuring the Carter Cavaliers.—Presented by Carters Little Liver Pills.
Time Signal, 3.0 p.m.
- 3.0 p.m. SERENADE TO BEAUTY
Brings you Stella Wayne, Discussing Some Human Problems. A New Dance Orchestra led by Van Phillips, announced by Michael Riley.—Presented by Pond's Extract Co., Ltd.
- 3.30 p.m. Reginald Foort
At the Organ. With a Guest Artiste, Jill Manners.
Time Signal, 4.0 p.m.
- 4.0 p.m. HORLICKS PICTURE HOUSE
Master of Ceremonies: Howard Claney. Gina Malo, Romney Brent, Oliver Wakefield, Dorothy Alt, The Cavendish Three, Mryfair Men, Bryan Quinn. And the Horlicks All-Star Orchestra under Debroy Somers.—Presented by Horlicks.
Time Signal, 5.0 p.m.
- 5.0 p.m. "Sing As We Go"
Featuring Leonard Henry, Hedli Anderson, Raymond Newell. The Sing Song Orchestra and Choir under the direction of Dennis Van Thal.

- 6.0 p.m. Let's Remember
With Frank Titterton, Leslie Jeffries and His Quintette, Anne Ziegler, and the Old-time Singers.
- 6.15 p.m. EVENING IN PARIS
Fifteen Minutes in Paris. A Unique Show brought from a Studio actually in the Gay Capital. Compered by Roy Plomley, with Jean Sablon, Michael Warlop, and Pierre Zepelli and His Orchestra with Billie Sparrow.—Presented by Bourjois.
- 6.30 p.m. RINSO RADIO REVUE
Featuring Billy Bissett and His Band, Bebe Daniels and Ben Lyon, Tommy Handley, Sam Browne, Alice Mann, Eve Secke. Compered by Ben Lyon.—Presented by Rinsol.
- 7.0 p.m. Music in the New Sweet Manner
With The Ace of Hearts Orchestra (directed by Monia Litter), featuring "Your Singer of Romantic Songs."
- 7.15 p.m. "TOMB OF TERROR"
Another episode in the thrilling adventures of Inspector Brooks and his son Dick, of Scotland Yard.—Presented by Milk of Magnesia. Inspector Brooks is played by D. A. Clarke-Smith.
- 7.30 p.m. Programmes in French



Peggy Desmond and Dick Bentley appear together on Wednesday and Saturday at 5 p.m.

- 10.0 p.m. Riddle Rhythm
With Leonard G. Feather.
- 10.15 p.m. The Star Spangled Show
- 10.30 p.m. Sunday Night Excursion
into Mirth and Melody. Compered by Douglas Byng, featuring Al Bowly, Marjorie Stedeford, Southern Airs.
- 10.45 p.m. The Songs We Know Them By.
Time Signal, 11.0 p.m.
- 11.0 p.m. Vaudeville
- 11.15 p.m. Motor Magazine
A Programme of the Road. Edited by Alan Hess.
- 11.45 p.m. Sweet Night
12 (midnight) Melody at Midnight
Time Signal, 12.30 a.m.
- 12.30 a.m. Dance Music
- 1.0 a.m. I.B.C. Goodnight Melody

MONDAY, MARCH 27

- 7.0 a.m. Radio Reveille
Time Signal, 7.15 a.m.
- 7.15 a.m. THE OPEN ROAD
Presented by Carters Little Liver Pills.
Time Signal, 7.30 a.m.
- 7.30 a.m. Military Band Music
The Long-range Weather Forecast for to-day and to-morrow.
- 7.45 a.m. The Songs We Know Them By
Time Signal, 8.0 a.m.
- 8.0 a.m. MUSIC IN THE MORNING
Featuring Gloria Brent, Bob Howard and Marilyn, Bram Martin and His Orchestra.
Presented by Horlicks.
Time Signal, 8.15 a.m.
- 8.15 a.m. "I Hear England Calling"
- 8.30 a.m. French News Bulletin
- 8.40 a.m. "YOUR MESSAGE FROM THE STARS"
Presented by Reudel Bath Cubes.
- 8.45 a.m. Melody Mixture
Time Signal, 9.0 a.m.
- 9.0 a.m. Ed and Don
The Singing Cowboys.
- 9.15 a.m. Health and Energy
- 9.30 a.m. Music from the Movies
- 9.45 a.m. LONDON MERRY-GO-ROUND
Teddy Randall and His S... London Band, Madeleine de Gist, Pierre-le Kreun, and the Smiling, Singing Me-about-Town.—Presented by Milk of Magnesia.
Time Signal, 10.0 a.m.
- 10.0 a.m. Cinema Organ Favourites
- 10.15 a.m. A PROGRAMME OF CHARACTER
Presented by Pan Yang Pickle.
- 10.30 a.m. Home and Beauty
Time Signal, 10.45 a.m.

Please turn to next page

Tune in RADIO NORMANDY

—Continued from page 31

Full Programme Particulars



Listen to Harold Ramsay on the organ on Thursday at 9.30 a.m.

9.15 a.m. The Happy Harmony Programme. Introducing "The Bustle of Spring in A Flat."
 9.30 a.m. Accordion Favourites
 9.45 a.m. WALTZ TIME
 With Tom Sheppard and His Orchestra, and the Golden Voices of Jerry Roberts and Mary Munroe.—Presented by Phillips' Dental Magnesia.
 Time Signal, 10.0 a.m.
 10.0 a.m. Ed and Don
 The Singing Cowboys.
 10.15 a.m. For Film Fans
 Radio Favourites
 10.30 a.m. Time Signal, 10.45 a.m.
 10.45 a.m. Benjie McNabb presents Radio Normandy Concert Hall.
 11.0 a.m. Something for Everybody
 11.30 a.m. Programmes in French
 2.0 p.m. Miniature Matinee
 2.15 p.m. The Salvation Army Plumstead Brass Band.
 2.30 p.m. The Songs We Know Them By
 2.45 p.m. YOUNG WIDOW JONES
 A Moving Human Story of a Woman's Heart and a Woman's Love.—Presented by Milk of Magnesia.
 Time Signal, 3.0 p.m.
 3.0 p.m. Ed and Don
 The Singing Cowboys.
 3.15 p.m. Songs of the Old-time Music Hall.
 3.30 p.m. "Crime Reporter"
 Featuring Norman Shelley, Philip Wade, and Jan Samson. To-day's episode is "A Case of Manslaughter."

7.45 a.m. Popular Tunes
 Time Signal, 8.0 a.m.
 8.0 a.m. MUSIC IN THE MORNING
 Presented by Horlicks.
 Time Signal, 8.15 a.m.
 8.15 a.m. Listeners at the Mike
 8.30 a.m. French News Bulletin
 8.40 a.m. "YOUR MESSAGE FROM THE STARS"
 Presented by Reudel Bath Cubes.
 8.45 a.m. "From Now Till Nine"
 Time Signal, 9.0 a.m.
 9.0 a.m. THE OPEN ROAD
 Presented by Carters Little Liver Pills.
 9.15 a.m. Nurse St. John
 On First Aid Treatment in the Home.
 9.30 a.m. Cinema Scrap Book
 Page 9, Jessie Matthews. (Electrical Recordings).
 9.45 a.m. THEATRE OF THE AIR
 Presenting Showland Memories. Robert Irwin, Elena Danieli, The Showland Trio, Percival Mackey and His Orchestra. Sponsored by California Syrup of Figs.
 Time Signal, 10.0 a.m.
 10.0 a.m. We Bring You a Love Song
 Featuring Jack Wilson and His Versatile Five, Denny Dennis and Esther Coleman. Compere: Neal Arden.
 10.15 a.m. THE SPY BROADCASTING THEATRE
 With Dick Francis, Byrl Walkley, Sandra Shayne, The Radio Revellers, The Spy Syncopators.—Presented by Spry Cooking Fat.
 Time Signal, 10.45 a.m.
 10.45 a.m. The Songs We Know Them By.
 11.0 a.m. Carroll Gibbons and His Savoy Hotel Orpheans, with Anne Lenner and George Melachrino.
 11.15 a.m. The Wanderer Writes
 11.30 a.m. Programmes in French
 2.0 p.m. Miniature Matinee
 2.30 p.m. Home and Beauty
 2.45 p.m. YOUNG WIDOW JONES
 A Moving Human Story of a Woman's Heart and a Woman's Love.—Presented by Milk of Magnesia.
 Time Signal, 3.0 p.m.
 3.0 p.m. Gilbert and Sullivan
 Selections. No. 2.
 3.15 p.m. The Makers of Oxydol Proudly Present JACK JACKSON AND HIS BAND
 in a New and Unusual Entertainment in an All-star Cast: The Three Jacks, Jack Hunter and Jack Cooper.
 3.30 p.m. SONGS OF SAFETY
 With Your Old Friend Dan.—Presented by Johnson's Wax Polish.
 3.45 p.m. GEORGE FORMBY
 With a Strong Supporting Cast, including "Beryl." A Terrific Series of Laughter and Song Programmes.—Presented by Feen-a-Mint.
 Time Signal, 4.0 p.m.
 4.0 p.m. STELLA DALLAS
 A Continuation of the World-famous Story of a Mother whose Love for her Daughter was the Uppermost Thought of Her Life.—Presented by California Syrup of Figs.
 4.15 p.m. Ed and Don
 The Singing Cowboys.
 4.30 p.m. Light Fare
 4.45 p.m. MARMADUKE BROWN
 The Lovable, Eccentric Inventor and his Patient Wife, Matilda.—Presented by Phillips' Dental Magnesia.
 Time Signal, 5.0 p.m.
 5.0 p.m. The Potted Show
 With Dick Bentley and Peggy Desmond.
 5.15 p.m. A Quarter-hour Programme
 For Boys and Girls.
 5.30 p.m. PALMOLIVE HALF-HOUR
 Eddie Pola, Paul Oliver and Olive Palmer with the Palmolives.—Sponsored by Palmolive Soap.
 6.0 p.m. Programmes in French
 12 (midnight) Melody at Midnight
 Time Signal, 12.30 a.m.
 12.30 a.m. Dance Music
 1.0 a.m. I.B.C. Goodnight Melody

Time Signal, 8.0 a.m.
 8.0 a.m. Out of the Blue
 With Quentin Maclean at the Organ.
 Time Signal, 8.15 a.m.
 8.15 a.m. The Broadcast Magazine
 "Brighter Homes." "Other People's Homes"—this week, The Rancee of Sarawak.
 8.30 a.m. French News Bulletin
 8.40 a.m. "YOUR MESSAGE FROM THE STARS"
 Presented by Anne French Cleansing Milk.
 8.45 a.m. The Life of the Waltz
 Time Signal, 9.0 a.m.
 9.0 a.m. "Tea-Time"
 With Cyril Fletcher. In Odd Odes and Music.
 9.15 a.m. Health and Energy
 9.30 a.m. The Mansion of Melody
 With Harold Ramsay at the Organ.
 9.45 a.m. LONDON MERRY-GO-ROUND
 Teddy Randall and His Sensational London Band, Madeleine de Gist, Pierre le Kreun, and the Smiling, Singing Men-about-Town.—Presented by Milk of Magnesia.
 Time Signal, 10.0 a.m.
 10.0 a.m. Radio Favourites.
 10.15 a.m. Movie Memories
 Time Signal, 10.45 a.m.
 10.45 a.m. Benjie McNabb presents Radio Normandy Concert Hall.
 11.0 a.m. Something for Everybody
 11.30 a.m. Programmes in French
 2.0 p.m. Ask for Another
 2.30 p.m. The Salvation Army Harlesden Brass Band.
 2.45 p.m. YOUNG WIDOW JONES
 A Moving Human Story of a Woman's Heart and a Woman's Love.—Presented by Milk of Magnesia.
 Time Signal, 3.0 p.m.
 3.0 p.m. Ed and Don
 The Singing Cowboys.
 3.15 p.m. The Songs We Know Them By
 Phil Park
 Presents his own Medley of Organ Music.
 3.45 p.m. Home and Beauty
 Time Signal, 4.0 p.m.
 4.0 p.m. STELLA DALLAS
 A Continuation of the World-famous Story of a Mother whose Love for her Daughter was the Uppermost Thought of Her Life.—Sponsored by California Syrup of Figs.
 4.15 p.m. THE GOSPEL SINGER
 Featuring Roland Robson.—Presented by Wright's Coal Tar Soap.
 4.30 p.m. The Music of Franz Lehár
 4.45 p.m. MARMADUKE BROWN
 The Lovable, Eccentric Inventor and his Patient Wife, Matilda.—Presented by Phillips' Dental Magnesia.
 Time Signal, 5.0 p.m.
 5.0 p.m. "The Folks Who Live on the Hill."
 5.15 p.m. SANDY POWELL
 In the Exciting Series of Fun and Adventure, "Around the World with Sandy Powell."—Presented by Atora Shredded Beef Suet.
 5.30 p.m. A Quarter-hour Programme
 For Boys and Girls.
 5.45 p.m. Bruce Anderson and Kenneth Ling. Discuss prospects for Saturday's Soccer and talk them over with the Editor of the Sporting Record.

10.45 a.m. Benjie McNabb presents Radio Normandy Concert Hall.
 11.0 a.m. Something for Everybody
 11.15 a.m. The Wanderer Writes
 11.30 a.m. Programmes in French
 2.0 p.m. Miniature Matinee
 2.15 p.m. Pick the Stars
 2.30 p.m. Kings of the Keyboard
 2.45 p.m. YOUNG WIDOW JONES
 A moving human story of a woman's heart and a woman's love.—Presented by Milk of Magnesia.
 Time Signal, 3.0 p.m.
 3.0 p.m. Ask for Another
 Time Signal, 4.0 p.m.
 4.0 p.m. STELLA DALLAS
 Sponsored by California Syrup of Figs.
 4.15 p.m. Ed and Don
 The Singing Cowboys.
 4.30 p.m. A Quarter-Hour Programme
 For Boys and Girls.
 4.45 p.m. MARMADUKE BROWN
 The Lovable, Eccentric Inventor and his Patient Wife, Matilda.—Presented by Phillips' Dental Magnesia.
 Time Signal, 5.0 p.m.
 5.0 p.m. "Country Home Hour"
 A Radio Magazine for Country Dwellers and All Who Love the Country.
 5.45 p.m. Winners
 6.0 p.m. Programmes in French
 12 (midnight) Melody at Midnight
 Time Signal, 12.30 a.m.
 12.30 a.m. Dance Music
 1.0 a.m. I.B.C. Goodnight Melody

TUESDAY, MARCH 28

7.0 a.m. Radio Reveille
 Time Signals, 7.15 and 7.30 a.m.
 The Long-range Weather Forecast for to-day and to-morrow.
 7.30 a.m. Singing in the Bath-tub
 7.45 a.m. THE PROGRAMME OF DANCING MOODS
 With Joe-Loss and His Band, Chick Henderson and Dick Bentley. Featuring a Dance Romance every week. This week: The Rhumba.—Presented by Meltonian Shoe Dressing.
 Time Signal, 8.0 a.m.
 8.0 a.m. CADBURY CALLING
 Presenting Songs to Make You Sing, with Charlie Kunz at the Piano, Alice Mann and Gordon Little to sing to you. Presented by Cadbury Bros., Ltd.
 Time Signal, 8.15 a.m.
 8.15 a.m. Light Fare
 Introducing Mrs. Able.
 8.30 a.m. French News Bulletin
 8.40 a.m. "YOUR MESSAGE FROM THE STARS"
 Presented by Reudel Bath Cubes.
 8.45 a.m. THE OPEN ROAD
 Presented by Carters Little Liver Pills.
 Time Signal, 9.0 a.m.
 9.0 a.m. THE GLYMIEL JOLLITIES
 With Bettie Bucknelle, Tessa Deane, Dorothy Carless, Clarence Wright, Monte Rey, Campbell Copelin, Neal Arden.—Presented by Glymiel Jelly.



Charming little Maureen Gates can be heard in Gibbs' "Ivory Castles" on Sunday, at 8.45 a.m.

3.45 p.m. MUSICAL CONSEQUENCES
 Presented by Bisurated Magnesia.
 Time Signal, 4.0 p.m.
 4.0 p.m. STELLA DALLAS
 Presented by California Syrup of Figs.
 4.15 p.m. THE GOSPEL SINGER
 Featuring Roland Robson.—Presented by Wright's Coal Tar Soap.
 4.30 p.m. Tea-Time Music
 4.45 p.m. MARMADUKE BROWN
 The Lovable, Eccentric Inventor and his Patient Wife, Matilda.—Presented by Phillips' Dental Magnesia.
 Time Signal, 5.0 p.m.
 5.0 p.m. "The Folks Who Live on the Hill."
 5.15 p.m. A Quarter-hour Programme
 For Boys and Girls.
 5.30 p.m. Variety
 6.0 p.m. Programmes in French
 12 (midnight) Melody at Midnight
 Time Signal, 12.30 a.m.
 12.30 a.m. Dance Music
 1.0 a.m. I.B.C. Goodnight Melody

WED., MARCH 29

7.0 a.m. Radio Reveille
 Time Signal, 7.15 a.m.
 7.15 a.m. Ed and Don
 The Singing Cowboys.
 Time Signal, 7.30 a.m.
 The Long-range Weather Forecast for to-day and to-morrow.
 7.30 a.m. FAVOURITE MELODIES
 Presented by Freezone Corn Remover.

11.0 a.m. Carroll Gibbons and His Savoy Hotel Orpheans, with Anne Lenner and George Melachrino.
 11.15 a.m. The Wanderer Writes
 11.30 a.m. Programmes in French
 2.0 p.m. Miniature Matinee
 2.30 p.m. Home and Beauty
 2.45 p.m. YOUNG WIDOW JONES
 A Moving Human Story of a Woman's Heart and a Woman's Love.—Presented by Milk of Magnesia.
 Time Signal, 3.0 p.m.
 3.0 p.m. Gilbert and Sullivan
 Selections. No. 2.
 3.15 p.m. The Makers of Oxydol Proudly Present JACK JACKSON AND HIS BAND
 in a New and Unusual Entertainment in an All-star Cast: The Three Jacks, Jack Hunter and Jack Cooper.
 3.30 p.m. SONGS OF SAFETY
 With Your Old Friend Dan.—Presented by Johnson's Wax Polish.
 3.45 p.m. GEORGE FORMBY
 With a Strong Supporting Cast, including "Beryl." A Terrific Series of Laughter and Song Programmes.—Presented by Feen-a-Mint.
 Time Signal, 4.0 p.m.
 4.0 p.m. STELLA DALLAS
 A Continuation of the World-famous Story of a Mother whose Love for her Daughter was the Uppermost Thought of Her Life.—Presented by California Syrup of Figs.
 4.15 p.m. Ed and Don
 The Singing Cowboys.
 4.30 p.m. Light Fare
 4.45 p.m. MARMADUKE BROWN
 The Lovable, Eccentric Inventor and his Patient Wife, Matilda.—Presented by Phillips' Dental Magnesia.
 Time Signal, 5.0 p.m.
 5.0 p.m. The Potted Show
 With Dick Bentley and Peggy Desmond.
 5.15 p.m. A Quarter-hour Programme
 For Boys and Girls.
 5.30 p.m. PALMOLIVE HALF-HOUR
 Eddie Pola, Paul Oliver and Olive Palmer with the Palmolives.—Sponsored by Palmolive Soap.
 6.0 p.m. Programmes in French
 12 (midnight) Melody at Midnight
 Time Signal, 12.30 a.m.
 12.30 a.m. Dance Music
 1.0 a.m. I.B.C. Goodnight Melody

THURSDAY, MARCH 30

7.0 a.m. Radio Reveille
 Time Signal, 7.15 a.m.
 7.15 a.m. THE OPEN ROAD
 Presented by Carters Little Liver Pills.
 Time Signal, 7.30 a.m.
 The Long-range Weather Forecast for to-day and to-morrow.
 7.30 a.m. Bruce Anderson and Kenneth Ling discuss prospects for Saturday's Soccer, and talk them over with the Editor of the Sporting Record.
 7.45 a.m. Ed and Don
 The Singing Cowboys.

4.0 p.m. STELLA DALLAS
 A Continuation of the World-famous Story of a Mother whose Love for her Daughter was the Uppermost Thought of Her Life.—Sponsored by California Syrup of Figs.
 4.15 p.m. THE GOSPEL SINGER
 Featuring Roland Robson.—Presented by Wright's Coal Tar Soap.
 4.30 p.m. The Music of Franz Lehár
 4.45 p.m. MARMADUKE BROWN
 The Lovable, Eccentric Inventor and his Patient Wife, Matilda.—Presented by Phillips' Dental Magnesia.
 Time Signal, 5.0 p.m.
 5.0 p.m. "The Folks Who Live on the Hill."
 5.15 p.m. SANDY POWELL
 In the Exciting Series of Fun and Adventure, "Around the World with Sandy Powell."—Presented by Atora Shredded Beef Suet.
 5.30 p.m. A Quarter-hour Programme
 For Boys and Girls.
 5.45 p.m. Bruce Anderson and Kenneth Ling. Discuss prospects for Saturday's Soccer and talk them over with the Editor of the Sporting Record.



Pat Donoghue, the famous racehorse trainer, will appear before the microphone on Sunday at 9.45 a.m.

HUNGARIA'S GIPSY BAND

Continued from page 17

has had the distinction of playing the cimbalom at Queen's Hall, in Kodaly's Hungarian suite, "Hary Janos."

The deputy leader of the orchestra is Louis Frieber, half-Hungarian, half-Russian—and born in London. He, too, is a wonderful fiddler, and a composer as well. Several of his tunes have been played at the gipsy parties, including *Blue Roses*, and *Gipsy Dream*.

The pianist, Harold Pedlar, throws himself so wholeheartedly into the playing of gipsy music that even Hungarians refuse to believe he is English!

The gipsy parties don't rely solely on the band for their appeal, but introduce several guest artistes at each broadcast. Magda Kun has frequently sung with them, also Maria Krajnik and Paul de Kalmar, one of the most famous of Hungarian singers.

Perhaps the most frequent of their non-Hungarian guest singers is Otto Fassel, the Viennese tenor, whose lovely voice enralls his hearers, both on the air and in the restaurant. Fassel is one of the very few living singers who has the coveted distinction of "Kammersänger," a title very sparingly bestowed. It means that you are attached to some particular Court or State Opera, and Fassel's title is from the Prussian State Opera of Berlin.

Dim Dremo and Georges Gladirevsky are two favourite Russian gipsy guitarists who sing to their own accompaniment, and on the afternoon of my visit the guest artiste was Irene Prador, fascinating Viennese star.

The parties would lose half their distinctive character if it were not for Alexander Howard, who arranges them, invites the guest artistes, chooses the music and introduces each item.

Alexander Howard is also a Hungarian by birth, though he is now a naturalised Englishman.

Always to me, and to many others, too, everything Hungarian is attractive, and the Hungaria is no exception. The restaurant itself, the cream walls and ceiling painted with Hungarian designs in red, pink, green, and yellow, with the traditional Hungarian motifs of tulips and hearts, the large mirrors let into the wall, with beautiful vases of flowers on brackets in front of them—a good idea for any of you, by the way—the little coloured glass shields, lit from behind, which show the coats of arms of the different Hungarian counties, the carved and painted wooden chandeliers, the waiters, the food, most of all the music—the whole atmosphere is redolent of Hungary.

If you've been to Hungary, a visit to one of the gipsy parties makes you long to return to that land of music and enchantment.

And if you haven't been there, a visit to a Hungarian gipsy party in person, or a visit by way of the microphone, is a very good substitute, for you can have nothing more typical of the romance and charm of Hungary.

Do You Improve in the Quickstep?

The Go-as-you-please Dance

SEARCHING through the history of dancing, Joe Loss has found that the quickstep grew out of the foxtrot. About sixteen years ago dancers demanded speed, and they got it!

In fact, the foxtrot was played so fast that they turned it into the Charleston in America, but it settled down finally in Britain as the quickstep.

Joe Loss is reviving some of the "hot" favourites of the early quickstep days in his next Meltonian programme.

And here's a reminder. Have you entered for the Meltonian dance competition yet? The closing date is April 8, you know, so time's getting short. Write to Meltonian, Cricklewood, London, N.W.2, for an entry form. All you have to do is to place Britain's favourite dances in order of popularity.

As well as the grand first prize of £50 there are hundreds of Joe Loss gramophone records to be given away as consolation prizes.

The judges of the contest are the famous musical comedy star Frances Day, Joe Loss, and K. P. Hunt (editor of RADIO PICTORIAL.) Don't forget to listen to these Meltonian programmes which are broadcast every week on Tuesdays at 7.45 a.m. from Radio Normandy and Thursdays at 9.0 a.m. from Radio Luxembourg.

Bring Romance and Drama into your home every day



"INSPECTOR BROOKS" Every week a complete episode of the thrilling adventures of Inspector Brooks and his son Dick of Scotland Yard is presented for your entertainment. Mystery after mystery is solved by their shrewd investigations.—Presented by the makers of "Milk of Magnesia"

EVERY SUNDAY at 7.15 p.m.



"YOUNG WIDOW JONES" Living in the country town of Appleton—Peggy Jones, widowed in her twenties, with two children to support, has to decide what she owes to her children and what she owes to herself in life.—Presented by the makers of "Milk of Magnesia."

MONDAY to FRIDAY at 2.45 p.m.



"STELLA DALLAS" A dramatic radio version of the world-famous story of a mother whose love for her daughter was the uppermost thought in her life. The sacrifice of her own happiness to secure the social prestige of her daughter is a heart-rending echo of one of Life's gripping dramas.—Presented by the makers of "California Syrup of Figs."

MONDAY to FRIDAY at 4.0 p.m.



"MARMADUKE BROWN AND MATILDA"

You have met men like Marmaduke—lovable, loyal, but irresponsible. Marmaduke is an inventor, but what he invents never amounts to much. Matilda, his wife, is the bread-winner. She loves him—but he is exasperating. Listen to the adventures of these two human people.—Presented by the makers of "Phillips Dental Magnesia."

MONDAY to FRIDAY at 4.45 p.m.

SUN. MON. TUES. WED. THURS. FRI.
from **RADIO NORMANDY**
274 metres

Transmissions arranged through International Broadcasting Company Ltd.

JUDGING THE COW AND GATE KNITTING CONTEST

KNITTING must be the favourite hobby of hundreds of women, if the number of entries for the Cow and Gate Radio Knitting Competition is anything to go by. There were hundreds! And the task of the

judges was not an easy one.

The standard of the knitting was extraordinarily high.

For three hours the judges were grouped round the tables upon which the hundreds of entries were displayed.

In her talks on the air Mrs. Birrell had told knitters that they were to watch such things as correctly finishing their seams: to pay particular attention to pressing and to see that their work was clean.

I am afraid a number of entries were turned down at once because of seams being badly or carelessly finished. Others were too loosely knit so that the garment measured more than it should have done.

Also in some cases wool other than Patons and Baldwins was used.

The prizes offered by Cow and Gate, Ltd., were:—

- 1st Prize ... £20
- 2nd Prize ... £10
- 3rd Prize ... £5


The winners of this most interesting competition will be announced from Radio Luxembourg on Wednesday afternoon, March 29 at 5.30 p.m. Be sure to listen in.



(Right) Mrs. Valder Gates, wife of Mr. Valder Gates, M.B.E., Joint Managing Director of Cow & Gate Limited, Mrs. V. Goldsworthy, A.I.P.A., Director and Secretary of the Central Advertising Service, Limited, and Mrs. Birrell, Knitting Expert of Cow & Gate, Limited., who judged the Cow and Gate Knitting Competition together with Nurse Vincent, the well-known baby-craft expert, and Mr. Bowden of Patons and Baldwins.

EARLY HOLIDAYS

in the Golden West



Cornwall, Devon, Somerset and Dorset—those lovely western counties—exercise an irresistible charm and fascination. They call you again this year to choose your holiday resort within their borders.

EARLY HOLIDAYS ARE BEST, BECAUSE

- The countryside is never fresher than in early Summer
- The extra hours of daylight are extra hours of health
- You do not add to the late summer overcrowding
- You have the advantage of cheaper accommodation
- Early travel is comfortable travel



BEFORE YOU GO HOW YOU GET THERE

Buy "Holiday Haunts" 1939 containing Holiday Addresses, etc. (Price 6d.) Cheap "Monthly Return" Tickets by any train, any day, from all parts.

WHEN YOU GET THERE

Cheap 1st and 3rd Class Weekly Holiday Season Tickets, issued from April 1st to October 31st, will enable you to see the best of your chosen holiday district.

All information will gladly be supplied by the Superintendent of the Line, Great Western Railway, Paddington Station, London, W.2, or can be obtained at any Railway Station or the usual Tourist Agencies.



TAKE YOUR HOLIDAYS EARLY

Tune in RADIO NORMANDY

Continued from page 32

6.0 p.m. Programmes in French
12 (midnight) Melody at Midnight
Time Signal, 12.30 a.m.
12.30 a.m. Dance Music
1.0 a.m. I.B.C. Goodnight Melody

FRIDAY, MARCH 31

7.0 a.m. Radio Reveille
Time Signals 7.15 and 7.30 a.m.
7.30 a.m. The Long-range Weather Forecast for to-day and to-morrow.
7.45 a.m. Music on the Cinema Organ
Time Signal, 8.0 a.m.
8.0 a.m. MUSIC IN THE MORNING
Presented by Horlicks.
Time Signal, 8.15 a.m.
8.15 a.m. Browning and Starr
8.30 a.m. French News Bulletin
8.40 a.m. "YOUR MESSAGE FROM THE STARS"
Presented by Anne French Cleansing Milk.
8.45 a.m. SMILES, SONGS AND STORIES
Comped by Albert Whelan.—Presented by Andrews Liver Salt.
Time Signal, 9.0 a.m.
9.0 a.m. The Three Cooks
Tom, Dick and Harry.
9.30 a.m. Radio Favourites
9.45 a.m. THEATRE OF THE AIR
Presenting Showland Memories. Robert Irwin, Elena Danieli, The Showlands Trio, Percival Mackey and His Orchestra.
Sponsored by California Syrup of Figs.
Time Signal, 10.0 a.m.
10.0 a.m. KITCHEN WISDOM
Presented by Borwick's Baking Powder.
10.15 a.m. A PROGRAMME OF CHARACTER
Presented by Pan Yan Pickle.
10.30 a.m. Ed and Don
The Singing Cowboys.
Time Signal, 10.45 a.m.
10.45 a.m. The Songs We Know Them By.



Billy Bissett and his orchestra will play for you in the Rinso Radio Revue on Sunday at 6.30 p.m.

11.0 a.m. DONALD PEERS
Cavaller of Song. Supported by The D.D.D. Melodymakers.—Presented by D.D.D. Prescription, and Comped by Roy Plomley.
11.15 a.m. Dream Waltzes
11.30 a.m. Programmes in French
2.0 p.m. Miniature Matinée
2.30 p.m. Piano Playtime
2.45 p.m. YOUNG WIDOW JONES
A Moving Human Story of a Woman's Heart and a Woman's Love.—Presented by Milk of Magnesia.
Time Signal, 3.0 p.m.
3.0 p.m. Home and Beauty
3.15 p.m. Theatre Memories
3.30 p.m. "LOVE IN AN ATTIC"
Presented by Lavona Hair Tonic.
3.45 p.m. ANNE FRENCH BEAUTY TALKS
Presented by Reudel Bath Cubes.
Time Signal, 4.0 p.m.
4.0 p.m. STELLA DALLAS
A Continuation of the World-famous Story of a Mother whose Love for her Daughter was the Uppermost Thought of Her Life.—Presented by California Syrup of Figs.

4.15 p.m. Ed and Don
The Singing Cowboys.
4.30 p.m. THE OPEN ROAD
Featuring the Carter Cavaliers.—Presented by Carters Little Liver Pills.
4.45 p.m. MARMADUKE BROWN
The Lovable, Eccentric Inventor and his Patient Wife, Matilda.—Presented by Phillips' Dental Magnesia.
Time Signal, 5.0 p.m.
5.0 p.m. The Musical Magazine
5.15 p.m. A Quarter-hour Programme For Boys and Girls.
5.30 p.m. Variety
6.0 p.m. Programmes in French
12 (midnight) Melody at Midnight
Time Signals, 12.30, 1.0, 1.30 a.m.
1.30 a.m. Dance Music
2.0 a.m. I.B.C. Goodnight Melody

SATURDAY, APRIL 1

7.0 a.m. Radio Reveille
Time Signals, 7.15 and 7.30 a.m.
7.30 a.m. "Singing in the Bathub"
The Long-range Weather Forecast for To-day and To-morrow.
7.45 a.m. Ed and Don
The Singing Cowboys.
Time Signal, 8.0 a.m.
8.0 a.m. MUSIC IN THE MORNING
Presented by Horlicks.
Time Signal, 8.15 a.m.
8.15 a.m. Happy Days
8.30 a.m. French News Bulletin
8.40 a.m. "YOUR MESSAGE FROM THE STARS"
Presented by Anne French Cleansing Milk
8.45 a.m. Military Band Concert
Time Signal, 9.0 a.m.
9.0 a.m. SMILES, SONGS AND STORIES
Comped by Albert Whelan.—Presented by Andrews Liver Salt.
9.15 a.m. The Wizard of Knowledge
Featuring John Morley and Valerie Larg.
9.30 a.m. A GIPSY TOLD ME
(Memoirs of a Traveller in the Lands of Romany). A Programme of Gipsy Music introducing The Famous "Hungaria" Band.—Sponsored by Freezezone Corn Remover.
9.45 a.m. The Animal Man
Continues his Animal Alphabet and answers his many Young Correspondents
Time Signal, 10.0 a.m.
10.0 a.m. CARROLL GIBBONS AND HIS BOYS
With Anne Lenner, George Melachrino. Guest Artists: Madeleine Racklin, The Five Herons. Comped: Russ Carr.
Presented by Cookeen Cooking Fat.
10.30 a.m. Radio Favourites
Time Signal, 10.45 a.m.
10.45 a.m. Benjie McNabb presents
Radio Normandy Concert Hall.
11.0 a.m. The British Empire
—India.
11.15 a.m. Something for Everybody
11.30 a.m. Programmes in French
2.0 p.m. Military Moments
2.15 p.m. "The Cyclists' Magazine of the Air." Contributors: B. W. Best, W. J. Bailey, Hodites, R. C. Shaw, Fred Latham. Edited by Bruce Anderson.
2.30 p.m. Miniature Matinée
2.45 p.m. The Songs We Know Them By
Time Signal, 3.0 p.m.
3.0 p.m. Cinema Organ Favourites
3.15 p.m. Ask for Another
3.45 p.m. A Musical Potpourri
Time Signal, 4.0 p.m.
4.15 p.m. Ed and Don
The Singing Cowboys.
4.30 p.m. Bruce Anderson presents
The Old Comrades Association News.
4.45 p.m. What's On?
Stop Press Entertainment News. By Edgar Blatt.
Time Signal, 5.0 p.m.
5.0 p.m. The Potted Show
With Dick Bentley and Peggy Desmond
5.15 p.m. Melody Time
5.30 p.m. WHO WON?
Full Classified Results of all Association Football Matches played this afternoon will be broadcast between now and 6.0 p.m.—Presented by Pineate Honey Cough Syrup.
6.0 p.m. Programmes in French
12 (midnight) Melody at Midnight
Time Signals, 12.30, 1.0, 1.30 a.m.
1.30 a.m. Dance Music
2.0 a.m. I.B.C. Goodnight Melody

Information supplied by the International Broadcasting Co., Ltd., 37 Portland Place, London, W.1.

NOTES ON

Radio Rhythm

A Weekly feature on Radio Dance Music and Swing Time Topics
by Sidney Petty.

LOUIS LEVY, whose "Music from the Movies" has won world-wide appreciation, expects to be going to Australia.

But don't worry—it won't be yet awhile! From his office I learn that the Music Corporation of Australia have made him an offer of a personal salary of £600 a week; since then he's had tempting offers from an Australian radio network.

"But nothing can happen till June," I was

Vocalist Bernard Hunter has recently left Henry Hall's outfit because —

—"I've been working around the provinces," he says, "and now I want a little home life."



At the moment he's busy on the Will Hay picture—*Ask A Policeman*; then comes a Gracie Fields film—*Sally of the Shipyard*. Incidentally, Louis directed music on England's three best pictures of the year—*The Lady Vanishes*, *Pygmalion*, *The Citadel*.

AS a matter of fact, Louis wrote all the music for *The Citadel* almost overnight—a rush job, and an exacting one at that.

Australia knows his music well. An interesting fact is that thirty per cent of his fan-mail, approximately, comes from down-under. They get his *Music from the Movies* programmes, recorded, in their Empire broadcasts. There is also, I learn, an enormous reaction from Holland.

IT was certainly an honour for Louis to be selected for last Monday's Franco-British variety broadcast, with Gracie Fields.

Yes, he's done much for film and radio music—this quiet little man with the ready smile, who becomes a giant the moment his arms are raised in the air, to come down with a beat that sets his magnificent orchestra into action.

FROM a sick-bed in a hospital in Glasgow, reader E. Lees writes in defence of dance-band leaders who do their own announcing—whatever their accent: "it's very pleasing to hear the band-leaders voice wishing you 'Pleasant dreams' and 'A happy week-end'."

Get better soon, pal.

WELL, in about a week from now the cheery Jack Jackson will be setting out in the car for a wee trip through the South of France. Meanwhile plans are being made for his tour of the variety halls, with band, which—with Jack's personality—should be a big box-office attraction. I hear that the Television department is keen on using him as a straight actor—in his spare time!

BUMPED into Hughie Diamond the other day—and then bounced off again! Height six-feet-two, age nineteen, Hughie must be the tallest vocalist on the air. He tells me that this month marks the second year since his radio debut—which was with Lew Stone, in March, 1937.

Teddy Joyce discovered him in Glasgow, you may recall. Since then he's sung with many famous bands—the last few months with Jack Harris.

"Before I took to singing, I was a furniture shifter," reveals this muscular mike-Romeo. He's not married, nor engaged, doesn't smoke, chews gum.

YES, Ambrose certainly did come back to radio with a whim. He's on again Saturday, five to six p.m., with his company of thirty-eight. This includes, of course, the Ambrose Octette stage show and the inimitable compere, Naunton Wayne.

Ambrose's manager tells me that Bert thinks the public are getting tired of straight dance-band programmes, which is why the maestro goes to such pains to put over a real variety show with a rhythmic background.

Well, you're the public. Are you getting tired of "straight" dance-band programmes? Thé d'ansant broadcasts, for instance? [I really would like to know.

AS hinted here some time back, Harry Robbins and his Cosmopolitan Four have really "clicked" with the B.B.C. A whole series is booked, the first three dates being April 5, 19, May 3.

Featured in these broadcasts will be pianist-bandleader Harry Bidgood.

TEN out of ten to Syd Seymour and his Madhatters for their recent smashing broadcasts—and an earnest appeal to the B.B.C. to give us more of this crazy but brilliant outfit!



CARROLL LEVIS and his RADIO DISCOVERIES

Every Sunday

LUXEMBOURG

(1293 metres)

12 NOON

NORMANDY

(274 metres)

5.15 p.m.

Transmission through I.B.C. Ltd.

PARIS

(312.8 metres)

6.15 p.m.

Listen in, see if you can spot a winner, and send in your vote—as Carroll says, it may mean a whole lot to some young performer.

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the makers of

QUAKER CORN FLAKES

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in Paris
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Of unbelievable fineness of texture "Evening in Paris" Face Powder endows the complexion with that flattering "soft-focus" finish, so glamorous and alluring. 1 - and 1/9

BOURJOIS

Tune in to 531 METRES, 565 KC's

RADIO EIREANN for LUCK

(ATHLONE)

PROGRAMMES PRESENTED BY IRISH RADIO PRODUCTIONS



Programme details:

SUNDAY, MAR. 26

9.30 to 10.30 p.m. **Sunday Serenade.** We dip at Random into the Album of Melodies that have charmed the World.

MONDAY, MARCH 27

9.30 to 10.30 p.m. **Salute to Adventure.** A presentation of Songs and Tunes that have thrilled the World.
10.10 p.m. (approximately). You will hear our Racing Commentary.

TUESDAY, MARCH 28

9.30 to 10.30 p.m. **The Ladder of Fame.** From the Bottom Rung to the Top. A programme in a reminiscent mood for many Moods.
10.10 p.m. (approximately) You will hear our Racing Commentary.

WEDNESDAY, MARCH 29

9.30 to 10.30 p.m. **The Melody of Love.** Our New Radio Magazine for the Ladies—about the Ladies, and by the Ladies (mostly)! We turn the pages of

Take a tip from the lovely in the picture, and tune into Eireann on Wednesday at 9.30 p.m.



THURSDAY, MARCH 30

9.30 to 10.30 p.m. **With Plenty Of Money And You.** A Programme of Possibilities and Probabilities. No. 1, A Mediterranean Cruise. It's "All Aboard" to find the Golden Sunshine—and Gay Romance of "With Plenty of Money and You."
10.10 p.m. (approximately) You will hear our Racing Commentary.

FRIDAY, MARCH 31

9.30 to 10.30 p.m. **How Do You Like Your Music?** Tunes for All Tastes! It's "Up-and-Down" the Scale for L'Opera to L'Ambeth Walk. And we observe "One Golden Rule!..." Every melody to be worthy of its inclusion.
10.10 p.m. (approximately) You will hear our Racing Commentary.

SATURDAY, APRIL 1

9.30 to 10.30 p.m. **Easter Parade.** A Musical Trailer full of Grand Variety. A week-ahead excursion for the coming week-end holiday!
10.10 p.m. (approximately) You will hear our Racing Commentary.

ASTROLOGY HAS HELPED OTHERS

Why Not You?

Thousands of persons who had lost all hope of living happily again, have discovered that the day they received their horoscope their life took a turn for the better.

Why deprive yourself of the very real aid of this most ancient of sciences? Why continue to blame your failure on bad luck when the trouble is that you are transgressing astrological laws? If you knew them, you could obey them—and so find the way to success and happiness.

No matter what questions bother you—be it love or business, fame or finance the answer is in your horoscope.

In order to give you an idea of the working of Astrology, Professor Benedict, Astrologer worthy of your confidence, will send you in a plain envelope, a free two-page horoscopic reading that will amaze you by its accuracy. Send him your name (Mr., Mrs. or Miss), address, date and place of birth. Important: if you write legibly you will also receive a curious free talisman. Send, if you wish, 3d. stamps with your request to help defray expenses. Stamps will be returned if you are not satisfied. Write: Professor Benedict, Dept. 98, 13 Rue Richelieu, Roubaix, Nord, France. (Postage: 2½d.)



...CONDUCTED BY CHARLES SHADWELL

(Continued from page 15)

"One day I received a letter at the Coventry Hippodrome asking me to call at Broadcasting House. Two days later—on May 11th, 1936—I joined the B.B.C. I didn't have time to be nervous. In the first week I was there I had five shows to do!

"Here's the schedule of one of my busiest days: Rehearsing from 10 a.m. till 1 p.m. Break for lunch. Rehearse again from 2.30 till 5.30. Transmission to home listeners from 8 till 9. Transmission to Empire listeners from 11.20 p.m. till midnight!"

All the same, Charlie always seems to be in rude health.

"I like my work, and that's half the battle," he explains.

Letters from all round the world make the hard work well worth while. One little girl used to write to him twice a day. For Christmas she sent him a little parcel, containing a sixpenny packet of cigarettes, a cigar, a tablet of highly scented soap, and a shilling postal order—"to buy yourself a drink!"

As you may have guessed, Charlie is also a popular figure among the staff and artistes at Broadcasting House—maybe that's why they're always pulling his leg!

On Saturday nights the announcer usually gets in a gag at the maestro's expense. Cracks like this come over the air: "The Variety Orchestra, conducted all over the place by Charles Shadwell."

Or—"Conducted by the immortal Charles Shadwell!"

Or—"Music, microbe, please!"

But here's where my hour was up. Charlie was off to work again. Hastily, Minnie sewed a couple of buttons on to his jacket. Two girls had pulled them off, for souvenirs, outside St. George's Hall the previous night!

Yes, it's a great life.

SHOULD PARLIAMENT BE BROADCAST?

(Continued from page 7)

Actually, the number of broadcasts given to any one party should be determined by its known strength in the country.

The cost of all this? Well, in the first place, it would not be large. In the second place, I fancy it might be better if the whole scheme were financed apart from the present funds of the B.B.C.

Would the listening public be willing to pay, say an extra sixpence per year, for the right to hold a parliamentary licence?

Apart from those who refuse to interest themselves seriously in political matters, there is a large body of public opinion anxious, rather than willing, to be interested. They, I think, would pay sixpence.

Periodically, the B.B.C. takes us over to this or that theatre for an excerpt from the latest show. With the help of a commentator they broadcast the actual music and dialogue. Why not begin with a parallel broadcast from the House? I think such an experiment would justify wider applications.

SONG POEMS WANTED

SUCCESSFUL COMPOSER INVITES AUTHORS TO SUBMIT LYRICS

Write:—"Composer" (360) Rays Advt. Agency, Cecil Court, London, W.C.2

FREE TO LADIES

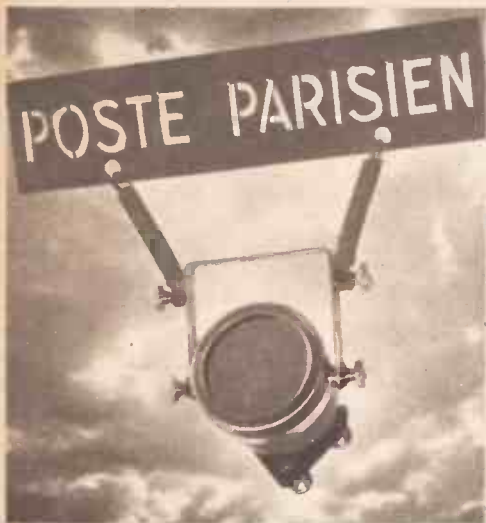
In all ailments incidental to the sex **DR. OSTER MANN'S FEMALE PILLS** have been used with extraordinary success. Countless letters from all parts of the world provide conclusive and undeniable proof of their efficacy. Every woman sufferer should write for **FREE SAMPLE.** Sold in boxes. Price 3/-, 5/-, 12/- FROM THE MANAGERESS **THE HYGIENIC STORES, LTD. (Dept. R.P.), 95, Charing Cross Road, London, W.C.2**

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FAULTLESS HAIR DRESSING

BOTTLES 1/- TUBES



The Paris Broadcasting Station

ACP 312.8 metres 959 kc/s. 60 kw. PARIS

11.0 a.m. Bits and Pieces of Everything. Patchwork Programme
 Time Signal, 11.15 a.m.
 11.0 p.m. Paris Night Life
 Surprise transmissions from famous Paris Cabarets and Night Clubs.
 11.30 p.m. A.C.P. Goodnight Message

TUESDAY, MARCH 28

9.15 a.m. Cuban Cocktail
 Fifteen minutes of Rhumba Rhythm.
 9.30 a.m. Last Season's Favourites
 Songs and tunes you will enjoy hearing again.
 Time Signal, 9.45 a.m.
 9.45 a.m. In the Grove
 A programme of Swing for Swing Fans.
 10.0 a.m. Announcer's Mixed Bag
 Time Signal, 10.15 a.m.
 10.15 a.m. When the Lamps Are Low
 A programme of love songs.
 10.30 a.m. Hollywood on Parade
 Songs from the movies, old and new.
 Time Signal, 10.45 a.m.
 10.45 a.m. Round the World to Music
 Songs of all nations, featuring Rudy Vallee.



Handsome Rudy Vallee will be heard in a bright programme on Tuesday at 10.45 a.m.

11.0 a.m. FASHIONS FROM PARIS
 Latest French styles interpreted by Maya Noel.—Presented by Tampax, Ltd.
 Time Signal, 11.15 a.m.
 11.0 p.m. Paris Night Life
 Surprise transmissions from famous Paris Cabarets and Night Clubs.
 11.30 p.m. A.C.P. Goodnight Message

WEDNESDAY, MARCH 29

9.15 a.m. Dance With Us
 Dance music old and new.
 9.30 a.m. Listeners' Command Performance
 H.M. the Listener's Special Request Programme. Write us for your favourite tune.
 Time Signal, 9.45 a.m.
 9.45 a.m. Film Star Recipes from Hollywood
 Accordiana
 10.0 a.m. A quarter-hour of tunes from the ever-popular squeeze box.
 Time Signal, 10.15 a.m.
 10.15 a.m. Concert Platform
 A programme of light music everyone will enjoy.

10.30 a.m. Songs of To-day
 Time Signal, 10.45 a.m.
 10.45 a.m. Last Season's Favourites
 Songs and tunes you will enjoy hearing again.
 11.0 a.m. Patchwork Programme
 Bits and Pieces of Everything.
 Time Signal, 11.15 a.m.

11.0 p.m. Paris Night Life
 Surprise transmission from famous Paris Cabarets and Night Clubs.
 11.30 p.m. A.C.P. Goodnight Message

THURSDAY, MARCH 30

9.15 a.m. The Weather-Man Predicts
 Whatever the weather there's a song to suit it.
 9.30 a.m. Listeners' Command Performance
 H.M. the Listener's Special Request Programme. Write us for your favourite tune.
 Time Signal, 9.45 a.m.
 9.45 a.m. Swing Session
 Fifteen minutes of Rhythm in the Raw.
 10.0 a.m. FASHIONS FROM PARIS
 Latest French styles interpreted by Maya Noel.—Presented by Tampax Ltd.
 Time Signal, 10.15 a.m.
 10.15 a.m. Announcer's Mixed Bag
 Some more of our Announcer's favourites.
 10.30 a.m. Plantation Parade
 Fifteen minutes of Stephen Foster melodies.
 Time Signal, 10.45 a.m.
 10.45 a.m. Waltz and Tango, Ltd.
 For those who like Crinolines and Castanets and the music that goes with them.
 11.0 a.m. Variety
 Up goes the curtain for Fifteen Minutes' Entertainment.
 Time Signal, 11.15 a.m.

11.0 p.m. Paris Night Life
 Surprise transmission from famous Paris Cabarets and Night Clubs.
 11.30 p.m. A.C.P. Goodnight Message

FRIDAY, MARCH 31

9.15 a.m. THE OPEN ROAD
 Presented by Carters Little Liver Pills.
 9.30 a.m. Round-up Time
 Fifteen minutes of Hill-billy music.
 Time Signal, 9.45 a.m.
 9.45 a.m. Last Season's Favourites
 Presenting some of the tunes you'll like to hear again.
 10.0 a.m. Waltz and Tango, Ltd.
 For those who like Crinolines and Castanets and the Music that goes with them.
 Time Signal, 10.15 a.m.
 10.15 a.m. Patchwork Programme
 Bits and Pieces of Everything.
 10.30 a.m. Songs and Singers
 Fifteen minutes with the Celebrities.
 Time Signal, 10.45 a.m.
 10.45 a.m. Dance With Us
 A programme of dance music old and new.
 11.0 a.m. Personality Parade
 Time Signal, 11.15 a.m.

SATURDAY, APRIL 1

9.15 a.m. Cheer-up Songs
 Music to soothe the April Fools.
 9.30 a.m. Sweet and Hot
 A programme for those who like melody as well as rhythm.
 Time Signal, 9.45 a.m.
 9.45 a.m. Hollywood on Parade
 Another programme of film melodies.
 10.0 a.m. American Spotlight
 Fifteen minutes dedicated to our American friends in Europe.
 Time Signal, 10.15 a.m.
 10.15 a.m. Yesterday's Hits
 Melodies popular a few seasons ago.
 10.30 a.m. Waltz and Tango, Ltd.
 For those who like Crinolines and Castanets and the music that goes with them.
 Time Signal, 10.45 a.m.
 10.45 a.m. Cuban Cocktail.
 A quarter-hour of Rhumba Rhythm.
 11.0 a.m. Patchwork Programme
 Bits and Pieces of Everything.
 Time Signal, 11.15 a.m.

11.0 p.m. Paris Night Life
 Surprise transmission from famous Paris Cabarets and Night Clubs.
 11.30 p.m. A.C.P. Goodnight Message

Anglo-Continental Publicity Ltd., Cavendish Mansions, Langham Street, London, W.1.

Chief Announcer: ALLAN ROSE
 Assistant Announcer: Beryl Muir

Times of Transmission:
 Sunday: 9.15 a.m.—11.15 a.m.
 5.00 p.m.—7.00 p.m.
 10.30 p.m.—11.30 p.m.
 Weekday: 9.15—11.15 a.m.
 11.00 p.m.—11.30 p.m. Monday, Tuesday, Wednesday, Thursday and Saturday.

SUNDAY, MARCH 26

Morning Programme

Time Signals, 9.15 a.m., 9.45 a.m. and 10.15 a.m.
 9.15 a.m. Wake Up and Whistle
 Some popular tunes you can't resist.
 9.30 a.m. Listeners' Command Performance
 H.M. the Listener's Special Request Programme. Write us for your favourite tune.
 10.30 a.m. THE OPEN ROAD
 Presented by Carters Little Liver Pills
 Time Signal, 10.45 a.m.
 10.45 a.m. Personality Parade
 Time Signal, 11.15 a.m.

Afternoon Programme

Time Signal, 5.0 p.m.
 5.0 p.m. HORLICKS PICTURE HOUSE
 Master of Ceremonies: Howard Claney. Gina Malo, Romney Brent, Oliver Wakefield, Dorothy Alt, The Cavendish Three, Mayfair Men, Bryan Quinn, and The Horlicks All-Star Orchestra under Debroy Somers.—Presented by Horlicks.
 Time Signal, 6.0 p.m.
 6.0 p.m. GEORGE FORMBY
 With a strong supporting cast, including "Beryl." A terrific series of Laughter and Song Programmes.—Presented by Feen-a-Mint.
 6.15 p.m. QUAKER QUARTER HOUR
 Featuring Carroll Levis and His Radio Discoveries, from the stage of the Odeon, Leicester Square.—Presented by Quaker Corn Flakes
 Time Signal, 6.30 p.m.
 6.30 p.m. RINSO RADIO REVUE
 Featuring Billy Bissett and His Band, Bebe Daniels and Ben Lyon, Tommy Handley, Sam Browne, Alice Mann, Eve Becke. Compered by Ben Lyon.—Presented by Rinso.
 Time Signal, 7.0 p.m.

Evening Programme

FOOTBALL FANS' HOUR
 Time Signal, 10.30 p.m.
 10.30 p.m. Dance With Us
 A programme of gay Dance Music.
 10.45 p.m. Cabaret
 A quarter-hour of Popular Favourites.
 Time Signal, 11.0 p.m.
 11.0 p.m. Varied Fare
 A programme of Listeners' Favourites.
 11.15 p.m. Variety Theatre
 Time Signal, 11.30 p.m.
 11.30 p.m. A.C.P. Goodnight Message

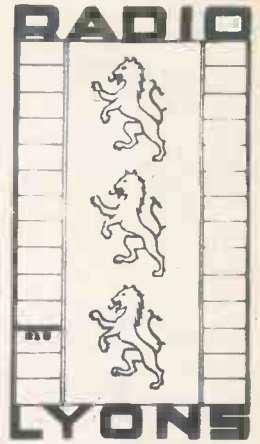
MONDAY, MARCH 27

Time Signal, 9.15 a.m.
 9.15 a.m. Cheer-Up Time
 Songs to dispel those Monday morning blues.
 9.30 a.m. With My Banjo On My Knee
 The music-maker that is popular everywhere.
 Time Signal, 9.45 a.m.
 9.45 a.m. Old Time Favourites
 A quarter-hour for the not-so-young.
 10.0 a.m. Waltz and Tango Time
 For those who like crinolines and castanets and the music that goes with them.
 Time Signal, 10.15 a.m.
 10.15 a.m. Keyboard Krusies
 Fifteen minutes with piano-playing stars.
 10.30 a.m. Round-Up Time
 Fifteen minutes of Hill-billy Tunes.
 Time Signal, 10.45 a.m.
 10.45 a.m. Plantation Parade
 A quarter-hour of negro songs and melody.

Radio Lyons Calling!

215 metres

Resident Announcer: Johnny Couper



Time Signal, 10.15 p.m.

SUNDAY, MARCH 26

- 6.15 p.m.** Around the Bandstand
Radio Lyons opens the programme with some excellent recordings of Military Marches and Brass Bands, with songs by Gene Autry.
Time Signal, 6.30 p.m.
- 6.30 p.m.** THE SPRY BROADCASTING THEATRE
Featuring Sandra Shayne, Byrl Walkley, Dick Francis, The Radio Revellers and The Spry Syncopaters.—Presented by Spry.
Time Signal, 7.0 p.m.
- 7.0 p.m.** Sing As We Go
Peter the Planter presents Bertha Willmott, Leonard Henry, Raymond Newell and The Sing Song Orchestra conducted by Dennis Van Thal.
- 7.15 p.m.** Smiling Through
A programme of gay and tuneful music played for you by Harry Horlick and Orchestra, New Mayfair Novelty Orchestra and Barnabas von Gecky and Orchestra.
Time Signal, 7.30 p.m.
- 7.30 p.m.** Tea Time
With Cyril Fletcher in "Odd Odes and Music."
- 7.45 p.m.** Station Concert and News in French
- 8.10 p.m.** Zetter Pools
- 8.15 p.m.** Christopher Stone Speaking
- 8.45 p.m.** Station Concert and News in French
- 9.0 p.m.** Young and Healthy
Sweet and Swing in the latest Dance Music.
- 9.15 p.m.** Melody, Song and Humour
in a quarter of an hour of Variety.
Time Signal, 9.30 p.m.

- 9.30 p.m.** SHOWLAND MEMORIES
A Musical Cavalcade of Theatreland past and present, with Elena Danteli, Robert Irwin, The Showland Trio and Percival Mackey and his Orchestra.—By courtesy of California Syrup of Figs.
- 9.45 p.m.** LONDON MERRY-GO-ROUND
Teddy Randall and His Sensational London Band, with Madeleine de Gist, Pierre le Kreun and the Smiling, Singing Men-About-Town.—Presented by Phillips Magnesia Beauty Creams.
- 10.0 p.m.** WALTZ TIME
The New Waltz Time with Tom Sheppard and the golden voices of Mary Monroe and Jerry Roberts.—Presented by Phillips Dental Magnesia.
- 10.15 p.m.** THE ADVENTURES OF INSPECTOR BROOKES OF SCOTLAND YARD
and his son, Dick. A series of thrilling Dramas.—Presented by Milk of Magnesia.
- 10.30 p.m.** Music Hath Charms
A fascinating Piano and Song Interlude presenting Vera Lynn, Bing Crosby and at the piano Carroll Gibbons and "Fats" Waller.
Time Signal, 10.45 p.m.
- 10.45 p.m.** THE OPEN ROAD
The Carters Caravan in a pageant of Music, Song and Drama.—Sponsored by Carters Little Liver Pills.
- 11.0 p.m.** Organ Parade
A quarter of an hour at the Organ with Reginald Dixon, Bobby Pagan and Reginald Foort.

- 11.15 p.m.** Happy Days
Quarter of an hour of cheerful Songs and Dance Music.
Time Signal, 11.30 p.m.
- 11.30 p.m.** As You Like It
Your favourite artistes and tunes in a final half-hour of Miscellanea.
- 12.0 (midnight)** Close Down

MONDAY, MARCH 27

- 10.0 p.m.** Sporting Special
Time Signal, 10.0 p.m.
- 10.15 p.m.** MARMADUKE BROWN
The lovable, eccentric inventor and his patient wife, Matilda.—Presented by Phillips Dental Magnesia.
Time Signal, 10.15 p.m.



Recognise Max Miller under the old-time hat? Hear him on Tuesday at 11.0 p.m.

- 10.30 p.m.** Trans-Atlantic
Stars of American Radio, Stage and Screen in a half-hour programme of Swing, Song and Humour.
Time Signal, 11.0 p.m.
- 11.0 p.m.** The Lyons Den
Listen to our friendly announcers Johnny Couper and Roy Sandom, talking about things of local interest as they play some of their favourite records.
- 11.30 p.m.** Late Night Dance Special
Music for the Dancer.
- 12.0 (midnight)** Close Down

TUESDAY, MARCH 28

- 10.0 p.m.** Tea Time
A quarter of an hour of Dance Music.
Time Signal, 10.0 p.m.
- 10.15 p.m.** MARMADUKE BROWN
The lovable, eccentric inventor and his patient wife, Matilda.—Presented by Phillips Dental Magnesia.
Time Signal, 10.15 p.m.
- 10.30 p.m.** THE OPEN ROAD
The Carters Caravan in a pageant of Music, Song and Drama.—Presented by Carters Little Liver Pills.
- 10.45 p.m.** Organ Parade
A quarter of an hour at the Organ with Bobby Pagan, Sandy MacPherson and Quentin Maclean.
Time Signal, 11.0 p.m.
- 11.0 p.m.** Radio Lyons Music Hall
An All Star Bill. Presenting Max Miller, The Andrews Sisters, The Kentucky Minstrels, Anona Winn, Michael Moore and George Elrick and His Music.
- 11.30 p.m.** By Request
Half an hour devoted to the listeners' own requests. To hear your favourite artiste or tune—write to Radio Lyons.
- 12 (midnight)** Close Down

WEDNESDAY, MARCH 29

- 10.0 p.m.** Sporting Special
Time Signal, 10.0 p.m.

- 10.15 p.m.** MARMADUKE BROWN
The lovable, eccentric inventor and his patient wife, Matilda.—Presented by Phillips Dental Magnesia.
Time Signal, 10.15 p.m.
- 10.30 p.m.** A New Series of Programmes
Featuring some of the World's Workers.
- 10.45 p.m.** Soft Stillness and the Night
Music you love to hear played and sung by world-famous artistes.
Time Signal, 11.0 p.m.
- 11.0 p.m.** Colour In Cabaret
Harlem of the Air. Presenting Elizabeth Welch, Leslie Hutchinson, The Mills Brothers and Chick Webb and His Orchestra.
- 11.15 p.m.** Hawaiian Paradise
Presenting Roy Smeck, Hawaiian Islanders and Andy Iona and His Islanders.
- 11.30 p.m.** Down Memory Lane
Turn back the clock and listen to some Song Hits of yesterday.
- 12.0 (midnight)** Close Down

THURSDAY, MARCH 30

- 10.0 p.m.** Tea Time
A quarter of an hour of Dance Music.
Time Signal, 10.0 p.m.
- 10.15 p.m.** MARMADUKE BROWN
The lovable, eccentric inventor and his patient wife, Matilda.—Presented by Phillips Dental Magnesia.
Time Signal, 10.15 p.m.
- 10.30 p.m.** THE OPEN ROAD
The Carters Caravan in a pageant of Music, Song and Drama.—Presented by Carters Little Liver Pills.
- 10.45 p.m.** Arrived At Lyons
A pot-pourri of records hot from the press.
Time Signal, 11.0 p.m.
- 11.0 p.m.** Old Timers
Radio Lyons presents some Music-Hall Memories.
- 11.30 p.m.** The Nightwatchman
A further supply of soothing, goodnight music brought by our good friend to put you in the mood for slumber.
- 12.0 (midnight)** Close Down

FRIDAY, MARCH 31

- 10.0 p.m.** Record Review
A programme of outstanding recordings, selected by "Bohemian."
Time Signal, 10.0 p.m.
- 10.15 p.m.** MARMADUKE BROWN
The lovable, eccentric inventor and his patient wife, Matilda.—Presented by Phillips Dental Magnesia.
Time Signal, 10.15 p.m.
- 10.30 p.m.** Motor Magazine
Presented by Alan Hess.
Time Signal, 11.0 p.m.
- 11.0 p.m.** By Request
Half an hour devoted to the listeners' own requests. To hear your favourite record—write to Radio Lyons.
- 11.30 p.m.** Concert Platform
World famous Orchestras, Singers and Instrumentalists visit our Concert Platform to-night.
- 12.0 (midnight)** Close Down

SATURDAY, APRIL 1

- 10.0 p.m.** Radio Round-Up
Our weekly quarter-hour of Cowboy Songs and Hill-Billy Favourites.
Time Signal, 10.0 p.m.
- 10.15 p.m.** For The Music Lover
Time Signal, 10.15 p.m.
- 10.30 p.m.** Songs and Good Cheer
In a Variety entertainment.
Time Signal, 10.30 p.m.
- 10.45 p.m.** Organ Parade
Quarter of an hour at the Organ with Donald Thorne, Al Bollington and H. Robinson Cleaver.
Time Signal, 11.0 p.m.
- 11.0 p.m.** In The Swing
Jitterbug Jamboree.
- 11.15 p.m.** Marching Along
A quarter of an hour of records by famous Military Bands.
- 11.0 p.m.** Love Is On The Air To-night
Love Songs old and new in a final thirty-minute Serenade to Sweethearts.
- 12.0 (midnight)** Close Down

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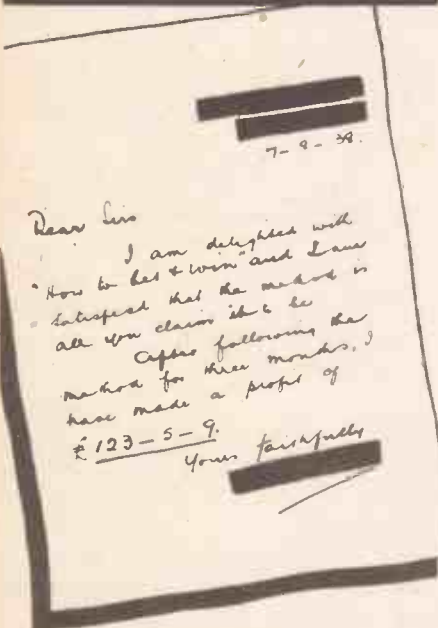
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